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New Academic Program: Combining the best of both worlds:

European business school announces new Masters in Chinese Business and Economy

The Rotterdam School of Management, Erasmus University, and the Chinese Department of Leiden University have announced a new Masters program in Chinese Economy and Business. The program will start in September 2009 and will take one year to complete. The first of its kind, the program is designed to meet the demand of businesses looking for graduates who combine sound management skills with a thorough knowledge of the Chinese economy, business sector and culture. The result of a unique collaboration, the program is taught by some of Europe's leading faculty in the field and combines the outstanding expertise of both institutions. Lectures will be held in both Leiden and Rotterdam.

Professor Barbara Krug, Academic Director of the Chinese Economy in Business Master program, said: "The Masters in Chinese Economy and Business is the pre-eminent program for students interested in gaining specialised knowledge and skills in this rewarding business area. China is the engine of international economic wealth creation. Currently, China is directly responsible for 20 – 25% of world economic growth. Due to the global recession, this share is projected to grow as high as 30%. As a result, Chinese companies are becoming more selective in their choice of partner; fueled by their wealth, they engage in an international 'shopping spree,' resulting in an increased presence within Europe. Clearly, China will reward those who possess valuable country-specific knowledge as well as sound business knowledge, as offered in our program." Also part of this initiative is a partnership program to build a network of companies, professors, students and alumni. Its objective is to facilitate internships for students and the exchange of information amongst all stakeholders. For more information on this program, go to: www.rsm.nl/mscba/cheb or www.masters.leidenuniv.nl.

Rotterdam School of Management, Erasmus University is a top-ranked international business school renowned for its ground-breaking research in sustainable business practice and for the development of leaders in global business. Offering an array of Bachelor, Master, Doctoral, MBA and executive education programs, RSM is consistently ranked amongst the top 10 business schools in Europe. www.rsm.nl

Leiden University has had one of the most ambitious and successful Chinese Departments in Europe ever since the 19th century. In addition to research in the traditional humanities, since the 1960s the Department has expanded into modern areas in modern Chinese history, society, law, philosophy, politics, international relations and mass media. For more information on this release, please contact Mark Greeven, assistant professor and academic coordinator of Chinese Economy and Business on +31 10 408 1862 or by email at mgreeven@rsm.nl.