

**NANYANG  
TECHNOLOGICAL  
UNIVERSITY**  
SINGAPORE

# Rise in Global Importance of Asian B-Schools: The case of Nanyang Business School

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# Asian Century

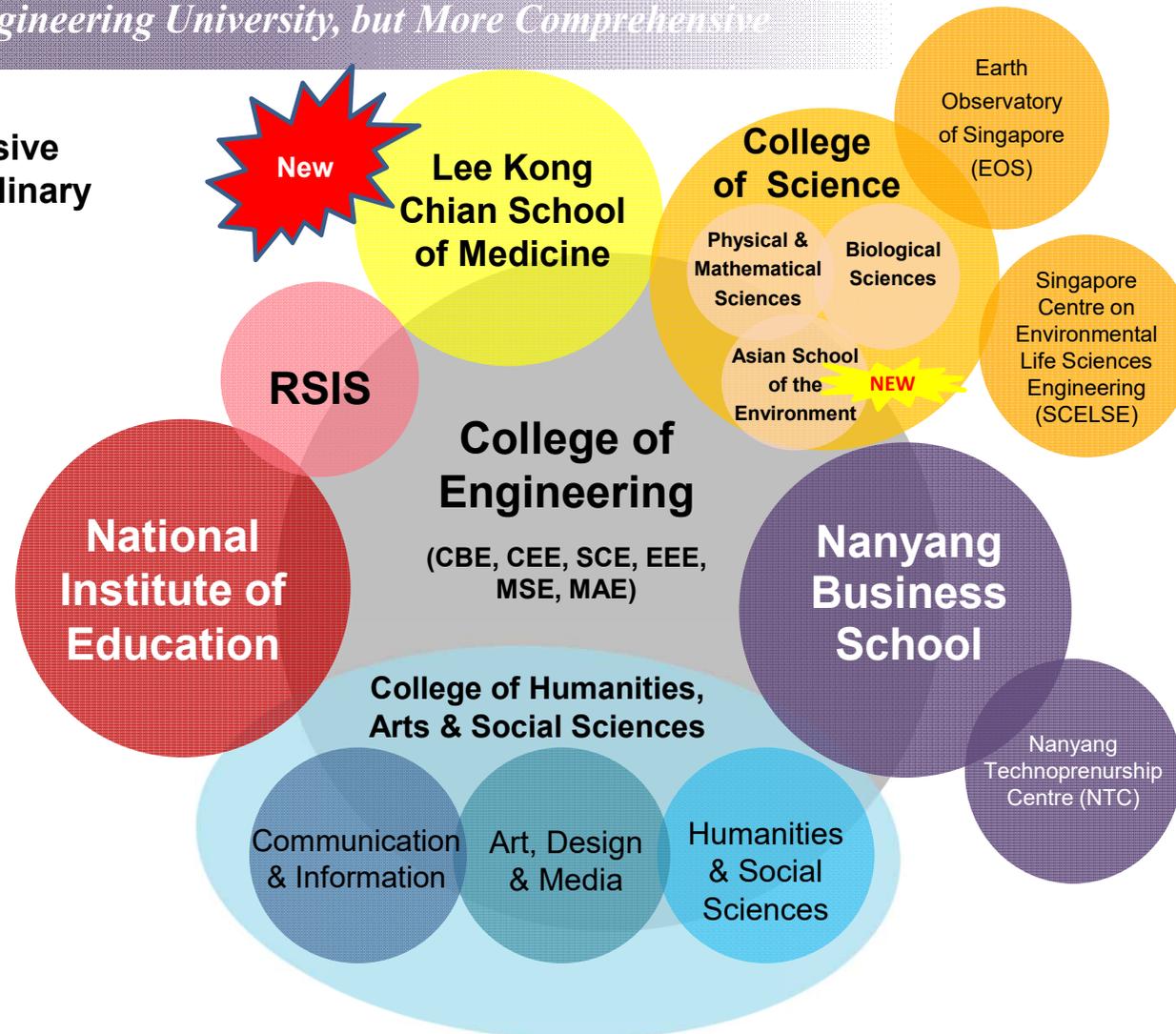
- IMF Presentation
  - ✓ Asia is still growth engine of the world (higher than 5.5% growth rate)
  - ✓ Asia is aging fast—needs to become more productive
- Technological disruption globally
  - ✓ Communications technologies
  - ✓ ICT technologies (Industry 4.0, IoT)
  - ✓ New business models (sharing platforms, eCommerce growth)
- Need for Talent
  - ✓ Nurturing of Millennials
  - ✓ New pedagogies and learning tools—technology-enabled education
  - ✓ Investment in Educational Institutions, including business schools



