# What are your preferences for a Master's program?

Information Systems, Digital Innovation, Data Science or related fields

Overview Survey

- **259** participants
- Participants from **35** different **universities**
- Number of study participants per university (with largest amount of participants):
  - University of Münster: 68
  - Sofia University: 55
  - Kozminski University: 26
  - Kaunas University of Technology: 14
  - Linköping University: 13
  - University of São Paulo: 12
  - University of Bologna: 10
  - University of Liechtenstein: 8
  - EMLYON Business School: 8
  - Dublin City University: 7

Pronouns of participants (n=259)

- They/them; 1,54%
- Other; 0,39%
- I prefer not to say; 0,77%
- She/her 41,31%
- He/him; 55,98%
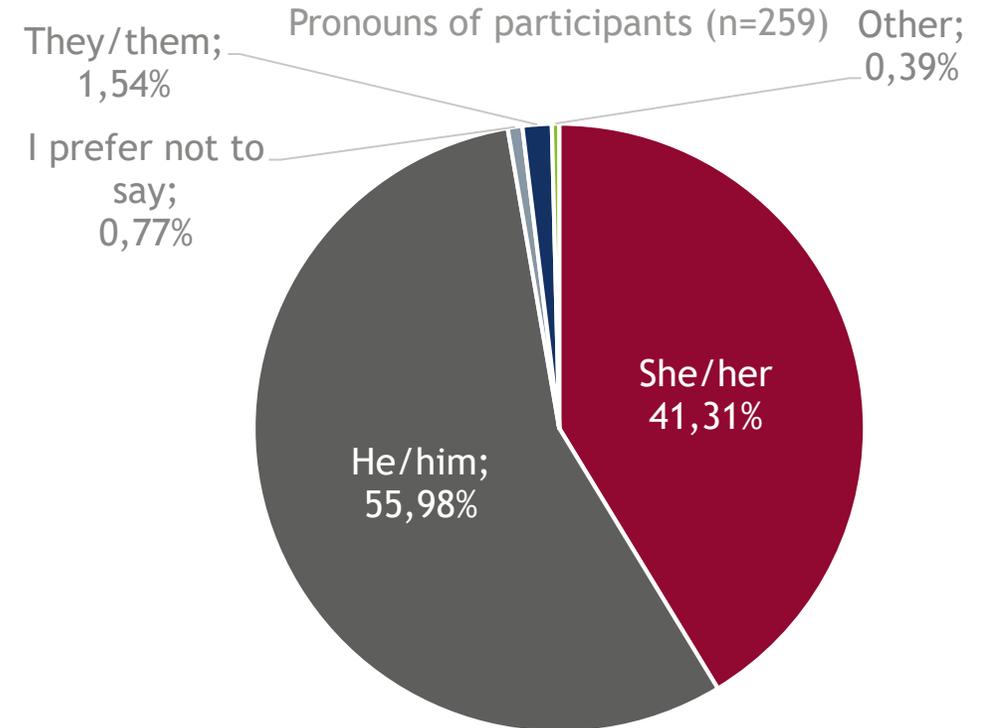
Master's Program Search

Large Proportion of Participants uses
Search Engines, Specific Websites or Word of Mouth!

Where would you search for a Master's program? (n = 259)

Chart values:
- Specific Website: 52,51%
- Search engine: 76,45%
- Social Media: 18,92%
- Word of Mouth: 47,88%
- Other sources: 10,42%

