

2005 Executive MBA Council Survey Results Offer Industry Insights

The Executive MBA Council conducts two annual research surveys that help shed light on the Executive MBA industry. The Program Survey offers a comprehensive overview of worldwide programs, and the Student Exit Satisfaction Survey highlights the perceptions and opinions of Executive MBA Program graduates. Approximately 320 member programs participated in the Program Survey and 2,333 graduates responded to the Student Exit Satisfaction Survey.

The 2005 Program Survey results reveal the following trends:

- **Growth in international member programs continues.**

More than 35 percent of Executive MBA Council member programs are located outside of the United States, with 7 percent in Asia, 4 percent in Canada, 18 percent in Europe, 6 percent in Latin America, and 1 percent in the Middle East and Africa.

Sixty-three percent of member programs are located in the United States, compared to 67 percent in 2004 and 71 percent in 2003. Europe and Latin America were the regions of greatest growth (each increased by 2 percent).

- **More Executive MBA Programs entering the market.**

At the current rate, the pace of growth in Executive MBA Programs in this decade will exceed the last decade. More than two-thirds of Executive MBA Council member programs have entered the market since 1990, and 28 percent since 2000.

Many new programs are international programs. In the U.S. market, slightly more than half of member programs started in the last 14 years, compared to 89 percent for Latin America, 80 percent for Europe, and 90 percent for Asia. Within the U.S., the Southeast and Texas/New Mexico regions account for the greatest growth in new programs.

- **Fewer programs require a residency.**

The percent of Executive MBA Council member programs that required a residency decreased from 61 percent in 2003 and 57 percent in 2004 to 53 percent in 2005.

- **Program length changing slightly.**

- According to the 2005 Executive MBA Council Program Survey, the average program length is 20.3 months; that compares to an average of 20.5 months in 2004. The majority of programs— some 82 percent – continue to offer programs that range between 17-18 months to complete and more than 24 months to complete. The most common program length is 20 to 21 months (27 percent).

- **Costs are rising.**

Total program costs for all Executive MBA Council member programs worldwide rose from \$44,010 in 2004 to \$50,006 in 2005.

- **Average GMAT scores and GPA higher.**

GMAT scores have increased from 567 in 2003 to 573 in 2005, and the average undergraduate grade point average rose from 3.13 in 2004 to 3.15 in 2005. GMAT is an admission requirement for half of member programs.

- **Students entering member programs with slightly less full-time work experience.**

In 2005, students entered Executive MBA Council member programs with an average of 12.2 years of experience, compared to 13 years of experience in 2003.

- **Students paying more for their degree.**

Fewer organizations are providing full reimbursement to students. Full reimbursement has dropped from 40 percent in 2003 to 37 percent in 2004 to 35 percent in 2005. More students also are paying their own way: 25 percent funded their own Executive MBA education in 2003, 28 percent in 2004, and 32 percent in 2005.

- **Member programs offering more career services.**

Executive MBA Council member programs offering on-campus interviews increased from 18 percent in 2004 to 29 percent in 2005. Member programs that provided career-related workshops also rose from 55 to 62 percent.

The 2005 Student Exit Satisfaction Survey results reveal the following trends:

- **Average student age declining.**

The average age of students in Executive MBA Council member programs dropped from 37 years in 2001 to 35.9 years in 2005

- **More students receiving promotions.**

The percentage of students enrolled in Executive MBA Council member programs who received promotions increased from 34 percent in 2004 to 41 percent in 2005.

- **Average payback period decreased for both organizations and students.**

Students in the survey reported that it took 18 months for their organization to gain the return on its investment, compared to 21 months in 2004. It also took less time for students who funded their education to enjoy a return on their investment: 39 months in 2005, compared to 44 months in 2004.

- **Students value their programs.**

The vast majority of students – 78 percent – would definitely recommend the program.

About the Executive MBA Council

The Executive MBA Council fosters excellence and innovation worldwide in Executive and Professional MBA Programs, as well as in other business-related degree programs for professionals. The council provides a place for programs to share best practices and gathers data that helps members improve their programs and that reveals the importance

of business degree programs for professionals. The council has more than 200 members worldwide, which offer more than 300 programs.

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