

Online & Hybrid Learning

Regional Profiles | Middle East

Confidence in online programs among employers in the Middle East is diminishing, though more than half still value in-person and online degrees equally. Most recruiters hold concerns about the development of technical skills, but especially communication and leadership skills. Candidate sentiment about the value of online degrees has improved, though preference for hybrid programs has retracted since last year.

52% Of employers agree their organization values graduates of **online and in-person programs equally** in 2023

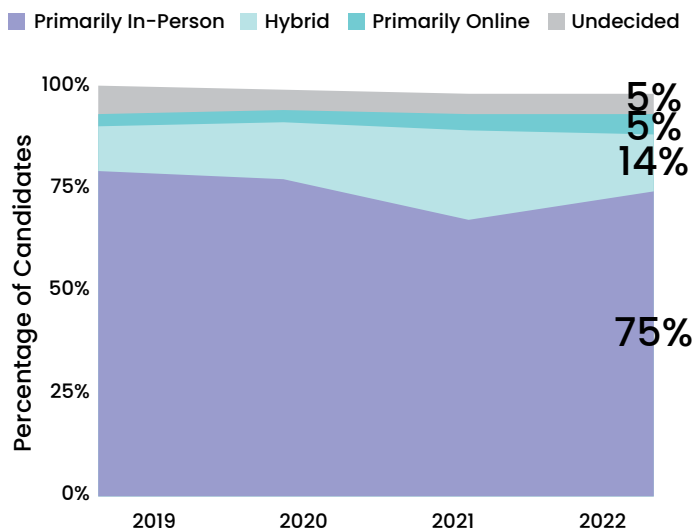
90% Of employers agree in-person programs impart stronger **communication and leadership skills** than online programs in 2023

65% Of employers agree in-person programs impart stronger **technical skills** than online programs in 2023

In-person programs grew after a small dip in 2021, with interest in online and hybrid programs among prospective students falling from 26 percent to 19 percent.

Candidate interest in hybrid programs is still higher than in 2019, at 14 percent compared to 11 percent.

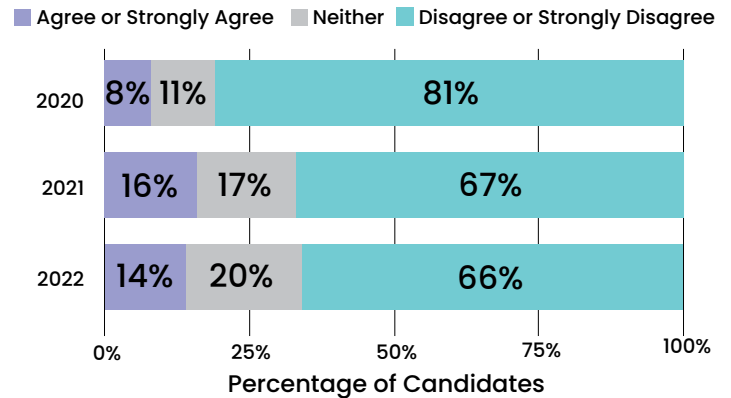
Candidates' Preferred Program Delivery Over Time



Candidate sentiment about online programs has become more positive or neutral since 2020.

Two-thirds of candidates disagree that online programs have equal value to in-person ones, 15 points less than 2020.

Agreement with the statement: "A graduate business education acquired through on-campus experiences offers same value as an online degree."



5%

Of prospective students agree in-person and online programs offer equivalent **networking opportunities** in 2022



7%

Of prospective students agree in-person and online programs offer equivalent **career opportunities** in 2022



38%

Of prospective students would pursue an **online degree at a higher ranked school** over an in-person degree at a lower ranked school in 2022