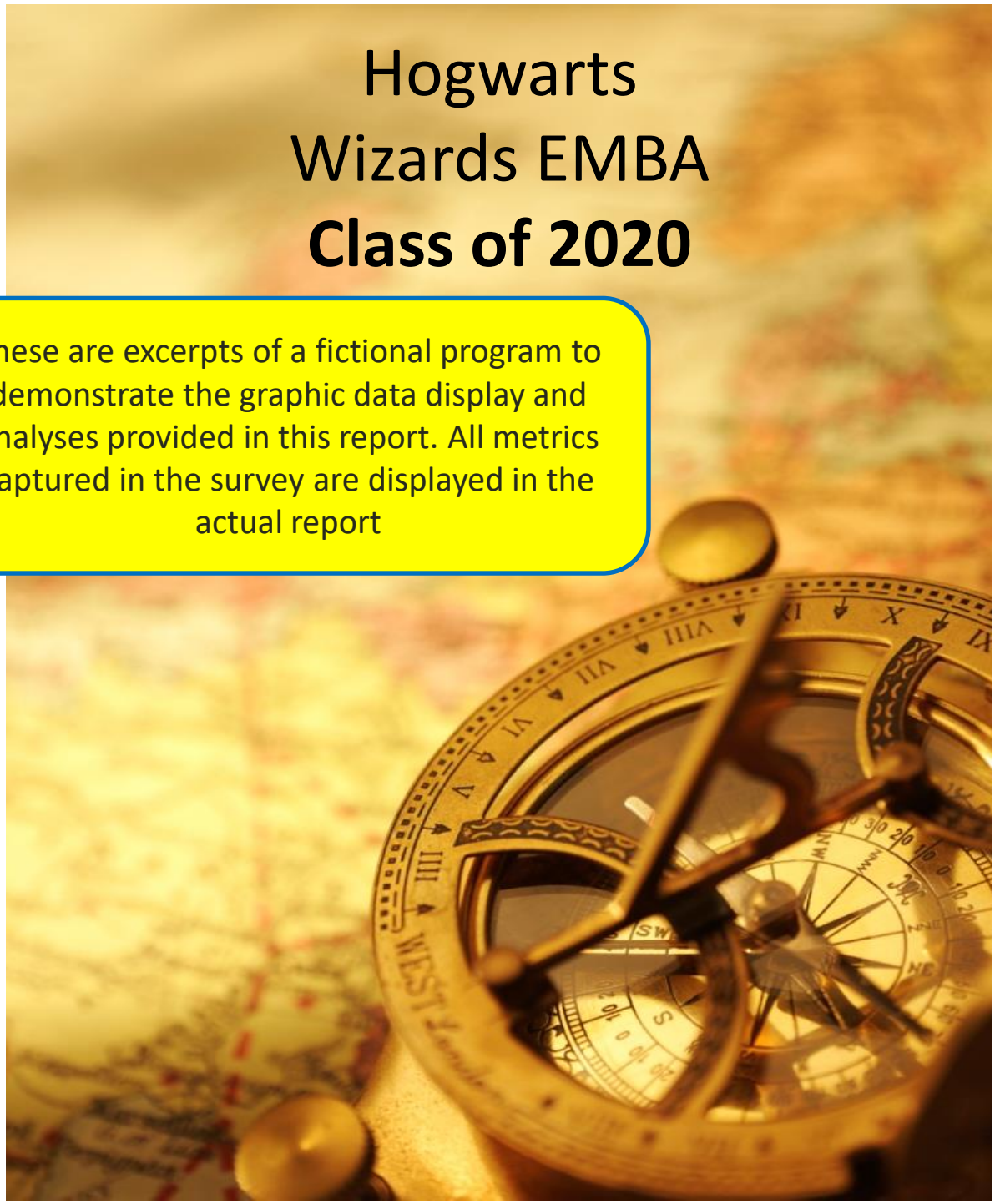
percept research
Actionable Market Insight Through Intelligent Research

MBA Student Exit Survey

Program Roadmap & Market Trends Report



Hogwarts Wizards EMBA **Class of 2020**

These are excerpts of a fictional program to demonstrate the graphic data display and analyses provided in this report. All metrics captured in the survey are displayed in the actual report

(Programs fielding between July 1, 2019 – August 15, 2020)

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Table of Contents

Introduction	3
Enhancements This Year	5
How to Read this Report	6
About Percept Research	12
Summary of Industry Findings	15
Program Overview	16
Section A: Program Evaluation	25
Section B: Faculty	30
Section C: Teaching Methods	34
Section D: Curriculum	38
Section E: Course Areas	43
Section F: Operations/Administration	48
Section G: Learning Outcomes	54
Section H: Career Outcomes / Management Services	60
Section I: Overall Program Assessment	76
Section K: Demographics	81
Appendices	
A. Participants	89
B. Peer Selections	95

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Introduction

Objectives

- This study was conducted in order to:
  - Assess the loyalty of your students;
  - Identify "key drivers" – which help you fully understand the most significant attributes impacting your program;
  - Help measure change in student satisfaction over time;
  - Provide student satisfaction benchmark data;
  - Identify areas for improvement based on direct student feedback;
  - Establish return-on-investment metrics; and
  - Measure professional development outcome.

Methodology

- The questionnaire was developed and copyrighted by Percept Research, Inc.
- Program directors administered the survey with either a print questionnaire or via a web survey hosted by Percept Research.
- The fielding deadline was June 30, but was extended to August 15 to allow increased participation.
- Final peer selections were submitted from participating programs by September 20. Report production began after peer selections were submitted. If the program did not select and submit peers, then the report will not contain peer composite data.

Deliverables

- Percept Research processed all completed questionnaires, tabulated data, and developed presentation of results with the following reporting options:
  - **Topline Summary, Engagement Interest Summary and Verbatim Summary:** A Topline Summary comprises of all quantitative question responses in tabular format. The Engagement Interest Summary displays the respondents with activities they would have interest in participating as an alumnus/alumna. The Verbatim Summary comprises all qualitative responses.
  - **Program Roadmap & Market Trends Report:** A full report of your program results compared to standard subgroups and self-selected peer programs. Includes your program results trended over the last three years for comparison. Includes commentary, Student Loyalty Index tabulation, derived importance (correlation) to the aggregate Student Loyalty Index, and Key Driver Analyses.
  - **Executive Summary:** An in-depth analysis of your results compared to industry norms and your peers summarized for actionable insight.

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Enhancements This Year

Questionnaire

- Section H is labeled “Career Outcomes” within the EMBA, PMBA and Specialized Master’s questionnaires. Section H is labeled “Career Management Services” within the FMBA questionnaire.
- Moved Career Management Services collection of attributes (I1a-g) to section H (H1a-h).
- Added attributes Executive Coaching (H1c) to Career Outcomes section.
- Added Primary Career Goal question (H12).
- Section K is now Section J.
- Section L is now Section K.

Analysis/Report Display

- Updated report to include all questions from all Program Type questionnaires, regardless of their Program Type (EMBA, FMBA, PMBA, or SpecMS).
  - For example, the attribute “Academic Advising” and the question “What is your undergraduate major?” is only asked in the FMBA questionnaire.
  - The responses for those questions will be displayed as either “.” or “0” depending on question type given that there is no data.
- Updated all charts and tables to include both All Programs and All “Program Type” Programs.
  - For example, for EMBA programs will display will read as “All Programs” and “All EMBA Programs”.
- Key Driver Analysis charts and tables:
  - Charts’ y-axis scales are now displayed from 3-5 to maximize visibility.
  - Charts’ text labels have been updated to now display the importance rank number instead of the attribute name to provide at-a-glance display of importance.
- Student Loyalty Index:
  - Y-axis scales are now displayed from 3-5 to maximize visibility.
- New table: “Your Program’s Health”
  - Displays the top 5 importance attributes and with corresponding Key Driver Analysis Impact Quadrant assignment.
  - Displays the performance of “Your Program” for both the current year and 3-Year Trend

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How to Read This Report

Perception vs. Reality

- Although ratings by your students may contradict what you know to be true, their perceptions are their reality. In some cases, your processes may require changing to better meet your students' needs. In other cases, you may just need to align the students' perceptions with your reality. In either case, it is important to address any issues students may raise.

All Lifecycle Program Type Metrics Displayed

- This report format displays metrics from all Student Exit lifecycle questionnaires, including EMBA, FMBA, PMBA and Specialized Master's programs, to facilitate quicker report delivery and a holistic view for school leadership.
- Data are not displayed for metrics that are not present in the questionnaire template specific to the program type.

All Programs (labeled as 'All Programs')

- These are ratings for all programs participating in this fielding year. This includes EMBA, FMBA, PMBA and Specialized Master's programs.

