

THE  
**NUS  
MBA**

**THE NUS-PEKING UNIVERSITY  
DOUBLE DEGREE MBA**

Academic Year 2011-2012



**北京大學**  
Guanghua School of Management



**NUS**  
National University  
of Singapore

**NUS**  
BUSINESS  
SCHOOL



**Prof. Brian Hwang**, Academic Director  
*The NUS-PKU Double Degree MBA programme*  
*NUS Business School*

“The renaissance of Asia and the rise of China are in the making. Standing at the crossroads between Asia and the world is a competitive cosmopolitan state called Singapore and, booming as the locomotive of the global economy is a huge nation called China. The two nations fostered partnerships through projects such as the Suzhou Industrial Park and Tianjin Eco City. With strong economic and political bilateral ties, the NUS-PKU Double-Degree MBA is the first (since 2001) and leading academic partnership that solidifies the connection between the two countries. Offered by two top business schools, the NUS-PKU Double-Degree MBA is uniquely designed for those who are keen to take advantage of a rising Asia”.



**Prof. Zhang Yichi**, Academic Director  
*The NUS-PKU Double Degree MBA programme*  
*Guanghua School of Management*  
*Peking University*

“With the surge of globalisation and the arrival of the ‘Asian Century’, learning experiences in NUS business school and PKU Guanghua School of Management will further enhance the possibility for participants in this double degree programme to achieve their career success in a larger geographical region by being offered double learning resources, double alumni networks, and double developmental opportunities.”





### **National University of Singapore**

A leading global university centred in Asia, the National University of Singapore (NUS) is Singapore's flagship university, with a history spanning over 100 years. NUS offers a global approach to education and research, with a focus on Asian perspectives and expertise. Its transformative education includes a broad-based curriculum underscored by multi-disciplinary courses and cross-faculty enrichment, as well as special programmes which allow students to realise their potential. Over 30,000 students from 100 countries further enrich the community with their diverse social and cultural perspectives, making campus life vibrant and exciting.

#### **NUS Business School**

Established in 1965, NUS Business School is known for its focus in providing management thought leadership from an Asian perspective, enabling our students and corporate partners to leverage on the best global knowledge and deep Asian insights to drive business education and growth in Asia and around the world. This combination of global knowledge and Asian insights is reflected in all aspects of its research, teaching and industry outreach. As Asia's Global Business School, NUS Business School is a leading authority on business in Asia.

The School has consistently received top rankings in the Asia-Pacific region by independent publications and agencies, such as Financial Times, Economist Intelligence Unit, and QS Top MBA, in recognition of the quality of its programmes, faculty's research and graduates.

The School is accredited by AACSB International (Association to Advance Collegiate Schools of Business) and EQUIS (European Quality Improvement System) – endorsements that the School has met the highest standards for business education. With the School being the first and only business school in Asia to be a full academic member of CEMS, a global alliance of management education, this would be another attraction to students as academic institutions in the CEMS network are reputed to provide the highest standards of teaching and research.



### **Peking University**

Founded in 1898, Peking University (PKU) is the first national university in Chinese modern history. PKU now consists of 31 colleges and 14 departments, offering 101 undergraduate programmes, 224 postgraduate programmes, and 202 doctoral programmes. Its faculty members and students have impacted directly or indirectly every level of society – legal, political, literary, scientific, social, philosophical and cultural. The University is proud of its part in educating China's most prominent social, business and political leaders.

#### **Guanghua School of Management (GSM)**

Able staffed by over 70 full-time faculty members with PhDs from top global universities, Guanghua offers doctoral research, specialised MBA and undergraduate programmes. With its superior academic programmes and staff, Guanghua School of Management is well positioned to welcome students of all nationalities who are interested in pursuing excellence at an internationally recognised university. The faculty members in PKU with PhDs from top global universities also boasts nationally-acclaimed professors who have impacted upon the economy of China in the past few decades.



