



Brand  
Canada  
?



International  
perceptions of  
business  
education in  
Canada



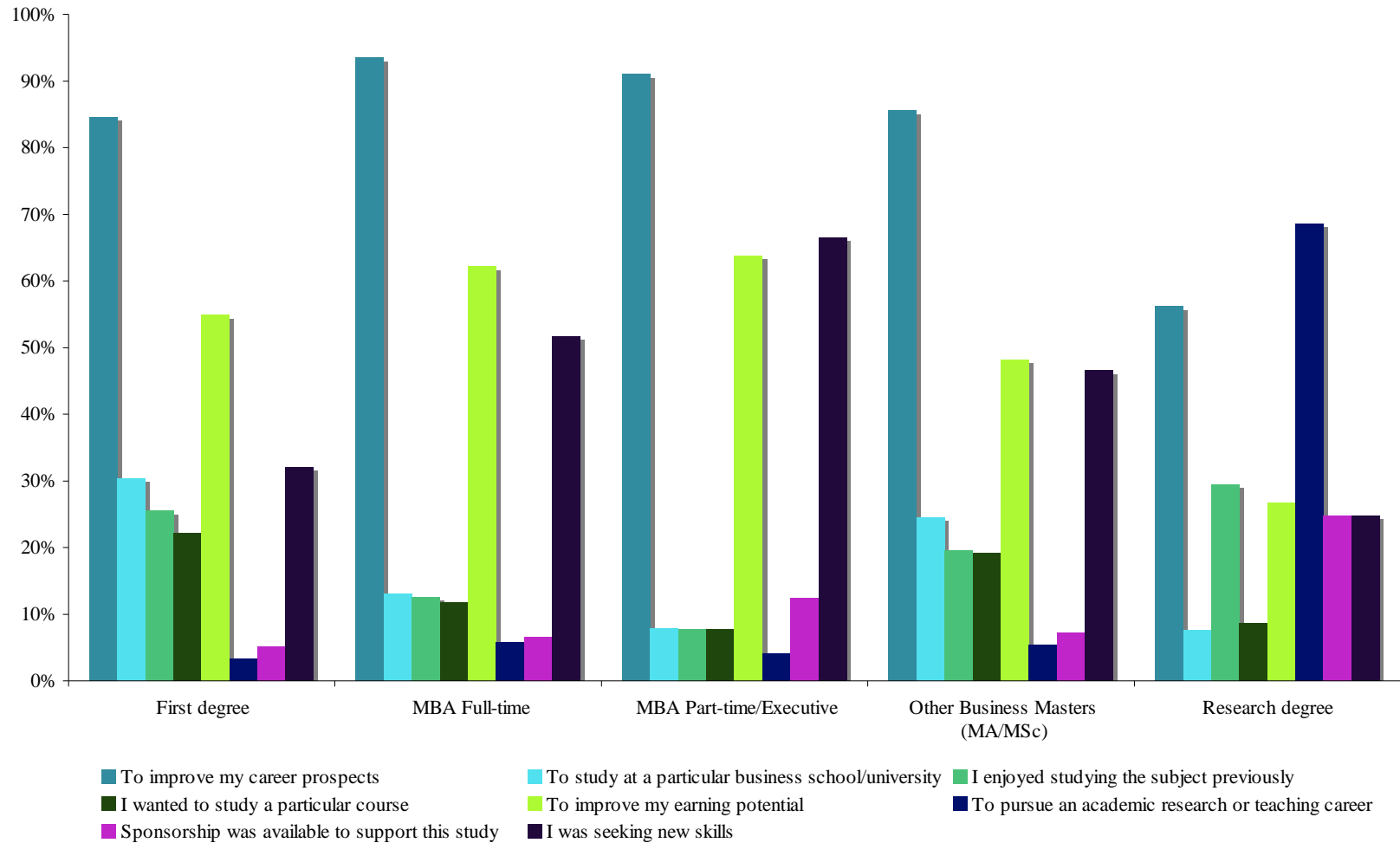
Andrew Crisp,  
CarringtonCrisp,  
May 2010



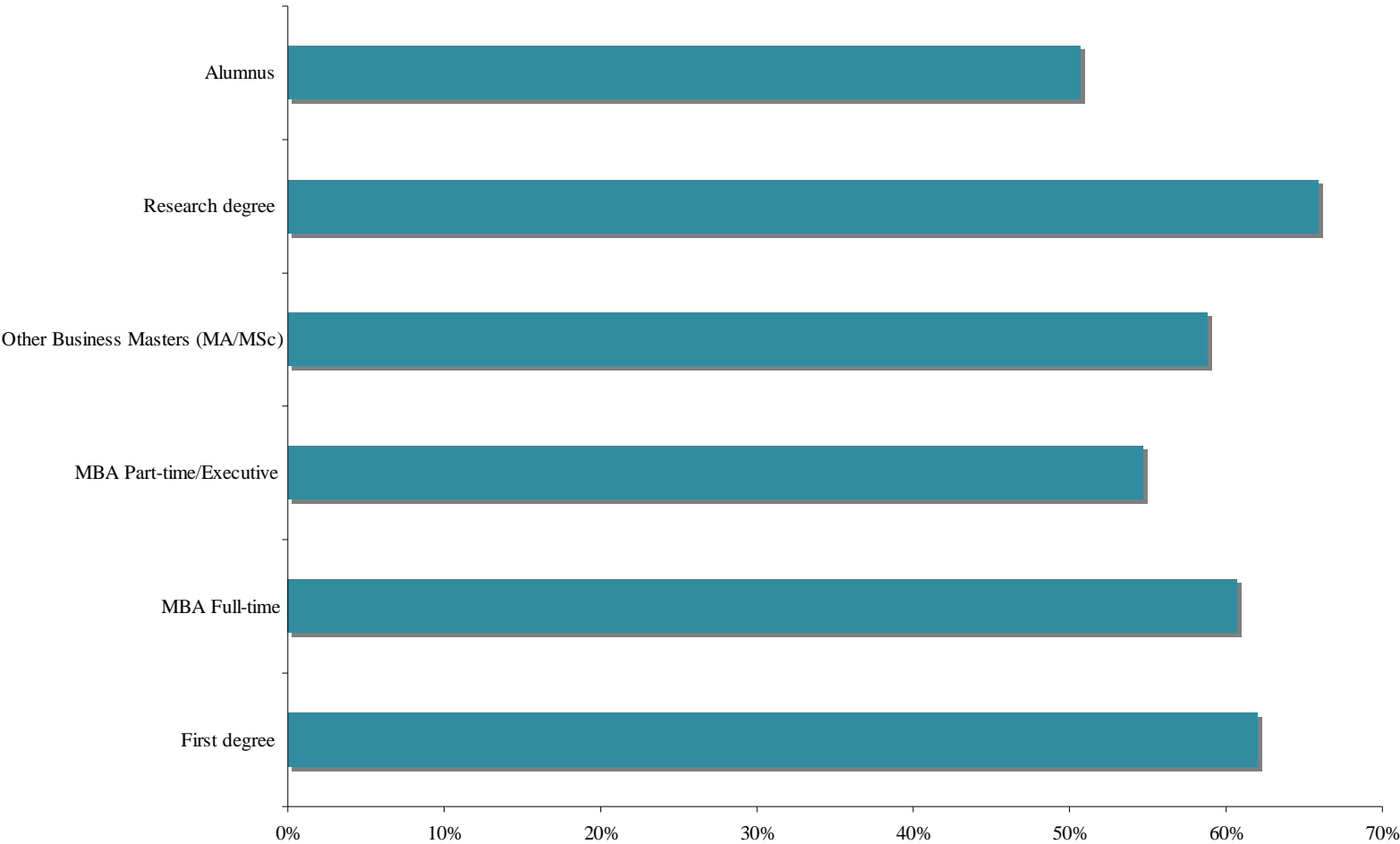
# Sample

- 2479 non-Canadian respondents
- One-third already studying overseas
- First degree (1074), FT MBA (134), PT/Executive MBA (197), Other Business Masters (542), Research Degree (53), Alumni (479)
- Largest responses by nationality were from Australia, China, France, Germany, India, Indonesia, Italy, Malaysia, Netherlands, New Zealand, UK

