



**THE AMERICAN UNIVERSITY IN CAIRO**

**Executive Master's Degree in  
Business Administration  
(EMBA) Survey**



**June 2011**

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# Executive Summary

## **Introduction**

The School of Business, at the American University in Cairo (AUC) conducted a survey for the purpose of offering a world-class International Executive Master's degree in Business Administration (EMBA). On April 28th, 2011 the Office of Institutional Research, emailed survey invitations to 623 potential employers of AUC ALUMNI from the Business School (Economics, Economics in International Development and Master in Business Administration). Two survey email reminders were sent on May 5<sup>th</sup> and May 12th, 2011 and remained accessible until May 22. When the survey was closed 44 (7.1%) out of 623 responded.

## **Methodology and Organization of the Report**

This report is divided into six sections. In Section I, respondents' gender is presented. In addition, we presented the respondents' field of study (major and last degree) plus field of work (title and industry) as frequencies and as charts. Also, respondents' interest in applying for the EMBA at AUC is presented in frequencies and as charts. In Section II, we presented the respondents' most preferable length to the program as frequencies and as charts. In Section III, as 'employers', we presented the respondent's willingness to sponsor any of their employees in the EMBA program in frequencies and charts. In Section IV, the different types of tuition to cover the course is presented in frequencies and charts. In Section V, the respondents' level of agreement with the reasons for enrolling in the EMBA is reported. In Section VI, the open ended question is presented.

**Section I:**

The respondents' gender was 75% 'male' and 25% 'female'. When we asked the respondents to indicate their last degree earned, 27.3% of the respondents reported 'Bachelor Degree', 70.5% reported 'Master Degree' and 2.3% did not report this question. Respondents' majors is presented in table 2.

Answering the question 'What is your field of work?', for the title 68.2% of the respondents reported 'Manager', 2.3% reported 'Assistant Director', 2.3% reported Director', 6.8% reported 'Executive Director', 18.2% reported 'Other' and 2.3% did not answer this question. For the industry, respondent's answers is presented in table 5A page 6.

For the question, if AUC had a program for a world-class EMBA, would you be interested in applying it? 70.5% of the respondents reported 'yes' and 27.3% reported 'no' and 2.3% did not answer this question.

**Descriptive Analysis**

Table 1

Gender	Frequency	Percent
Male	33	75.0%
Female	11	25.0%
Total	44	100%

Figure 1

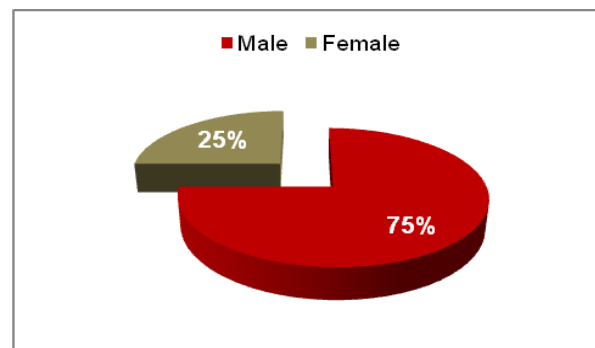


Table 2

What is your field of study?	Frequency	Percent
Accounting	1	2.3%
Business Administration	20	45.5%
Computer Engineering	2	4.5%
Computer Science	5	11.4%
Construction Engineering	2	4.5%
Economics	1	2.3%
Electronic Engineering	3	6.8%
Engineering	6	13.6%
Mathematics	1	2.3%
Mechanical Engineering	3	6.8%
Total	44	100%

Figure 2

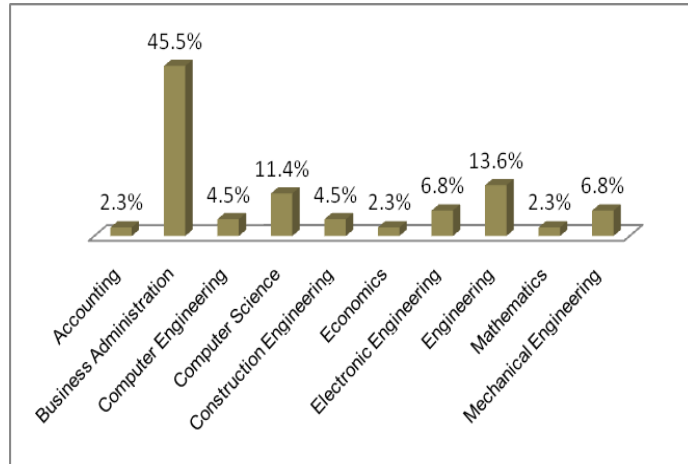


Table 3

What is your field of study?	Frequency	Percent
Bachelor Degree	12	27.3%
Master Degree	31	70.5%
Missing	1	2.3%
Total	44	100%

