

# Tomorrow's MBA

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

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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 2021/22 study, **1129 individuals responded** to the online study from **25 countries**.

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

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## The rise of the robots

AI is a hot topic for MBAs. Included for the first time in a question on the most valuable content to study in an MBA, 31% of prospective students highlighted AI, putting it second just behind a generic course in Business and Financial Environment.

# 31%

of prospective students highlighted AI

## Money motivates, but there's more

Improving earnings remains the key motivation to study among prospective students, selected by 29% of respondents. There has also been an increase in those wanting to study to start a business and because of redundancy, no doubt driven by COVID leading people to reconsider their career paths.

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## What MBA?

While almost six out of ten (58%) want a full-time on campus MBA, 19% want a part-time degree and 15% want to study blended or entirely online. Just under half (46%) the respondents want a specialist MBA with technology topping the choice of specialisms.

# 58%

Want a full-time on campus MBA

## An MBA alternative or an alternative MBA?

Competition to recruit MBAs doesn't just come from other business schools. More than a third would consider The Power MBA, Coursera and Quantic as learning providers to support their career.

ALMOST THREE-QUARTERS (73%) WOULD  
CONSIDER STUDYING AN MBA IN  
MODULES OVER A NUMBER OF YEARS  
AS AND WHEN IT SUITED THEM

## Learning for tomorrow

Of course, students value finance, business law and economics in their MBA, but they want something more. Seeing how the world is changing around 7 out of 10 prospective MBAs want content in their degree that covers global challenges (72%), responsible management (71%), diversity, equality and inclusion (70%) and ethical leadership (69%).

Download the full report here

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