### Why the NUS-PKU Double Degree Programme?

Graduate with 2 MBA degrees from 2 premier educational institutions, NUS and PKU – Asia's leading universities

- Both NUS and PKU are ranked Top 40 by The Times Higher Education – QS World University Rankings, 2006 - 2010
- The NUS MBA is ranked Top 3 preferred MBA programmes to recruit from in Asia Pacific (QS Global 200 Business Schools 2009: The Employers' Choice) while PKU MBA is ranked "Most Influential MBA in China" by World Entrepreneur Magazine, 2006 - 2009
- Cultural Immersion in the World's Most Globalised City and the World's Rising Superpower
- Bilingual Experience; Doubled Networking Exposure
- Taught by World Class Faculty with extensive teaching, research and consulting experience

### Programme Structure

**Students of The NUS-PKU Double Degree MBA programme are required to take the PKU segment on a full-time basis.** This means that core modules and electives must be completed within 2 semesters at PKU. For the NUS segment, students may opt to study on either a full-time or part-time basis. Students who wish to take the NUS segment part-time need to be citizens of Singapore or Permanent Residents. On a full-time basis, students can take up to a maximum of 5 modules per semester. On a part time basis, students can take up to a maximum of 3 modules per semester. All students are advised to commence their MBA at PKU.



### Candidature:

Minimum - 2 years  
Maximum - 4 years

To graduate with the double degree, candidates must successfully complete the programme of study fulfilling the requirements of both NUS and PKU. Students are also required to defend a thesis / advanced study project at PKU at the end of the whole course.

### Programme Schedule

To ensure complete immersion in both Singapore and China, the NUS-PKU Double Degree MBA programme lays the foundation from a rigorous programme schedule, with the first half of the programme set in Peking University and the second half in National University of Singapore. There are two programme schedules that students can select from:

**PKU, Beijing :** 2 semesters (Full-time)

**NUS, Singapore :** 2 semesters (Full-time) or 12 – 60 months (Part-time)

### Curriculum

#### Peking University

- Managerial Economics
- Financial Accounting
- Quantitative Methods in Management Science
- Financial Management
- China in Transition
- Business Chinese
- 3 Electives
- Thesis

#### National University of Singapore

- Management and Organisation
- Leadership in Organisations
- Marketing Management
- Corporate Strategy
- Statistics
- Asia Pacific Business
- Managing Operations
- Advanced Business Communication
- 5-6 electives

#### Electives are Available at NUS in the areas of:

- Business Policy
- Decision Sciences
- Finance and Accounting
- Management and Organisation
- Marketing

*Please note that the courses stated are subject to change due to periodic curriculum reviews by NUS and PKU. While some modules are conducted in English and/or Chinese, the whole programme can be completed in English.*

### Career Services

- One-on-one career coaching
- Networking sessions
- Career resource library
- Resume book
- Career development workshops
- Skill development workshops
- Recruitment services
- Mutual assistance programmes
- Online career tools

### Job Placements

- Accenture – Singapore/China
- Bain – China
- BCG – China
- A.T. Kearney – Singapore/China
- Barclays Capital – Singapore/China
- Bank of China – China
- Citigroup – Singapore/China
- IBM – Singapore/China
- British American Tobacco – China
- Johnson & Johnson – Singapore/China
- CapitalLand – Singapore/China
- Emerson – Singapore/China
- General Electric – China
- LVMH – Singapore/China
- ABN AMRO – Singapore/China
- Honeywell – China
- GlaxoSmithKline – Singapore/China
- Pepsi – China
- Pfizer – China
- Novartis – China
- Nestle – Singapore/China
- Societe Generale – China
- Monitor – Singapore/China
- Oracle – China
- General Electric – China
- Cargill – China
- Shell – Singapore/China
- Google – Singapore/China
- Macquarie – China
- Procter & Gamble – Singapore/China
- McKinsey – Singapore/China
- Ernst & Young – Singapore/China
- Yahoo! – China
- Goldman Sachs – Singapore/China
- Morgan Stanley – Singapore/China
- Schlumberger – Singapore
- Sindicatum Carbon Capital – Singapore
- Thomson Reuters – Singapore
- Jones Lang LaSalle – Singapore
- Unilever – Singapore

### Career Services Information

Both business schools have dedicated Career Services Offices to help students secure internships and placements upon graduation. The NUS Business School Career Services Office and the Guanghai Career Development Centre grooms our students for career success from Day One of their MBA journey. Geographically mobile and effectively bilingual, our graduates are highly sought-after and are now working in top global companies across the region.

