



See the future: what do students want to study and why?

Andrew Crisp, CarringtonCrisp
23 October 2014

ABS ASSOCIATION OF BUSINESS SCHOOLS

Enter the Entrepreneur

Crisis? What crisis?

The Age of Uncertainty

Tomorrow's MBA 2012

Prospective MBA students set out their views on what they think the MBA qualification, what they expect from the business school experience and what they want to study.

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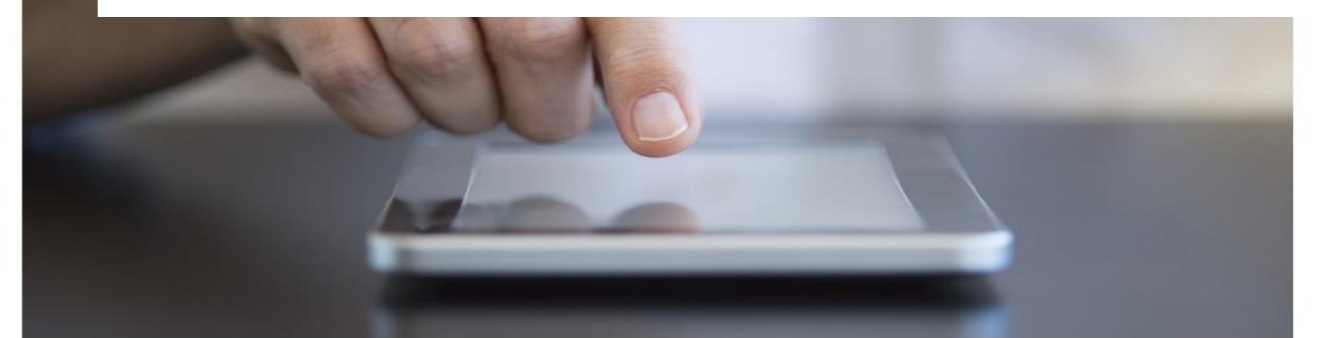
Generation

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GenerationWeb 2012

A report on business school websites



GenerationWeb 2011

A report on business school websites

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Alumni Matters 2012: What Alumni Want

An international report on what alumni want and expect from the relationship with their business school.

September 2012 :: Andrew Crisp, Lesley Brown, Sarah Hardcastle

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The Business of Branding

An international report on branding, marketing and business drawing on the views of current students, alumni, faculty and administrative staff.

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A Changing



A change of d

See
the
Future
2013

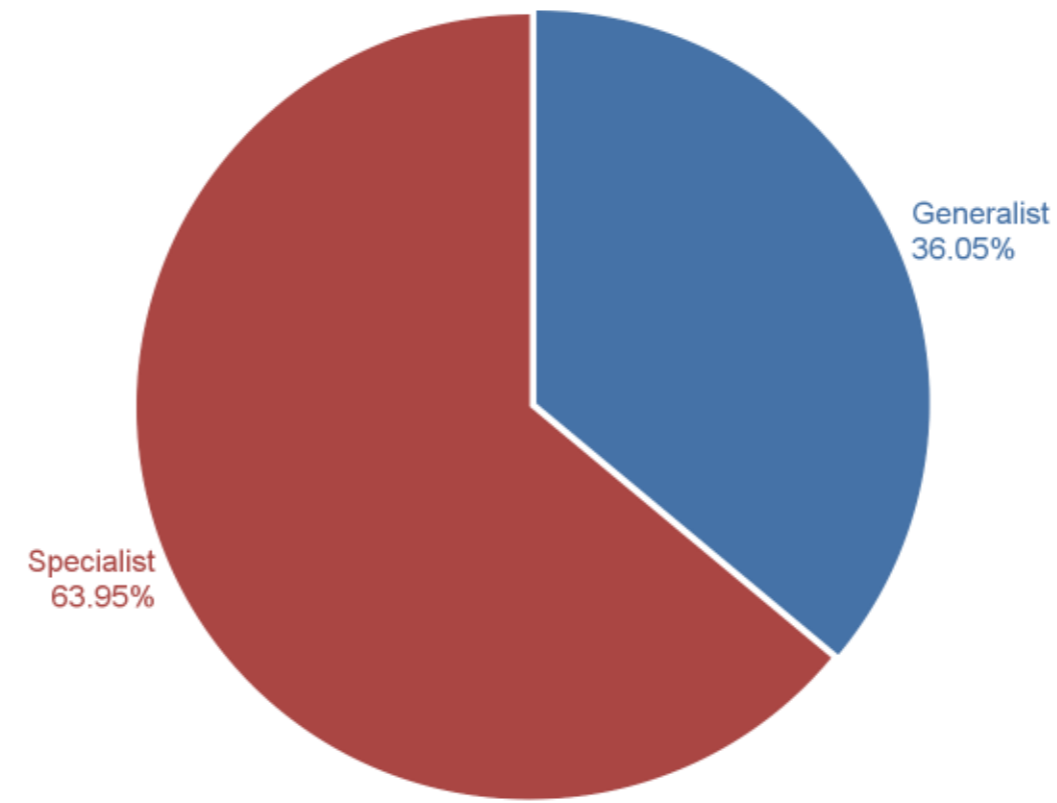


Prospective and current students, alumni and employers provide their views on five key trends in business education – perceptions of business, the value of a business education, sustainability and ethics, internationalism and technology.

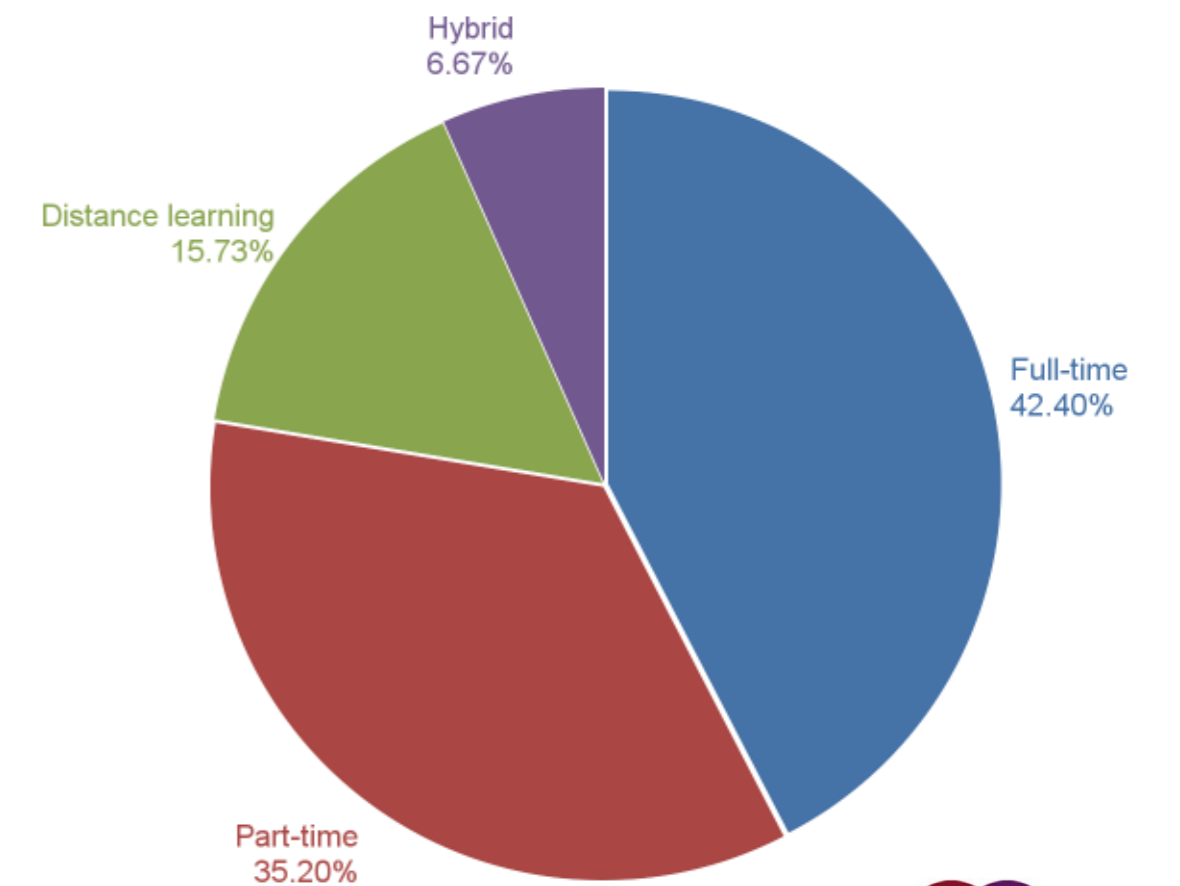
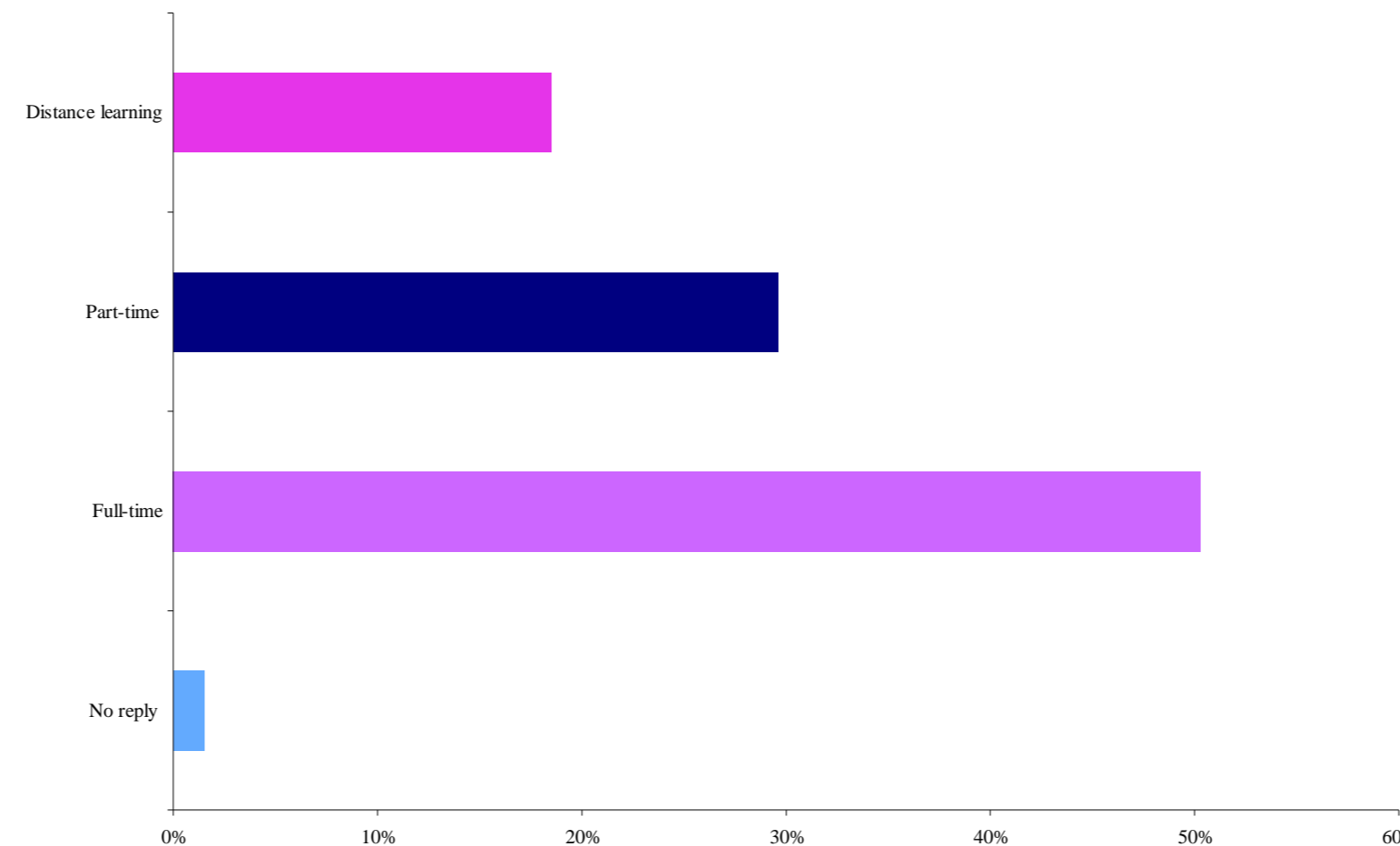


What's happening to the MBA?

