

Creating new market space - new value curve

[Business](#), [Marketing](#)



The best way to analyze 'new' value curves of the new NBS is to answer the four basic questions: reduce, eliminate, raise and create.

The major elements that NBS has to ascertain are present at their utmost quality and quantities are the requirements of students vis--vis their studies barring the competence of the teacher. Presence of these factors greatly influence the students in their decision of which deciding which university they want to enroll in, and the presence of these factors would certainly make NBS a worthy option in their eyes. (Kim et al, 1999)

The new NBS could try set up summer fellowship programs, educational exchange programs etc in collaboration with other universities and the corporate world in order to ascertain an experience for the students which is as productive as any, as well as create a mechanism for the easy transition for these students when they come into NBS and when they leave NBS. Even though these opportunities may be present at other institutions, NBS has to create the opportunities in such a way that they only fit the NBS program and the new NBS experience, which would make NBS even more significant in the eyes of the students in the global community. (Kim et al, 1999)