

ABSTRACT

MBA STUDIE 2010

TRENDBAROMETER EXECUTIVE EDUCATION

BACKGROUND AND DETAILS

The MBA Survey 2010 is the first comprehensive market research on consumer demand for MBA programmes and executive education in the German speaking area (Germany, Austria, Switzerland). Prospective and current students as well as alumni are interviewed to find out what their motivations and goals are in taking up an MBA programme.

The MBA Survey provides fundamental data about your target group – the students on the MBA market.

- expectations, motives and decision-making process
- future market potential
- market development in times of crisis
- renown and reputation of programmes and schools, most important competitors

Your benefit:

- input for taking steps towards enhancing your programme's profile and branding your school
- detailed analysis of the MBA target group for focussed marketing and customised sales
- market data on the demand for programmes and data content for an improved allocation of resources and reliable planning
- optimal alignment of your MBA programme contents to student needs
- adjustment of the structure of rates and charges to the customer's willingness to pay

TARGET GROUPS AND BENEFITS

The MBA Survey 2010 provides extensive market data and precise analyses for the strategies of:

- business schools, universities and colleges (provosts, deans, directors of studies, marketing and quality management)
- companies (HR, personnel development, recruiting)

METHODOLOGY AND PROJECT SCHEDULE

- Primary data collection from prospective and current MBA students as well as alumni in the German speaking countries (D-A-CH)
- Extensive sample due to cooperation with relevant media and stakeholders (e.g. QS, e-fellows, mba.de, alumni associations)
- Quantitative analyses based on online survey
- High response rate due to attractive incentives for participants
- Presentation of results in charts and text
- Multi-client-concept: Partners can pose questions of their own and get individual and demand-oriented analyses including recommendations for action
- Numerable PR measures
- Publication „MBA Survey 2010“ including summary of the results complemented with partner and sponsor profiles

SURVEY CONTENTS AND TOPICS

Filter questions are used to ensure that all target groups (prospective students, current students, alumni) only have to answer those parts relevant to them.

Motivation and decision-making process

- Why continuing education or MBA?
- Time and context of decision
- Who (co-)decides?

Choice of business school and programme

- General MBA or specialised programme? Why?
- MBA versus specialised master programmes
- Programme format (full-time, part-time, distance learning)
- Significance of individual factors in choosing a specific programme or school
- Source of information
- Comparison of individual MBA providers as to renown and reputation

Fees and financing

- MBA students' willingness to pay
- Sources of finance
- Employer's support

Benefits for job and career

- Expectations towards programme contents
- Significance of imparted knowledge for one's profession
- Relevance for career and career opportunities
- Impact on personal career planning

Structural data (specifications on personal, educational and professional background)