



The CBS Board

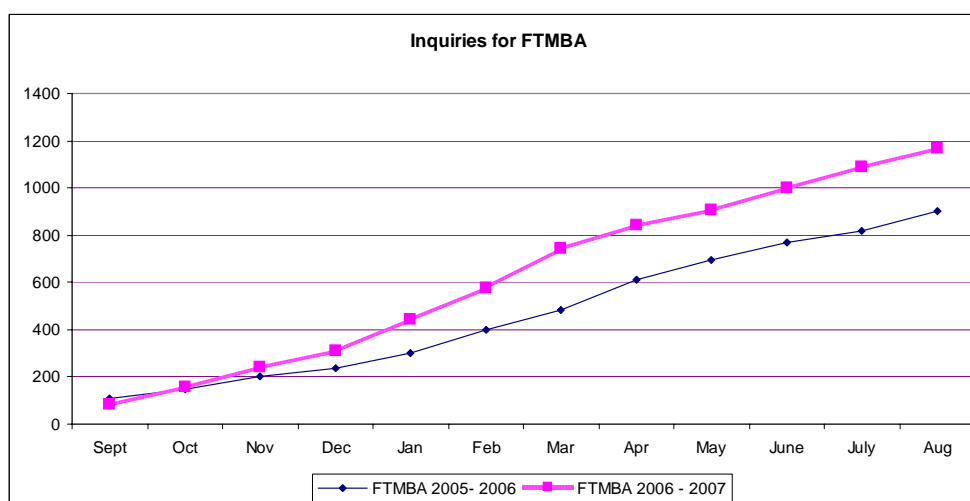
Executive Report: Intake full-time MBA Class of 2006-2007

16. oktober 2006

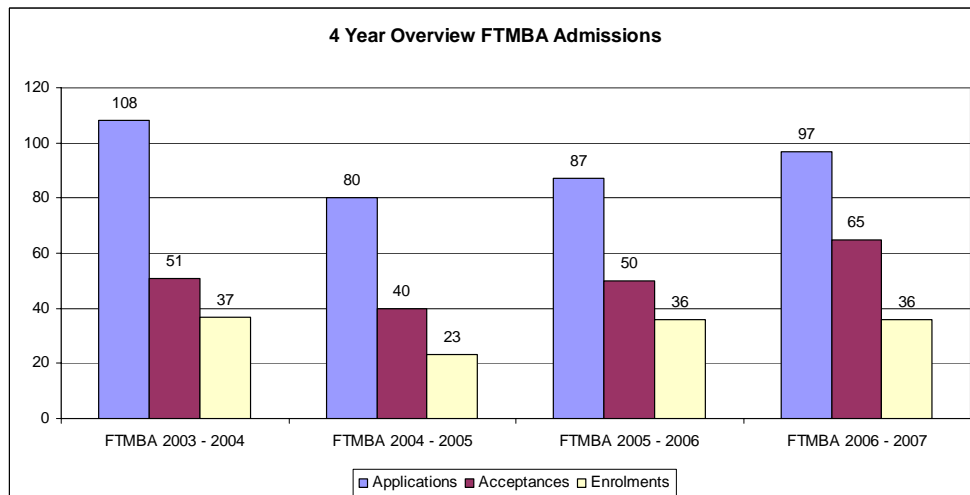
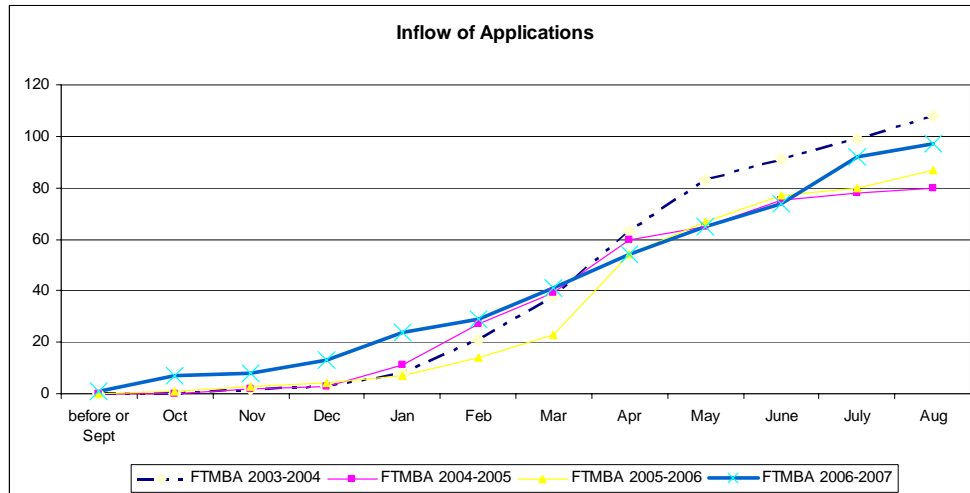
The full-time MBA class of 2006 – 2007 started on 11 September with 36 participants. During the recruitment process, we monitor the incoming inquiries, applications, acceptances on a month by month basis, comparing with the same period in the previous recruitment years. This is an effective process that allows us to adjust our marketing efforts and spending.