Figure 3

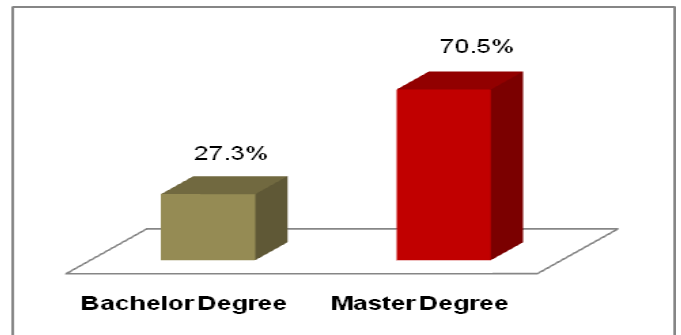


Table 4

What is your field of work?	Frequency	Percent
Manager	30	68.2%
Assistant Director	1	2.3%
Director	1	2.3%
Executive Director	3	6.8%
Other	8	18.2%
Missing	1	2.3%
Total	44	100%

Figure 4

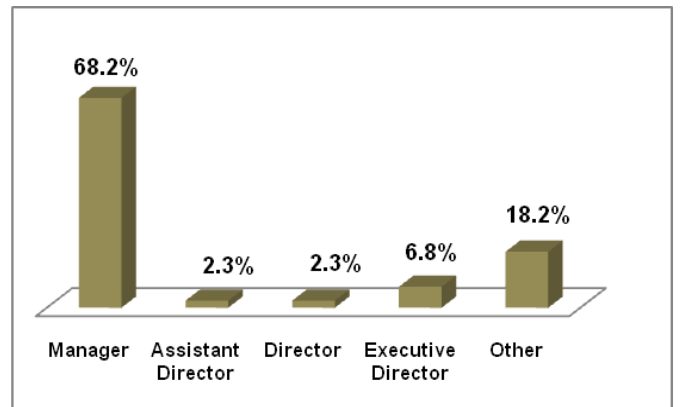


Table 5 A

What is your field of work?	Frequency	Percent
Agriculture	1	2.3%
Automotive	1	2.3%
Banking	1	2.3%
Chemical	1	2.3%
Computer	3	6.8%
Consulting	4	9.1%
Cosmetics	1	2.3%
Education	4	9.1%
Electronics	2	4.5%
Manufacturing	1	2.3%
Pharmaceuticals	1	2.3%
Leadership Management	1	2.3%
Manufacturing	2	4.5%
Marketing	1	2.3%
Pharmaceuticals	3	6.8%
Publishing	1	2.3%
Telecommunications	10	22.7%
Other	5	11.4%
Total	43	97.7%
Missing	1	2.3%
Total	44	100%