Legend: ■ Specific Website ■ Search engine ■ Social Media ■ Word of Mouth ■ Other sources
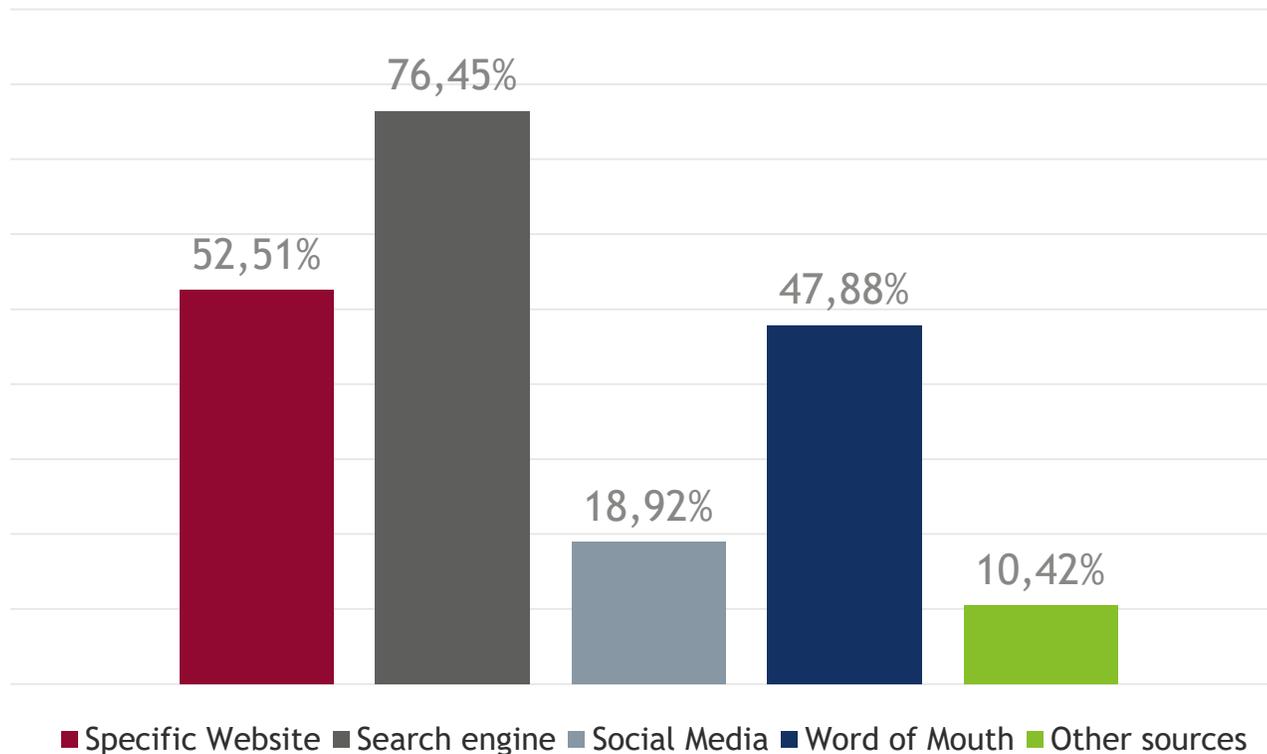
- **Specific website categories based on survey results**
  - University Websites
  - University Ranking/Reviews
  - University Search Websites
  - Application Portal
  - Study Aproad Websites
  - Overview Websites
  - Scholarship Websites
  - Career websites
  - Other

Master's Program Selection Criteria

62% international mobility, 12% smaller town

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Locational preferences compared to Bachelor studies (n = 259)