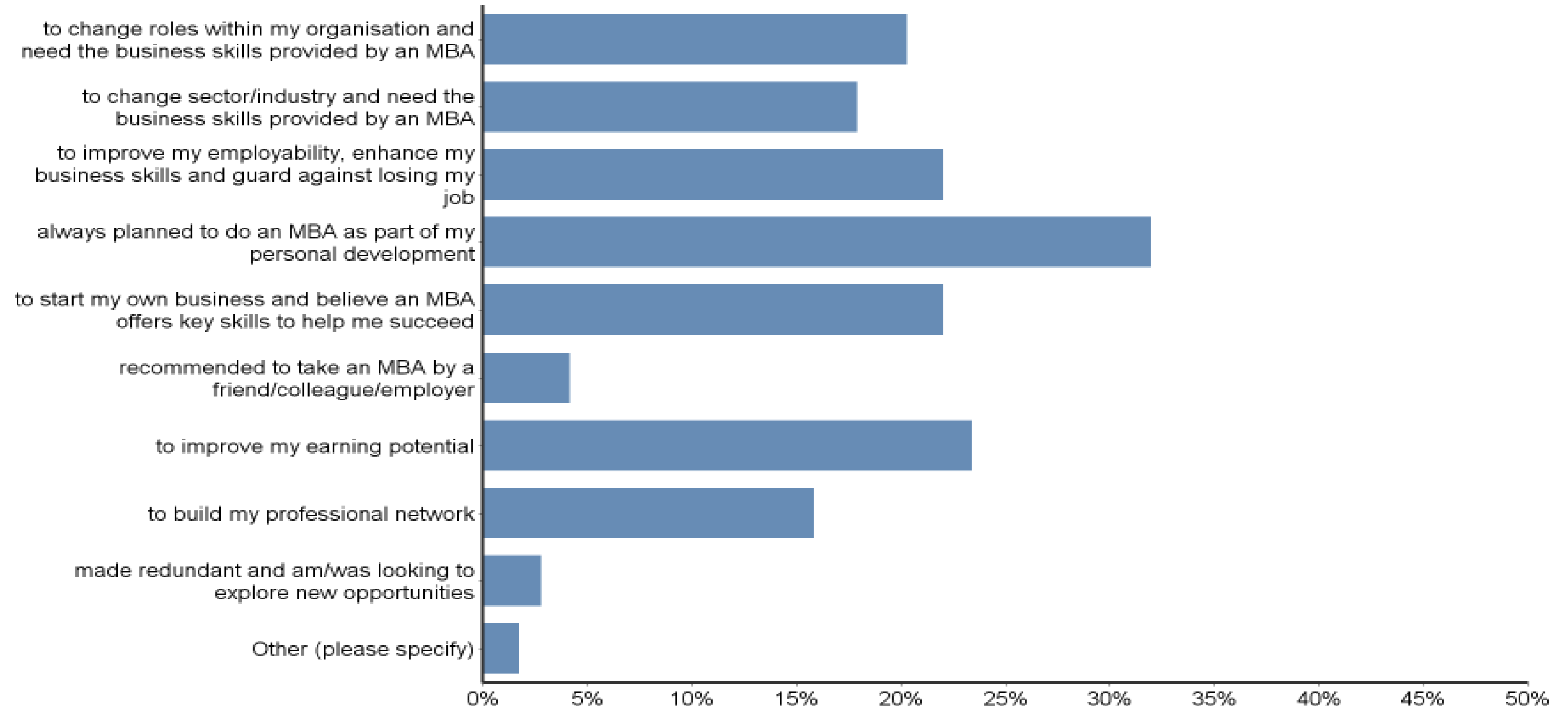
Generalist or specialist MBA 2014



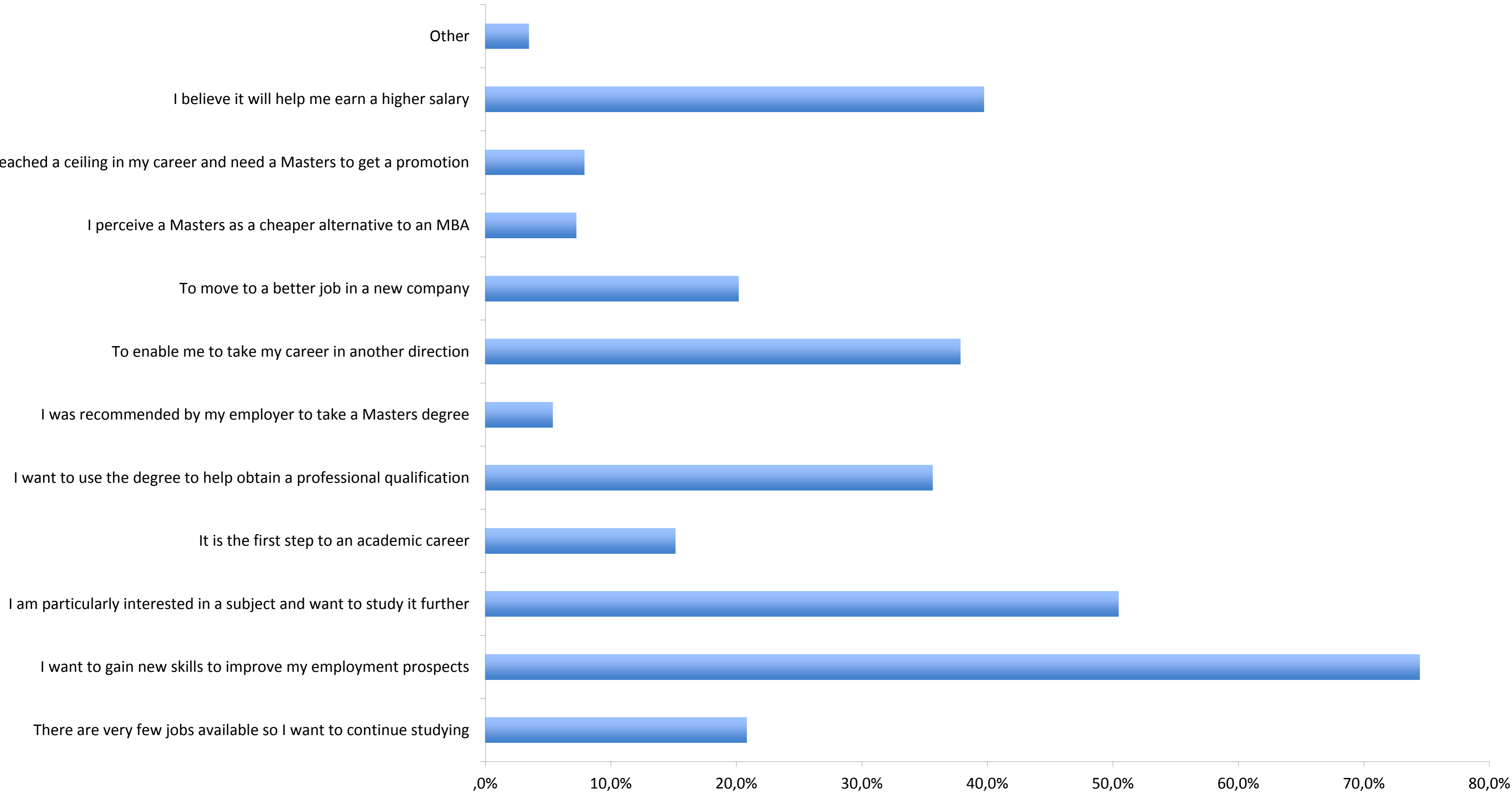
Preferred MBA delivery 2010/2014



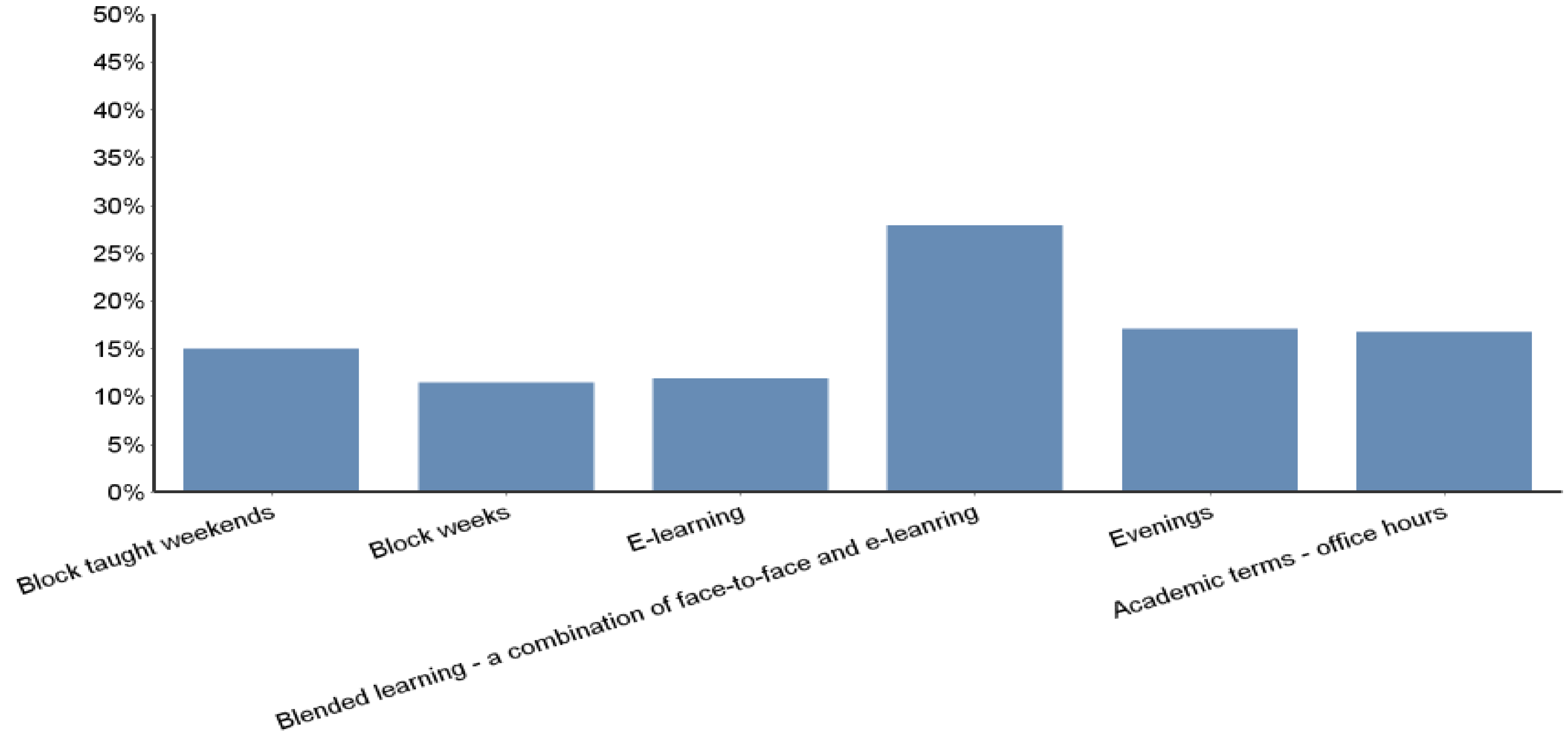
Why are you planning to study for an MBA? (select up to two options)



Why study for a specialist Masters (MSc)?