Figure 5 A

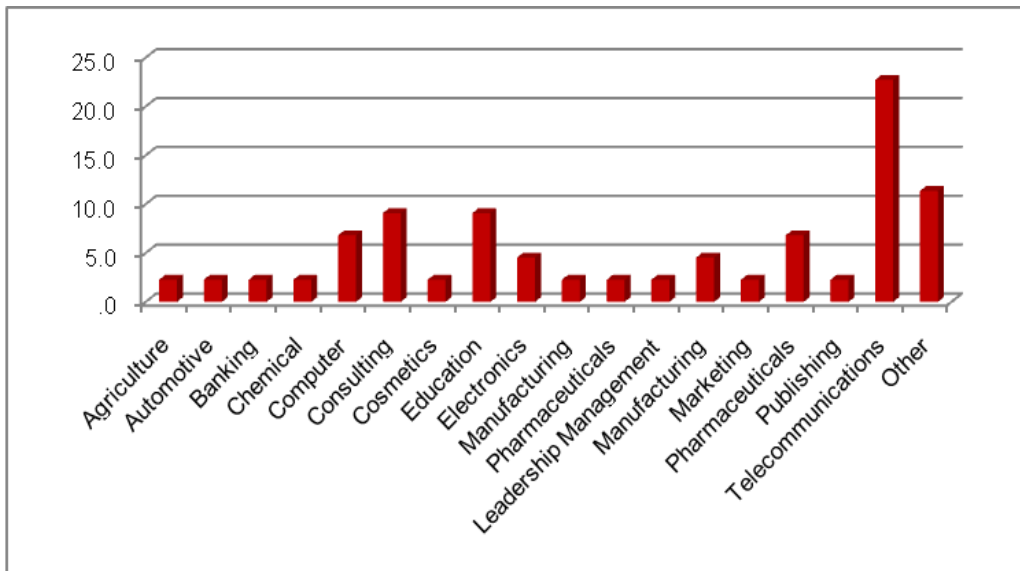
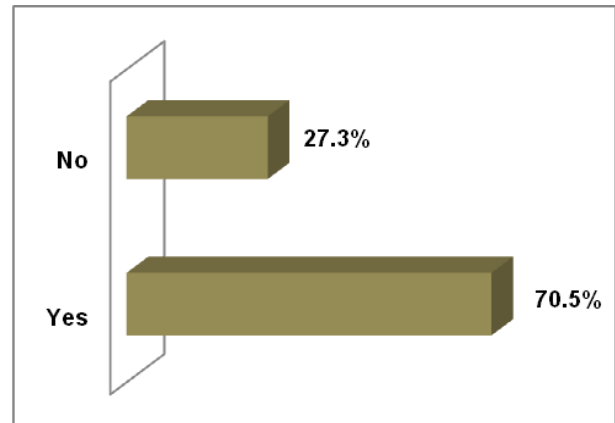


Table 6

I, if AUC had a program for a world-class International Executive Master's degree in Business Administration, would you be interested in applying to it.	Frequency	Percent
Yes	31	70.5%
No	12	27.3%
Missing	1	2.3%
<b>Total</b>	<b>44</b>	<b>100%</b>

