

# Online & Hybrid Learning

## Regional Profiles | East and Southeast Asia

Compared to other regions, employer sentiment around the overall value of online degrees is high. But counterintuitively, employers also believe in-person degrees equip their graduates with stronger technical, communication, and leadership skills. Candidate preference for hybrid programs has grown quite a bit since 2019, though sentiment about the overall value of online programs remains limited.

**71%** Of employers agree their organization values graduates of **online and in-person programs equally** in 2023

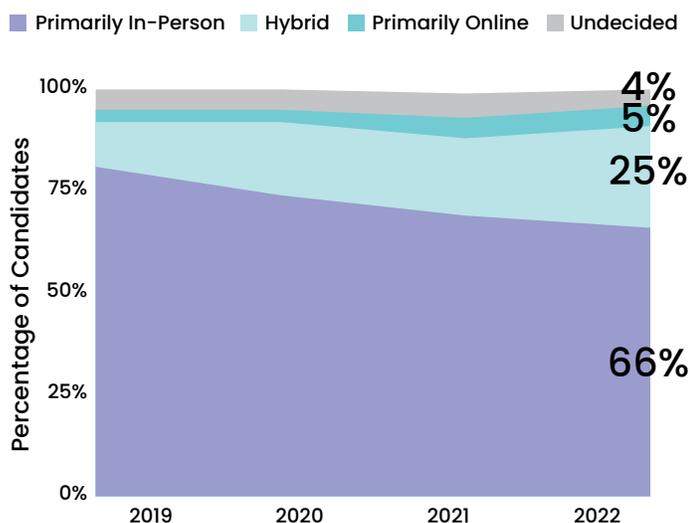
**74%** Of employers agree in-person programs impart stronger **communication and leadership skills** than online programs in 2023

**72%** Of employers agree in-person programs impart stronger **technical skills** than online programs in 2023

**There has been comparatively high growth for online and hybrid programs among prospective students since 2019.**

Hybrid programs now attract a quarter of candidates, with interest in in-person courses shrinking to 66 percent from 81 percent in 2019.

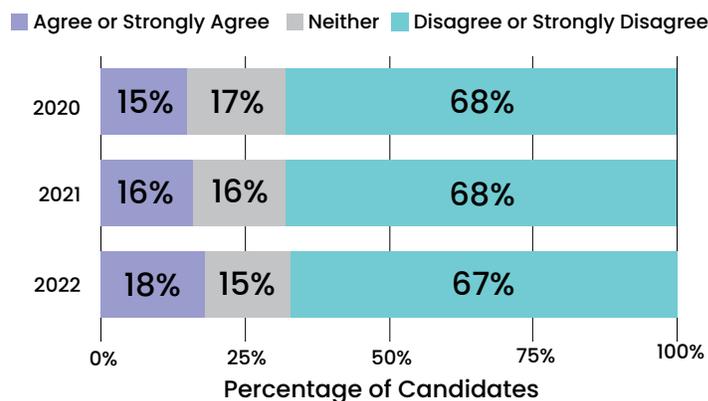
### Candidates' Preferred Program Delivery Over Time



**About two-thirds of prospective students in East and Southeast Asia do not believe online and in-person programs offer the same value.**

There has been limited movement in candidate sentiment over the past three years.

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



**15%**

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



**18%**

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



**45%**

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