Executive MBA programme graduates’ master projects

Survey results

How? Online-survey + 16 in-depth interviews
Who? 288 graduates (ME 4.68%)
When? May, 2019

...and What?
Master projects ➔ New business ➔ New strategy ➔ Org. changes
33% implemented

• The role of implementation

Programme satisfaction, 7-point scale

<table>
<thead>
<tr>
<th>Content of the programme</th>
<th>Overall satisfaction</th>
<th>Communication within group</th>
<th>Study process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theoretical knowledge</td>
<td>7</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Practical skills</td>
<td></td>
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</tbody>
</table>

Education influences the carrier, 7-point scale

Higher education ➔ EMBA

Additional education ➔ Higher education

• How to make it real

<table>
<thead>
<tr>
<th>Drivers</th>
<th>Barriers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy plan</td>
<td>No real demand</td>
</tr>
<tr>
<td>Well detailed</td>
<td>Complicated plan</td>
</tr>
<tr>
<td>Existing business</td>
<td>[51.2%]</td>
</tr>
<tr>
<td></td>
<td>[39.5%]</td>
</tr>
<tr>
<td>New business</td>
<td>Market situation</td>
</tr>
<tr>
<td></td>
<td>Low motivation</td>
</tr>
<tr>
<td>Market situation</td>
<td>[48.1%]</td>
</tr>
<tr>
<td>Well elaborated</td>
<td>[37.0%]</td>
</tr>
</tbody>
</table>

• Changing world: green economy projects

Facts
- The first project in 2012
- 11 projects so far:
  - Waste recycling
  - Shared economy
  - Green energy
  - Healthy food

Specificity
- More serious attitude (67% vs. 56%)
- Prefer education abroad (100% vs. 44%)
- Less number of owners (33% vs. 45%)

Barriers
- Market (availability of waste, purchase prices, low profitability)
- Lack of regulating law
- Institutional (licensing)
- Financial (high-risks business)
- Cultural (people, companies)
- Political