

Leading the way in the Covid-19 recovery

Results from the 2021 Canadian
Business School Survey

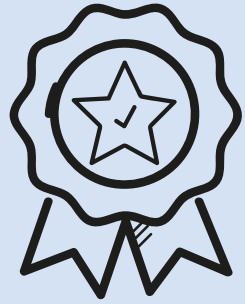
Manuel Peinado
VP of Client Partnerships, QS Americas

Mark McCoy
Regional Director of Client Partnerships, QS Canada

A handwritten signature in black ink, appearing to be 'M. Peinado', is located on the right side of the slide.

Introducing QS

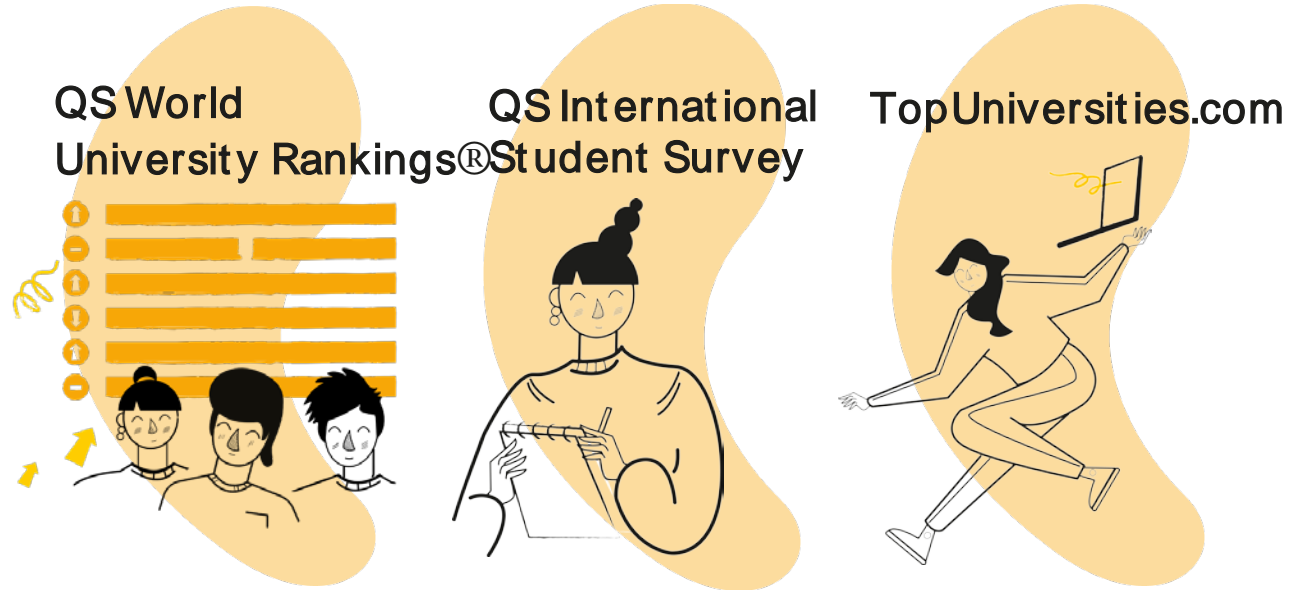
The world's leading provider of insights, analytics
and services to the global higher education sector



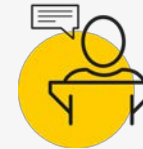
30+ years
of experience as thought
leaders in the educational sector



We've built close
relationships with over
1,500 institutions



Student connections



Conferences



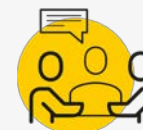
Partnership management



Analytics



Enrolment solutions



Consulting

Our mission

Empowering motivated people around the world to **fulfil their potential** by fostering:



educational
achievement



international
mobility



career
development



About the Canadian Business Schools Survey

Stage 1: Online interviews

- 15 Deans interviewed in June and July 2021
- Interviews conducted in English

Stage 2: Online survey

- 10-minute online survey for selected business school staff
- 37 responses received from 18 universities
- Survey offered in English and French



