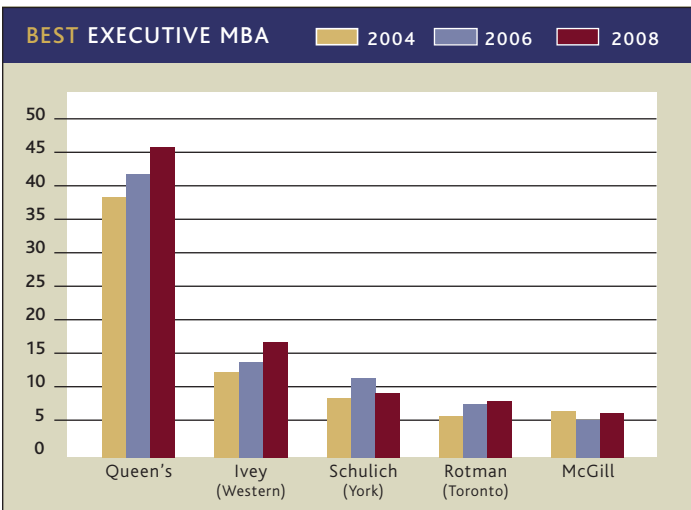


# MBA PROGRAMS IN CANADA

## BEST EXECUTIVE MBA

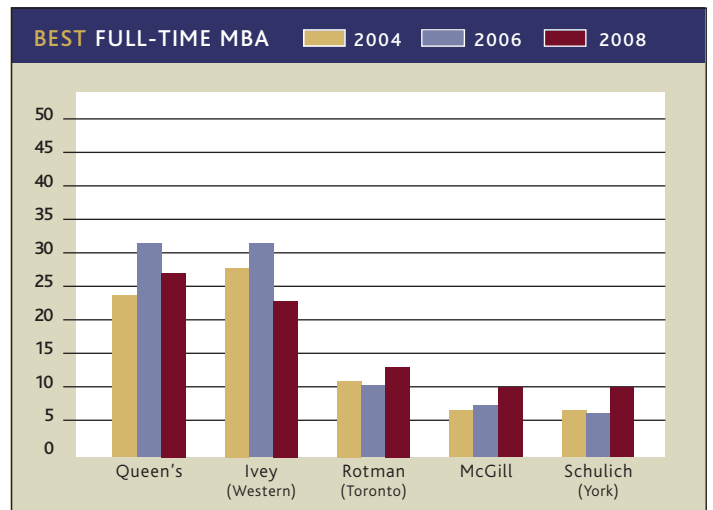
Queen's ranks first for Best Executive MBA program in Canada by an impressive margin. Queen's was cited by 46% of all respondents expressing an opinion – more than the next four schools combined.



No response (2008): 22%

## BEST FULL-TIME MBA

For the first time in the ten-year history of this study, Queen's full-time MBA has surpassed Ivey as the best in Canada – selected by 27% of those expressing an opinion. Ivey was second at 23%, with Rotman, McGill and Schulich also mentioned.

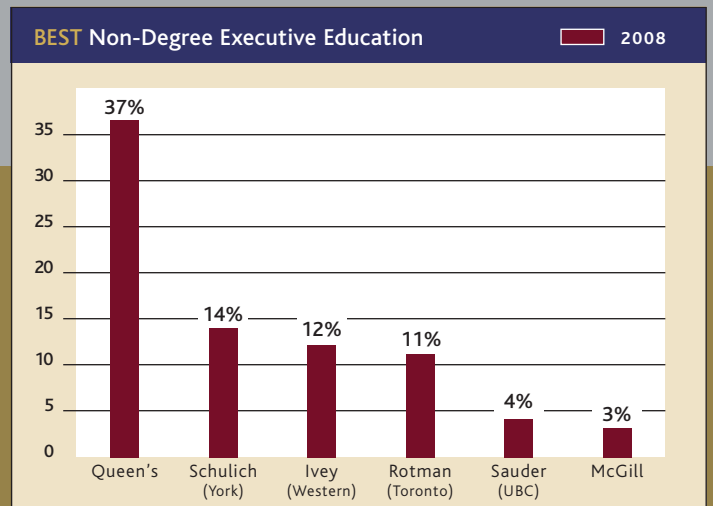


No response (2008): 18%

## BEST NON-DEGREE EXECUTIVE EDUCATION PROGRAMS

According to Canadian executives, Queen's is also the clear leader for non-degree executive development programs in Canada.