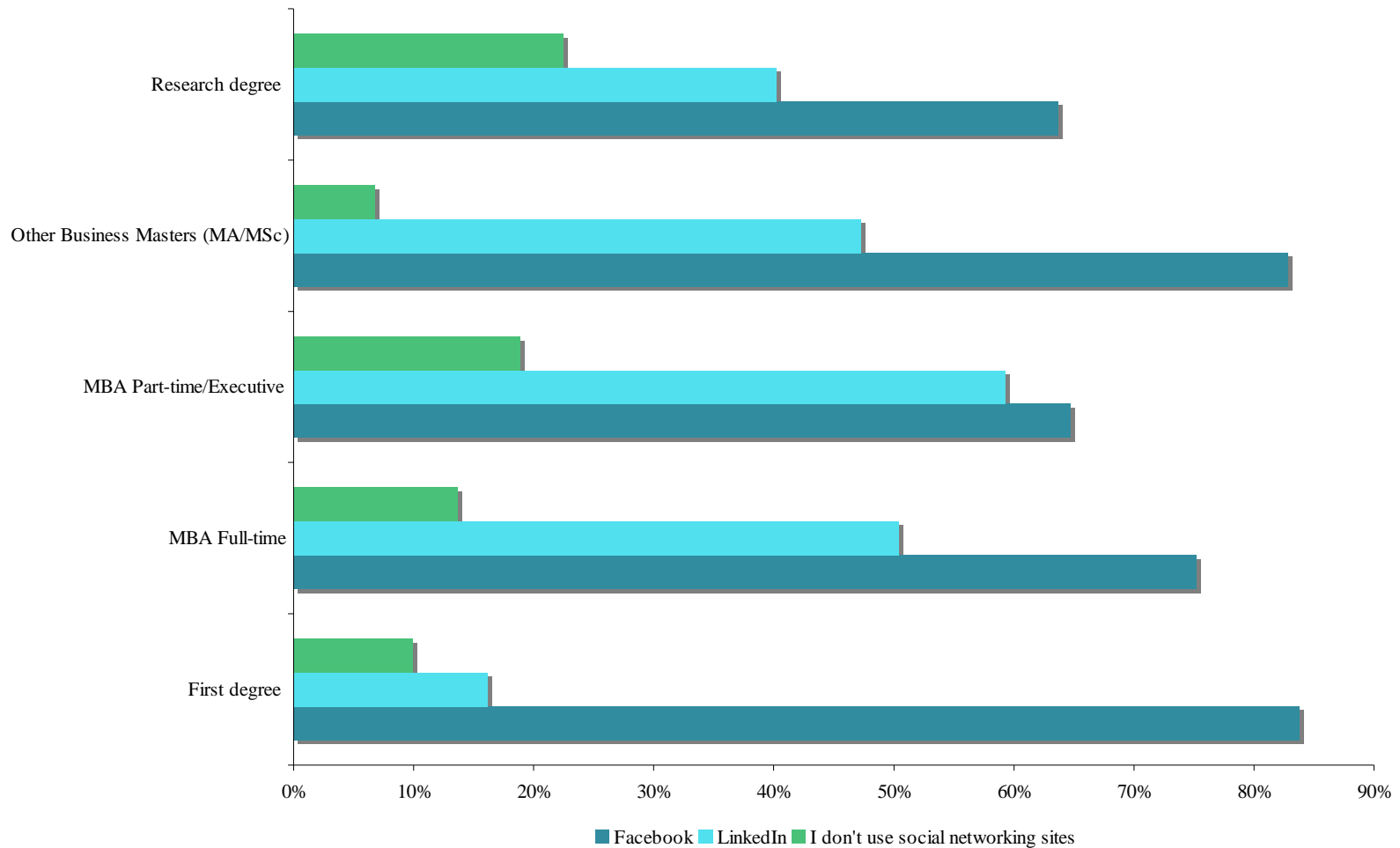
# Motivation



# Google



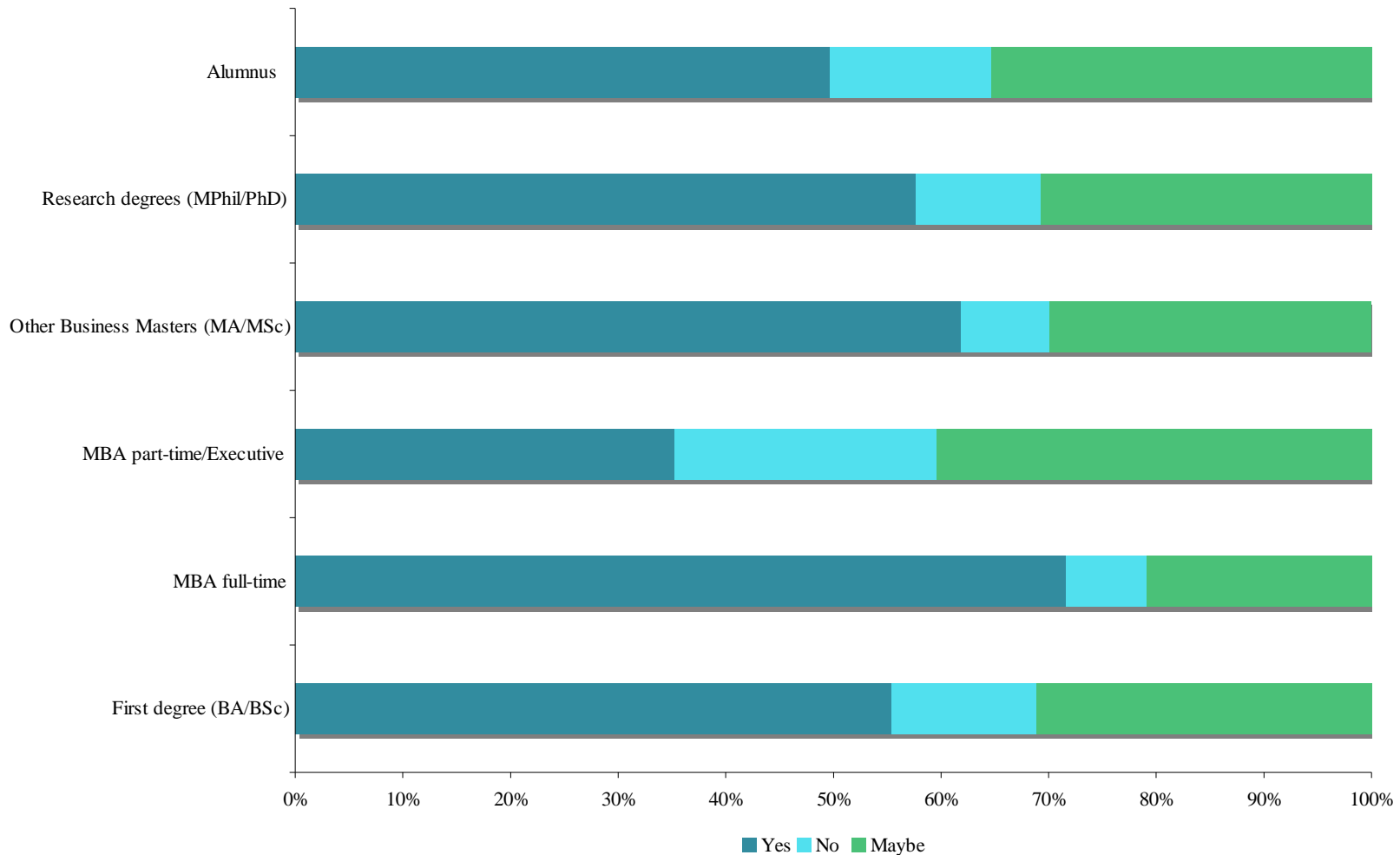
# Social networks



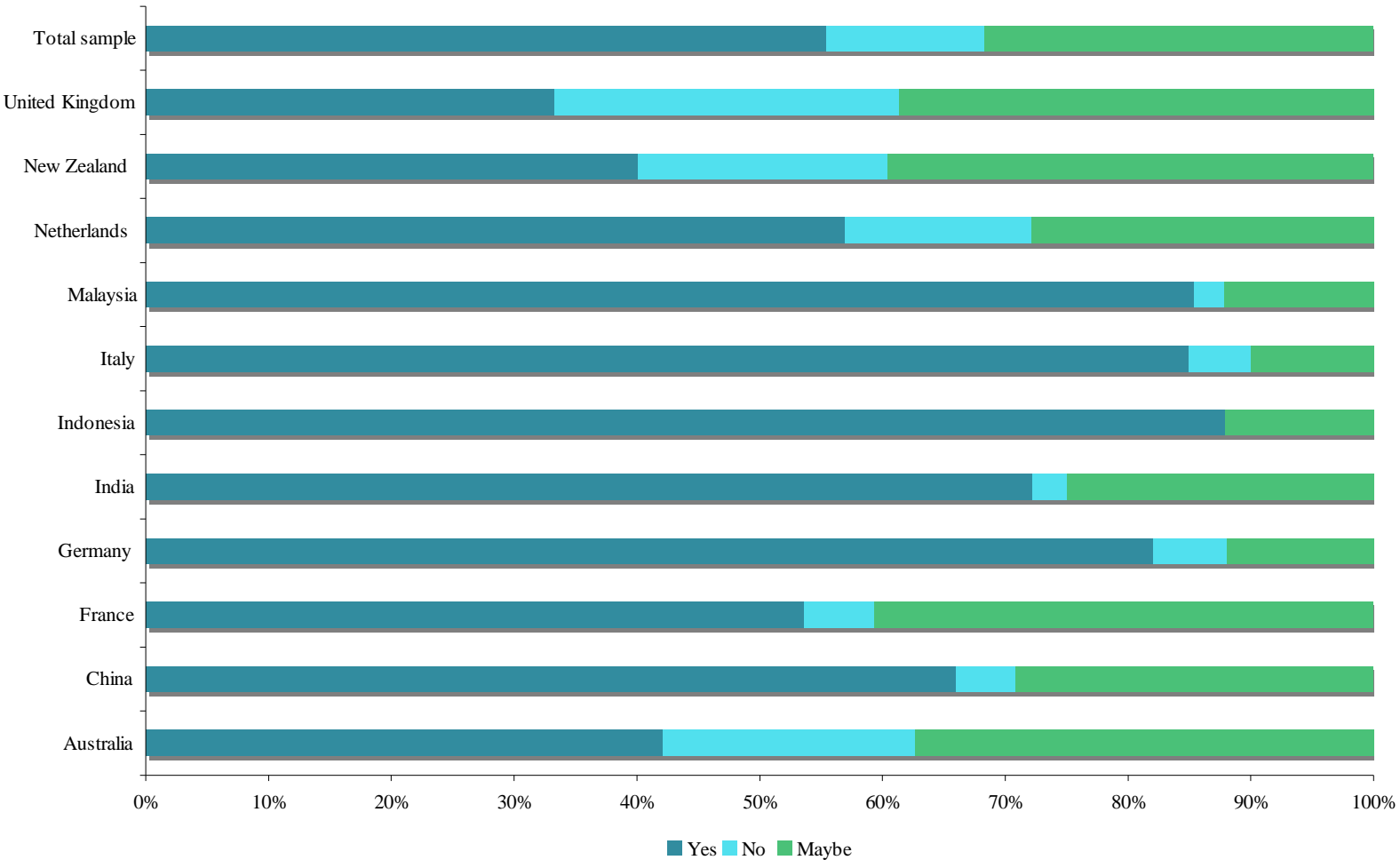
# Would you and where would you go?

- Strong interest in studying internationally, even among first degree students
- US and UK have strongest reputations, followed by Australia and Canada
- Most likely destinations are US, UK and Australia, followed by Canada, France and Switzerland

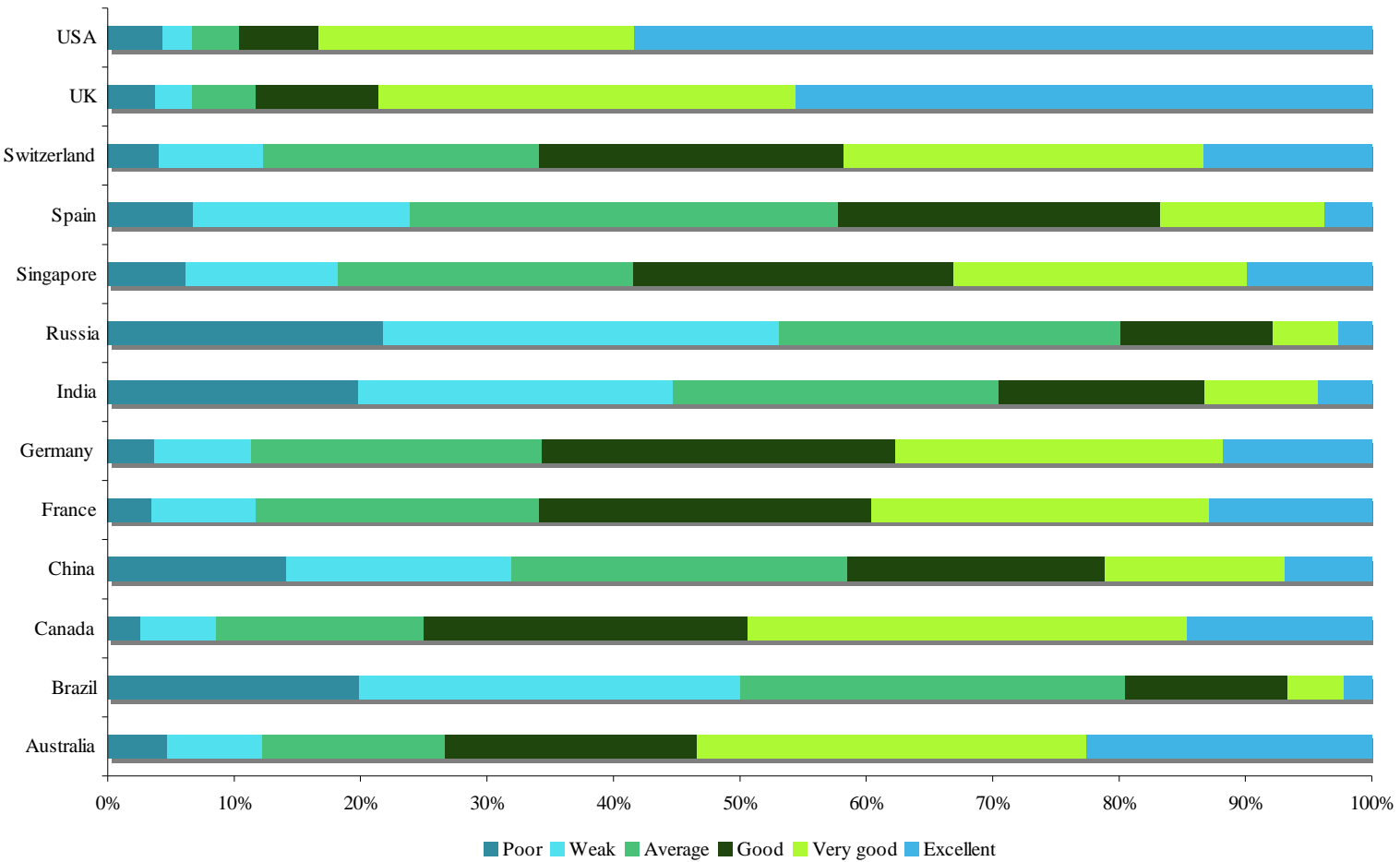
# If you were to consider further study, would you consider studying outside your home country?



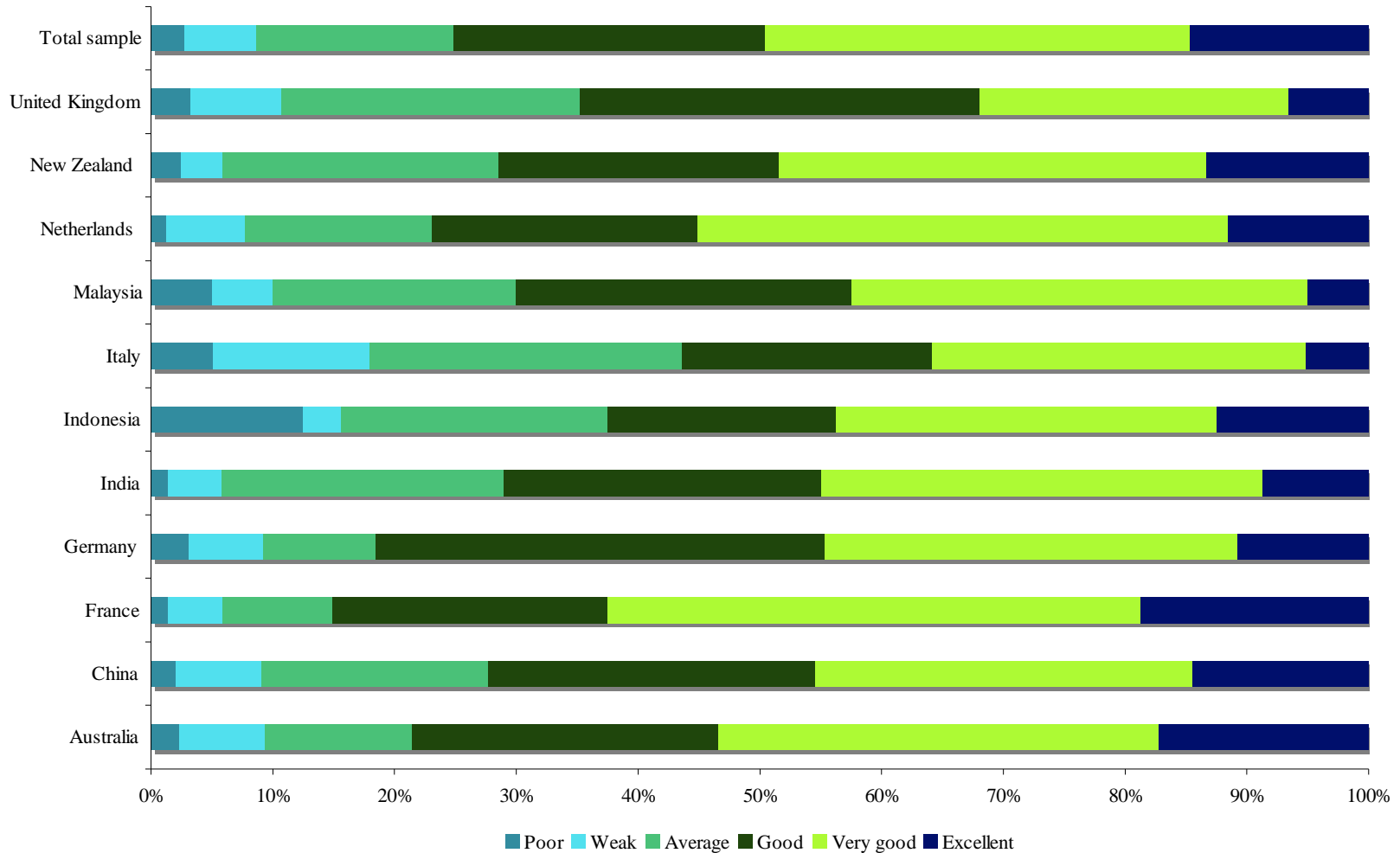
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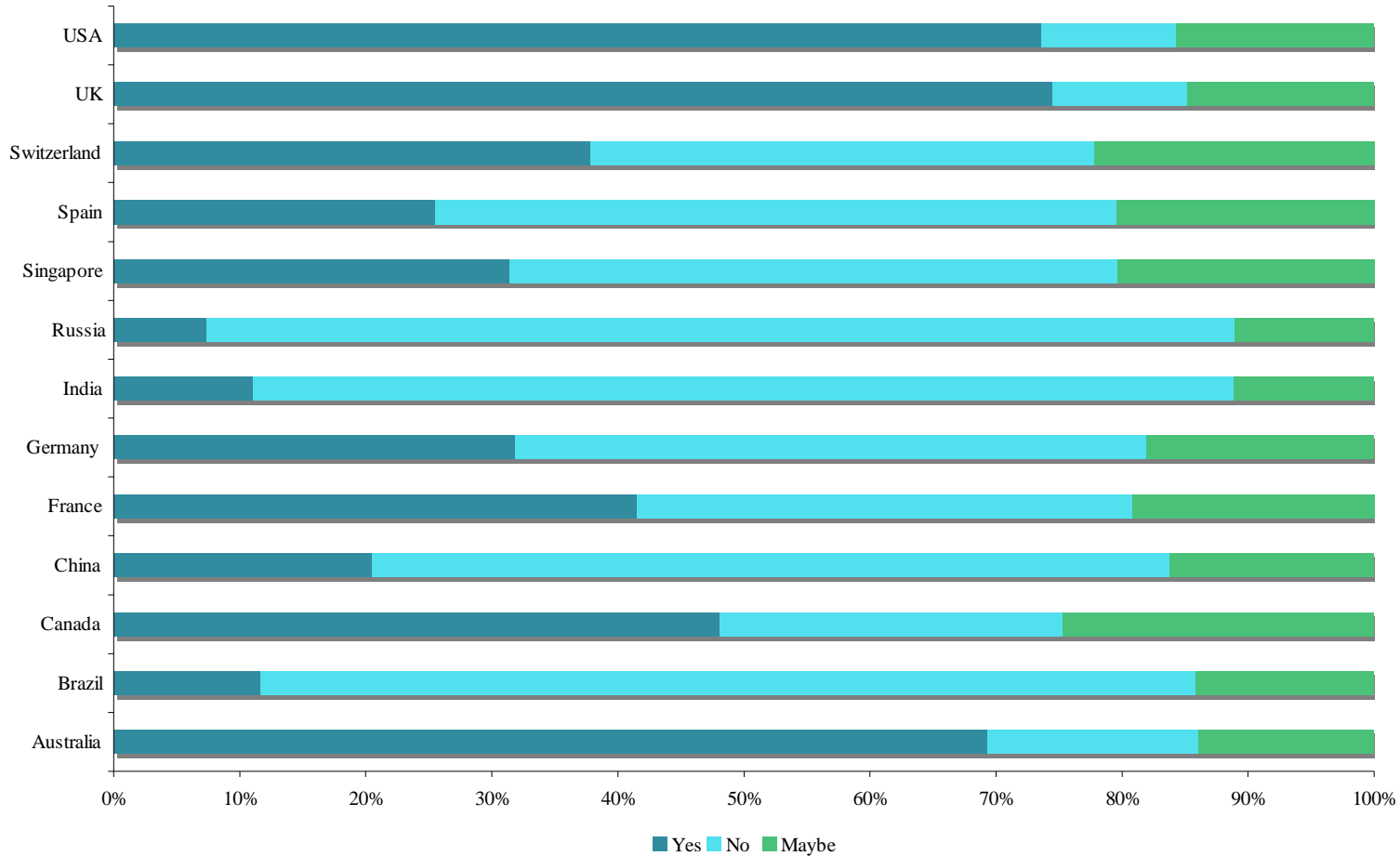
# Country reputation