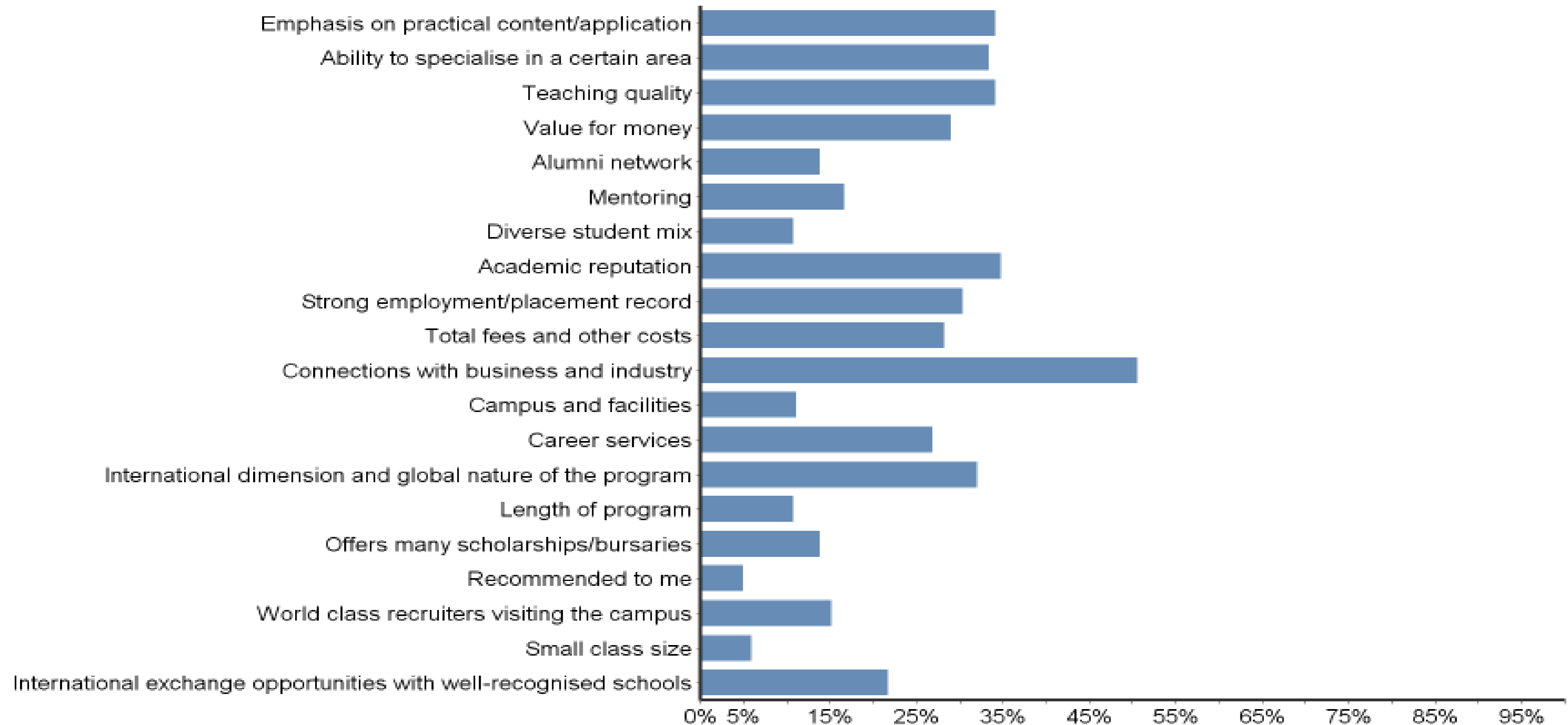
Which is your preferred form of teaching and learning for your MBA?



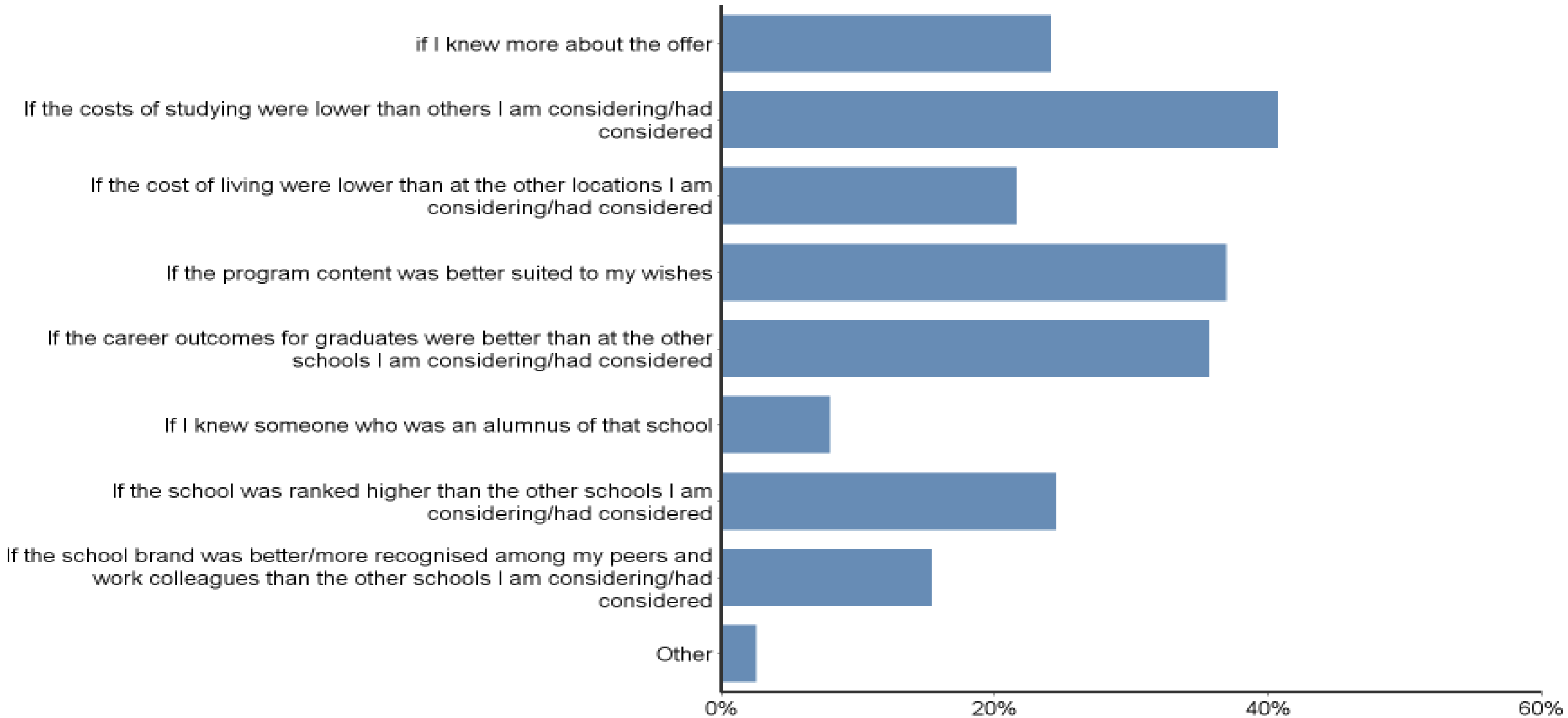


motivation
to learn

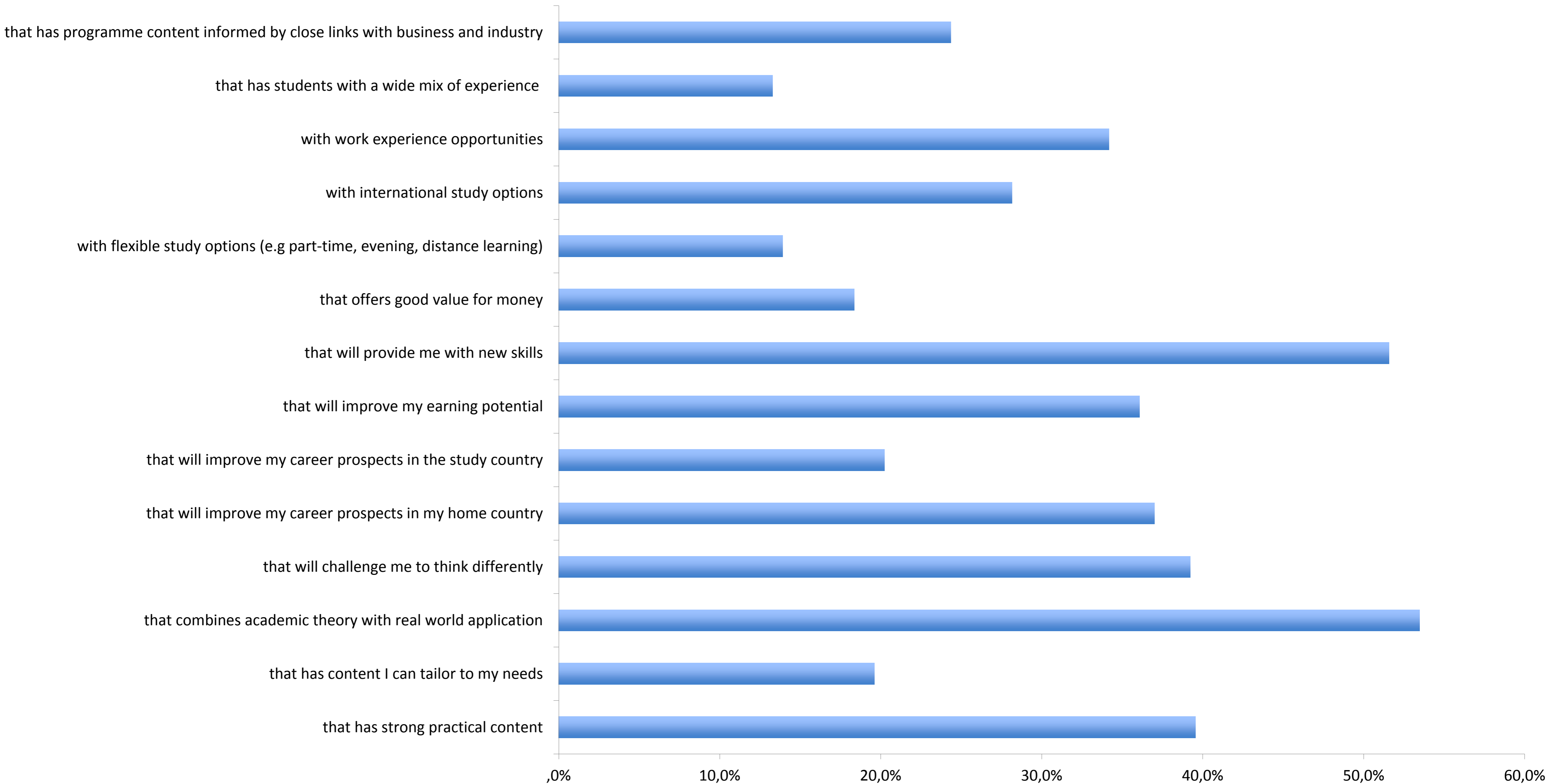
Thinking more broadly about an ideal MBA program, what are the five most important aspects for you?