# ABOUT NTU ACADEMICS

*World's Biggest Engineering University, but More Comprehensive*

**Research-intensive  
and interdisciplinary**





**Rolls Royce**



**NTU-TUM CREATE**

**Tokyo Motor Show 2013**



**Sembcorp Marine**



**BMW**



**Lockheed Martin**

# DNA of a great Business School

## Learning/Teaching

- Student quality
- Programme quality
- Curriculum, pedagogy, support
- "Create a job"

## Research/Applied Research

- Faculty quality
- Research quality
- Research impact on academia, business, industry, community

## Infrastructure

- State of the art technology
- Learning/Teaching and Research facilities

## Networks & Relationships

- Alumni
- Employers
- Industry and Government
- Community

## Interdisciplinary Programmes

- Research collaboration
- Joint programmes

## OUTCOMES

- Business School Rankings as benchmark
- "Our School"

# Our Interdisciplinary Centres of Excellence

Asian Consumer  
Insight

Cultural Studies,  
Cultural Leadership  
& Cultural  
Intelligence

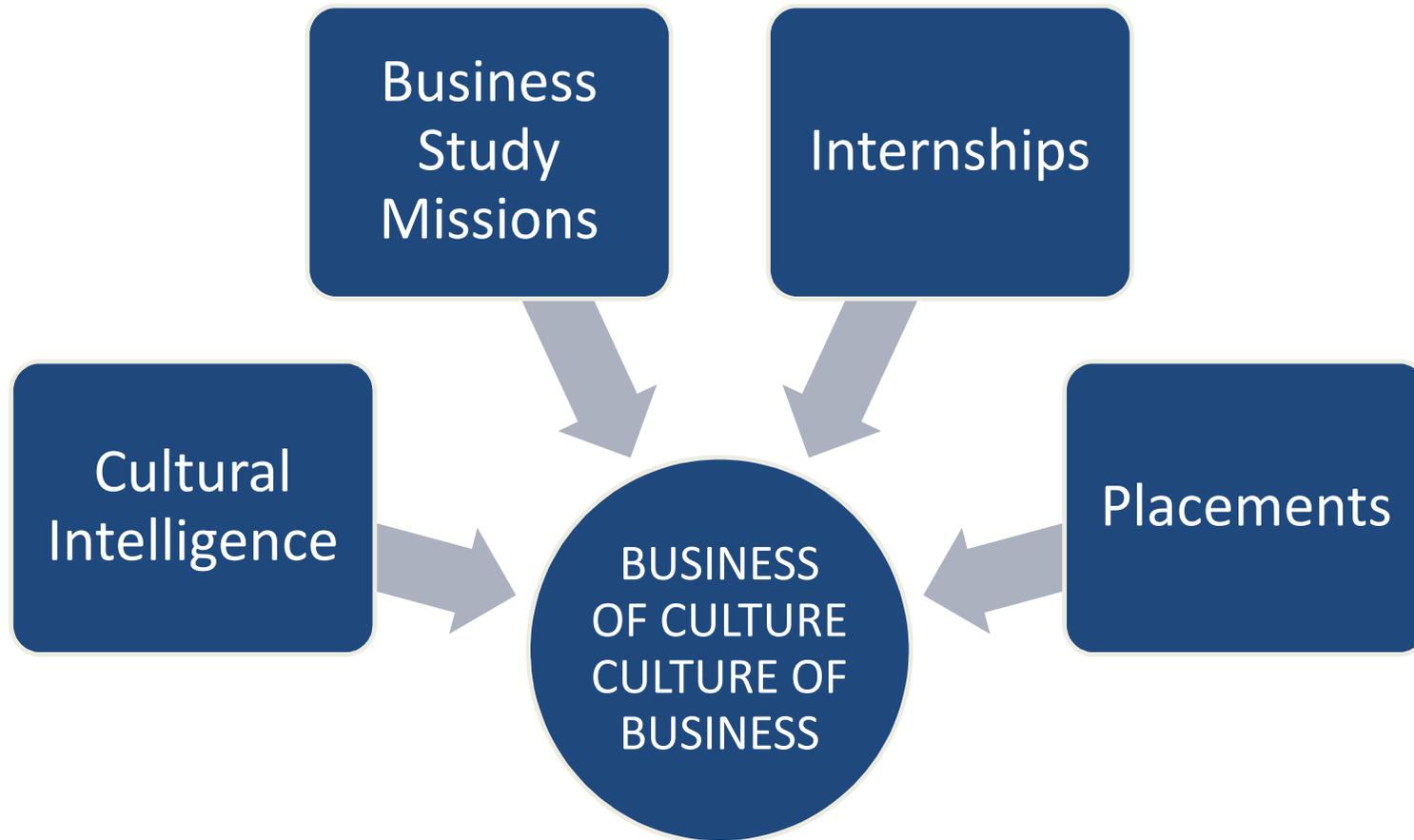
Business  
Sustainability

International  
Trading

African Studies

Asian Business  
Cases

# Global

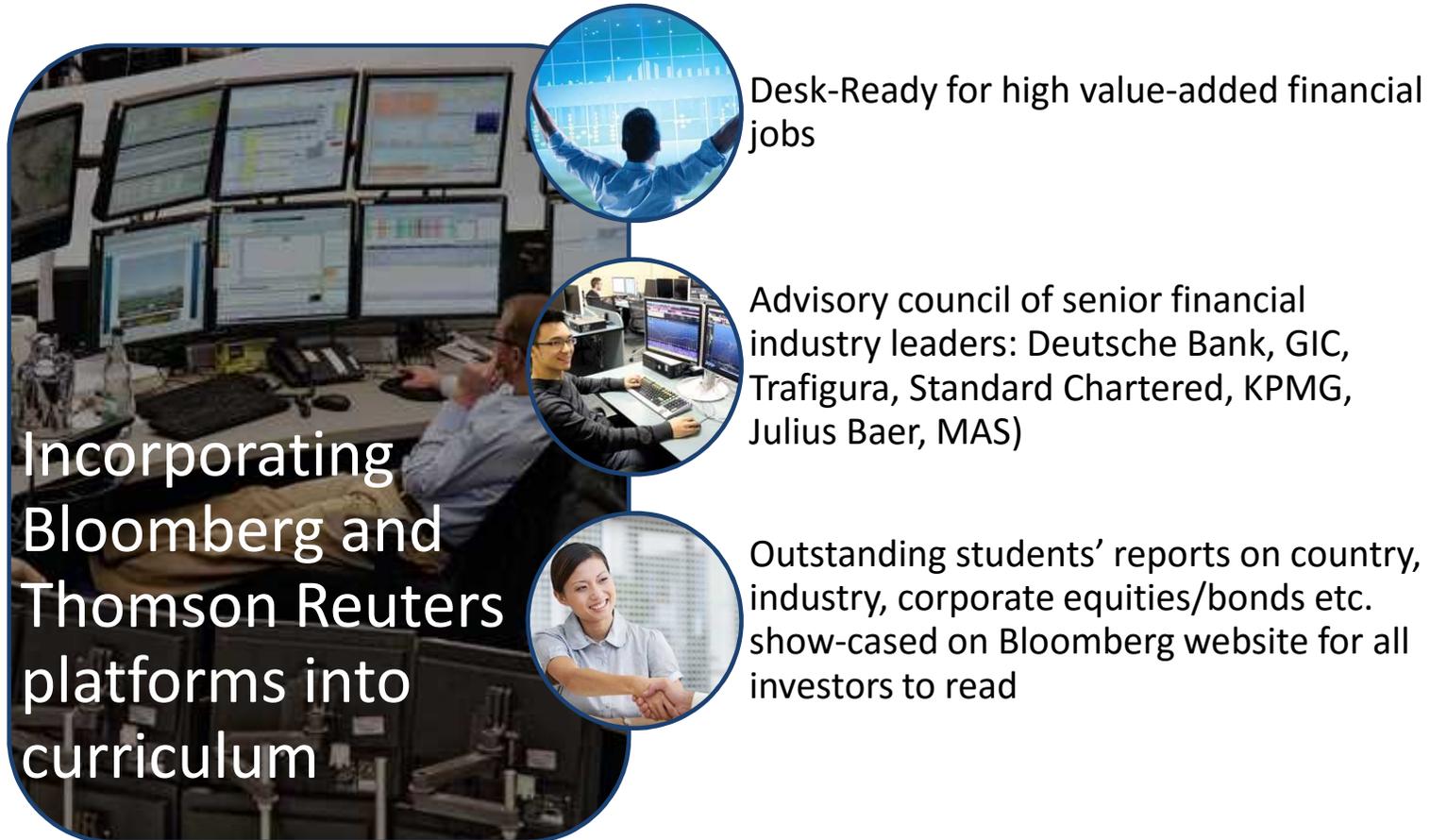


# Business of Culture/Culture of Business

- \$20 million investment into research in ACI for research on Asian Consumers, across all NBS disciplines; stabilized management of ACI
- Established management of Centre for African Studies and MOUs/programs with Lagos Business School (Nigeria), Strathmore Business School (Nairobi, Kenya) and Stellenbosch Business School (S. Africa); teaching and research activities commenced
- Edited book by Prof Sharon Ng (and Angela Lee) on Handbook of Culture and Consumer Behaviour (Oxford Press)
- Educational Training by our Centre for Cultural Leadership and Cultural Intelligence for Singapore Armed Forces and Prime Minister's Office



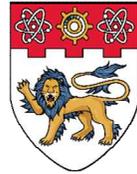
# Created the largest Finance Lab in Asia (CAFÉ)



Incorporating Bloomberg and Thomson Reuters platforms into curriculum

- Desk-Ready for high value-added financial jobs
- Advisory council of senior financial industry leaders: Deutsche Bank, GIC, Trafigura, Standard Chartered, KPMG, Julius Baer, MAS)
- Outstanding students' reports on country, industry, corporate equities/bonds etc. show-cased on Bloomberg website for all investors to read





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**Nanyang Business School | College of Engineering**

# **INTERNATIONAL TRADING PROGRAMME (ITP)**



**International  
Enterprise  
Singapore**

**International Enterprise  
Singapore**



**Corporate Partners**



# First Centre in a Business School to promote Africa-Asia business education & research



First in South-East Asia: \$10 million (w/matching) + \$1 million (MTI)

Trilateral initiative: government (SBF), business, academia (NTU)

