

International perceptions of business education in Canada
CarringtonCrisp
June 2010

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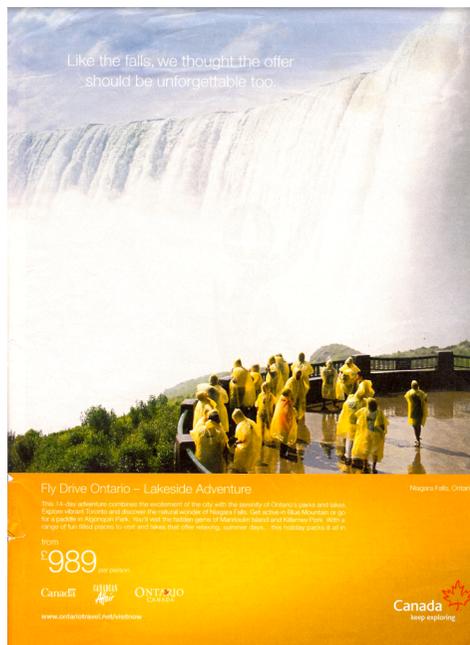
1. Introduction

- 1.1 The Canadian Federation of Business School deans commissioned CarringtonCrisp to carry out research in to the perceptions of Canadian business education among international students. The research was conducted in March/April 2010 as part of The Business of Branding study. The study has run for six years with more than 50,000 respondents taking part at 80 business schools in 20 countries. In 2010, the study involved respondents from 120 countries.
- 1.2 A series of questions were created for all non-Canadian respondents to answer, examining attitudes to studying overseas, preferred destinations, perception of Canada and Canadian business education, and actions that could be taken to enhance the attractiveness of Canada as a study destination.
- 1.3 In addition, a desk-based review was undertaken of current marketing of Canada as a business education destination and other perceptions held about Canada.
- 1.4 The survey attracted 2479 respondents. Around one-third of these respondents were already studying overseas. The sample was broken down as follows:
- First degree (1074),
 - Full-Time MBA (134),
 - Part-Time/Executive MBA (197),
 - Other Business Masters (542),
 - Research Degree (53),
 - Alumni (479)
- 1.5 The largest responses by nationality were from Australia, China, France, Germany, India, Indonesia, Italy, Malaysia, Netherlands, New Zealand and the UK.

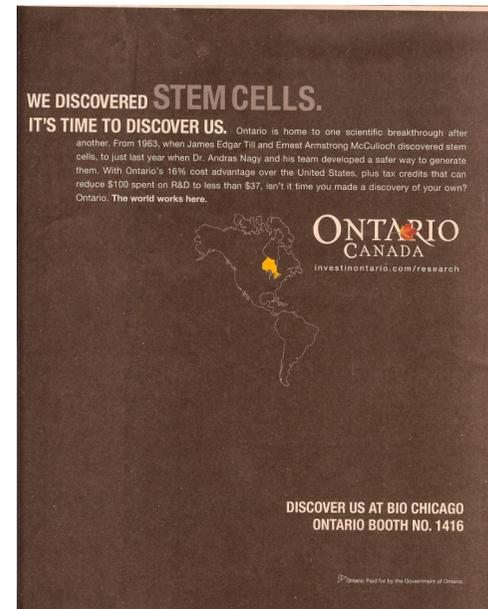


2. Current positioning

2.1 Canada is often perceived in terms of a tourist destination. Indeed the 'Country Brand Index 2009' produced by Future Brand made the following observation "Canada continues to do an excellent job with its branding. Using all the country has to offer, it promotes the experience of adventure, friendly people, diverse culture and beautiful landscapes'. The recent Vancouver Winter Olympics have enhanced many of these perceptions and they are consolidated with advertising such as that shown of Niagara Falls seen below.



2.2 However, Canada is much less known for its business and scientific excellence. The advertisement below from a recent issue of the Financial Times would surprise many, as would the knowledge that RIM, the makers of Blackberry, are a Canadian firm. The performance of the Canadian banks and financial system has been good during the current global economic crisis. However, this image of economic and scientific strength is not the focus of Canada's reputation globally and consequently, does not feed through to assist the international promotion of business schools and business education.





- 2.3 For an international student considering studying business internationally, the starting place will often be a search on Google. Increasingly it may also involve use of social networking tools such as Facebook and LinkedIn. Research by CarringtonCrisp suggests that more than 60% use the internet as their primary means of finding out about schools and courses, a similar or greater number will use Google when they first search the internet for information about business schools and as many as 80% may be using Facebook on a regular basis, although not always to look for information about business schools.
- 2.4 From the UK, CarringtonCrisp carried out a search for the term 'Canada MBA' on Google. The first Canadian school offering an MBA appeared towards the bottom of the first page of results and was Lansbridge University. The results appearing further up the page were a mixture of advertised MBA offers in other countries and third-party sites claiming to offer guides to MBAs in Canada. These and subsequent pages are shown as screen grabs on the following pages.
- 2.5 The first of these guides was Canadian-universities.net On clicking through to this site the visitor is confronted with some generic text about finding an MBA and advertising for MBA and MSc programmes in the UK. It is unlikely that an international student will spend much time on this page before going on to look elsewhere.
- 2.6 Further down the list of initial results is a link to the Simon Fraser MBA programme, but these results are unlikely to inspire an international student and suggest that some work needs to be done both by individual schools and collectively to improve search engine optimization and push more appropriate results about Canadian MBAs higher up the first page.
- 2.7 A second search was then conducted on Google for the term 'Canada business school'. The results are more encouraging with Rotman, Schulich and Queen's on the first page of results. However, this perhaps illustrates the problem that occurs if a prospective student searches for the 'wrong' term on Google, with the results that they may be deterred from following through on an interest in Canadian business education.
- 2.8 Further searching on Google turned up a promising link to a site titled StudyCanada which appeared to offer a portal to a range of business education offers in Canada. However, on reaching the site the results are disappointing. The introductory copy is weak, sending no clear messages about the excellence of Canadian education or the benefits of studying in Canada. Although the design makes it easy to access local resources, the overall impression lacks quality and appears to suggest little investment has gone in to the project.
- 2.9 Many countries offer information about education opportunities through official government sites and Canada is no different. Further searching produced Canada's International Gateway (canadainternational.gc.ca) with a Study in Canada link in the left hand menu bar. Had this link appeared in either of the earlier searches for 'Canada MBA' or 'Canada Business School' it would have been helpful for a prospective student.
- 2.10 Following through the menu link titled 'Study in Canada' a prospective student reaches a general information page with some bullet points, one of which emphasises how cheap it is to study in Canada. Although value for money is important among prospective students according to other research undertaken



by CarringtonCrisp, students also make it clear that in most cases they do not choose the cheapest option available. Instead, they associate cheap with a lack of quality and this can be a disincentive to study in a particular location.

- 2.11 At the foot of this page there are some further useful contacts, but a prospective student should click on the link now on the right hand side of the page with the photo that is titled 'Study in Canada' which brings them to a page headed 'Canada – the key to your future'. The opening copy introduces Canada, highlighting many of the same issues mentioned by the Country Brand Index and is followed up with bullet points that repeat much of the information from the first page of this site. The number of clicks required to reach information of value to a prospective student is high and making it easier to reach valuable content would be beneficial.
- 2.12 A button on this page allows a user to 'Find A Program' which leads to another holding page where to find a programme the user clicks 'Continue'. An initial search for an MBA, in English at Master level without expressing a location preference produced just one result – a Post-MBA Diploma.
- 2.13 Changing the search terms to an MBA in English at all levels and no location preference, produces 4 results, 3 at the University Canada West and the fourth as before. Changing the terms again to search for French as the language of study, produces 13 results, all at the **Université du Québec**. A prospective student would probably be on the point of giving up by now.
- 2.14 However, persevering and changing the key word from MBA to Business Administration and not specifying any other

requirements produces 467 results, however, these are so diverse that the results are of little value to a prospective student. A further change to the search terms, retaining Business Administration, but adding University – Master in the Program Level box produces 92 records with a variety of MBA offers at different institutions.

- 2.15 By contrast, the British Council site allows a search for MBA on its home page and immediately produces a list of relevant results for a prospective student.
- 2.16 As a starting point for an international student, this experience of searching Google and using official government sites, will do little to encourage or inspire a prospective student to take their interest further.



Canada MBA

About 10,200,000 results (0.33 seconds) [Advanced search](#)

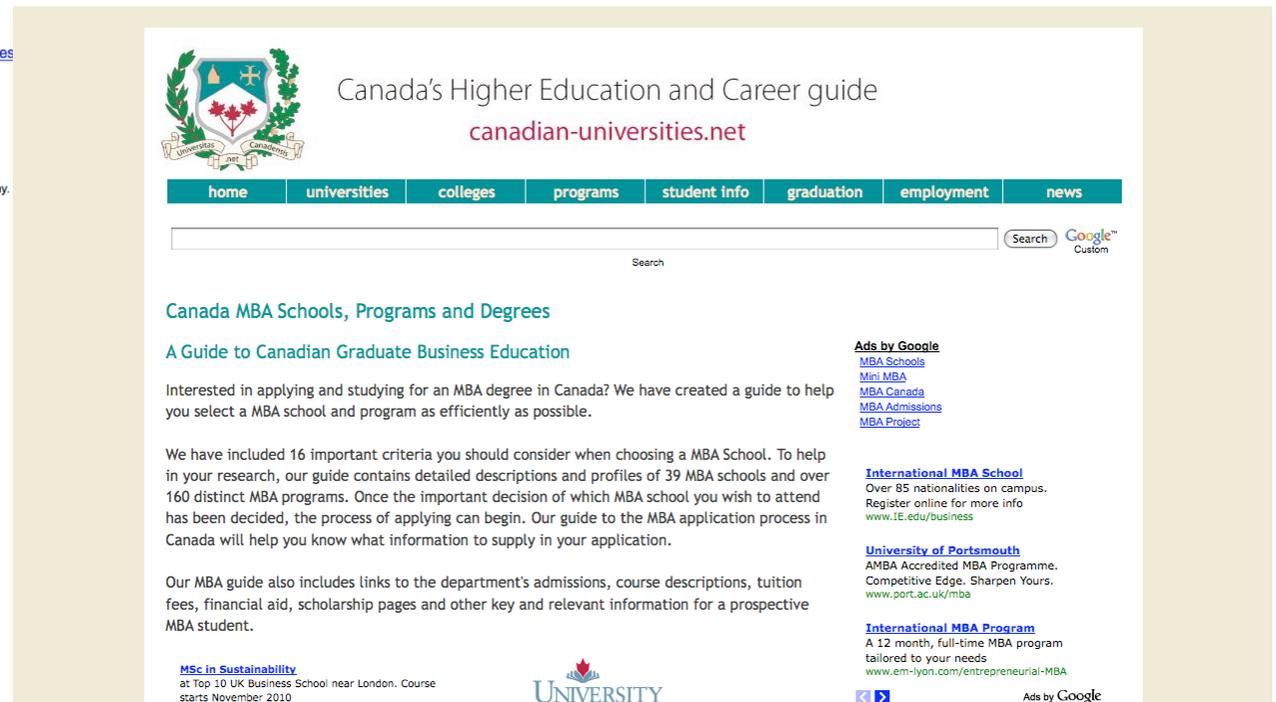
- Everything
- More
- The web
- Pages from the UK
- More search tools

- The Manchester MBA**
www.mbs.ac.uk/mba - Ranked 5th Worldwide by Forbes, the Manchester MBA transforms careers.
- MBA Programs in Canada**
www.find-mba.com/ - Find your MBA degree in our global Business School database
- Canada MBA Schools, Programs and Degrees**
Canadian MBA Schools - Competition at University of Toronto.
www.canadian-universities.net/MBA/index.html - Cached - Similar
- Applying to an MBA Program in Canada**
 The process for applying to an MBA school in Canada. What you should include in your MBA application.
www.canadian-universities.net/MBA/MBA_Application.html - Cached - Similar
- [Show more results from www.canadian-universities.net](#)
- canadian mba pharmacy canada air at canadianmba.com**
canadian mba pharmacy canada air online program business schools accounting.
www.canadianmba.com/ - Cached - Similar
- MBA in Canada**
 Information about full-time, part-time, executive MBA programs offered by business schools in Canada.
www.infozee.com > MBA Program - Cached - Similar
- Top Business Schools Canada - Canadian MBA Rankings, Best Business Schools**
 List of top Canadian MBA programs & Business School Rankings.
www.infozee.com > MBA Program > MBA - Canada - Cached - Similar
- MBA program: TOP CANADA & AUSTRALIA MBAs rankings**
 Canada top mba ranking and Australia top mba ranking.
www.mbaprograms.org/mbaprograms/canadamba.asp - Cached - Similar
- Online MBA Canada**
 19 Apr 2010 ... Online MBA and eMBA degrees designed for managers of the fast economy.
www.lansbridge.edu/ - Cached - Similar

- Int'l Master's Degrees**
 Get Online International Master's degrees at University of Liverpool
www.Online-Education.net
- Find the MBA best for you**
 MBA Excellence around the world, linked to the Uniiks Career Network
MBA.Uniiks.com
- [See your ad here >](#)

Google search for 'Canada MBA'

Home page for Canadian-universities.net



The screenshot shows the homepage of Canadian-universities.net. At the top, there is a navigation menu with links for home, universities, colleges, programs, student info, graduation, employment, and news. Below the menu is a search bar with a Google Custom search button. The main content area features a heading "Canada's Higher Education and Career guide" and a sub-heading "Canada MBA Schools, Programs and Degrees". The text describes a guide to Canadian Graduate Business Education, mentioning 16 criteria for choosing a school and 39 MBA schools. It also includes links to various resources like "MBA Schools", "MBA Canada", and "MBA Admissions". The footer contains a logo for the University of York and a small advertisement for an MSc in Sustainability program.