64,48%	44,40%	61,78%	32,43%	12,36%
Same university	Other university in same country	University in another country	University in metropolis	University in a smaller town
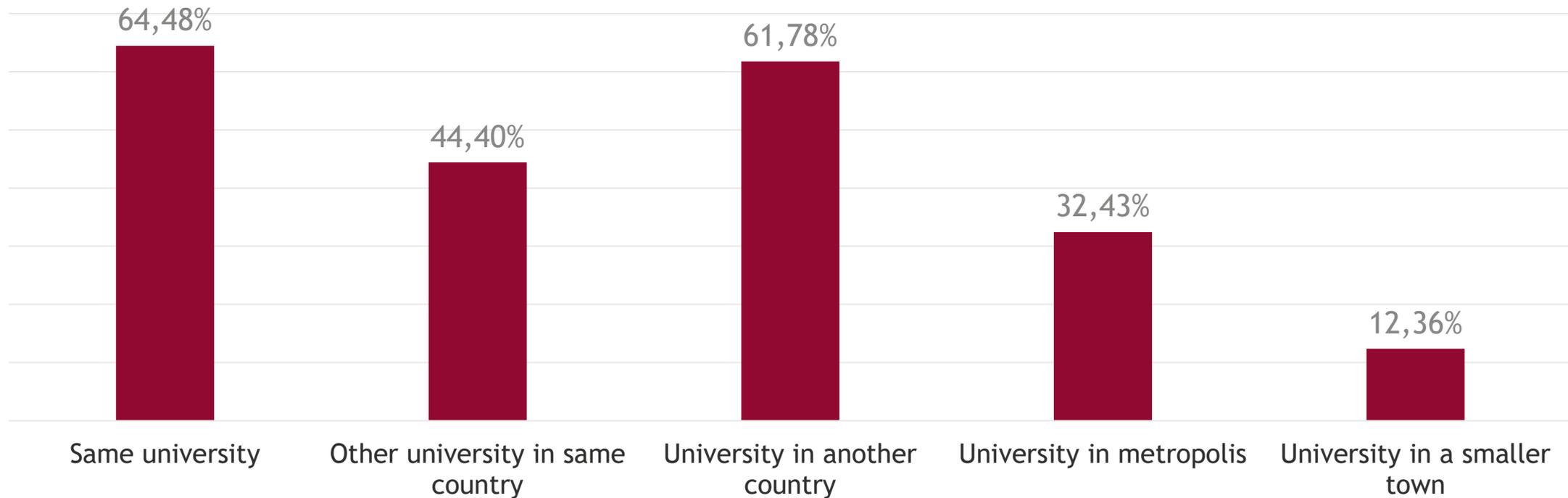
Master's Program Properties

Slight advantage for **applied** components | Majority prefers **2 year program**

Average relative importance of Master's program components

Research components; 46,26%

Applied components 53,74%

Preferred duration of Master's Program
(n = 256)

35,94%   43,75%   20,31%

a shorter program (12-18 month with 60/90 CP/ECTS) · a longer program (24 month with 120 CP/ECTS) · no specific preference
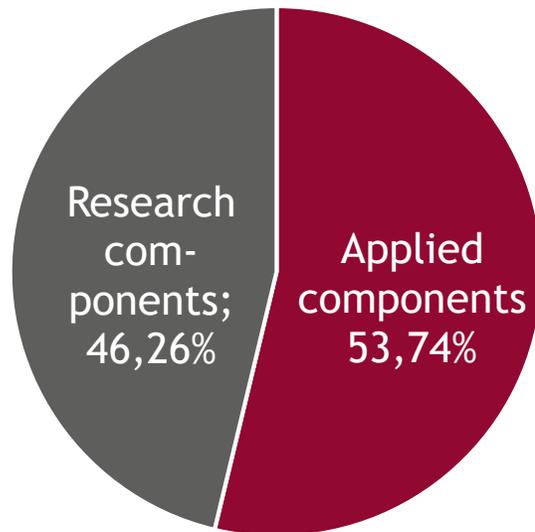
74,9% of study participants (n = 259) would like an **integrated internship** that is recognized as a study performance
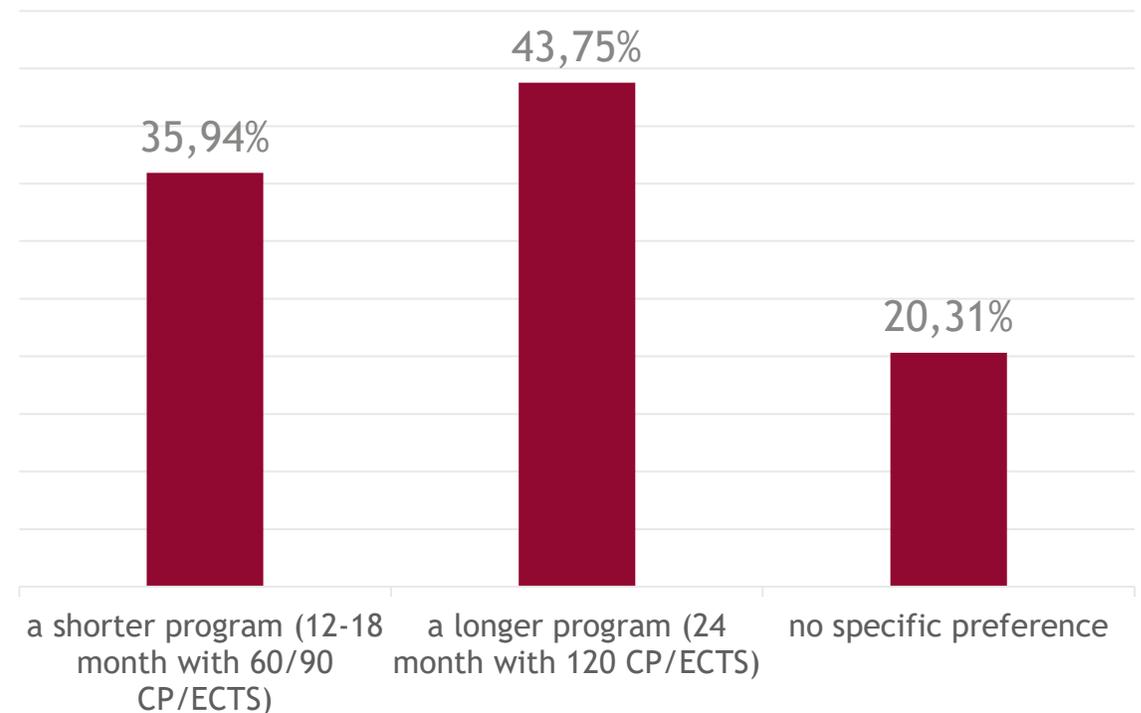
Master's Program Properties

