





DATA MANAGER
LONDON BUSINESS SCHOOL

Alexandra White

One Survey to Rule Them All

Small Details for the Big Picture

Who I am?

Alexandra White

- ▶ Tactical cake requester
- ▶ Excel geek
- ▶ Data visualisation fan
- ▶ Curious cat
- ▶ Data Manager at London Business School



Exactly what it says on the tin

- Founded in 1964
- #1 FT European Business School Ranking

Degree Education (Masters and PhD)

- 13 degree programmes
- 2,200+ students enrolled each year
- 109 different nationalities

Executive Education

- 93 Custom programmes with 64 organisations
- 9,000+ participants
- 31 Open programmes
- 2,000+ participants

Research

- 100+ faculty from 31 countries
- Seven research centres

Alumni Network

- 44,000+ alumni across 155 countries

What is London Business School?



Where we were

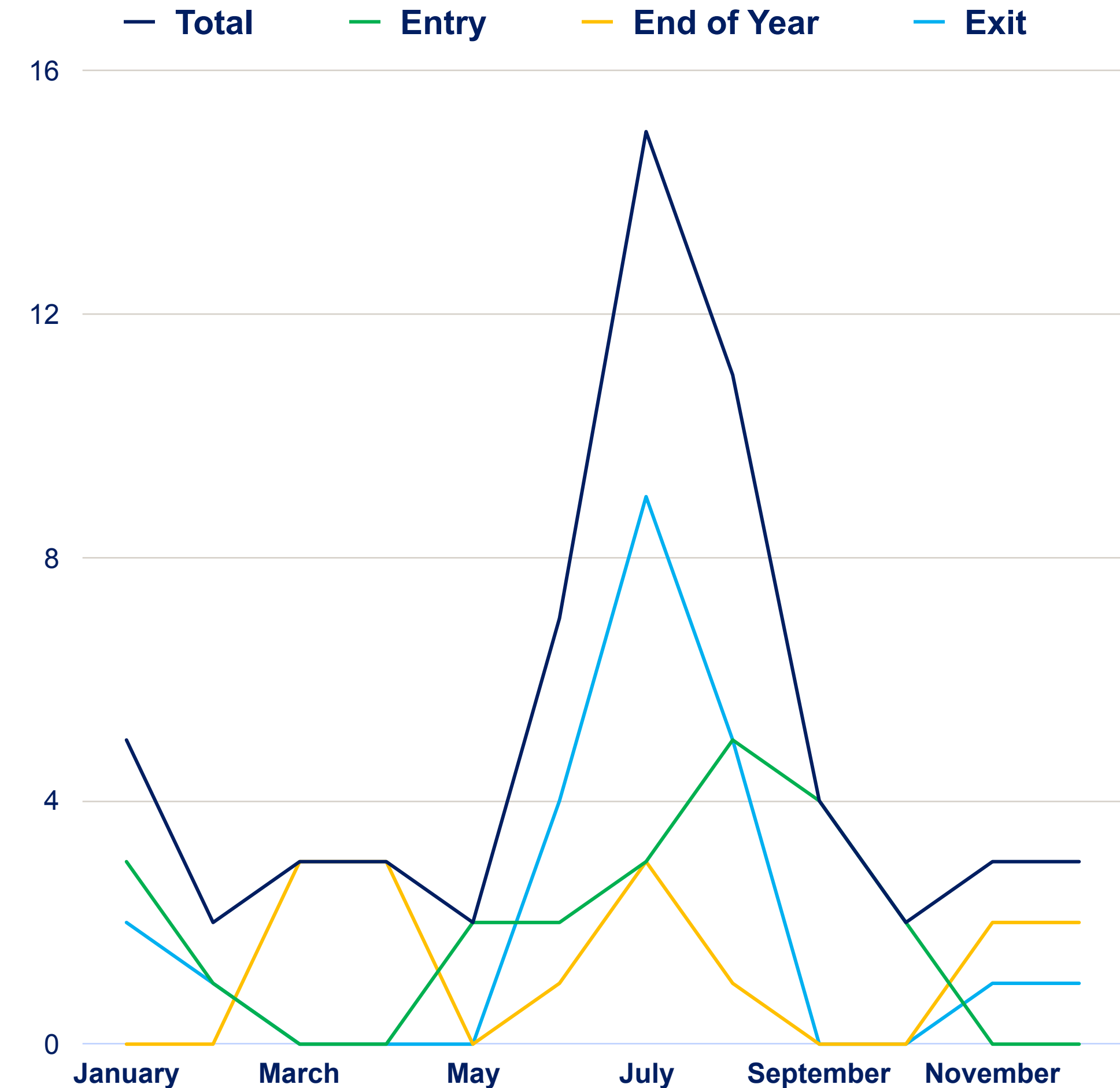
Survey fatigue from the analyst



13 Degree Programmes:

12 Master's Programmes:

- ▶ **Four**, one-year programmes = **two surveys**
- ▶ **Seven**, two-year programmes = **three surveys**
- ▶ **32** surveys across the year
- ▶ **Survey review for each programme**
- ▶ **Hundreds of questions**



