

Online & Hybrid Learning

Regional Profiles | United States

Compared to other regions, employers in the United States are critical about how online degrees stack up to in-person programs, but are also more open to business school graduates developing technical skills in online programs. Interest on the candidate side is high relative to other regions in terms of both preferred program delivery and sentiment about the overall value of online learning.

27% Of employers agree their organization values graduates of **online and in-person programs equally** in 2023

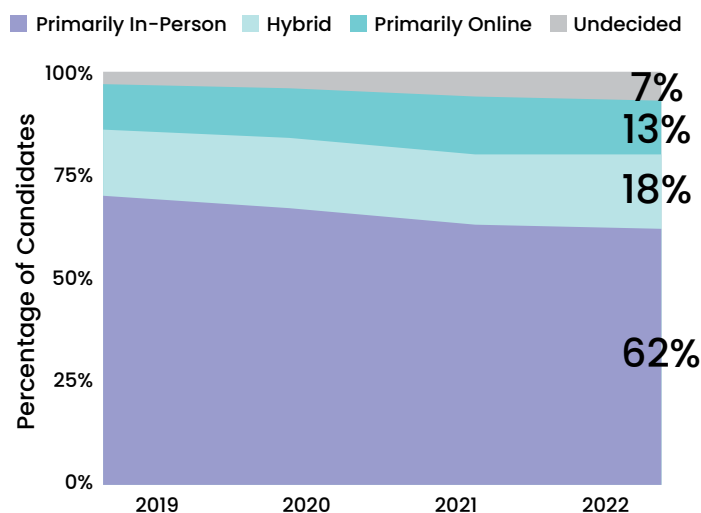
58% Of employers agree in-person programs impart stronger **communication and leadership skills** than online programs in 2023

43% Of employers agree in-person programs impart stronger **technical skills** than online programs in 2023

Nearly one-third of candidates in the United States are now interested in online or hybrid course options.

Preference for in-person learning has decreased among U.S. prospective students since 2019, though still remains the program delivery of choice for most candidates.

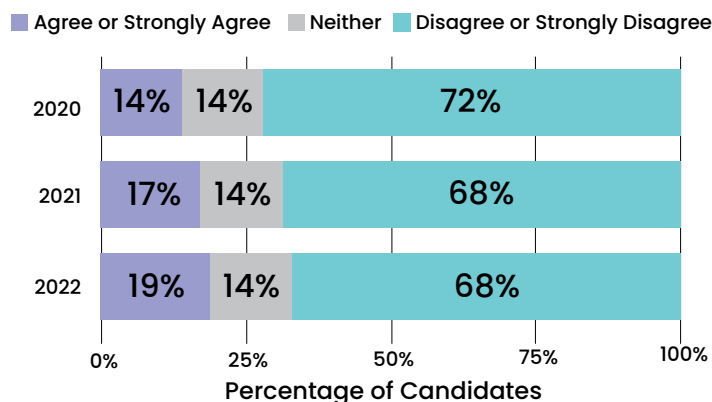
Candidates' Preferred Program Delivery Over Time



Candidate confidence in the quality of online degrees has been relatively stable in the United States over the past three years.

About two-thirds of U.S. candidates have disagreed that online and in-person degrees offer the same value for the past three years.

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



9%

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



22%

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



41%

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