Which of the following, if any, would make you more likely to consider a business school that you had not previously thought of attending?



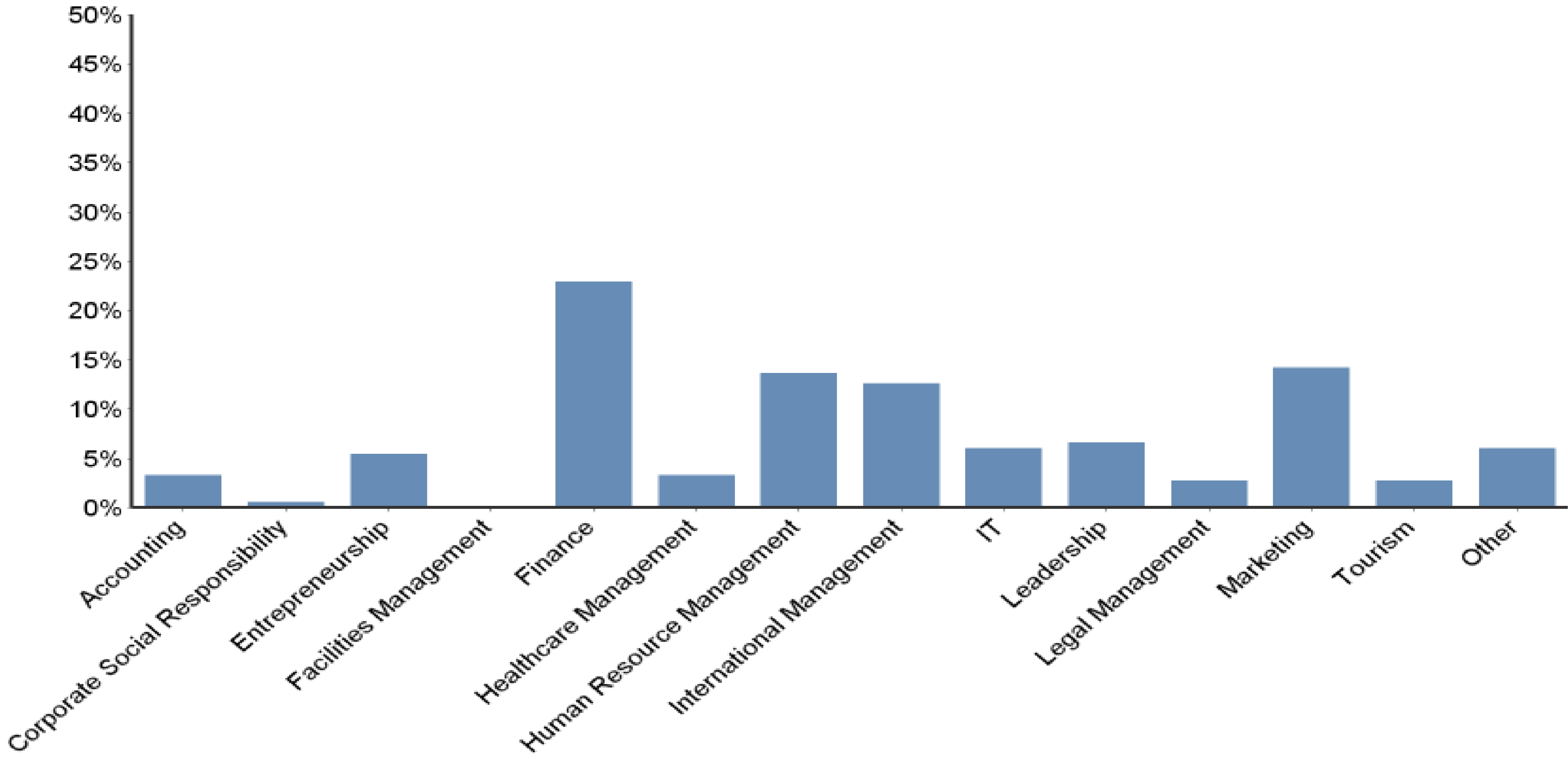
When making a decision about which MSc to study, what is most important?



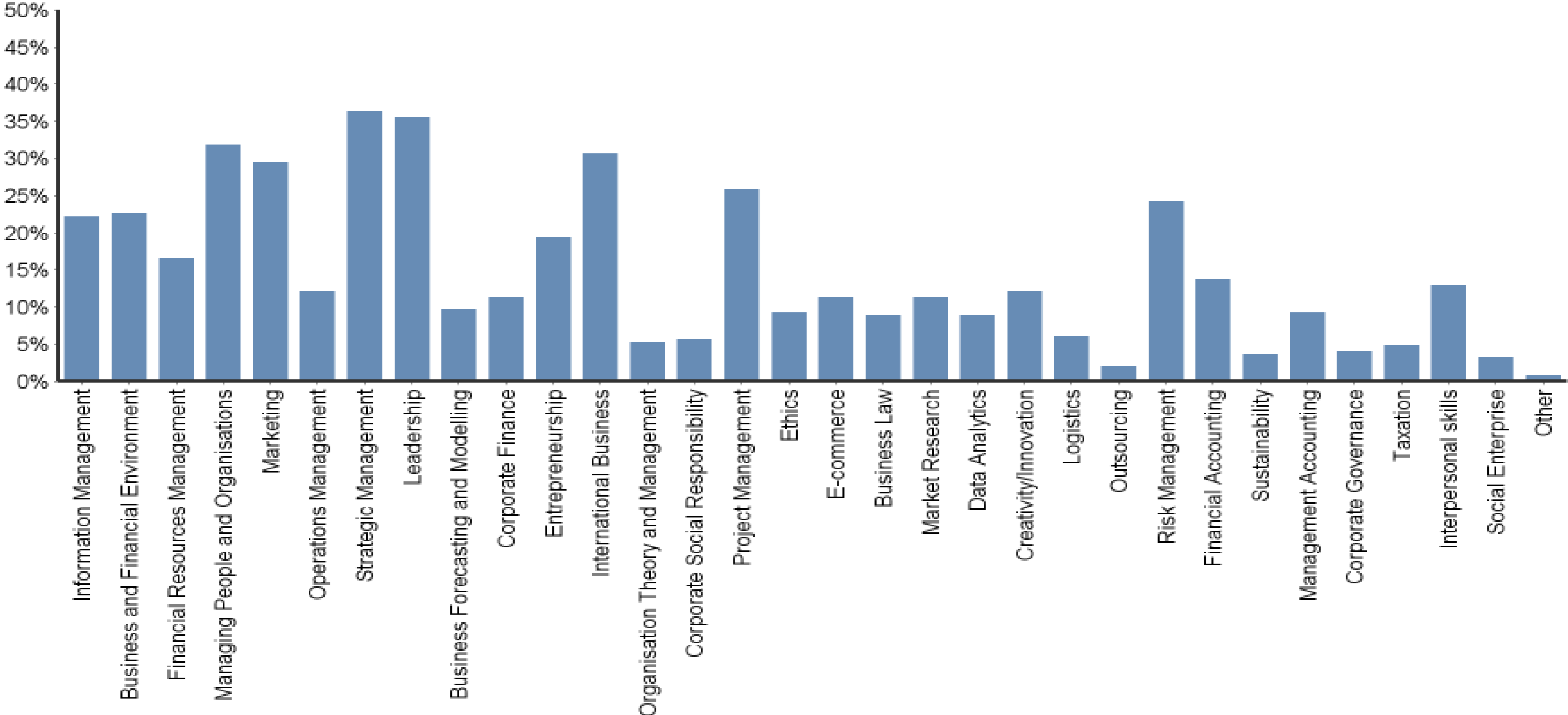
but what
to study?



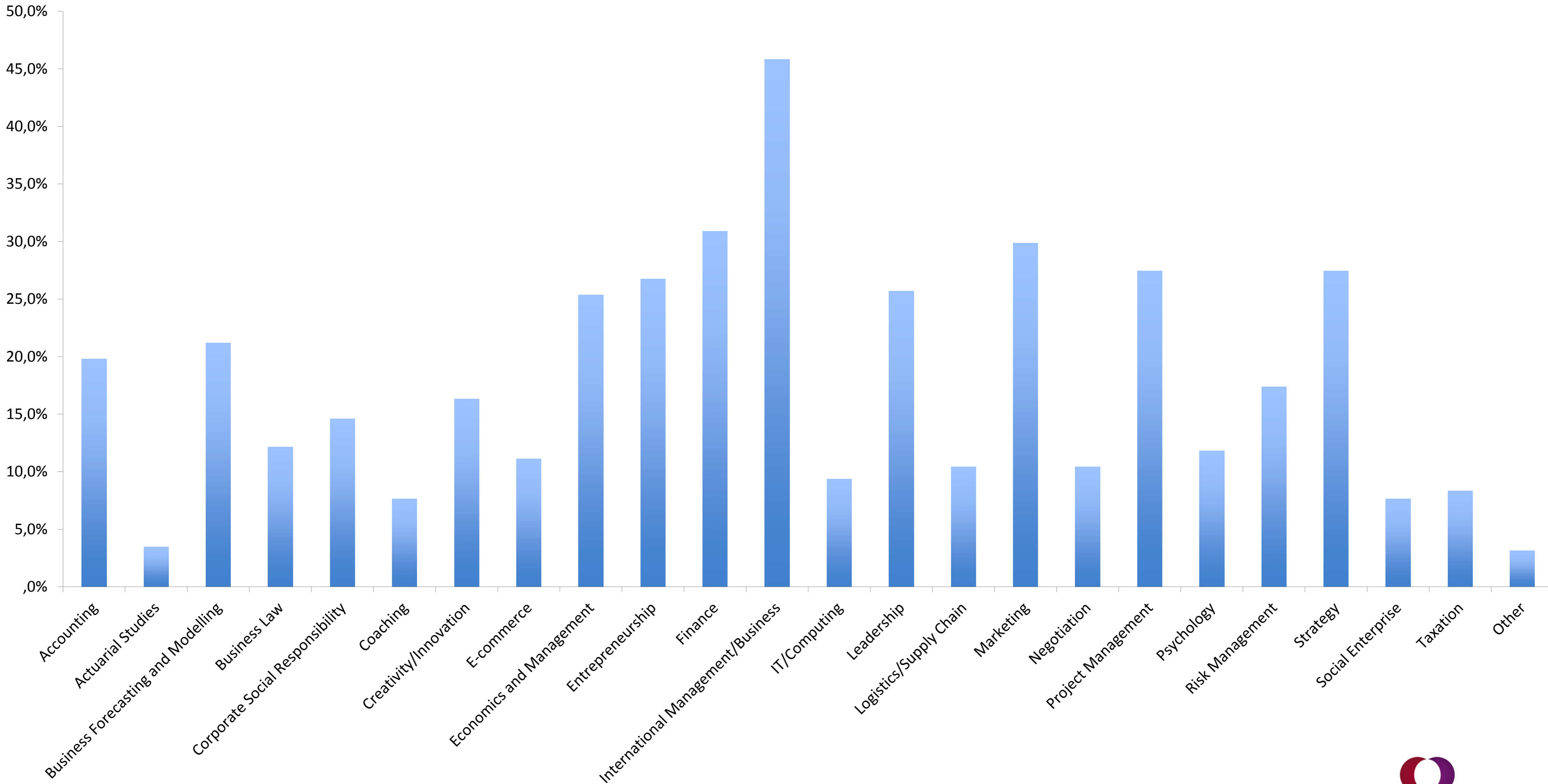
Which specialism would you prefer?