Overall satisfaction

The School

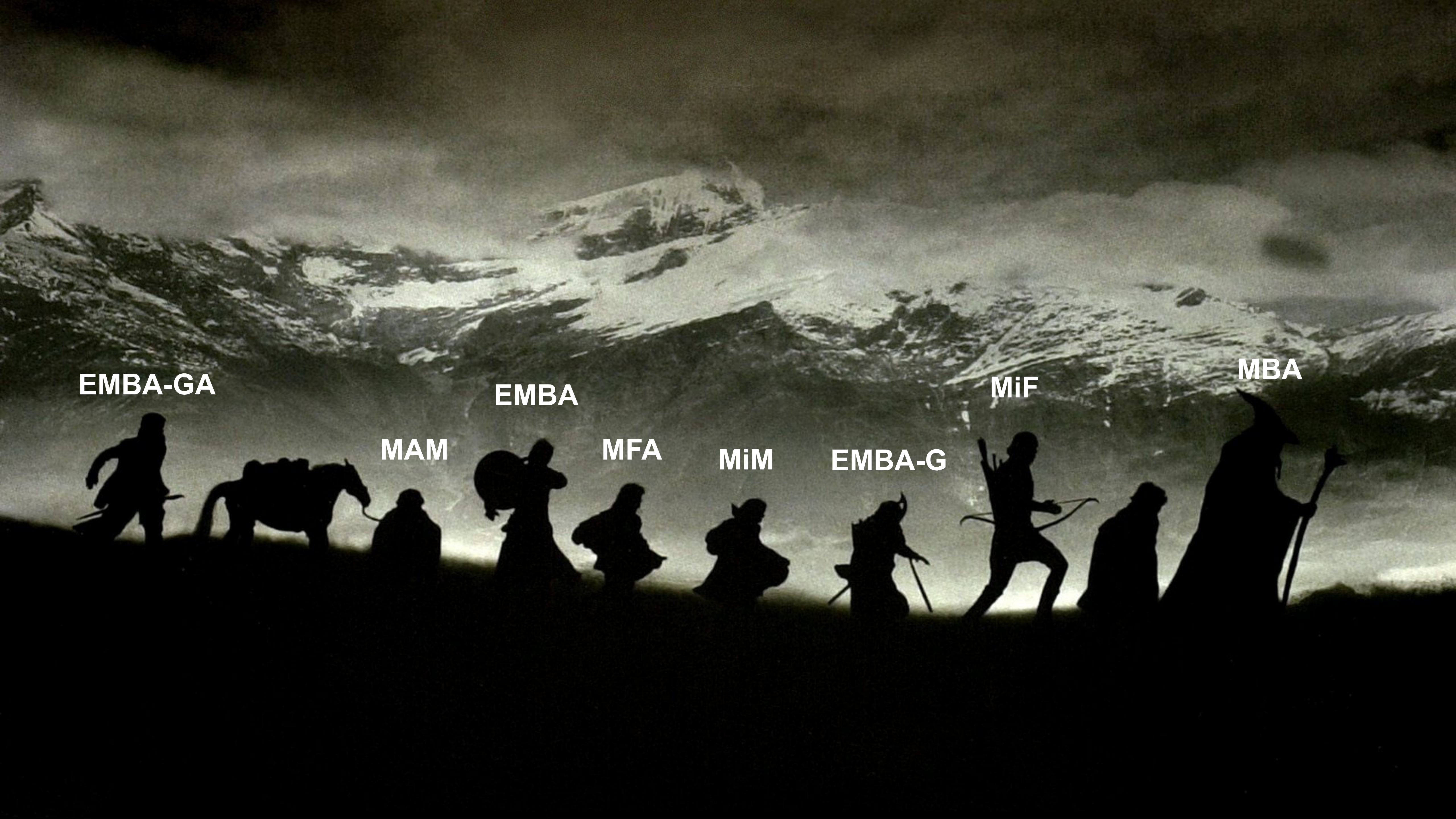
Your programme

Your courses

School facilities

| | | | | | |
|---------------------------------------|----------------------|-----------------|----------------|--------------|-------------------|
| Sloan End of Term | Overall satisfaction | The School | Your programme | Your courses | School facilities |
| Sloan Exit | Overall satisfaction | The School | Your programme | Your courses | School facilities |
| MBA End of First Year | Overall satisfaction | The School | Your programme | Your courses | School facilities |
| MBA Exit | Overall satisfaction | The School | Your programme | Your courses | School facilities |
| EMBA-London End of Year | Overall satisfaction | The School | Your programme | Your courses | School facilities |
| EMBA-London Exit | Overall satisfaction | The School | Your programme | Your courses | School facilities |
| Masters in Finance PT End of Year | Overall satisfaction | The School | Your programme | Your courses | School facilities |
| Masters in Finance PT Exit | Overall satisfaction | The School | Your programme | Your courses | School facilities |
| Masters in Finance FT Exit | Overall satisfaction | The School | Your programme | Your courses | School facilities |
| Masters in Management FT Exit | Overall satisfaction | The School | Your programme | Your courses | School facilities |
| Masters in Financial Analysis FT Exit | Overall satisfaction | The School | Your programme | Your courses | School facilities |
| EMBA-Dubai End of Year | Overall satisfaction | The School | Your programme | Your courses | School facilities |
| EMBA-Dubai Exit | Overall satisfaction | The School | Your programme | Your courses | School facilities |
| EMBA-Global End of Year | Overall satisfaction | The Partnership | Your programme | Your courses | School facilities |
| EMBA-Global Asia End of Year | Overall satisfaction | The Partnership | Your programme | Your courses | School facilities |