Home page for Lansbridge University



MBA home page, Simon Fraser University

Master of Business Administration (MBA)

The power to change.

Welcome to an MBA for a changing world.

If your passion is to build a better world, and you recognize that business has the power to shape that world, this MBA will put you on the fast track to playing your part. In just 12 months, the program's intense academic curriculum, cohort-based projects and subsequent internships will broaden your thinking, hone your skills and develop your leadership qualities.

Whether your goals include joining an existing organization or pursuing your own entrepreneurial venture, we'll give you the tools and experience to thrive in the new business world. If you want to be more and do more with your life, this is the place to start.

Find out more >>



Canada business school Search

About 68,900,000 results (0.31 seconds) [Advanced search](#)

Everything
More

The web
Pages from the UK
More search tools

Toronto Business School Sponsored link
OmniumGEMBA.com Learn on 4 continents, and earn 2 MBA degrees from Rotman & HSG

Top Business Schools Canada - Canadian MBA Rankings, Best Business ...
List of top Canadian MBA programs & Business School Rankings.
[www.infozee.com](#) > MBA Program > MBA - Canada - Cached - Similar

Schulich School of Business
In Ontario, Canada, SSB provides undergraduate and graduate programs in management including MBA (in several modes), Masters of Public Administration, ...
[www.schulich.yorku.ca/](#) - Cached - Similar

List of business schools in Canada - Wikipedia, the free encyclopedia
The following is a list of business schools in Canada organized by province. Alberta. Bisset School of Business - Calgary, Alberta - Business Department ...
[en.wikipedia.org/wiki/List_of_business_schools_in_Canada](#) - Cached - Similar

Rotman School of Management
The Rotman School of Management is redesigning business education for the 21st century with a curriculum built around Integrative Thinking and Business ...
[www.rotman.utoronto.ca/](#) - Cached - Similar

Queen's School of Business, Queen's University, King
Queen's School of Business – Kingston, Canada. Canada's premie among the best in the world. Bachelor of Commerce, MBA, PhD, ...
[business.queensu.ca/](#) - Cached - Similar

Canadian Business College, Canadian Business Sch
Canadian Business School offers College and University Degree & been approved by the Commission on Dental Accreditation of Cana
[www.cbstraining.com/](#) - Canada - Cached - Similar

CBO B-Schools: descriptions and rankings of Canada
If you're looking for top business education, we offer a comprehens programs to help you decide which curriculum is best for you.
[www.canadianbusiness.com/managing/education/index.jsp](#) - Cach

The Henley MBA.
Success made better.
Find out how at a preview day.
[www.henley.reading.ac.uk/mba](#)

Manchester Bus. School UG
One of the UK's top ranked business schools, BA or BSc: Study with MBS.
[www.mbs.ac.uk](#)

Business Schools Canada
Business School in Canada
Top Professors, AACSB Accredited.
[JohnMolson.Concordia.ca](#)

Canada Education Network
Apply here to study in Canada with any Canadian college or university
[www.caneducation.com](#)



en français

Welcome to StudyCanada

Learn about universities, community colleges, technical institutes, career colleges, secondary schools, summer camps and language schools in Canada. Click on the map or links below to be taken to your local Canadian Education Centre StudyCanada website to learn more about studying at schools in Canada!



CEC Brazil	CEC Indonesia	CEC Singapore	CEC Vietnam	Japanese
CEC China	CEC Malaysia	CEC Taiwan	Arabic	Korean
CEC Hong Kong	CEC Mexico	CEC Thailand	English	Norwegian
CEC India	CEC Russia	CEC Turkey	French	Spanish

StudyCanada is a comprehensive resource guide to schools in Canada. Find out about studying at universities, community colleges, technical institutes, career colleges, secondary schools, summer camps and language schools in Canada. Learn about the education system in Canada, school requirements, school costs, climate, cost of living, accommodations, history and more. Find current information on getting a visa or the type of study permit needed to study at a school in Canada. StudyCanada is published in 15 different languages and is linked to the 13 Canadian

Google search for 'Canada business school'

Home page for Study Canada

Home page for Canada's International Gateway

1 click from home page to Studying in Canada section

Arts and Culture	Canada every year to study. International students bring a rich culture to our classrooms. Your knowledge and skills are welcome in our schools.
Tourism	
Studying in Canada	
Doing Business with Canada	» Canadian universities and colleges are respected worldwide for their high quality of education.
Foreign Policy	» Tuition fees for international students in Canada, and the cost of living, are among the lowest in the world.
Development Cooperation	» Eligible students can gain valuable Canadian work experience through off campus employment.
About Canada	
For Canadians	
Services for Canadian Travellers	» Canada ranks among the most multicultural nations in the world. Regardless of ethnic origin, students feel at home in our diverse communities and campuses.
Service Canada	
Services for Business	» According to the United Nations, Canada offers one of the highest standards for quality of life in the world.



Take the Next Step

[Learn about applying for a visa to study in Canada](#)

Study in Canada



Related sites

- » [Canadian Information Centre for International Credentials](#): maintains the only Canadian online and authoritative directory of universities, colleges and schools recognized and authorized by the Canadian provinces and territories. This site includes information on foreign credential evaluations and qualification recognition. CICIC is a unit of the [Council of Ministers of Education, Canada \(CMEC\)](#)
- » [Association of Universities and Colleges of Canada](#): represents 92 Canadian public and private not-for-profit universities and university-degree level colleges.
- » [Association of Canadian Community Colleges](#): represents colleges and institutes to government, business and industry, both in Canada and internationally.
- » [Languages Canada](#): offer information on English and French language programs and schools.

Date Modified: 2010-02-26

[Top of Page](#)

[Impror](#)

2 clicks from home page to Canada – the key to your future section

Further detail on Studying in Canada page



The screenshot shows the CMEC website home page. At the top, there are logos for CMEC (Council of Ministers of Education, Canada) and the Government of Canada. Below the logos is a banner with the word "Imagine" and the tagline "A THRIVING RESEARCH CULTURE". A navigation bar contains links for Français, Home, Contact Us, Help, Search, and canada.gc.ca. The main content area is divided into two sections: "CANADA - THE KEY TO YOUR FUTURE" and "CANADA - THE BEST PLACE TO LIVE WHILE YOU LEARN". The first section includes a sub-header "Set your sights high" and a paragraph describing the benefits of studying in Canada. The second section includes a sub-header "CANADA - THE BEST PLACE TO LIVE WHILE YOU LEARN" and a list of three bullet points: "Consistent high quality educational opportunities", "Thriving research environment", "Qualifications valued the world over", "One of the best places in the world to live", and "Great variety of programs", "A land of innovative and entrepreneurial spirit". At the bottom, there are three numbered buttons: "1 FIND A PROGRAM", "2 CALCULATE EDUCATION COSTS", and "3 STUDENT VISA INFORMATION", followed by a "Go!" button. The footer contains a link to "EXPLORE STUDYING IN CANADA'S PROVINCES" and a world map graphic.



[Français](#) | [Home](#) | [Contact Us](#) | [Help](#) | [Search](#) | [canada.gc.ca](#)

- Study in Canada**
- Why Study in Canada
- Find a Program
- Calculate Education Costs
- Student Visa
- Sign up
- Log in
- Canada's Provinces**
- Explore Canada's Provinces
- Canada's Education System
- Events
- Scholarships
- Working as a Student
- What to Expect
- FAQ
- Youth Programs
- Foreign Affairs and International Trade Canada
- Copyright
- Proactive Disclosure

Find a Program

Explore the post-secondary education options Canada has to offer. Browse detailed information about Canadian schools and programs and find the ones that best match your needs. Limit your search by selecting from the options below:

This search will only return post secondary institution programs. If you wish to continue press the button below.

For more information on the following other programs offered by non post secondary institutions, click any of the following links.

[Language Schools](#)
[Secondary Schools](#)
[Online and Distance Learning](#)

First search results – only 1 response

3 clicks from home page to start of Program search



[Français](#) | [Home](#) | [Contact Us](#) | [Help](#) | [Search](#) | [canada.gc.ca](#)

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Find a Program

Explore the post-secondary education options Canada has to offer. Browse detailed information about Canadian schools and programs and find the ones that best match your needs. Limit your search by selecting from the options below:

Search by keyword : MBA
Language of study : English
Program Level : University - Master
Location : No Preference (any province or territory)

1 Records found

Sort By

Program Name	School Name	City Name	Save to Your Favourites (check)
1. Post-MBA Diploma in Advanced Management	York University, Toronto, Ontario		<input type="checkbox"/>

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- Study in Canada**
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- [Find a Program](#)
- [Calculate Education Costs](#)
- [Student Visa](#)
- [Sign up](#)
- [Log in](#)
- Canada's Provinces**
- [Explore Canada's Provinces](#)
- [Canada's Education System](#)
- [Events](#)
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- [Working as a Student](#)
- [What to Expect](#)
- [FAQ](#)
- [Youth Programs](#)
- [Foreign Affairs and International Trade Canada](#)
- [Copyright](#)
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Find a Program



Explore the post-secondary education options Canada has to offer. Browse detailed information about Canadian schools and programs and find the ones that best match your needs. Limit your search by selecting from the options below:

Search by keyword : MBA
Language of study : English
Program Level : All Program Levels
Location : No Preference (any province or territory)

4 Records found

Sort By

Program Name	School Name	City Name	Save to Your Favourites (check)
1. MBA University Canada West, Victoria, British Columbia			<input type="checkbox"/>
2. MBA (2-year program for Non-Business Graduates) University Canada West, Victoria, British Columbia			<input type="checkbox"/>
3. MBA (Accelerated for University Business Graduates) University Canada West, Victoria, British Columbia			<input type="checkbox"/>
4. Post-MBA Diploma in Advanced Management York University, Toronto, Ontario			<input type="checkbox"/>

Second search results – 4 programs listed

- [Home](#)
- Study in Canada**
- [Why Study in Canada](#)
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- [Calculate Education Costs](#)
- [Student Visa](#)
- [Sign up](#)
- [Log in](#)
- Canada's Provinces**
- [Explore Canada's Provinces](#)
- [Canada's Education System](#)
- [Events](#)
- [Scholarships](#)
- [Working as a Student](#)
- [What to Expect](#)
- [FAQ](#)
- [Youth Programs](#)
- [Foreign Affairs and International Trade Canada](#)
- [Copyright](#)
- [Proactive Disclosure](#)

Find a Program



Explore the post-secondary education options Canada has to offer. Browse detailed information about Canadian schools and programs and find the ones that best match your needs. Limit your search by selecting from the options below:

Search by keyword : MBA
Language of study : French
Program Level : All Program Levels
Location : No Preference (any province or territory)

