



NUS Business School – Market & Competitor Research

STEP 1: Strategic Market Analysis

Target Audience Profile

- **Industries (by % prevalence, post-MBA employment):**
 - Technology: 26%
 - Financial Services: 22%
 - Consulting: 20%
 - Manufacturing: 7%
 - Consumer Products: 5%
 - Healthcare: 3%
 - Real Estate: 3%
 - Retail: 3%
 - Transportation & Logistics: 3%
 - Media/Entertainment: 2%
 - Non-Profit: 2%
 - Energy: 2%
 - Other: 2%[12](#)
- **NAICS Codes (most relevant):**
 - 52: Finance and Insurance
 - 54: Professional, Scientific, and Technical Services
 - 51: Information (Technology)
 - 31-33: Manufacturing
 - 62: Health Care and Social Assistance
- **Company Size (typical employer):**



- Ranges from large multinational corporations (1,000+ employees, \$500M+ revenue) to high-growth startups (50–500 employees, \$10M–\$100M revenue). Rationale: NUS MBA graduates are placed in both global firms (Google, Amazon, EY, Microsoft) and regional startups³².
- **Decision Makers:**
 - Titles: CEO, COO, CFO, CTO, Head of HR, Talent Acquisition Manager, Business Unit Director, Senior Manager
 - Purchase Influence Map: Final decision typically by C-suite (CEO/COO/CTO), with strong input from HR and business unit heads for hiring and leadership development programs³⁴.

Decision Makers Table

Role	Influence Level	Key Concerns
CEO	High	ROI, leadership pipeline, reputation
COO	High	Operational impact, talent quality
CFO	Medium	Cost, value for money
CTO	Medium	Digital skills, innovation
Head of HR/Talent	High	Leadership development, retention
Business Unit Dir.	Medium	Team performance, succession

Unique Value Proposition (UVP) & Competitive Matrix



Differentiator	NUS Business School	NTU Business School	SMU Business School	INSEAD Singapore
Global Ranking	Top 10 Asia, #8 QS, #27 FT	#22 FT, strong ROI	Triple-accredited, city campus	#2 FT Asia, global brand
Asia Focus	Deep Asian insights, global	Strong SE Asia access	Digital transformation, city focus	Global, less Asia-specific
Program Duration	17 mo FT, 24–30 mo PT	12/18 mo flexible	15 mo FT, 20 mo PT	10 mo FT
Specializations	9+ (Tech, Consulting, etc.)	6 (Tech, Sustainability)	Digital, Leadership	Generalist, global
Career Placement	93% in 3 mo, 170% salary lift	90%+ in 3–6 mo, 144% lift	87%+ in 3–6 mo	94% in 3 mo, 100%+ lift
Pricing Model	Value-based, scholarships	Value, scholarships	Partial scholarships	Premium, global network
Employer Network	MNCs, startups, Asia focus	SE Asia, global	Finance, tech, consulting	MBB, global MNCs
Alumni Network	40,000+ global, Asia strong	Strong SE Asia	Singapore/Asia focus	Global, elite

Confidence: High (based on published rankings, program brochures, and employment data)[5678](#).

SWOT Analysis



- **Strengths:** Top Asian/global ranking, strong Asia focus, diverse cohort, high ROI, deep employer network, robust career support.
- **Weaknesses:** Smaller global brand than INSEAD, competitive admissions, limited post-study work visa in Singapore.
- **Opportunities:** Growing demand for Asian business expertise, digital transformation, cross-border leadership.
- **Threats:** Intense competition from INSEAD, NTU, SMU, and ISB; Singapore's saturated job market for MBAs⁷⁹⁸.

Quantified Pain Solutions

- "93% of graduates employed within 3 months of graduation"³² (**High confidence**)
- "Average post-MBA salary: USD 77,109; alumni average: USD 161,506"² (**High confidence**)
- "170% average salary increase post-MBA, highest among Singapore MBAs"⁷⁸ (**High confidence**)
- "65% of graduates change industry, 69% change location, 28% convert internships to full-time roles"² (**Medium confidence**)
- "Strong placement in tech, finance, and consulting (68%+ of graduates)"¹² (**High confidence**)

Case Study Example

- **Example:** A tech professional from India joined NUS MBA, interned at Amazon Singapore, and secured a full-time role post-graduation, achieving a 150% salary increase and relocating to Singapore².
- **Example:** A finance manager from Europe used the NUS MBA to pivot into consulting, joining EY Singapore, and expanded their professional network across Asia³.

Sentiment Analysis (Customer Reviews)

- **Overall Sentiment:** Positive. Students highlight the diverse cohort, strong faculty, and career support. Some note challenges with Singapore's job market and post-study visa limitations¹⁰⁹¹¹.



- **Key Themes:** Diversity, peer learning, strong infrastructure, high employability, but competitive and sometimes slow admissions process.
- **Confidence:** Medium (based on qualitative review data; recommend further survey validation).

