

# NBS AND CORNELL UNIVERSITY TO SET UP CORNELL-NBS GRADUATE HOTEL SCHOOL

A Memorandum of Understanding was signed on 18<sup>th</sup> February 2003, between Nanyang Business School (NBS), Cornell University's School of Hotel Administration, and the International Hotel Management School (HMS International) to pave the way towards setting up a joint Cornell-Nanyang Business School of Hospitality Management. The school is expected to welcome the first batch of Masters students in early 2004.

Based in Singapore, it is positioned as the first in Asia to offer graduate hotel management programmes with the world-renowned Cornell Hotel School.

The proposed graduate school will be offering a two-year joint-Masters degree in Hospitality Management with students spending two semesters in NBS, and two semesters in Cornell University at Ithaca, New York. Over time, it is intended that there will be a transfer of a semester of study from Ithaca to Singapore, so that the students will spend three semesters in Singapore and one semester in Ithaca. NBS will also be sending senior tutors to Cornell University for Ph.D. programmes whom, upon their return, will form the core local faculty of this new graduate school.

An important component of the Cornell-NBS of Hospitality Management will be joint research on the Asian hospitality industry. Cornell University's School of Hotel Administration is renowned for their research in hospitality, although the research done so far are largely Europe and US-centric. This proposed Cornell-NBS in Singapore will serve to fill up the critical need for Asian-centric hospitality research.

"The school provides us another opportunity to educate business leaders in Asia, and to grow knowledge and understanding of best practices in the fast-growing hospitality management industry," said Prof Neo Boon Siong, Dean of the NBS.

Dean David W. Butler said, "We look at Singapore as an excellent choice for the Cornell Hotel School's regional presence in Asia. The strong emphasis of education in Singapore is key to providing the human capital for Asia's continued economic and social growth. As we expect the hospitality industry to grow particularly rapidly in China, India, and the Pacific Rim over the next two decades, Singapore is an ideal location for the world's leader in hospitality management education and research."

"The signing marks a significant progress in the level of cooperation between the parties and we believe that this will open the door to world-class hospitality education particularly at the post-graduate level, for the hotel and tourism companies in Asia," Ms. Jennie Chua, Chairman, HMS International.

The signatories at the ceremony were Dean Neo Boon Siong, NBS; Dean David W. Butler, School of Hotel Administration, Cornell University,, and Mr. Yeo Khee Leng, Chief Executive, HMS International.

Detailed discussions will be held to finalise an agreement to set up the school.