14 Records found

Sort By

Program Name	School Name	City Name	Save to Your Favourites (check)
1. Master of Business Administration in Financial Services Université du Québec, Montréal, Québec			<input type="checkbox"/>
2. Maîtrise en administration des affaires (MBA pour cadres) Université du Québec, Chicoutimi, Québec			<input type="checkbox"/>
3. Maîtrise en administration des affaires (MBA pour cadres) Université du Québec, Rouyn-Noranda, Québec			<input type="checkbox"/>
4. Maîtrise en administration des affaires (MBA pour cadres) en services financiers Université du Québec, Gatineau, Québec			<input type="checkbox"/>
5. Maîtrise en administration des affaires (MBA pour cadres) en services financiers Université du Québec, Montréal, Québec			<input type="checkbox"/>

Third search results – 13 programs listed



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Find a Program



Explore the post-secondary education options Canada has to offer. Browse detailed information about Canadian schools and programs and find the ones that best match your needs. Limit your search by selecting from the options below:

Search by keyword : Business Administration
Language of study : Any
Program Level : All Program Levels
Location : No Preference (any province or territory)

467 Records found

Sort By

Program Name | School Name | City Name

Save to Your Favourites (check)

1. ACCESS Business Administration Integrated
[Red River College of Applied Arts, Science and Technology, Winnipeg, Manitoba](#)
2. Accounting, Payroll and Business Administration
[CompuCollege Atlantic Canada, Charlottetown, Prince](#)

Fifth search result – 92 programs listed

Fourth search results – 467 programs listed

Home

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- Student Visa
- Sign up
- Log in

Canada's Provinces

- Explore Canada's Provinces
- Canada's Education System

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Find a Program



Explore the post-secondary education options Canada has to offer. Browse detailed information about Canadian schools and programs and find the ones that best match your needs. Limit your search by selecting from the options below:

Search by keyword : Business Administration
Language of study : Any
Program Level : University - Master
Location : No Preference (any province or territory)

92 Records found

Sort By

Program Name | School Name | City Name

Save to Your Favourites (check)

1. Executive Master of Business Administration
[McGill University, Montreal, Québec](#)
2. Executive Master of Business Administration
[Simon Fraser University, Vancouver, British Columbia](#)
3. Executive Master of Business Administration
[York University, Toronto, Ontario](#)
4. Executive Master of Business Administration
[University of Western Ontario, London, Ontario](#)
5. Executive Master of Business Administration (Cornell-Queen's)
[Queen's University, Kingston, Ontario](#)



Search input field with 'MBA' and a 'GO' button. Below it is a 'View sitemap' link.

More about our activities and how to get involved

- English language
- Support for UK education
- Schools
- Sport
- Arts
- Climate

Secondary search bar with 'MBA' and 'GO' button, and links for 'Text only', 'Print this page', 'E-mail this page', and 'Add to favourites'.

British Council navigation bar with links for Learning, Arts, Science, Society, Contact us, and About us.

On the blogosphere

- British Council climate champion wins Toyota Earth Day scholarship**
By admin, 13 May 2010
Alissa Ali (left) Canadian International Climate Champion and Adam Raudonis (right) American International Climate Champion on ...
- HRH Prince Andrew, The Duke of York's visit to British Council teaching centre**
By admin, 12 May 2010
Photograph : Ahmed Menyawi This is my first [...]
- International Climate Champion meets Obama at Presidential Summit**

On film



British Council home page – MBA search

MBA search results

Results 1 - 10 for MBA. (0.40 seconds)

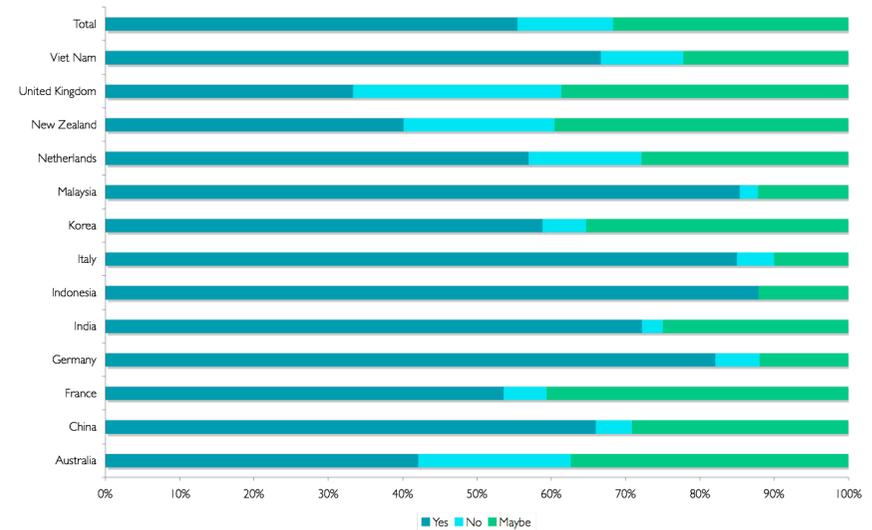
- [PDF] Master of Business Administration (MBA)**
File Format: PDF/Adobe Acrobat - [Quick View](#)
The **Master of Business Administration (MBA)** is widely seen as the most prestigious ...
The Official **MBA Handbook** compiled by the Association of MBAs offers ...
www.britishcouncil.org/learning-education-information-sheets-mbas.pdf
- MBA Programmes - Postgraduate - Study in the UK - Learning ...**
The **MBA** (Master of Business Administration) degree is internationally recognised and is seen as a passport to a successful management career. ...
www.britishcouncil.org/romania-learning-study-in-the-uk-postgraduate-mba.htm
- [PDF] Master of Business Administration (MBA)**
File Format: PDF/Adobe Acrobat - [Quick View](#)
The Official **MBA Handbook** compiled by the Association of MBAs offers advice and ... **MBA** programmes are accredited by AMBA (the Association of MBAs) which ...
www.britishcouncil.org/learning-infosheets-mbas.pdf
- [PDF] Measuring the internationalisation of Chinese higher education (HE ...)**
File Format: PDF/Adobe Acrobat - [Quick View](#)
Ping Kuang (BA, **MBA**), PhD Researcher, Coventry University, UK. Associate Professor, Jiangxi University of Finance and Economics, Nanchang, Jiangxi, China ...
www.britishcouncil.org/going_global_4_-_past_present_and_future_-_p_kuang_-_pp.pdf
- [PDF] Postgraduate Study in UK- A postgraduate course in the UK, gives ...**
File Format: PDF/Adobe Acrobat - [Quick View](#)
The **MBA** is a taught programme, like the taught master's above. The **MBA** is ... An **MBA** can cost from 4000 UK Pounds to ore than 15000 UK Pounds. ...
www.britishcouncil.org/cyprus-education-study-in-uk-faqs_pg.pdf
- Karin Ström - Case Studies - Education - British Council - Sweden**
British English **MBA**. ... I had been running my own business in Sweden for many years and decided that doing an **MBA** would be a way to develop the business ...
www.britishcouncil.org/sweden-education-casestudies-bowebshrire.htm



3. Interest in studying overseas

- 3.1 The survey indicates that there is strong interest in studying internationally, even among first degree students. Across the total sample, just over 50% indicated that if they were to undertake further study they would consider studying outside their home country. A further 30% answered 'Maybe' to this question.
- 3.2 The interest in studying overseas does however vary between nationalities, suggesting that there would be benefit in targeting any marketing efforts aimed at attracting more students. Those from the UK are least likely to be positive about studying overseas, with around one-third indicating that they would consider further study outside their home country.
- 3.3 Germans, Italians, Indonesians and Malaysians are most likely to consider studying outside their home country, with between 80% and 90% of these groups responding positively when asked about their possible future intentions.

Figure 1: Interest in studying in different countries



4. Destination perception

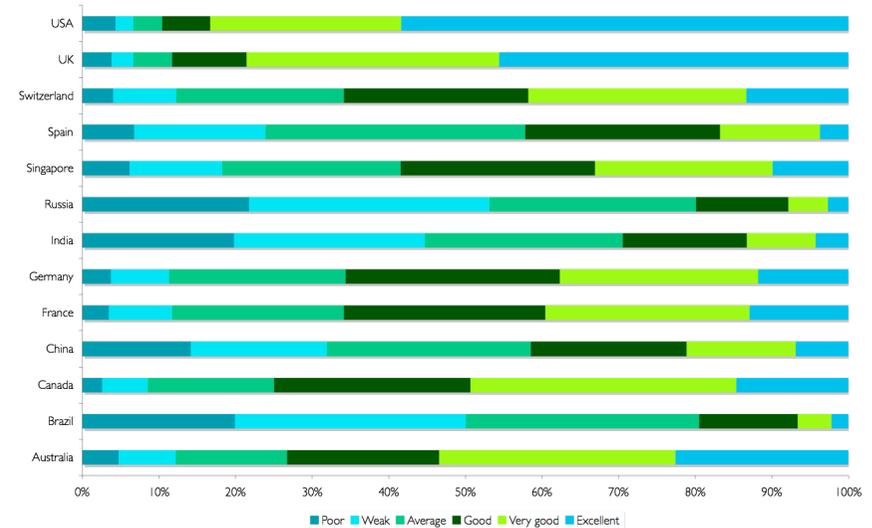
4.1 Respondents were asked about their views of 13 countries and their reputation as destinations for international business education. The countries offered to respondents were:

Australia
 Brazil
 Canada
 China
 France
 Germany
 India
 Russia
 Singapore
 Spain
 Switzerland
 UK
 USA

4.2 Respondents were asked to rate the reputation of each country on a scale from 1 to 6, where 1 represented 'Poor' and 6 represented 'Excellent'.

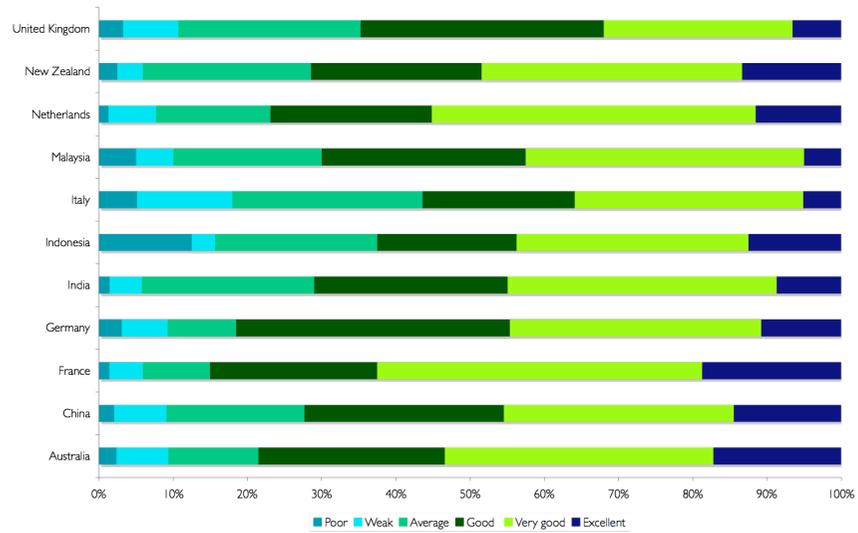
4.3 The US and UK were most highly rated. Just over 50% rated the US as 'Excellent' and just under 50% rated the UK as 'Excellent'. Third most popular was Australia, followed by Canada, Switzerland, France, Germany and Singapore. Around 50% considered Brazil, India and Russia as 'Poor' or 'Weak'.

Figure 2: Reputation of selected countries as destinations for international business education (total sample)



4.4 When responses are broken down by those nations with the largest responses in the survey, the French are found to be most positive about Canada with just over 60% stating that the reputation as a provider of international business education is 'Excellent' or 'Very Good'. Behind the French, the Dutch, Australians and New Zealanders are most likely to be positive about the reputation of Canada. Indonesians and Italians are least complimentary with just under 20% describing the reputation as 'Poor' or 'Weak'.

Figure 3: Reputation of selected countries as destinations for international business education (by largest responding nationalities)



5. Most likely destinations

- 5.1 Provided with the same list of countries, respondents to the survey were asked if they would actually consider studying in one of the list countries.
- 5.2 The pattern of responses closely follows that observed when asked about reputation. The most likely destinations are the UK, USA and Australia, followed by Canada, France and Switzerland. Around 70% say that they would consider the UK, the USA and Australia, with a further 15% indicating that they may consider each of these countries.
- 5.3 Just under 50% would definitely consider Canada and slightly more than 20% indicated that they may consider Canada. Least likely to be considered are Brazil, India and Russia with around 75% stating that they would not consider studying in these countries.
- 5.4 Among the highest responding nationalities, Malaysians and Indonesians are most likely to consider studying in Canada with around 60% responding positively; Italians are least likely to consider Canada with only one-third responding positively.