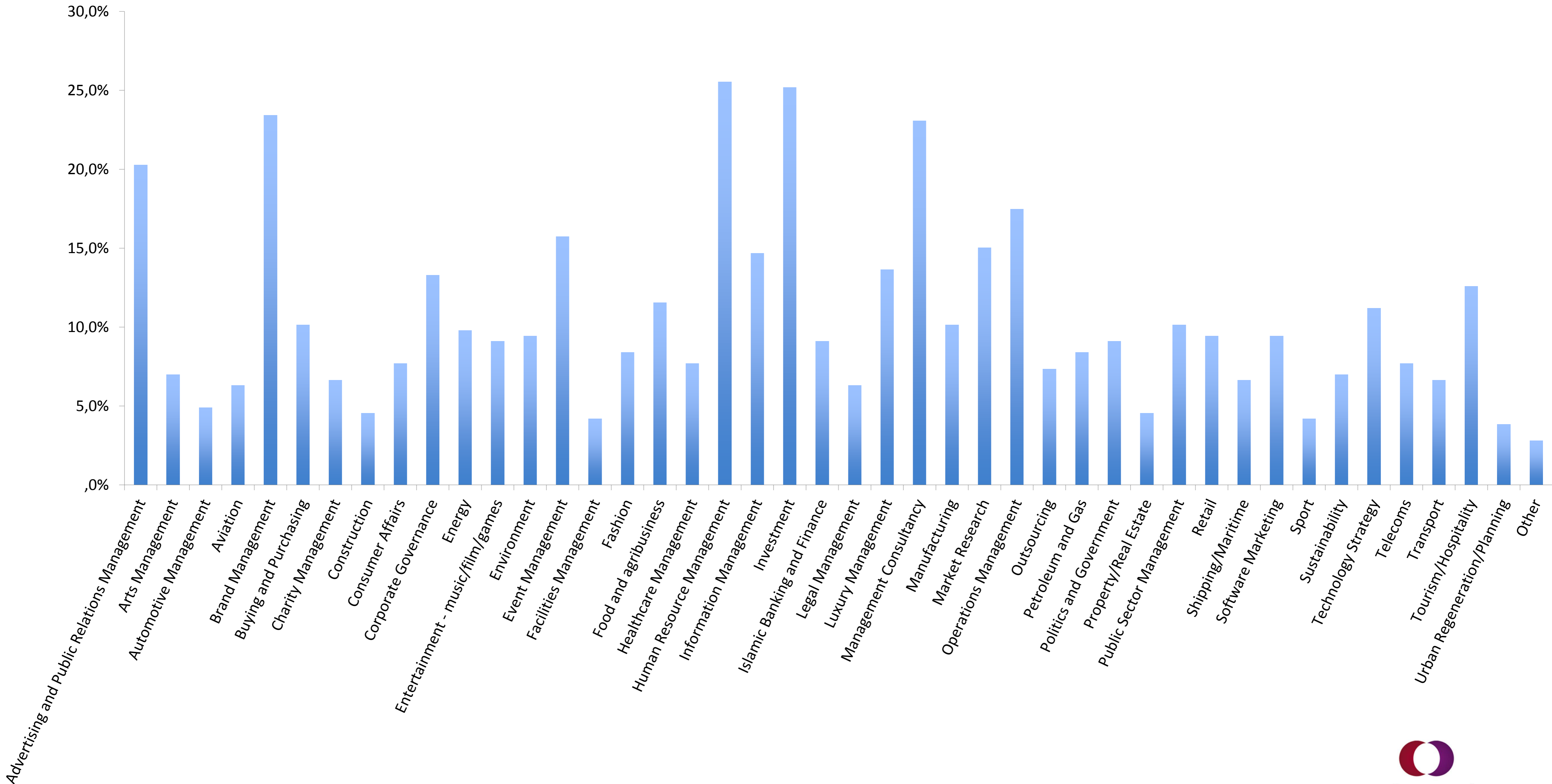
Indicate the content that you consider most valuable to you in an MBA degree

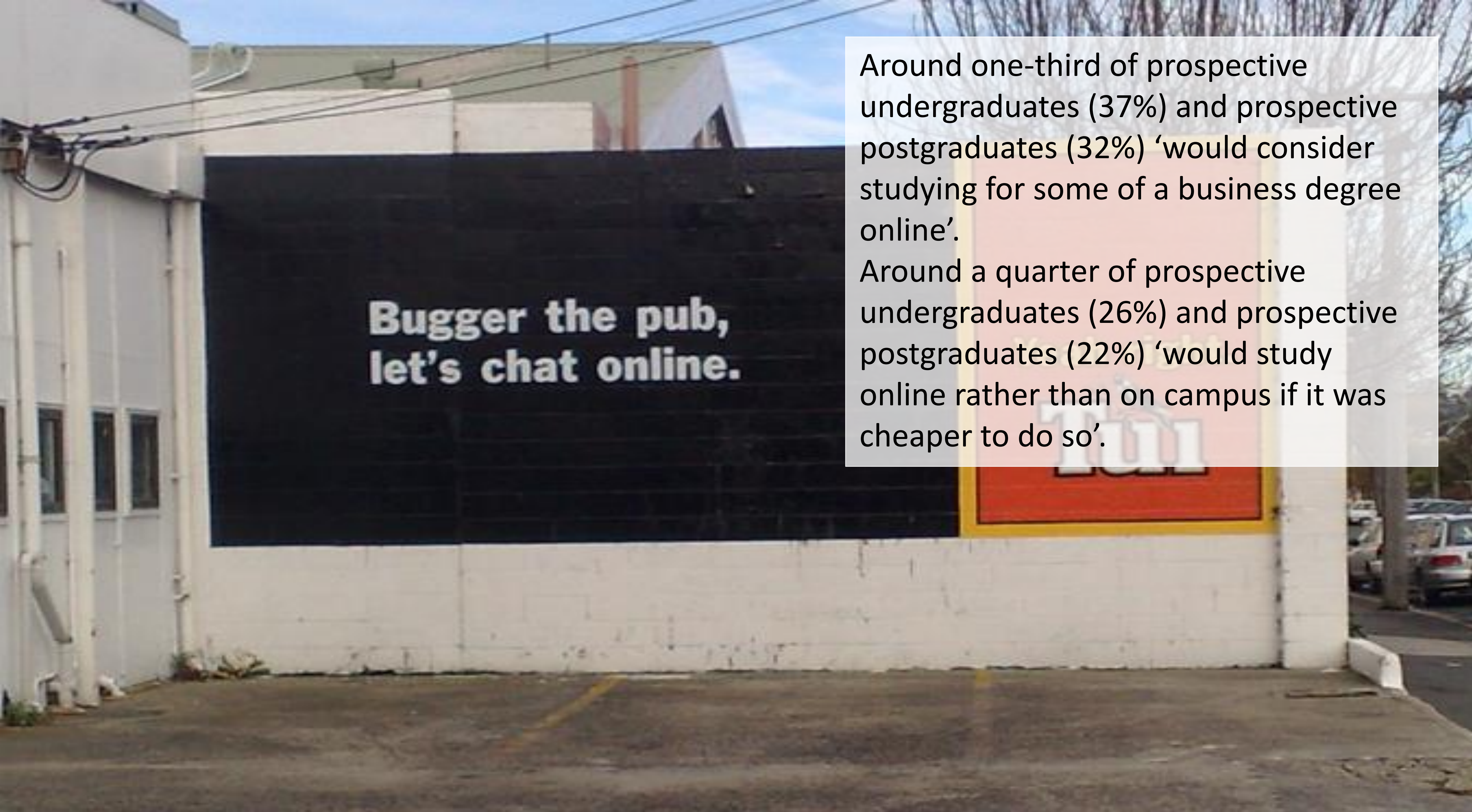


Skills sought by prospective MSc students



Sectors of interest among prospective MSc students





**Bugger the pub,
let's chat online.**

Around one-third of prospective undergraduates (37%) and prospective postgraduates (32%) 'would consider studying for some of a business degree online'.

Around a quarter of prospective undergraduates (26%) and prospective postgraduates (22%) 'would study online rather than on campus if it was cheaper to do so'.



More than 80% of all managers/directors agree that 'I expect my organisation to use technology to deliver more workplace learning in the future'.



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School:	UC BerkeleyX
Course code:	CoIWri2.1x
Classes start:	8 Nov 2013
Course length:	5 weeks
Estimated effort:	5-6 hrs per week

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Your Week at GA London I The Tides Have Turned

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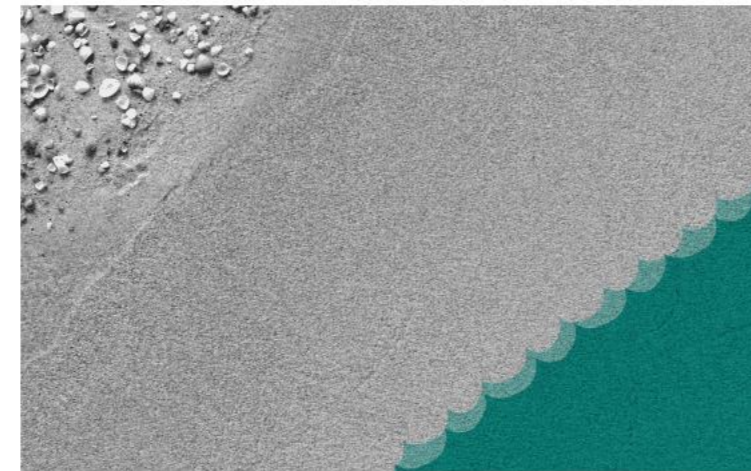
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Test the Waters



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Start the party. Join us this **Friday, 6 June** for a beer on the GA rooftop and a **free taste of product management**. You'll have the opportunity to meet a product management instructor, experience a sample session, network with peers, and meet the GA team.

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Lead the Charge



You've been handed a set of requirements for a new product that is bringing to market. All the stakeholders — from the tech team to the CEO — have demands for the product development, you to prioritise. **How do you proceed?**

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Last chance to apply. Here's a reminder that **Friday, 13 June** is the application deadline for our all-day, every-day **Web Development Immersive** programme, starting **Monday, 30 June**.

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Your Place In the Sun



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You Want to Customise Your Website. How Do You Do It?

