BUSINESS SCHOOL HISTORY

SCHOOL OF MANAGEMENT, FUDAN UNIVERSITY
Fudan University was the first institution of higher learning in China to set up a department of business education. After the reform and open-door policy implementation in China, Fudan University has grown into one of the top-class educational institutions in China and so far has taken shape as a modern international business school. In research, the school has earned remarkable achievements since its establishment and has been awarded First Prize for R&D Progress and First Prize for Excellent Education Accomplishments, both on national levels.

KOREA UNIVERSITY BUSINESS SCHOOL
Since its establishment in 1905, Korea University Business School has grown by leaps and bounds, developing a reputation for excellence by providing students with up-to-date knowledge and by training them to be leaders in the business world. KUBS has spearheaded the development and innovation of management education in Korea and thus, has undisputedly become the country’s best business school. KUBS’ outstanding faculty, curriculum, programmes and research centers offer a wealth of opportunities, disciplines and experiences for KUBS students’ outreach to the world and international students’ in-depth acquaintance with Korean corporate culture.

NUS BUSINESS SCHOOL
Founded in 1905, National University of Singapore (NUS) is a leading global university that offers a broad-based curriculum underscored by multidisciplinary courses and cross-faculty enrichment. Consistently ranked among the top business schools in Asia, NUS Business School has met the highest standard of achievement in education and research for business schools worldwide. With a history of over 42 years, NUS Business School has produced nearly 45,000 graduates through rigorous, relevant and rewarding business education.

WHY S$ ASIA MBA?
The growth engine of the twenty-first century is Asia. With Asia’s rapid development, this results in an increase in the complexity of doing business in a region with substantial economic, business, cultural, institutional and socio-political differences. Accordingly, there is a growing need for a pan-Asian MBA programme that offers an in-depth understanding on theory and practice of business in Asia. As the only Asia-focused MBA programme, students are able to leverage on the strengths of 3 universities - the deep understanding of Asian economies; the global standard of each MBA programme and the faculty team trained from top business schools around the world. Upon graduation, students are expected to develop careers within the region, or hold top positions in global MNCs, while handling the Asian region, making full use of their Asian MBA immersion experience.
DEAN’S MESSAGE

With the recent global financial crisis, companies today are seeking for greater ways to improve business operations, provide for long-term growth and sustainability, and have a strong team of ethical, responsible and trained professionals. In this unprecedented time, all eyes are looking at Asia as the key engine of growth for the new century. Several researchers and political leaders have already acknowledged the potential of Asia in driving the world, making the need for business experts on the Asia economy more important than ever.

The S3 Asia MBA programme specifically addresses this global challenge. By offering a solid training on business in Asia on a strategic level, students are able to gain valuable insights on three of Asia’s most powerful economic houses through a 3 semester immersion experience in Shanghai, Seoul and Singapore. Within these 3 semesters, we believe that students will be able to triple their experience, triple their network and triple their opportunities in the bustling Asian region.

As the first of its kind in the world, S3 Asia MBA is designed to allow students to have a distinctively global scope, coupled with a keen awareness of regional implications. S3 Asia MBA will equip students with the resources they will need to succeed in a truly global environment.

The goal of S3 Asia MBA is not only to become the finest MBA programme in Asia, but provide business professionals who are experts on the regional business. We believe S3 Asia MBA offers not only unparalleled experiences in graduate management education, but also excellent career opportunities in three dynamic cities - Seoul, Shanghai and Singapore.

We invite you to come, learn and shape the future business landscape of Asia.
CITIES OF STUDY

EXPERIENCE ASIA IN 3 DYNAMIC CITIES

In addition to the most attractive campuses and advanced facilities in the world, our locations in the most dynamic and exciting cities make for an unbeatable combination.

SHANGHAI - THE DRAGON CITY
Shanghai is the largest city in China in terms of population and one of the fastest growing metropolitan areas in the world, with over 20 million people. Economic reforms in 1990 resulted in intense development and financing in Shanghai, and in 2005, Shanghai became the world’s busiest cargo port. Today, Shanghai is the largest center of commerce and finance in mainland China, and has been described as the “showpiece” of the world’s fastest-growing economy.

SEOUL - THE TIGER CITY
Seoul is the capital and largest city of South Korea. With a population of over 10 million, it is one of the world’s largest cities. Seoul is one of the world’s top ten financial and commercial cities and is home to some of the world’s largest conglomerates such as Samsung, LG and Hyundai-Kia. In 2008, Seoul was named the world’s sixth most economically powerful city by Forbes.com, ahead of Paris and Los Angeles.

