

2008 Executive MBA Council Membership Program Survey Results Show Focus on Key Business Areas

ORANGE, CALIF., Dec. 17, 2008 – According to the results of the Executive MBA Council's 2008 Membership Program Survey, Executive MBA Programs continue to focus on core business functions, and also are investing more course time on skill development in other areas that are important to business.

The Executive MBA Council's annual Membership Program Survey offers a comprehensive overview of worldwide programs. Approximately 307 member programs participated in the 2008 Membership Program Survey. Data for the survey was gathered in summer and fall 2008.

Core business knowledge hours remain strong

Programs reported on the number in-class hours that they require. Core functional areas topped the list; the numbers reflect actual 60-minute hours:

- Finance (56.2 hours)
- Accounting (48.6)
- International Business (44.5)
- Strategic Business Policy (44.3)
- Marketing (44.2)
- Economics (43.5)

Soft and other skill areas see increased emphasis

The survey also showed increases in time spent on the following areas:

- Class hours that were dedicated to leadership rose 64 percent, from 21.9, 60-minute class hours in 2002 to 36 in 2008.

In particular, the more expensive programs invest more time on leadership, with programs in the \$60,000-\$80,000 tuition range allocating 45, 60-minute hours in 2008.

- Class hours that were dedicated to entrepreneurship rose 105 percent, from 10.7, 60-minute class hours in 2002 to 21.9 in 2008.
- Class hours that were dedicated to ethics rose 124 percent, from 8.9, 60-minute class hours in 2002 to 20 in 2008.
- Class hours that were dedicated to communications rose 81 percent, from 10.8, 60-minute class hours in 2002 to 19.6 in 2008
- Class hours that were dedicated to professional development rose 183 percent, from 9.3, 60-minute class hours in 2002 to 26.3 in 2008.

The survey also shows insight on other aspects of Executive MBA Programs.

Program structure

The average class size is 44, up from 42 in 2007.

The average program length continues to be 20 months.

There is a slight shift to programs meeting every two weeks instead of weekly.

Fifty-eight percent of programs require an international trip, up from 53 percent in 2007. China continues to be the most popular destination.

Seven percent of the programs surveyed have an industry or profession focus. The most common specialty focus is healthcare.

Program costs and tuition reimbursement

There is a slight increase in the number of students receiving partial tuition reimbursement (33 percent in 2007, 36 percent in 2008). The number of students paying their own way decreased from 33 percent in 2007 to 32 percent in 2008. The number of organizations offering full reimbursement was 32 percent, down from 34 percent in 2007.

The average total program costs of all Executive MBA member programs worldwide rose from \$57,954 in 2007 to \$62,905 in 2008.

Executive MBA student demographics

The average student age is 36.5 percent.

The years of work experience (approximately 12.8 years) and years of management experience (8.2) have stayed relatively the same over the past five years.

The percentage of female students has remained steady the past five years (27 percent).

About the Executive MBA Council

The Executive MBA Council fosters excellence and innovation worldwide in Executive MBA Programs. 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. Currently the council includes more than 200 colleges and universities that administer 320 plus programs in more than 25 countries worldwide. Analysis of the 2008 Membership Program Survey was conducted by Percept Research, an independent market research firm and the council's research partner. For additional information, visit www.embac.org or contact Paula Mielke, media relations for the Executive MBA Council, 651-647-0311 or paula.mielke@embac.org, or Darlene Gorrill, 651-481-0066.