ANNUAL MEMBERSHIP SURVEY 2015: RESULTS

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MEMBERSHIP SURVEY: RESULTS

We are pleased to present the results of the 2015 Membership Survey. As part of a new direction, the survey is intended to provide an annual snapshot and insights into some of the key challenges and trends in the UK business school sector. Our thanks to all our members who took part.

**What are the biggest challenges facing your business school at the moment?**

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Average Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research funding</td>
<td>3.94</td>
</tr>
<tr>
<td>Differentiating from other institutions</td>
<td>3.67</td>
</tr>
<tr>
<td>Recruiting and retaining staff</td>
<td>3.61</td>
</tr>
<tr>
<td>Engaging with businesses</td>
<td>3.59</td>
</tr>
<tr>
<td>Attracting international students</td>
<td>3.57</td>
</tr>
<tr>
<td>Graduate employability</td>
<td>3.55</td>
</tr>
<tr>
<td>Competing globally with international providers</td>
<td>3.52</td>
</tr>
<tr>
<td>Demonstrating relevance</td>
<td>3.16</td>
</tr>
<tr>
<td>Developments in learning &amp; teaching</td>
<td>3.16</td>
</tr>
<tr>
<td>Technological disruption to provision (i.e. MOOCs)</td>
<td>2.64</td>
</tr>
</tbody>
</table>

**How concerned are you about the impact of the following Government policies on your institution?**

<table>
<thead>
<tr>
<th>Policy</th>
<th>Average Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uncertainty over futures of HEFCE and QAA</td>
<td>3.14</td>
</tr>
<tr>
<td>Teaching Excellence Framework</td>
<td>3.52</td>
</tr>
<tr>
<td>Ring-fencing STEM research funding</td>
<td>2.92</td>
</tr>
<tr>
<td>Removal of student numbers cap</td>
<td>2.85</td>
</tr>
<tr>
<td>Opening the market to new &amp; alternative providers</td>
<td>3.26</td>
</tr>
<tr>
<td>Immigration and the post-study work options</td>
<td>4.24</td>
</tr>
<tr>
<td>Increase in tuition fees</td>
<td>2.96</td>
</tr>
<tr>
<td>EU referendum</td>
<td>3.02</td>
</tr>
</tbody>
</table>
What are your strategic objectives over the next 3 years?
Answers show average level of priority where 10 is high

- Improve the student experience: 8.44
- Raise teaching excellence: 7.36
- Raise research excellence: 7.29
- Attract more international students: 6.44
- Engagement with large businesses: 5.10
- Engagement with small businesses: 5.10
- International expansion: 4.70
- Expand online courses: 4.60
- Budget cuts / efficiency savings: 3.95
- Recruit business practitioners to the faculty: 2.87

Which countries do you think international students will come from to study at your institution, over the next 3 years?

- Brazil
- Canada
- China
- Hong Kong
- India
- Malaysia
- Nigeria
- Pakistan
- Russia
- Saudi Arabia
- Singapore
- South Korea
- Turkey
- UAE
- USA

% decreases = % decreases  = % stay the same  = % increases
If you have an internationalisation strategy, please tell us the status of your strategy from the options below

- = Teaching links/agreements
- = Research links/agreements
- = Partnership with international institutions
- = Branch campuses

Where are your international campuses located?

Brussels, China, Dubai, Ghana, Hong Kong, India, Malaysia, Malta, Mauritius, New York, Paris, Rome, Singapore, South Korea, Uzbekistan, Vietnam
Is your parent university centralising business school staff and resources?

- % Centralising: 20%
- % Staying as it is: 36%
- % Decentralising: 38.67%
- % No replies: 5.33%

How challenging are the following staffing issues for your business school at the moment?

- Creating a diverse workforce: 2.81
- Reorganisation or restructuring: 2.94
- Retention: 3.16
- Recruitment: 3.68

How important are the following to help make your programmes applied to the needs of businesses?

- Work placements and internships: 2.82
- Widening access through modular courses and/or changing the hours courses are run: 3.04
- Graduate apprenticeships: 3.49
- Course design with business: 3.58
- Business practitioners teaching: 3.52
- Blended learning: 4.2

If you would like to propose some questions to be considered for the 2016 Survey, please send your ideas to Barney Roe barney.roe@charteredabs.org