NUS Business School reaches out to China

It’s making inroads with existing and new programmes

By EILEEN TAY

NATIONAL University of Singapore (NUS) Business School is making inroads into China through a series of programmes, both existing and new.

“China is a growing area, but at the same time China faces a lot of challenges. If we, in the business school, can offer ideas and deal with the problems and issues in China, we will feel very gratified. At the same time by tackling the issues and problems, we learn a lot,” said Professor Bernard Yeung, dean of NUS Business School.

“NUS Business School has a long tradition of paying attention to China, and Asia as a whole. We claim to be the leading business school in Asia.”

The NUS Asia-Pacific Executive (APEX) MBA programme (Chinese) is an example of a long-established programme. It was first established in 1997 and has had 19 classes. It is targeted at senior executives and 65 percent of the participants are from mainland China.

Apart from existing programmes, NUS Business School also has new programmes such as Master in Public Administration and Management (MPAM), which commenced in March this year.

MPAM is a collaboration with the Lee Kuan Yew School of Public Policy and is a one-year intensive and interdisciplinary course. The programme incorporates real-world case studies drawn from China and other Asian countries, seminars, and an overseas study mission to Hawaii, New York and Washington.

“The idea is to recognise the intertwined relationship between public policy and management,” explained Prof Yeung.

Although both programmes are conducted in Chinese, language is not a barrier to learning for Singaporeans.

“Once they are in the programme, their Mandarin improves tremendously,” said Associate Professor Chong Juin Kuan, academic director of the APEX MBA programme (Chinese).

“Our strength is that we have very solid fundamentals. Our difficulty is letting people see that there is a lot of rigour inside our programmes,” said Prof Yeung.

To gain outreach, NUS Business School has been conducting a series of seminars in different cities in China, Taiwan, Hong Kong and even South-east Asian countries such as Indonesia. Not only do these seminars aim to draw more applicants to its programmes, it is also a way of presenting research results to an international audience.

Other prominent programmes include the NUS-Peking University Double Degree MBA and the S3 Asia MBA, which is a collaboration with Fudan University’s School of Management and Korea University Business School. These programmes are targeted at students who aspire to learn beyond their home environment and expand their horizons into Asia.

NUS Business School has also recently signed memorandum of understandings with Nanhai Municipal Government and the Chinese Academy of Governance to provide management training to officials and to exchange research on different business models, respectively.