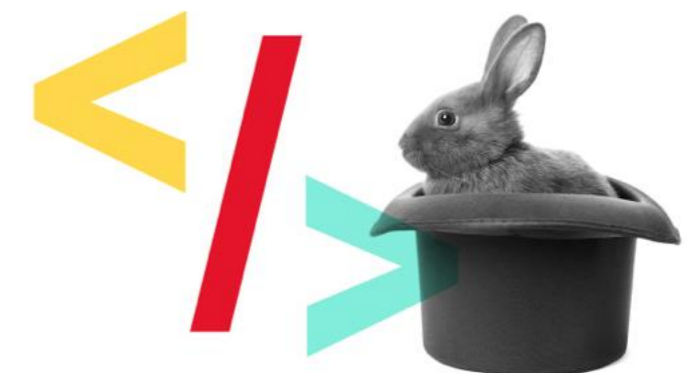
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Make Magic

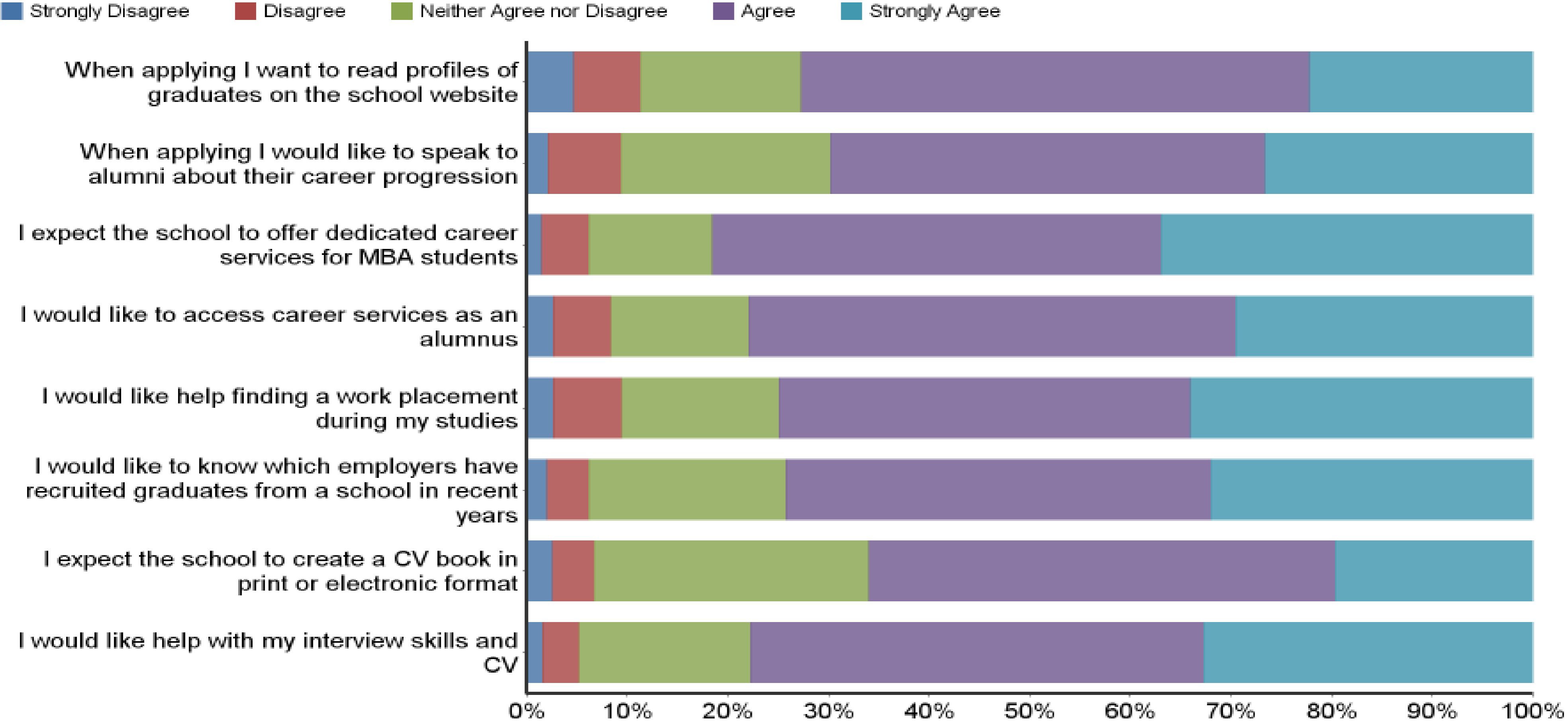


Your personal website showcasing your digital photography portfolio is coming along well, but you have ideas for customisation that exceed the capabilities of the basic website template you're using. You're particularly interested in adding slideshow capabilities, so you can better engage your visitors. **What do**

the career question



Explain the value of career services at a business school in your decision making





E

Company

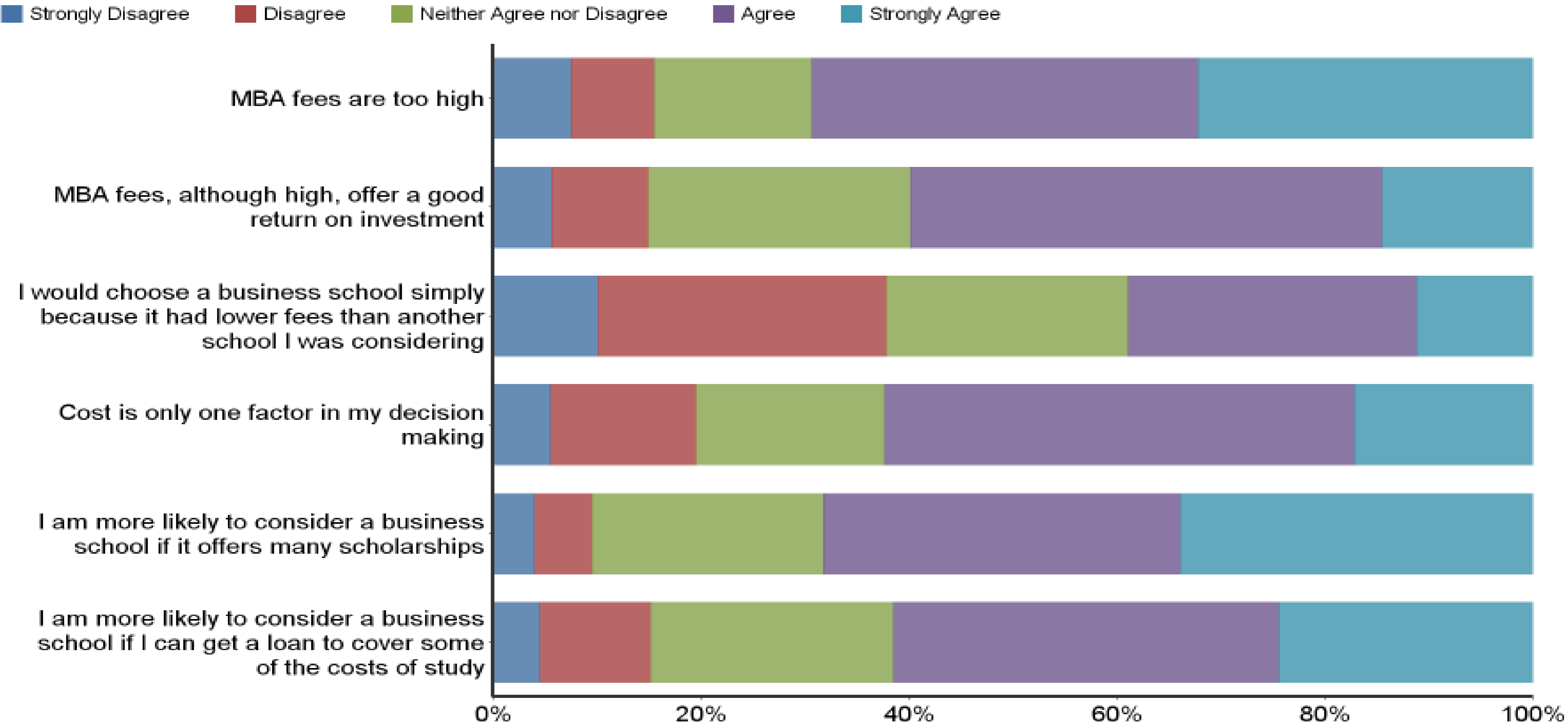
Ranking 2011

Google	1
McKinsey & Company	2
Apple	3
The Boston Consulting Group	4
Bain & Company	5
The World Bank	6
Goldman Sachs	7
LVMH	8
Nestlé	9
BMW	10

