Business Schools Flunk When CEO’s Grade the Test

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**OBJECTIVE:**
The research was conducted in order to get executive opinion on the current state of business education.

**METHODS USED:**
Hult International Business School interviewed 90 CEOs and executives from companies such as Accenture, Unilever, and Liberty Mutual Insurance. Hult initially planned to collect responses from 200 executives, however, the responses were repetitive giving no reason to continue the research.

**KEY FINDINGS:**
- Respondents stated that students lack self-awareness, can’t work in teams, have poor critical thinking skills, and are short on creativity.
- Schools focus too much on theory and not enough on real-world situations.
- Of those interviews, 32% had positive impressions of business schools, 23% were neutral, and 44% had negative views.
- Only 12% of respondents said MBA grades actually matter during hiring.
  Employers expressed that they would like to see more assessment of skills such as executing a plan, communication, and critical thinking in schools.
- Case studies do not offer real world problem solving with their tidy packages of problems and solutions. Students need to become comfortable with ambiguity, uncertainty, and incomplete data.
- Many schools boast of their diverse student body, but simply sitting in a classroom with people from other countries isn’t enough to foster cross-cultural understanding.

**CONCLUSION:**
- Schools should emphasize training professional skills such as team work, critical thinking, and communication.
- A greater focus on teaching practical real-world situations rather than theory is necessary.
- There should be a balance between evaluating academic abilities and professional skills.

[Full Report]