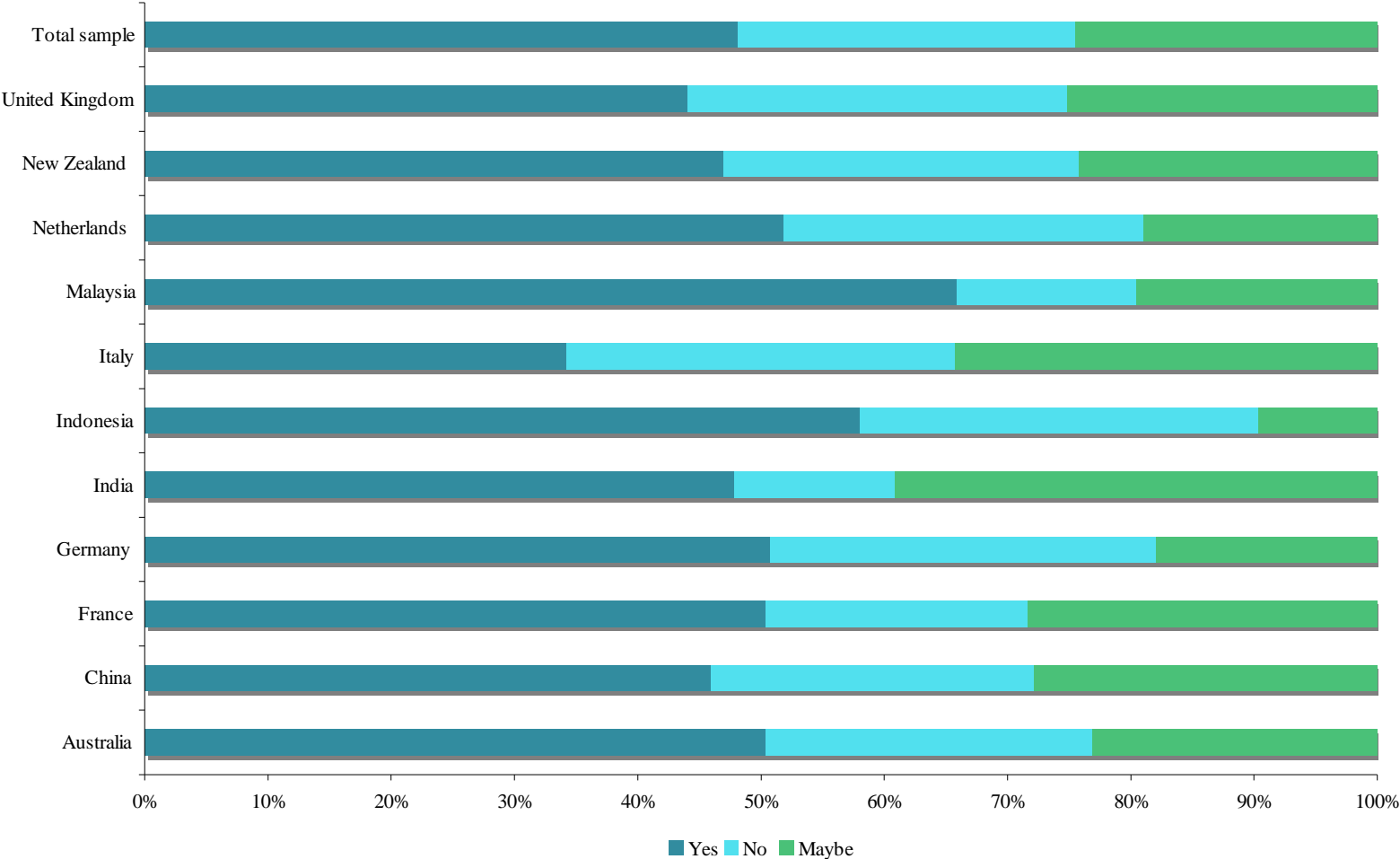
# Country reputation - Canada



# Where would you consider?



# Where would you consider? - Canada

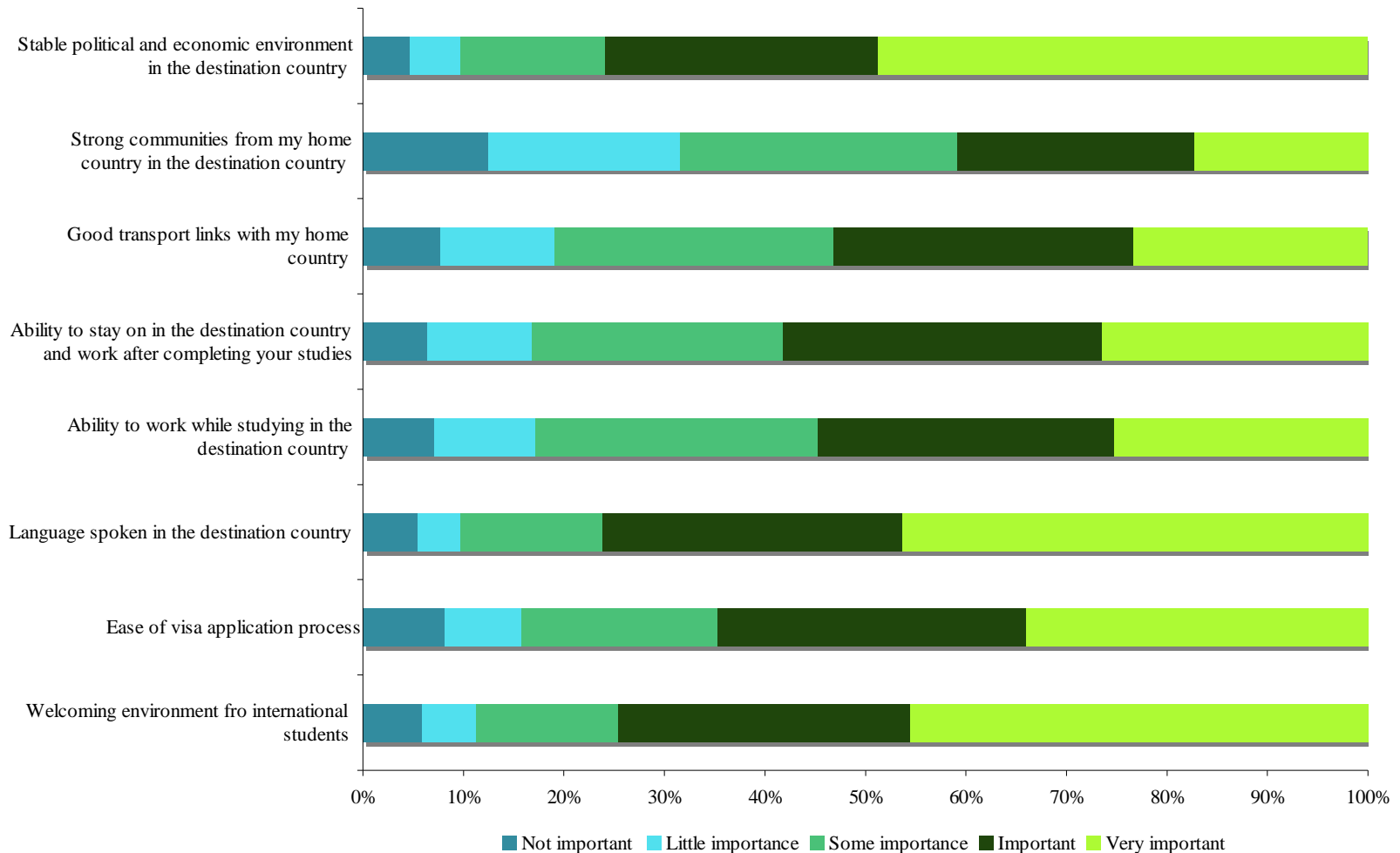


# Issues to consider when studying internationally

- Language, welcome for international students and political and economic stability
- For some it is also the ability to stay and work after completing studies
- It is not strong communities from the home country nor transport links to home

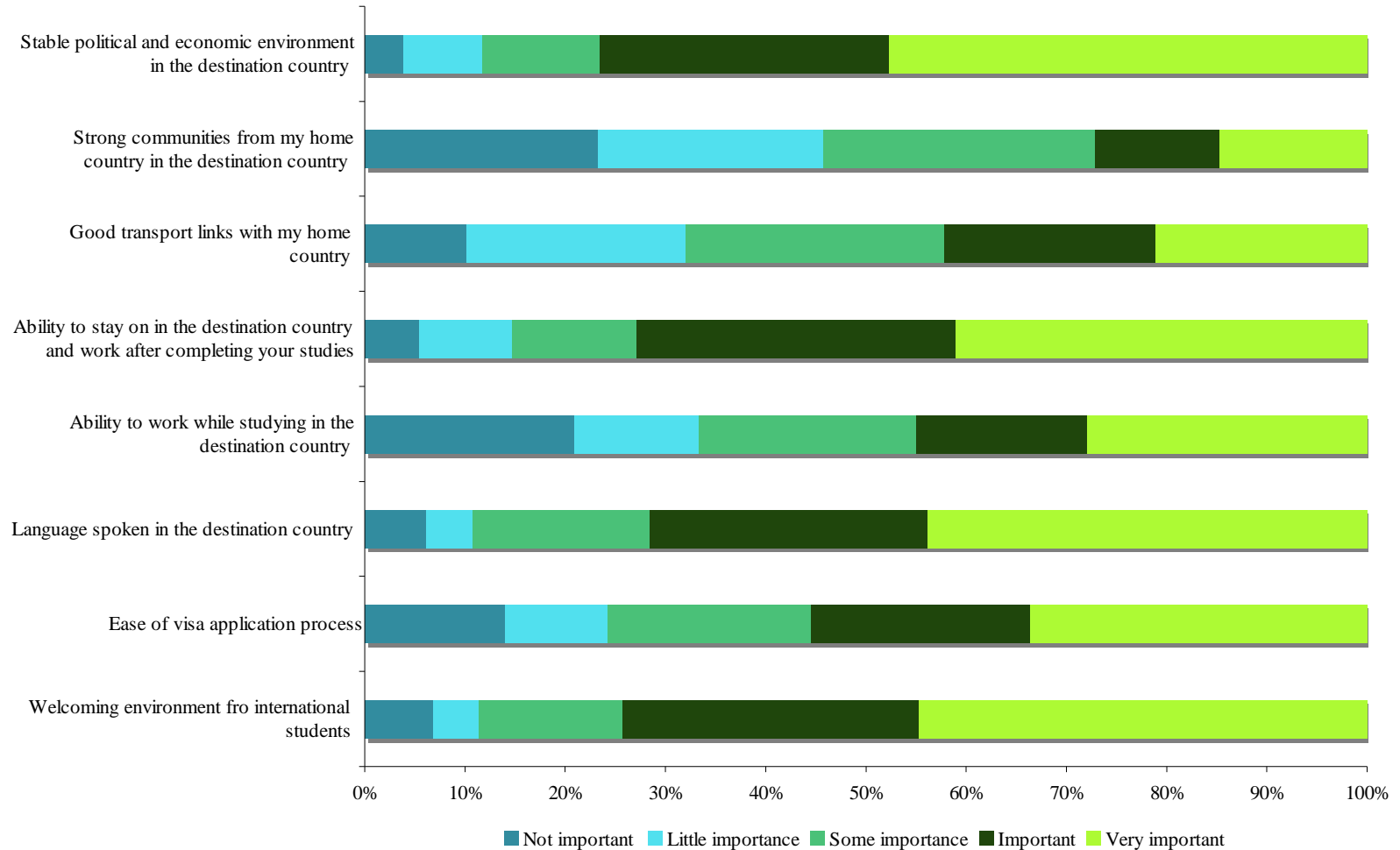
# Importance of different factors when considering study abroad

## First degree students



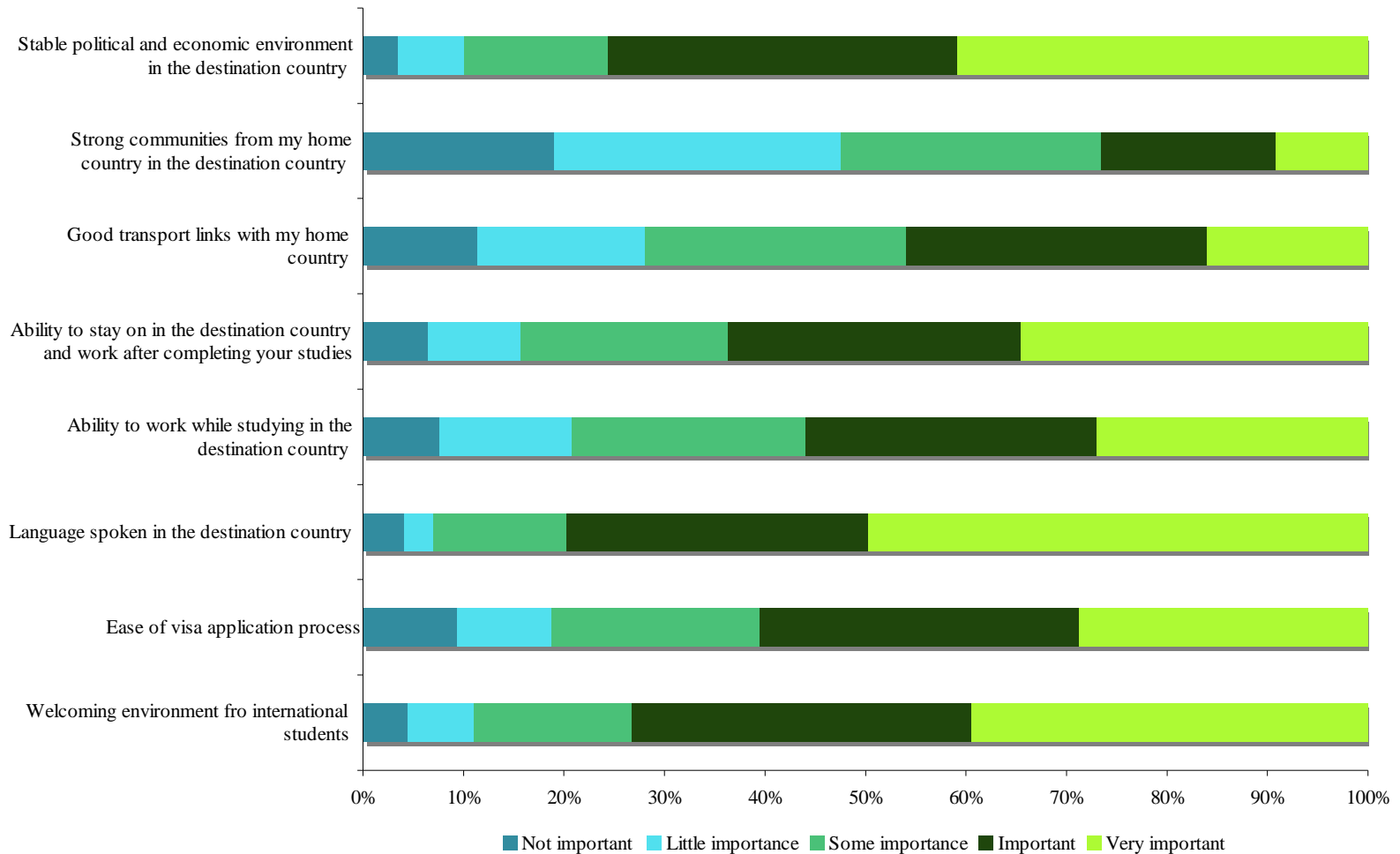
# Importance of different factors when considering study abroad

## Full-time MBA students



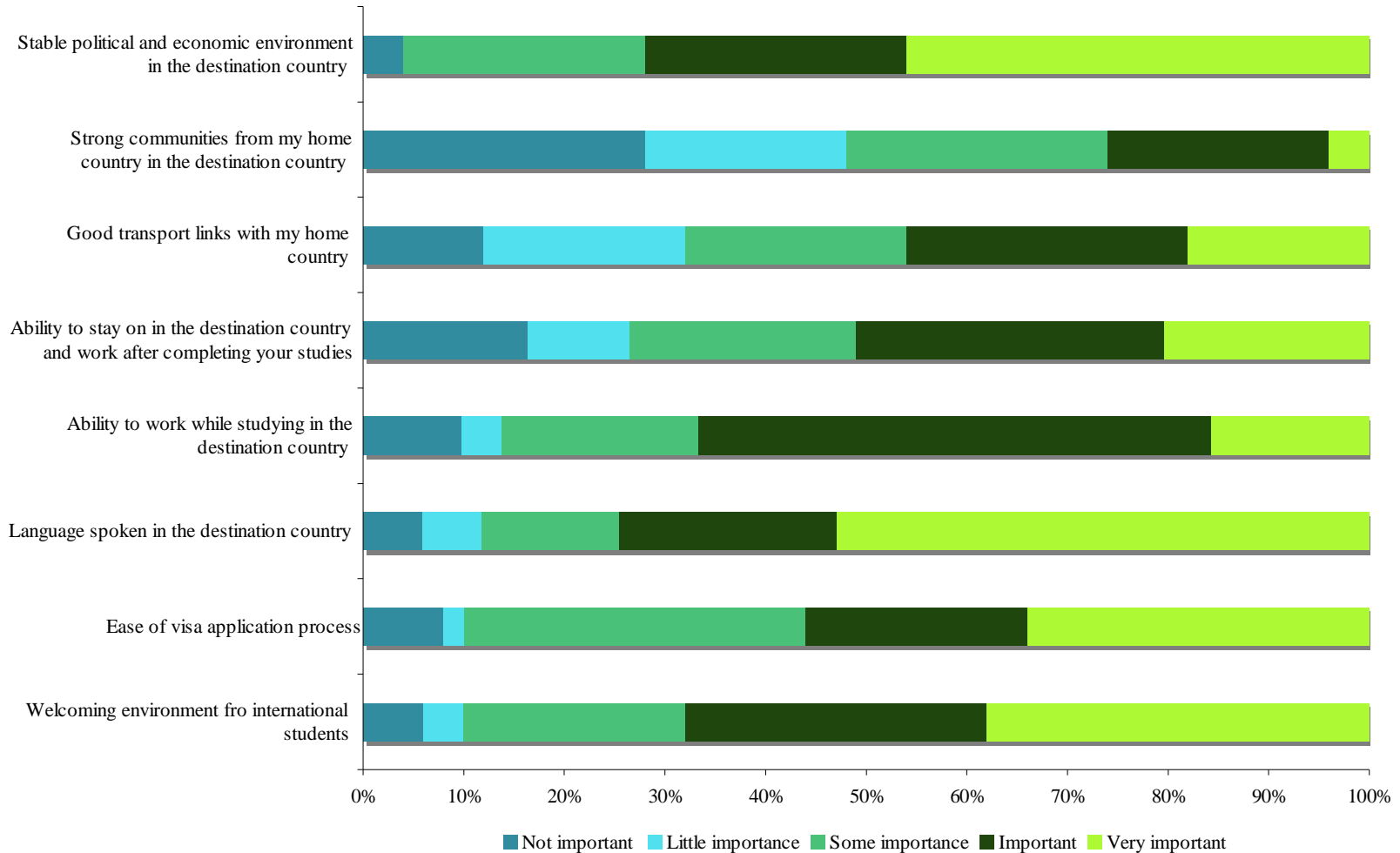
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## Other Business Masters students