Promotes business knowledge on Africa in Asia and vice versa

Research, education, human capital development, networking

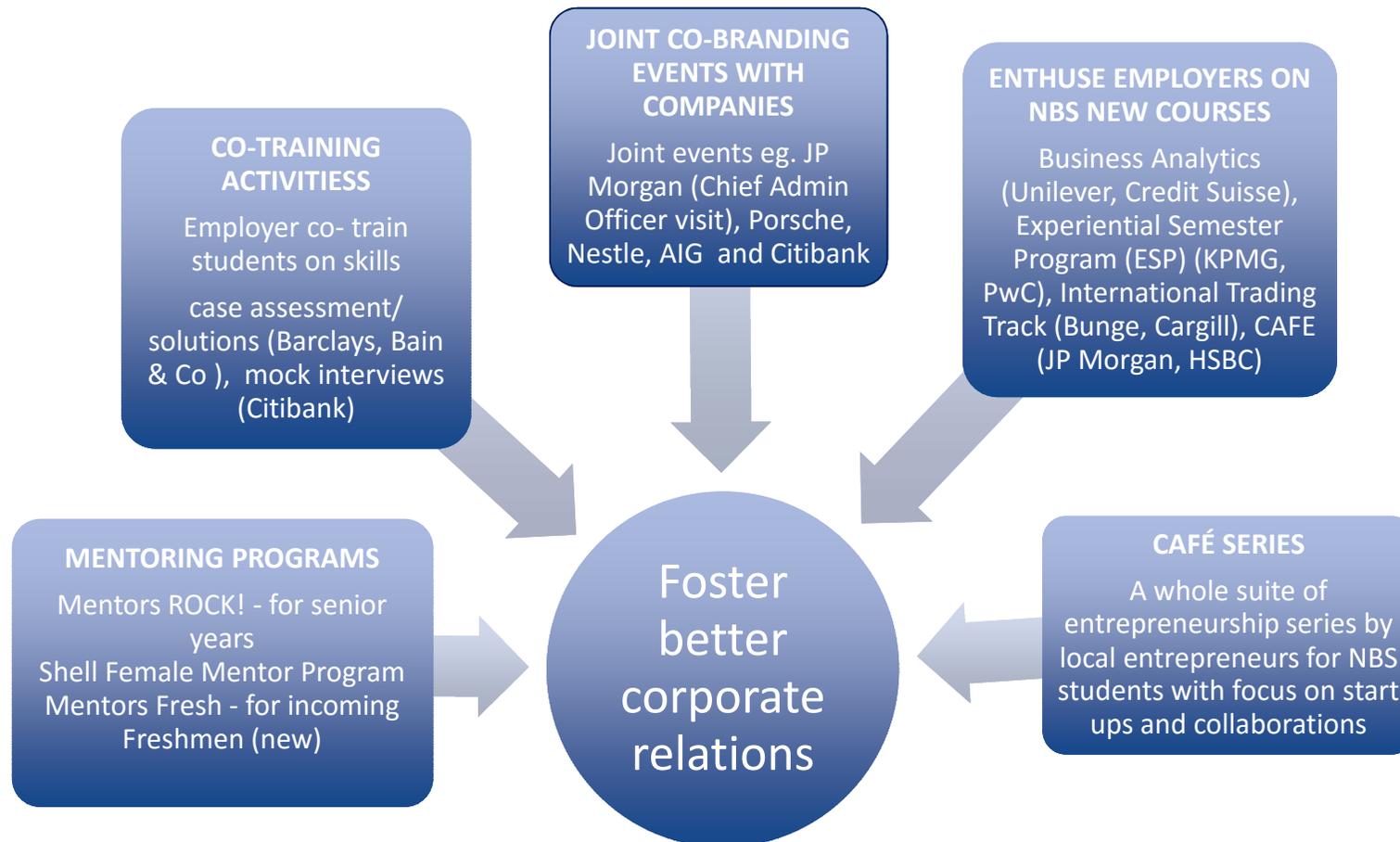
Five founding donors: Indorama, Olam, PIL, Tolaram, Wilmar



# Engaging in Globalization Activities



# Increased Co-Curricular Activities



# More Top Brands hiring our students

Premier employer engagement and recruiters of graduates and undergraduates

Employers  
who have hired



NEW Employers  
who have hired



Nanyang Business School

Nurturing Global Leaders for a Sustainable World

# They Care (We Enable)

## Alumni Advisory Board

- Singapore--started November 2014; 19 members made up of EMBA, MBA, B.Acc and B. Bus alumni
- Greater China--started November 2015; 18 members made up of EMBA and MSc(Fin) alumni

## Alumni Mentoring Program

- For MBAs
  - Recruited MBA alumni as mentors and facilitated mentors and mentees meetings
- For Undergraduates
  - Mentor Rock – large number of undergrad alumni supporting us

# They Care (We Enable)

**NBS Alumni Leaders Dialogue:** A monthly session that allows our Alumni business leaders to share their viewpoints on industry issues with the current Post Graduate participants



**Inaugural Speaker**  
**Alumni Advisory Board Chairman**  
Mr. Ong Chao Choon  
Partner and Advisory Leader, Singapore  
Managing Director, Myanmar  
PricewaterhouseCoopers LLP  
M.B.A.(B&F) 1998



**Speaker**  
Mr. Lim Kang Song  
Managing Director, Oracle Singapore  
M.B.A.(B&F) 2000

# International Rankings

- **#22 in 2018**
- *Top 40 since 2009*

Financial Times  
Global MBA  
Ranking



- **#59 in 2015**
- **#5 in Asia in 2015**
- *Top 10 in Asia since 2004*

Economist Which  
MBA? Ranking



- **#8 in 2014**
- **#10 in 2015**
- *Top 30 in Asia since 2014*

Financial Times  
Executive MBA  
Ranking

