

# Survey Instrument (selected questions that are relevant for the case)

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Thank you for agreeing to participate in this survey regarding your perception of different business schools across the world. The survey is being conducted by GMAC.

It should take approximately 25 minutes to complete. The information you provide will be treated in the strictest confidence. No market research company or third party will contact you for sales or any other purposes as a result of this study. All information will be analyzed in aggregate and individual responses will be kept confidential.

Q1. What was the actual GMAT score that you received in your test? \_\_

Q2a. Have you ever considered doing an MBA program?

- Yes..... 1
- No..... 2

Q2b. Select the statement below that best describes the current state of your MBA application process.

- Yet to apply to any MBA program.....1
- Already applied for at least one MBA program.....
- 2 Currently doing an MBA.....
- 3 Already finished / graduated from an MBA program...4

Q2c. In how many months from now do you **intend to start** your MBA program in a business school? Select one option from the list below.

- Within the next 6 months.....1
- in 6-12 months..... 2
- in 12-18 months .....3
- in 18-24 months..... 4
- in 24-36 months..... 5
- in more than 3 years from now.....6

Q3. Thinking about business schools around the world, which name comes to your mind first for an MBA program? Type one name in the box provided below.

Q4. Which other international business schools come to your mind for an MBA program? Type up to three names in the boxes provided below.

Q5. For each of the business schools listed below, select one option that best illustrates your experience and relationship with the school from the point of view of an MBA program. Select only one option for each business school.

**FUNNEL STEPS VARY BASED ON STATUS FROM Q2b:**

**1. FOR FORMER AND CURRENT STUDENTS**

- Option 1: Have not heard of it
- Option 2: Have heard of but didn't consider it for my MBA
- Option 3: Considered for my MBA but didn't apply
- Option 4: Applied
- Option 5: Applied and it was one of my favourite schools
- Option 6: Doing/ have done my MBA at this school

**2. FOR PRESENT APPLICANTS**

- Option 1: Have not heard of it
- Option 2: Have heard of but won't consider it for my MBA
- Option 3: Considered for my MBA but didn't apply
- Option 4: Have or will apply
- Option 5: Have or will apply and it's one of my favourite schools
- Option 6: Is my top choice for an MBA

**3. FOR FUTURE APPLICANTS**

- Option 1: Have not heard of it
- Option 2: Have heard of but won't consider it for my MBA
- Option 3: May consider it for my MBA
- Option 4: Will definitely consider it for my MBA
- Option 5: It's one of my favourite schools for an MBA and will definitely apply
- Option 6: Is my top choice for an MBA

	<b>O1</b>	<b>O2</b>	<b>O3</b>	<b>O4</b>	<b>O5</b>	<b>O6</b>
Harvard Business School	0	1	2	3	4	5
London Business School						
Wharton						
INSEAD						

Columbia Business School						
Kellogg						
IMD						
Stanford						
HEC						
IESE						
MIT – Sloan School of Management						
Dartmouth – Tuck School of Business						
NYU – Stern School of Business						
Chicago – Booth School of Business						
University of California, Berkeley – Haas School of Business						
IE						
Judge Business School (Cambridge University)						
Saïd Business School (Oxford University)						
Others (please specify):						

In this main section of the survey we will ask questions to understand how you evaluate business schools across the world. First, we would like to understand your attitudes towards MBA programs in general.

Q6. Indicate your level of agreement with each of the statements regarding MBA programs below using the scale provided. When responding, make sure that you compare your answer to a top-quality 4 or 5-year regular university degree (e.g. US or UK bachelor's degree, German Diploma, French Grande Ecole, 5-year "pre-experience" master's degree, etc.).

	<b>Disagree</b>	<b>Disagree somewhat</b>	<b>Neutral</b>	<b>Agree somewhat</b>	<b>Agree</b>
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An MBA is essential for achieving financial stability	1	2	3	4	5
An MBA opens up wider business career opportunities and paths					
An MBA allows you to command a higher salary in the business world					
An MBA allows you to achieve faster career progression					
An MBA allows you to achieve your entrepreneurial ambitions					
An MBA is essential to gain leadership skills					
An MBA is essential to gain international experience					

An MBA degree has lost some of its prestige over the years.					
An MBA is not necessary for those with entrepreneurial ambitions					
An MBA is a good financial investment					
An MBA helps you to meet interesting people					
I prefer business schools that have a campus in my home country					

Q7. Indicate your level of agreement with each of the statements below using the scale provided (Note that wording was slightly adapted for present and future applicants).

	<b>Disagree</b>	<b>Disagree somewhat</b>	<b>Neutral</b>	<b>Agree somewhat</b>	<b>Agree</b>
I decided to do an MBA because I wanted to open up wider career opportunities	1	2	3	4	5
I decided to do					

an MBA because my spouse/partner signed up for an MBA					
I decided to do an MBA because I wanted time out from my current career					
I decided to do an MBA because I had difficulty finding the job I was looking for					
I decided to do an MBA because my company was financing it					
I decided to do an MBA because my family was financing it					
I decided to do an MBA to help me achieve my entrepreneurial ambitions					
I decided to do an MBA to command a higher salary					

I decided to do an MBA to meet interesting people					
I decided to do an MBA to gain international experience					

Q15. Using the scale provided below, indicate how likely you are to recommend each of the MBA schools to friends, colleagues or relatives. Select only one option for each school. *This was only asked for schools that respondents had at least considered applying to.*

	<b>Very unlikely</b>	<b>Somewhat unlikely</b>	<b>May or may not</b>	<b>Somewhat likely</b>	<b>Very likely</b>
Harvard Business School	1	2	3	4	5
London Business School					
Wharton					
INSEAD					
Columbia Business School					
Kellogg					
IMD					
Stanford					
HEC					
IESE					

MIT – Sloan School of Management					
Dartmouth – Tuck School of Business					
NYU – Stern School of Business					
Chicago – Booth School of Business					
University of California, Berkeley – Haas School of Business					
IE					
Judge Business School (Cambridge University)					
Saïd Business School (Oxford University)					
Others (Display from Q5):					

In this section of the survey, we ask you to choose between different benefits and offerings from business schools that have influenced or will influence your decision to apply to them for an MBA program.

