

Online & Hybrid Learning

Regional Profiles | Western Europe

Employer sentiment about online degrees is improving in Western Europe, largely in line with global averages. Candidate perception of online programs lags far behind in-person degrees, especially in terms of specific networking and career opportunities.

57% Of employers agree their organization values graduates of **online and in-person programs equally** in 2023

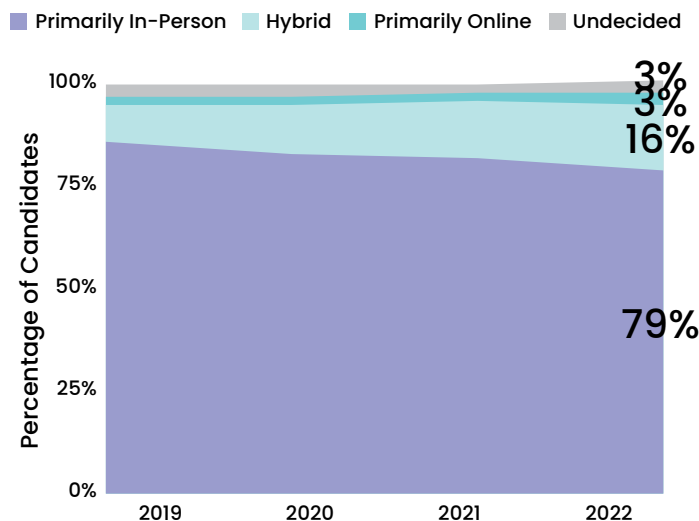
51% Of employers agree in-person programs impart stronger **communication and leadership skills** than online programs in 2023

62% Of employers agree in-person programs impart stronger **technical skills** than online programs in 2023

About one-fifth of candidates in Western Europe are targeting online or hybrid courses, with interest in in-person programs declining since 2019.

Interest in hybrid programs has grown the most, from 9 percent in 2019 to 16 percent in 2022.

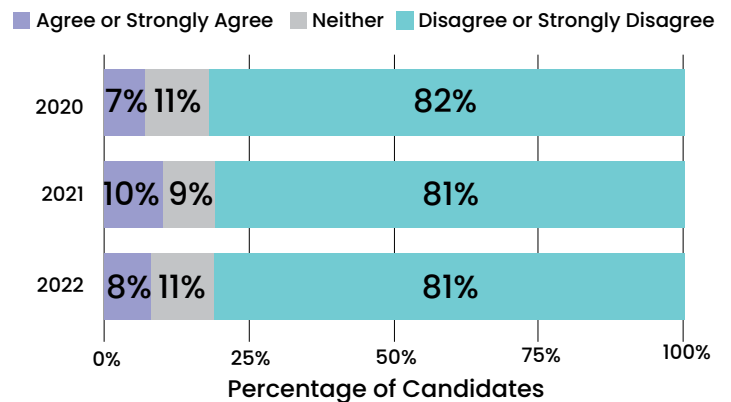
Candidates' Preferred Program Delivery Over Time



Candidates' opinions on the value of online programs has remained relatively low over the past three years.

About four of five European prospective students disagree online and in-person programs deliver equal value.

Agreement with the statement: "A graduate business education acquired through on-campus experiences offers same value as an online degree."



4%

Of prospective students agree in-person and online programs offer equivalent **networking opportunities** in 2022



7%

Of prospective students agree in-person and online programs offer equivalent **career opportunities** in 2022



34%

Of prospective students would pursue an **online degree at a higher ranked school** over an in-person degree at a lower ranked school in 2022