All "Program Type" Programs (e.g., labeled as 'All EMBA Programs')

- These are ratings of students from all the programs participating in this study that match the type of your program (EMBA, FMBA, PMBA or Specialized Master's).

Tracking Over Time

- This report includes the last three years of data collected from your program and all programs so you can track change in student ratings over time. The 3-year trending of the Peer Composite is based on the data from your current peer selections. Any gap in data display is due to a gap in program participation.

Student Loyalty

- This report provides analysis of student loyalty, based on three measures that more accurately predict future behavior than the single 'recommend' metric (commonly used for NPS). The Student Loyalty Index indicates the proportion of your graduates that are so pleased with your program that they are likely to remain vocal and loyal Champions as alumni as well as the proportion of Neutrals and Detractors.

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How to Read This Report

Peer Composite

- This composite measure is an aggregate rating of the four to six programs you selected for comparison (listed in Appendix B). The Peer Composite represents the weighted mean of the ratings from the peer programs for competitive benchmarking.
- Percept Research requested your program's peer selections during the month following the end of the fielding year. If your program did not submit your peer selections by the deadline, this report will not contain peer composite data. You may order another report with a new set of peers at any time.

Rating Scale

- All ratings in this study are on a 1 to 5 scale, with 1 the most negative rating and 5 the most positive rating for consistency.

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How to Read This Report

Program Competitiveness

- For sections A-H, the report will provide your program with the detailed findings of the program and the program's competitiveness compared to the self-selected Peer Composite, All Programs, All "MBA Type" Programs, Program Size Segment, and Program Regional Segment. It also displays the 3-year trend of your program and All EMBA programs' ratings. Trending will not be displayed for some attributes if three years of continuous trending data are not available.

Attributes listed in order of importance	3-Year Trend					
	Your Program	Peer Composite	All Programs	All EMBA Programs	Large	Western US and CA
Program's ability to advance my career	↑	↑	↑	↑	↑	↑
Total cost (tuition and fees)	→	→	→	→	→	→
Class size	↓	↓	↓	↓	↓	↓

3-year trend

Ratings Key:

- Your program ratings are significantly greater
- Your program ratings are statistically equal
- Your program ratings are significantly less
- Your program ratings are significantly increasing
- Your program ratings are significantly flat
- Your program ratings are significantly decreasing

Green indicates areas of strength for your program compared to that segment. Yellow signifies your program has similar ratings to that comparative segment. Red indicates an area of significant weakness.

Green arrows indicate a strong improvement for that particular attribute. Yellow indicates the ratings are relatively the same as they were three years ago and red signifies a significant decline.

Your program's current rating

Attributes listed in order of importance	Your Program '19-'20	Current Year Comparison to Your Program				
		Peer Composite	All Programs	All EMBA Programs	Large	Western US and CA
Program's ability to advance my career	3.5	●	●	●	●	●
Total cost (tuition and fees)	3.8	●	●	●	●	●
Class size	3.5	●	●	●	●	●

Current Year Comparison to key segments.

These tables, combined with the Key Driver Analysis (KDA), will pinpoint areas of strength and weakness for your program. Detailed information on how to interpret the KDA is provided in the following pages.

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How to Read This Report

Student Loyalty Index

- The Student Loyalty Index is a standardized tool that enables tracking of the loyalty over time (i.e., how much the respondent is loyal to the brand and how much they tend to abandon it). Loyalty lies in the expression of the highest form of emotional adherence to the brand and institution by overall rating of value, recommending to others, and retention.
- The Student Loyalty Index is calculated based on the average of respondents' ratings of three questions:
  - I2 - Overall, how would you rate the quality of this program;
  - I4 - How likely are you to recommend this program to a friend or colleague; and
  - I6 - If you were seeking an MBA again, how likely would you be to choose to attend this program again?

Based on the Student Loyalty Index, respondents are divided into three categories:

- **Champions:** respondents that provided ratings between and including 3.5 and 5.0 indicating they are very satisfied with their program and experience. These "Champions" will highly praise your program to others.
  - Champion ratings above 70% are indicators of high brand loyalty for MBA programs.
- **Neutrals:** students that provided ratings between and including 2.5 and 3.4 indicating they are not dissatisfied but feel no particular loyalty to the program.
- **Detractors:** students that provided ratings between and including 1.0 and 2.4 indicating they are dissatisfied and will spread their negative feelings about the program.
  - Ratings of 2-8% are typical while Detractor ratings above 9% are indicators of concern.

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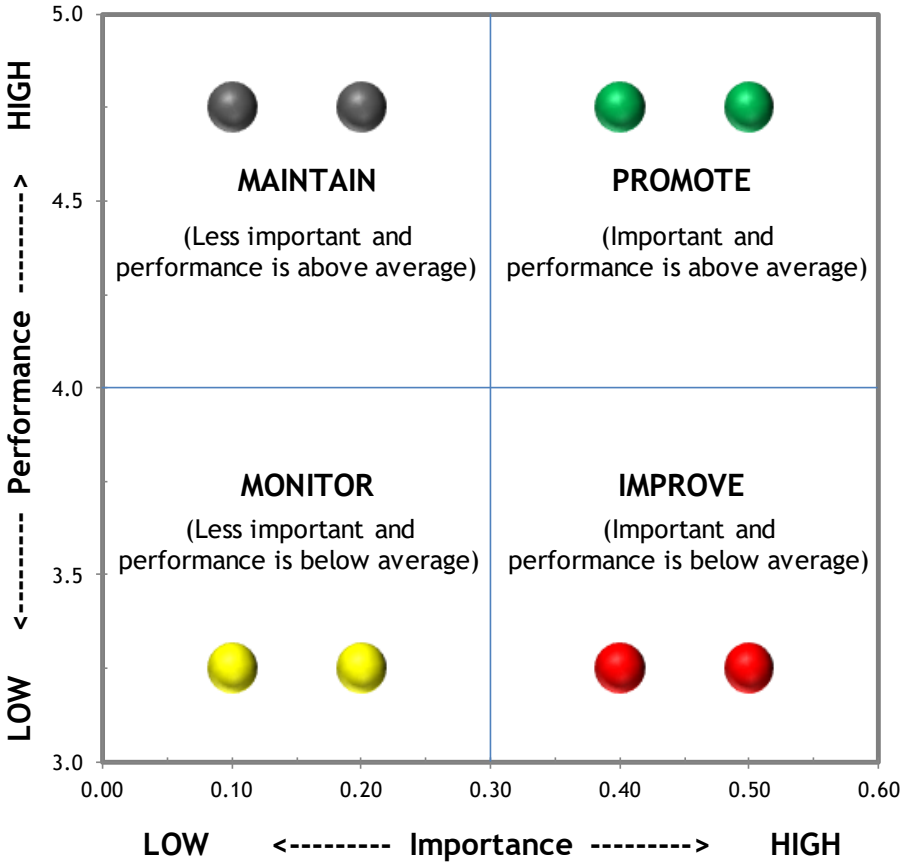
How to Read This Report

How to interpret Key Driver Analysis



Importance-Performance Maps (Key Driver Analysis) are presented to identify where you should focus limited resources for greatest impact.

To maximize visibility, the y-axis will be shown from 3-5. Attributes with ratings below 3.0 are not displayed.

- **Derived Importance** (X-Axis): The Derived Importance is the Correlation to the Student Loyalty Index (SLI). Importance is based on the regression coefficient with the SLI (0.0 is no impact, .20 is a weak impact, .40 is a moderate impact, and .60+ is a strong impact).
- **Performance Rating** (Y-Axis): The Mean Performance Rating is the average rating respondents provided on a particular attribute.
- Quadrants were formed by plotting the average importance and performance across all attributes. Quadrants should be interpreted as follows:
  - **IMPROVE (red):** Areas of weakness. These attributes have a low performance relative to their impact on importance. Immediate improvements in perceptions of these attributes should be made.
  - **PROMOTE (green):** Areas of strength. These attributes have high performance ratings relative to their impact on importance. Some of these attributes may be considered "principal factors" meaning that they are expected and are essential for high levels of importance.
  - **MAINTAIN (gray):** Areas to maintain. These attributes have high performance ratings significantly higher to their impact on importance. It is possible that more resources are being devoted to some of these attributes than is necessary.
  - **MONITOR (yellow):** Areas to monitor. These attributes have an appropriate performance level relative to their impact on importance. Your program should focus on these areas only if improvements can be made that are easy and have very low costs.

