

MIT Sloan School

Objective Determine what new course topics are most appealing and why MIT Sloan School is preferred over competitors.

Data Source Online surveying of current and potential executive students.

Question *“Why is MIT Sloan School preferred and what courses should be considered or expanded upon?”*

VERBATIMS

ThoughtScan Frequency

experienced

42

executives (faculty)

34

technology courses

21

management courses

22

business

19

finance

12

ThoughtSCAN[®]

ThoughtScan *“It’s MIT’s **experienced faculty** that’s great.”*
*“You benefit from the faculty’s real world **experience.**”*

Results Emphasis was placed on experience faculty with real world experience. New course expansions included technology and management.

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