Figure 6



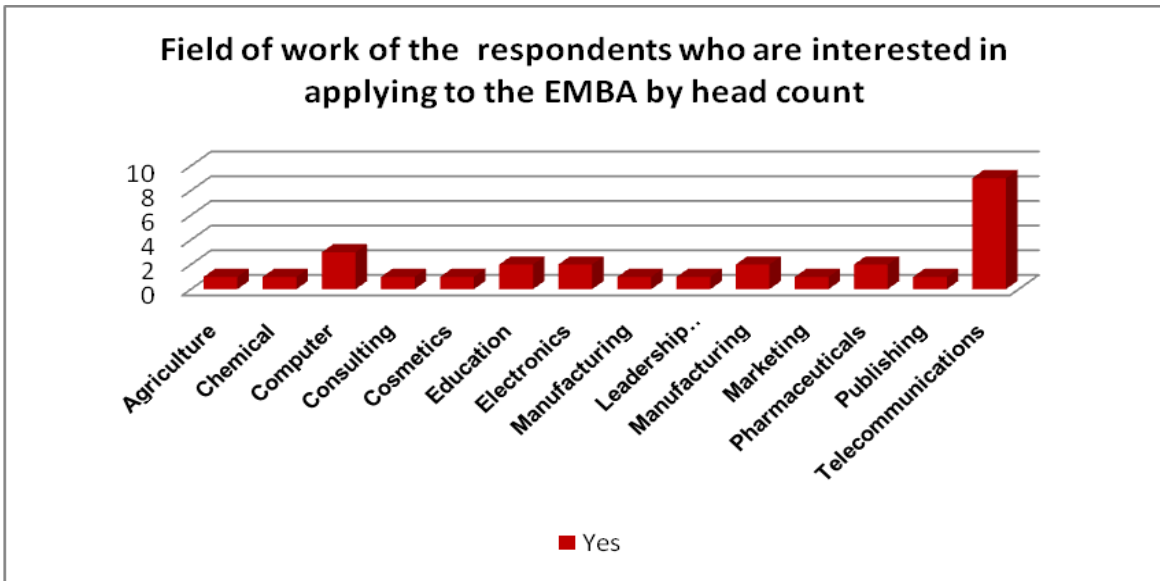
**Cross tabulated question**

**Field of work 'Industry' by 'How much respondents are interested in applying in the EMBA at AUC' by head count**

Table 5B

Field of work of the respondents who are interested in applying to the EMBA	Yes	No	Total
Agriculture	1	-	1
Automotive	-	1	1
Banking	-	1	1
Chemical	1	-	1
Computer	3	-	3
Consulting	1	3	4
Cosmetics	1	-	1
Education	2	2	4
Electronics	2	-	2
Manufacturing	1	-	1
Pharmaceuticals	-	1	1
Leadership Management	1	-	1
Manufacturing	2	-	2
Marketing	1	-	1
Pharmaceuticals	2	1	3
Publishing	1	-	1
Telecommunications	9	1	10
Other	3	2	5
<b>Total</b>	<b>31</b>	<b>12</b>	<b>43</b>

Figure 5B





**Section II:**

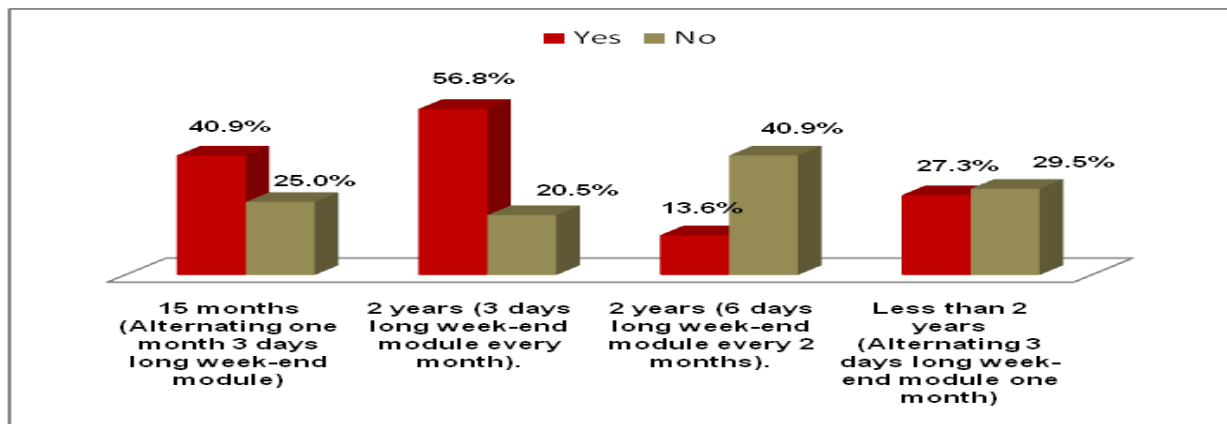
In this section, we present the most preferable program length to the respondents. The scale of responses is Yes/No. For the 1<sup>st</sup> option of '15 months (Alternating one month 3 days long week-end module) with (5 days long week-end module the other month)', respondents reported 40.9% 'yes', 25% 'no' and 34.1% did not report this question. For the 2<sup>nd</sup> option of '2 years (3days long week-end module every month)', respondents reported 56.8% 'yes', 20.5% 'no' and 22.7% did not report this question. For the 3<sup>d</sup> option, of '2 years (6days long week-end module every 2 months)', respondents reported 13.6% 'yes', 40.9% 'no' and 45.5% did not answer this question. For the 4<sup>th</sup> option, of 'Less than 2 years (Alternating 3 days long week-end module on month) with (6 days long week-end next month and so on)', respondents reported 27.3% 'yes', 29.5% 'no' and 43.2% did not report this question.

**Descriptive Analysis**

Table 7

Program's Length	Yes	No	Missing	Total
15 months (Alternating one month 3 days long week-end module) with (5 days long week-end module the other month).	18	11	15	44
	40.9%	25.0%	34.1%	100%
2 years (3 days long week-end module every month).	25	9	10	44
	56.8%	20.5%	22.7%	100%
2 years (6 days long week-end module every 2 months).	6	18	20	44
	13.6%	40.9%	45.5%	100%
Less than 2 years (Alternating 3 days long week-end module one month) with (6 days long week-end module next month and so on).	12	13	19	44
	27.3%	29.5%	43.2%	100%

Figure 7



### **Section III:**

In this section, we present “the employer” willingness to sponsor and support any of his employees for the EMBA program.