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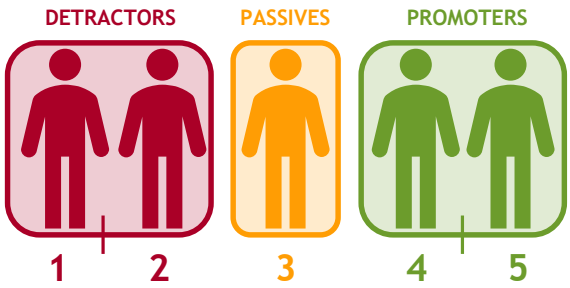
How to Read This Report

Net Promoter Score

- The Net Promoter Score (NPS) is an index that measures the willingness of respondents to recommend a program to others and is used for gauging overall satisfaction with the program. It is calculated based on the respondents' ratings of this question:
  - I4 - How likely are you to recommend this program to a friend or colleague

Respondents are labeled as Promoters, Passives, or Detractors based on their rating to this question.

- **Promoters:** respondents that provided ratings of 4 or 5 indicating they are very satisfied with their program and experience. They are loyal enthusiasts who will fuel growth by referring others.
- **Passives:** respondents that provided a rating of 3. They are satisfied but unenthusiastic respondents who are vulnerable to competitive offerings.
- **Detractors:** respondents that provided ratings of 1 or 2. Those who can damage your brand and impede growth through negative word-of-mouth.



The Net Promoter Score is calculated as:

- **Net Promoter Score = % Promoters - % Detractors**

The NPS range is between -100 and 100. NPS is an indicator of program satisfaction based on these thresholds:

- **Needs Improvement:** scores are between and including -100 and 0.
- **Good:** scores are between and including 1 and 30.
- **Great:** scores are between and including 31 and 70.
- **Excellent:** scores are between and including 71 and 100.

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About Percept Research

EMPOWER YOUR PROGRAMS WITH FOCUSED INSIGHTS

Percept Research provides market research and communications consulting services uniquely tailored to the needs of our higher education clients.

Our services include a lifecycle approach for business school constituent research as well as custom research studies for the development and promotion of degree and non-degree programs.

MBA Lifecycle Survey Suite

The insights from our MBA Lifecycle Survey Suite drive continuous improvement and support accreditation efforts of full-time MBA, part-time MBA, and executive MBA programs as well as specialized master's programs.

We are proud to serve as the research partner to Executive MBA Council and UNICON. All full-time, part-time, and executive MBA as well as specialized master's programs at member schools qualify for first-year fee discounts with the MBA Lifecycle Survey Suite.

Student Entry Survey

This benchmark initiative enables programs to assess and enhance their marketing strategies and strengthen the admissions process based on feedback of incoming students via a web-based survey. https://link.bschoolresear.ch/Entry

Student Midterm Survey

This initiative enables programs to assess operational services for first year students, providing an opportunity to address current students' concerns and suggestions while in the program. https://link.bschoolresear.ch/Midterm

Student Exit Survey

This benchmark initiative enables programs to assess the level of loyalty of graduating students on a wide range of program attributes, to identify areas for program improvement, and to help measure change over time. https://link.bschoolresear.ch/Exit

Alumni Survey

This initiative enables programs to assess the level of alumni longitudinal progress and learning outcomes since graduation, demonstrating assurance of learning and return-on-investment. https://link.bschoolresear.ch/Alumni

About Percept Research

TURN INSIGHT INTO ACTION

Our consultant team has decades of experience in every aspect of the delivery of MBA programs, using data-driven, collaborative approaches to assess your challenges and devise the most effective and efficient strategies. The administrative and faculty experience of our consultant team can be leveraged to advocate for change so you can create buy-in and unify your colleagues around those strategies. Contact us to learn how your school can stay ahead and grow through stakeholder-centered innovation.

Marketing Communications and Consulting

https://link.bschoolresear.ch/consulting

- Influential Testimonial Development
- Information Sessions Optimization
- Lead Nurturing
- Marketing Communications (messaging)
- Media Rankings Management
- Referral Programs Development
- Student Experience Enhancement
- Social Media Strategy

Market Research

https://link.bschoolresear.ch/customresearch

- Admissions Funnel Assessment
- Brand Positioning Assessment
- Competitive Secondary Analysis
- Executive Impact Assessment
- Focus Groups (Internal & External)
- Identity & Naming Assessment
- In-Depth Interviews
- Program Demand Assessment
- Thought Leadership Study

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Program Overview

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Program Overview

Your Program's Health

This table presents a "health performance" of your program for the Top 5 attributes of each Dimension. For each attribute, the table displays the performance of your program for the current year, for a 3-Yr trend, and the KDA Impact quadrant.

NOTE: KDA Impact is based only your program's ratings and relative to other ratings in that survey dimension (you may see 'Improve' for a high rating due to its relative performance in that dimension).

Dimension	Top 5 Importance Attributes	Your Program '19-'20	3-Yr Trend Your Program	KDA Impact Quadrant
Program Evaluation	Program's ability to advance my career	3.8	→	Improve
	Reputation of business school	4.3	→	Promote
	Ranking of business school		→	Promote
	Strength of alumni network		↓	Promote
	Use of technology in program		→	Improve
Faculty	Teaching effectiveness	4.0	→	Promote
	Real-world industry experience	3.9	↓	Improve
	Responsiveness to students' needs	4.0	→	Promote
	Ability to draw upon experience of students	3.8	↓	Monitor
	Ability to incorporate issues/events	3.8	↓	Monitor
Teaching Methods	Quality of lectures	4.1	→	Promote
	Relevance of assigned course materials	4.1	→	Promote
	Quality of team projects	3.9	→	Improve
	Quality of class discussions	3.8	↓	Improve
	Quality of individual projects	4.0	→	Promote
Curriculum	Appropriate			Promote
	Content of			Promote
	Relevance o			Promote
	Integration			Improve
	Appropriate degree of global content	3.5	↓	Monitor

Significant trends are quickly identifiable

Areas of competitiveness are identified visually based on the Key Driver Analysis of Loyalty importance vs. performance.

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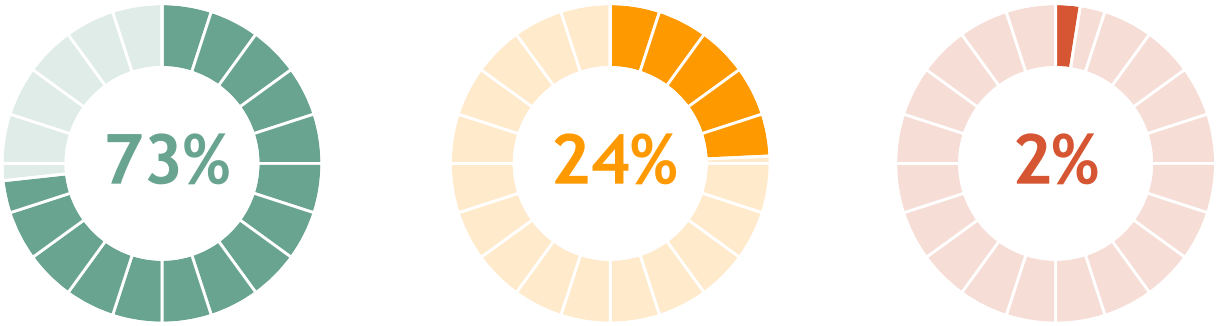
Program Overview