Q16. You will see groups of benefits and offerings from business schools on a total of 10 screens. On each screen, select the “least important” and the “most important” benefit when choosing a business school for an MBA.

1. Highly ranked MBA program
2. World-class teaching faculty
3. Excellent research reputation of faculty
4. Exceptionally strong alumni network
5. Multiple locations, thereby providing international experience



6. Is considered the world's best in the specific sector I am interested in
7. Longstanding and rich heritage
8. Very strong recruiter and corporate relations
9. Excellent return on investment
10. Scholarship awards significantly high
11. Wide range of funding options
12. Best curriculum in terms of content, relevance and application
13. High degree of flexibility in designing your own MBA program (e.g. wide variety, projects, etc.)
14. Ability to do longer internship (i.e. 3 months)
15. Nurtures leadership potential and skills
16. Very diverse class profile (age, gender, nationality, years of experience)
17. Located in a world-class city
18. Nurtures and develops entrepreneurial skills
19. Length of MBA program suits me
20. Excellent potential for salary increase after graduation
21. Great social activities as part of the experience
22. High quality of students
23. Excellent career opportunities
24. Students have substantial years of work experience
25. Outstanding international reputation
26. Excellent avenues for career change (i.e. in terms of sector, geography and/or function) after graduation
27. Ability to take some of the courses online
28. Outstanding career services (e.g. career curriculum, support, coaching, advising, etc.)

Q17. Indicate your level of agreement using the scale provided for each of the statements for the two business schools below. We are interested in your frank and honest opinion – there are no right or wrong answers (Note: Schools were randomly assigned based on funnel performance in Q5. Respondents could only rate schools that they were familiar with).

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neither agree nor disagree</b>	<b>Agree</b>	<b>Strongly agree</b>
Is among the most highly ranked MBA programs in the world	1	2	3	4	5
Has a world-					

class teaching faculty					
Research reputation of faculty is excellent					
Has an exceptionally strong alumni network					
Program is offered across multiple locations, thereby providing international experience					
Is considered the world's best in the specific sector I am interested in					
Has a longstanding and rich heritage					
Has very strong recruiter and corporate relations					
MBA program provides an excellent return on investment					
Has a high volume of scholarships on					

offer					
Offers a wide range of funding options					
Best curriculum in terms of content, relevance and application					
Offers a high number of electives on a wide range of topics					
Allows high degree of flexibility in designing your own MBA program					
Provides ability to do longer internship (i.e. 3 months)					
Nurtures leadership potential and skills					
Has a very diverse class profile (age, gender, nationality, years of experience)					
Located in a world-class city					

Nurtures and develops entrepreneurial skills					
Offers a one-year MBA program					
Provides excellent potential for salary increase after graduation					
Offers great social activities as part of the experience					
Quality of students is very high					
Majority of students get top jobs / career opportunities after graduation					
Students have substantial years of work experience					
Has an outstanding international reputation					
Requires outstanding language skills in addition to					

English					
Offers outstanding career services					
Offers excellent avenues for career change (i.e. in terms of sector, geography and/or function) after graduation					
Offers the ability to take some of the courses online					

Q20. Did you apply/are planning to apply for a 1-year MBA program or a 2-year MBA program? Select the statement below that best describes your preference.

- Planning to apply / have applied only for 2-year MBA programs
- Planning to apply / have applied only for 1-year MBA programs
- Indifferent, and will apply / have applied for both 1-year and 2-year MBA programs

Based on your previous answers, we have a few more questions **related to INSEAD**.

Q22. Are you aware of the fact that INSEAD requires proficiency in a minimum of 2 languages for admission to its MBA program, and a basic knowledge of a third language in order to graduate?

- Yes
- No

Q25a. Rate the **3-language criteria** in influencing your decision to apply to INSEAD for an MBA, using the scale below.

- Is the key reason why I will apply/applied
- Makes/made me more likely to apply
- Doesn't/didn't really influence my decision
- Makes/made me hesitate a little before applying

- Makes/made me hesitate a lot before applying

Q25b. Rate the **3-language criteria** in influencing your decision **NOT** to apply to INSEAD for an MBA, using the scale below.

- Will not/didn't influence my decision NOT to apply at all
- Is a minor reason why I will/did NOT apply
- Is the key reason why I will/did NOT apply

Q26a. Rate the **one-year MBA offering** in influencing your decision to apply to INSEAD, using the scale below.

- Is the key reason why I will apply/applied
- Makes/made me more likely to apply
- Doesn't/didn't really influence my decision
- Makes/made me hesitate a little before applying
- Makes/made me hesitate a lot before applying

Q26b. Rate the **one-year MBA offering** in influencing your decision **NOT** to apply to INSEAD, using the scale below.

- Will not/didn't influence my decision to NOT apply at all
- Is a minor reason why I will/did NOT apply
- Is the key reason why I will/did NOT apply

Thank you for your feedback and opinions. For classification purposes, you are requested to -

Q30. Type in your age in completed number of years in the box provided below.

Q31. Indicate your gender

Q32. Select your country of residence from the drop down list.

Q33. How many years of work experience do you have?

- No work experience
- Up to 1 year of experience
- 1 – 3 years of experience
- 3 – 5 years of experience
- 5 – 7 years of experience
- 7 – 10 years of experience
- More than 10 years of experience