

NEWS RELEASE

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NTU's CNI students to learn from top executives of Banyan Tree

Nanyang Technological University (NTU)'s Cornell-Nanyang Institute of Hospitality Management (CNI) has launched its inaugural Master Class in collaboration with Banyan Tree Hotels and Resorts.

The first Master Class will be held at the Banyan Tree Lijiang, a beautiful property overlooking the legendary Jade Dragon Snow Mountain, in the heart of China, from 5 to 6 January 2007.

A two-day immersion seminar taught by industry leaders, the Master Class is an integral part of CNI's Master of Management in Hospitality (MMH) programme. The MMH students will solve problems based on real-life scenarios, and present their solutions to Banyan Tree Executives and faculty members from the Cornell Hotel School and the Cornell-Nanyang Institute.

Professor Cathy Enz, Associate Dean of Cornell School of Hotel Administration, will lead the Master Class, which focuses on strategic management issues. MMH students will have the opportunity to stay on-site and experience the hotel's facilities and services. They will meet with senior Banyan Tree executives from Hotel Operations as well as from the Corporate Office, who will share their knowledge and experience accumulated from their rich experience in the hotel business. The students will also meet with senior operations officers of Guan Fang Hotel and Villas as part of their competitive analysis.

Professor Judy Siguaw, Dean of the Cornell-Nanyang Institute of Hospitality and Management, said, *"Banyan Tree is globally recognised as developing world-class resorts, while working to protect the environment. Given its cutting-edge developments and corporate social responsibility, Banyan Tree is the perfect organisation to host the*

inaugural Master Class for the Cornell-Nanyang Institute's Master of Management in Hospitality students.

"In this two-day immersion seminar, the MMH students will have an opportunity to learn from and interact with Banyan Tree executives who are leaders in their fields. The knowledge shared and connections made during the Master Class will last a lifetime. CNI is very excited about this collaboration with Banyan Tree and believes both sides will receive substantial benefits over the long-term."

The Master of Management in Hospitality (MMH) programme is a specialised business-management degree with an exclusive focus on hospitality and aims to produce leaders for Asia's hospitality industry.

Students graduate with a specialised, focused graduate degree, and a unique understanding of global business practices. They gain experience and expertise in the hospitality industry, and are exposed to new career opportunities through visits by industry executives, exposure to different organisations through the Master Class, Career Track Advisory Board meetings and an extensive alumni network.

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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 is located in a garden campus in western Singapore, tracing its roots back to 1955.

NTU has 4 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, will be inaugurated in 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

About Cornell-Nanyang Institute

The Cornell-Nanyang Institute of Hospitality Management (CNI) is a partnership between Cornell University's School of Hotel Administration and Nanyang Technological University's Business School, and offers a joint degree – Master of Management in Hospitality (MMH).

CNI is housed in the Nanyang Business School, part of the NTU campus in Singapore. CNI combines Cornell's hospitality tradition with NTU's Asian business understanding to better equip students to face challenges in the world's highest hospitality growth region – Asia.

The innovative learning experience at CNI is led by world-renowned faculty from Cornell and NTU and key industry leaders who serve as a valuable resource for insights on cutting-edge developments in the field.

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