Figure 4: Countries that would be considered as destinations for international business education (total sample)

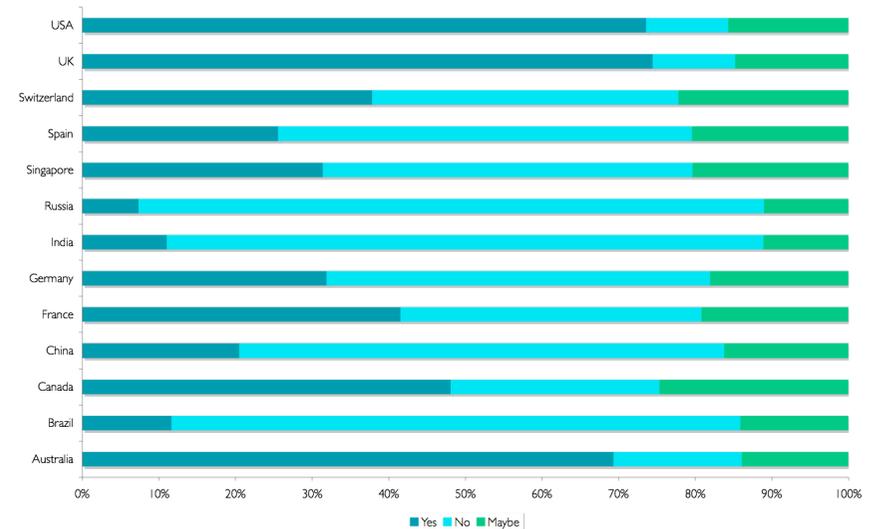
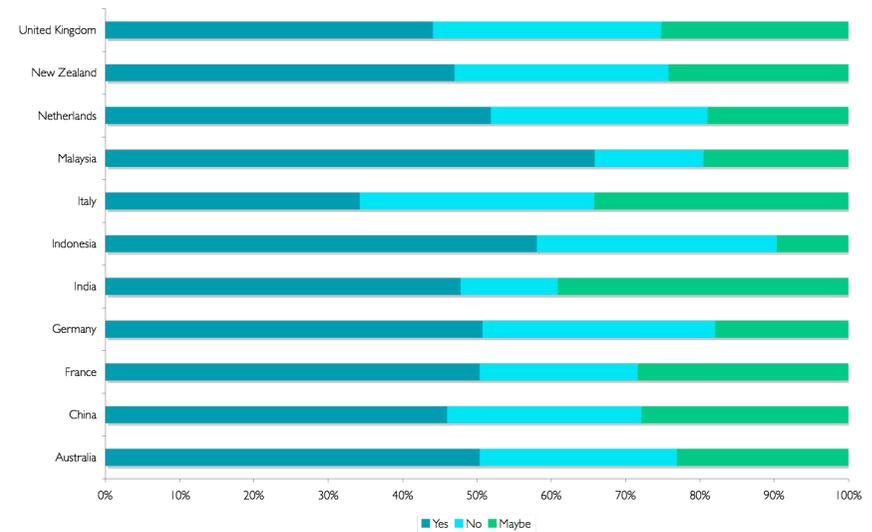


Figure 5: Countries that would be considered as destinations for international business education (by largest responding nationalities)



6. Reasons for studying business outside your home country

6.1 Respondents were provided with nine statements that indicated different reasons for studying business outside their home country

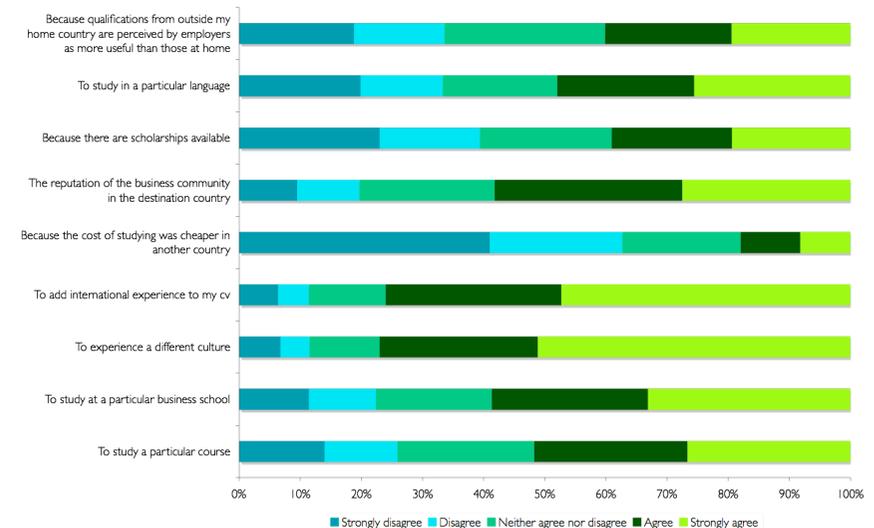
6.2 The top two reasons for studying internationally were 'To experience a different culture' and 'To add international experience to my CV'. More than 75% of the total sample agreed or strongly agreed with both of these statements.

6.3 The two least important reasons for studying internationally were 'Because there are scholarships available' and 'Because the cost of studying was cheaper in another country'.

6.4 As can be seen in the following charts the pattern of responses is largely similar across the different audience groups surveyed. However, there are some important variations as well.

6.5 Among part-time/executive MBAs, 70% agree or strongly agree that 'To study at a particular business school' was a reason for studying overseas. In contrast to the total sample, those studying for a Research degree almost two-thirds strongly agree or agree that 'Because there are scholarships available' was the most important reason for studying internationally.

Figure 6: Reasons for studying business outside your home country (total sample)



6.6 The total sample results also mask some differences in responses by nationality (among the larger responders) to the particular statements. A series of additional charts have been included at the end of this section that illustrate the points listed below.

6.7 'To study at a particular school' is more important for Italians and Germans than for other nationalities.

6.8 'To add international experience to my CV' is more important for the Italians, Indians, Germans and French than for the other nationalities.

6.9 'Because there are scholarships available' is more important to the Indonesians than for the other nationalities.

6.10 'To study in a particular language' is more important for the French, Germans and Italians' than the other nationalities.

6.11 'Because qualifications from outside my home country are perceived by employers as more useful than those available at home' are more important to the Malaysians and Indonesians than other nationalities.

Figure 7: Reasons for studying business outside your home country (first degree students)

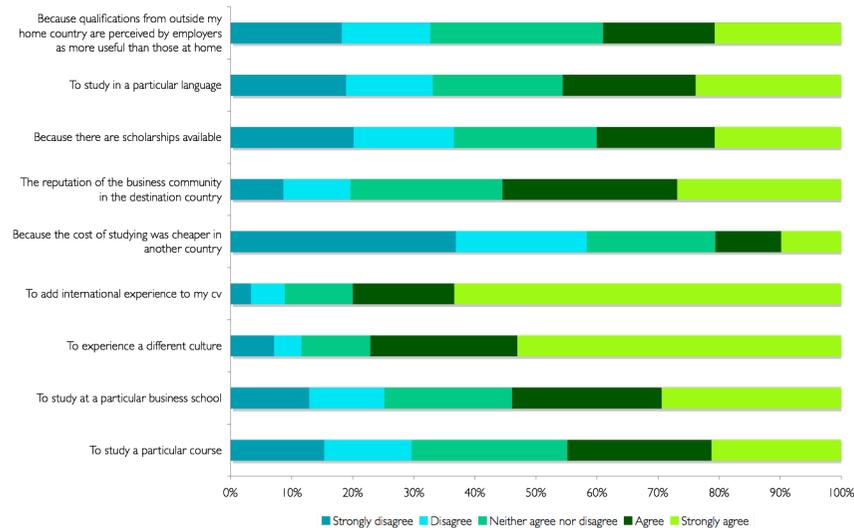


Figure 8: Reasons for studying business outside your home country (full-time MBAs)

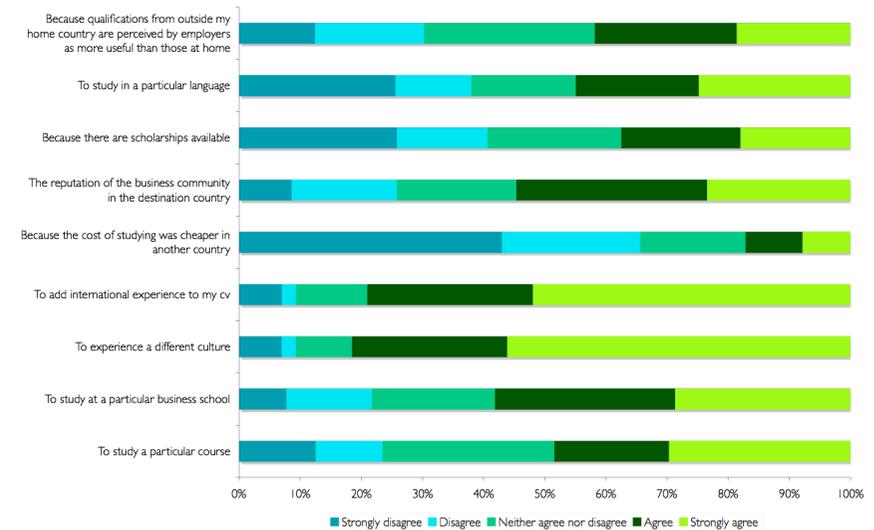


Figure 9: Reasons for studying business outside your home country (part-time/executive MBAs)

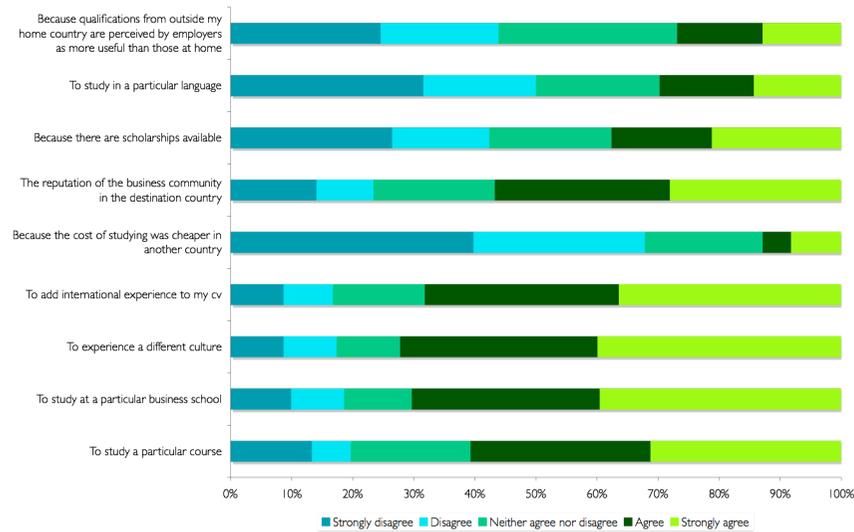


Figure 11: Reasons for studying business outside your home country (Research Degrees)

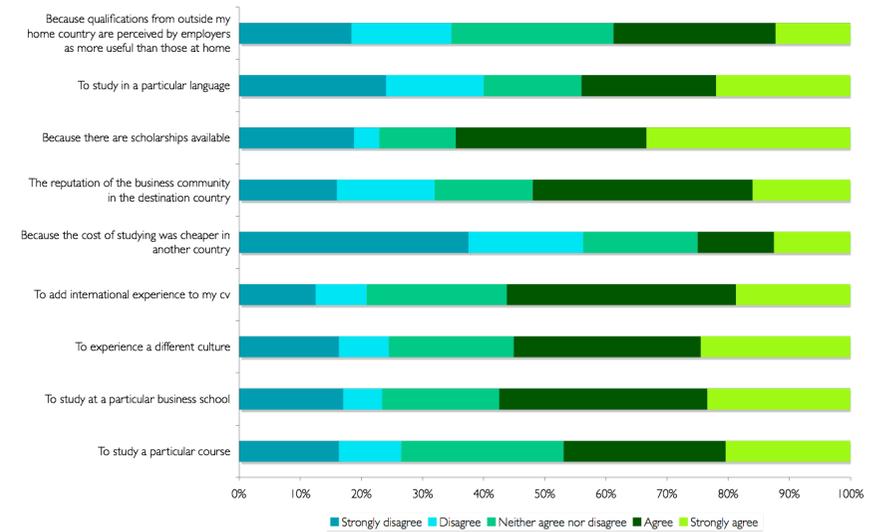


Figure 10: Reasons for studying business outside your home country (Other Business Masters)