Thirty-seven percent of those expressing an opinion chose Queen's, more than the next four schools combined. This year, Schulich (14%) has overtaken Ivey (12%) for second spot.



No response: 41%



**ENVIRONICS**  
RESEARCH GROUP



# Report on Executive Education in Canada

ENVIRONICS  
EXECUTIVE SURVEY 2008

Senior Canadian executives rank the best business schools on many key indicators including MBA and non-degree executive education programs.



## METHODOLOGY

In early 2008, the Environics Research Group surveyed the attitudes and opinions of 400 senior executives in Canada. A random sample of executives was asked about the value of an MBA and to evaluate university business schools in Canada in a variety of areas.

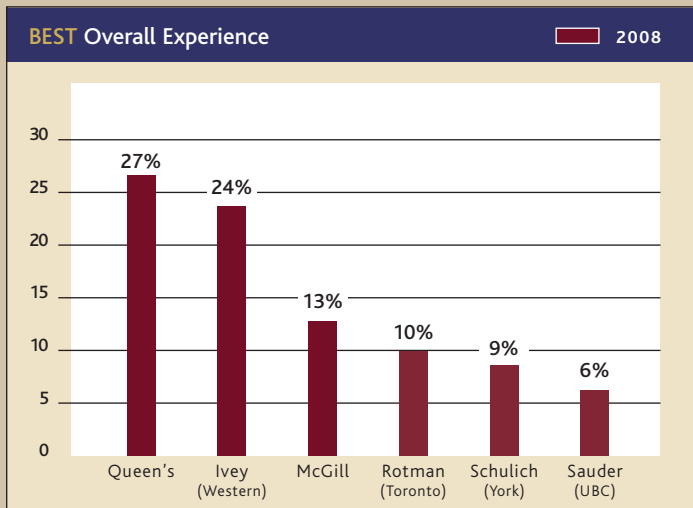
Respondents' job titles included president, CEO, general manager, COO and vice president. Of the sample, 81% attended university at the undergraduate level, most often in Canada. The results are accurate within +/- 5.0 percentage points, 19 times out of 20. This survey was also conducted in 1998, 2002, 2004 and 2006.

## KEY FINDINGS

- This year's results clearly show that Canadian executives continue to place significant value on the MBA degree, with eight in ten (79%) indicating that they would choose a candidate with an MBA over one without an MBA if all other factors were equal.
- Not all MBA degrees are created equal — 70% of Canadian executives said that it matters at which school an MBA degree was earned.
- Canadian executives believe in Canadian business schools, with 80% indicating that they think the best Canadian business schools are "as good or better" than their American counterparts.
- Canadian executives believe that MBA programs should have a strong focus on real-world application, with increased emphasis on human resources management and leadership.