Preference for **specialized** Master program

Preferences for a specialized or general Master's program
(n = 245)

45,31% 31,84% 22,86%

specialized master   general master   no specific preference
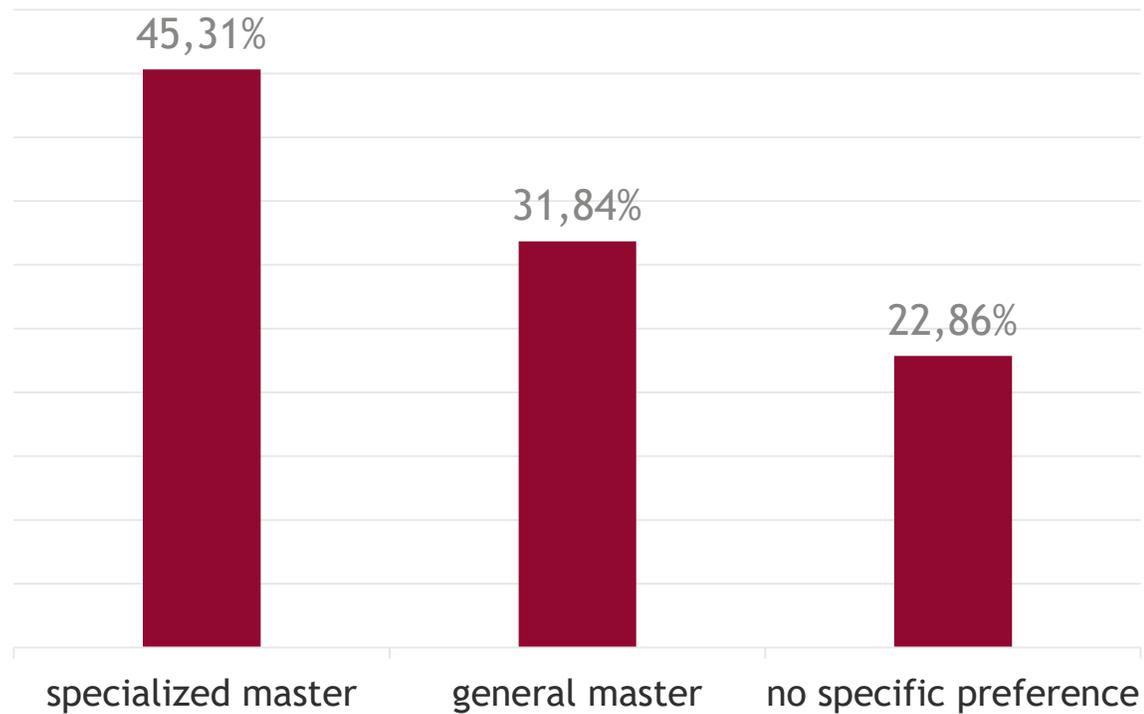
Master's Program Properties

The **Reputation of University/ School and Program** are most important!