### Lifelong Alumni Learning Programme

NUS Alumni can continue to enhance their knowledge and widen their network by auditing MBA courses of their own choices through the NUS Lifelong Learning Programme.

### Student Life

The learning experience of an NUS-PKU Double Degree MBA student doubles as he goes through a year each in both Beijing and Singapore. This also means doubling the student life and career opportunities available, and students are encouraged to make full use and actively participate in all the student activities and career resources from both schools. Some of the key student activities and career services include:

#### Cross Culture Communication Events

GSM holds annual cross-cultural negotiation seminars with MBA students from overseas partner business schools alongside Guanghai School of Management. These events drive the practice of negotiation skills in a competitive environment while giving an in-depth understanding of China's reform.

#### MBA Association of PKU

Composed of MBA alumni and students, the association hosted the first, "China's MBA Development Forum" in June 2000 with the participation of more than 50 MBA schools across the country. Now an annual event for GSM, it is the perfect opportunity for the alumni and students to interact with academics, business professional, government officials and media. It has already produced a far-reaching impact on China's economic and business circles.

#### Study Trips

Spearheaded by students, bi-annual study trips are organised with the objective of providing international exposure for students to learn the best corporate, entrepreneurial and government practices in another country. These trips offer a wealth of knowledge as students get immediate access to Directors, CEOs and government officials, engaging in insightful dialogues. Recent study trips include Australia (2010), South Korea (2009) and USA (2008) etc.

## APPLICATION FOR ACADEMIC YEAR 2011–2012

### THE NUS-PKU DOUBLE DEGREE MBA ENTRY REQUIREMENTS

- Bachelor degree
- Minimum 3 years of full time post-university work experience
- Good GMAT score
- Good TOEFL/IELTS/PTE score (if medium of instruction in undergraduate studies was not in English)
  - **TOEFL** : Minimum score of 260 for computer-based test, 620 for paper-based test and 100 for internet-based test
  - **IELTS** : Minimum result band of 6.5
  - **PTE** : Minimum score of 68
- The Chinese Common Entrance Examination is required for applicants who are holding a Chinese PRC passport

### HOW CAN I SUBMIT MY APPLICATION AND WHAT IS REQUIRED?

All applications must be submitted online at [mba.nus.edu/apply](http://mba.nus.edu/apply). In addition, the following documents are to be sent in ONE package.

- Resume
- A copy of undergraduate transcripts
- A copy of degree scroll
- A copy of GMAT results
- A copy of TOEFL/IELTS/PTE results (if medium of instruction in undergraduate studies was not in English)
- Two referee reports (online or hard copies)

As part of the selection process, shortlisted applicants have to go through interviews from both universities.

### WHEN SHOULD I SUBMIT MY APPLICATION?

The next intake is in August/September 2011. The application window opens from 8th October 2010 – 28th February 2011.

### SCHOLARSHIP QUALIFYING PERIOD

8<sup>th</sup> October 2010 – 31<sup>st</sup> January 2011

### HOW MUCH ARE THE TUITION FEES?\*

NUS Fees :	S\$34,000
PKU Fees :	RMB 100,000
Total Fees :	S\$54,000 (approximate)
NUS Acceptance Fee :	S\$5,000 (will be credited towards the payment of The NUS MBA tuition fees)
PKU Confirmation Deposit :	RMB10,000 (will be refunded after enrollment into the programme)

The Universities reserve the right to revise the fees as appropriate.

### WHAT ARE THE SCHOLARSHIPS AVAILABLE?

At NUS Business School, scholarships are available for full-time students and are awarded by the school and various companies to deserving individuals based on their grades, character and general performance on a case by case basis. To learn more, kindly visit [mba.nus.edu/scholarships](http://mba.nus.edu/scholarships).

- The NUS MBA Awards
- Peh Chin Hua Bursary
- Mandarin Alumni Study Award
- Asian Business Fellowship Scholarships (IE Singapore)
- The CapitaLand International Scholarship

For more information on the NUS-PKU Double Degree Programme, please visit [mba.nus.edu/pku](http://mba.nus.edu/pku).

*\*Information is correct at the time of printing.*

## STUDENT PROFILE

# 28

Average Age

# 5 years

Average work experience

# 685

Average GMAT score

## Contact Us

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