

Top Asia Business School born to attract talent to the continent MBA

Nanyang Business School en Singapore, Indian School of Business en Hyderabad, HKUST Business School en Hong Kong y China CCEIBS en Shanghai han unido sus fuerzas para crear lo que podría denominarse como la Ivy League asiática, con el objetivo de reforzar su capacidad de captación de estudiantes europeos. Nanyang Business School in Singapore, Indian School of Business in Hyderabad, HKUST Business School in Hong Kong and China in Shanghai CCEIBS have joined forces to create what could be called the Ivy League Asia, with the aim of strengthening its capacity to attract European students.

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Asia is an indisputable economic reality by the mere presence of China and India, two emerging countries with greater economic potential in the world. In fact, if we stick to the figures, the International Monetary Fund forecasts that China's GDP to grow at a rate of 10% between 2011 and 2016 by 8% in the Indian case. These data contrast with those of more developed economies, where growth is expected much lower, around 3% but with high growth rates.

In this environment is coupled with South Asia and especially Brazil, **the spearhead of global economic growth** and two continents where business options abound if you know to look. The big multinationals are aware of this and there are now few who have no presence in major economic centers of the region.

Given this frame of mind **more and more students seeking an MBA precisely targeted to Asian markets** and the choice of the majority passes through a Global MBA with stays in China or another Asian country, but there are relatively few who attend Asian business schools, partly because the development of these has been quite late.

Now four of **the top schools have joined together to change the situation** and attract European and American talent to their classrooms. It's **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, whose alliance has created **Asia Top Business Schools (TABS)**.

Gillian Yeo, dean of Nanyang BS, explains that the idea arose in part after evaluating the U.S. operation in [the Ivy League](#), which is the name given to the great universities of the northwest U.S. (Columbia, Harvard, Yale, Brown, Cornell, Dartmouth, Pennsylvania and Princeton). From their point of view *"competition even though we can work together to attract and convince students to come to Asia to pursue his MBA."*

To its credit, the four schools have international recognition of the main ranking figure in the industry. For example, his MBA among the top 30 programs in the world for the Financial Times when you consider the average of the last three years. This has earned them an increase in the number of candidates from 30 to 325% in the last five years.

Another of his arms is the price, but varies from one to another, remains far more affordable than American schools. In this sense, the MBA costs \$ 45,750 IBS including accommodation and 72,308 HKUST. To this we must add a lot less saturated labor market, where business opportunities abound.

But quality aside, one **thing these four schools they can deliver better** than any other. It is, as said John Quelch, Dean of CEIBS, "*an invaluable experience in international financial markets, most of which will be important in the business world of tomorrow.*" That is, a knowledge of how to operate and do business in Asia, which has nothing to do with the West.