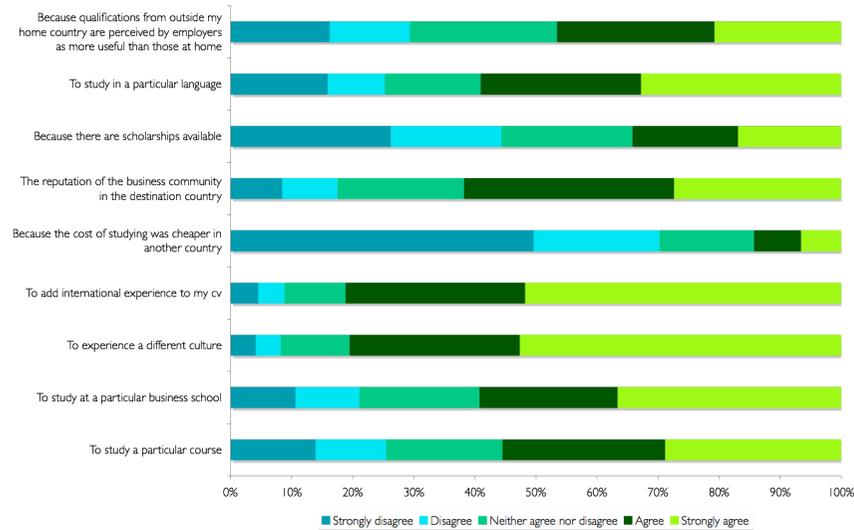


Figure 12: Reasons for studying business outside your home country (Alumni)

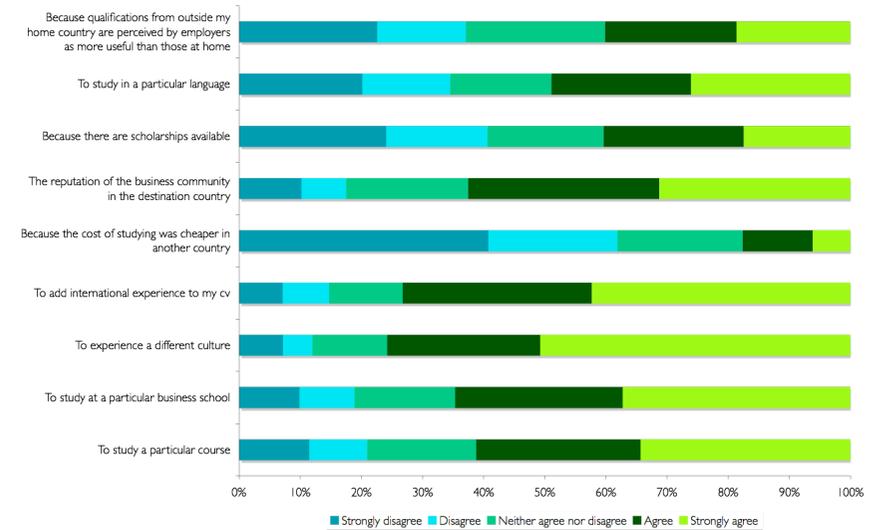


Figure 13: To study at a particular school (by largest responding nationalities)

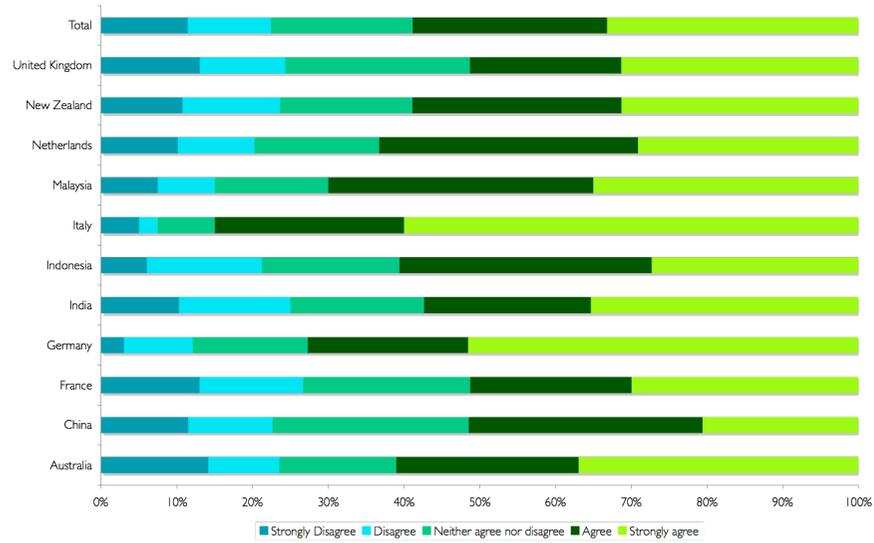


Figure 14: To add international experience to my CV (by largest responding nationalities)

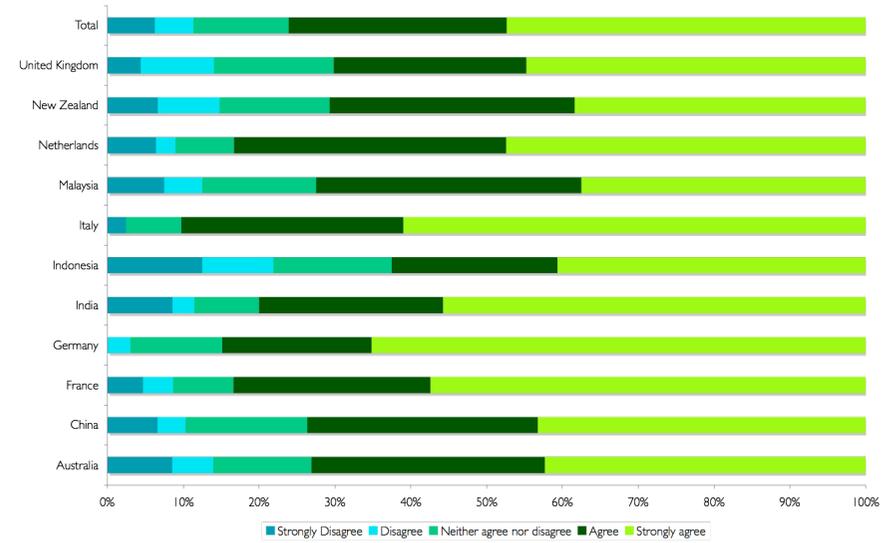


Figure 15: Because there are scholarships available (by largest responding nationalities)

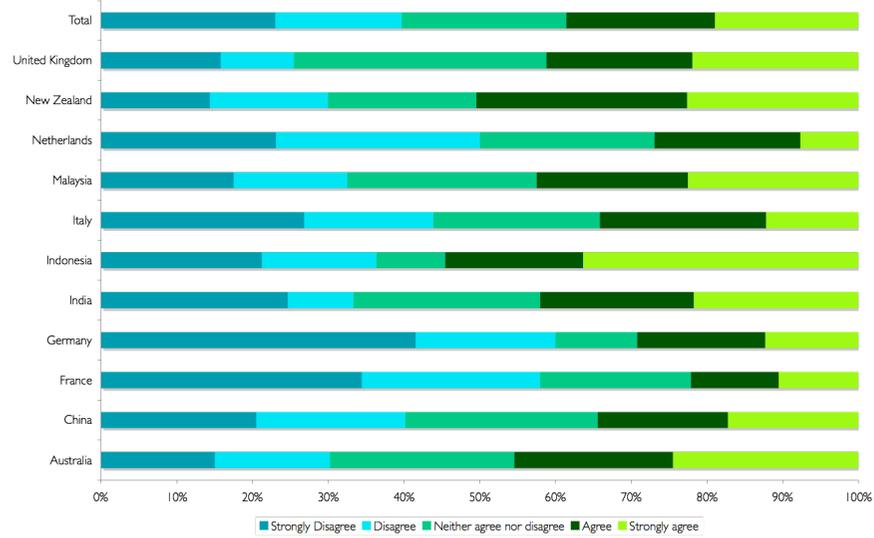


Figure 16: To study in a particular language (by largest responding nationalities)

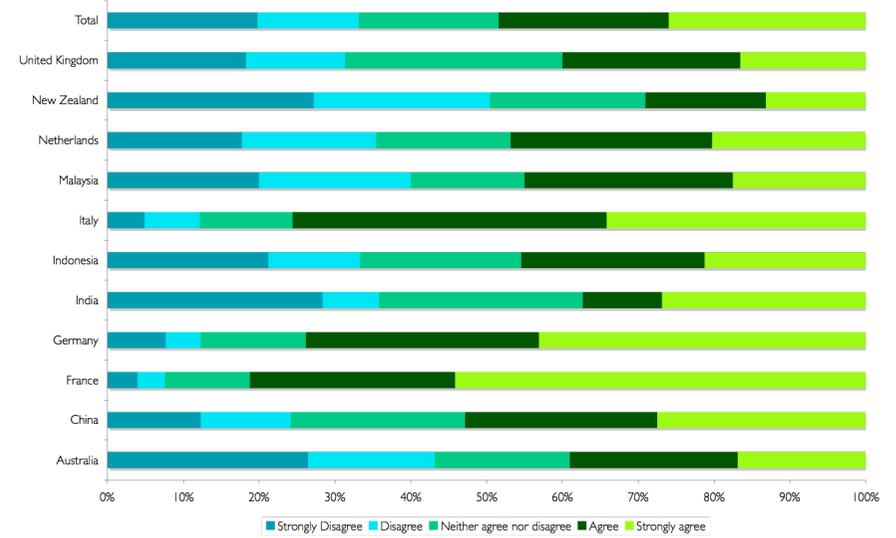
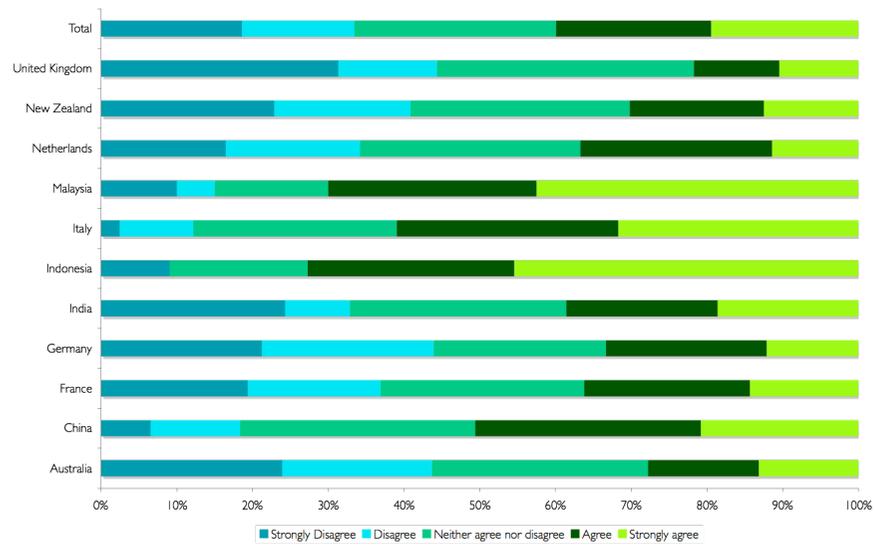


Figure 17: Because qualifications from outside my home country are perceived by employers as more useful than those available at home (by largest responding nationalities)





- 7. Importance of different features when considering international study
 - 7.1 Respondents were provided with a list of eight features that might be considered important when considering international study and asked to rate each of the statements on a scale from 1 to 5, where 1 meant 'Not Important' and 5 meant 'Very Important'.
 - A welcoming environment for international students
 - Language spoken in the destination country
 - A stable political and economic environment in the destination country
 - 7.2 Among the total sample, three issues stood out as the most important for those considering international study:
 - Least important among the total sample was:
 - Strong communities from my home country in the destination country
 - 7.3 Among certain groups additional items stand out as being particularly important. For first degree students and part-time/executive MBAs 'Ease of the visa application process' is more important; for full-time MBAs 'Ability to stay on in the destination country and work after completing your studies' is more important; and for part-time/executive MBAs 'Ability to work while studying in the destination country' is more important.
 - 7.4 There are also a number of differences of opinion among the respondents from the largest groups of nationalities taking part in the study. The relevant charts are shown at the end of this section.
 - 7.5 For Indonesians, 'Ease of the visa application process' is particularly important.
 - 7.6 For Indonesians, 'Ability to work while studying in the destination country' is more important.
 - 7.7 For Indians, Indonesians and Malaysians, 'Ability to stay on in the destination country and work after completing your studies' is more important.
 - 7.8 For Indonesians, 'Strong communities from my home country in the destination country' is more important.
 - 7.9 For Malaysians, 'A stable political and economic environment in the destination country' is more important.
 - 7.10

