

# DOUBLE YOUR GROWTH RATE

# IN TWO DYNAMIC ASIAN CAPITALS

## THE UNIVERSITIES

### TWO GREAT UNIVERSITIES. ONE GREAT PROGRAMME.

Choose the NUS-Peking University Double Degree MBA and you are making not just one great decision, but two. Here's a glimpse of what the universities have to offer you.

#### NATIONAL UNIVERSITY OF SINGAPORE | NUS BUSINESS SCHOOL (NUS)

NUS Business School has consistently received top rankings in the Asia-Pacific region by independent publications and agencies such as Financial Times, Economist Intelligence Unit, Forbes, Bloomberg Businessweek, and QS Top MBA in recognition of the quality of our programmes and our graduates. NUS Business School imparts you with the best business practices from across the globe combined with insightful Asian perspectives and expertise – preparing you to be a leader in business in the 'Asian Century'. The school is accredited by AACSB and EQUIS.

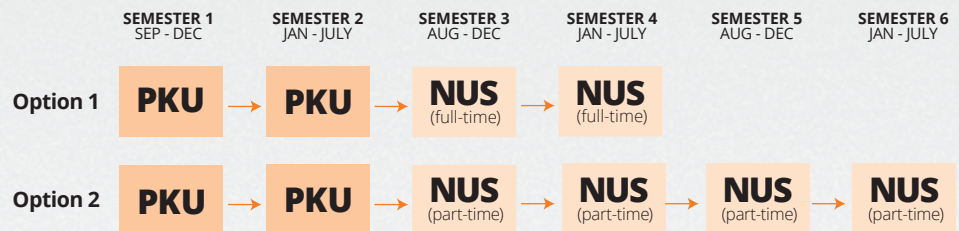
#### PEKING UNIVERSITY | GUANGHUA SCHOOL OF MANAGEMENT (PKU)

Grounded in the rich cultural legacy of Peking University, Guanghua School of Management is at the forefront of China's social and economic progress. The School's mission extends beyond business or management. The institution comprises of scholars, pioneers, and innovators, who are determined to advance management knowledge and cultivate leaders. We are dedicated to the betterment of China and the global society.

You will be among the best and the brightest minds in China and around the world. We want you to add to the conversation, challenge your thinking and, most of all, experience global business in China. As a business school at the forefront of the world's most rapidly growing economy, studying in China is a unique opportunity to start your global career.

## PROGRAMME SCHEDULE

The programme is designed to be taken on a full-time basis. Only Singapore Citizens, Permanent Residents or foreigners on a valid pass may take the NUS segment as a part-time course. Additionally, you will be required to defend a thesis/advanced study project at PKU at the end of the programme.



## CITIES

### DISCOVER ASIA FROM DIFFERENT PERSPECTIVES.



#### SINGAPORE

A dynamic city rich in contrast and colour, Singapore offers a harmonious blend of culture, cuisine, arts and architecture. Located in the heart of Southeast Asia, Singapore has been a bridge between the East and the West for centuries and continues to embrace both tradition and modernity today. The city is consistently ranked the world's easiest place to do business, which has resulted in a strong economy enhanced by the presence of many global organisations.



#### BEIJING

Beijing - the capital of the People's Republic of China - is one of the world's oldest cities. Besides a rich cultural history, this metropolitan city is the cultural, economic and educational hub of China and has in abundance all the elements available for establishing an industry. Over the years, rising importance as a business centre has been attributed to Beijing, in addition to the city being the political centre of China. The development of Beijing continues rapidly and today, this city is looked upon as a land of opportunities.

# CURRICULUM

## MAKE EVERY SECOND COUNT.

Each of our modules is designed to give you a solid understanding of crucial business and management disciplines. With the NUS-Peking University Double Degree MBA, you will be able to learn and build skills in both universities, and develop the skills and the expertise required to be a leader.