- ✦ In the first part, when we asked, *‘As an employer, if AUC had a program for a world-class International EMBA would you sponsor an employed for this program?’*, 75% of the respondents reported ‘yes’ 13.6% reported ‘no’ and 11.4% did not answer this question.
- ✦ In the second part, for the question, *‘As an employer, at the employee’s cost, are you willing to allow your employees to take time off the job to attend this EMBA program?’*, 15.9% of the respondents reported *‘I highly recommend’*, 54.5% reported *‘I recommend’*, 6.8% reported *‘I don’t recommend’*, 15.9% reported *‘Not sure’* and 6.8% did not report this question.

### **Descriptive Analysis**

Table 8

<b>As an employer, if AUC had a program for a world-class International Executive Master’s degree in Business Administration, would you sponsor an employee for this program?</b>	<b>Frequency</b>	<b>Percent</b>
<b>Yes</b>	<b>33</b>	<b>75.0%</b>
<b>No</b>	<b>6</b>	<b>13.6%</b>
<b>Missing</b>	<b>5</b>	<b>11.4%</b>
<b>Total</b>	<b>44</b>	<b>100%</b>

Figure 8

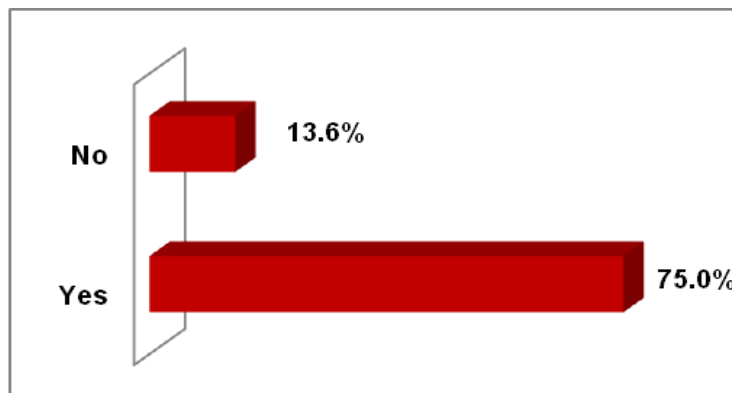
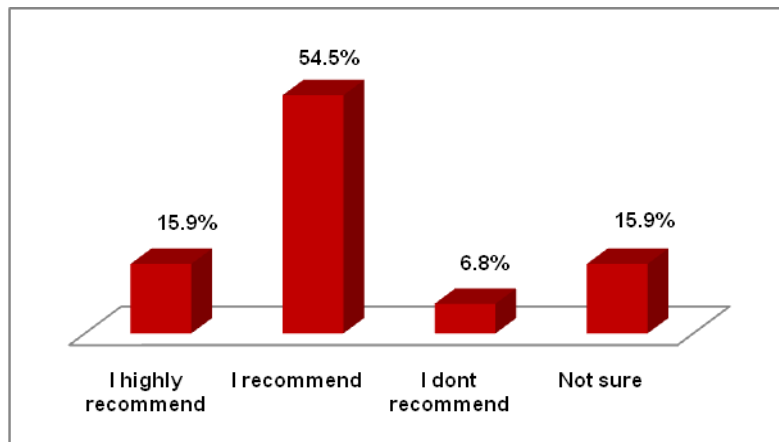


Table 9

As an employer, at the employee's cost, are you willing to allow your employees to take time off the job to attend this world-class International EMBA program?	Frequency	Percent
I highly recommend	7	15.9%
I recommend	24	54.5%
I don't recommend	3	6.8%
Not sure	7	15.9%
Missing	3	6.8%
<b>Total</b>	<b>44</b>	<b>100%</b>

