

The client, an Ivy League international business college based out of USA was looking to have foreign tie-ups with Indian B-schools. Knowledgefaber was given a task of investigating into current tie-up structures as well as identify alliance opportunity with india's leading B-schools.

Process, Insight and Advice:

Our team started with looking for top B-schools in India and their existing international alliances with foreign universities, and analysing nature of these alliances. Several kind of option came forward like franchise, Local presence, Twining, and study and examination centres.

After the discussion with education experts and in-depth data analysis we came to the conclusion that twining is the most important and prevalent kind of tie-ups formed. After this a list of top 250 B-schools in India was prepared and with the help of a modeller using several parameters these colleges were ranked for their potential as well as affinity for an alliance. The model was prepared in consultation with industry experts and client teams, so as to reflect their expectation from the alliance.

For top 15 colleges coming out of this modeller a detail profile was prepared for the client to study, analyze and take a decision. Discussions with key stakeholders was also facilitated.