



CHANGING STUDENT POPULATION: HOW TO RESPOND TO THEIR NEEDS?

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- ❑ **What comes in mind when we hear “MBA student”?**
- ❑ **The picture of our collective mind is rapidly getting further and further from reality.**
- ❑ **This presentation focuses on the growing needs of changing student population in an Asian context.**
- ❑ **For this purpose, last eight years’ primary data of the School of Management (SOM), Asian Institute of Technology (AIT), Thailand has been used.**



School of Management



STUDENTS



450+ Students



40+ Countries



FACULTY



30+ Faculty
(Full Time, Visiting & Adjunct Faculty)



20+ Nationalities



ALUMNI



3000+ Alumni



50+ Countries





PROGRAM OFFERED

Masters



Masters of Business Administration (MBA)

Entrepreneurship, Technology Management, Sustainable Business, Finance, Human Resource, Marketing, Strategy, International Management, Energy Business

Doctorate



**Doctor of Philosophy (Ph.D)
Doctor of Business Administration (DBA)**

**Executive
Program**



**Executive MBA (Thailand)
International Executive MBA (Vietnam)**

Professional Master's
Energy Business (Interdisciplinary)
Banking & Finance



Dual Degree & Exchange Program

Dual Degree MBA

Students can apply for a dual degree and study the 2nd year with one-off cost at our partner universities



Leipzig Graduate School of Management - Germany



ESCP Europe - France



SKEMA Business School - France

International Exchange Opportunities

An extensive network of MBA exchange programs with leading European & Asian graduate schools, a few examples are :

China



Tsinghua University
Peking University

India



Indian Institute of Management -
Ahmedabad / Kolkatta/ Bangalore

Singapore



Nanyang Business School (NTU)

Spain



Escuela de Alta Direccion
Adminstracion (EADA)

Germany



Technical University (TUM)



International Accolade

International Membership

Ranking

AIT School of Management is a member of several International bodies:



EABIS
The Academy of Business in Society



Ramon Magsaysay Awards

In 1989, AIT received the Ramon Magsaysay Award for Peace and International Understanding "... for shaping a new generation of engineers and managers committed to Asia"

- Ranked among global 100 MBA by Eduniversal Best Masters Ranking (2013)**
- No 1 MBA in Thailand by Eduniversal Ranking (2013)**
- No 1 EMBA in Thailand by Eduniversal Ranking (2013)**
- Ranked Number 1 in Thailand by Bestmba (2007)**
- Ranked Number 8 in Asia by Bestmba (2007)**
- Ranked No 3 by Asia Inc (2004)**

Top Rank Business School !
5 Years in a row





Some Facts about Regular Degree programs

- **Gender:** 40% of the student population is female
- **Academic background:** 55% from Business; 17% Engineering; 11% Science; 6% Social science and 11% Arts
 - **Trend:** Engineering background students are increasing from South-East Asian region, whereas business background students are increasing from South Asian Region
- **MBA Specialization:** Finance 28%; Strategy 25%; Marketing 21%; international management 13%; Technology management 8% and HRM 5%
 - **Overall trend:** Strategy and finance increasing: South Asia – Finance; south east Asia – Strategy; Others- strategy



Some Facts about Regular Degree programs (contd)

- ❑ **Funding:** Overall 50% comes on external funding; 35% Self support; 15% AIT support:
 - **Self support:** 60% South Asia ; 20% South east Asia
 - *We notice that Self paying students from South Asia are increasing. So the demand/needs these students are increasing.*

- ❑ **MBA entry level age:** Average 27 years;
 - **Steady over the last 8 years**

- ❑ **MBA entry level experience: 4 years**
 - **Increased from 3 to 4 years**



Some Needs of changing students to be addressed

- Curriculum Changes**
- Dual Degree**
- Specialized degrees**
- Flexible Delivery and International Exposure**
- On line delivery of courses**



Curriculum Changes

- ❑ The business schools needs to design the curricula in such a way that the graduates are tuned to handle the 21st century challenges of the business world.
- ❑ The focus of the new curricula now is to include, social entrepreneurship, corporate social responsibility, good governance, etc.



Dual Degree

- ❑ The preference for Dual degree programs from institutions of different parts of the world is more visible than before.
- ❑ With the growth of Asian Economy, many students from other parts of the world, who envisages to work in the emerging Asian market, and vice versa, are preferring Dual degree programs.
- ❑ This warrant the business schools to find suitable partners from other parts of the world, and devise curriculum and its delivery in such a way that the students fulfill the degree requirements of both the institutions spending minimum additional time.



Specialized degrees

Demands for specialized degrees are increasing. These includes

- ❑ **Professional Masters in Energy business**, for the employees of the energy and utility services
- ❑ **Professional Masters in Banking and Finance**, for the employees of Central and commercial banks
- ❑ **Professional Masters in Technology Management**, for the personnel of Science and technology policy making organizations



Specialized degrees (contd)

- ❑ Companies can't spare their employees for a regular 2 year MBA programs. And these programs needs to be of short duration (1 year) and tailor made, both in terms of content and delivery.
- ❑ The business schools need to be flexible enough to work with a number of partner institutions for having access to different types of expertise when needed. Our experience tells it is a very challenging and difficult task.



Flexible Delivery and International Exposure

- ❑ Demands for flexible and multiple location delivery is increasing for the Executive MBA programs as the employers seeks graduate with more international outlook.
- ❑ The business schools needs to run the programs in modular way across multiple geographic locations. For this purpose the business schools, like in the corporate world, needs to form alliance with business schools in other countries.





On line delivery of courses

- ❑ Demand for on-line delivery of courses is also getting momentum, although the face to face program delivery is still in dominance.
- ❑ Many institutions has started offering part of their course on line on trail basis (blended learning).





AIT

Asian Institute of Technology

School of Management

Thank You

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Dank Yu

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Danke

धन्यवाद

Terima Kasih

Grazzie

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감사합니다

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Takk

Cảm ơn ông

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