

# 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**<sup>®</sup>

**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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