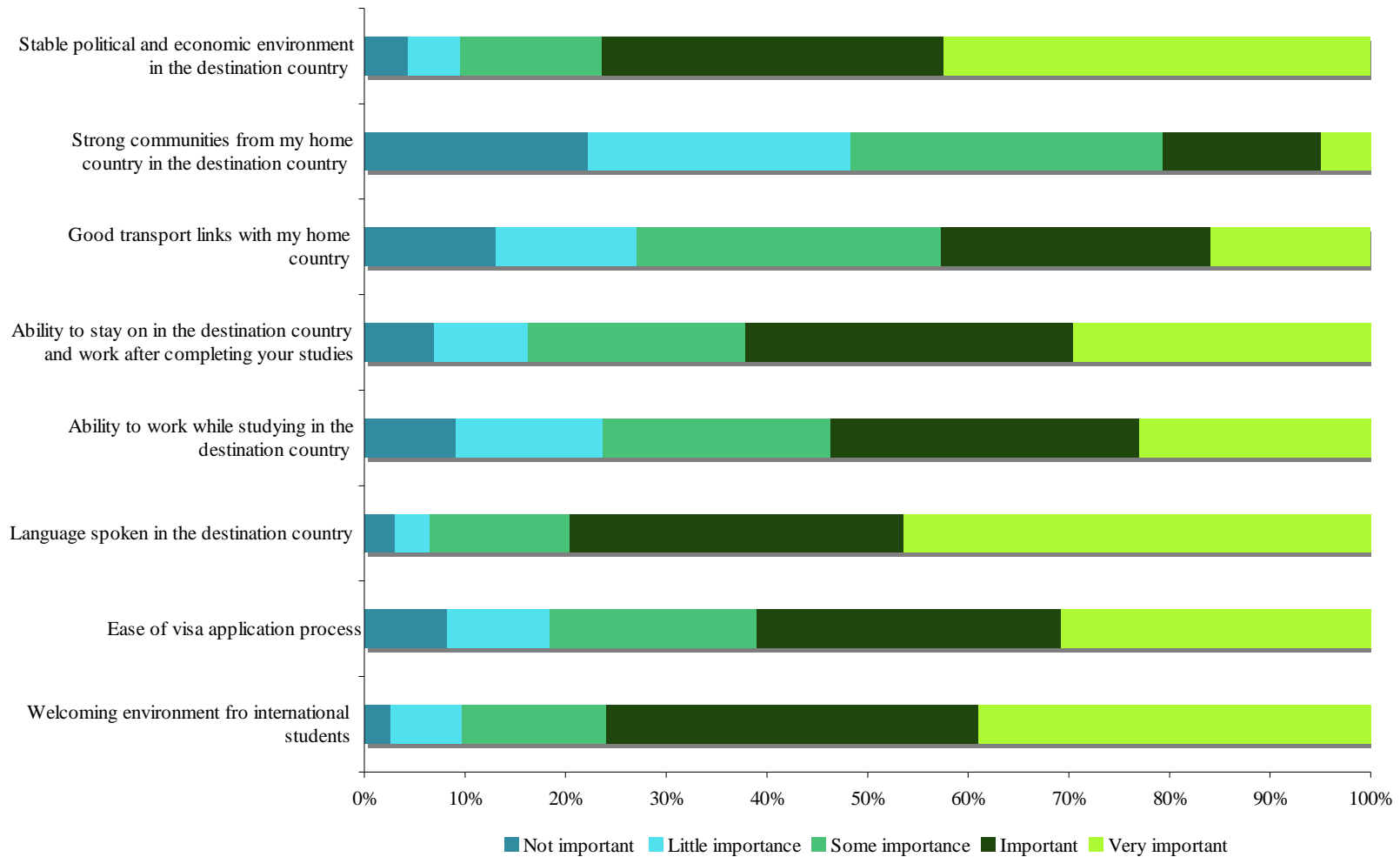
# Importance of different factors when considering study abroad

## Research degree students



# Importance of different factors when considering study abroad

## Alumni

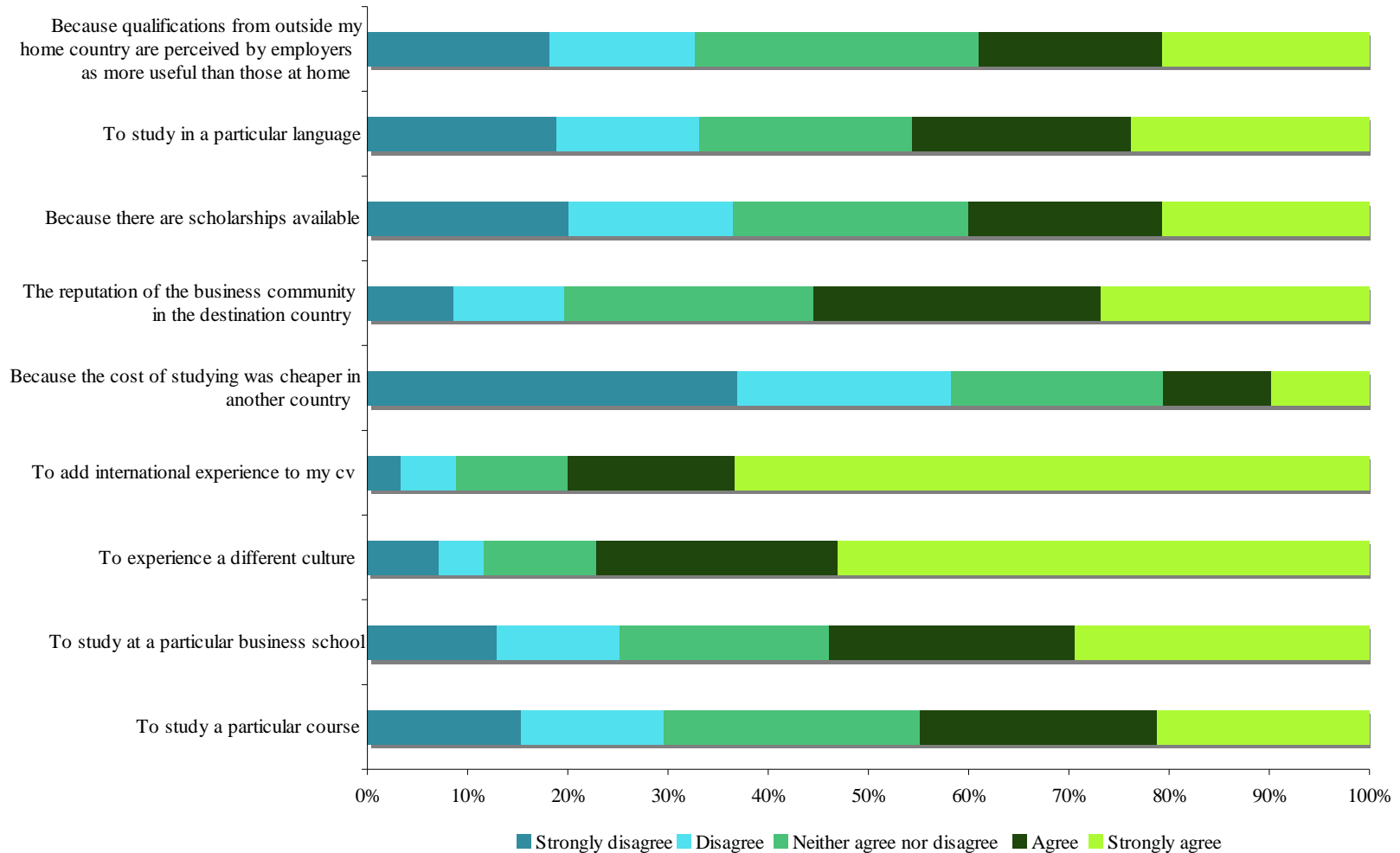


# Why study internationally?

- International and cultural experience on my CV
- For some the availability of scholarships, studying a particular course or studying at a particular institution are important
- Not because it is cheaper

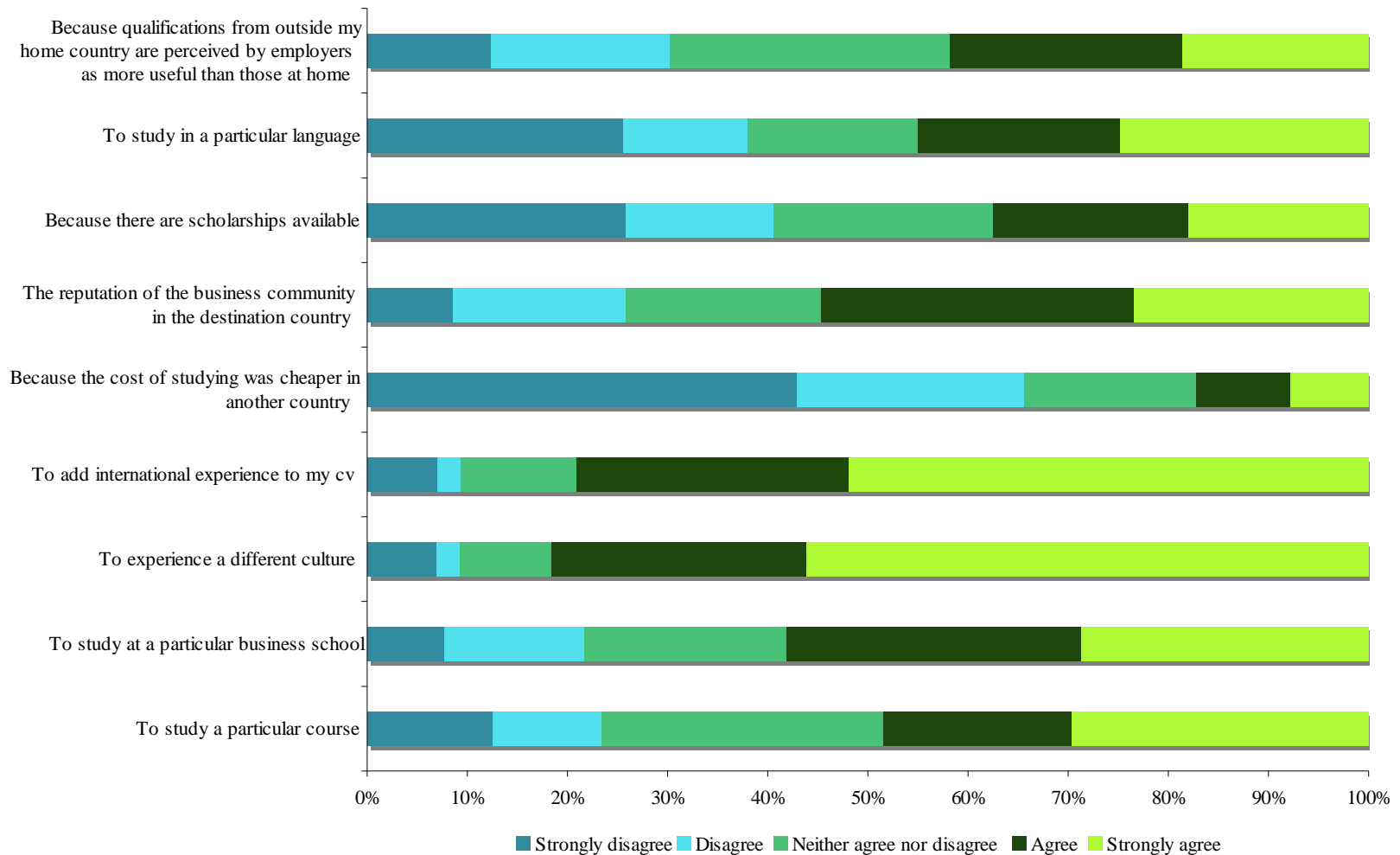
# Reasons to consider studying business outside your home country