Student Loyalty Index

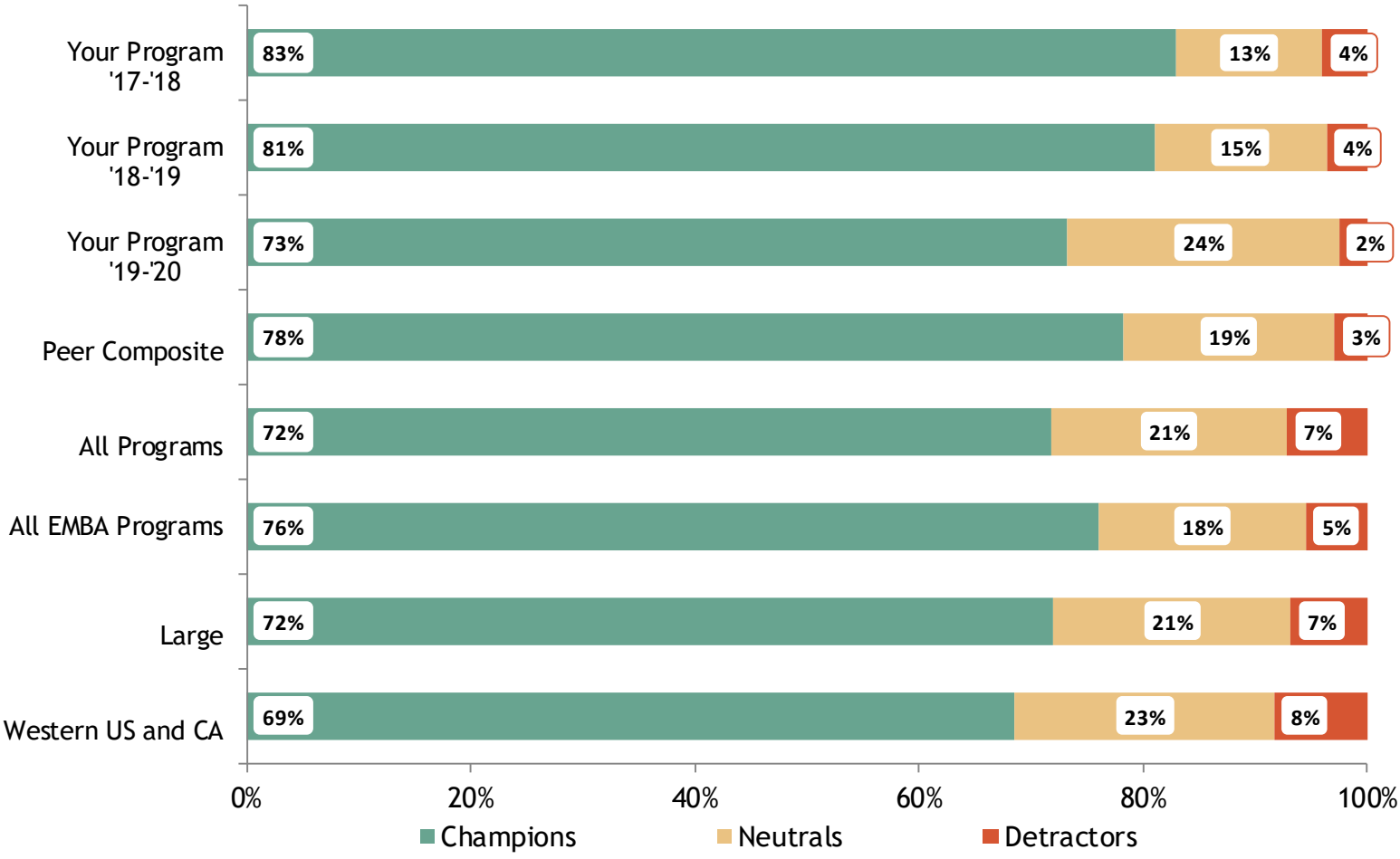
Your Program '19-'20



Champions (Great)

Neutrals

Detractors (Great)



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Program Overview

Net Promoter Score

Your Program '17-'18	(Excellent)	75	=	78%	-	3%
Your Program '18-'19	(Excellent)	75	=	79%	-	4%
Your Program '19-'20	(Great)	64	=	68%	-	3%
Peer Composite	(Excellent)	72	=	75%	-	3%
All Programs	(Great)	64	=	70%	-	7%
All EMBA Programs	(Great)	70	=	74%	-	5%
Large	(Great)	64	=	70%	-	6%
Western US and CA	(Great)	59	=	67%	-	8%

The Net Promoter Score range is between -100 and 100. From there, each score is then distributed into four classes:

- **Needs Improvement:** scores are between and including -100 and 0.
- **Good:** scores are between and including 1 and 30.
- **Great:** scores are between and including 31 and 70.
- **Excellent:** scores are between and including 71 and 100.

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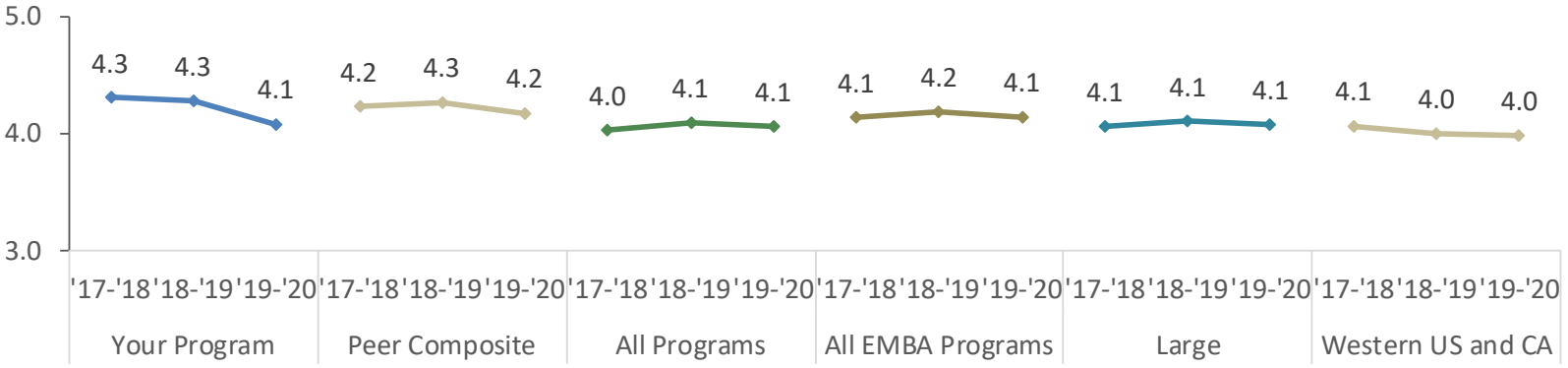
Program Overview

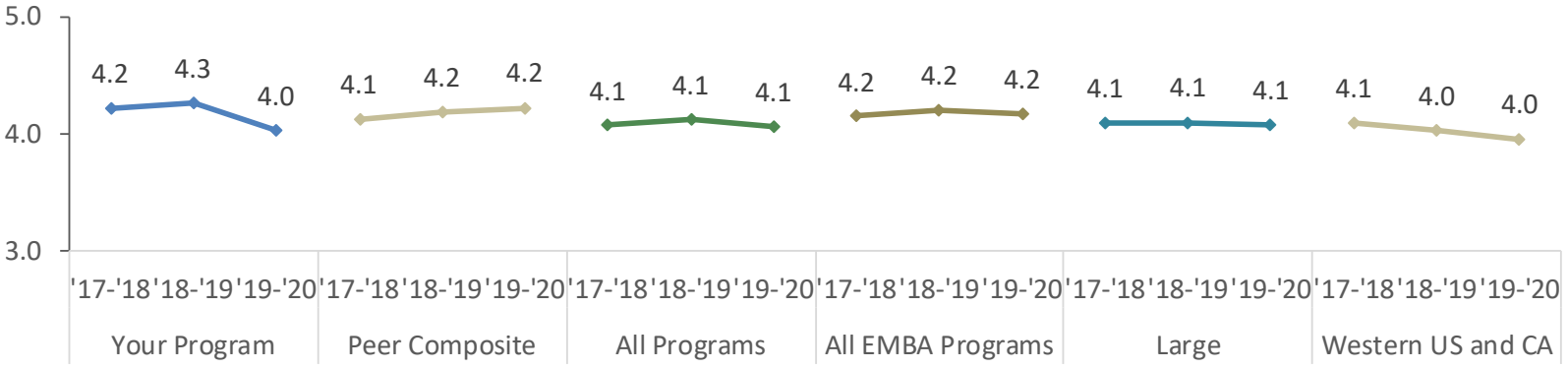
Student Loyalty Indicators

The 3-year trend of your program, peer composite and industry segments for component measures of the **Student Loyalty Index** (SLI)