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The following chart shows a comparison of inquiries between FTMBA 2006-2007 Program with the recruitment year of FTMBA 2005-2006 Program. We experienced an increase in 30% of inquiries in 2006.



In terms of the inflow of applications, the next two charts indicate a four-year comparison. After experiencing a drop in 2004, the number of applications has increased steadily. In 2006, we received 11% more applications than 2005.



Outlook for the intake of full-time MBA Class of 2007-2008

The outlook for full-time MBA programs, in general, has improved during the past 6 months. It is reported that attendance in MBA fairs during autumn 2006 so far has increased in most cities of the world.

Profile of the full-time MBA In 2005-2006, we have sharpened the profile of the full-time MBA by giving it a strong focus on leadership and entrepreneurship as well as emphasizing its location in Copenhagen. This has resulted in increase in inquiries and applications. Also unlike the previous years, we have been more successful in attracting applicants who are interested to join the full-time MBA at CBS because of these attributes and not because they have a spouse in Denmark which was the phenomenon in the first two intakes. This is a very positive sign in our objectives to position our full-time MBA as one of the top programs in Europe.

However, strong placement result of the graduates remains an important factor in competing for highly qualified candidates with our competitors especially for those candidates who are not living in Denmark before they

join the school. We are aware of this issue and have taken the appropriate steps to improve the situation in 2006-2007 class.

Scholarship Program Having a pool of scholarships at our disposal is significant in attracting top candidates to join the program. Most top MBA programs in Europe are actively luring candidates with scholarships. It is highly crucial that we will have between 8 and 10 scholarships available for the 2007-2008 class offered by CBS awarded on the basis of merit.

It is very encouraging that in autumn 2006, the Ministry of Foreign Affairs has confirmed to work with the full-time MBA Program at CBS on a scholarship program for candidates from developing countries. Under the model of public-private collaboration, the scholarship program is expected to provide a total of 100 participants over a 5 year period. To carry out this scholarship program, we will need to reach out to Danish companies to provide support to the scholarship program both financially as well as providing candidates within their companies and their local network in developing economies. This scheme has been positively received during initial discussions with a number of Danish companies. The next few months will focus on actually getting commitment from these Danish companies.

In conclusion, we are moving in the right direction in terms of steering the full-time MBA program at CBS into one of the top programs in Europe. The market outlook is improving but is still very competitive.

Profile of the full-time MBA Class of 2006-2007

Total applicants: 97

Total admitted candidates: 65

Total enrolments: 36

Total scholarships given out: equivalent to the amount of 7 full scholarships

Among the participants, we have 43% Women and 83% International Participants. There are 19 nationalities represented in the class and that include American, Armenian, Australian, Canadian, Chinese, Costa Rican, Cypriot, Danish, Filipino, Finnish, French, German, Icelandic, Indian, Italian, Lithuanian, Norwegian, Portuguese, Taiwanese.

Age –

Average 31 years old (Range 23 to 47)

Below 30 years old: 50%

30 to 35 years old: 33%

Above 35 years old: 17%

Work Experience –

Average 7.6 years (Range from 2 to 21 years)

Less than 5 years: 31%

5 to 8 years: 36%

Above 8 years: 33%

Educational Background

Business 36%

Engineering 25%

Economics 11%

Others 28%

With best regards

Christer Karlsson & Anne Mette Dissing-Immerkær
CBS Executive