Singapore, 1 March 2006

Nanyang Business School offers new Business degree in Tourism & Hospitality Management
- STB supports with S$350,000 worth of scholarships

Come July 2006, the Nanyang Business School (NBS) at Nanyang Technological University (NTU) will offer a new Bachelor of Business in Tourism and Hospitality Management.

The new degree aims to nurture graduates that meet the challenges of the dynamic tourism and hospitality sector and help build it into a key driver of economic growth for Singapore. Graduates will not only be well-trained in the fundamentals of tourism and hospitality management, they will also benefit from the wide range of cross-disciplinary minors and electives available at NTU.

The introduction of the new degree is indeed a timely initiative. The Singapore Tourism Board (STB) has set targets to achieve S$30 billion tourism receipts, 17 million visitor arrivals and create an additional 100,000 tourism-related jobs by 2015, of which about 10,000 to 15,000 will be professional or managerial positions. The new specialisation will thus supply the necessary talent pool to help build the sector into a key driver of economic growth for Singapore.

Associate Professor Christina Soh (苏慧玲) at NBS, shares, “We have leveraged our established business programme and strategic alliance with Cornell’s School of Hotel Administration to develop this new degree. Students will benefit from real-world case studies and team projects, which are integral to our Bachelor of Business programme. Through our rigorous curriculum, they will be equipped with the latest knowledge in business
management and the necessary communication skills. More importantly, they will be trained to take on critical roles in the dynamic and rapidly expanding tourism and hospitality industry.

“We are confident that our Bachelor of Business programme will play a pivotal role in meeting the growing needs for professionals and managers in the industry.”

The new Tourism and Hospitality Management specialisation is supported by STB. STB will facilitate undergraduate internships and applied research projects through their network of international business travel and MICE (Meetings, Incentive Travel, Conventions and Exhibitions) organising companies, hotels, and other firms within the tourism and hospitality industry. They will also offer scholarships to outstanding students who wish to pursue a career in the tourism and hospitality sector (Please refer to Fact Sheet for more details of the Scholarship).

Mr James Tan, STB’s Director for Resource Development Division (曾庆文，资源开发署署长) says, “This new programme adds to the availability of tertiary tourism courses for those keen to join the tourism sector. We expect NTU business graduates with the tourism and hospitality management specialisation to have a shorter learning curve and be much more adept with the requirements of the industry. For this reason, STB has committed to providing internship support and scholarships to outstanding students. We hope to use this platform to spot talent and groom them into future captains of the tourism industry.”

The new degree has garnered strong support from the industry as well. Experienced industry personnel are expected to participate through guest lectures, and adjunct professorships. Several leading tourism organizations have also indicated strong interest in participating in the professional internships which all Business students will experience.

**About Bachelor of Business (Tourism & Hospitality Management)**

The Bachelor of Business (Tourism & Hospitality Management) a three-year direct honours programme offered by Nanyang Business School at NTU.

Students will benefit from the Bachelor of Business programme’s established core business courses that reflect the latest in business thinking in areas such as accounting, finance, marketing, strategic management, business law, and information technology. Students are required to undertake compulsory business subjects. They will also read core subjects on tourism management as well as electives in tourism and hospitality management.

Graduates can look forward to exciting management careers in key tourism and hospitality sectors such as attractions, accommodation, business travel & MICE, events, and retail.

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About Nanyang Technological University

Nanyang Technological University (NTU) is a research-intensive university with globally acknowledged strengths in science and engineering. The university has a beautiful garden campus and a distinguished lineage with roots that go back to 1955.

NTU’s 12 schools span diverse disciplines – from engineering and the sciences to art, design and media. The university has a strong engineering college focused on innovation, a business school with one of the top 100 MBA programmes in the world, an internationally-acclaimed National Institute of Education, one of the best communication and information schools in Asia, and a biological sciences school at the forefront of Singapore’s life sciences initiative. The Institute of Defence and Strategic Studies is a world authority on terrorism issues.

Ranked among the top 50 universities in the world, NTU has in place multi-country programmes and initiatives, many established through its strategic alliances with 300 institutions in more than 45 countries, including Massachusetts Institute of Technology, Stanford University, California Institute of Technology, Cornell University, Cambridge University, and Beijing University.

For more information, visit www.ntu.edu.sg

About Nanyang Business School

The Nanyang Business School (NBS) is part of Nanyang Technological University, which is ranked among the world’s top 50 universities by Times Higher Education Supplement in 2005.

The school has a long history of educating business leaders in the Asia-Pacific region, with a strong international faculty, innovative curricula and teaching methods. It has been consistently ranked among the top business schools in Singapore, the region and globally by the Economist Intelligence Unit, Asia Inc and Chief Executive China.

With a 50-year heritage, NBS offers a unique mix of global perspective with a strong Asian focus, keeping students abreast of the latest business trends and technology. As an industry-oriented business school, it creates opportunities for students to network with business professionals and entrepreneurs.

Its alumni network comprises more than 20,000 members. Many of them hold senior level positions as CEOs, CFOs, Partners, Directors and Managers of renowned global organisations. The school also has global connections with prestigious institutions such as MIT, Carnegie Mellon University, Cornell University, University of Illinois, Shanghai Jiao Tong University and Waseda University.

About Singapore Tourism Board

The Singapore Tourism Board (STB) is an economic development agency for one of Singapore’s key service sectors – tourism. The mission of the Board is to develop and champion tourism, so as to build the sector into a key driver of economic growth for Singapore. The STB aims to differentiate and market Singapore as a must-visit destination offering enriching experiences through the “Uniquely Singapore” brand.

For more information, please visit www.stb.com.sg