

# Executive MBA programme graduates' master projects



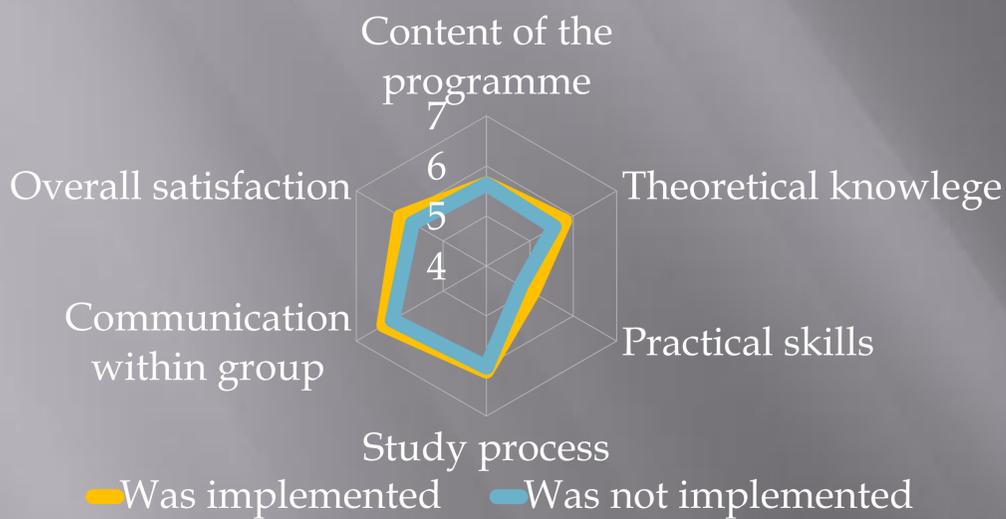
## Survey results

How? Online-survey  
+ 16 in-depth interviews  
Who? 288 graduates (ME 4,68%)  
When? May, 2019

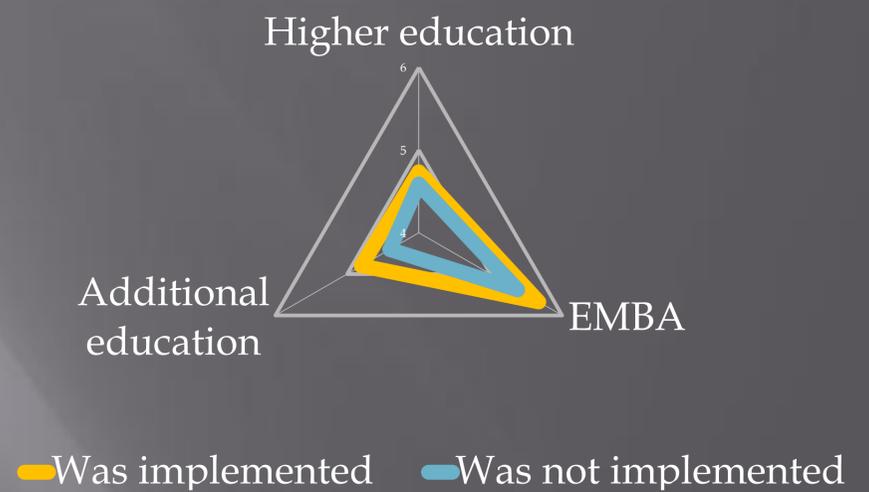
...and What?  
Master projects → New business  
→ New strategy  
→ Org. changes  
**33% implemented**

### • The role of implementation

Programme satisfaction, 7-point scale



Education influences the carrier, 7-point scale



### • How to make it real

	Drivers	Barriers
Existing business	<ul style="list-style-type: none"> <li>Easy plan: 51,2%</li> <li>Well detailed: 39,5%</li> </ul>	<ul style="list-style-type: none"> <li>No real demand: 44,9%</li> <li>Complicated plan: 36,7%</li> </ul>
New business	<ul style="list-style-type: none"> <li>Market situation: 48,1%</li> <li>Well elaborated: 37,0%</li> </ul>	<ul style="list-style-type: none"> <li>Market situation: 32,1%</li> <li>Low motivation: 29,5%</li> </ul>

### • Changing world: green economy projects

Facts	Specificity	Barriers
<ul style="list-style-type: none"> <li>The first project in 2012</li> <li>11 projects so far:                             <ul style="list-style-type: none"> <li>Waste recycling</li> <li>Shared economy</li> <li>Green energy</li> <li>Healthy food</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>More serious attitude (67% vs. 56%)</li> <li>Prefer education abroad (100% vs. 44%)</li> <li>Less number of owners (33% vs. 45%)</li> </ul>	<ul style="list-style-type: none"> <li>Market (availability of waste, purchase prices, low profitability)</li> <li>Lack of regulating law</li> <li>Institutional (licensing)</li> <li>Financial (high-risks business)</li> <li>Cultural (people, companies)</li> <li>Political</li> </ul>