Figure 18: Importance of different features when considering international study (total sample)

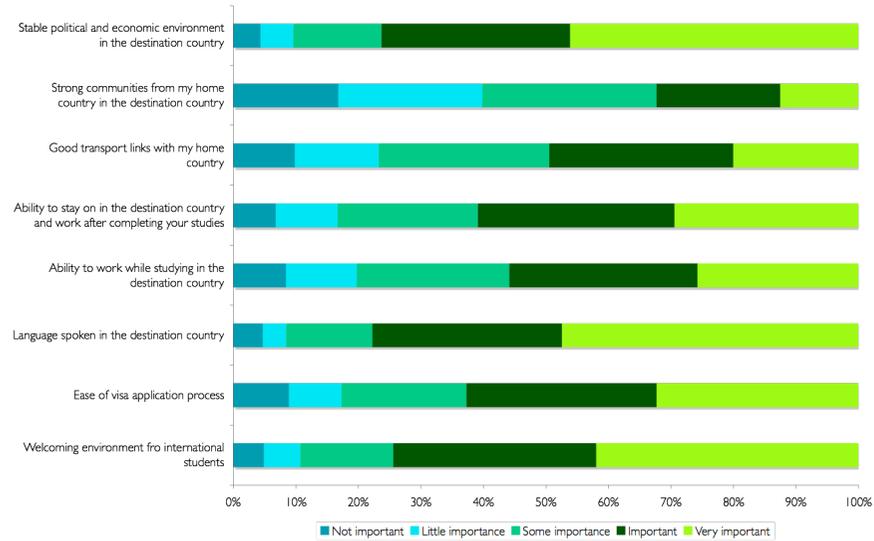


Figure 19: Importance of different features when considering international study (First degree students)

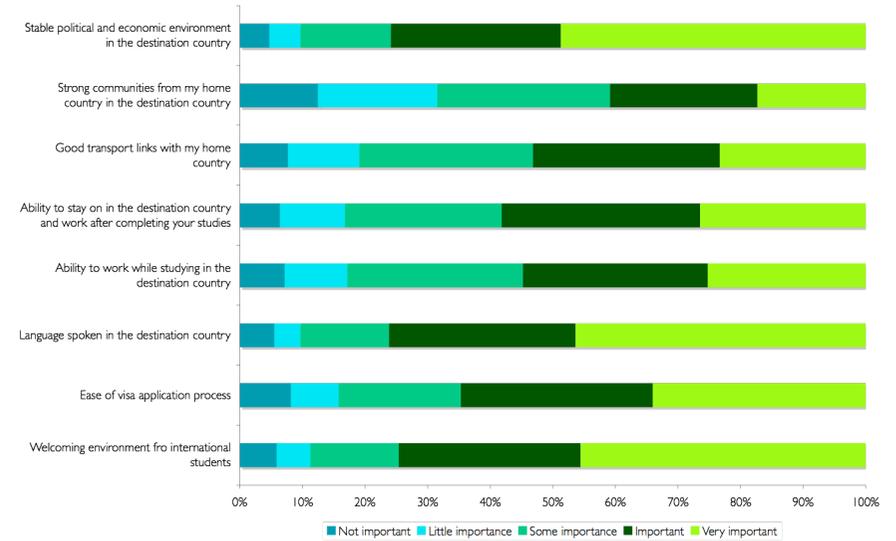


Figure 20: Importance of different features when considering international study (Full-time MBAs)

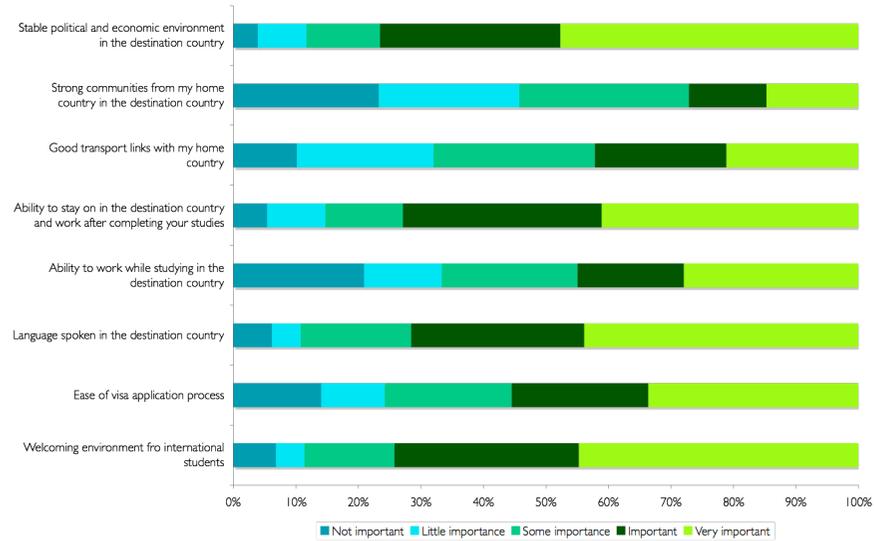


Figure 21: Importance of different features when considering international study (Part-time/executive MBAs)

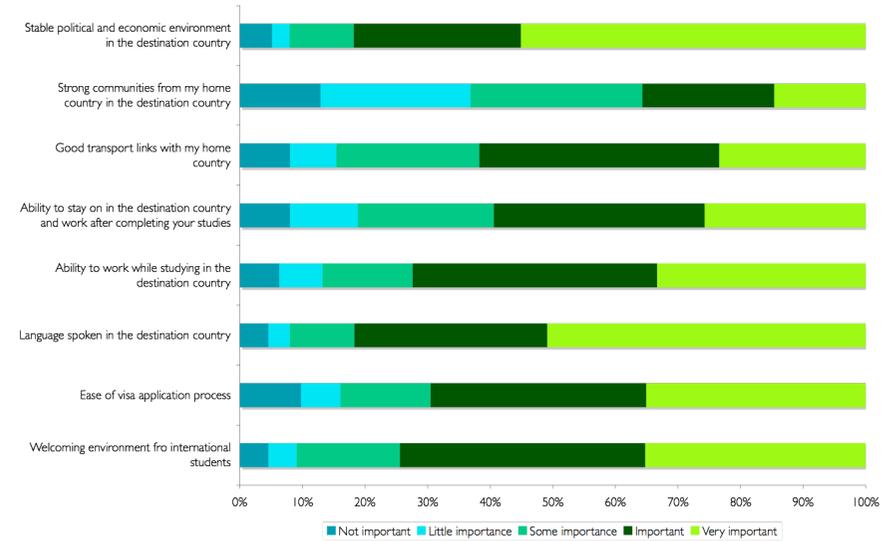


Figure 22: Ease of visa application process (by largest responding nationalities)

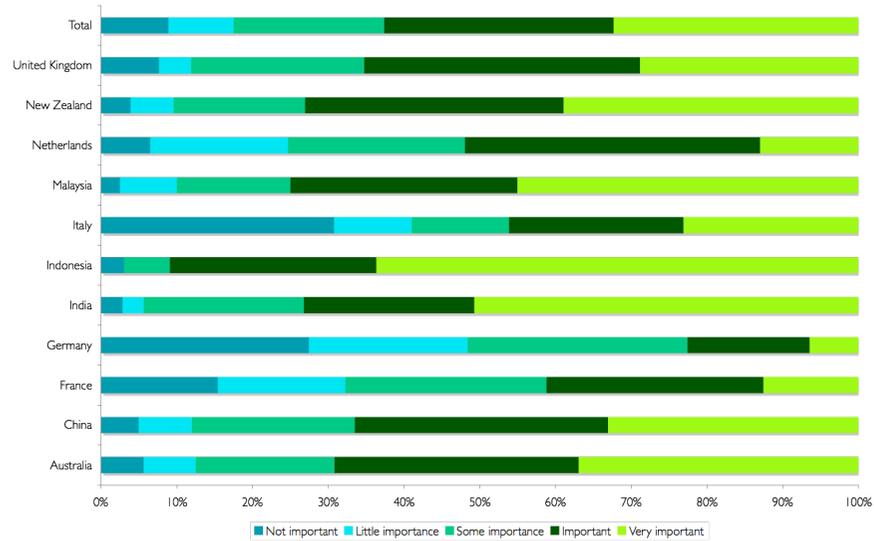


Figure 23: Ability to work while studying in the destination country (by largest responding nationalities)

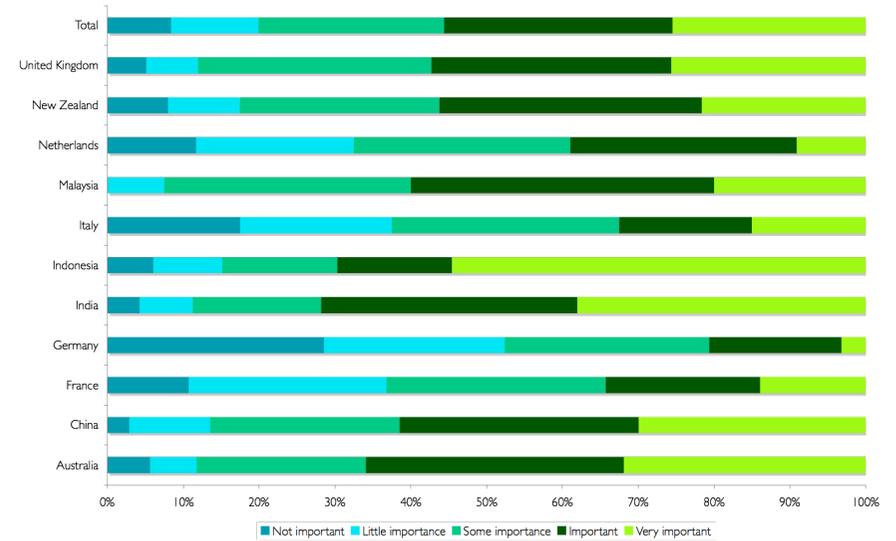


Figure 24: Ability to stay on in the destination country and work after completing your studies (by largest responding nationalities)

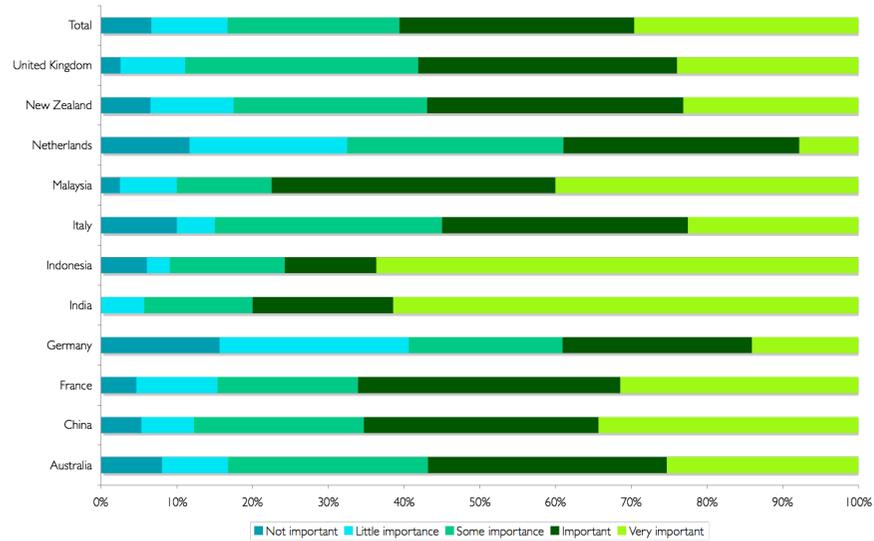


Figure 25: Strong communities from my home country in the destination country (by largest responding nationalities)