SINGAPORE - THE LION CITY
Unique is the word that describes Singapore, a dynamic city rich in contrast and colour where you’ll find a harmonious blend of culture, cuisine, arts and architecture. A bridge between the East and the West for centuries, Singapore, located in the heart of fascinating Southeast Asia, continues to embrace tradition and modernity today. Singapore is ranked the world’s easiest place to do business, most competitive country in Asia, best business environment in Asia Pacific, and best Asian country to live, work and play in consistently by several ranking bodies through the years.
S3 ASIA MBA

05

“Through a globalised, distinctive understanding of Asian cultures, businesses and economies, the S3 Asia MBA unveils new horizons of opportunities, and paves the way for my career in the future.”

BEN BELIEU, UNITED STATES OF AMERICA
S3 ASIA MBA, CLASS OF 2010

MESSAGE FROM ACADEMIC DIRECTOR

“The business spotlight will be on Asia in the 21st century. To harvest growth opportunities in Asia, business leaders must understand Asian perspectives and the Asian way of doing business. The S3 Asia MBA is uniquely conceptualised to equip present and future business leaders with management skills to perform and excel in the complex pan-Asian business environment.”

PROFESSOR SUM CHEE CHUONG
ACADEMIC DIRECTOR
S3 ASIA MBA

CURRICULUM

Tri-Country, Tri-University, Tri-Semester

Curriculum

S3 Asia MBA students start their first semester in Shanghai and spend their second semester in Seoul, and finish the last semester in Singapore. In each of these semesters, S3 Asia MBA students are treated as full time MBA students, allowing them to have immediate access to all the resources of the 3 universities. In addition, students also share classes with full time MBA students from the three universities, thus immersing them into the MBA culture of the 3 universities.

For students who wish to get a degree from Fudan needs to register for the fourth semester to write their thesis. The S3 Asia MBA requires rigorous study, creativity and imagination, analytical thinking and teamwork. The curriculum is carefully designed so students continually build on concepts and skills learned in earlier courses as they proceed through the programme.

Two Degrees, One Certificate

Once a student completes the requirements of S3 Asia MBA programme, the student will be awarded two full MBA degrees - one from the home university and another from a partner university. In addition, the candidate will also receive an S3 Asia MBA certificate signed by three deans from Fudan University Business School, Korea University Business School and NUS Business School. A student needs to declare his second MBA degree during the admission process in their home university.

CURRICULUM SCHEDULE

Semester 1
(in School of Management, Fudan University)
- Orientation
- Managerial Communication
- Data Models and Decisions
- Managerial Economics
- Financial Accounting
- Organizational Behavior
- Business in China
- Asian Business Insights I (Field Trip)
- Basic Chinese (Optional for NUS and KU students)**
- Politics (for Chinese students)

Semester 2
(in Korea University Business School)
- Marketing Management
- Operations and Process Management
- Corporate Finance
- Business Ethics in Asian Companies
- Management Information Systems
- Business in Korea and Japan
- Capital Markets and Corporate Governance in Asia
- Asian Business Insights II (Field Trip)
- Basic Korean or Business English (Optional)**

Semester 3
(in NUS Business School)
- Corporate Strategy
- Asia Pacific Business
- Elective 1
- Elective 2
- Elective 3
- Asian Business Insights III (Field Trip)
- Advanced Business English*

Note: The above curriculum may be subject to change.
*Required for Fudan students and elective for KU and NUS students.
**Optional modules which students can take on a non-credit basis.
ALUMNI NETWORK

Graduation is the beginning of an exciting journey to belong to an exclusive and powerful network of alumni from three of Asia’s top business schools. Even after graduation, students can enjoy lifelong learning benefits from the largest international communities of three prominent universities with over 300 years of history in education. Each school has its own alumni association which develops strong networks as a rich source of employment opportunities and career advice, where graduates have the opportunity to create personal networks and professional contact lists of outstanding corporate talents.