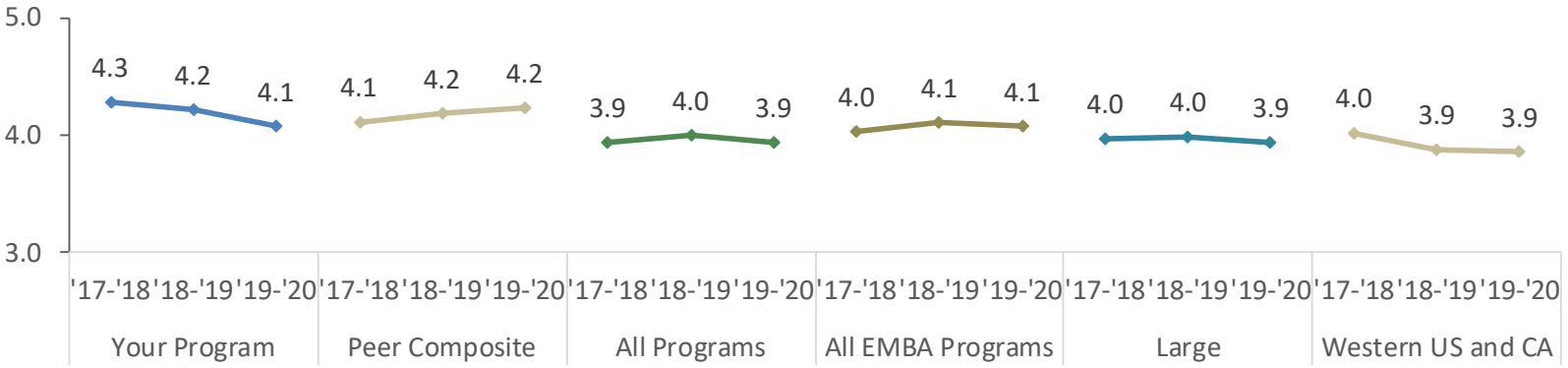
I2. Overall Quality of Program



I4. Likelihood to Recommend



I6. Likelihood to Attend Program Again



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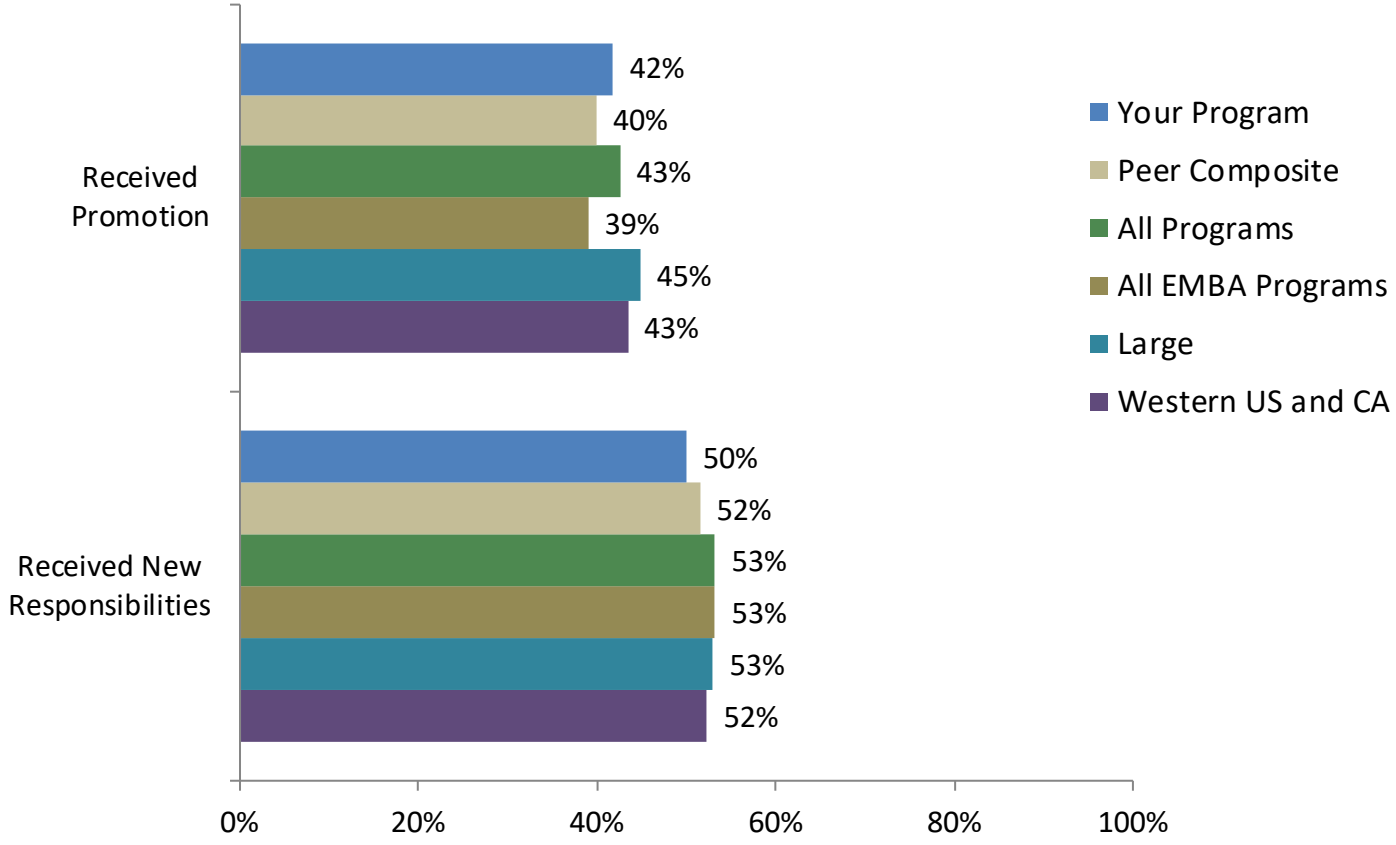
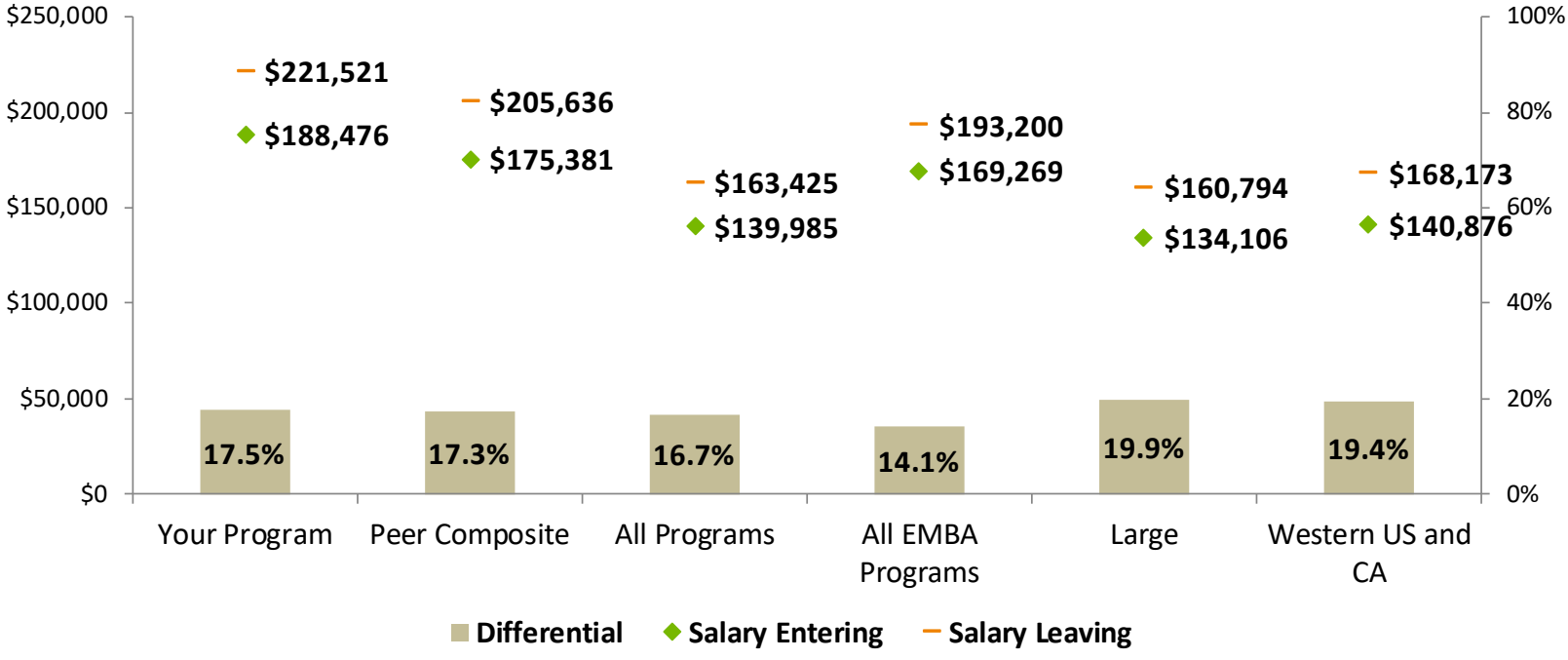
Program Overview

Program Overview Summary

Career Outcomes



Financial ROI *



*** In U.S. Dollars.**

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Section D: Curriculum

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Section D: Curriculum

Detailed Data

PERFORMANCE	Your Program			Peer Composite		
	'17-'18	'18-'19	'19-'20	'17-'18	'18-'19	'19-'20
Appropriate degree of academic rigor	4.2	4.2	4.1	4.2	4.2	4.2
Content of core curriculum	3.9	4.0	3.9	4.0	4.1	4.0
Relevance of class work to job/career	4.2	4.1	3.9	4.0	4.1	4.0
Integration of content among core courses	4.0	4.1	3.8	4.0	4.1	4.0
Appropriate degree of global content	3.9	4.0	3.5	4.0	4.0	3.9
Incorporation of current events	4.0	4.1	3.6	4.0	4.0	3.8
Sequence of courses	4.2	4.3	4.1	4.1	4.3	4.1
Strength of elective offerings	3.7	3.8	3.7	3.9	3.8	3.9
Curriculum Dimension Mean	4.0	4.1	3.8	4.0	4.1	4.0