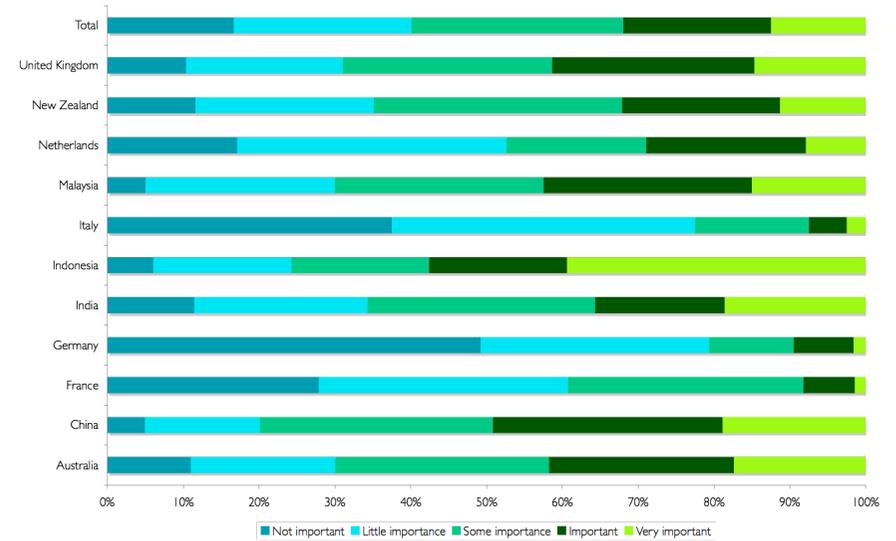
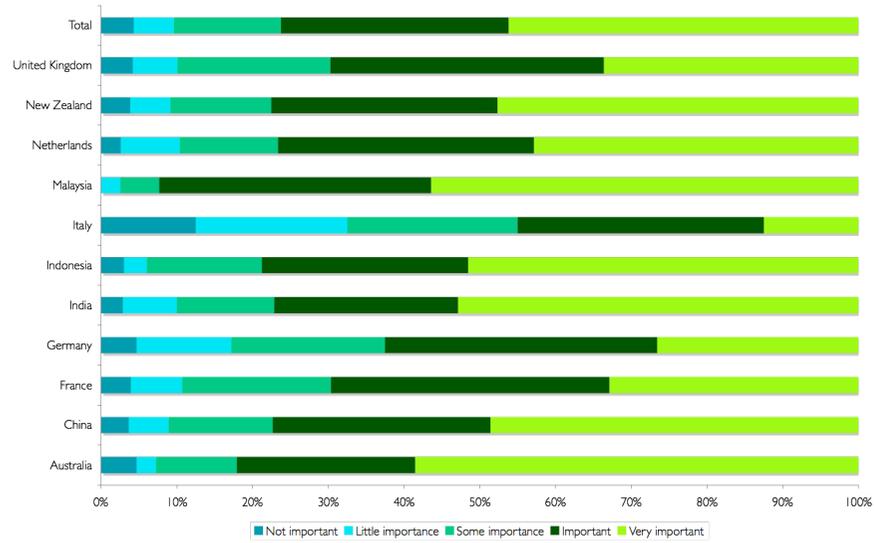


Figure 26: A stable political and economic environment in the destination country (by largest responding nationalities)





8. Perceptions of Canada as a destination for international business education

- 8.1 Respondents were provided with 14 statements covering potential perceptions of Canada as a destination for international business education and asked to rate each statement on a scale from 1 to 5, where 1 meant 'Strongly Disagree' and 5 meant 'Strongly Agree'. A sixth option was also available to respondents, which was 'Don't Know'.
- 8.2 In nine of the 14 categories the largest response was for the 'Don't Know' option. The three categories gaining the largest positive response (Strongly Agree and Agree) were:
- Is friendly and welcoming to all nationalities
 - Has a diverse culture
 - Offers a sense of adventure and exploration
- 8.3 In none of the categories did negative sentiment outweigh positive, however, the two categories with the largest negative (Strongly Disagree and Disagree) views were:
- Is an inexpensive place to live (17.1%)
 - Has a reputation as a major economic power (16.5%)
- 8.4 The pattern of responses was very similar across the different audience groups, however full-time MBAs tended to be better informed with only six of the 14 categories having 'Don't Know' as the largest response.
- 8.5 Among full-time MBAs 23% said they Strongly Disagreed or Disagreed that Canada was 'A leader in business education'.

- 8.6 Among Other Business Masters a majority (58.1%) either Agreed or Strongly Agreed that Canada 'Has an international outlook'.
- 8.7 Research students also tended to be better informed with fewer cases where 'Don't Know' was the largest response. However, 23% of Research students also Disagreed or Strongly Disagreed that Canada 'Has a reputation as a major economic power'.
- 8.8 Among Alumni more than half Agree or Strongly Agree that Canada 'Has an international outlook', but just short of 20% Disagreed or Strongly Disagreed that Canada 'Has a reputation as a major economic power'.
- 8.9 Among the largest groups of respondents by nationality the pattern of responses was again heavily dominated by 'Don't Knows' and the overall range of responses was broadly similar to those of the total sample. However, there are a number of responses that are worth noting and these are set out below.
- 8.10 Almost 30% of Indian respondents Disagreed or Strongly Disagreed that Canada 'Has a reputation as a major economic power'.
- 8.11 Just under three-quarters (72%) of French respondents Agreed or Strongly Agreed that Canada 'Has an international outlook'.
- 8.12 Just under 30% of Indian and Dutch respondents Disagreed or Strongly Disagreed that Canada 'Is an inexpensive place to live', while the British respondents were the largest group to have Agreed or Strongly Agreed with this statement at (26%).

8.13 30% of Dutch respondents Disagreed or Strongly Disagreed that Canada ‘Has a reputation as a major economic power’; more than those who took a positive view.

Figure 27: Perceptions of Canada as a destination for international business education (total sample)

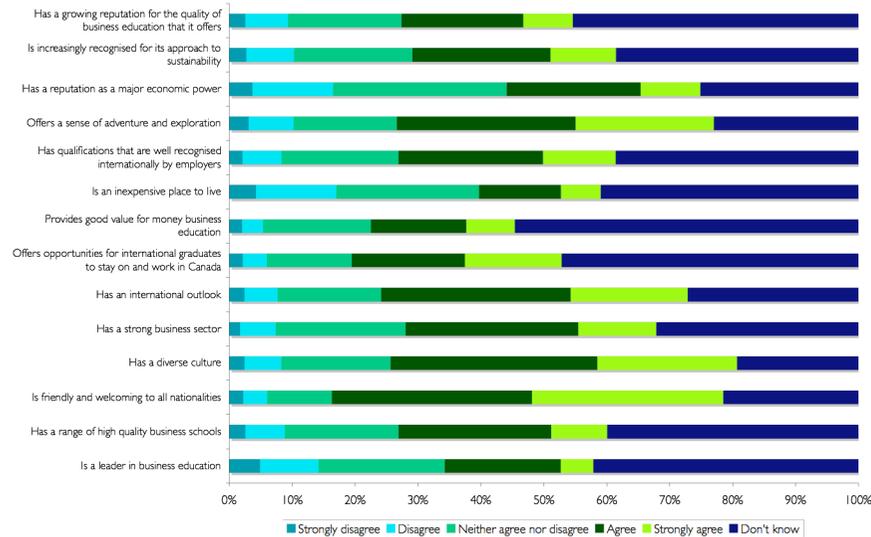


Figure 28: Perceptions of Canada as a destination for international business education (Full-time MBAs)

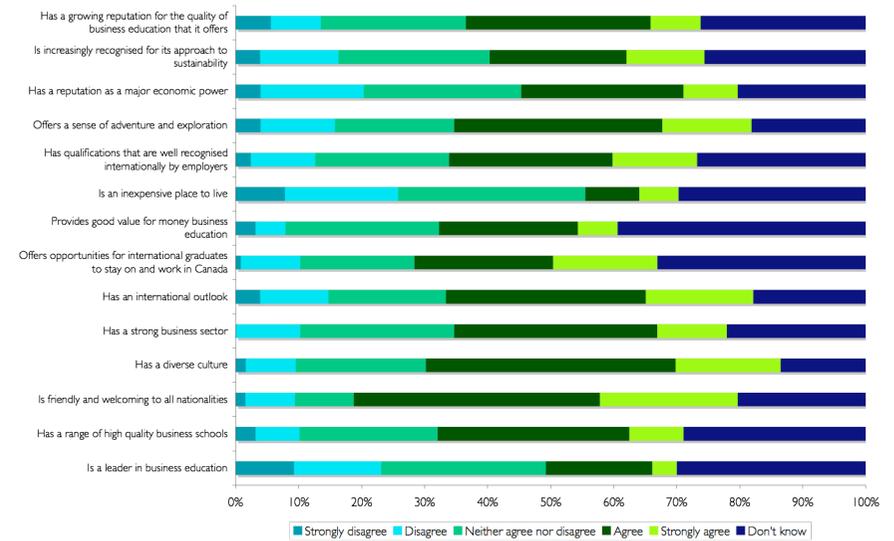
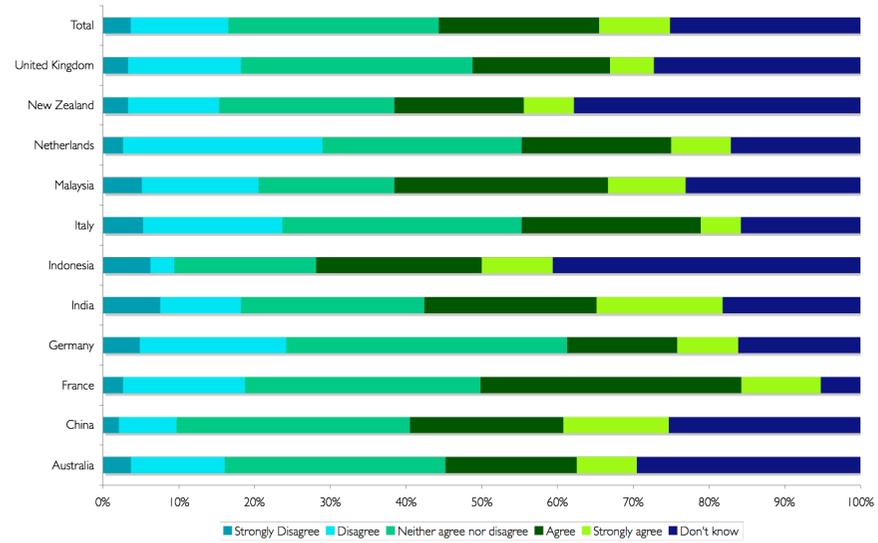


Figure 29: Has a reputation as a major economic power (by largest responding nationalities)





9. Reputation of Canada as a destination for business education

9.1 Building on the issue of reputation, respondents were provided with eight statements seeking to identify where their perceptions of Canada's reputation as a provider of business education was drawn from. Again a scale from 1 to 5 was provided for each statement where 1 represented Strongly Disagree and 5 meant Strongly Agree. A sixth box was provided for Don't Know.

9.2 Not surprisingly given the responses to the previous set of questions, the Don't Know category was dominant once more. Among the total sample the Don't Know response was selected by around 50% of the sample for each statement. There was little negative sentiment, but with around 15% in each case saying they neither agreed nor disagreed with a statement, there are few clear conclusions to draw.

9.3 The strongest positive responses with just under 30% agreeing or strongly agreeing suggested that business education in Canada has:

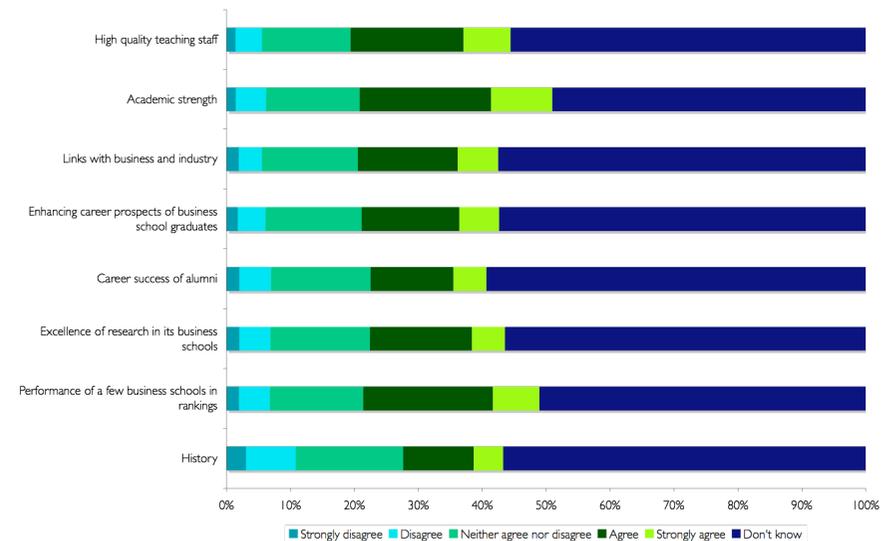
A strong reputation largely based on the reputation of a few business schools in rankings

A strong academic reputation

9.4 The responses across the different audience groups were very similar, the only difference being that among full-time MBAs the number of Don't Knows declined by around 10%. Those positively ranking 'A strong academic reputation' grew to just under 50%.

