Why the S³ 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.

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 at national level.

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
As the business school of Singapore’s flagship university, NUS Business School has played an important role in its 45 years in Singapore and Asia. Over 46,000 alumni from its degree and executive education programmes lead businesses and organisations across Asia and the world; they make us proud. The School continues to provide a platform for Pan-Asia intellectual development and exchange with its host of teaching, research and industry outreach programmes of global standards and impact. 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.

s3-asia.mba.com
MESSAGE FROM THE DEANS

The centre of gravity of the world economy is shifting towards Asia. 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. All eyes are on 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. Yet, with this excitement, comes a responsibility to make a difference as a serious contributor to both Asia’s and the world’s development.

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

The goal of the S³ Asia MBA is to become the finest MBA programme in Asia, and produce business professionals who are experts in the regional businesses. We believe that the 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.

“We believe that the 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.”

Bernard Yeung
Dean
NUS Business School
National University of Singapore

Hasung Jang
Dean
Korea University Business School
Korea University

Xiongwen Lu
Dean
School of Management
Fudan University

s3-asia.mba.com
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.
“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 conceptualized to equip present and future business leaders with management skills to perform and excel in the complex Pan-Asia business environment.”

Professor Sum Chee Chuong  
Academic Director  
S3 Asia MBA

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. Students who wish to obtain 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 progress in the programme.

Two Degrees, One Certificate

Once a student fulfills the requirements of the S3 Asia MBA programme, he/she 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 a 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 application process in his/her home university.

CURRICULUM SCHEDULE

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

Semester 2  
Korea University Business School  
- Marketing Management  
- Operations & 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  
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. It is correct at the point of printing.  
*Required for Fudan students and elective for KU and NUS students.  
**Optional module which students can take on a non-credit basis.
S3 ASIA MBA, CLASS of 2011
S3 Asia MBA students are immersed in a global learning environment from Day One of their MBA journey. Aside from working together with students from the same programme, which come 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 student’s network.

ALUMNI NETWORK
Graduation is the beginning of an exciting journey to belong to an exclusive and influential 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
- MBA Career Alerts
- Corporate Visits
- Recruitment Talks
- Career Workshops and Interview Clinics
- Industry workshops
- Resume book

ESTIMATED MONTHLY LIVING EXPENSES

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<th>Item Description</th>
<th>Shanghai RMB</th>
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<tr>
<td>Accommodation On-Campus:</td>
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<tr>
<td>Single</td>
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<tr>
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<td>Others - Laundry, Internet, Phone bill etc</td>
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APPLICATION FOR ACADEMIC YEAR 2011–2012

S3 ASIA MBA ENTRY REQUIREMENTS
(NUS-ADMITTED STUDENTS)

- Bachelor’s degree
- Minimum 2 years of full time 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 score of 6.5
  - PTE: Minimum score of 68

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

- National University of Singapore: For citizens of South East Asia and India
- Fudan University: For citizens of China, Hong Kong, Macau and Taiwan
- Korea University: For citizens of North Asia.
  Citizens of USA, Europe and South America can apply to NUS or Korea University

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$54,000* and online applications should be completed at mba.nus.edu/apply
*This tuition fee is applicable for AY2011 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/PTE results (if medium of instruction in undergraduate studies was not in English)
- Two referee reports (online or hard copies)

WHEN SHOULD I SUBMIT MY APPLICATION?

The application window opens from 8th October 2010 - 31st May 2011

Round 1: 8th October 2010 - 31st January 2011
Round 2: 1st February 2011 - 30th April 2011

The next intake commences in September 2011 in Fudan University, Shanghai.

SCHOLARSHIP QUALIFYING PERIOD

8th October 2010 - 31st January 2011

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, conduct and general performance on a case by case basis.

For more information, please refer to mba.nus.edu/scholarships

*Information is correct at the point of printing.
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