Singapore, 22 April 2005

Launch of Berkeley-Nanyang Advanced Management Programme (AMP)
- Top US university UC Berkeley’s first Advanced Management Program
  Berkeley in Asia

The inaugural Berkeley-Nanyang Advanced Management Program (AMP) marks US’ leading University of California, Berkeley’s (UC Berkeley) first foray in Asia of such a kind. The full-time residential programme is a joint initiative between Nanyang Technological University’s (NTU) Nanyang Business School and UC Berkeley’s Haas School of Business.

The AMP is also the first in Singapore and possibly the world, to provide a direct pathway for its participants to earn academic credits toward an Executive MBA (EMBA) Degree from NTU. The EMBA participants will also stand to gain as they are also able to join the programme as part of the requirement for the fulfillment of the EMBA Degree, while gaining exposure in both US and in Singapore.
Starting Aug 2005, the eight-week AMP will see participants spending equal periods of time at both UC Berkeley and NTU. The residential component of AMP allows participants to maximise their learning and the chance to expand their network of professional contacts in the US and in Singapore. When in US, the participants will visit Silicon Valley companies and get first-hand exposure to successful start-ups. In Singapore, participants will be exposed to courses that are uniquely Asian with a strong integration of the best practices of the east and the west. Courses will be further enriched with interactions with top-level industry leaders.

The participants will be taught by leading faculty from both NTU and UC Berkeley in topics such as Entrepreneurship and New Business Development, Chinese Classics & Business Strategy, and Leading Strategic Change.

Nanyang Business School’s Programme Director, Professor Wee Chow Hou, says, “We are excited that NTU is collaborating with UC Berkeley for this first-of-its-kind programme. With the renowned reputations of both Hass School of Business and Nanyang Business School, we are confident this programme is able to offer the best of east and west in business education.”

What’s more, AMP will have three points of intakes throughout the year to enable busy business executives more flexibility when arranging their time schedules.

Mr Kwee Liong Seen, Executive Director of Pontiac Land Private Limited and alumnus of UC Berkeley, has been appointed Chairman of the Berkeley-Nanyang Business School Executive Program Advisory Board. In addition to the AMP, the two schools are looking to further their collaboration in executive education. In the pipeline is a symposium on International Real Estate, to be held in Singapore, featuring UC Berkeley faculty.
For more information on AMP, please see: http://www.execl.ntu.edu.sg/amp/

For more information on Nanyang Business School and Hass School of Business: please see www.nbs.ntu.edu.sg and http://www.haas.berkeley.edu/

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About Nanyang Technological University

Nanyang Technological University (NTU) is an established international institution in tertiary education.

Our university has a distinguished lineage with roots that go back to 1955. We began as Nanyang University, a private university set up with donations from people of all walks of life, from Singapore and the region. The university grounds, Yunnan Garden Campus, was donated by the Hokkien Clan Association as part of this campaign.

We were reborn as Nanyang Technological Institute, established on the same campus in 1981 with government funding to educate practice-oriented engineers for the burgeoning Singapore economy. In 1991 we became Nanyang Technological University with the absorption of the National Institute of Education.

Today, we are a research-intensive university ranked among the top 50 universities in the world. We have a strong engineering college ranked among the best globally, 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.

Undergraduate enrolment will swell from 17,000 to 22,300 with the establishment of three new schools – the School of Humanities and Social Sciences, School of Art, Design and Media, and School of Physical and Mathematical Sciences.

A traditional strength of the university is the high employment rate and high remuneration received by its graduates. The university is now in the process of realising its New Undergraduate Experience initiative with a comprehensive curriculum, wide choices of options for students, vibrant campus life and international experience. Strong international relationships and collaboration programmes is a hallmark of the university. This includes the Singapore-MIT Alliance, Singapore-Stanford Partnership, Cornell-Nanyang Institute of Hospitality Management, Singapore – University of Washington Alliance in Bioengineering, Global Immersion Programme with Peking University, Tsinghua University, Shanghai Jiaotong University, University of Washington and Georgia Institute of Technology, among many other programmes in US, China, India, Japan and Europe.

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