PERFORMANCE	All Programs			All EMBA Programs		
	'17-'18	'18-'19	'19-'20	'17-'18	'18-'19	'19-'20
Appropriate degree of academic rigor	4.0	4.1	4.1	4.2	4.2	4.2
Content of core curriculum	4.0	4.1	4.0	4.1	4.1	4.1
Relevance of class work to job/career	3.9	4.0	3.9	4.0	4.1	4.0
Integration of content among core courses	3.9	4.0	3.9	4.0	4.1	4.0
Appropriate degree of global content	3.9	4.0	3.9	4.0	4.1	4.0
Incorporation of current events	3.9	4.0	3.9	4.0	4.0	4.0
Sequence of courses	3.9	4.0	3.9	4.0	4.0	4.0
Strength of elective offerings	3.6	3.7	3.6	3.8	3.8	3.7
Curriculum Dimension Mean	3.9	4.0	3.9	4.0	4.0	4.0

Detailed trending is displayed for your program, all programs, and your peers

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Section E:
Course Areas

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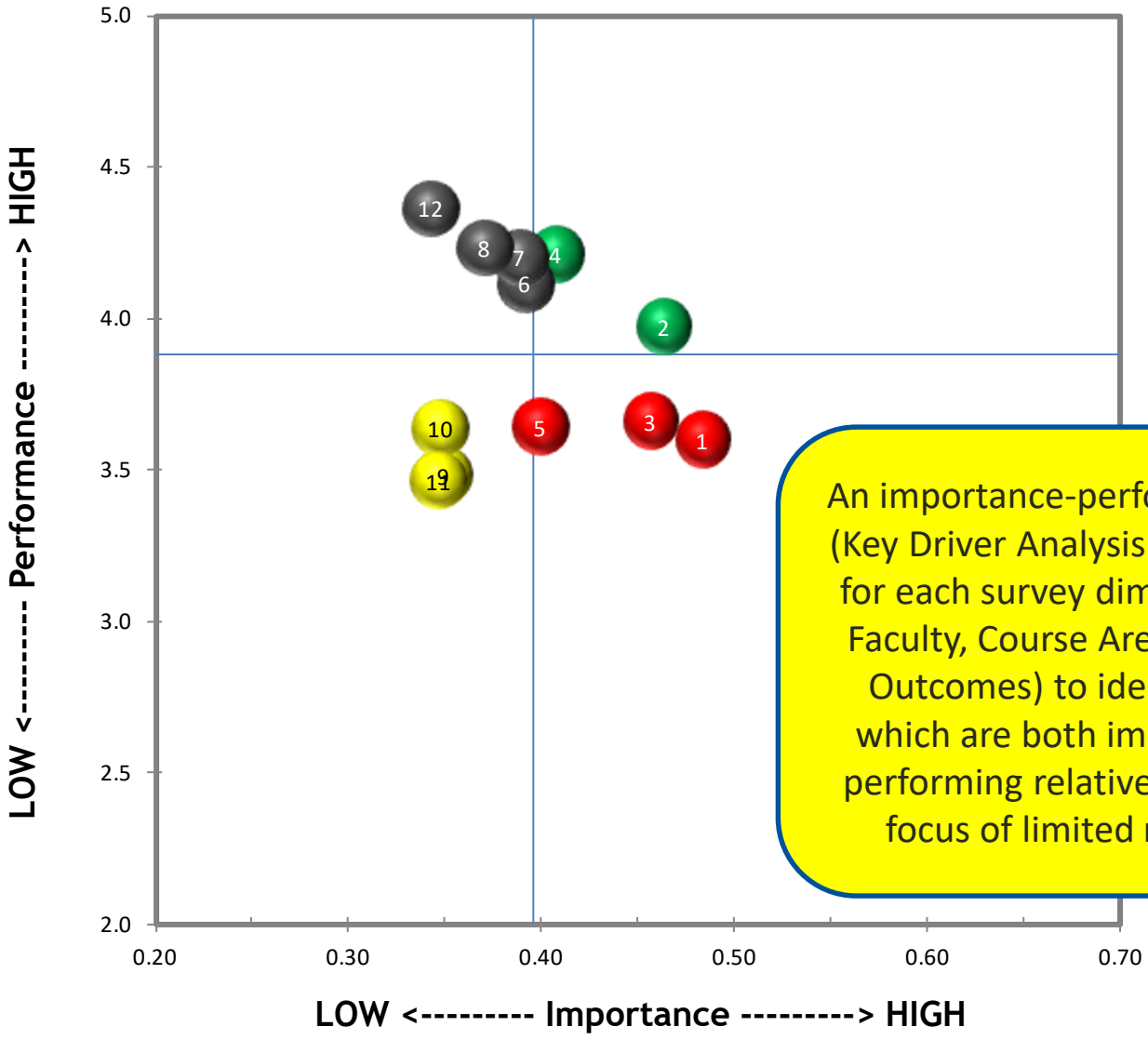
Section E: Course Areas

Key Driver Analysis

		Attribute	YP	Imp
		Dimension Average	3.88	0.40
	1	Information Systems-Tech courses	3.60	0.48
	2	Leadership courses	3.97	0.46
	3	Management/Org Behavior courses	3.66	0.46
	4	Strategy courses	4.21	0.41
	5	Ethics/Governance courses	3.64	0.40
	6	Operations/Supply Chain courses	4.12	0.39
	7	Statistics/Quantitative Methods courses	4.20	0.39
	8	Finance courses	4.23	0.37
	9	Marketing courses	3.48	0.35
	10	Business Law courses	3.64	0.35
	11	Economics courses	3.46	0.35
	12	Accounting courses	4.36	0.34

Attribute Counts by Priority	
Highest Priority	3
Appropriate Performance	3
Low Priority	2
Lowest Priority	4

YP = Your Program Results
Imp = Derived Importance (Correlation to Loyalty)



An importance-performance map (Key Driver Analysis) is generated for each survey dimension (e.g., Faculty, Course Areas, Learning Outcomes) to identify issues which are both important and performing relatively poor – for focus of limited resources.

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Section E: Course Areas

Program Competitiveness

Attributes listed in order of importance	3-Year Trend					
	Your Program	Peer Composite	All Programs	All EMBA Programs	Large	Western US and CA
Information Systems-Tech courses	↑	→	→	→	→	→
Leadership courses	↓	→	→	→	→	→
Management/Org Behavior courses	↓	→	→	→	→	→
Strategy courses	↑	→	→	→	→	→
Ethics/Governance courses	→	→	→	→	→	→
Operations/Supply Chain courses	↑	↑	→	→	→	→
Statistics/Quantitative Methods courses	↑	→	→	→	→	→
Finance courses	→	→	→	→	→	→
Marketing courses	→	→	→	→	→	→
Business Law courses	↓	→	→	→	→	→
Economics courses	↓	→	→	→	→	↓
Accounting courses	→	↓	→	→	→	→
Course Areas Dimension Mean	→	→	→	→	→	→

Identification trends at the attribute level

Attributes listed in order of importance	Your Program '19-'20	Current Year Comparison to Your Program				
		Peer Composite	All Programs	All EMBA Programs	Large	Western US and CA
Information Systems-Tech courses	3.6	○	○	○	○	○
Leadership courses	4.0	○	○	○	○	○
Management/Org Behavior courses	3.7	●	●	●	●	●
Strategy courses	4.2	○	○	○	○	○
Ethics/Governance courses	3.6	○	○	●	○	○
Opera			○	○	○	○
Statis			○	○	●	○
Finan			○	○	○	○
Marketing courses	3.5	○	●	●	●	○
Business Law courses	3.6	●	○	●	○	●
Economics courses	3.5	●	●	●	●	○
Accounting courses	4.4	●	○	○	○	●
Course Areas Dimension Mean	3.9	○	○	○	○	○

Identification of program competitiveness at the attribute level for each dimension of the survey

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Section H: Career Outcomes / Mgmt Services

Detailed Data

PERFORMANCE	Your Program			Peer Composite		
	'17-'18	'18-'19	'19-'20	'17-'18	'18-'19	'19-'20
Your career	3.6	3.7	3.5	3.6	3.6	3.5
Your personal goals	4.0	4.1	3.8	4.0	4.0	3.9
Your employer/organization	3.6	3.5	3.5	3.5	3.6	3.6

PERFORMANCE	All Programs			All EMBA Programs		
	'17-'18	'18-'19	'19-'20	'17-'18	'18-'19	'19-'20
Your career	3.5	3.6	3.5	3.6	3.7	3.6
Your personal goals	3.9	3.9	3.8	4.0	4.0	3.9
Your employer/organization	3.6	3.6	3.6	3.6	3.7	3.7

PERFORMANCE	Large			Western US and CA		
	'17-'18	'18-'19	'19-'20	'17-'18	'18-'19	'19-'20
Your career	3.5	3.5	3.5	3.6	3.6	3.4
Your personal goals	3.9	3.8	3.8	4.0	3.8	3.7
Your employer/organization	3.6	3.5	3.5	3.7	3.5	3.5

