

QUESTIONNAIRE

Name:

E-mail:

Tel:

In order to ensure that Cnam-IIM MBA program is the right one for you, please spend few minutes to answer the following questions. Thanks a lot for your participation in this survey.

1. Please list down 3 main reasons that attract you to this MBA?
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2. Please list down 3 main reasons, which may prevent you from following this MBA?
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3. Are you working?
If yes, in which field? Do you work mainly in team? or individually?
4. Please select one of the schedules below, which would suit you the most?
 - * Daytime courses from Monday to Friday
 - * Evening courses
 - * Weekend courses
 - * Friday and Saturday courses
 - * Others
5. According to you, what is the best length of an MBA program?
 - * 12 months
 - * 15 months
 - * 24 months
6. Is there any difficulty for you to follow the courses in English?
7. What could be the most difficult course for you in this MBA program? (please circle one or more)
 - * Marketing
 - * Business Laws
 - * Strategic Management
 - * Accounting/Finance
 - * Operations Management
 - * HRM
 - * Statistics
 - * Organization Behavior
 - * MIS
 - * Economics
 - * Negotiations
 - * Business communication
8. Assume that you have no other constraints, which specialization would you like to follow?
 - * General Management?
 - * Project Management?
 - * Financial Management?
 - * Fashion Business Development?
 - * Other?
9. How do you plan to finance your MBA study?
10. How did you learn about the MBA of the Cnam?