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MSA, Philippines

Introduction

In the case analysis of the Management Institute of Asia (MIA), Philippines some of the key issues faced by the organization have been identified and analyzed. The case raises issues relating to initiative to improve the future prospects of the institute with regard to its growth potential and market positioning in light of the dynamic changes characterizing the sector. This article provides information about the case solution and focus on the major issue and strategies.




Background

MIA is considered as one of the leading educational institutions in the Philippines, however for the past few years it has faced some problems such as the problems with student enrollment, financial problems and need to update the curriculum. Competition: Competition is another major weakness that the institute feels from both international and local players in the education sector and this calls for overhaul of the institute's strategies.



Curriculum Revamp


Introducing changes in curriculum so as to new subjects and skills, which are being practiced in the today's world. This implies engaging the market players in the development of curriculum to ensure that it meets the dynamics of the market.





Conclusion

The case solution of MIA, Philippines focuses on the solutions of the issues and provides steps to remodel it by developing curriculum, marketing strategies and financial model. Thus, the above-said recommendations will be beneficial for the proper functioning of MIA and its enhancement in the context of the competitive educational market.



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