

European business school announces new master in Chinese Business and Economy

Combining the best of both worlds

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March 2009. The Rotterdam School of Management, Erasmus University, and the Department Languages and Cultures of China of Leiden University, have announced a new master 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 Master 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.

Professor Axel Schneider, Director of the Modern East Asia Research Centre said: "Unique in the Western world, the Master of Science in Chinese Economy and Business combines area expertise with economics, historical and cultural knowledge with economic theories and business practice in highly innovative ways. Our students will receive an education covering China's micro- and macro-economy, business culture, regional economy, and political and cultural background. They will spend research time in China under the guidance of qualified staff and will have the opportunity to test their skills during an internship."

For more information on this program, go to: www.rsm.nl/mscba/cheb or www.masters.leidenuniv.nl

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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 **Departments of Sinology** 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. New appointments in 2000 and major research grants from the Netherlands Organization for Scientific Research (NWO) resulted in the establishment of the Modern East Asia Research Centre in 2006, which has become the hub for comparative research on the larger East Asian region.