



Applications to Executive MBA Programs Increase

ORANGE, CALIF., Oct. 20, 2009 – Applications to Executive MBA Programs worldwide increased within the last year, while acceptance rates remained stable, according to results of the Executive MBA Council’s 2009 Membership Program Survey.

The Executive MBA Council released partial findings from its annual Membership Program Survey, which offers a comprehensive overview of worldwide programs, at its conference in San Diego, Calif., Monday. Approximately 309 member programs participated in the 2009 Membership Program Survey. Data for the survey was gathered in summer 2009.

The number of applications to an Executive MBA Program on average rose from 83.8 in 2008 to 92.6 in 2009, while the acceptance rate remained the same – 63 percent in both 2008 and 2009. Program size grew from an average of 92 students in 2008 to 96 students in 2009.

“Interest in the Executive MBA continues to remain high,” says George Bobinski, associate dean of the School of Management at Binghamton University and member of the council’s Center for Research. “Programs also are maintaining quality in their admission standards. During this challenging economic time, it’s clear that students are seeing the value of the Executive MBA.”

The survey also noted a small decline in tuition reimbursement by organizations, a trend that has been consistent in the past five years. Worldwide, 30 percent of all Executive MBA students received full reimbursement, compared to 33 percent in 2008; 35 percent received partial reimbursement, compared to 34 percent in 2008; and 37 percent were self-sponsored, compared to 35 percent in 2008.

“Employers are providing some sort of support – whether full or partial – to 69 percent of the students in North America and 61 percent in non-North American locations,” says Jordi Diaz, director of programs at EADA in Barcelona, Spain, and co-chair of the council’s Center for Research. “This helps confirm the importance of the Executive MBA to the organization, as well as to the individual student.”

The council will release additional details from its Membership Program Survey and Student Exit Benchmarking Survey in November.

About the Executive MBA Council

The Executive MBA Council provides a place for programs to share best practices and gathers industry data. Currently the council includes more than 200 educational institutions that administer more than 300 Executive MBA Programs worldwide. Survey analysis was conducted by Percept Research, an independent market research firm and the council's research partner. For information, visit www.embac.org or contact Paula Mielke, media relations, 651-647-0311 or paula.mielke@embac.org.