Importance of Master's program reputation

Legend: ■ Not relevant ■ Somewhat important ■ Somewhat important ■ Very important
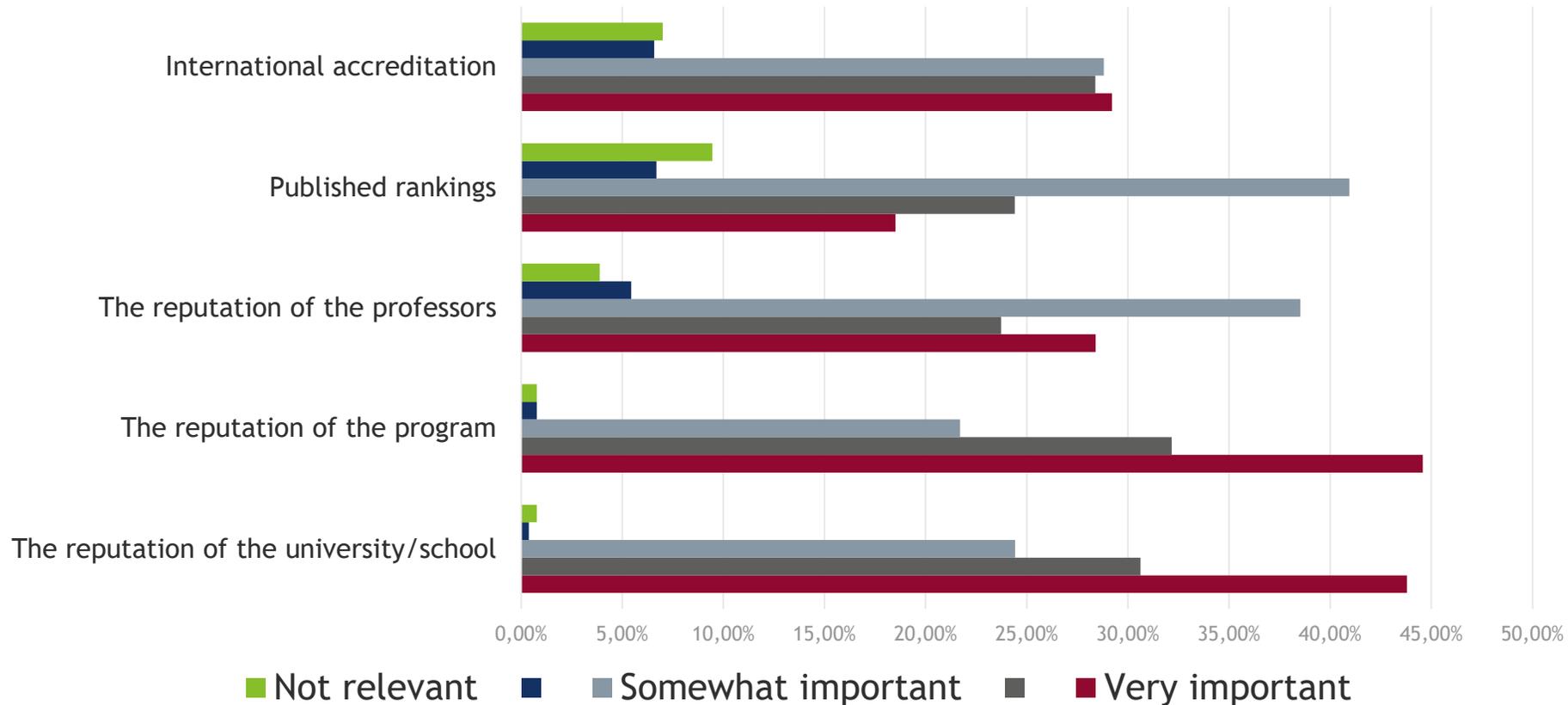
Master's Program Properties

A Master's Program taught in **English only** is preferred!

