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Research partner



The Business of Branding

An international report on what students want from a business school and why.

Competition in the business education market continues to accelerate. More business schools from more countries alongside a host of private technology-led markets now provide degrees and other qualifications. The need for a clearly defined and differentiated offer is greater than ever.

The Business of Branding asks students where they want to study, what they want from business schools and how they think about themselves; all to help schools better position their offer in this competitive marketplace. Run since 2004, and working with EFMD as partners, this year's study draws on survey responses from 3004 students in more than 20 countries.

Here are some of the key findings from the study and if you want to know more, click here

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Rule Britannia?

For the first time, the UK is ahead of the USA when students are asked where they would study internationally. The return of the two-year post-study work visa and a strong vaccination programme to reduce the impact of COVID have grown positive perceptions of study in the UK.

THREE OUT OF TEN RESPONDENTS INDICATE THAT INTERNATIONAL STUDY OPPORTUNITIES WERE THE MOST VALUABLE ITEM THEY SOUGHT IN THEIR BUSINESS EDUCATION.

Who do you think you are?

Prospective students see themselves as creative, challenging and analytical; there's a new generation who want to look at business differently. Creative and analytical might seem to be at odds with each other, but it might just be that students want the data to help them deliver creative solutions.

Just over 4 in 10 of the student respondents (44%) consider themselves to be creative. One third describe themselves as liking to challenge assumptions and seek alternatives as well as being highly analytical.



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Never forget careers, but see the bigger picture

Students expect a business education to deliver more than just better career prospects. A focus on technology, social responsibility, degrees that include arts and sciences, and being involved in projects that tackle society's grand challenges are all valued by students.

27% wanted a business school that embraces digital transformation, bringing together technology and management skills. Just over a quarter (26%) sought a business school that challenges world views by combining innovative and critical thinking.

Thinking about you

Asked what they associated with their business school, international recognition and rankings were key, but also the campus facilities, a positive location and inevitably availability of good careers advice and strong connections with business and industry. Careers are one piece of the jigsaw, but students want much more as they build a picture of their ideal business school.

CAREERS ARE ONE PIECE OF THE JIGSAW, BUT STUDENTS WANT MUCH MORE AS THEY BUILD A PICTURE OF THEIR IDEAL BUSINESS SCHOOL.



Just under a third of the respondents believe the number of high quality research papers published by school faculty is the most important element in rankings

Research Matters

Students also associate a reputation for high quality research with their business school. Indeed, students consider high quality research as the most important element to be included in school rankings.

Just under a third (31%) of the respondents believe the number of high quality research papers published by school faculty is the most important element in rankings.

Get your copy of the full report here

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