

Tomorrow's Masters

Tomorrow's Masters 2023 is published in a world dominated by geopolitical and economic uncertainty with findings suggesting confidence may be waning among prospective students.

This year's report from CarringtonCrisp with EFMD draws on the views of 1755 prospective students from more than 26 countries.



The bank of mum and dad

Crisis of confidence?

COVID has hit student confidence with a lack of time together in class or working on projects. The impact has seen self-confidence, replace leadership and communication as the most important skills for a student to improve as part of their studies.

15% don't yet know how they will pay for their Master's degree while 32% will turn to their family for financial help. A Master's degree is seen as a good investment, but for 32% the most important consideration when deciding where to study is does the degree offer value for money.

Cost of living crisis

It's not just fees that matter when considering the cost of study, but living while studying. Almost half (47%) identify living costs while studying as the main reason for not pursuing a Master's degree.

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Back to the classroom

With COVID largely behind them, students are returning to class, which was always the preferred choice for a Master's degree before the pandemic. Although 29% would prefer an online or blended degree, it is down from 38% in 2022, yet still ahead of the 18% choosing these options in 2021.

What's in your portfolio?

While four of the top six subjects that students want for their Master's are technology-related, it is Business Forecasting and Modelling and Business Ethics which top the list. Accounting is only equal 20th.

Get the data to drive decision-making

Energise your business school, sign up to CarringtonCrisp's annual market intelligence reports.

Business of Branding

Who are you? Or more importantly, who do your prospective students think you are? Values, brand awareness, differentiation are all part of student choices. Understanding the thinking behind those choices, whether its courses, campuses, careers, costs or something else are key to growing your reputation and recruitment. The Business of Branding takes you to the heart of student decision-making, helping you understand how your business school is perceived and where to make improvements.

Generation Web

Discover what makes prospective students stick to your website and value your social media. Understand the behaviour of students on their decision-making journey and best practice across business school websites and social media around the world.

Tomorrow's Masters

Why do students want a Master's degree? In this booming marketplace, how can your business school or university maximise its growth, delivering programmes that are in demand and meeting student needs for their future careers. Learn about attitudes to decision-making, motivation to study, course content, fees, rankings, careers, marketing and the role of technology.

Tomorrow's MBA

Online, part-time, flexible, full-time or perhaps something else altogether – there is no one size fits all in the MBA marketplace. Getting your MBA offer right matters, not just for student recruitment, but employer engagement, alumni relations, rankings and much more. Discover how the MBA market is changing and what you can offer tomorrow's students to create a successful and sustainable MBA offer.

Alumni Matters

Alumni aren't about yesterday, they are about your future, they are tomorrow's learners, brand ambassadors, rankings reporters, employers of graduates and, of course, fundraisers. Find out what makes your alumni tick, what motivates them, what they want from a relationship and how they want to help today and tomorrow.



"The University of Edinburgh Business School has subscribed to these reports for a number of years and continue to find them an invaluable source of information. The insights gained have helped to shape our marketing and student recruitment strategy especially in terms of identifying where we can make changes or improvements that will have the biggest impact versus our key objectives."

THE UNIVERSITY OF EDINBURGH BUSINESS SCHOOL

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