Importance of the Master's program language

Importance that the program is taught in English only

Importance that language of the program is in a different language than English

0,00% 10,00% 20,00% 30,00% 40,00% 50,00% 60,00%

- Not relevant
- Somewhat important
- Very important
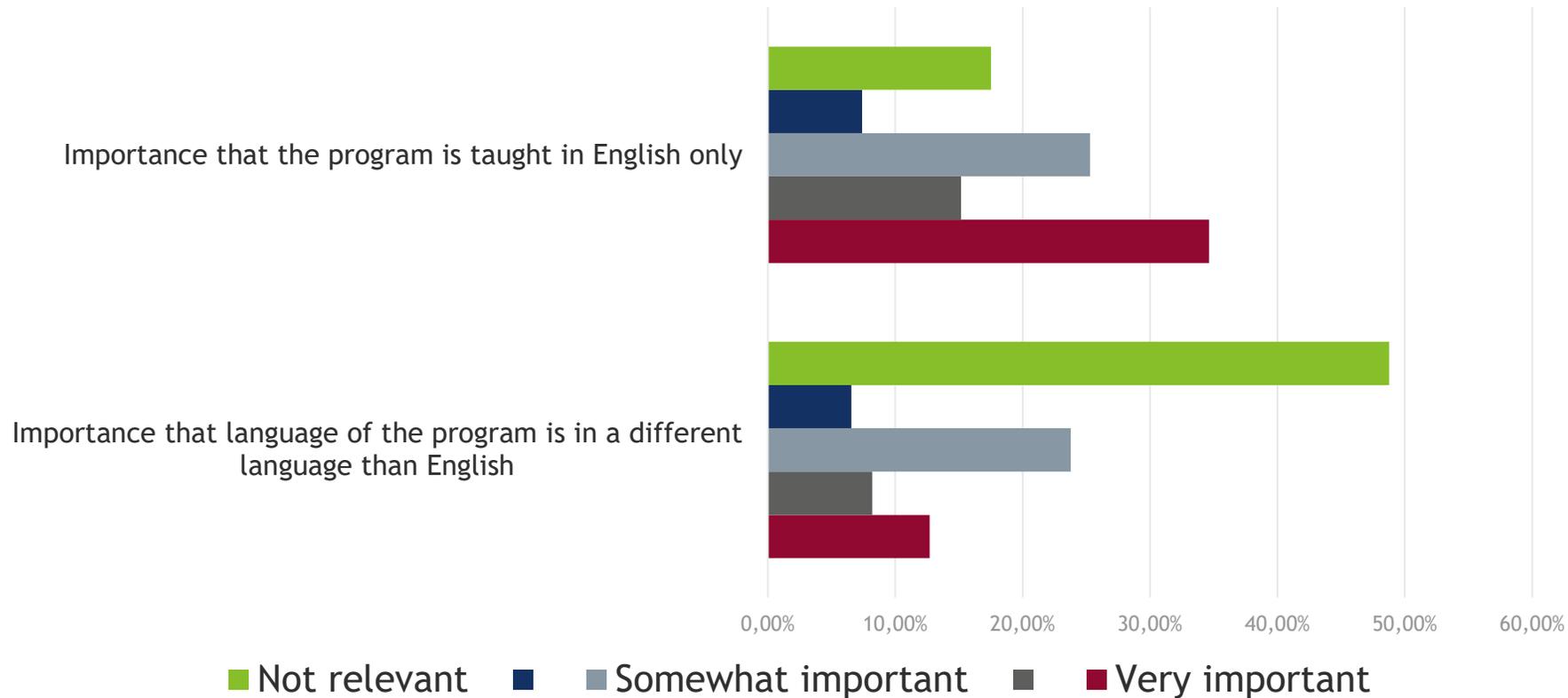
Specialized Master
thematic specialization

