

Experience from executive education in pandemic. Some implications for activities in post-pandemic world.



Grażyna Aniszewska-Banaś SGH-Warsaw School of Economics, ganisz@sgh.waw.pl **Michel Librowicz** ESG- Universite du Quebec a Montreal librowicz.michel@uqam.ca
Roy Toffoli ESG- Universite du Quebec a Montreal roy.toffoli@videotron.ca **Piotr Górski** SGH-Warsaw School of Economics piotr.gorski@sgh.waw.pl

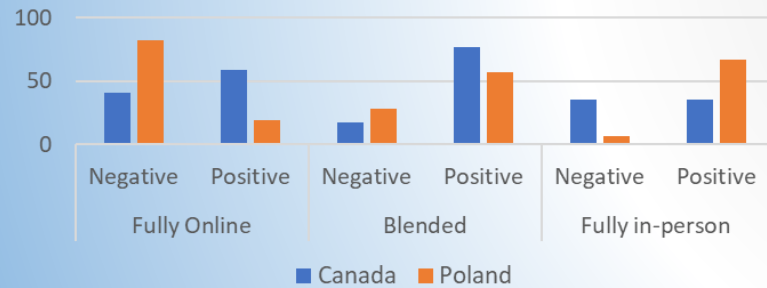
TOPIC

The pandemic crisis has had a great impact on executive education. EMBA programs have to find their new place and satisfy changing demand for business education. The results of the survey on the different course modes delivery in Executive MBA programs in Poland and Canada can provide some guidance on how to operate in a post-pandemic reality

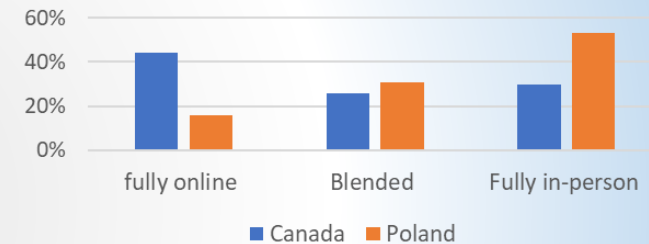
TENDENCIES IN SURVEY ANSWERS

- In Poland, respondents accepted online courses to a lesser extent than in Canada.
- In Poland, the distribution of answers was more extreme than in Canada
 - a) in case of questions about preferences and favorability of delivery modes,
 - b) in the case of questions about the learning experience in the MBA program.

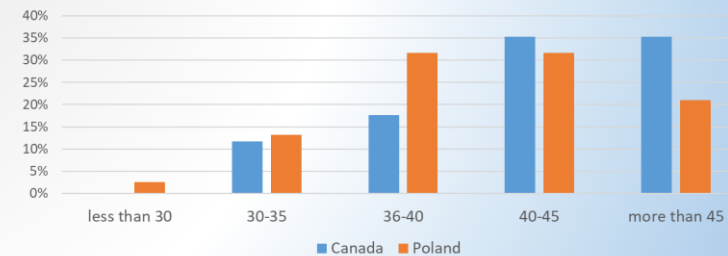
Opinion about delivery modes:



Favorability of delivery modes:



Age of respondents



TO VERIFY IN FUTURE RESEARCH AND APPLY IN EXECUTIVE EDUCATION

- How the differences should be explained? Are the assumptions so far correct?
- Is blended learning a solution?
- Is the right delivery mode a cultural issue?

APPLIANCE IN MANAGEMENT EDUCATION

- Regional reorganization of the executive education
- Rethinking the marketing strategy for the programs
 - a) Full English programs market is being wider,
 - b) Local executive programs being stronger.