



**ENVIRONICS**  
RESEARCH GROUP



## Report on Executive Education in Canada



## ENVIRONICS EXECUTIVE SURVEY 2010

Senior executives from across Canada rank the best Executive MBA and non-degree executive education programs in Canada.



## METHODOLOGY

In February, 2010, Environics Research Group surveyed the attitudes and opinions of 400 senior executives across Canada. A random sample of executives was asked to evaluate university business schools in Canada in a variety of areas.

Respondents' titles included CEO, President, COO, General Manager, Director, and Vice President. Of the sample, 83% had an undergraduate university degree, 69% were male, and 22% were under the age of 45. The results are accurate within +/- 4.9%, 19 times out of 20. Please note that those who did not provide a response are excluded for the purposes of calculating percentages. This study was previously conducted in 2002, 2004, 2006, and 2008. Some of the results from previous studies are included in this report.

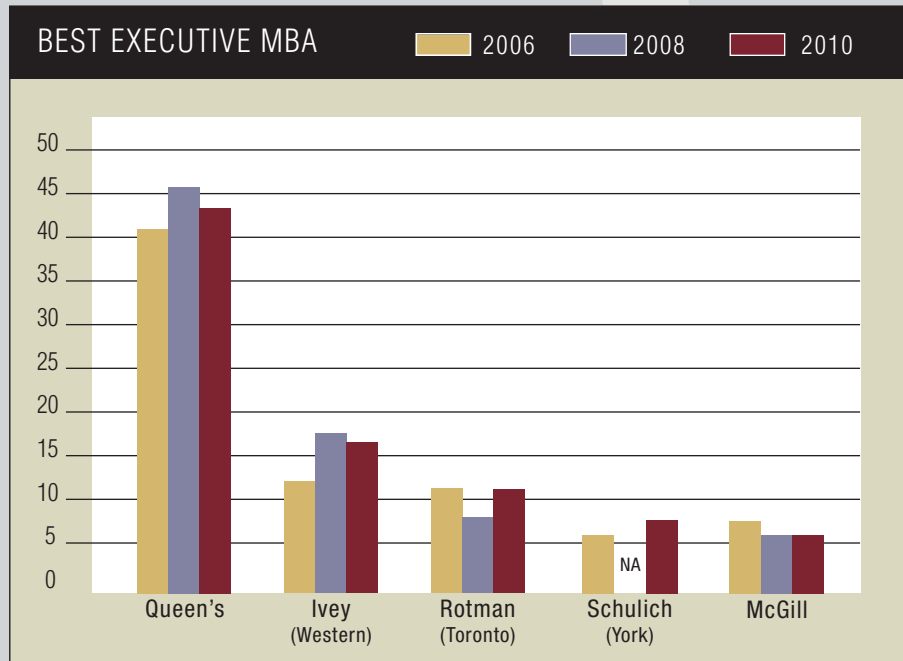
## SOME KEY FINDINGS

- Most Canadian executives continue to place significant value on the MBA degree, with 81% indicating they would choose a candidate with an MBA over one without, if all other factors were equal.
- The majority of executives (65%) agree that it matters to them at which school the MBA degree was obtained.
- Canadian executives (76%) believe that Canada's top business schools are "as good or better" than their American counterparts.
- While both men and women agree that cost and time are two significant barriers to pursuing an MBA, women (19%) are twice as likely as men (8%) to cite family responsibilities as a hurdle.



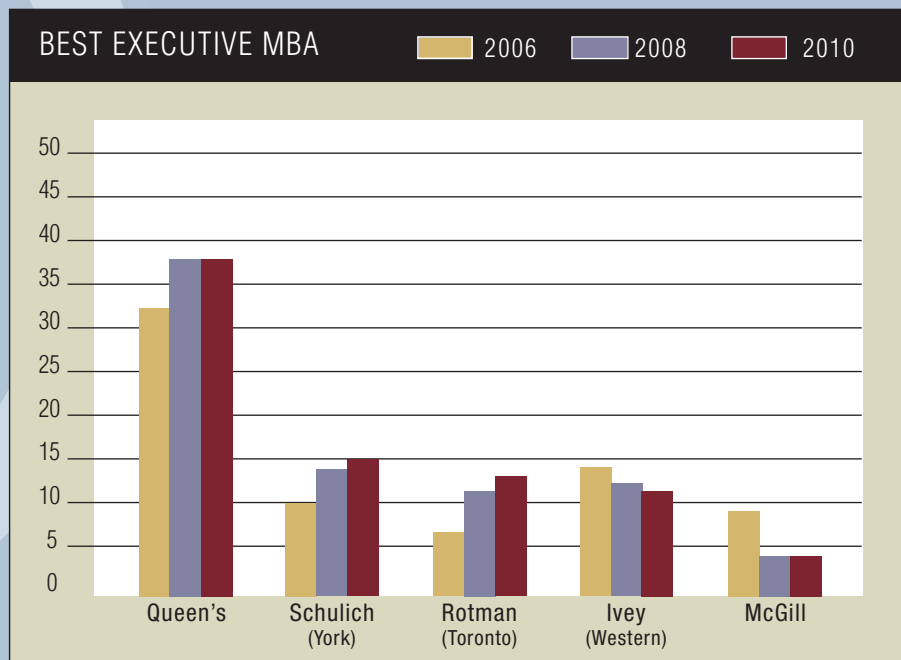
# CANADA'S BEST EXECUTIVE MBA PROGRAM

When respondents were asked to rank Canada's Executive MBA programs, Queen's was ranked #1 at 43%, with Ivey a distant #2 at 16%. Queen's dominance in this area has been consistent for more than a decade.



