

# RANKINGS: MBA PROGRAMMES AND PROVIDERS



## Online MBA programmes emerge as pandemic prompts temporary closures

Some of the top MBA providers are planning to launch online programmes in the future.

In this year's *Singapore Business Review* rankings of the largest MBA programmes, INSEAD MBA emerged on top, with a whopping 1,008 students enrolled in the programme. It is followed by S P Jain Master of Global Business with 239 students, and Manchester Global Master of Business Administration by Alliance Manchester Business School with 219.

Amongst MBA providers, INSEAD with just its sole MBA programme still has the most number of MBA students, followed by S P Jain School of Global Management and the National University of Singapore (NUS) Business School with 509 and 373 students, respectively. As a whole, the overall number of students in the top 33 MBA programmes and top 13 MBA providers fell 12.86% to 3,671 in 2020, compared to 4,213 in 2019.

In contrast, online MBA programmes have been on the rise.

Aventis School of Management academic director **Stanley Soh** told *Singapore Business Review* that they received a spike in requests from prospective students who are considering taking an online MBA, especially in light of the COVID-19 pandemic and the increasing digitisation of business school offerings.

In response to such demand, MBA providers have increasingly been bringing such programmes in Singapore. For instance, a spokesperson from the Management Development Institute of Singapore (MDIS) shared that they are offering five online or e-learning MBA programmes through Edinburgh Napier University with different specialisations, namely Leadership and Innovation, Marketing & Sales Management, Events Management, Hospitality and Tourism Management, and Health

**As executives become strapped for time, balancing their careers and personal commitments, online MBA programmes will see a surge in popularity.**



Management.

Aventis is also currently in talks about launching an online MBA programme, after digitising some of their Graduate Diploma programme.

Further, Kaplan Higher Education is considering the possibility of launching online MBA programmes. Currently, they are offering an online Master's programme for Executive Master in Leadership and Strategy and Innovation, in partnership with Murdoch University.

"We believe an online MBA programme will help our students as it offers greater flexibility in terms of managing their time and not being confined to a classroom setting. This will particularly benefit professionals who need to travel frequently for work," Kaplan Singapore COO and provost, associate professor **Rhys Johnson** said.

Amity Education Group is also moving towards this, Amity Global

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Institute's regional director for South East Asia **Prateek Nayak** shared. "We are fully supportive of the idea of Online MBAs - particularly given its usefulness in allowing lessons to go on as normal despite the rise of global crises such as COVID-19," he said.

## Complement to traditional MBA

For Kaplan, an online MBA works as a complement or alternative to the more traditional MBA programmes, as it provides flexibility to those who need it. Johnson notes that students still seem to prefer the traditional face-to-face delivery and teaching model, reflected by their growing MBA students.

"One reason for this is that they value the networking opportunities made possible through face-to-face interactions, which cannot be easily replicated in an online environment," he said.

MDIS believes that online MBA programmes are tipped to grow. "As executives become strapped for time, balancing their careers and personal commitments, online MBA programmes will see a surge in popularity. MDIS is poised to ride this growth in demand with five online MBA programmes," MDIS Business School head **Ignatius Teo** said.

Johnson sees future opportunities in adopting the online delivery structure, especially when situations such as the COVID-19 outbreak are expediting its use. However, he felt that there is still more work to be done to be able to deliver the curriculum online. "Programmes will have to be structured differently or undergo redesign to ensure that quality and learning outcomes are not compromised by a change in delivery mode," he said.

Either way, Soh believes that the traditionally-taught MBA programmes are not going anywhere. "The physically taught face-to-face MBAs are here to stay as graduate students still value networking, which form a critical part of the MBA proposition," they said.

## Blended learning

Further, Nayak expressed that the market's appetite is geared towards a blended learning approach, which

involves a combination of face-to-face sessions with an online blend. "We've responded with flipped classrooms where students can absorb much of the simpler material remotely, yet come together for more complex discussions over less easily understood concepts and issues. Plus, it's easier to progress as a cohort when you have a strong support group of classmates urging you on in the real world," he said.

Beyond online programmes, Kaplan is also focussing on a blended learning approach. "Our academic faculty utilises a myriad of digital platforms and online resources to facilitate their lessons, allowing students to better absorb knowledge and access learning resources on-the-go," Johnson added.

Aventis in particular has digitised all of their MBA contents, and provided live Facebook recording virtual networking sessions through Zoom of each class as a supplement to on-ground teaching. The incorporation of digital materials and on-demand teaching videos could help schools that lean towards on-ground teaching amidst the rising popularity of online MBA, Soh said.