Program Competitiveness

Attributes listed in order of importance	3-Year Trend					
	Your Program	Peer Composite	All Programs	All EMBA Programs	Large	Western US and CA
Your career	→	→	→	→	→	→
Your personal goals	→	→	→	→	→	→
Your employer/organization	→	→	→	→	→	→

Attributes listed in order of importance	Current Year Comparison to Your Program					
	Your Program '19-'20	Peer Composite	All Programs	All EMBA Programs	Large	Western US and CA
Your career	3.5	○	○	○	○	○
Your personal goals	3.8	○	○	○	○	○
Your employer/organization	3.5	○	○	○	○	○

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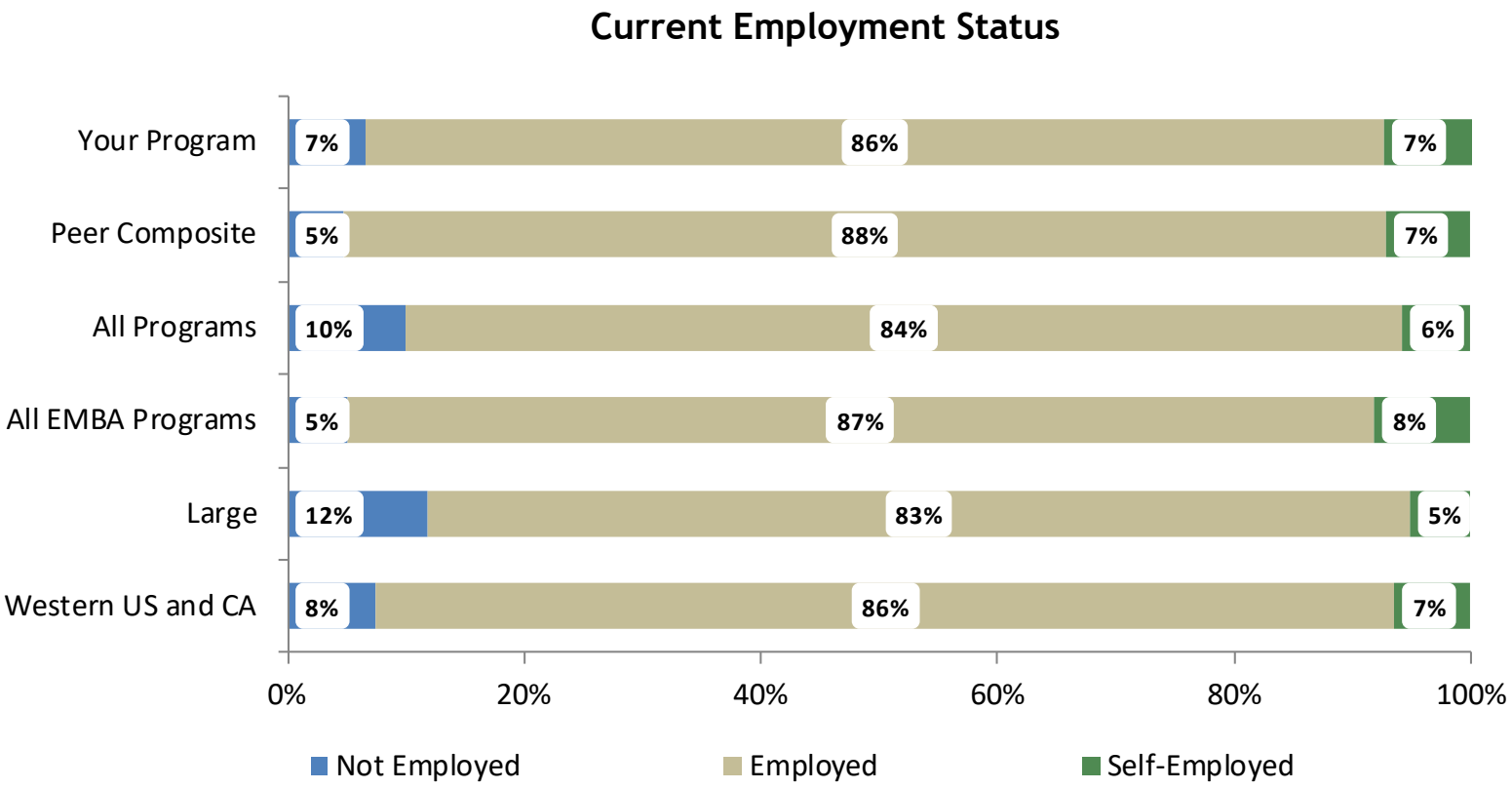
Section H: Career Outcomes / Mgmt Services

Program Competitiveness



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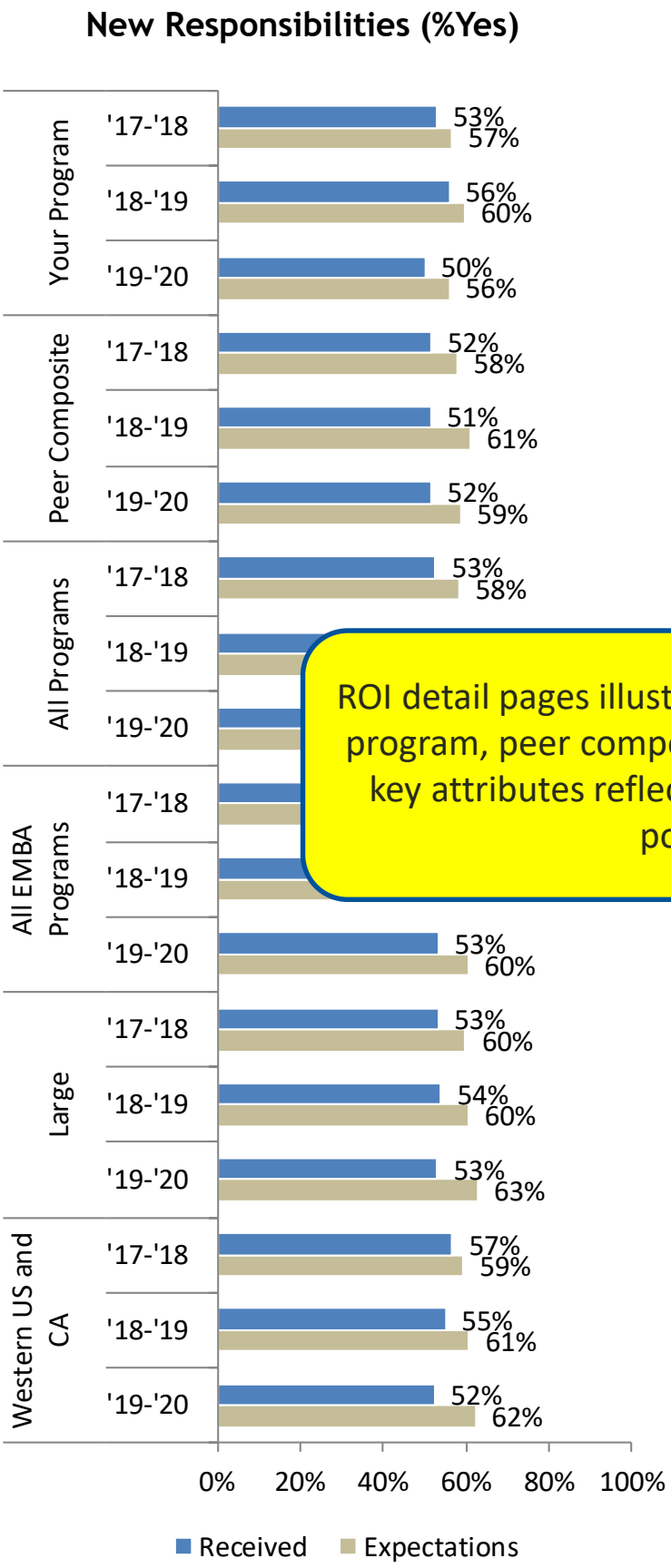
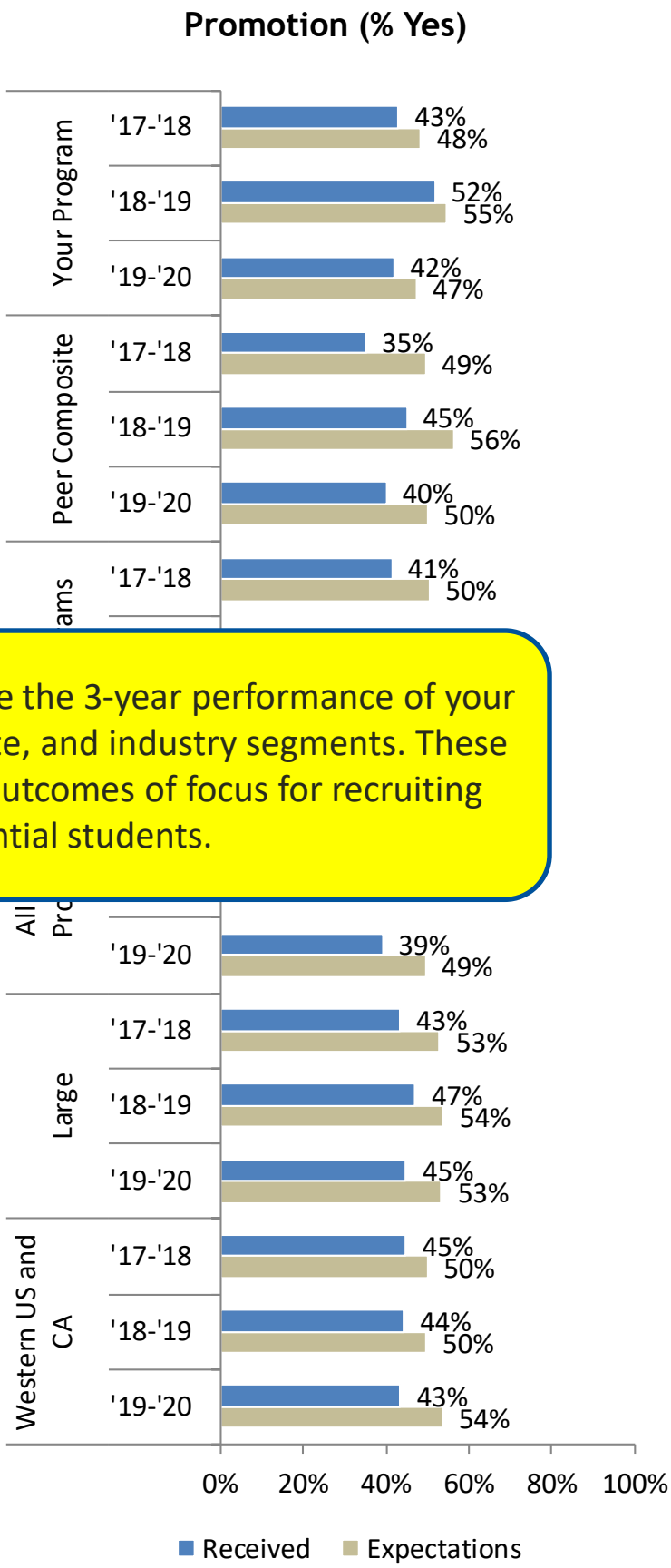
Section H: Career Outcomes / Mgmt Services