### CORE MODULES (NUS)

- Leading with Impact
- Launch Your Transformation
- MBA Survival Kit
- MBA Consulting Project

### ELECTIVES (NUS)

#### FINANCE

- Applied Portfolio Management • Applied Security Analysis and Valuation Workshop • Credit Risk • Derivatives and Fixed Income
- Digital Currencies, Blockchains, and the Financial Services Industry
- Financial Statement Analysis & Value Investing • FinTech Management
- Fund Management • Inclusive Fintech • Investment Analysis and Management • Options and Futures • Private Equity • Risk Analysis and Management • Technological Disruptions in Finance and Data Analytics
- Term Structure and Interest Rate Derivatives • Value Investing in Asia

#### STRATEGY & ORGANISATION

- Asian Business Environments • Data Monetisation • Global Strategic Management • Macroeconomics in the Global Economy
- Managing Change • Managing Global Value Chains and Networks • Negotiations and Conflict Management • Strategic Foresight • Strategic Information Technology • Strategy and Big Data • Sustainability Strategy • Talent Management & Development • Transformational Service Innovations

#### MARKETING

- Behavioural Economics • Big Picture Marketing • Business to Business Marketing • Marketing Analytics • Marketing in the Digital Age • Marketing Strategies in the New Economy • Product & Brand Management • Services Marketing • Strategic Pricing • Transformational Service Innovations

### ADMISSION REQUIREMENTS

- Bachelor's degree
  - Minimum 2 years of post-bachelor's full-time work experience
  - Good GMAT/GRE score
  - TOEFL score  $\geq 100$  or IELTS score  $\geq 6.5$  (if the medium of instruction during undergraduate studies was not English)
- The Chinese Common Entrance Examination is required for applicants who are holding a PRC Chinese passport.

Interested applicants are required to submit online applications to **both** NUS Business School and Guanghua School of Management respectively.

#### APPLICATION DEADLINE

NUS MBA: Applications to be submitted via <http://mba.nus.edu.sg/apply> by **31 March 2022**.

PKU MBA: Please visit <http://en.gsm.pku.edu.cn/mba/> for PKU MBA application and deadlines.

Applications are reviewed on a rolling basis. The next intake commences September 2022 in Guanghua School of Management.

#### INNOVATION & ENTREPRENEURSHIP

- Corporate Entrepreneurship and Business Model Evaluation
- Design Thinking and Business Innovations • Entrepreneurial Finance • Entrepreneurship and Innovation • Family Business
- New Venture Creation • Social Entrepreneurship • Venture Capital

#### CONSULTING

- Consulting 2.0 • Consulting: Process, Industry and Innovation • Legal Issues in Business • Managing Change • Negotiations and Conflict Management • Strategic Foresight • Talent Management & Development • Valuation and Mergers & Acquisitions

#### ANALYTICS & OPERATIONS

- Analytics for Managers • Data Monetisation • Global Operations Strategy in the Digital Economy • Managing Global Value Chains and Networks • Marketing Analytics • Operations Leadership: Supply Chain and Service Profit Management

#### DIGITAL BUSINESS

- Analytics for Managers • Digital Currencies, Blockchains, and the Financial Services Industry • Digitisation for Business Model Innovation • Financial Regulation in a Digital Age • Global Operation Strategy in the Digital Economy • Leading with Strategy in Digital Firms • Managing Technological Innovation • Micro-National Champions in The Digital Economy • Strategic Information Technology

The complete list of PKU core and elective modules are available at:  
<http://en.gsm.pku.edu.cn/mba/>

### TUITION FEES

NUS Fees	S\$58,000 (excludes GST)
PKU Fees	RMB 100,000
Total Fees	S\$80,000 (approximate)

Scholarships are available and are awarded on a merit and competitive basis. For more information on the programmes, tuition or scholarships, please visit <http://mba.nus.edu.sg> or <http://en.gsm.pku.edu.cn/mba/>

*Information is correct at the time of printing. The Institutions reserve the right to revise the fees, programme structure/curriculum and schedule as appropriate.*

### NUS BUSINESS SCHOOL

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