MDIS is also adopting the use of cloud-based video storage platform Echo 360, which is designed for students to learn anywhere and anywhere they wish. This aims to increase the effectiveness and efficiency of learning for their students.

"Cloud computing has enhanced



Ignatius Teo



Rhys Johnson



Stanley Soh



Prateek Nayak

the learning for students through anytime-anywhere accessibility of teaching materials. Information stored in remote cloud servers allow students to access courseware from any device as well," Teo said.

## Attracting more students

The landscape is expected to become more challenging with the rising popularity of specialised business master programmes, the wider adoption of online MBAs and softer demand for graduate programmes partly due to weakening economy, Soh shared.

However, Teo remains optimistic about MBA programmes for 2020. "This year, MBA programmes in Singapore will continue to attract students, especially as corporations around the world compete to attract executives equipped with solid management training," he said.

According to QS Global MBA Rankings, Singapore captured four out of the top 10 universities in Asia for MBA programmes, with INSEAD at first, ESSEC Business School at third, NUS at fourth and Nanyang Technological University (NTU) seventh. Globally, these four universities were ranked third, 30th, 32nd and 43rd, respectively.

An article by admissions consultancy firm MBA Crystal Ball says Singapore is considered to be a hub for an MBA degree due to its multicultural society that is open to foreign nationals and offers a high quality of life for MBA degree holders.



Kaplan Singapore

# MBA PROGRAMMES SURVEY

MBA PROGRAMME	PROVIDER/LOCAL PARTNER	Total Number of Students		HEAD OF SINGAPORE OFFICE/DEAN
		2020	2019	
INSEAD MBA	INSEAD	1,008***	1,018***	Ilian Mihov
S P Jain Master of Global Business	S P Jain School of Global Management, Singapore	239	173	John Fong
Manchester Global Master of Business Administration	Alliance Manchester Business School	219	176	Lim Bee Ing
James Cook University MBA	James Cook University Singapore	246	210	Prof. Chris Rudd
Coventry University MBA in Global Business / MBA in Global Financial Services	PSB Academy	180	90	Sam Choon Yin
S P Jain Executive MBA	S P Jain School of Global Management, Singapore	172	167	John Fong
The NUS MBA (including MBA-MPP & MBA-PhD)	National University of Singapore	161	302	Andrew K. Rose
Singapore Management University MBA	Singapore Management University	146	121	Gerry George
Murdoch University MBA	Kaplan Higher Education	140	131	Professor Peter Warring
University of Birmingham MBA	SIM Global Education	120	120	Ho Soon Eng
S P Jain Global Master of Business Administration	S P Jain School of Global Management, Singapore	98	56	John Fong
Nanyang MBA	Nanyang Business School, Nanyang Technological University	90	100	Christina Soh
The NUS Executive MBA (in Chinese)	National University of Singapore	83	140	Andrew K. Rose
Nottingham University Business School MBA	School of Postgraduate Studies, PSB Academy	80	80	Sam Choon Yin
University of Roehampton, London	Aventis School of Management	79	*NEW*	Stanley Soh
University of Northampton - MBA	Amity Global Institute	73	187	Leon Choong
University of Sunderland (UK) MBA	Management Development Institute of Singapore	65	213	Ignatius Teo
University of London MBA	Amity Global Institute	62	*NEW*	Leon Choong
University of Newcastle, Australia MBA	School of Postgraduate Studies, PSB Academy	60	50	Sam Choon Yin
The NUS Executive MBA (in English)	National University of Singapore	51	96	Andrew K. Rose
Nanyang Executive MBA (Chinese)	Nanyang Business School & Shanghai Jiao Tong University	50	50	Christina Soh
Nanyang Professional MBA	Nanyang Business School, Nanyang Technological University	50	90	Christina Soh
Bangor University (UK) MBA in International Marketing	Management Development Institute of Singapore	41	192	Ignatius Teo
Northumbria University MBA	Kaplan Higher Education	40	N/A	Dr Jacqueline Holland
Nanyang Executive MBA	Nanyang Business School, Nanyang Technological University	35	65	Christina Soh
UCLA – NUS Executive MBA	National University of Singapore	33	73	Andrew K. Rose
Nanyang Fellows MBA	Nanyang Business School, Nanyang Technological University	30	30	Christina Soh
S3 Asia MBA with Fudan University, Korea University & National University of Singapore	National University of Singapore	28	51	Andrew K. Rose
Bangor University (UK) MBA in Banking & Finance	Management Development Institute of Singapore	19	136	Ignatius Teo
University of Stirling	Amity Global Institute	19	*NEW*	Leon Choong
The NUS MBA Double Degree (Peking University, HEC, Yale)	National University of Singapore	17	23	Andrew K. Rose
	<b>TOTAL</b>	<b>3,019</b>	<b>3,122</b>	

