

Tomorrow's MBA

What prospective students want from their MBA and how they decide where to study

The MBA market is evolving rapidly with new providers, new content and new demands from prospective students. Tomorrow's MBA asks tomorrow's students what they want from their MBA and has run annually since 2009 with research undertaken by CarringtonCrisp with support from EFMD. In the 2022/23 study, 1658 individuals responded to the online study from over 30 countries.

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Here are some of the key findings from the study and if you want to know more, [click here](#)

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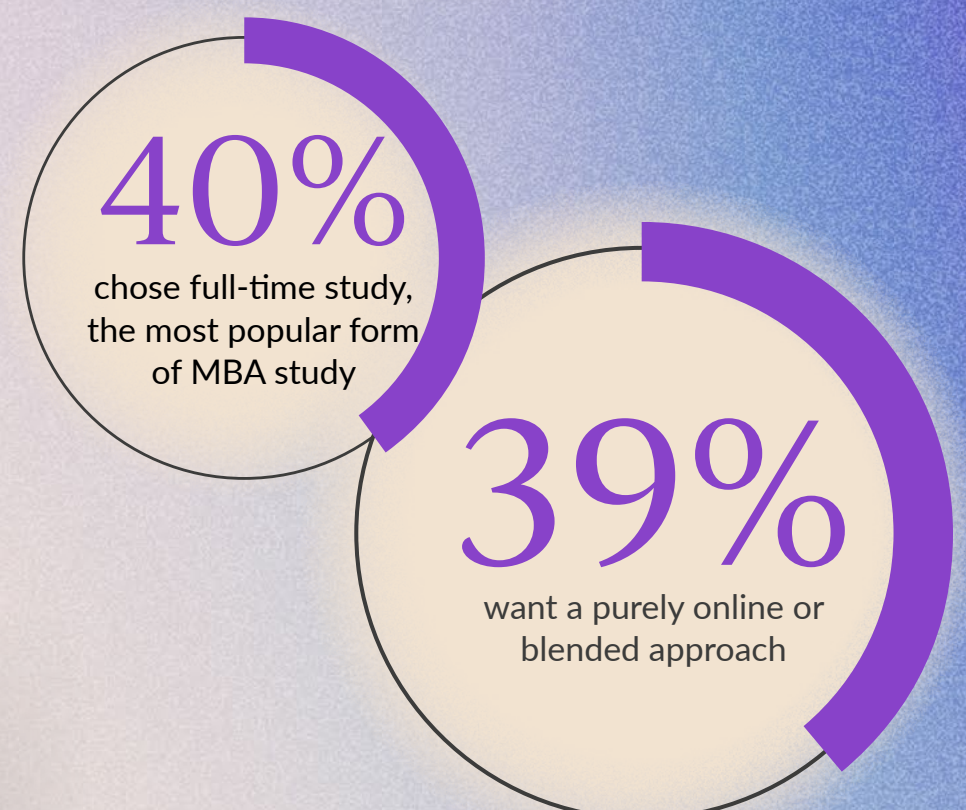
AI and DEI in the MBA

As the world of business and the business of the world change, so what students want to learn is changing. AI is now the joint most valuable topic to study in an MBA according to prospective students, while climate change enters the top 10 for the first time. Add in a desire to see diversity, equality and inclusion featured in their MBA and the MBA curriculum may look different in the future.

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The future is flexible

It's not just the curriculum that's changing, but how it is studied. Full-time remains the most popular form of MBA study, chosen by 40%, but blended is growing rapidly in popularity. Add in those who want a purely online experience and online/blended approaches are preferred by 39%.



Blending from local to global

Just over a third want to study internationally, primarily to boost their career prospects, but many are held back from doing so. Some candidates can't give up a job, others have personal circumstances that prevent them permanently leaving home or find the cost of international study too great - blended and online degrees may be the answer.

A personal approach

Networking, business experience on a project, faculty and careers are the key drivers of decision-making among prospective students. And when students think about careers, they look for coaching and mentoring services to add value to their study experience. Personalisation is very much to the fore.



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Decision, decisions

Two-thirds suggest COVID has made them more likely to study for an MBA, but demand may be soft. Six out of ten indicate that they are now also considering study options other than an MBA to support their career.

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