



UOB-SMU
Asian Enterprise Institute

A photograph of four students sitting on a grassy area outdoors, engaged in a discussion. One student is pointing at a laptop screen.

Business Consulting Opportunities with UOB-SMU AEI

Project 634FY19 – Market Research & Strategies

Brief Company Profile

The company is a Singapore-based human capital consulting firm focused on helping clients assess and select their best talents. It employs a range of widely accepted assessment methodologies that includes psychometric tests, assessment centres and structured interviews. Clients include government agencies, local schools, Asia-based multinationals as well as family conglomerates.

Objective of the consulting project

The company has developed a proprietary online assessment platform, with questionnaires that measure people on their cognitive abilities, personality traits, emotional intelligence, cultural intelligence, change agility, career interest as well as many other important attributes. Currently, these assessments are oriented to the workplace.

The company would like to extend the use of these assessments to a younger audience with ages ranging from 12-18 years, by adapting the questionnaires for students in secondary schools, polytechnics, junior colleges and universities. In conjunction with this, it is looking to develop a suite of online micro-learning modules to educate students on how to improve themselves in these areas.

This project requires the team to carry out market research on the receptiveness and interest of schools and universities in this soft skills micro-learning platform for students.

Project Scope

- Test receptiveness, readiness of target audience (create end user profiles)
- Evaluate the demand (what other features are the target audience looking for?) Current behaviour patterns & trends towards the said platform
- Provide Insights and analysis
- Evaluate and propose an effective marketing strategy for the said platform

Student Requirements

- **3-member** team

The team will be mentored by a [project advisor](#).

More Information

Start Date: ASAP

Duration of project: 16 weeks

Stipend: \$3000 per team (excluding incidental expenses incurred during the course of the project)

Working hours: Flexible working hours

Internship filing: Up to 10 weeks