Specialization	Count
Strategy	1
Smart Systems	1
Risk management	1
Quantitative Methods	1
PR Management	1
Green IS	1
Computer Graphics	1
Business Intelligence Data Science	1
Aviation management	1
Web Technologies	2
Tourism	2
Process Management	2
Politics	2
Investment Banking	2
Graphics Design	2
Game Design	2
Business	2
Algorithms	2
Machine Learning	4
Economics	4
Software Engineering	5
Digital Transformation	5
Marketing	6
Finance	6
Artificial Intelligence	7
Computer Science	8
Business Intelligence	8
Entrepreneurship	9
Management	11
IT Security	14
Data Science	28

Specialized Master
Topics and courses
of interest
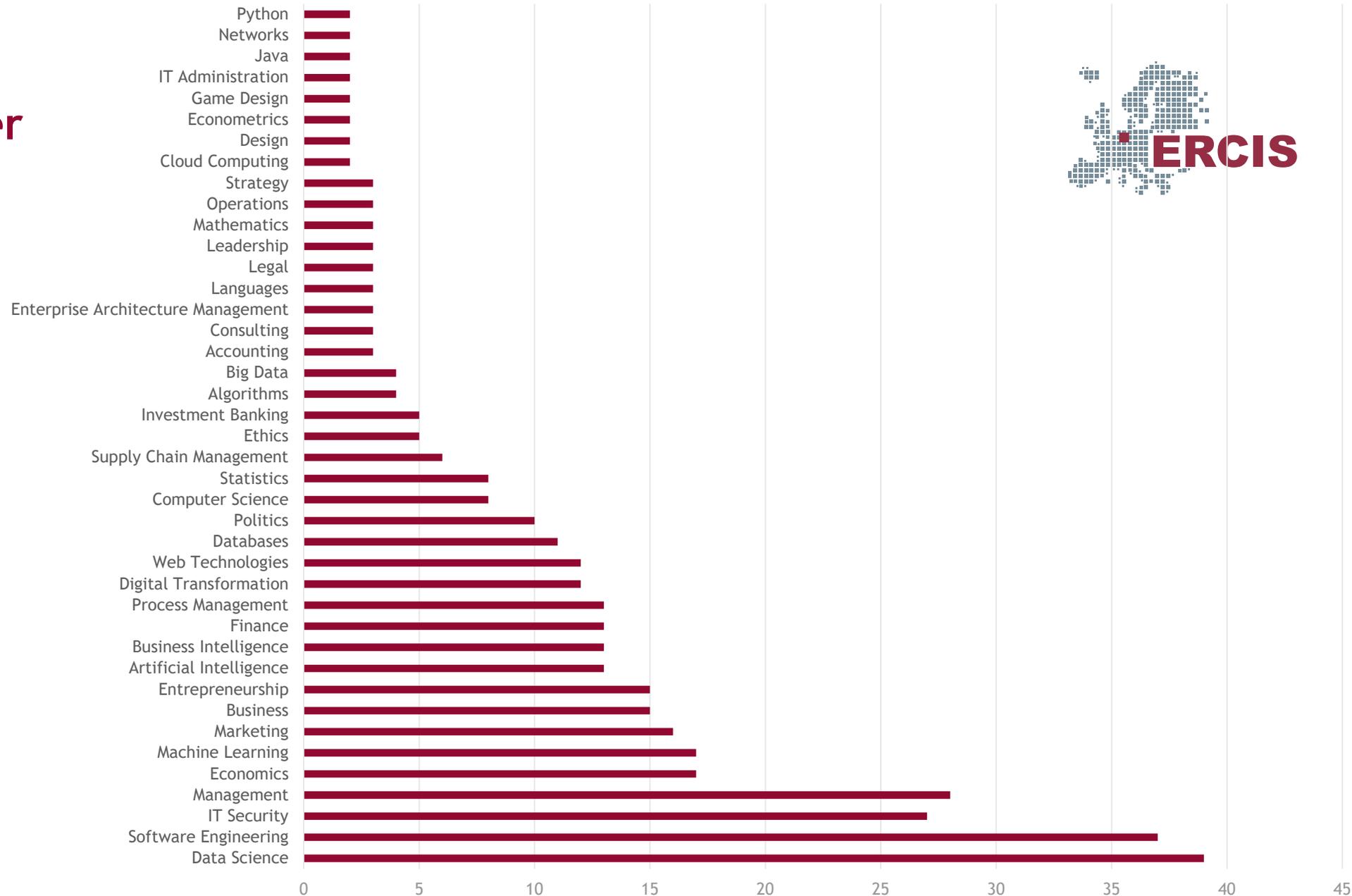
Master's Program Properties

International Exchange Possibilities are important!