Program Competitiveness





ROI detail pages illustrate the 3-year performance of your program, peer composite, and industry segments. These key attributes reflect outcomes of focus for recruiting potential students.

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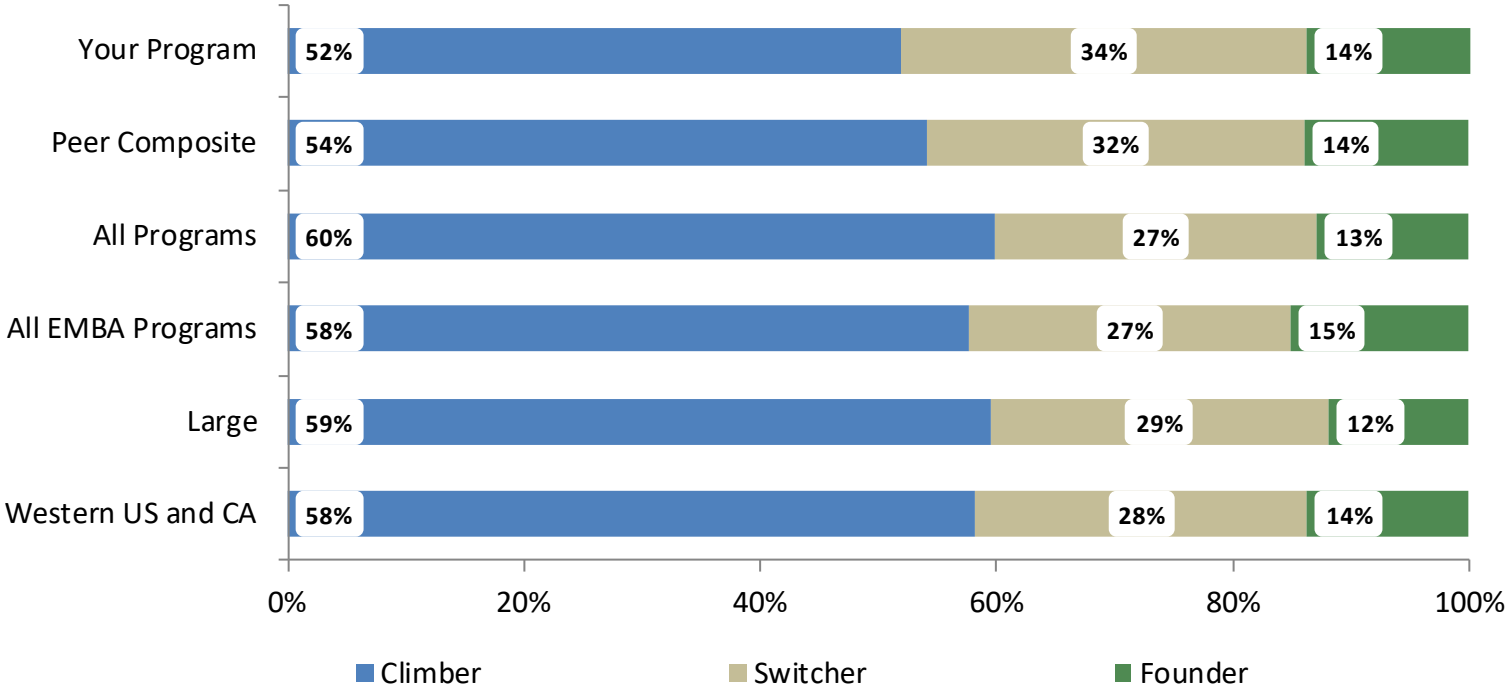
Section H: Career Outcomes / Mgmt Services

Primary Career Goal by Archetype



The report features segmentation by program intent archetypes.

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Section K: Demographics

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Section K: Demographics

Detailed Data

Means	Your Program			Peer Composite		
	'17-'18	'18-'19	'19-'20	'17-'18	'18-'19	'19-'20
Percentage of Female Students	28.4%	27.3%	32.5%	25.9%	25.6%	29.1%
Age (years)	35.7	35.3	36.2	37.5	36.6	36.8
Work Experience (years)	11.8	11.3	12.0	13.5	12.7	12.7
Management Experience (years)	6.4	6.1	6.5	8.1	7.0	7.0
Employees Managed	71.1	23.5	62.3	66.8	35.2	97.1

Means	All Programs			All EMBA Programs		
	'17-'18	'18-'19	'19-'20	'17-'18	'18-'19	'19-'20
Percentage of Female Students	31.1%	30.9%	34.1%	29.3%	30.8%	31.2%
Age (years)	35.7	36.2	35.7	38.9	38.5	39.3
Work Experience (years)	11.6	12.2	11.6	14.8	14.6	15.4
Management Experience (years)	6.9	6.7	6.6	8.5	8.2	8.7
Employees Managed	50.2	43.5	134.9	66.4	56.1	206.8

Means	Large			Western US and CA		
	'17-'18	'18-'19	'19-'20	'17-'18	'18-'19	'19-'20
Percentage of Female Students	30.0%	28.7%	34.9%	33.4%	34.2%	37.1%
Age (years)	34.5	34.7	34.3	36.3	36.4	37.0
Work Experience (years)	10.3	10.5	10.1	12.2	12.3	12.8
Management Experience (years)	6.2	5.6	5.8	7.2	7.1	6.8
Employees Managed	41.2	29.4	43.9	35.5	48.3	61.9

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Appendix B:
Peer Selections

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Appendix B: Peer Selections

These are the programs you selected for comparison. They are listed in alphabetical order:

>> Peer 1
>> Peer 2
>> Peer 3
>> Peer 4
>> Peer 5
>> Peer 6

This page list each of the programs self-selected for inclusion in the Peer Composite segment among all programs participating in the study.

Contact Lifecycle-support@perceptresearch.com if you would like to order an Executive Summary (an in-depth analysis of your program's competitive position) or order another report with a different set of peers.

Register now to schedule to schedule your Student Exit Survey for next academic year:
https://www.mbalifecycle.com/student-exit-survey-registration

Executive MBA Council members should instead register their executive MBA programs via their school portal with this link http://www.embac.org/studentexitregister

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