Figure 9



## **Section IV:**

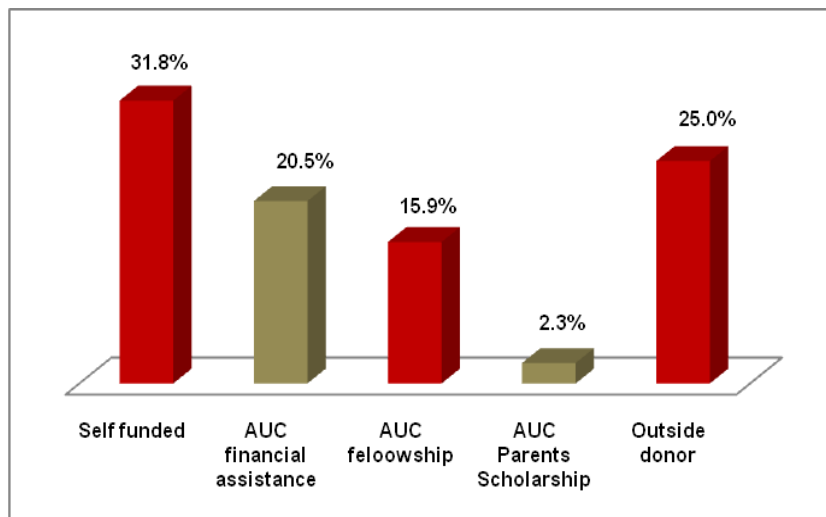
Answering the question, *'How would you cover the cost of your tuition at AUC for such course?',* 31.8% of the respondents reported *'Self funded'*, 20.5% reported *'AUC financial assistance'*, 15.9% reported *'AUC fellowship'*, 2.3% reported *'AUC Parents Scholarship'*, 25% reported *'Outside donor'* and 4.5% did not report this question.

### **Descriptive Analysis**

Table 10

<b>How would you cover the cost of your tuition at AUC for such course?</b>	<b>Frequency</b>	<b>Percent</b>
<b>Self funded</b>	<b>14</b>	<b>31.8%</b>
<b>AUC financial assistance</b>	<b>9</b>	<b>20.5%</b>
<b>AUC fellowship</b>	<b>7</b>	<b>15.9%</b>
<b>AUC Parents Scholarship</b>	<b>1</b>	<b>2.3%</b>
<b>Outside donor</b>	<b>11</b>	<b>25.0%</b>
<b>Missing</b>	<b>2</b>	<b>4.5%</b>
<b>Total</b>	<b>44</b>	<b>100%</b>

Figure 10



## **Section V:**

In this section, the level of agreement 'strongly disagree' was not report in all questions.

For the question, "To improve decision-making skills using innovative techniques & effective leadership skills", 59.1% of the respondents reported 'strongly agree', 38.6% reported 'agree', 2.3% did not report this question and no one reported 'neutral' or 'disagree'.

For the question, "To improve entrepreneurship and innovation skills using creative thinking and teamwork dynamics while benefitting from international exposure", 56.8% of the respondents reported 'strongly agree', 34.1% reported 'agree', 6.8% reported 'neutral' and no one reported 'disagree'.

For the question, "To improve financial professional skills while including capital budgeting, valuing investments and managing risks", 54,5% of the respondents reported 'strongly agree', 27.3% reported 'agree', 15.9% reported 'neutral', 2.3% did not answer this question and no one reported 'disagree'.

For the question, "To improve marketing and communication skills to strengthen the companies' competitive position locally and internationally", 59.1% of the respondents reported 'strongly agree', 31.8% reported 'agree', 6.8% reported 'neutral', 2.3% did not report this question and no one reported 'disagree'.

For the question, "To improve negotiation skills as a process in managing conflicts and finding common grounds and mutual accepted agreements", 47.7% of the respondents reported 'strongly agree', 38.6% reported 'agree', 9.1% reported 'neutral', 4.5% did not report this question and no one reported 'disagree'.

For the question, "To improve understanding of microeconomics, international macroeconomics and monetary environment within which businesses operate while benefitting from the international exposure to global business challenging environment", 45.5% of the respondents reported 'strongly agree', 31.8% reported 'agree', 18.2% reported 'neutral' 2.3% reported 'disagree' and 2.3% did answer this question.