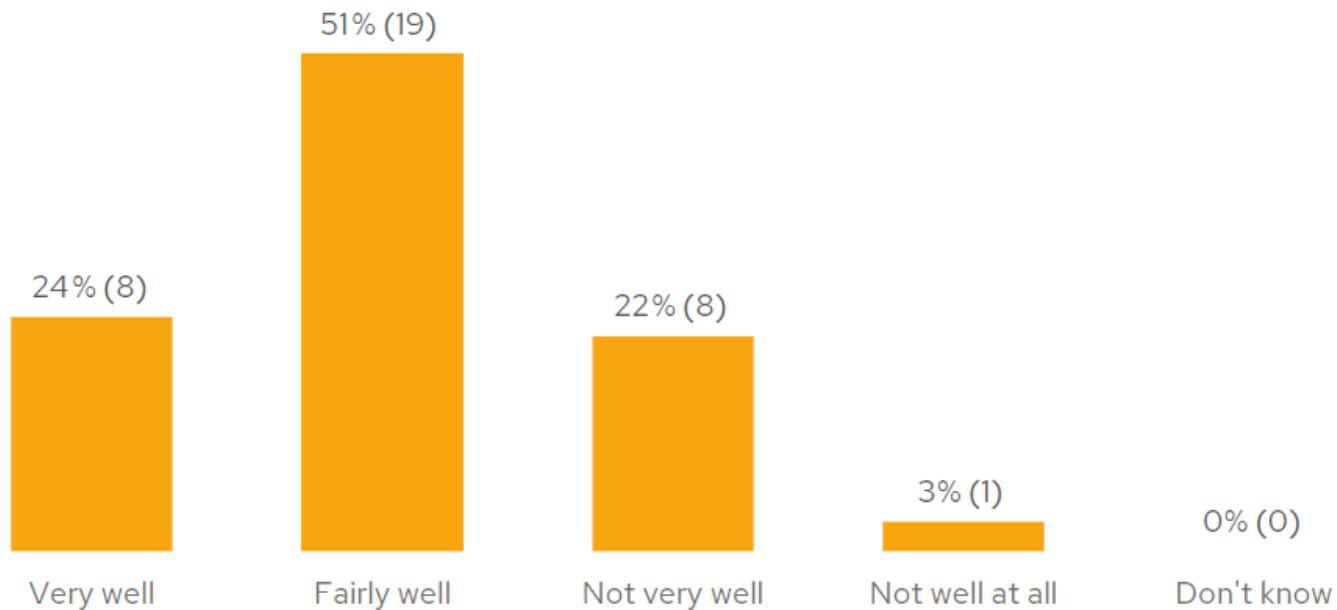
Agenda

- Remote teaching and the student experience
- International education and collaboration
- Research and non-teaching tasks
- 2022 and beyond

Remote teaching and the student experience

Business schools performed admirably to quickly pivot to remote learning.

How well do you think your school was equipped to deliver remote teaching in 2020?

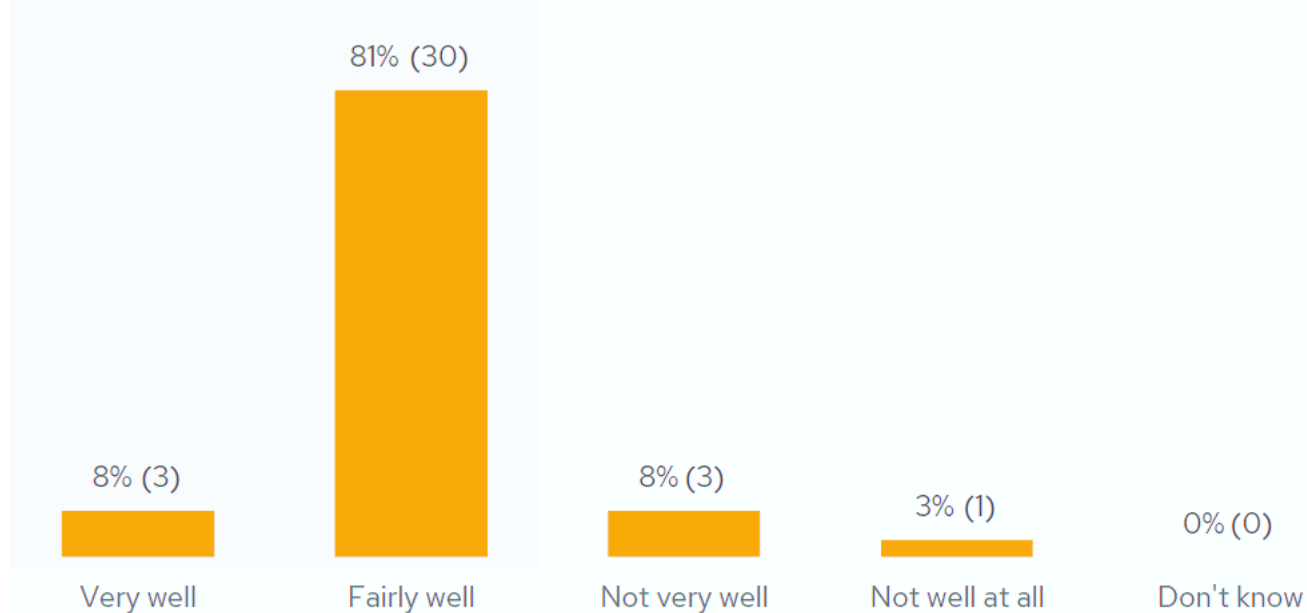


"We were able to engage more students remotely than in person"

"It was a rapid transition from in-person to virtual with many of our faculty being unfamiliar with running a class virtually."