GENERAL FIGURES SHOW TOTAL NUMBER OF STUDENTS AS OF 31 JANUARY 2019

# MBA PROGRAMMES SURVEY

	TOTAL NUMBER OF STUDENTS		Minimum Cost (SG\$)		Duration		Number of Intakes Per Year
	Full Time	Part Time	Full Time	Part Time	Full Time	Part Time	
	1,008	N/A	\$130,200	N/A	10 months	N/A	2
	239	N/A	\$77,500	N/A	12 months	N/A	3
	N/A	219	N/A	\$68,200*	N/A	18-24 months	1
			\$37,200	N/A	12 months	N/A	1
	80	100	\$27,200	\$27,200	16 months	20 months	4
	N/A	172	N/A	\$37,000	N/A	18 months	
	98	63	\$62,000*	\$62,000*	17 months	24 months	3
	86	60	\$67,400	\$70,600	10-15 months	18 months	1
	30	110	24,500*	\$21,500*	12 months	12 months	4
	N/A	120	N/A	\$34,500	N/A	24 months	3
	98	N/A	\$77,500	N/A	12 months	N/A	1
	90	N/A	\$62,000**	N/A	12 months	N/A	1
	N/A	83	N/A	\$120,000	N/A	24 months	1
	N/A	80	N/A	\$33,400	N/A	24 months	3 (FT)
		79					2
	45	28	\$19,300	\$16,100	12 months	12 months	1
	33	32	\$23,500	\$23,500	13 months	18 months	1
	9	53	\$19,300	\$16,100	13 months	13 months	1
	60	N/A	\$29,100	N/A	16 months	N/A	1
	N/A	51	N/A	\$100,000	N/A	15 months	3 (FT)
	N/A	50	N/A	\$128,600	N/A	24 months	2
	N/A	50	N/A	\$65,000**	N/A	18 months	1-2
	41	N/A	\$23,500	N/A	12 months	18 months	1
	N/A	40	N/A	\$21,200*	N/A	15 months	1-2
	N/A	35	N/A	\$100,000**	N/A	14 months	1
	N/A	33	N/A	\$163,200*	N/A	15 months	4
	30	N/A	\$75,000**	N/A	12 months	N/A	4
	28	N/A	\$64,000	N/A	16 months	N/A	1
	19	N/A	\$23,500	N/A	12 months	18 months	3
	N/A	19	N/A	\$16,100	N/A	14 months	
	17	N/A	\$44,000*	N/A	20-24 months	N/A	