## First degree students



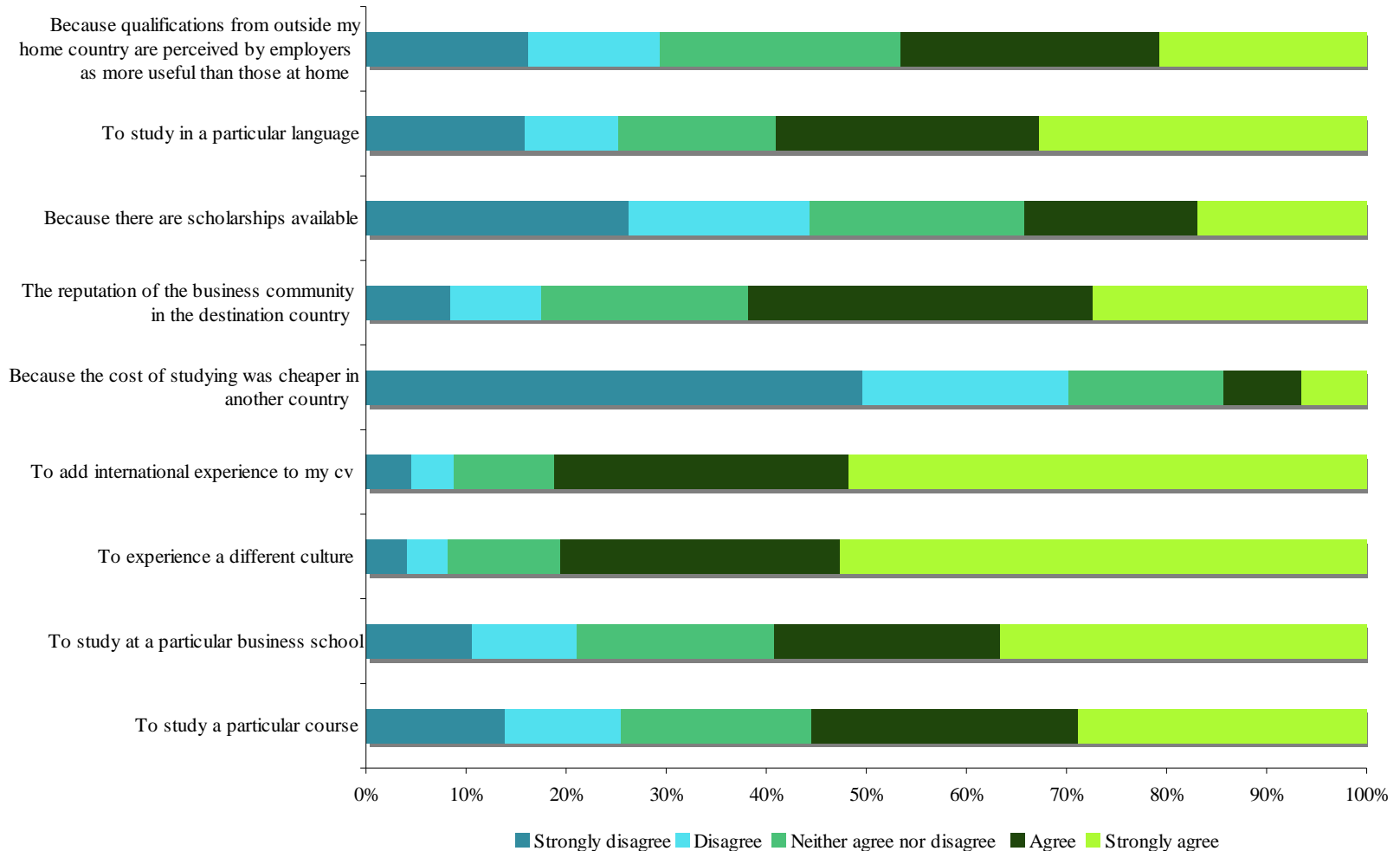
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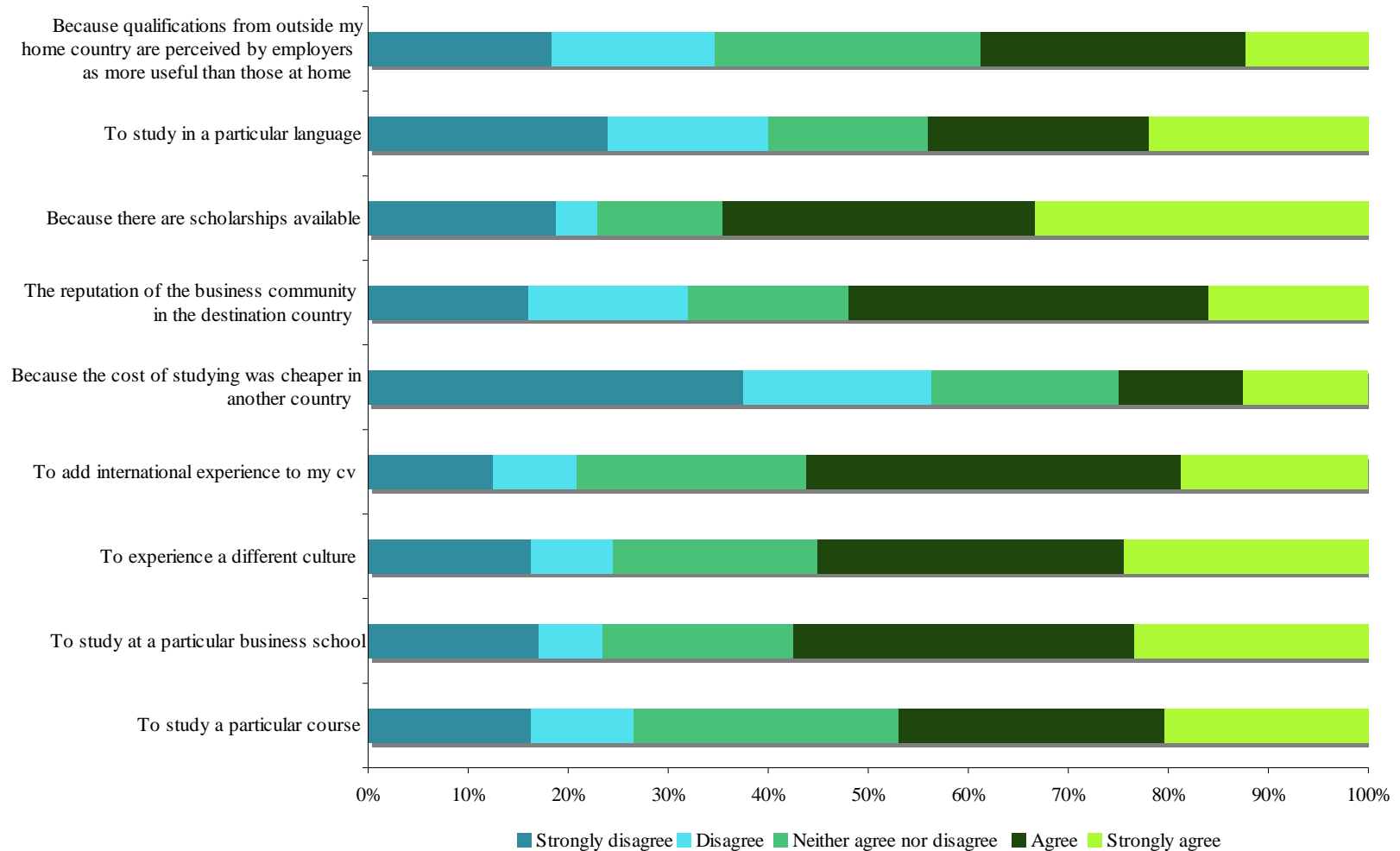
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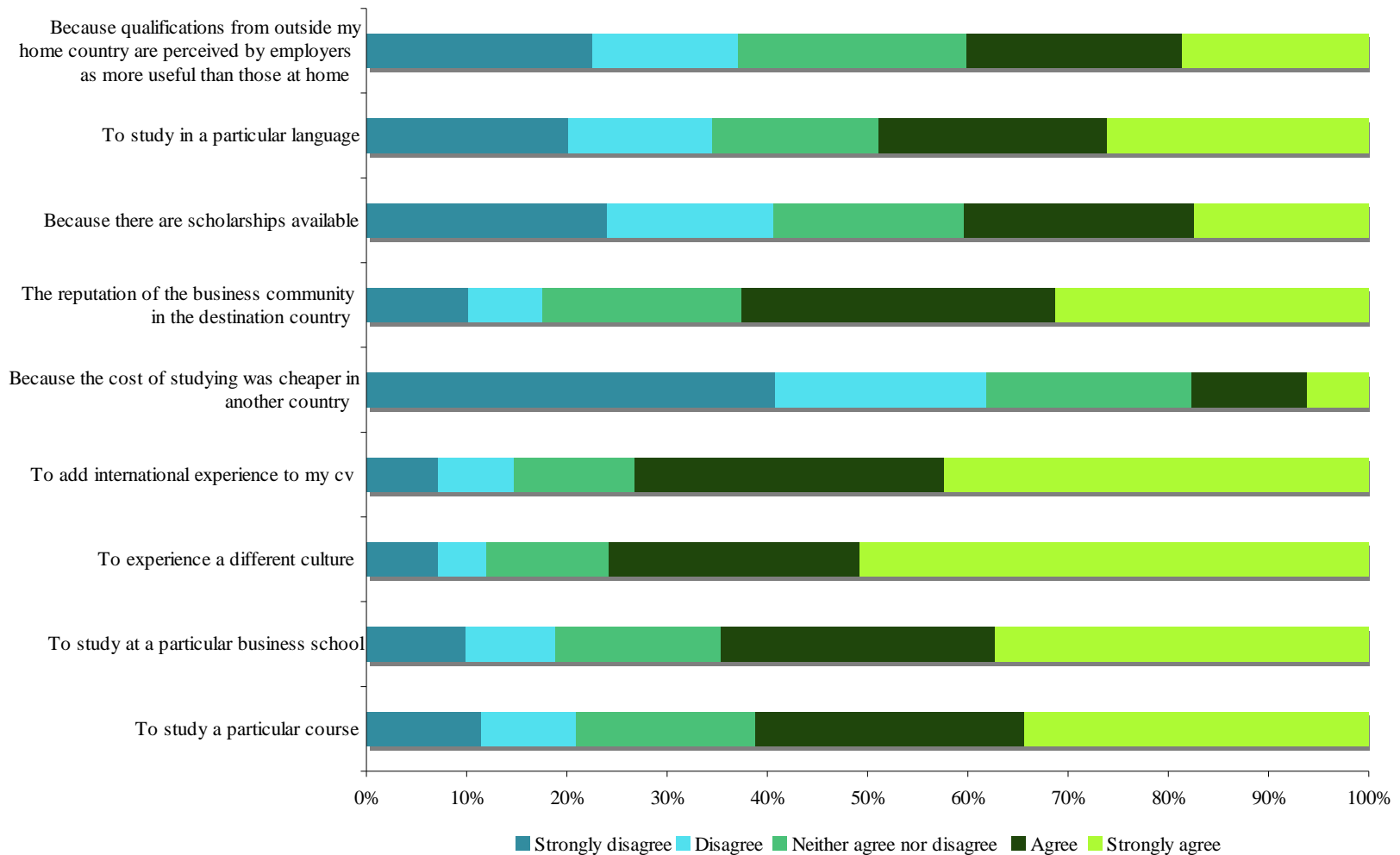
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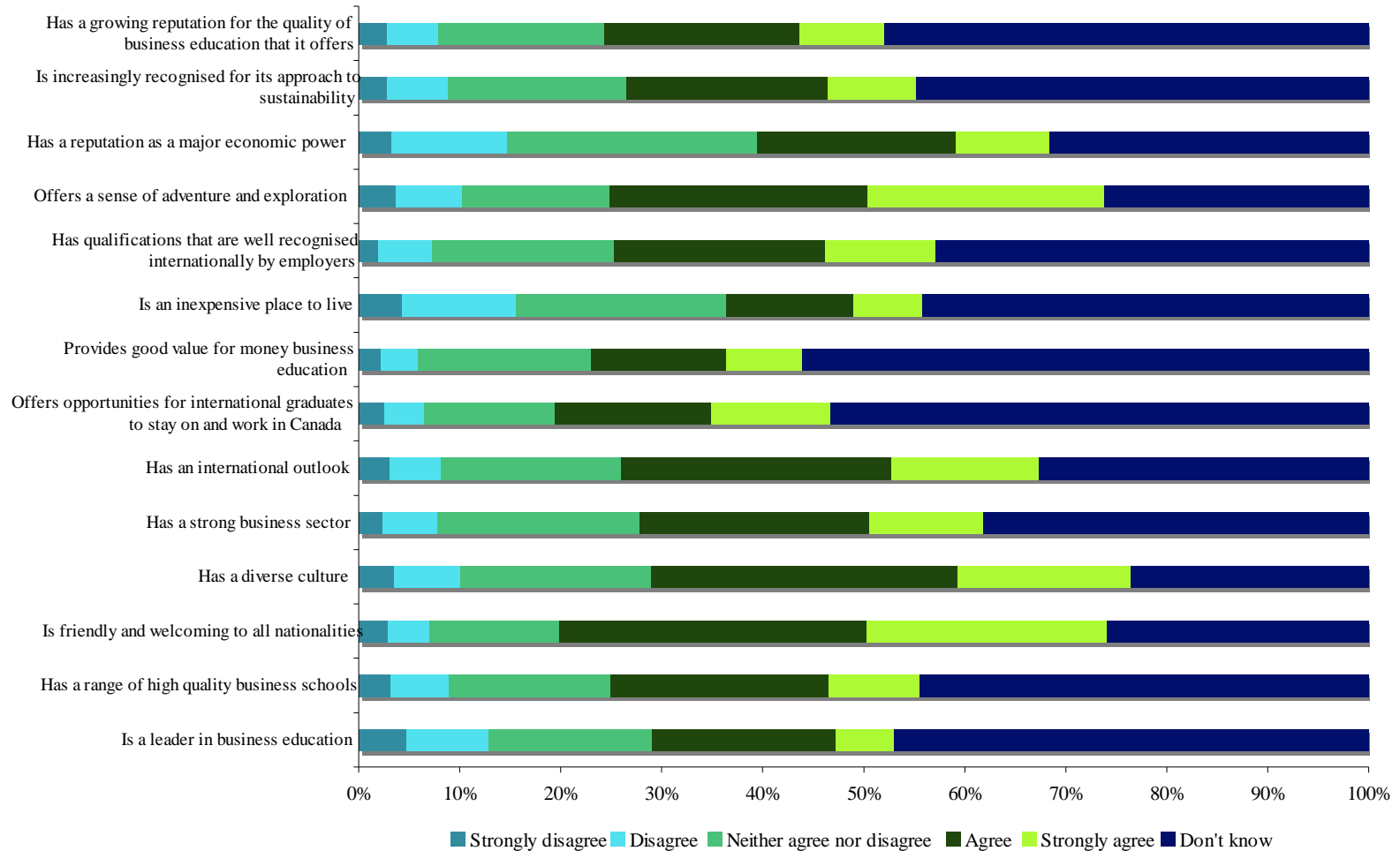


# How international students see Canada?

- Many have no idea
- First degree students - friendly and welcoming to all nationalities and offers a sense of adventure and exploration
- MBAs - friendly and welcoming to all nationalities
- Other Business Masters - friendly and welcoming to all nationalities and a diverse culture
- Research students - friendly and welcoming to all nationalities and a diverse culture
- Alumni - - friendly and welcoming to all nationalities and a diverse culture

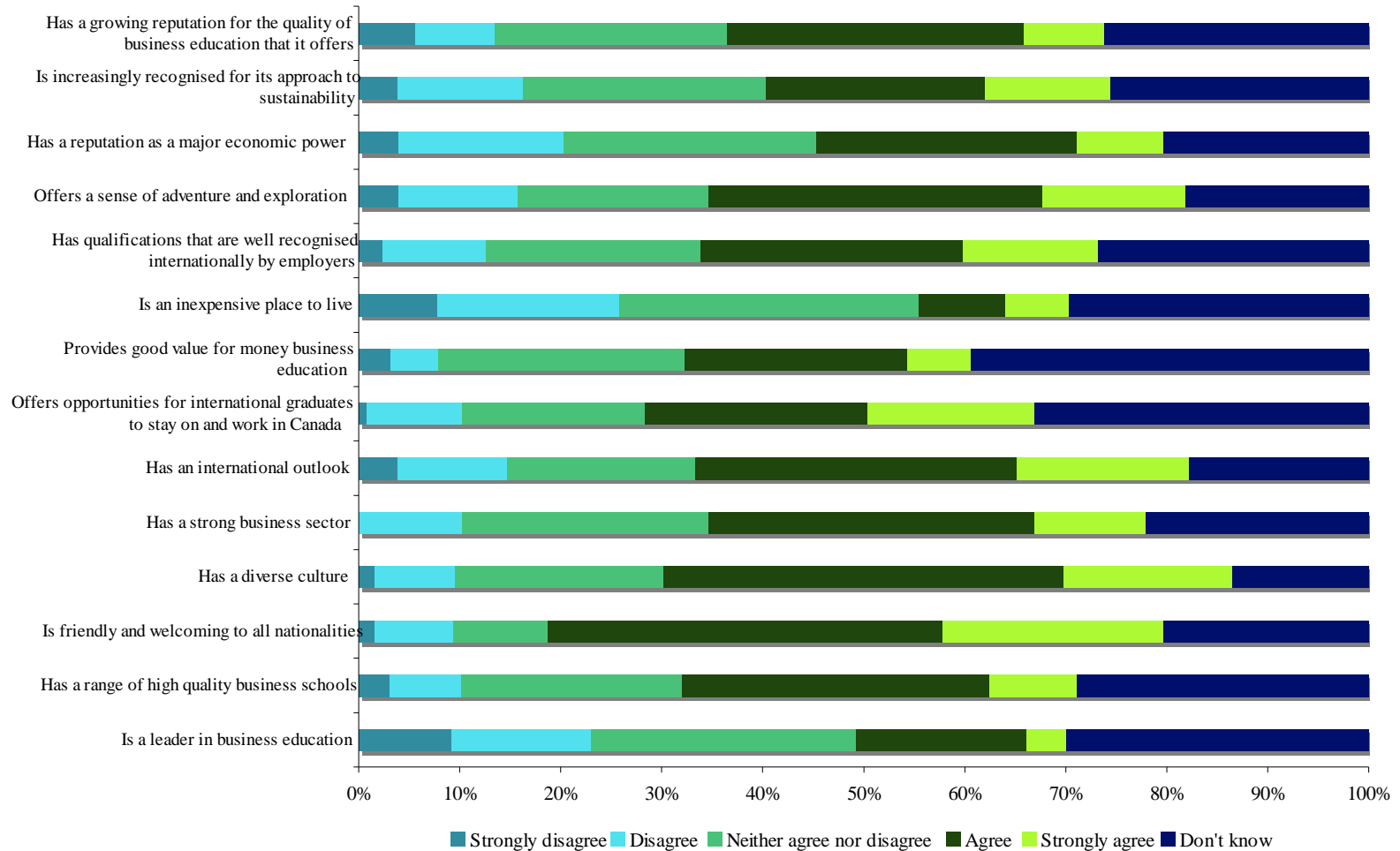
# Perceptions of Canada as a destination for business education

