

CASE STUDY STRATEGIC PARTNERSHIPS

COLLABORATION BETWEEN MSM UNIFY AND

IU INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES (IU)

MSM UNIFY AND ITS VISION

MSM Unify uses advanced artificial intelligence to revolutionize global higher education, seamlessly connecting students with top institutions and partners around the world.

With over 50,000 programmes from more than 1,500 universities in 21 destinations, MSM Unify empowers students and institutions to make informed, data-driven decisions. Their partnerships with leading universities, such as IU International University of Applied Sciences, exemplify their commitment to providing students with unparalleled opportunities to achieve their academic goals and unlock their full potential.

MSM UNIFY'S PURPOSE AND GOAL OF THE COLLABORATION

In partnership with IU, MSM Unify has hosted engaging webinars and virtual events that connect students directly with IU experts. These interactive sessions provide an in-depth look at IU's diverse programmes, innovative online degrees and flexible learning options, ensuring students are well-informed, motivated and confident to take the next step in their educational journey. The aim is to inspire and empower students to make informed decisions about their future.

The primary objective of the collaboration between IU International University of Applied Sciences and MSM Unify is to increase student awareness and enrolment in the university's various programmes, particularly in online learning. MSM Unify aims to provide students with a clear and accessible pathway to IU, ensuring that they are provided with all the necessary information and support. Through joint efforts, they have successfully highlighted IU's commitment to flexible and innovative learning solutions, including a wide range of fully available Bachelor's, Master's and MBA programmes.

WHAT IS THE STATUS QUO?

Currently, the collaboration has resulted in a significant increase in student interest and engagement. The virtual events have been well received, with a growing number of students attending and expressing interest in IU's programmes. This positive response is a testament to the effectiveness of the partnership and the shared vision of making quality education accessible to students around the world.

The partnership with IU International University of Applied Sciences exemplifies the potential of strategic collaborations in the education sector. By combining MSM Unify's expertise in student recruitment with IU's innovative educational offerings, students can be empowered to achieve their academic and career aspirations.



MSM Unify's partnership with IU reflects our dedication to transforming the student experience by offering unparalleled access to world-class education. By leveraging IU's diverse programs and forward-thinking online learning options, we're providing students with the flexibility and resources to shape their educational journey on their own terms. This collaboration underscores our mission to simplify global education and create opportunities that help students unlock their full potential.

Raghwa Gopal
CEO, MSM Unify