\*BEFORE GST

\*\*NEW ADDITIONS

\*\*\*THIS INCLUDES NUMBERS IN FRANCE

# MBA PROVIDERS SURVEY

MBA PROVIDER	MBA PROGRAMME	HEAD OF SINGAPORE OFFICE/ DEAN	TOTAL NUMBER OF STUDENTS	
			Full Time	Part Time
INSEAD	INSEAD MBA	Ilian Mihov	1,008	N/A
				<b>TOTAL</b>
S P Jain School of Global Management, Singapore	S P Jain Global Master of Business Administration	John Fong	98	N/A
	S P Jain Executive MBA	John Fong	N/A	172
	S P Jain Master of Global Business	John Fong	239	N/A
				<b>TOTAL</b>
National University of Singapore Business School	S3 Asia MBA with Fudan University, Korea University & National University of Singapore	Andrew K. Rose	28	N/A
	The NUS Executive MBA (in Chinese)	Andrew K. Rose	N/A	83
	The NUS Executive MBA (in English)	Andrew K. Rose	N/A	51
	The NUS MBA (including MBA-MPP & MBA-PhD)	Andrew K. Rose	98	63
	The NUS MBA Double Degree (Peking University, HEC, Yale)	Andrew K. Rose	17	N/A
	UCLA – NUS Executive MBA	Andrew K. Rose	N/A	33
				<b>TOTAL</b>
PSB Academy	Coventry University MBA in Global Business / MBA in Global Financial Services	Sam Choon Yin	80	100
	Nottingham University Business School MBA	Sam Choon Yin	N/A	80
	University of Newcastle, Australia MBA	Sam Choon Yin	60	N/A
				<b>TOTAL</b>
Nanyang Business School, Nanyang Technological University	Nanyang Executive MBA	Christina Soh	N/A	35
	Nanyang Fellows MBA	Christina Soh	30	N/A
	Nanyang MBA	Christina Soh	90	N/A
	Nanyang Professional MBA	Christina Soh	N/A	50
Nanyang Business School & Shanghai Jiao Tong University	Nanyang Executive MBA (Chinese)*	Christina Soh	N/A	50
				<b>TOTAL</b>
James Cook University Singapore	James Cook University MBA	Chris Rudd	246	
				<b>TOTAL</b>
University of Manchester, Alliance Manchester Business School	Manchester Global Master of Business Administration	Lim Bee Ing	N/A	219
				<b>TOTAL</b>
Kaplan Higher Education	Northumbria University MBA	Dr. Jacqueline Holland	N/A	40
	Murdoch University MBA	Professor Peter Warring	30	110
				<b>TOTAL</b>
Amity Global Institute	University of Northampton, MBA	Leon Choong	45	28
	University of London MBA	Leon Choong	9	53
	University of Stirling	Leon Choong	N/A	19
				<b>TOTAL</b>
Singapore Management University*	Singapore Management University MBA	Gerry George	86	60
				<b>TOTAL</b>
Management Development Institute of Singapore	Bangor University (UK) MBA in Banking & Finance	Ignatius Teo	19	N/A
	Bangor University (UK) MBA in International Marketing	Ignatius Teo	41	N/A
	University of Sunderland (UK) MBA	Ignatius Teo	33	32
				<b>TOTAL</b>
SIM Global Education	University of Birmingham MBA	Ho Soon Eng	N/A	120
				<b>TOTAL</b>
Aventis School of Management	University of Roehampton, London	Stanley Soh	N/A	79
				<b>TOTAL</b>

\*Before GST

\*\*Before prevailing taxes

# MBA PROVIDERS SURVEY

TOTAL	Minimum Cost (SG\$)		Duration		Number of Intakes Per Year
	Full Time	Part Time	Full Time	Part Time	
1,008	\$130,200	N/A	10 months	N/A	2
<b>1,008</b>					
98	\$77,500	N/A	12 months	N/A	3
172	N/A	\$37,000	N/A	18 months	2
239	\$77,500	N/A	12 months	N/A	3
<b>509</b>					
28	\$64,000* (in NUS)	N/A	16 months	N/A	1
83	N/A	\$130,000*	N/A	20 months	1
51	N/A	\$100,000*	N/A	15 months	1
161	\$62,000*	\$62,000*	17 months	24 months	1
17	\$44,000*	N/A	20-24 months	N/A	1-2
33	N/A	\$163,200*	N/A	15 months	1
<b>373</b>					
180	\$27,200	\$26,600	16 months	20 months	3
80	N/A	\$33,400	N/A	24 months	4
60	\$29,100	N/A	16 months	N/A	3
<b>320</b>					
35	N/A	\$100,000**	N/A	14 months	1
30	\$75,000**	N/A	12 months	N/A	1
90	\$62,000**	N/A	12 months	N/A	1
50	N/A	\$65,000**	N/A	18 months	1
50	N/A	\$128,600	N/A	24 months	1
<b>255</b>					
246	\$37,200	N/A	12 months	N/A	3
<b>246</b>					
219	N/A	\$68,200	N/A	18-24 months	2
<b>219</b>					
40	N/A	\$21,200*	N/A	15 months	2 per year
140	24,500	\$21,500*	12 months	12 months	3 per year
<b>180</b>					
73	\$19,300	\$16,100	12 months	12 months	3
62	\$19,300	\$16,100	13 months	13 months	4
19	N/A	\$16,100	N/A	14 months	2
<b>154</b>					
146	\$67,400	\$70,600	10-15 months	18 months	2
<b>146</b>					
19	\$23,500	N/A	12 months	N/A	3 (FT)
41	\$23,500	N/A	12 months	N/A	3 (FT)
65	\$23,500	\$23,500	13 months	18 months	1
<b>125</b>					
120	N/A	\$34,500	N/A	2	4
<b>120</b>					
79	\$19,800*	\$19,800*	10 months	10 months	4
<b>79</b>					