Keyword Gap Analysis (SEMrush)

- **Findings:** NUS Business School ranks strongly for "Asia MBA," "Singapore MBA," and "global business school," but lags behind INSEAD and NTU for "executive MBA Asia" and "MBA consulting Singapore." Opportunity to target keywords around "digital transformation MBA" and "Asian leadership MBA" for content expansion¹²¹³.
- **Confidence:** Medium (based on public SEMrush tutorials; recommend direct SEMrush report for precision).

Financial Benchmarking (IBISWorld/SimilarWeb)

- **NUS MBA average post-MBA salary:** USD 77,109
- **Alumni average salary (3 years):** USD 161,506
- **Placement rate:** 93% within 3 months
- **Value for Money Rank:** #43 globally (better than ISB's #59)⁸
- **Confidence:** High (based on Financial Times, Shiksha, and SimilarWeb data)²⁸.

Validation Protocol

- **Data Source Citations:** See inline [317210911](#)¹²⁸¹³.
- **Confidence Ratings:** High for employment, salary, and ranking data; Medium for sentiment and keyword gap; Low for primary data (no direct survey/interview data found).
- **Recommended Actions:**
 - Commission a direct SEMrush keyword gap report for NUS vs. INSEAD/NTU/SMU.
 - Conduct a structured alumni survey for quantitative sentiment and outcome validation.
 - Use IBISWorld for deeper industry benchmarking and market sizing.



STEP 2: Competitor Identification & Analysis

Context Recap

- **Target Audience:** Young professionals (avg. age 29), 6–8 years' work experience, from 30+ countries, seeking global business leadership roles in tech, finance, consulting, and related sectors[64](#).
- **Unique Value Proposition:** Top-ranked Asian MBA with deep Asia/global integration, strong employer network, high ROI, and diverse, immersive learning[567](#).
- **Pain Points Solved:** Career acceleration, industry/country switch, leadership development, access to Asia's business hub, global network, and high employability[32](#).

Competitor 1: INSEAD Singapore

- **Type:** Direct
- **Product/Service Offerings:** Full-time MBA, Executive MBA, specialized business programs
- **Target Audience:** Experienced professionals (avg. 6–8 years), global career switchers, aspiring leaders in consulting, finance, tech
- **Key Differentiators:** Global brand, 10-month program, strong MBB (McKinsey, BCG, Bain) placement, largest global alumni network, multi-campus (France, Singapore, Abu Dhabi)
- **Marketing/Positioning Strategy:** "Business school for the world," global mobility, elite network, fast-track career change
- **Channels of Influence:** Global rankings, alumni, LinkedIn, international media, consulting/finance recruiters
- **Tools Used:** Financial Times, QS, SEMrush, LinkedIn, SimilarWeb8

Competitor 2: Nanyang Technological University (NTU) Business School

- **Type:** Indirect
- **Product/Service Offerings:** Full-time/part-time MBA, Executive MBA, specializations in tech, sustainability, strategy



- **Target Audience:** Professionals seeking strong ROI, flexible program duration, Southeast Asia market access
- **Key Differentiators:** Best value for money in Singapore, strong tech and sustainability focus, flexible 12/18-month program, high salary increase (144%)
- **Marketing/Positioning Strategy:** “Best value MBA in Asia,” tech and sustainability leadership, Southeast Asia access
- **Channels of Influence:** University rankings, digital marketing, alumni, industry partnerships
- **Tools Used:** Financial Times, QS, SimilarWeb, SEMrush⁷⁸

Competitor 3: Singapore Management University (SMU) Business School

- **Type:** Indirect
- **Product/Service Offerings:** Full-time/part-time MBA, Executive MBA, digital transformation, leadership electives
- **Target Audience:** Professionals seeking city-campus experience, digital/leadership focus, strong industry connections
- **Key Differentiators:** Triple-accredited, city-campus, strong digital transformation curriculum, high international student ratio
- **Marketing/Positioning Strategy:** “Digital leadership in the heart of Singapore,” interactive pedagogy, strong industry ties
- **Channels of Influence:** Digital campaigns, LinkedIn, alumni, industry events
- **Tools Used:** QS, FT, SimilarWeb, SEMrush⁷

Methods & Tools for Competitor Identification

- **SEMrush/Ahrefs:** For keyword and content gap analysis, identifying organic/paid search competitors¹²¹³.
- **SimilarWeb:** For web traffic benchmarking, audience overlap, and digital channel analysis¹⁴¹⁵.
- **Financial Times/QS/Statista:** For rankings, salary, and placement benchmarking⁷⁸.



- **LinkedIn:** For alumni network mapping, employer connections, and sentiment analysis.
- **Revuze/Review Aggregators:** For sentiment analysis of student and alumni reviews