CAREER SERVICES

S³ Asia MBA students get immediate access to the career services offices of the three universities from Day One of the programme. Throughout the whole MBA journey, students are groomed to reach their dream careers, through several workshops and skills-training seminars. These include:

- Connexions (MBA Career Fair)
- Online MBA Career Portals
- Career Resource Library
- Daily MBA Career Alerts
- Corporate Visits
- Recruitment Talks
- Career Workshops and Interview Clinics
- Resume book (Resume Clinic)

ESTIMATED LIVING EXPENSES

<table>
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<tr>
<th>Item Description</th>
<th>Shanghai RMB</th>
<th>Soeul KRW</th>
<th>Singapore SGD</th>
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<tbody>
<tr>
<td>Accommodation On-Campus:</td>
<td></td>
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<tr>
<td>1. Single</td>
<td>RMB2,700</td>
<td>W500,000</td>
<td>$1,000</td>
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<td>2. Double</td>
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<td>W395,000</td>
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<tr>
<td>Hostel + Utilities</td>
<td>RMB2,800</td>
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<tr>
<td>Food - University Canteens</td>
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<td>Others - Laundry, Internet, Phone bill etc</td>
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<td>$120</td>
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</table>

“Today, when I look back at the last 12 months, it’s been a brew of life-long experiences that run the gamut from adapting to diverse cultures to building an international network of relationships and yes, of course, traipsing through the sights, sounds and flavors of so many wonderful cities - all while learning the Asian way of doing business! I’m extremely proud to be an S³ Asia MBA student!”

ABHINAV CHARAN, INDIA,
S³ ASIA MBA, CLASS OF 2010
STUDENT LIFE

S3 Asia MBA students enjoy three vibrant and intellectual learning environments. In each semester that the student spends in each university, students are able to participate in a myriad of events from each of the three universities, including:

- International Student Night
- JOIN Cup Business Plan Competition
- Ko-Yon Games
- Consultancy Unplugged
- Scent of Wine Concert
- Bloomberg Training

STUDENT PROFILE (S3 Asia MBA, CLASS OF 2010)

S3 Asia MBA students are immersed into a global learning environment from Day One of their MBA journey. Aside from working together with students from the same programme, which came from various nationalities and backgrounds, S3 Asia MBA students also interact with full time MBA students of Fudan University Business School, Korea University Business School, and NUS Business School, ensuring the tripling of each students' network.

- Male: 71%
- Female: 29%
- Average age: 29 years old
- Average work experience: 6 years

![Nationality Pie Chart]

- Indonesia: 3%
- USA: 3%
- Singapore: 7%
- China: 29%
- India: 29%
- Korea: 29%

![Education Background Pie Chart]

- Others: 9%
- IT: 10%
- Social Sciences: 13%
- Business and Economics: 29%
- Engineering/Computer Science: 39%

![Professional Background Pie Chart]

- IT and Telecommunication: 32%
- Banking: 13%
- Technology: 13%
- Manufacturing: 10%
- Real Estate: 10%
- Education: 6%
- Government: 6%
- Others: 10%

![Work Experience Pie Chart]

- < 3 years: 6%
- 3 – 4 years: 42%
- 5 – 9 years: 42%
- > 10 years: 13%
APPLICATION PROCESS

S‘ASIA MBA ENTRY REQUIREMENTS
(NUS-ADMITTED STUDENTS)

- Bachelor’s degree
- Minimum 2 years of full time work experience
- Good GMAT score
- Good TOEFL/IELTS score (if medium of instruction in undergraduate study 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 score of 6.5

APPLICATIONS ARE TO BE SUBMITTED TO THE FOLLOWING HOME UNIVERSITIES ACCORDING TO NATIONALITY

- Fudan University: For citizens of China, Hong Kong, Macau and Taiwan
- National University of Singapore: For citizens of ASEAN, India, USA, Europe and Latin America
- Korea University: For citizens of Korea, Japan, USA, Europe, Latin America and other parts of the world

WHAT ARE THE FEES, AND HOW DO I SUBMIT MY APPLICATION?

- For Fudan University applications, tuition fee and application information are available at www.fdms.fudan.edu.cn/fdmba
- For Korea University applications, tuition fee and application information are available at biz.korea.ac.kr
- For NUS applications, tuition fee is at S$49,500* and online applications should be completed at mba.nus.edu

*This tuition fee is applicable for AY2010 only.

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 results (required if degree is not in English)
- Two referee reports (online or hard copies)

WHEN SHOULD I SUBMIT MY APPLICATION?

The application window opens from 1st October 2009 - 31st May 2010
Round 1: 1st October 2009 - 31st January 2010
Round 2: 1st February 2010 - 31st May 2010
The next intake is on September 2010 in Fudan University, Shanghai.

SCHOLARSHIP QUALIFYING PERIOD
1st October 2009 - 31st January 2010

WHAT ARE THE SCHOLARSHIPS AVAILABLE?

For NUS-admitted students, scholarships are available for full-time students and are awarded by various companies to deserving individuals based on their grades, character and general performance on a case by case basis. For more information, please refer to mba.nus.edu/scholarships

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