## BEST OVERALL EXPERIENCE

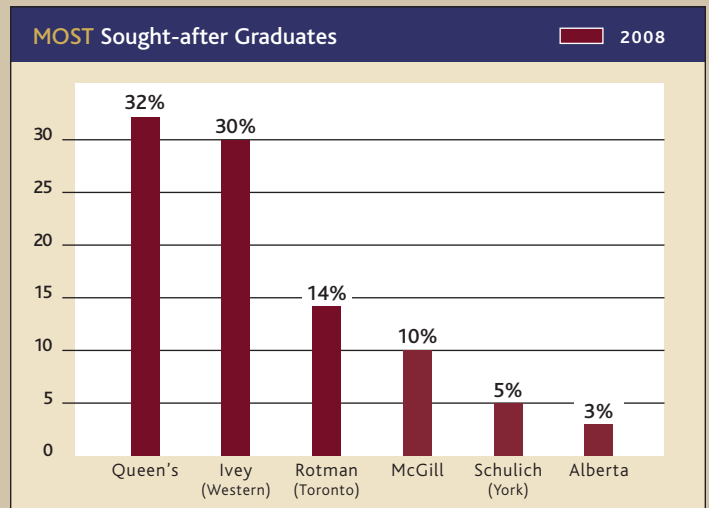
In a comparative assessment of Canadian business schools, Queen's School of Business ranked first in providing students with the "best overall experience." Of those expressing an opinion, 27% chose Queen's. The University of Western Ontario's Richard Ivey School of Business was second at 24%.



No response: 27%

## MOST SOUGHT-AFTER GRADUATES

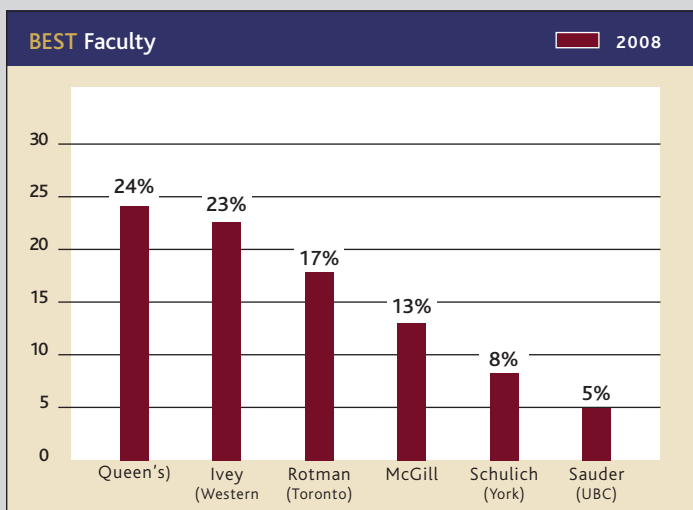
In answer to the question, "Which Canadian business school has the most sought-after graduates," Queen's (32%) was the top choice, with Ivey (30%) in second spot.



No response: 21%

## BEST FACULTY

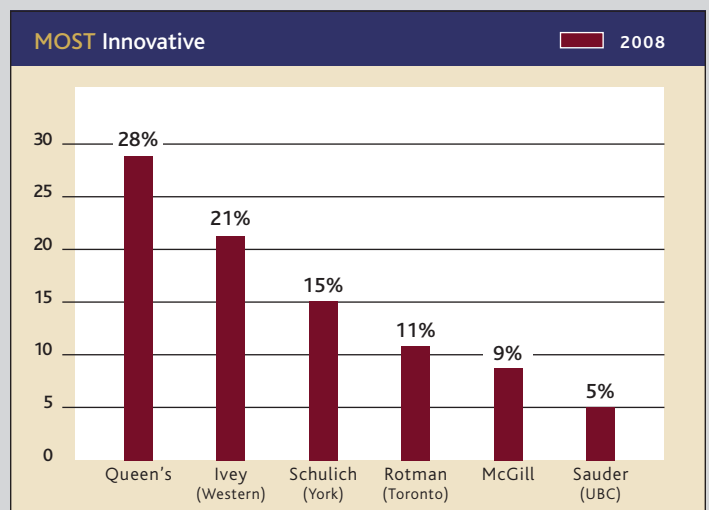
On the question of which Canadian business school has the best faculty, Queen's again takes top spot with 24%. Richard Ivey was a close second at 23%, while Rotman, McGill and a variety of other schools were also mentioned.



No response: 33%

## MOST INNOVATIVE

When respondents were asked which business school's programs are the most innovative, Queen's (28%) is the clear leader. Richard Ivey was mentioned by 21% of respondents and Schulich by 15%.



No response: 26%