Students were resilient and handled online learning well, though there were challenges to be overcome

To the best of your knowledge, how well has your overall student body adapted to online learning in 2020?



“Our student performance went up, but experience went down”



Some schools used the pandemic as a ‘teachable moment’

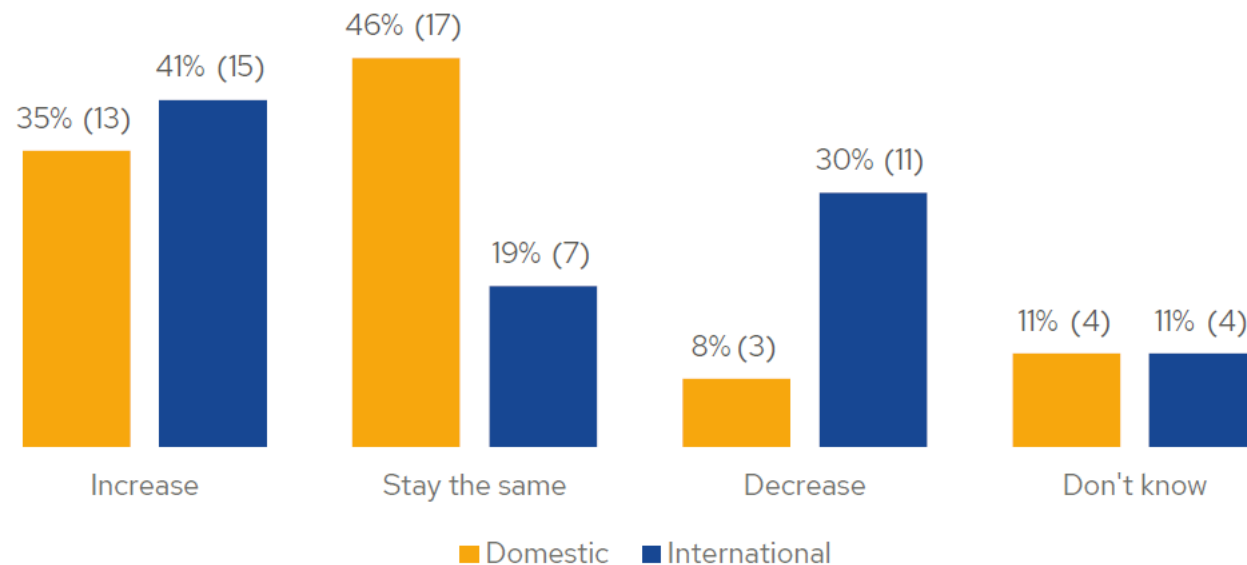
“Businesses are facing big challenges. How can we help?”

- Pairing MBA students to local businesses to help them build an e-commerce presence
- Offering free consulting services to business from students
- Expanding guest speaker programs to include international alumni who would not have been able to attend face-to-face

International education and collaboration

There is optimism that the new year will see enrolment growth...

What impact do you think COVID-19 will have on next year's intake of the following types of students?



..along with an acknowledgement that the last year was particularly tough for international students

“International students suffered the most. Isolation is hard, and for the graduates, there were no jobs”

“A number of our students were stuck here – they feared for their jobs, couldn’t work or go home”

Schools have been endeavouring to maintain and advance international partnerships during the pandemic

Will your school be looking to establish

more international partnerships with other business school around the world as a result of current travel restrictions?



