



## **Wits Business School Alumni Research**

During August and September 2008, WBS alumni took part in online research, focusing on their perceptions about WBS, their MBA experience and their continued relationship with WBS. The following are a few of the main findings from the research.

Respondents were given a list of words and asked to select the word they associate with WBS. 'Challenging' (55%) headed the list, followed by enriching (48%), world class (35%), prestigious (34%), influential (32%), high status (29%) and confident (28%).

When asked what they most enjoyed about their MBA experience, over half the respondents nominated personal enrichment (57%) and being stretched outside their comfort zone (55%).

Although limited time (54%), family responsibilities (30%) and distance from the school (25%) prevent alumni from attending more events, it appears that most alumni would like to continue this type of relationship with WBS, with respondents seeing value in networking with alumni (61%) and attending ongoing learning opportunities (56%).

The academic areas that are of most interest to alumni are strategy (62%), leadership (47%), finance (34%), entrepreneurship (33%) and management (33%).

The topics of most interest are international business (62%), personal development (46%), trends (38%), coaching (25%), personal finance (24%) and international politics (23%).

Finally, there was a strong preference for communication via e-mail (99%), and with 27% of alumni currently living outside of Gauteng an obvious need for more online interaction.