| | | | | | |
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EMBA-GA

MAM

EMBA

MFA

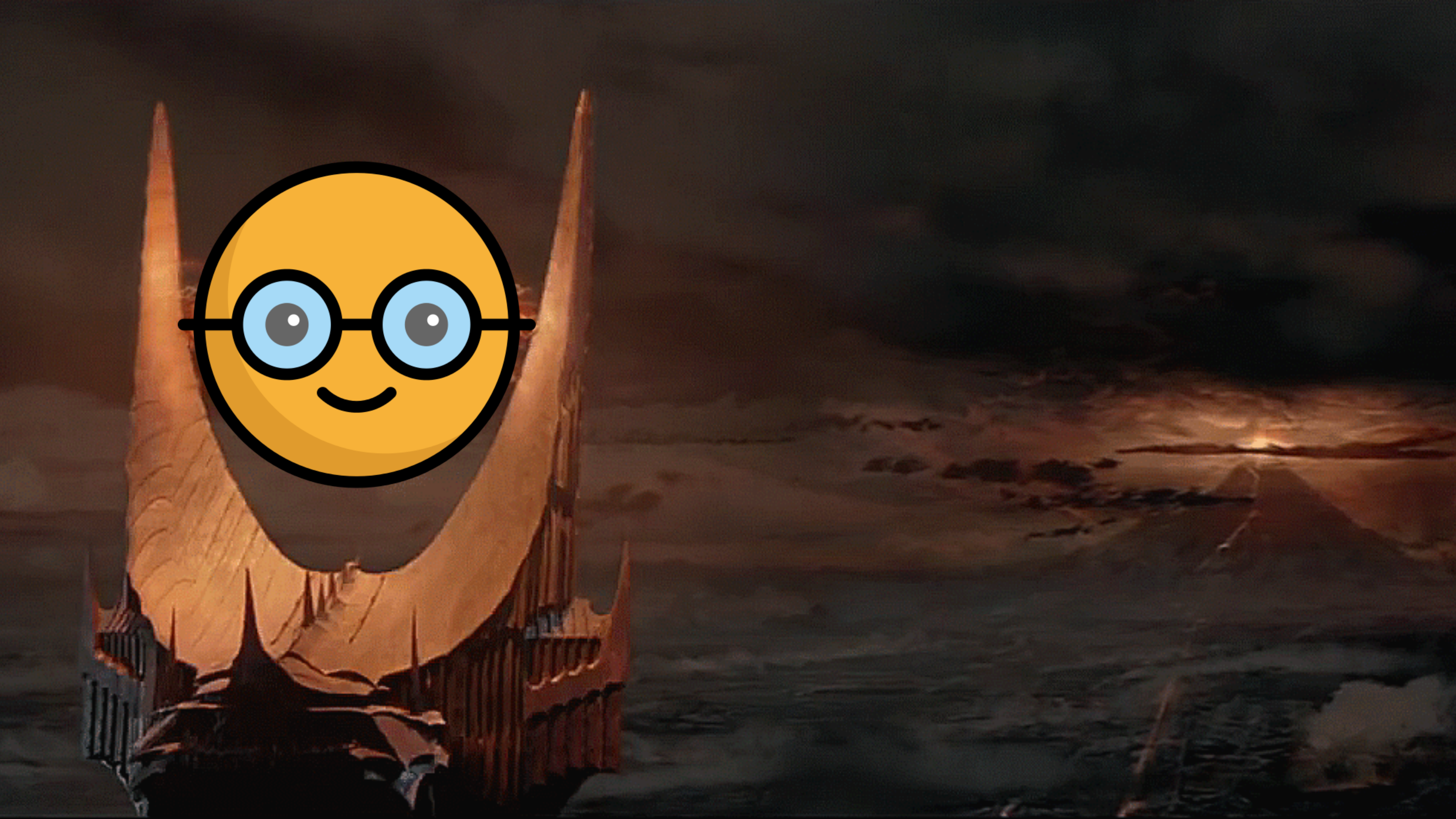
MiM

EMBA-G

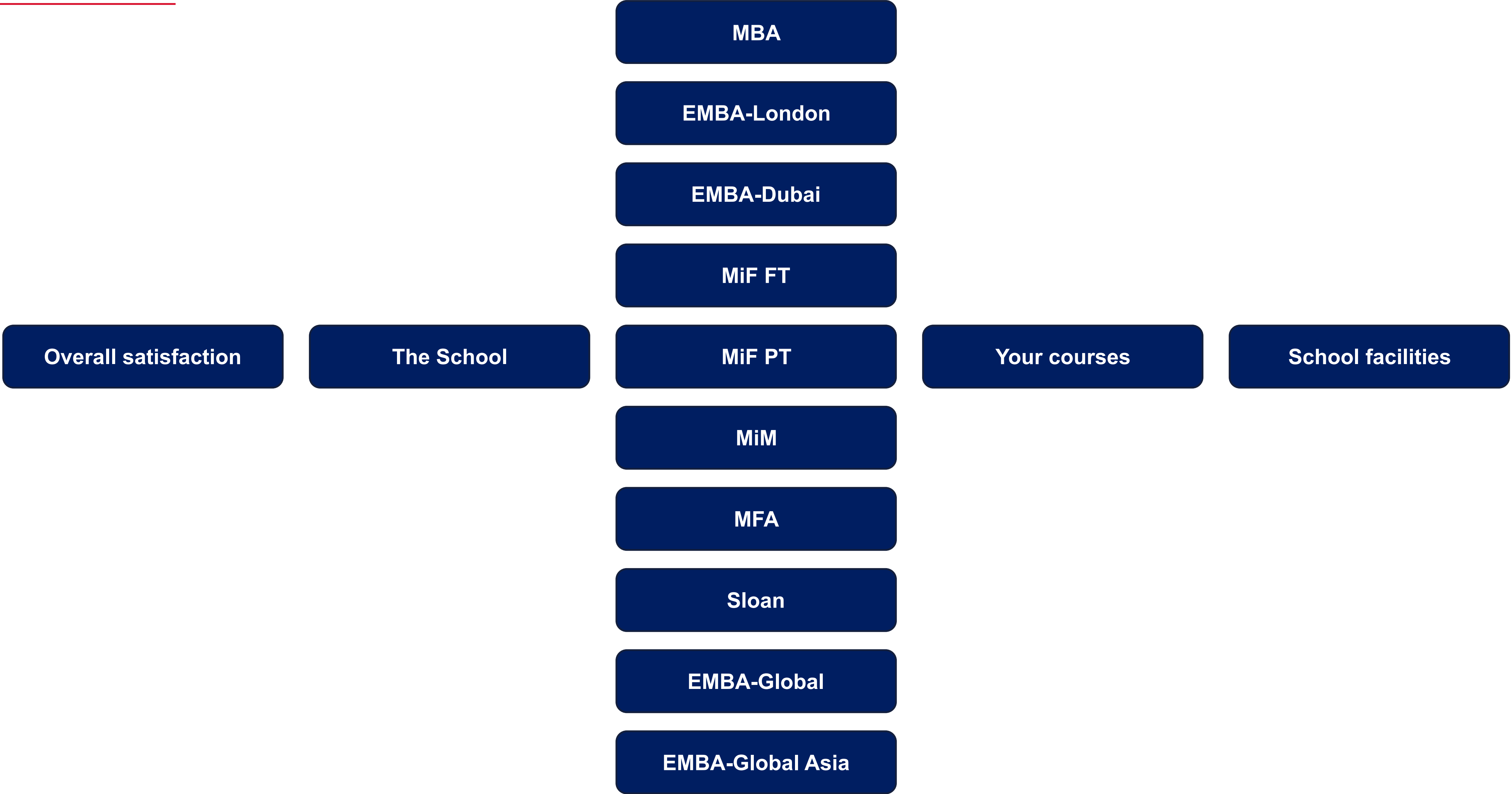
MiF

MBA





qualtrics[®] XM



Survey question library
Embedded data
Display logic



What we've done with it

Vocalize

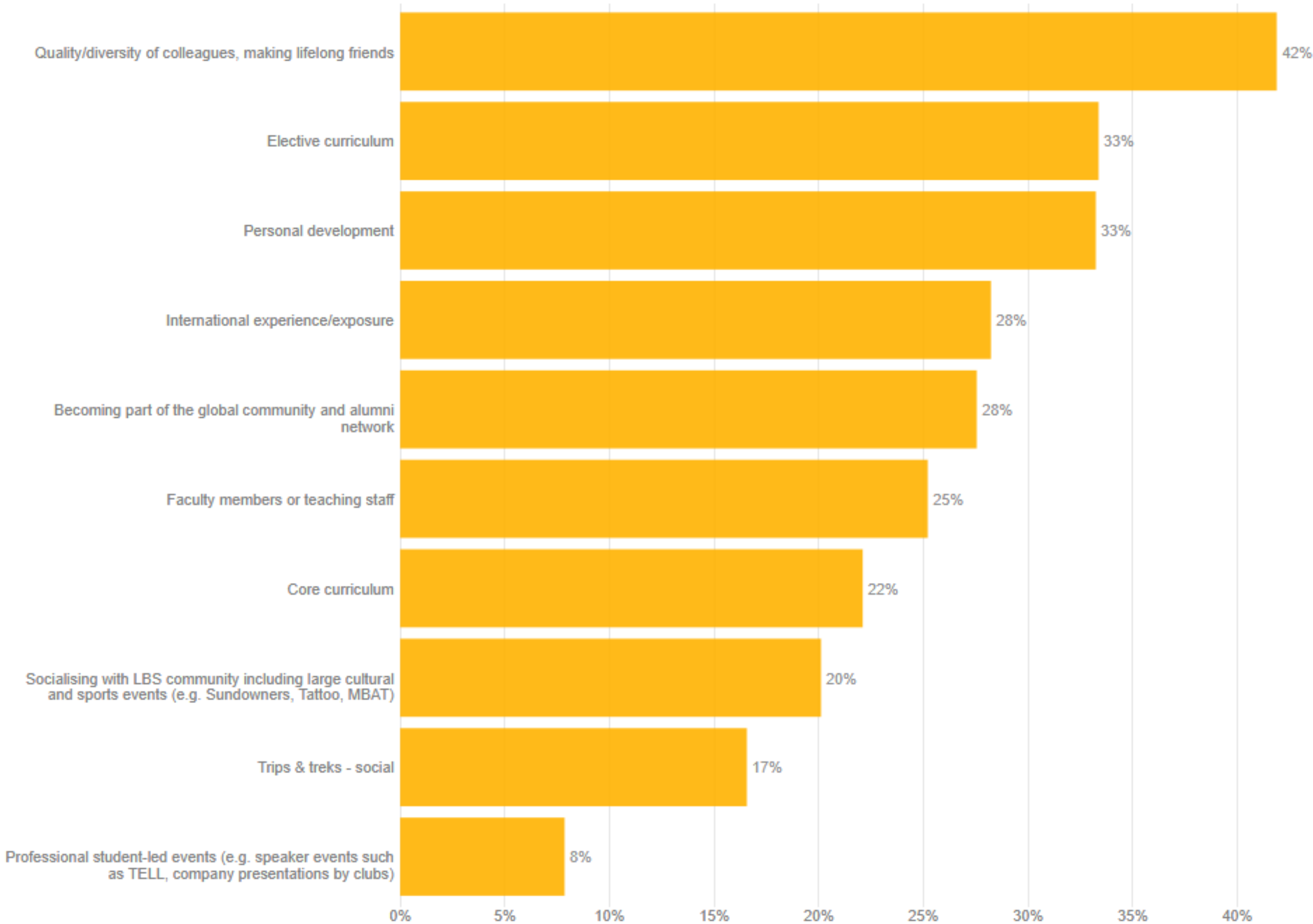


Understanding what's most important to our students

What we've done with it