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Importance of international exchange possibilities

Legend: Not relevant, Somewhat important, Very important
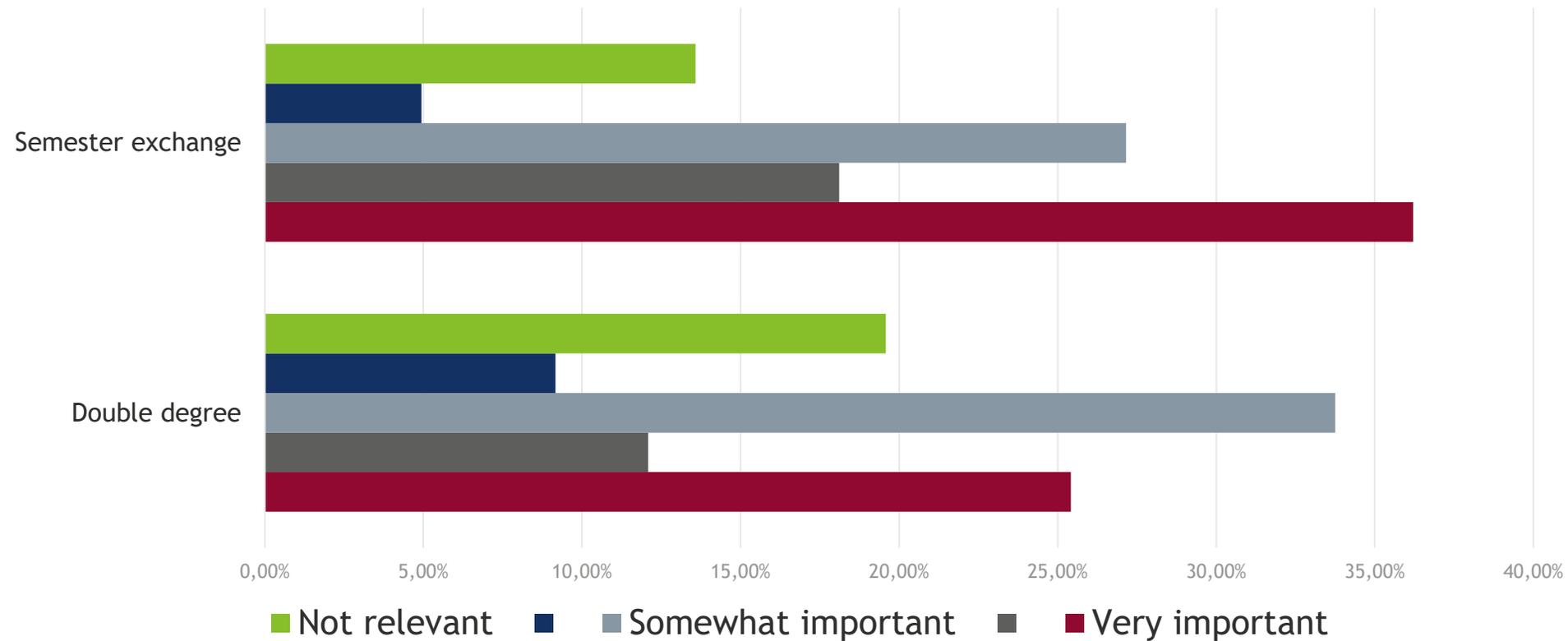
Master's Program Properties

Cost of **Tuition**, **Cost of Living**, and **Online** Learning Opportunities are important for > 50 of the respondents!

Importance of additional Master's program properties

Legend: Not relevant, Somewhat important, Very important