NEWS RELEASE

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Nanyang Business School student club organises Singapore’s first international business case competition

Some 60 students and faculty members, representing 12 business schools from around the world, will gather at Nanyang Technological University (NTU) for the Asian Business Case Competition@Nanyang (ABCC@Nanyang), Singapore’s first international business case competition.

Taking place from 8-12 October 2007 at NTU’s Nanyang Executive Centre, ABCC@Nanyang is one of only three such competitions in Asia. ABCC@Nanyang tests the analytical and presentation skills of participants, who have to solve a business case and present their solutions to a panel of judges within 48 hours. It is organized by Business Solutions, a student club at Nanyang Business School.

The teams represented are from the following universities:

- AUT University Business School, New Zealand
- Carlson School of Management, University of Minnesota, USA
- Hong Kong University of Science and Technology, School of Business and Management
- Moore School of Business, University of South Carolina, USA
- Nanyang Business School, National Technological University, Singapore
- RSM Erasmus University, the Netherlands
- Sauder School of Business, University of British Columbia, Canada
- Thammasat University, Thailand
- University of Otago, New Zealand
- University of St. Gallen, Switzerland
- University of Washington Business School, USA
- Warrington College of Business Administration, University of Florida, USA

Of these 12 teams, four will be shortlisted for the final round where they will present their solutions to a different panel of judges. Results will be announced on October 12.

“Nanyang Business School is delighted to be the first in Singapore to organize a competition of this nature,” says Associate Professor Christina Soh, Associate Dean (Undergrad Business), Nanyang Business School. “With participants from some of the leading business schools in North America, Europe and Asia, ABCC@Nanyang
promises to be a vibrant competition. I look forward to the diversity of ideas, innovative solutions and networking among budding executives from all over the world.”

She adds: “ABCC@Nanyang clearly reinforces our mission of educating business leaders and advancing the knowledge of management globally.”

Kicking off the inaugural event is a keynote address by Prof Lim Chong Yah, Albert Winsemius Chair Professor of Economics and Director, Economic Growth Centre, at NTU, on the topic ‘Ten years after the meltdown in Asia: Are our economies more vulnerable or robust?’

Prof Jitendra V Singh, Dean, NBS, is the guest-of-honour.

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FACTS SHEET

**Name of Event:** Asian Business Case Competition @ Nanyang (ABCC@Nanyang)

**Date & Time**
8-12 October 2007

Opening Ceremony: Tue, 9 Oct, 10 am

Grand Finals: Fri, 12 Oct, 1-4 pm

**Venue:**
Nanyang Executive Centre
Nanyang Technological University
60 Nanyang View
Singapore 639673

[http://www.ntu.edu.sg/NEC/Map/roadmapfornec.pdf](http://www.ntu.edu.sg/NEC/Map/roadmapfornec.pdf)
About Nanyang Business School

The Nanyang Business School (NBS) is a leading business school committed to educating tomorrow’s strategic leaders with cutting-edge academically rigorous curricula which are relevant to business practice.

One of Asia’s largest business schools, NBS offers a comprehensive array of undergraduate and graduate programmes in accountancy and business. Drawing on a 50 year heritage of educating the region’s business leaders, NBS provides an outstanding learning environment with state-of-the-art facilities and world-class research centres.

NBS is the only business school in Singapore, and the third in Asia, to have both the European Quality Improvement System and Association of Advance Collegiate Schools of Business (AACSB) accreditations. It is also one of only five business schools outside of the United States to be accredited with the AACSB in Accounting. These are the most widely recognized European and American quality assurance standards relating to the provision of world class accounting and business education. For three consecutive years from 2004 to 2006, the Economist Intelligence Unit has ranked the degrees conferred by NBS amongst the top 100 of the World’s Best MBAs. In January 2007, the Financial Times ranked our MBA programme to be first in Singapore, second in Asia and third in Asia-Pacific (including Asia and Australasia).

To leverage the strengths of world-class institutions, NBS has established many strategic partnerships and collaborations with leading business schools such as the Massachusetts Institute of Technology (MIT), Carnegie Mellon University, Cornell University, University of Illinois at Urbana Champaign, Waseda University and the Shanghai Jiaotong University.

For more information: www.nbs.ntu.edu.sg

About Nanyang Technological University

Nanyang Technological University (NTU) is a research-intensive university ranked among the top 20 technological universities. The university has two campuses in Singapore. The Yunnan Garden campus, NTU’s main campus, is located in the southwestern part of Singapore. The NTU@one-north campus, home to educational and alumni clubhouse facilities, is located near Singapore’s biomedical research hub, Biopolis; and the new infocomm and media hub, Fusionopolis.

NTU has four colleges comprising 12 schools. The College of Engineering comprises six schools focused on technology and innovation. Its research output ranks among the top four in the world. The College of Science pushes the boundaries of Singapore’s life sciences initiatives. The Nanyang Business School (the College of Business) offers one of the world's top 100 MBA programmes. The College of Humanities, Arts, & Social Sciences boasts Singapore's first professional art school offering degree courses in art, design and interactive digital media, the Humanities and Social Science School, and the Wee Kim Wee School of Communication and Information, a top journalism and media school in Asia.

The 13th school, S Rajaratnam School of International Studies, was inaugurated on 1 January 2007. An important component of this autonomous school is the Institute of Defence and Strategic Studies, long recognised as a world authority on strategic studies and terrorism. NTU is also home to the internationally-acclaimed National Institute of Education, Singapore’s only teacher-training institute.
NTU has in place multi-country programmes and initiatives with established institutions worldwide. Key partners include MIT, Stanford University, Cornell University, Caltech, University of Washington, Georgia Institute of Technology, Carnegie Mellon University in USA, Peking University, Shanghai Jiaotong University, Waseda University, Indian Institute of Technology in Asia, Cambridge University, Imperial College and Swiss Federal Institute of Technology in Europe.

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