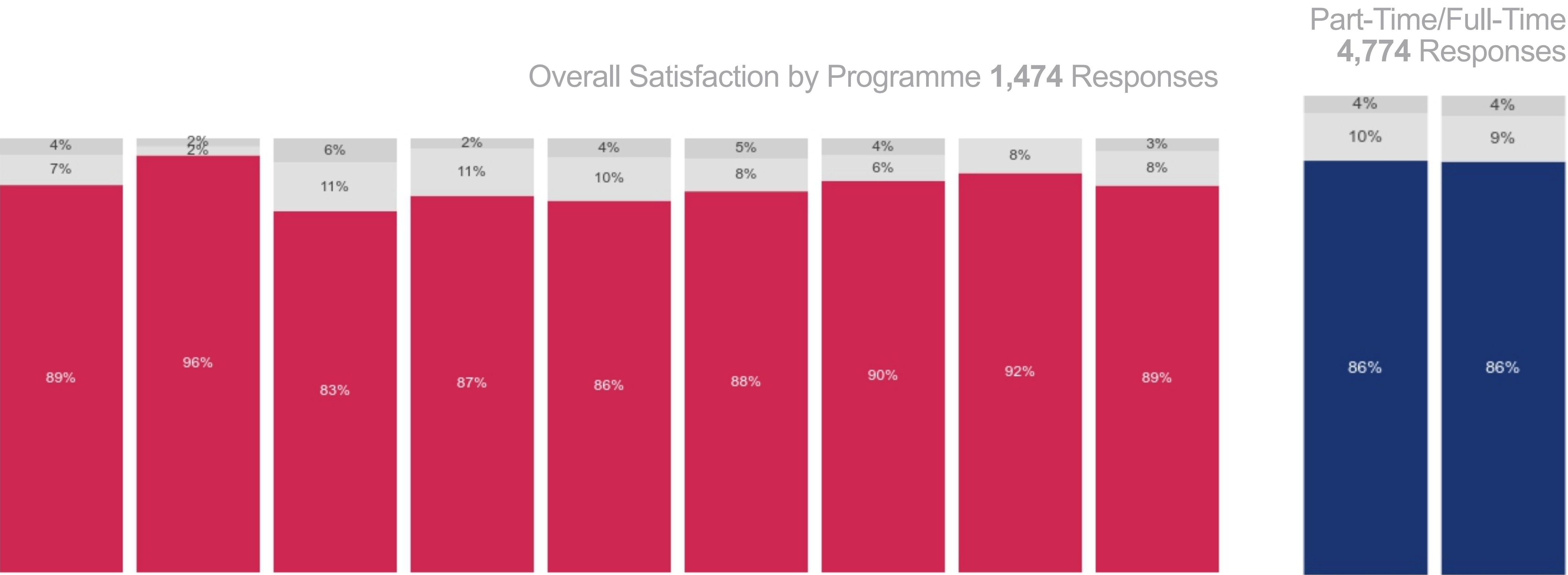
Knowing our students

Top Highlights of the Programme 4,536 responses



What we've done with it

Knowing our programmes



What we've done with it

Curriculum development

| Core (programme specific)* | Electives (any programme)* |
|--|--|
| Finance (corporate, pre-course, advanced...) | Finance (non-finance, strategy, project, fintech...) |
| Management (relationship, digital, operational...) | Management (risk, project, skills, evaluation, portfolio...) |
| Strategy (corporate, digital, finance, competitive...) | Strategy (corporate, finance, career, digital...) |
| Corporate (strategy, finance, governance, law...) | Data (science, informed decisions, analytics, mining...) |
| Negotiation (managerial, Neg&Barg...) | Tech (green, informed decisions, Fintech, crypto...) |
| Leadership (executive, strategy, skills...) | Invest (distressed, value, relations, infrastructure...) |
| Skills (presentation, computer, communication...) | Digital (transformation, crypto, strategy, economy...) |
| Model (decision, data, financial, business...) | Future (future business leaders, the future of business...) |

**Not in order*

Policy

Not to provide copies to students

Hypothesis

Students want copies of their exam scripts

Consideration:

