

Media

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NUS Business school sustains its global presence in the forefront of business education

8 April 2009

For the third year in succession, NUS business school has gained top honours in the McGill Management International Case Competition (MMICC), an exclusive international business competition.

As the only Singapore team to have been specially invited to this prestigious annual competition which consisted of only 12 selected universities from 10 countries, the NUS Business School team consisting of Jonathan Loh, Charles Lim, Colin Lin and Caroline Ng came in first runner-up at the 9th McGill Management International Case Competition. NUS Business School also won the top prize in 2007 and second place in 2008 for the same competition.

Participating teams for MMICC were required to propose strategic plans for a medium-sized IT-consulting firm, which had global operations. Given the option of either going into supporting the education industry or being an IT consulting firm for various industries, the NUS Business School team weighed the risks and rewards and chose to focus on the education industry in India, where the company already had a base. The Team reasoned that the education industry in India was growing, and with existing competencies, the company could grow further.

Sharing her thoughts on the type of challenges faced, Caroline remarked, "The competition at this international level was really intense and it was important for us to improve constantly so that we would be able to compete equally with the other outstanding competitors." Another unforeseen challenge came in the form of failed internet connections which forced the team to relocate to another accommodation at the last minute during the preparation period.

Jonathan who is also the President of NUS BizAd Club, highlighted that unlike many teams from the other universities, his team had a focused strategy, rather than proposing to do too many things. "We carefully thought through the key issues and formulated a specialised plan to address all the needs," he stated. Presentation was also an important factor in their accomplishment he affirmed, "We also had some form of a "cheer" to end off the presentation, so that we would make a deeper impression on the judges."

The Team trained for about 2 months before the actual competition, with Professor Lau Geok Theng from NUS Business School mentoring them throughout the preparation period. He was also present with the Team at McGill.

The team from University of Southern California took the top prize, beating 15 other competitors. MMICC was held in Montreal, Canada, over 23-29 Mar 2009. More information on MMICC can be found at <http://www.mmicc.org/2009/>

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ABOUT NUS BUSINESS SCHOOL

Established in 1965, NUS Business School is known for its focus in providing management thought leadership from an Asian perspective, enabling our students and corporate partners to leverage on the best global knowledge and deep Asian insights to drive business growth in Asia and around the world. This combination of global knowledge and Asian insights is reflected in all aspects of its research, teaching and industry outreach. As Asia's Global Business School, NUS Business School is a leading authority on business in Asia.

The School has consistently received top rankings in the Asia-Pacific region by independent publications and agencies, such as Financial Times, Economist Intelligence Unit, and QS Top MBA, in recognition of the quality of its programmes, faculty's research as well as graduates. The Financial Times ranked the School's Asia Pacific Executive MBA programme 20th and its MBA programme 35th in the world in 2008 and 2009 respectively. In 2009, the School was ranked as the only Asian business school in Asia that was most preferred by employers across the world, by the QS Global 200 Business Schools 2009: The Employers' Choice Survey. The School is accredited by AACSB International (Association to Advance Collegiate Schools of Business), an endorsement that the School has met the highest standards for business education.

The School has top research faculty that is close to practice; more than 2,500 BBA, MBA, Executive MBA, and PhD students; more than 2,000 annual participants in Executive Education programmes; and over 45,000 alumni in diverse organisations and positions of leadership throughout the world.

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