9.5 When the results are broken down by the responses from the largest national groups, the pattern of results is similar. In every case, the 'Don't Knows' are the largest group recorded on each option.

Figure 30: Reputation of Canada as a destination for business education (total sample)





10. Strengthening the reputation of Canada as a destination for international business education

10.1 The final question dealt with how Canada could internationally strengthen its reputation as a provider of business education. Respondents were asked to rate a series of options on a scale from 1 to 5, where 1 meant Strongly Disagree and 5 meant Strongly Agree.

10.2 Across the total sample there was strong support for each option with between 60% and 75% Strongly Agreeing or Agreeing. By a small margin the option receiving the strongest agreement was 'Increasing awareness of career opportunities in Canada for international students'.

10.3 The pattern of strong support for each option was repeated across the different audience groups. However, there were some variations among the largest groups of respondents by nationality.

10.4 Indian respondents were least likely to support 'Developing a clear brand identity for Canadian business education', although 49% still Agreed or Strongly Agreed with this option.

10.5 For Indonesians and Malaysians, 'Making it easier for international students to get a visa to study in Canada' was more important than for other respondents.

10.6 For Indonesians and Malaysians, 'Reducing the costs of study for international students in Canada' was more important than for other respondents.

Figure 31: Strengthening the reputation of Canada as a destination for international business education (total sample)

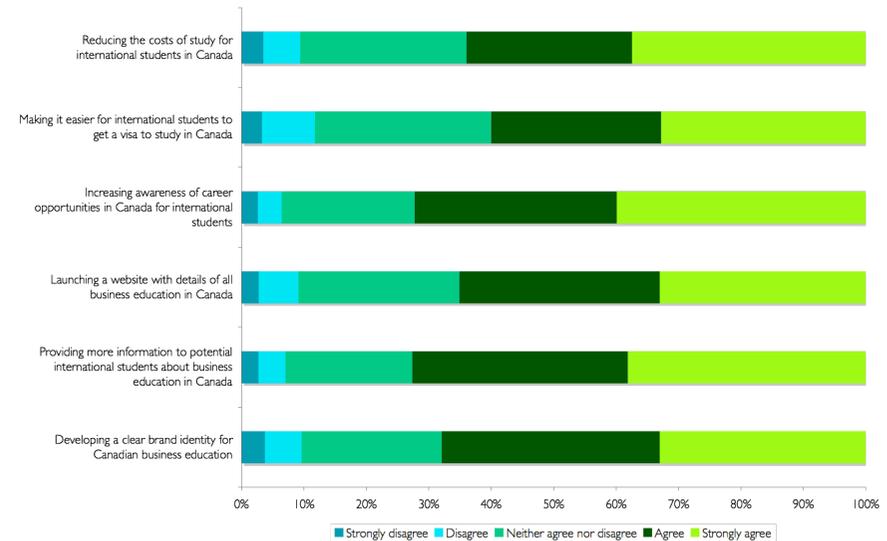


Figure 32: Developing a clear brand identity for Canadian business education (by largest responding nationalities)

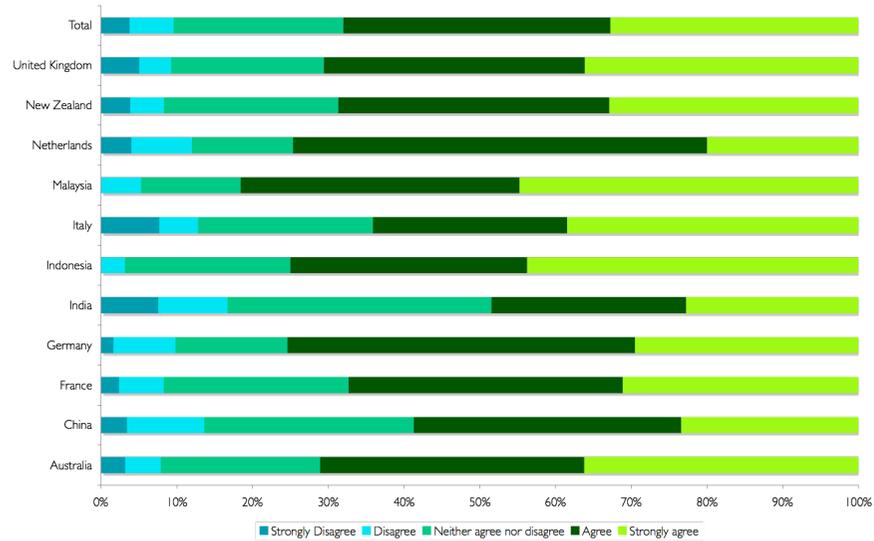


Figure 33: Making it easier for international students to get a visa to study in Canada (by largest responding nationalities)

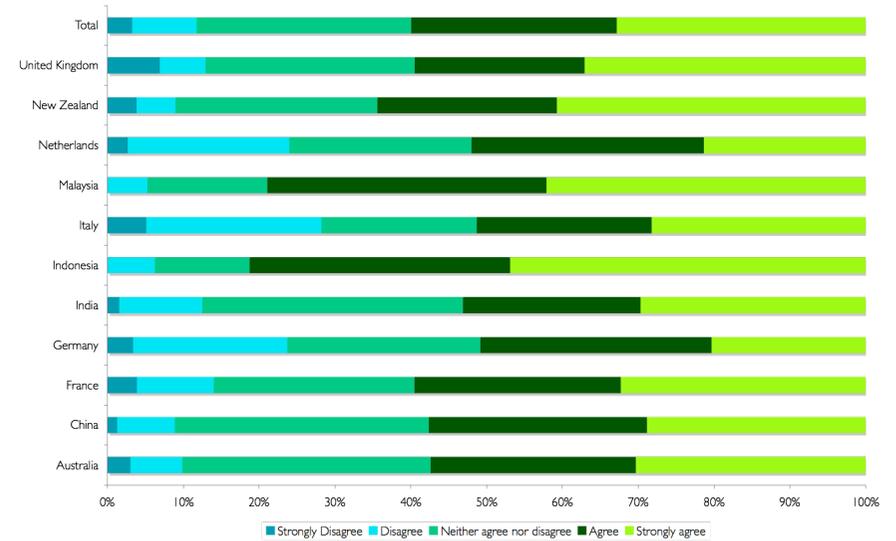
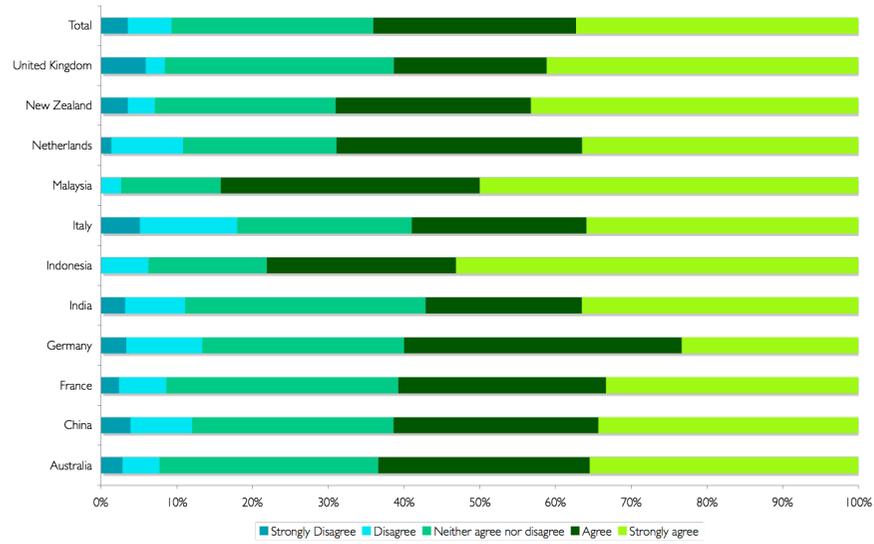


Figure 34: Reducing the costs of study for international students in Canada (by largest responding nationalities)





11. Conclusions

11.1 Not surprisingly, the research confirms that a market exists for international education. The experience of individual schools and other work carried out by CarringtonCrisp in recent years would have confirmed such a finding. However, the size of the market for international education may have been unclear. The research suggests that more than half of those responding would consider international study. With CarringtonCrisp estimating that the annual worldwide value of fees for MBA programmes alone amounts to something like €5 billion.

11.2 Many students have a positive view of Canada. Canada is placed fourth in the list of countries that prospective students would consider, behind the UK, USA and Australia. However, it is only slightly ahead of a group of other countries – France, Germany, Switzerland and Singapore. Additionally, almost half those surveyed said they thought Canada had either an ‘Excellent’ or ‘Good’ reputation as a destination for international business education.

11.3 Among the survey sample the important issues when considering international education are:

- A welcoming environment for international students
- Language spoken in the destination country
- A stable political and economic environment in the destination country

Canada scores highly on each of these, being noted in many places for the welcoming and friendly nature of its people, offering courses in English and French and with stable politics and a strong economy. However, not all of this is necessarily well known among prospective international business students.

11.4 The main reasons for studying internationally were ‘To experience a different culture’ and ‘To add international experience to my CV’. Again Canada should score highly with a multi-cultural population and the ability to stay on after graduation and work. Least important was ‘Because the cost of studying was cheaper in another country’, yet the Canadian government on its website sells Canada on the low costs for international students.

11.5 However, asked about perceptions of Canada as a destination for business education the overwhelming sense from the research was a limited amount of knowledge. Where there was a positive response the three key perceptions were that Canada:

- Is friendly and welcoming to all nationalities
- Has a diverse culture
- Offers a sense of adventure and exploration

These are messages that might have come from tourism marketing or other sources, but seem disconnected from any particular business or education positioning. More concerning was that one of two negative sentiments which outweighed those positively supporting a perception was that Canada:

- Has a reputation as a major economic power



11.6 Canada has much to offer international business students, but the reality is that many international students are ignorant of this offer. Prospective students have a positive attitude to Canada and there is little negativity, however they exhibit few strong reasons for making a positive decision to consider Canada as a destination for business education. Added to this there are few collective marketing activities which help prospective students understand what Canada has to offer or present it in a clear and compelling manner. Individual business schools may have clear branding and marketing and run successful campaigns to attract international students, but there seems little impact beyond these particular schools.

11.7 Having completed this research there are a number of possible responses:

Individual schools could continue to promote themselves internationally, taking in to account the research findings.

A group of schools might decide to work together internationally, promoting themselves perhaps along the lines of the Group of Eight universities in Australia, and gaining some economies of scale from working together.

The Canadian Federation of Business School Deans might take action collectively, developing a brand for Canadian business education and making it available to all member schools to use in their marketing, supporting it with communication tools.

11.8 However, for there to be international recognition of the strength of what Canada can offer collectively in business

education, there first needs to be clarity around the brand. Establishing what Canada has to offer, what its key competitors are offering and how to present this are key steps if Canada and its business schools are to attract a larger part of the international business education market. While some individual schools may have greater success without this work, there is likely to be little impact beyond those particular schools.

11.9 Once brand clarity has been established the next step is to decide how to effectively communicate that brand and what partners might be required to gain maximum benefit. Clearly, it would make sense to coordinate efforts with any national or provincial programmes. Also, it would be beneficial to work with individual schools who are promoting themselves internationally.

11.10 However, doing nothing is not a realistic option. The market for international education is becoming increasingly competitive. The inclusion of Singapore in the list of countries that students would consider is an indication of both the investment being made by Singapore in marketing its higher education, but also of the rise of Asian business schools. Canada will face growing competition for international students in the future and has much to offer those seeking places to study. However, without a clear and comprehensive approach to the international market, it is likely that Canadian business schools will miss out on opportunities to attract international students.

Among the questions to be answered now are:

Is there a collective will to do something as business schools?
How might a collective project be taken forward?
What would a collective project want and expect to achieve?

What costs might be involved?
What timescale should be considered?
Who can lead any collective project?