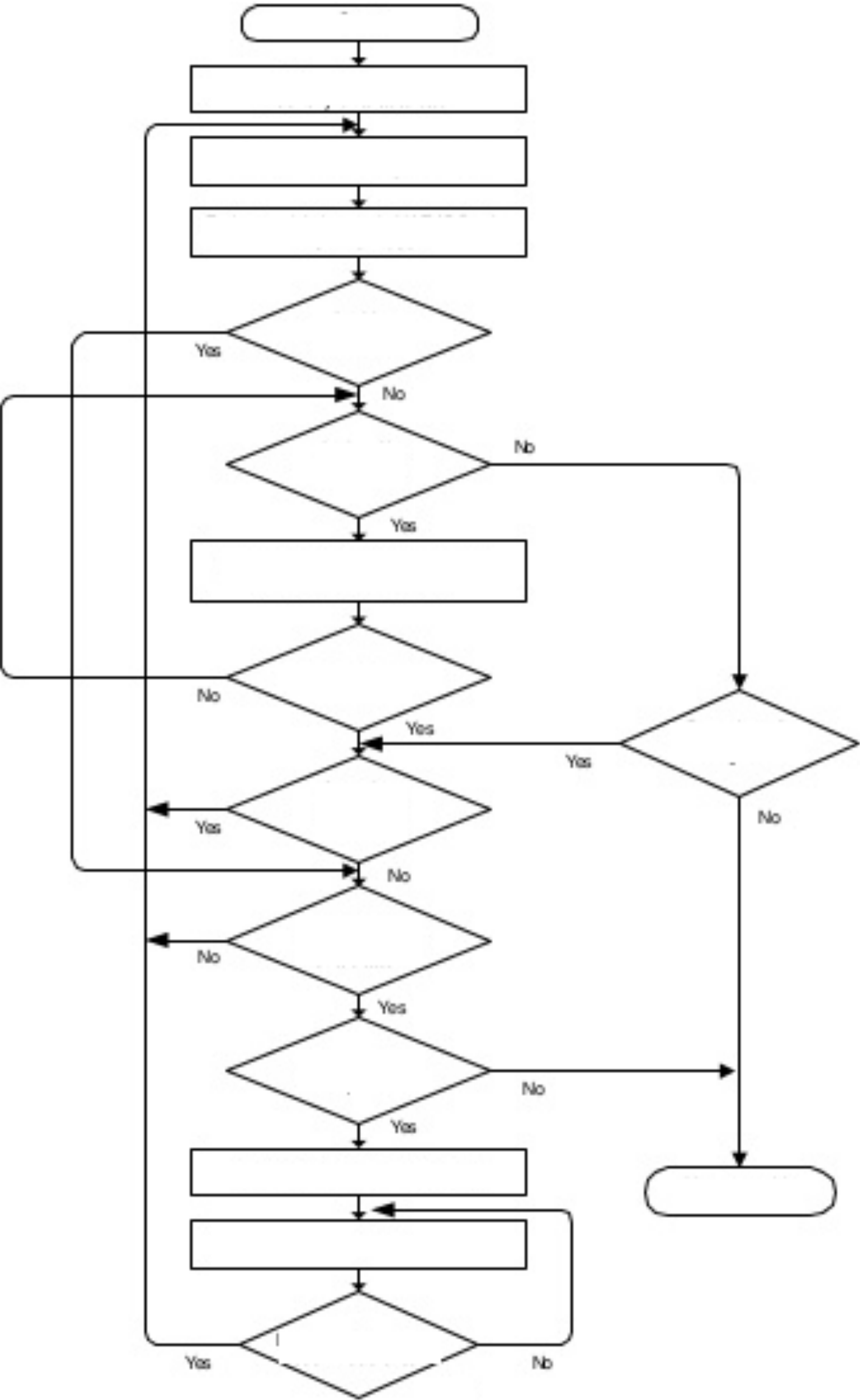
Students could demand access through a SAR
(Nowak v Data Protection Commissioner)

Feedback shows:

- ▶ Of 3113 respondents, 1034 comments, 13 people mentioned transcripts/scripts/exam papers
- ▶ Some that did, did not understand why

What we've done with it

Everyone can do it



CLICK, EXPLORE

A scene from the movie 'The Hobbit' showing the Baggins family and other characters in a tavern. The text 'Any Questions?' is overlaid in the center.

Any Questions?



SEE YOU AT MAINSTAGE

PETER LOVATT

BRUCE TEMKIN

UNILEVER

SIR RANULPH FIENNES

THE SHOWSTOPPERS

We'll be back on the main stage at **3:30PM**
In the meantime, head to the XM Lounge
for food, drink, and a chance to demo new
tech in the Test Drive area.