money
matters



Explain the role of fees in your decision making

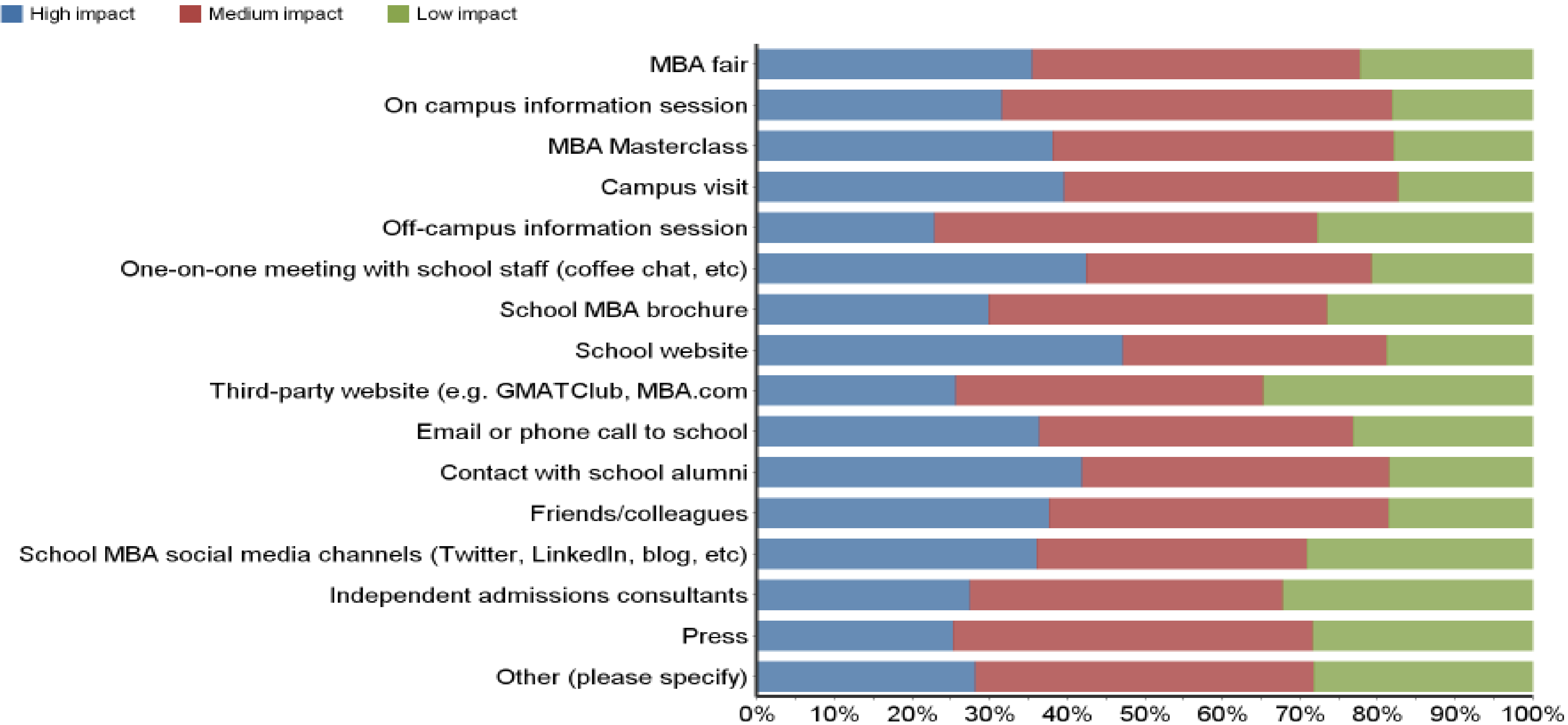




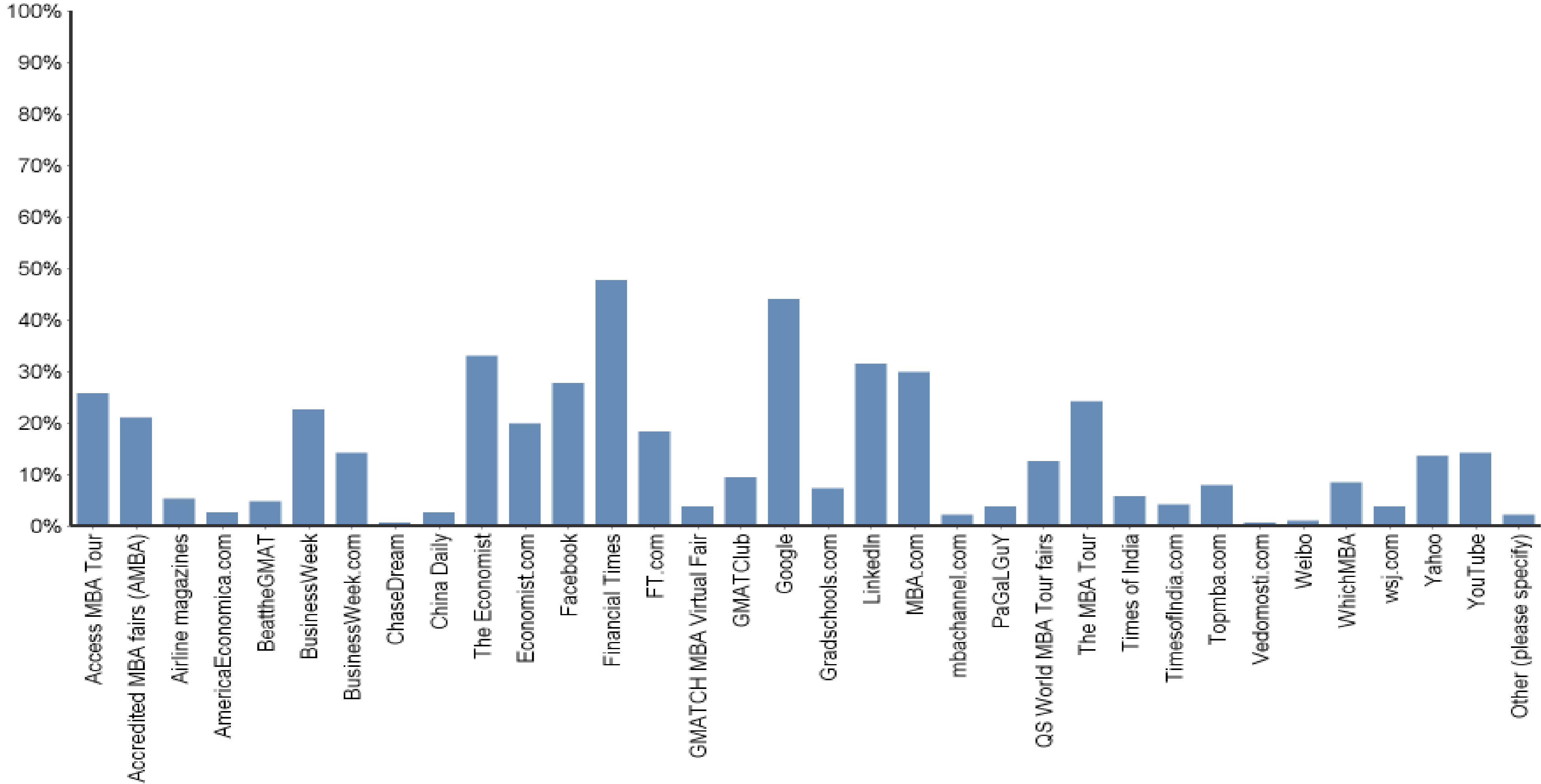
beyond learning

What's

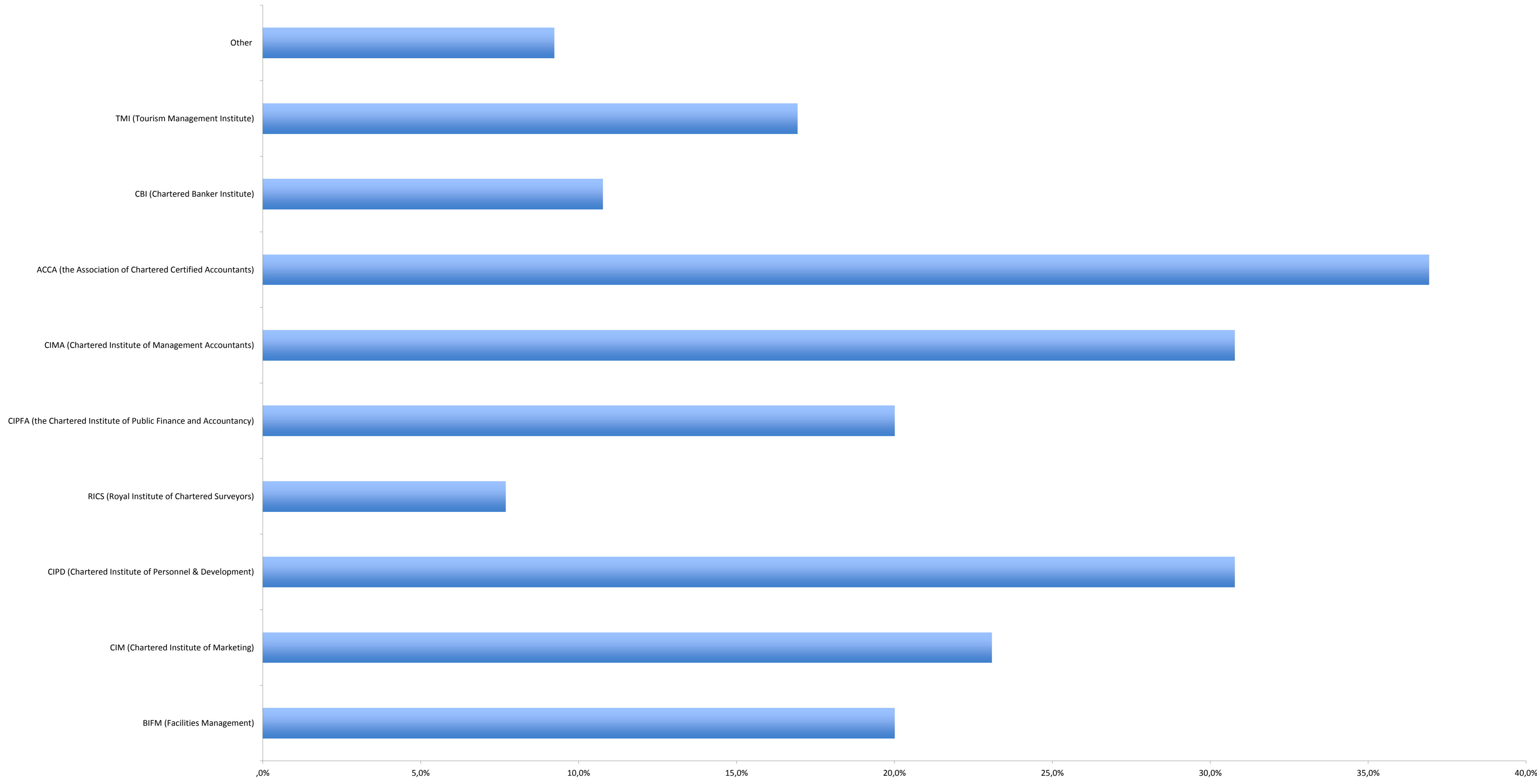
What impact are the following information sources/events likely to have on your decision to apply to a business school for an MBA?