Note: Don't know excluded

■ Yes ■ No

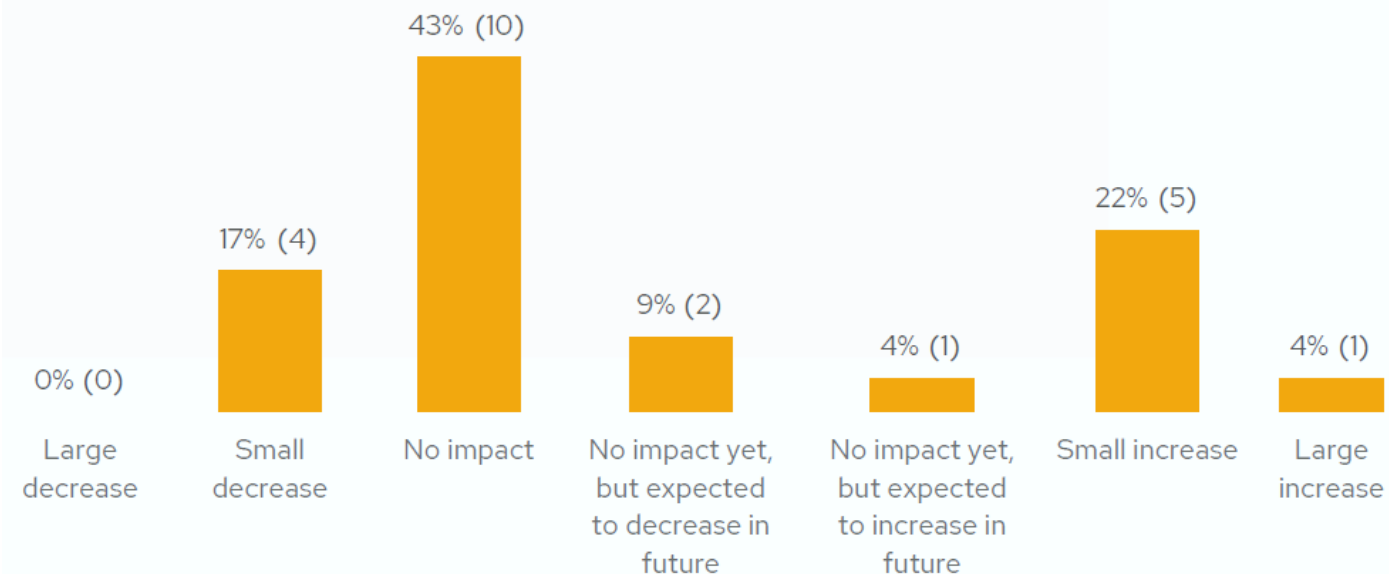
Common initiatives

- Virtual exchanges
- '2 + 2' programs
- Course collaborations with international universities

Research and non-teaching tasks

Research funding availability has not been significantly impacted by the pandemic

How has research funding been affected for your school by the COVID-19 pandemic?

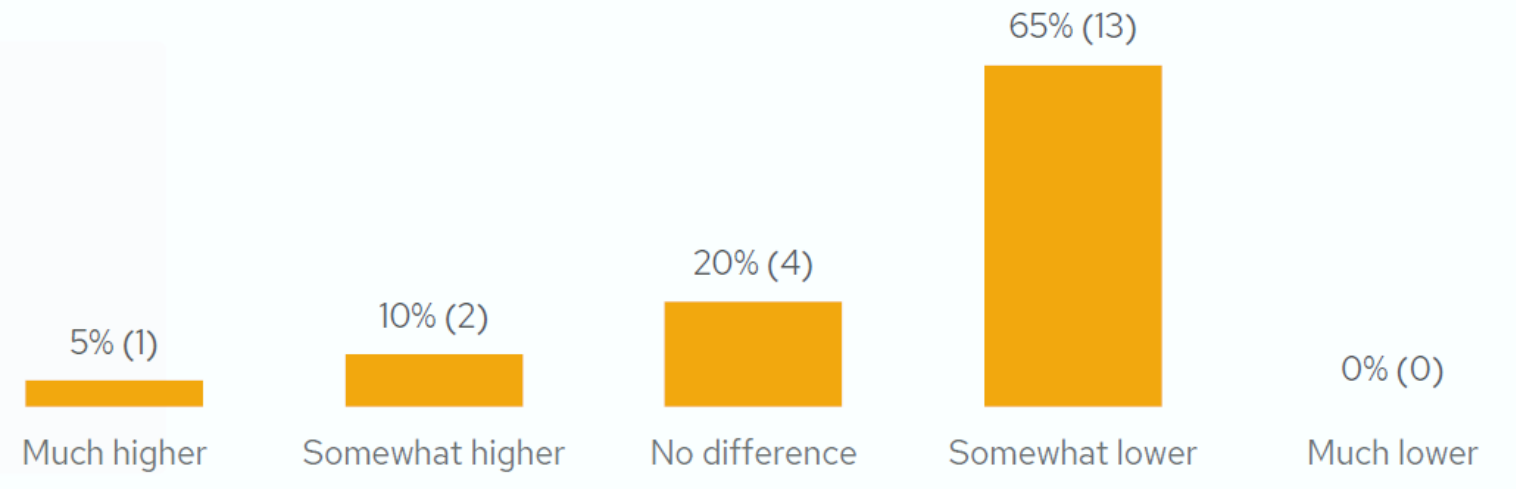


“There’s more funding available. More government grants”

“The school has received a lot of grants over the past 18 months”

Although many researchers found it difficult to maintain their expected outputs in 2020

In terms of quantity, how was your school's research output in 2020 compared to previous years?



