

Nyenrode Business Universiteit acquires New Business School Amsterdam

Breukelen, 6 January 2011- As of 1 January 2011 Nyenrode Business Universiteit owns New Business School Amsterdam. The acquisition succeeds the close cooperation that Nyenrode started with New Business School in June, 2010. With this purchase, Nyenrode Business Universiteit adds a Bachelor in Business Administration (BBA) in sustainable entrepreneurship to its portfolio. BBA graduates can transfer directly to the Master degree in Management at Nyenrode.

"This purchase fits within Nyenrode's strategy to offer our students a programme for every phase of their professional development," says Prof. Dr. Maurits van Rooijen, Rector Magnificus of Nyenrode.

"New Business School Amsterdam is a logical choice for Nyenrode as our visions regarding entrepreneurship and cooperation with the private sector match very well: by and for the private sector. We see a lot of similarities in the areas of New Leadership and New Entrepreneurship from an international perspective and sustainable entrepreneurship. We have had a period of close cooperation in which we have gotten to know each other extensively and in which we have calibrated the curriculum of New Business School to match our academic programme better. The acquisition of NBS by Nyenrode Business Universiteit was the next logical step for us now."

"We are very excited about this takeover," says Timo Timmerman, Dean of New Business School Amsterdam. "A new phase has begun for NBS. To be part of Nyenrode Business Universiteit is an important step for us. We can now offer our students an excellent complementary educational perspective to follow the Bachelor phase. Our plans to have Bachelor and Master students cooperate on several projects are a good start. Furthermore, there will be opportunities in due time to study abroad in the US or China during the programme. Nyenrode and New Business School are also developing a pre-bachelor course for foreign students."

University for life

Van Rooijen: "You are a Nyenrodian for life. Our Alumni will agree. This acquisition has contributed to making Nyenrode and its programme truly a 'University for Life'. From the BBA to the Commissioners Cycle: Nyenrode offers further professional and personal development for every phase of your career."

The financial arrangements for the purchase worked out in large part due to a group of Nyenrode alumni.



NYENRODE
BUSINESS UNIVERSITEIT

The Spirit of Enterprise.

About Nyenrode Business Universiteit

Nyenrode Business Universiteit is the oldest and only private university in the Netherlands. The organization was founded in 1946 for and by the private sector. Nyenrode prepares people with talent and ambition for a career in management within an international context and attaches great value to social consciousness and sustainable leadership.

About New Business School Amsterdam

New Business School Amsterdam opened in 2006, in cooperation with the University of Westminster, and offers an international Bachelor degree in New Business. Both academic development and professional development are central to the programme: it represents the third path in higher education in the Netherlands that allows students to develop themselves into creative and responsible business men and women. Projects in India, Ethiopia and China and a semester in London contribute to the student's international ambitions.