## First degree students



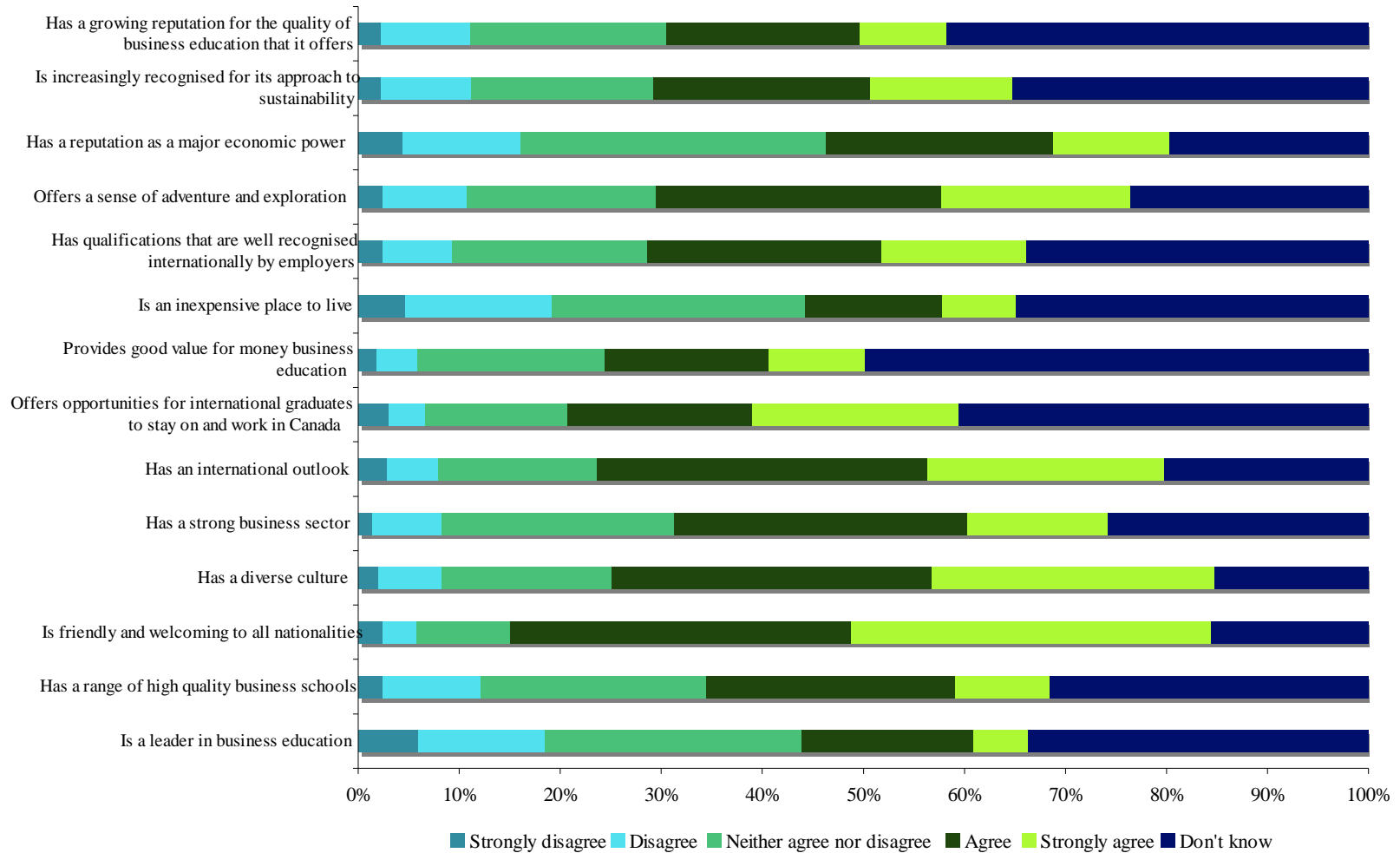
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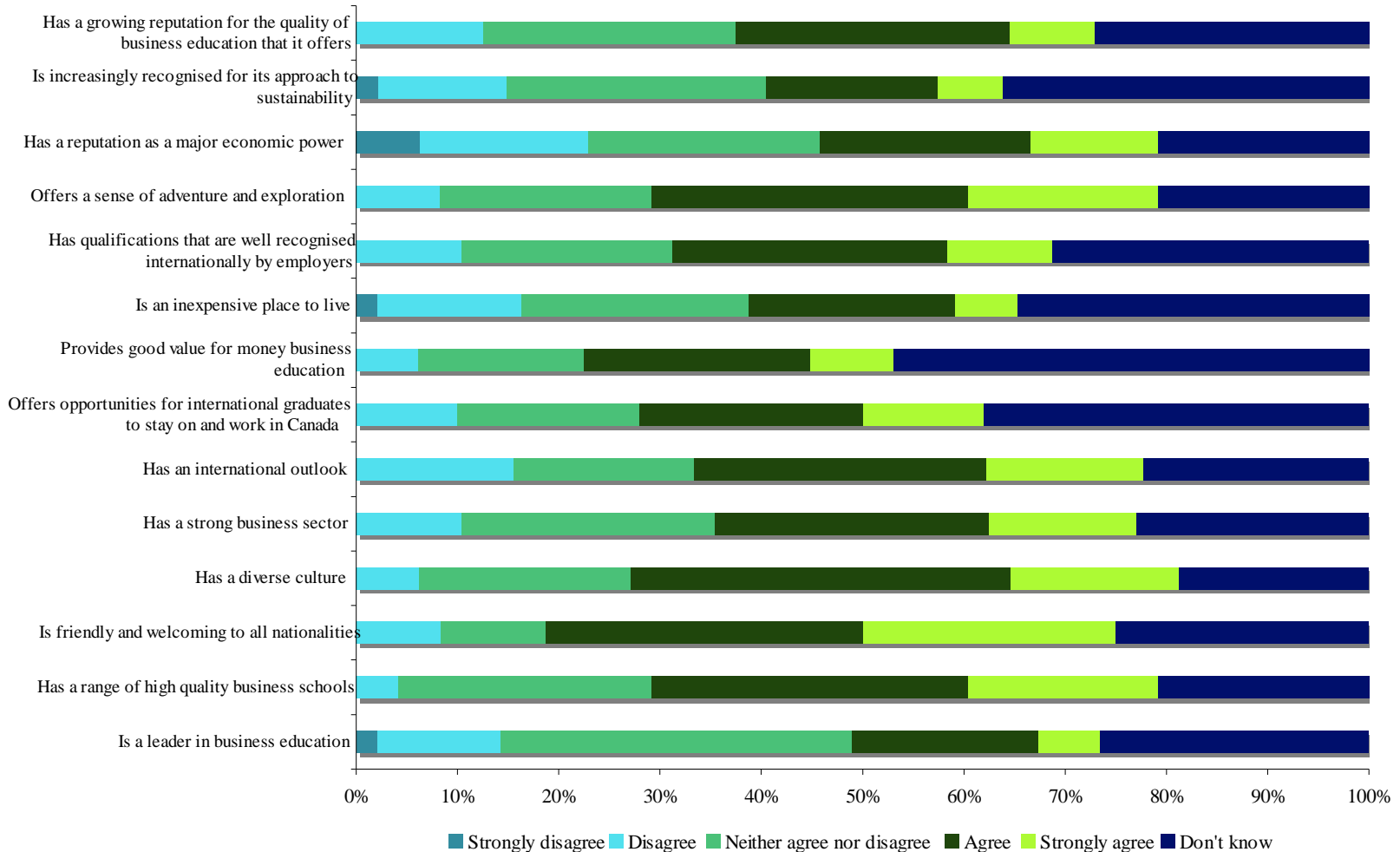
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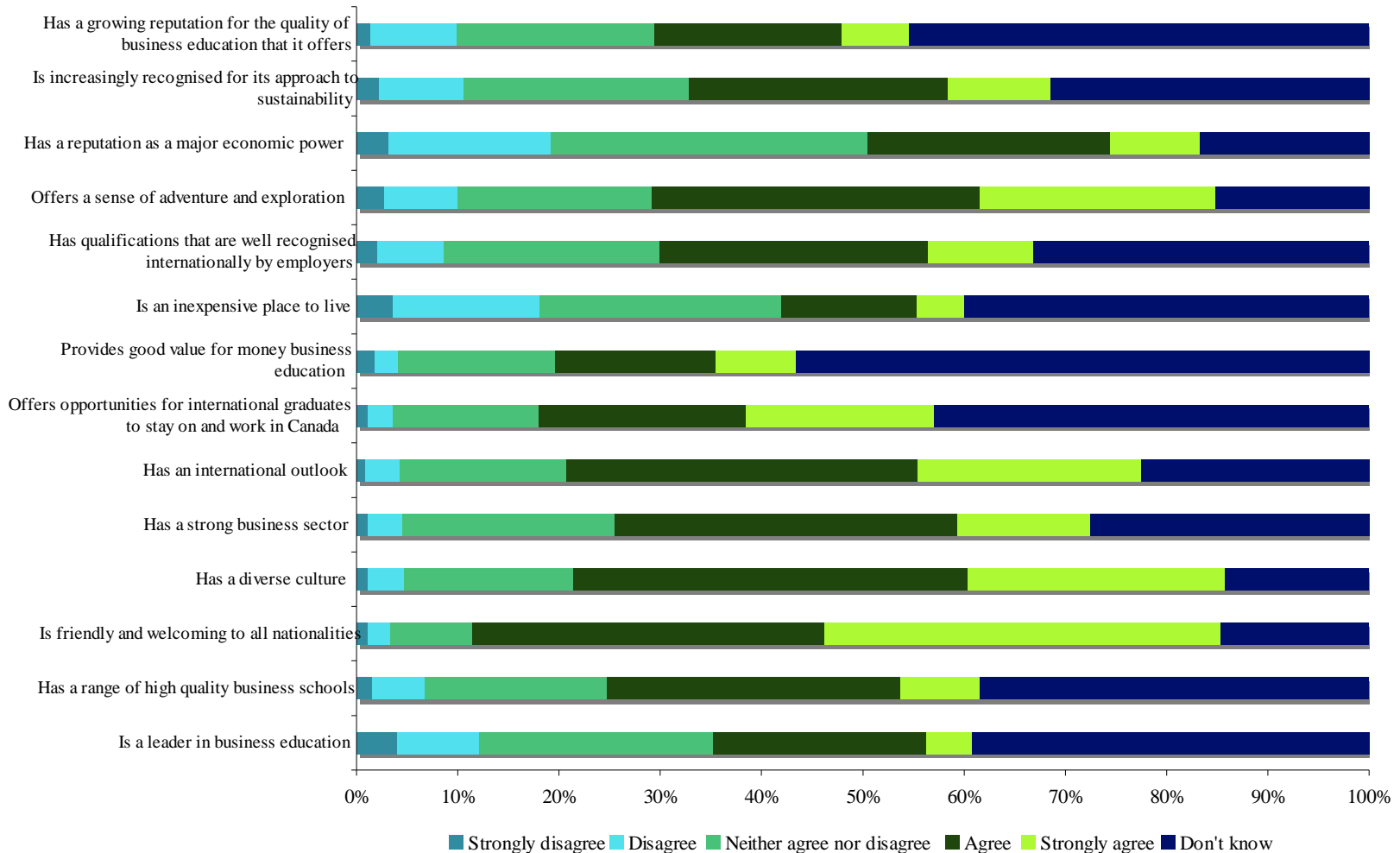
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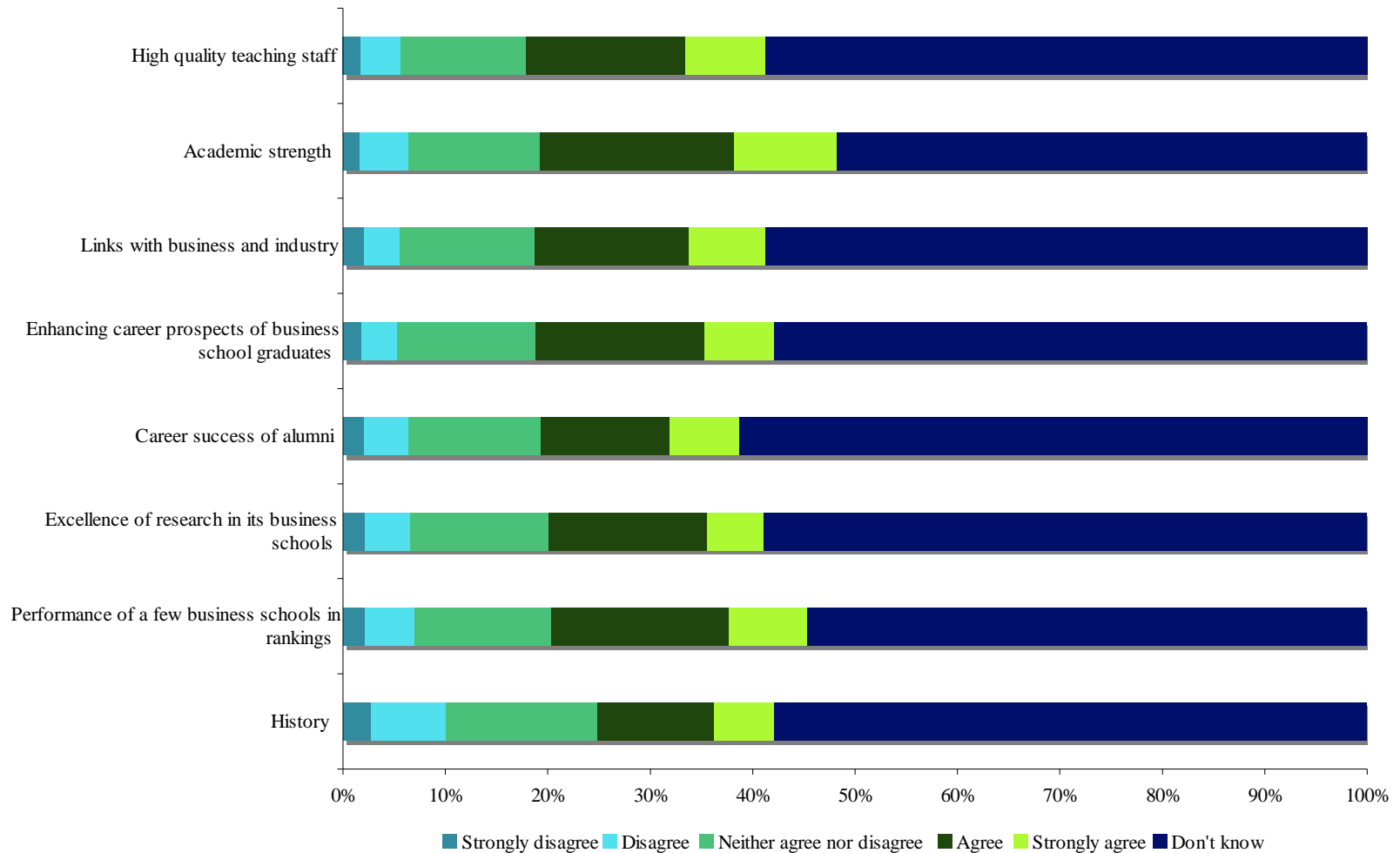


# Where does the reputation lie?

- Most have no clear idea
- It might be based on the performance of a few business schools in rankings or on academic strengths

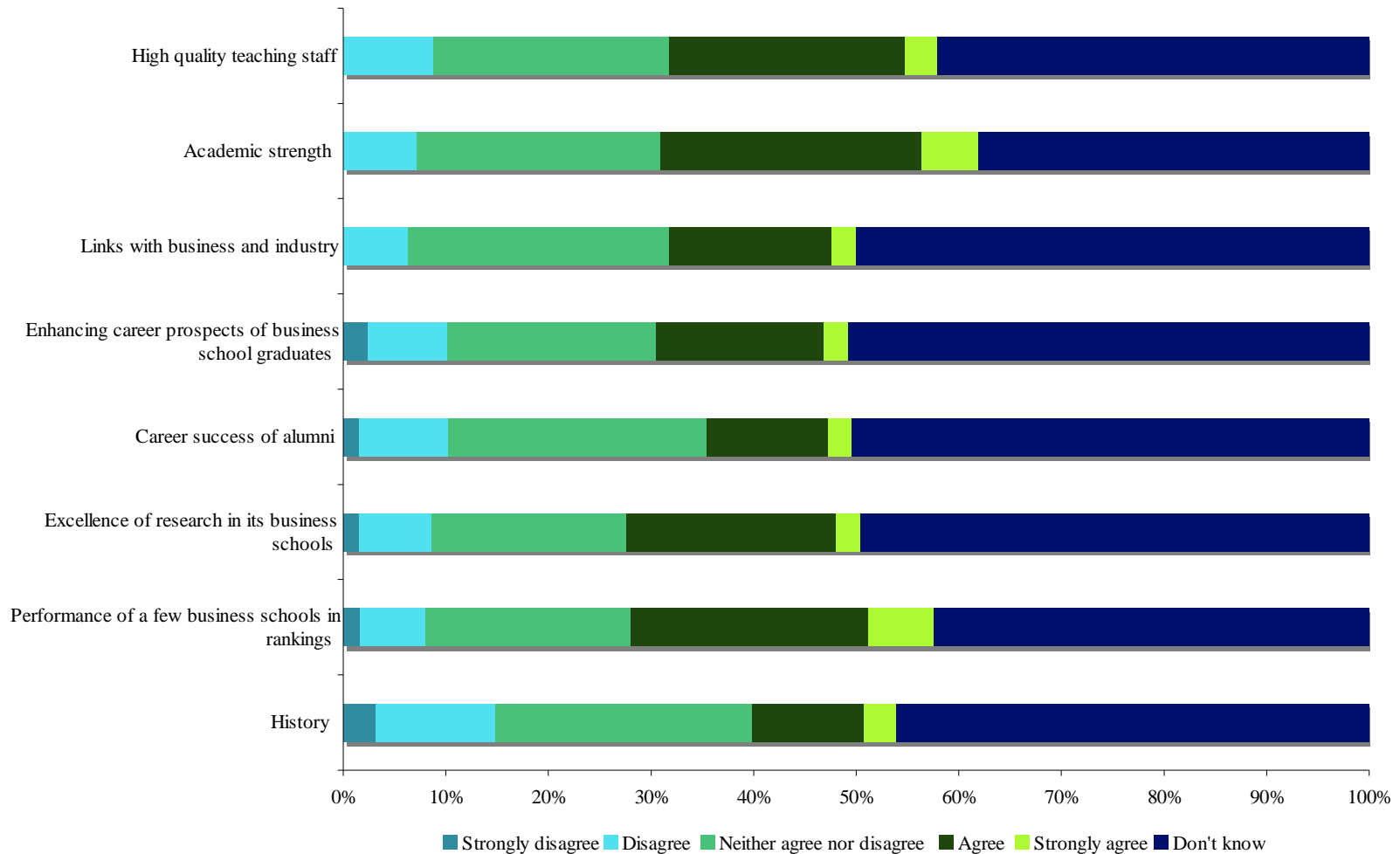
# Business education in Canada has a strong reputation largely based on ...