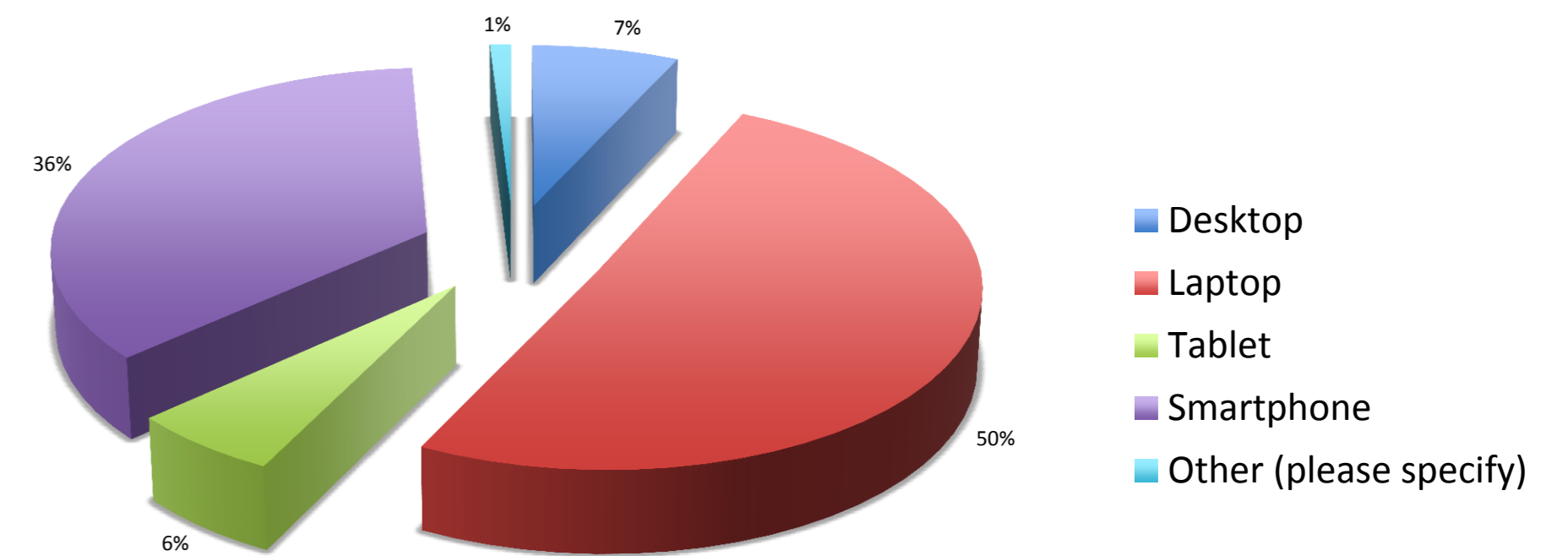
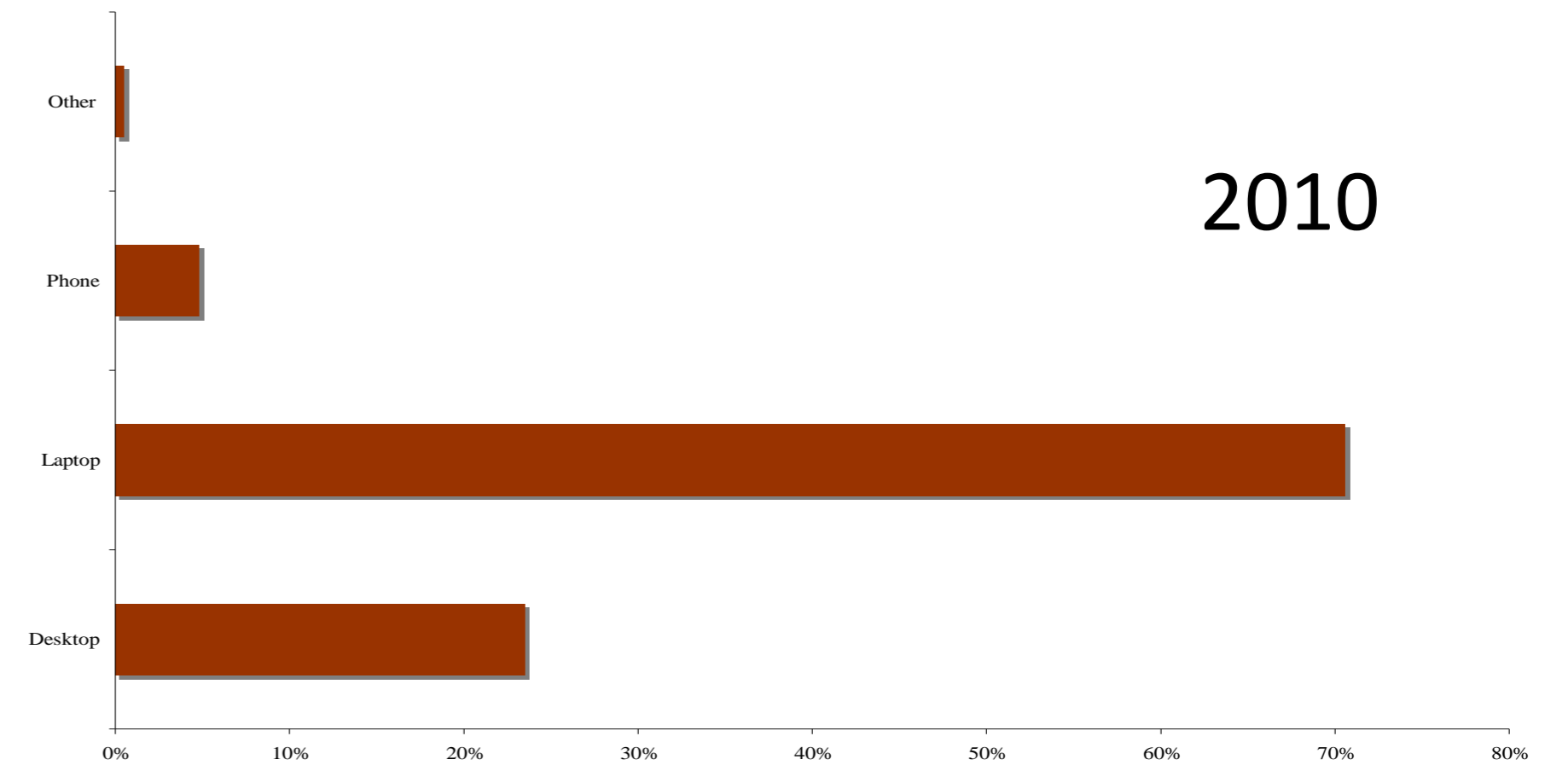


Which of the following media are likely to have/had an impact on you when deciding where to study?



Which professional accreditations are important?





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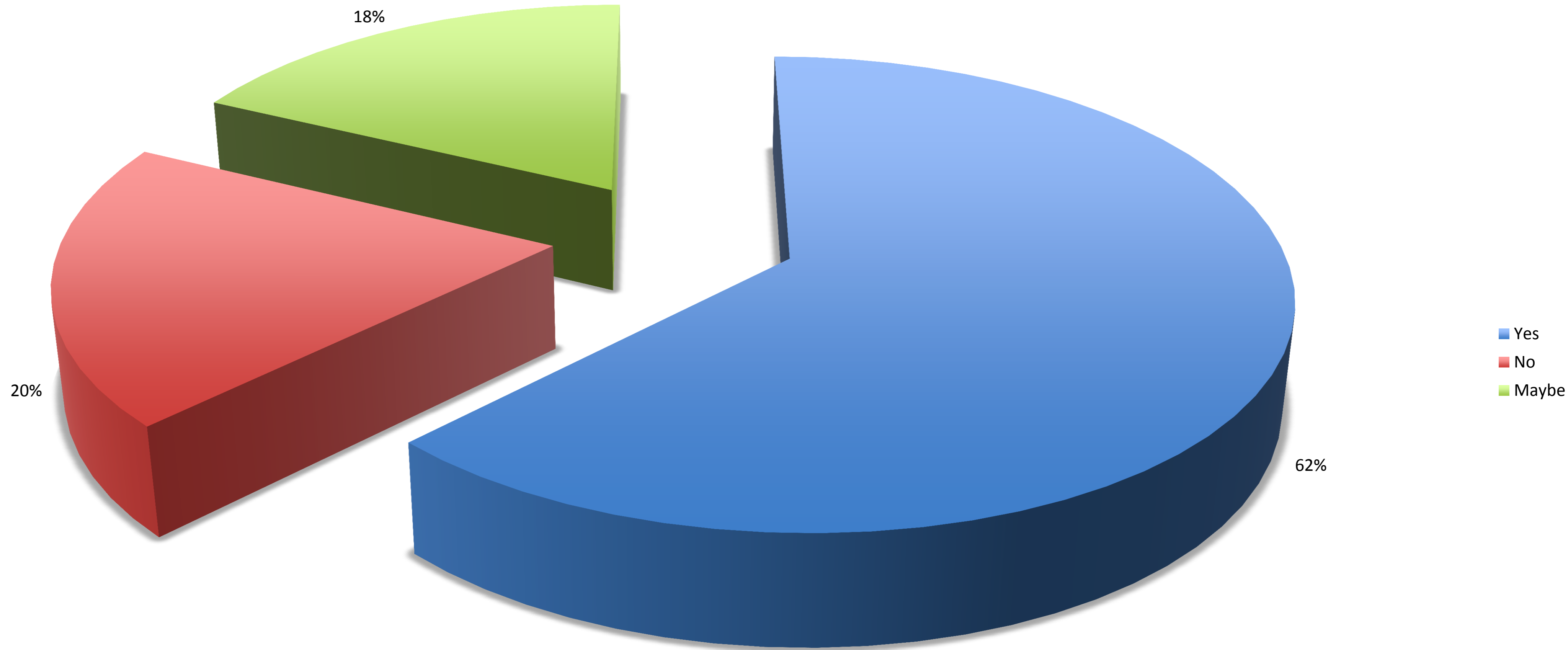
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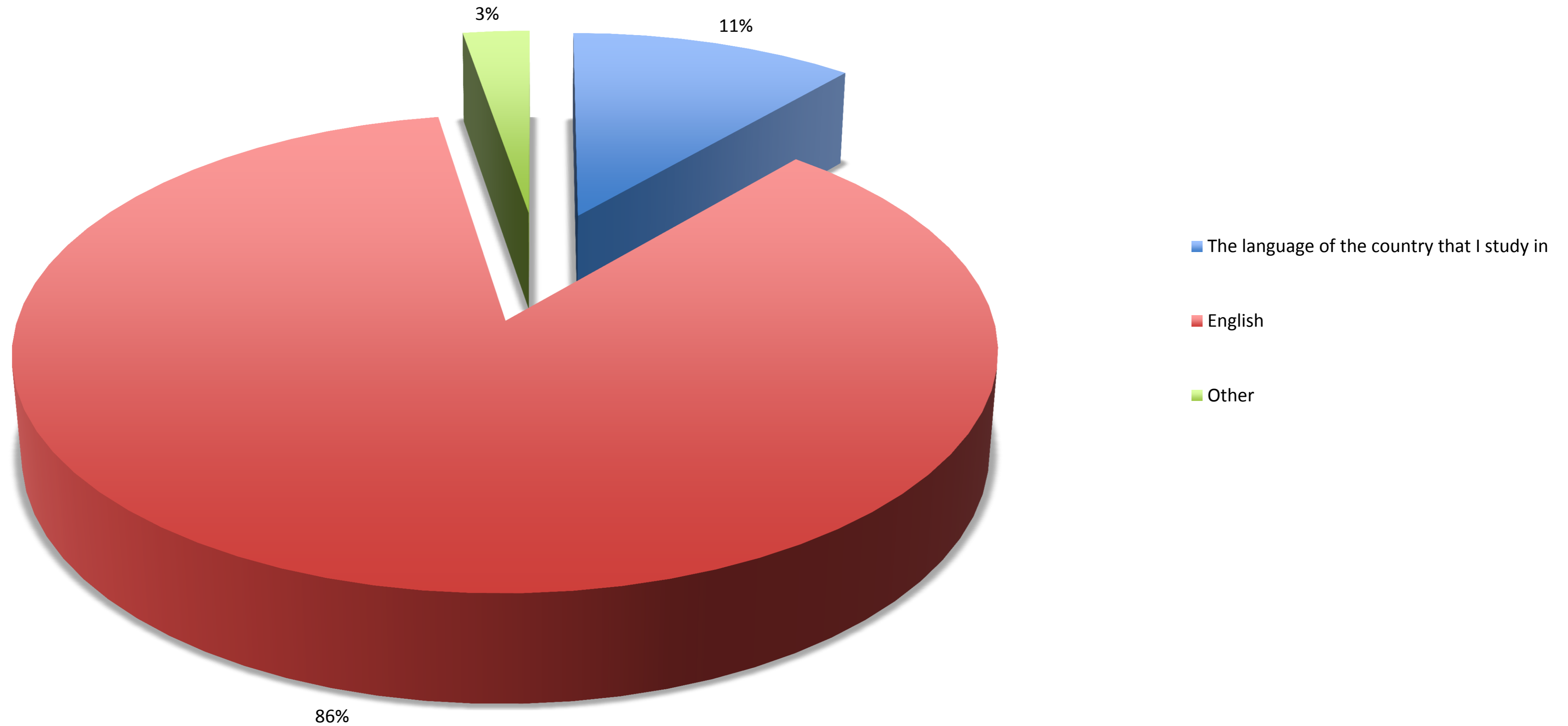


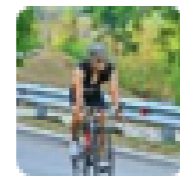
the international
dimension

Do you want to study outside your home country?



What language do you expect to be taught in?





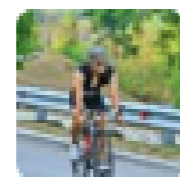
The Hock @tenghock · Feb 13

Cheapest AACSB biz school? In the UK ka? Torn between the UK and Aus. Hate UK weather, like fees. Hate Aus fees, like weather

📍 from Kapar, Kelang

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Go University of Liverpool will be fun but location weather is like shit I hear. Even during summer

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Where will demand come from?



Source: Wikimedia Commons, Author: Pawel



The most popular reasons for choosing a country are:

The universities/business schools in that country have a good reputation
The country has a good reputation

I want to live and work in the country after my studies

I was attracted by the sporting and cultural profile of the country

Elite Business Education

Incredible Opportunity

Top Standard of Living

Rich in Diversity

Lifestyle & Culture

Job Prospects

Excellent job Prospects for All MBA Graduates



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SEE THE FUTURE

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