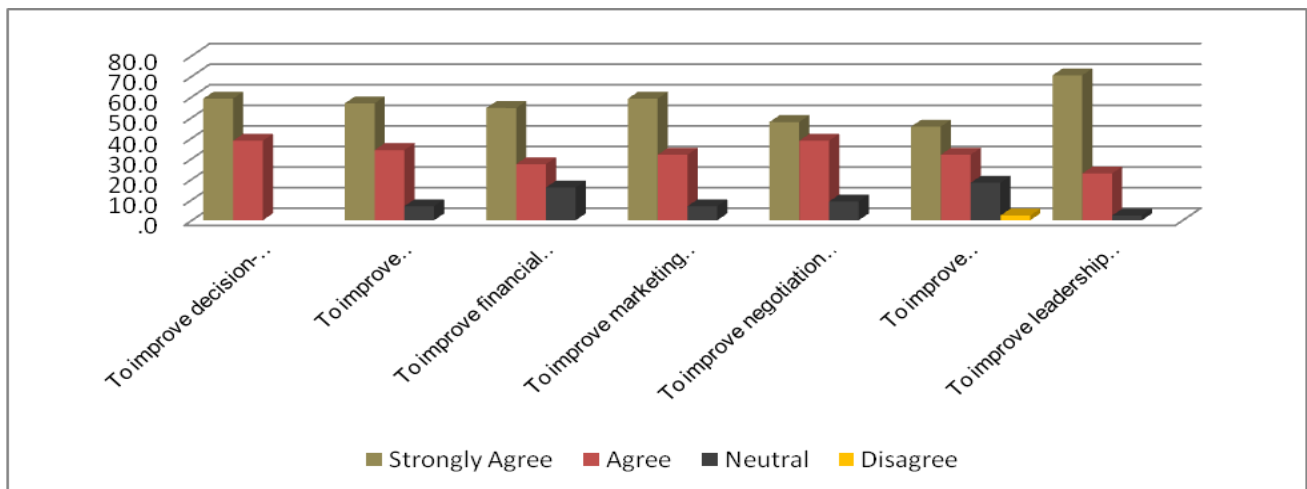
For the question, "To improve leadership skills", 70.5% of the respondents reported 'strongly agree', 22.7% reported 'agree', 2,3% reported 'neutral', 4.5% did not report this question and no one reported 'disagree'.

## Descriptive Analysis

Table 11

Please indicate your level of agreement with the following reasons for enrolling in a world-class International Executive Master's degree in Business Administration?	Strongly Agree	Agree	Neutral	Disagree	Missing	Total
To improve decision-making skills using innovative techniques & effective leadership skills.	26	17	0	0	1	44
	59.1%	38.6%			2.3%	100%
To improve entrepreneurship and innovation skills using creative thinking and teamwork dynamics while benefitting from international exposure.	25	15	3	0	1	44
	56.8%	34.1%	6.8%		2.3%	100%
To improve financial professional skills while including capital budgeting, valuing investments and managing risks.	24	12	7	0	1	44
	54.5%	27.3%	15.9%		2.3%	100%
To improve marketing and communication skills to strengthen the companies' competitive position locally and internationally.	26	14	3	0	1	44
	59.1%	31.8%	6.8%		2.3%	100%
To improve negotiation skills as a process in managing conflicts and finding common grounds and mutual accepted agreements.	21	17	4	0	2	44
	47.7%	38.6%	9.1%		4.5%	100%
To improve understanding of microeconomics, international macroeconomics and monetary environment within which businesses operate while benefitting from the international exposure to global business challenging environment.	20	14	8	1	1	44
	45.5%	31.8%	18.2%	2.3%	2.3%	100%
To improve leadership skills.	31	10	1	0	2	44
	70.5%	22.7%	2.3%		4.5%	100%

Figure 11



## **Section VI:**

**When we asked the respondents if they have other expectations that they want to achieve from enrolling in this world-class International Executive Master's Degree in Business Administration.**

That was their answers:

- Convenient schedule for the busy executive...
- My company Etisalat is sending some of the top management to AUC executive business program. The feedback is that some of the instructors are really weak. Please choose good instructors. Some drs. in the MBA program does not deserve to be there. Not any foreigner is a good one.
- Why another Master? AUC School of Business should offer PhD or DBA. The market needs those. There was demand before the revolution. AUC has been graduating MBAs for years and most probably those MBA holders would go for a PhD or DBA not another MA and those constitute the niche that values lifelong learning and have already invested in themselves by achieving MBA. I am proud that AUC School of Sciences & Engineering successfully launched its PhD programs and hope the School of Business would follow this path but a little bit disappointed that my school did not take the lead. Alumna BBA 90 & MBA 98.