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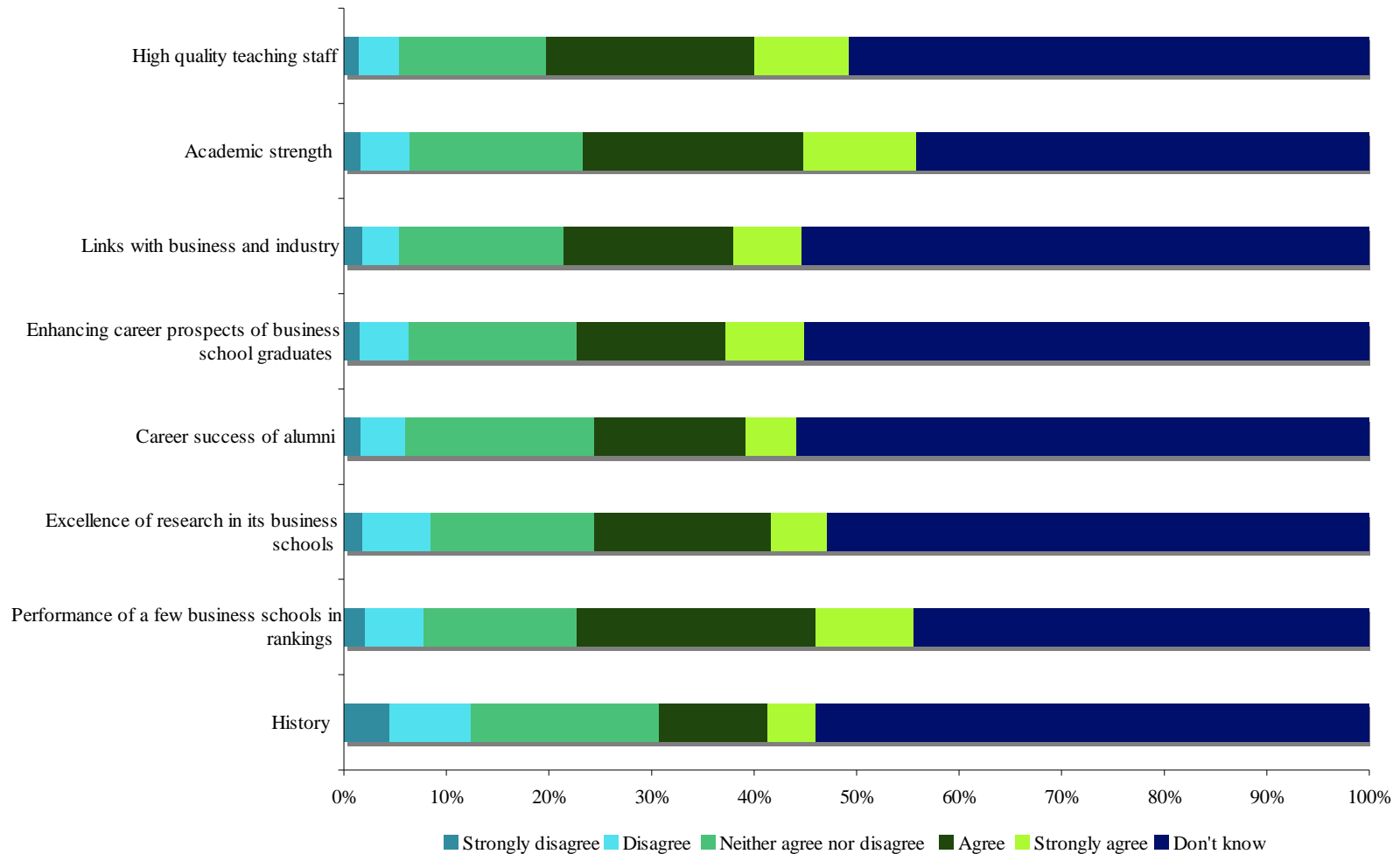
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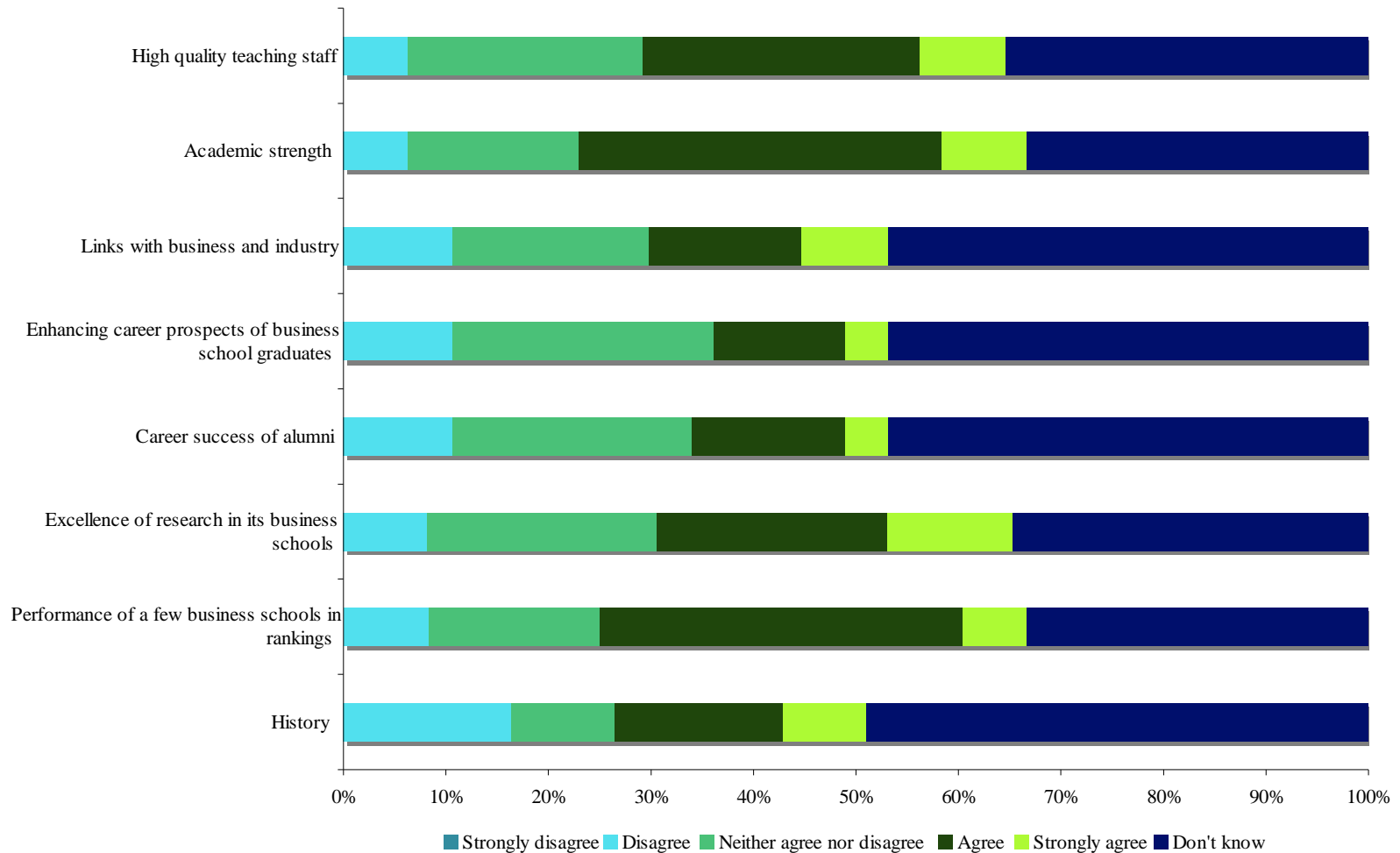
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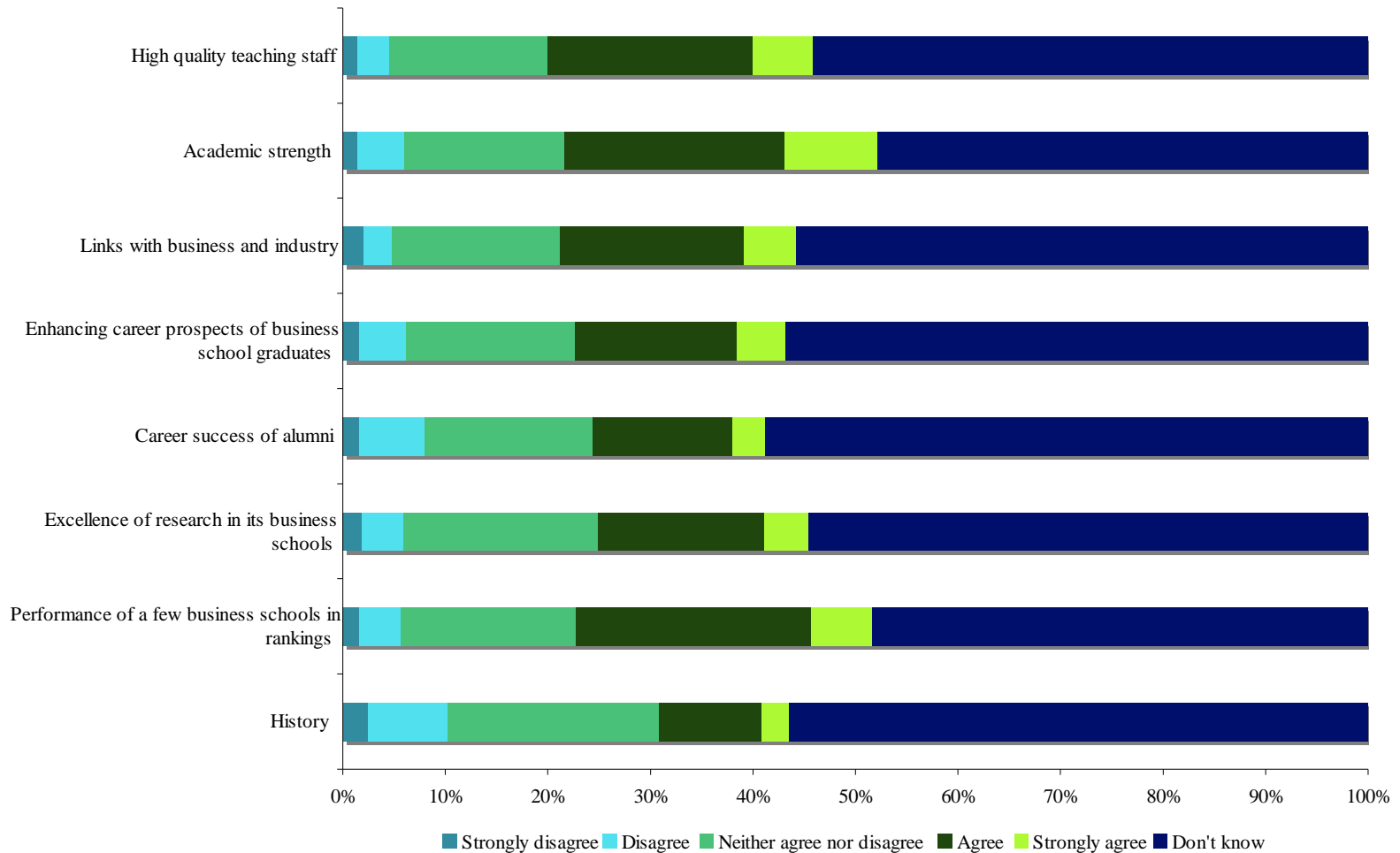
# Business education in Canada has a strong reputation largely based on ...

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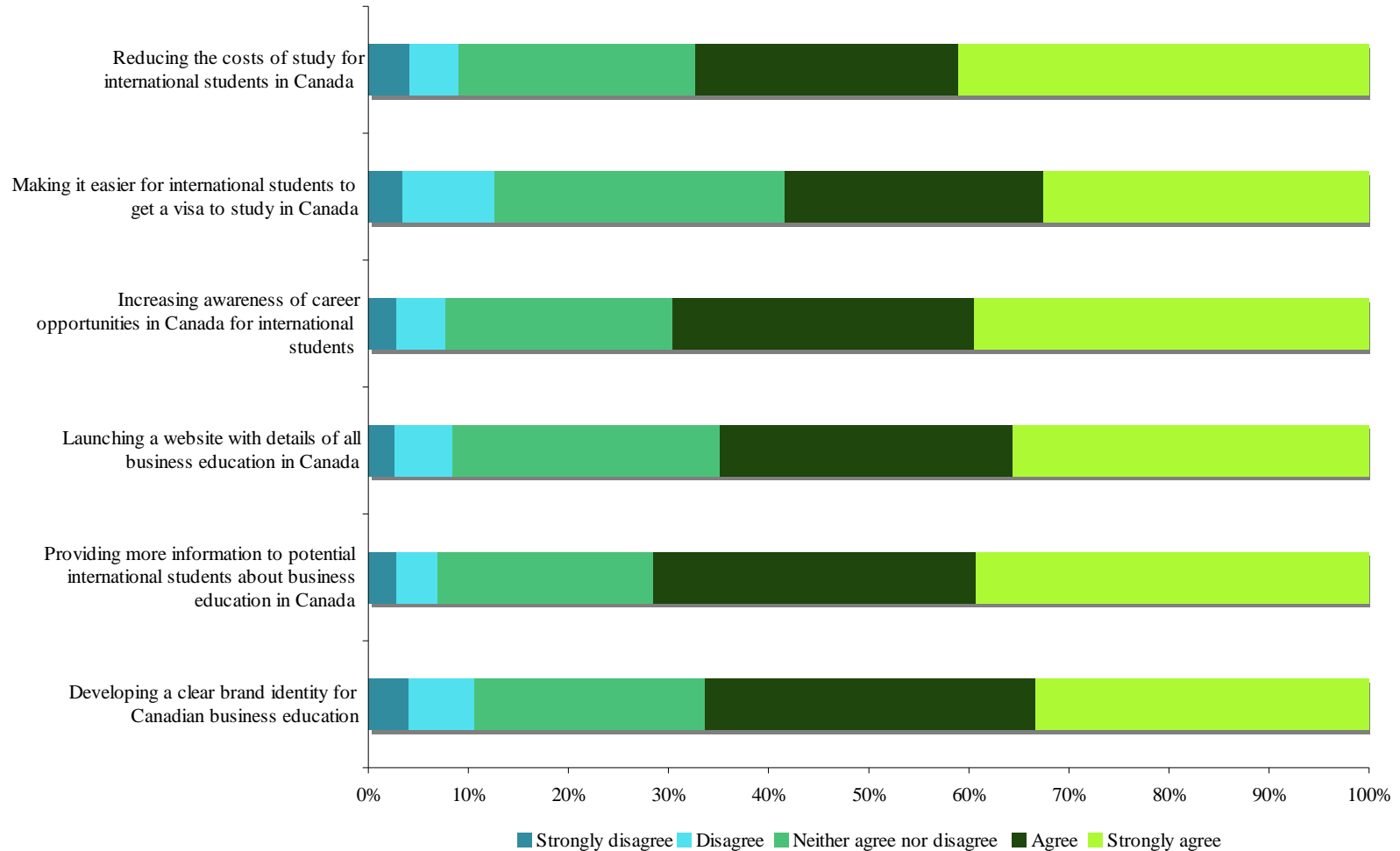


