



Quality of Faculty Top Factor Impacting Executive MBA Program Choice

ORANGE, CALIF., May 6, 2010 – Quality of faculty is the No. 1 factor students weigh when selecting an Executive MBA (EMBA) program, according to the Executive MBA Council survey of students who enrolled in 2009. Approximately 2,170 new students from 59 member programs responded to the fourth annual Student Entry Benchmarking Survey.

Students participating in the survey ranked the top factors considered when evaluating EMBA programs and in making the final choice. Top factors on both lists were, in addition to quality of faculty, reputation of the school, quality of classmates, program format and location. Program location rose in importance when making the final selection.

The average salary of incoming students was \$137,589, up from \$135,959 the year prior. Students expect that at the end of the program, their salaries will have increased by 30 percent. Last year, students expected a 28 percent pay increase. The estimated payback period for students paying their own tuition is 52 months, up four months. Estimated payback for an organization that fully funded a student is 26 months, up two months.

Students are confident that enrolling in an EMBA program will impact their current jobs, but less optimistic than the year before. Sixty-four (64) percent of students expect to be given new responsibilities from their employers, down from 76 percent. Thirty-one (31) percent expect to be promoted while enrolled, down from 40 percent, and 49 percent expect to be promoted after they complete the program, down from 59 percent.

“Expectations are down some, however, we know when students enroll in an EMBA program, that’s their 100 percent vote of confidence that they will hone and develop skills, and reap both tangible and intangible benefits,” says Michael Desiderio, executive director of the Executive MBA Council.

Ten (10) percent of students began considering EMBA programs more than two years before they applied, and 25 percent more than one year in advance. The largest percentage – 34 percent – began considering programs less than seven months before attending. The most important resources available to aid in making the final decision were faculty/staff, the admissions process and information sessions.

About the Executive MBA Council

The Executive MBA Council provides a place for programs to share best practices and gathers industry data. Survey analysis was conducted by Percept Research, an independent market research firm and the council's research partner.

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