



SCHOOL OF MANAGEMENT
FUDAN UNIVERSITY



Korea University
Business School



NUS
National University
of Singapore

NUS
BUSINESS
SCHOOL



Shanghai SCHOOL OF MANAGEMENT FUDAN UNIVERSITY

Seoul KOREA UNIVERSITY BUSINESS SCHOOL

Singapore NUS BUSINESS SCHOOL

The tri-university colloquium between Fudan University (Fudan), Korea University (KU) and National University of Singapore (NUS) was the result of a powerful vision established by the S³ University Alliance (S³ UA) in 2006. With the aim of offering the first world-class pan-Asian MBA, which offers strong research and industry-driven framework, S³ Asia MBA was born. To ensure the global impact of this region-based programme, S³ Asia MBA taps on the resources, network and opportunities of the 3 cities and the 3 universities; monitors trends and developments in Asia and develops new models to identify how to add value to any organisation; and ensure the employability of its graduates in the global business landscape.

Asia's Top 3 Business Schools



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 state 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 multi-disciplinary 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 S³ Asia MBA?

The growth engine of the twenty-first century is Asia. Asia's rapid development is increasing 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. With S³ Asia MBA, 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.

TRIPLE

Your Experience. Your Knowledge. Your Network.

Tri-Semester Curriculum

S³Asia MBA students start their first semester in Shanghai and spend their second semester in Seoul, and finish the last semester in Singapore. Students who intend to get a degree from Fudan need 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 MBA degrees, called a “double degree,” receiving two degree scrolls – one from the home university and another from a partner university. In addition, the candidate will receive an S³ Asia MBA certificate signed by three deans from Fudan, KU and NUS business schools. 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 (Including Quantitative Methods)
- Managerial Communication
- Data Models and Decisions
- Managerial Economics
- Financial Accounting
- Organisational Behaviour
- Business in China
- Asian Business Inside 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 Inside 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 Inside III (Field Trip)
- Advanced Business English*

Note: The above curriculum is subject to change.

*Required for Fudan students and elective for KU and NUS students.

**Optional implies that students can take these modules on a non-credit basis.

Message from the Deans

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.



Prof Sum Chee Chuong
Academic Director
S³ Asia MBA
NUS Business School



Under the spirit of S³ University Alliance, we realised that all three universities and three countries shared common interests and goals on how to develop Asian business and its role in the global economy. We realised that each of our business schools was involved in implementing an ambitious plan for globalisation, each university was moving this initiative forward on its own and meeting with only limited success. We realised that to truly succeed, we needed to make a paradigm shift so that business schools could work together. We needed to break out of the current entrenched model if we were ever to be ranked among the top ten institutions of higher learning in the world.

Thus, we explored a new way to share resources and support each other in achieving the global competitiveness of business education. S³ Asia MBA marks an epoch in developing a profound and innovative collaboration. We firmly believe that S³ Asia MBA is truly the most innovative and entrepreneurial partnership ever attempted.

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 to become the finest MBA programme in Asia within a few years. 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.

Sincerely,



Xiongwen Lu
Dean
School of Management
Fudan University



Hasung Jang
Dean
Korea University Business School
Korea University



Bernard Yeung
Dean
NUS Business School
National University of Singapore

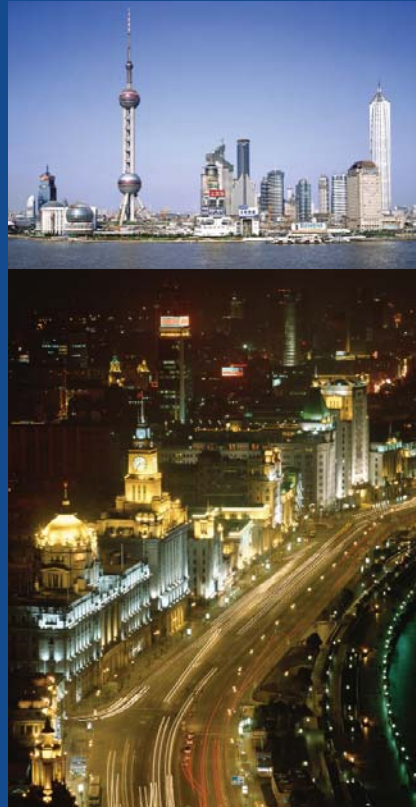
Experience Asia in 3 Dynamic Cities

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.

Singapore: The Lion City



Shanghai, China: The Dragon City



Seoul, Korea: The Tiger City



Alumni

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.

Application Guidelines



S³ Asia MBA Entry Requirements:

- 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)
- The National MBA Entrance Examination (GRK) is required for Chinese nationals

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 countries and India

Korea University – For citizens of Korea 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.fdns.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 and application information are available at **mba.nus.edu**

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 2008 – 30 April 2009

Round 1: 1st October 2008 – 31st January 2009

Round 2: 1st February 2008 – 30 April 2009

The next intake is in August 2009



Scholarship qualifying period

1st October 2008 – 31st January 2009

What are the scholarships available?

At NUS Business School, 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 **imba.nus.edu**.



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