

Establishing a Strategic Agenda for Online MBA Program: A Case Study

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Abstract : This study explores factors that influence MBA enrolment and investigates strategic prerequisites for developing a viable online MBA program at Alfaisal University in the Kingdom of Saudi Arabia. It compares students' perspectives about online MBA against the face-to-face on-site MBA program. With the self-administered online survey tool, we collected data from 52 first- and second-year MBA students enrolled at Alfaisal University for the 2021 Fall Semester. The data from the survey questionnaire, distributed at the university's College of Business, reports that approximately 60% of MBA students prefer face-to-face, in-person courses. Their preference for considering an online MBA, primarily rests on two factors, the university's ranking (68% would enroll for an online MBA program offered by Harvard Business School) and 34.07% for the program timing (timetable). Alfaisal University's outstanding ranking makes it viable to offer an online MBA either independently or in collaboration with other internationally reputed business schools. The paper contains useful insights to set "the strategic agenda for Online MBA program" in no accredited University but with a good reputation. The information from the case study could be useful for supporting the strategic intent to start an Online MBA program in Saudi Arabia.

Keywords : online MBA, online education demand, university management, course evaluation, blended learning

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