

Asian universities Alliance to recruit students to "the West"!

Four of the largest Asian business schools have joined forces



Zoom

Four of the largest Asian business schools have joined forces for the second consecutive year, to recruit the best MBA from Europe and North America. The Nanyang Business School in Singapore, the Indian School of Business (ISB) in Hyderabad, the HKUST Business School in Hong Kong and China Europe International Business School (CEIBS) in Shanghai, will work together under the name of Top Asia Business Schools (TABS), to attract the best students Europeans in Asia.

"There's the Ivy League in America, so we said why Asian business schools would not make the same kind of thing? "Said Gillian Yeo, Deputy Dean at the Nanyang Business School in Singapore." Although we are competitors of each other, we thought we could work together to try to attract and convince people to come to Asia do their MBA. "

The Financial Times ranks the school among the top four of the top 30 MBA programs worldwide [1]. Potential students have taken note. Over the past five years, applications from four schools were up 30 to 325%.

Cost benefit

For Europeans who wish to obtain a foreign degree, there is a real advantage to choose a school from an Asian American school, for example.

The cost of the programs of Asian business schools, accommodation included, ranges from \$ 45,750 (for the Indian School of Business) to \$ 72,308 (for HKUST). MBA programs U.S., excluding housing costs can be up to twice as expensive.

"This award significantly lower, programs of Asian business schools compared to North American institutions, should appear to be particularly attractive to Europeans who want to leave the continent," said Professor Leonard Cheng, Dean of HKUST Business School.

Asian markets booming

Asian economies are developing rapidly. The International Monetary Fund projects a 10% growth of GDP of China between 2011 and 2016, when India with 8% is not far behind.

In contrast to these savings, more mature markets (such as the United States and Europe), expect a GDP growth rate below 3% and face a high unemployment rate.

"Economic growth in Asia opens up job opportunities for our students and for our local students," says Professor John A. Quelch, Dean and Vice President of CEIBS.

Ajit Rangnekar, Dean, ISB, said: *"Our schools also provide students with something their European counterparts in the West can give them: a wealth of experience of international economic markets, what many people think they are the 'The most important element of business tomorrow. "*

Asia Top Business Schools participate in the QS World MBA tour in Europe on the following schedule:

- Moscow: October 4, Moscow Swissotel Krasnye Holmy
- Paris: October 8, Hotel Le Meridien Etoile
- Madrid: October 13, Husa Princesa
- London: October 29, The Queen Elizabeth II Conference Centre

For more information about schools in Asia Top Business Schools and their participation in the forums of Business Schools, visit:

<http://www.topasiabschools.com/>

[1] Source: Financial Times annual ranking. This is the rating that averages the results over the last three years.