

The best Asian business schools recruit European students to join



Four of the top Asian business schools have joined forces to recruit students MBA candidates from Europe and the United States. Nanyang Business School in Singapore, Indian School of Business (ISB) in Hyderabad, HKUST Business School in Hong Kong and China Europe International Business School (CEIBS) in Shanghai, have joined together under the name Asia Top Business Schools (TABS), to attract to the best European students.

"In America, there is the Ivy League, so we thought that Asian schools can do the same," says Gillian Yeo, Deputy Dean of the Nanyang Business School in Singapore. "Although we are about competition from the other, we can work together to try to attract and convince students to come to Asia to pursue his MBA."

The Financial Times has ranked the four schools among the top 30 MBA programs in the world (average score of the last three years of the ranking). Students have taken note. Over the past five years, enrollment of the four schools have increased from 30 to 325 percent.

Economic Programs

The Asian school programs cost, including accommodation, cost between 45.750 (ISB) and 72.308 (HKUST) dollars, while American MBA programs, not including accommodation costs can be twice as expensive. **" Reduced prices of our programs compared with American institutions should be particularly attractive to Europeans who want to leave the continent,**" **Professor Leonard Cheng** estimates, Dean of HKUST Business School.

The rise of Asian markets

The Asian economies are growing rapidly. The International Monetary Fund forecasts a 10% of GDP for China from 2011 to 2016 and 8% for India. In contrast to these economies, developed market (including the United States and Europe) is expected to grow less than 3% and are facing high unemployment.

"Economic growth in Asia opens job opportunities for our students and overseas," said John A. Quelch, a professor, dean and vice president of CEIBS. In this sense, Ajit Rangnekar, Dean of ISB, he adds, "**Our schools also offer students something that our European counterparts in the West can not:** an invaluable experience in international financial markets, most of which will be most important in the world of business tomorrow. "

After passing through cities such as Moscow and Paris, representatives from Asia Top Business Schools will be visiting our country on October 13 in Madrid (Husa Princesa), living under the QS World Fair.