# So what should Canada do to become a destination of choice for business education?

- Career
- Brand
- Awareness
- Web
- Not cost

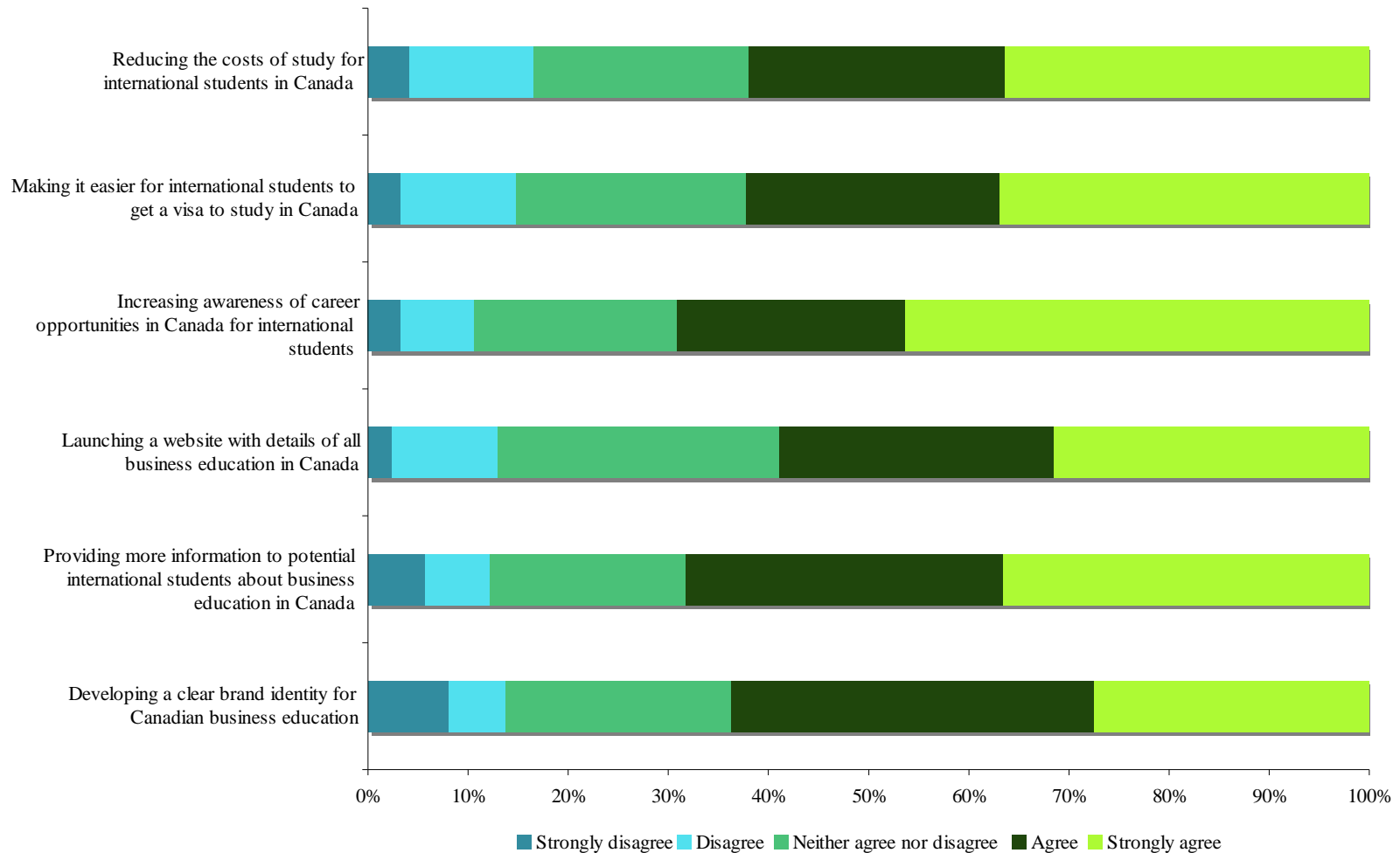
# Canada could improve its reputation for business education by ...

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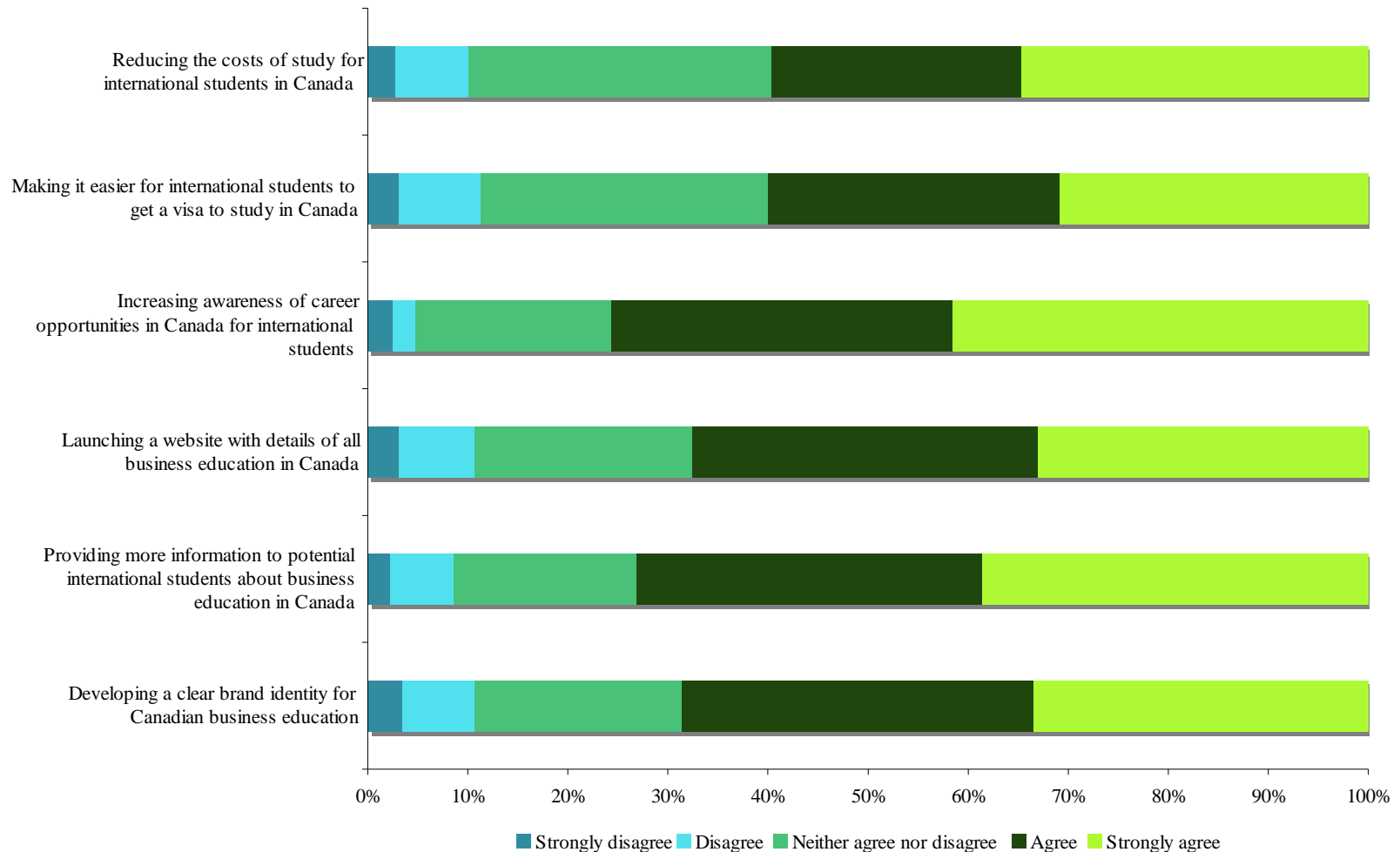
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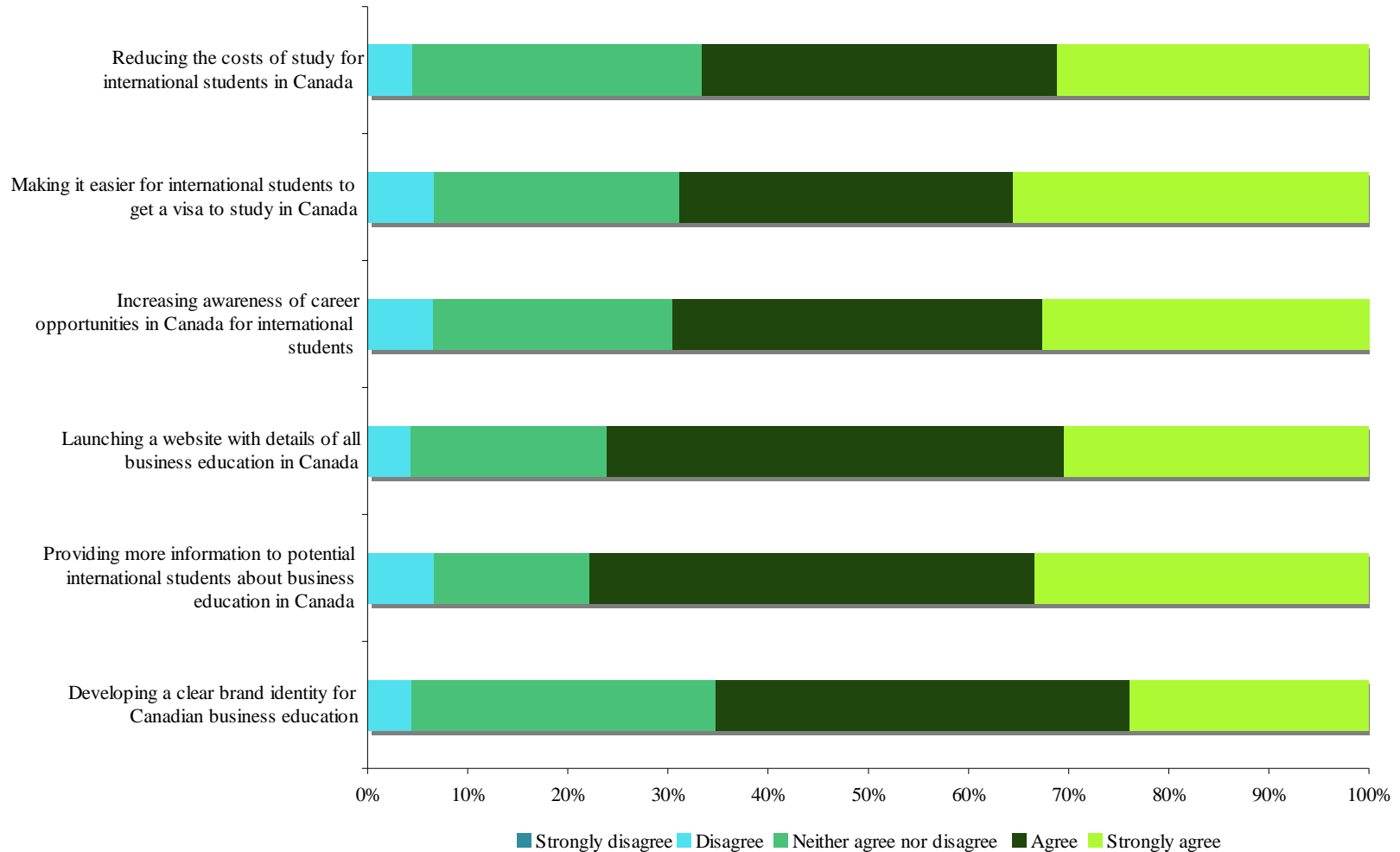
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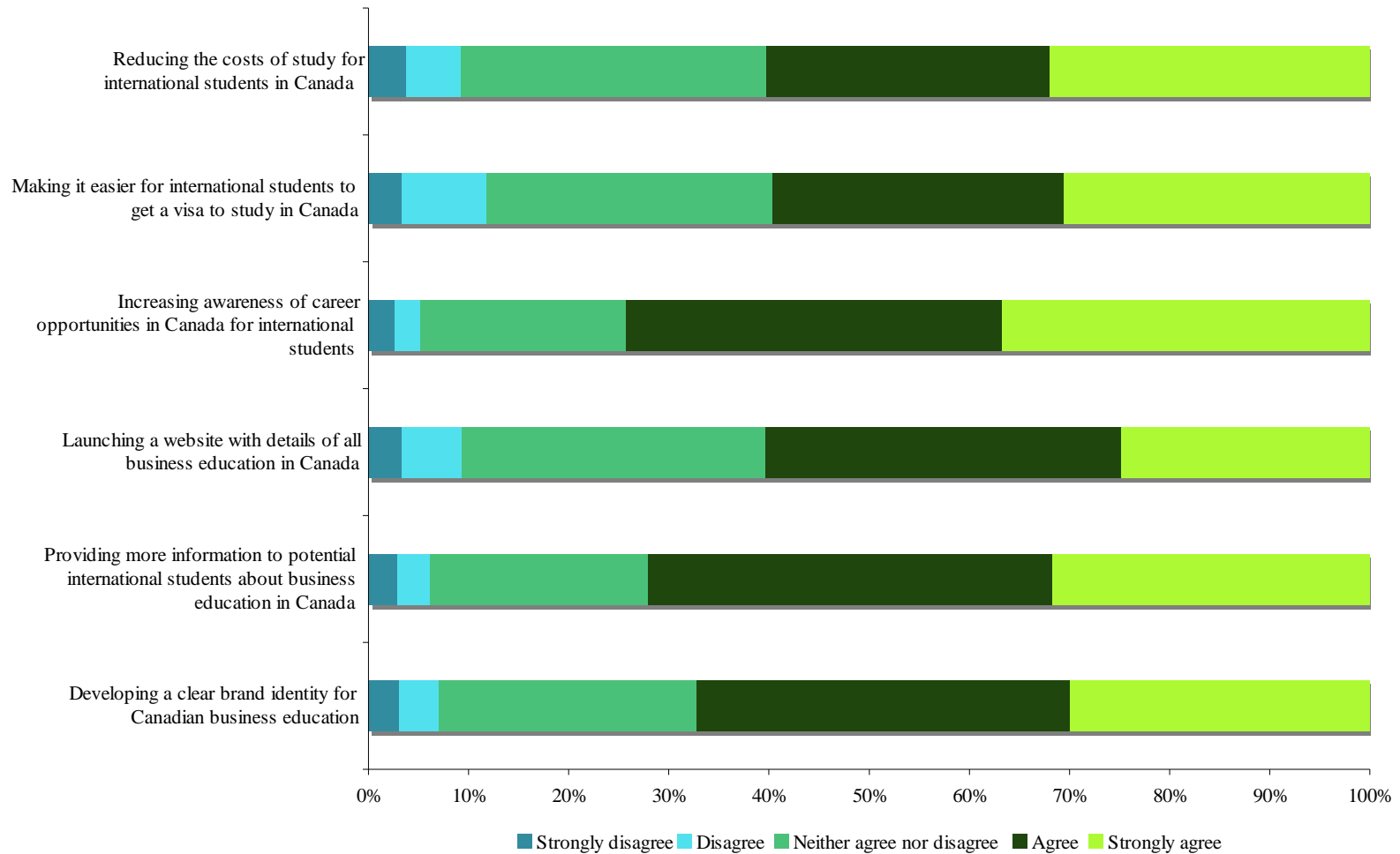
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# Conclusions

- Many students have a positive view of Canada, but there is little substance to that view
- Clarity around the offer is required if there is going to be a significant step forward
- Current collective efforts are doing little to raise awareness of the offer or to attract interest
- Doing nothing is not an option, but is there a collective will to do something as business schools?