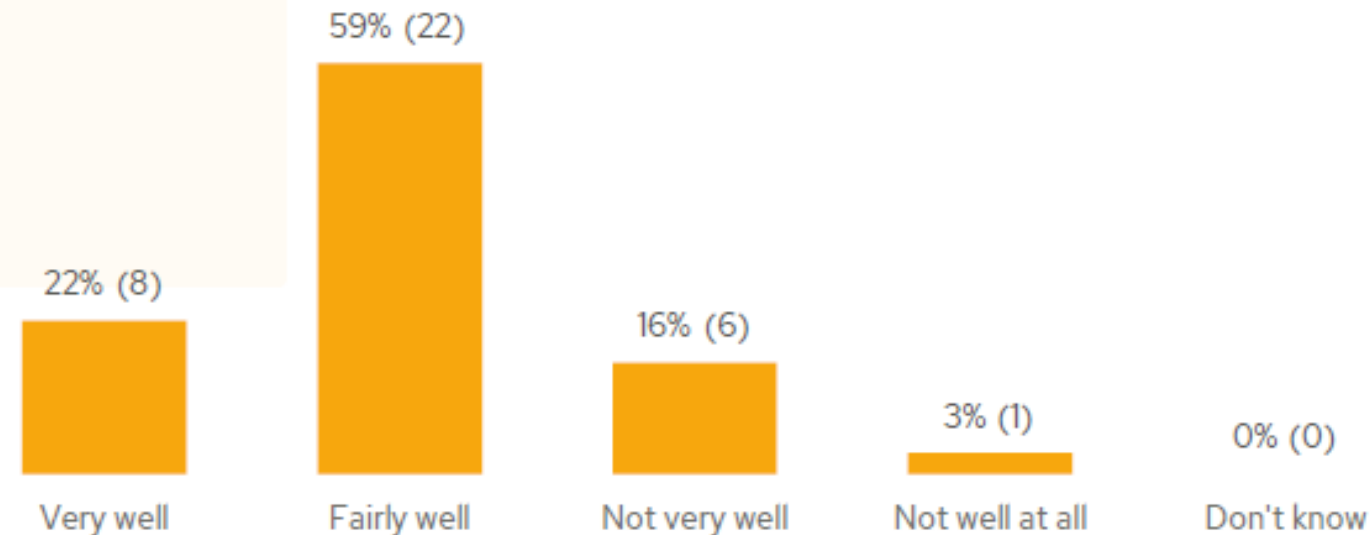
“Our researchers were either very productive or in despair”

Challenges

- Child care/ home schooling
- Increased teaching workload
- Fewer international collaborations

Most schools coped well with non-teaching tasks in 2020

How well do you feel your school was equipped to perform non-teaching tasks (e.g. marketing, admissions, administration) remotely in 2020?



“think we would have been better prepared if we had been using remote services regularly to hold meetings prior to Covid”

Challenges

- Technology / mobile computing
- Remote collaboration

2022 and beyond

Schools will diverge and differentiate on their online offerings

“We will be having a mix of modalities. More online options, online credentials, executive and continuing educational focus:”

“We will never be an online school”

More competition for enrolments is expected from a variety of sources

“The question is how do we stay relevant?”

Potential Competitors

- Low-cost online providers (Coursera, edX)
- In-housing of business executive programs
- Smaller colleges providing vocational training
- Overseas universities with high quality online programs

The nature of the workplace of the future is still being determined

“Student, faculty and staff attendance practices will be adapted to allow for short term absences. Faculty will have alternative learning experiences available for those who have symptoms or are otherwise self-isolating.”

“We are aware that there is a large experiential component of our education that requires students to be on-site. This will lead to “open for business” messaging as we pivot from distance-heavy hybrid in the fall to on-site heavy hybrid in the winter.”

“We’re not giving the option of working permanently [remotely]”

Read the full report



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Questions?

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QS

