

Tomorrow's Masters

What prospective students want from their business Master's degree and how they decide where to study

APRIL 2022

Business Master's degrees have been enjoying a boom in recent years with growing numbers looking for pre-experience and post-experience programmes.

The Tomorrow's Masters study asked prospective students why they want to study a Master's, how they want to study, what they want to study and much more. This year's report from CarringtonCrisp with EFMD draws on the views of **1668 prospective students in 26 countries**.

Here are some of the key findings. If you want to know more, click below.

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Technology trumps tradition

Students want technology at the heart of their degrees. Four of the top seven degree choices are all technology related, including Artificial Intelligence, E-commerce and Big Data/Business Analytics. Finance was 12th most popular and Accounting equal 20th.

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DEGREE CHOICES ARE ALL
TECHNOLOGY RELATED,
INCLUDING ARTIFICIAL
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AND BIG DATA/BUSINESS
ANALYTICS

Get me online

Technology-led teaching has made a big jump in popularity as well. 38% would prefer to study for a wholly online or blended degree, up from 18% last year. Full-time on campus remains the most popular way to study, chosen by 42%.

Full-time on campus remains the most popular way to study, chosen by

42%

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COVID conundrums

62% are more likely to study a Master's than a year ago, up from 55% last year, perhaps as they seek new skills for new careers, but at the same time 62% are considering other study options to support their career. Competition is intensifying with a greater choice of providers, programmes and approaches to study for those seeking career support.

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The price of learning

Just under a third (32%) indicate that not being able to pay fees is a key reason that may put them off studying, add in the 39% uncertain about paying living costs while studying, and the drive to learn online is less surprising.

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The bigger picture

For tomorrow's students, a business Master's degree is about more than business, it's about putting it in context, understanding the wider impact on business and society. Around 7 in 10 want additional content in their degree covering ethical leadership, responsible management, diversity and equality, and global challenges.

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