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BEST WIN FOR NTU NANYANG BUSINESS SCHOOL
- NBS students show their business acumen in Inter-Varsity Challenge

Two Nanyang Technological University (NTU) teams, made up of students from Nanyang Business School (NBS), have beaten six other teams from the three local universities (NUS, SMU and UniSIM) to clinch both the first and second positions of the BEST Inter-Varsity Challenge.

The BEST Inter-Varsity Challenge, organised by NTUC Income, is an interactive game which simulates the challenges that managers face in today's dynamic business environment. Teams take on active roles in running a business. Competing against each other for a virtual period of up to 10 years, participants are tested on their ability to analyse data and make sound business decisions covering areas such as advertising & promotion, human resources, commission rate and pricing.

Mr Low Lionel*, leader of Trojan Pigs, shares his experience. “We got to know about the BEST Challenge through our lecturers at NBS. With their encouragement, a few of us decided to form a team to participate in this competition.

* Mr Low Lionel does not have a Chinese name.
“But this game is more than applying what we learnt in school. It’s also about teamwork. We were able to work together and leverage each other’s strengths to make better decisions. It’s been a very rewarding experience and we’re very glad to win the BEST Inter-Varsity Challenge.”

Mr Clive Choo (朱为一), Lecturer of NBS agrees. “At NTU, we pride ourselves on offering one of the most rigorous business and accountancy programmes in Singapore. Our curriculum is specially designed to equip students with knowledge and skills that are immediately applicable. That our students won the competition shows our programmes are relevant to the real world. We will continue to offer guidance and support so that they can put up their best performance and demonstrate once again the NTU’s entrepreneurial spirit.”

The top NTU team, Trojan Pigs, was awarded $2,000 cash and a trophy while the 1st runner-up, Mirage, received $1,000 cash. The two teams will compete against other winning teams from the Inter-Poly and Open categories in the BEST Entrepreneur Challenge on 23 September 2005.

Ms Choo Ya Li (朱雅丽), leader of the Mirage team, shares, “It has been challenging, having to prepare for this competition while juggling school work at the same time, but we enjoyed every minute of it! We are now preparing for the last hurdle – the Grand Finals of the BEST Entrepreneur Challenge. We are looking forward to the Challenge and we hope to win in the Grand Finals. The prize money is definitely a bonus!”

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About Nanyang Technological University

Nanyang Technological University (NTU) is an established tertiary institution with 12 Schools, including three new schools—the School of Humanities and Social Sciences, School of Art, Design and Media, and School of Physical and Mathematical Sciences.

NTU has a distinguished lineage with roots that go back to 1955. Today, we are a research-intensive university ranked among the top 50 in the world. Our strength in science and engineering is acknowledged globally. We have a business school with an MBA programme that is among the top 100 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 & Strategic Studies is a world authority on terrorism.

Our New Undergraduate Experience featuring a holistic education including residential living and international experience has received external endorsement for its comprehensive curriculum featuring a rich selection of minors.

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