# CANADA'S BEST NON-DEGREE EXECUTIVE EDUCATION

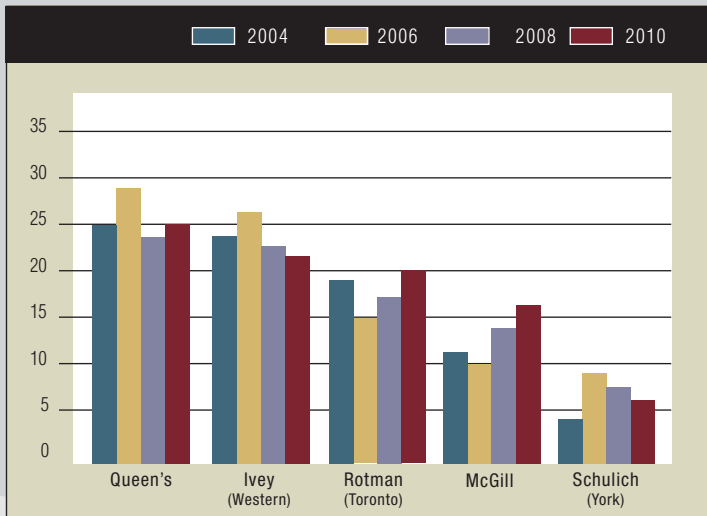
When respondents were asked to rank Canada's business schools for their non-degree executive education programs, Queen's was again ranked #1 at 37%. Schulich (15%) and Rotman (13%) made minor gains in this area, while Ivey continued to decline.



# Respondents were asked to rank Canada's business schools on several parameters.

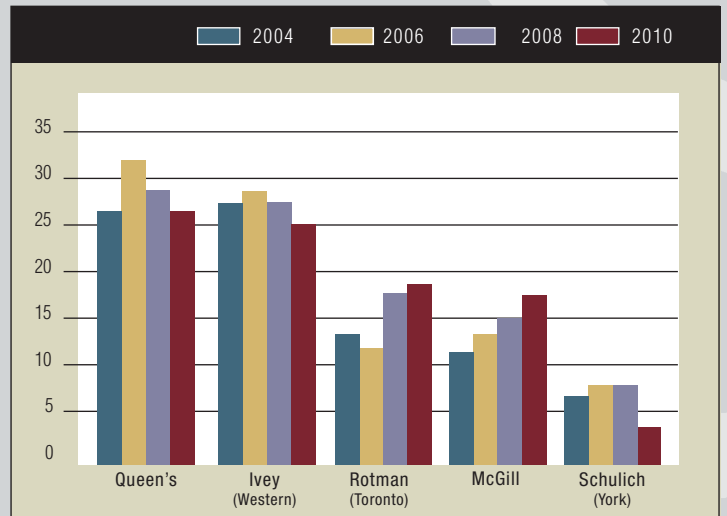
## BEST BUSINESS FACULTY

In a comparative assessment of business school faculties, Queen's School of Business holds the #1 ranking. Ivey and Schulich continue to show minor declines while Rotman and McGill have made gains over the past 8 years.



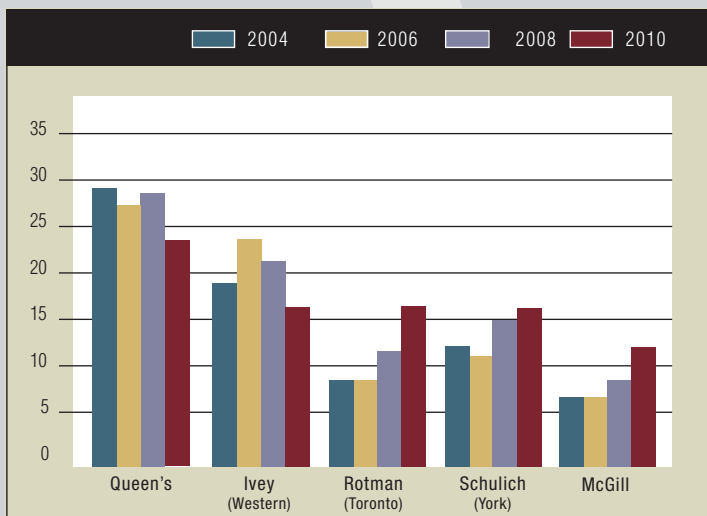
## HIGHEST ACADEMIC QUALITY

In response to the question, "Which Canadian business school has the highest academic quality," respondents gave Queen's School of Business (26%) and Ivey School of Business (25%) the highest rating. Rotman and McGill continue to make progress in this area.



## MOST INNOVATIVE PROGRAMS

When respondents were asked which business school is the most innovative, Queen's takes the top spot at 24%, while Rotman and Schulich continue to show progress in this area, having created a 3-way tie with the declining Ivey School of Business. McGill also continues to make inroads.



## BEST PREPARES STUDENTS FOR THE GLOBAL MARKETPLACE

On the question of preparing students for the global marketplace, Ivey (21%) and Queen's (21%) share top spot, although Rotman (18%) and McGill (18%) are not far behind.

