

UK biz school eyes S'pore as Asian hub

By **LEE U-WEN**

ONE of Britain's top business schools is eyeing Singapore as its Asian hub as it seeks to expand its presence in this region and beyond.

To do that, City University London's renowned Cass Business School is hoping that its new partnership with the Singapore Management University (SMU) will help it establish a strong foothold in this part of the world.

Singapore is one of two major cities in Asia – the other being Hong Kong – where Cass is eager to branch out into and conduct regular student and faculty exchanges, among other initiatives, said Cass professor Andrew Clare.

"Both are natural places for us to engage with. They have highly educated populations, very good education infrastructure, and they give Cass a gateway into Asia. Hopefully, we too can give them a gateway into London and Europe," he said in an interview with BT while on a recent visit to Singapore.

Prof Clare was in town to teach a four-day elective module on monetary policy, which is jointly taught



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by SMU and Cass as part of SMU's Master of Science in applied finance programme.

Prof Clare, formerly a senior research manager at the Bank of England, is an associate dean at Cass. He was once ranked as the world's ninth most prolific finance author of the past 50 years.

Cass' full-time Master of Business Administration programme is one of the top-ranked courses of its kind in the world.

In its annual rankings released earlier this year, the *Financial Times* deemed it seventh-best in the United Kingdom and 38th globally.

Prof Clare shared how more of Cass' graduates were starting to regard Singapore as a place to both live and work in given the current difficult period that most of Europe is going through.

"I think it's a combination of push and pull factors as people realise that London isn't the only place to work in the finance sector," he said.

He added that one of Singapore's main attractions was its glowing reputation as an international shipping hub – a position which Cass is also keen to tap on.

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Later this year, Cass and SMU will take their partnership a step further by launching a new joint Master of Science in quantitative finance in September.

The post-graduate degree will allow SMU students to study in London during their second term, with Cass students also spending some time in Singapore. Prof Clare said that faculty exchanges were also on the cards.

At last count, there are 312 Cass alumni in Singapore, with 22 more students currently enrolled in various courses over at its campus in London.