

New Age Admissions Strategies in Business Schools

Part of the Advances in Educational Marketing, Administration, and Leadership Book Series

Shalini Kalia (S.P. Jain School of Global Management, India) and Lubna Nafees (Appalachian State University, USA)

Description:

Admissions is critical for every educational institution. However, recruiting quality students for business schools is challenging, leading to the need to identify and understand challenges that threaten admission.

New Age Admissions Strategies in Business Schools provides innovative insights into the opportunities and challenges for student recruitment in business schools, such as cross-cultural nuances and attracting international applicants, while also delivering strategies for recruitment across all program types, including undergraduate, graduate, executive, and part-time admissions. While highlighting topics that include effective communication, international admission, and hybrid learning, this publication is ideal for policy directors, administration heads, researchers, and deans in education to understand the market well and design the processes of admissions.



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Topics Covered:

- Admission Test
- Alumni Recruitment
- Business Leadership
- Effective Communication
- Hybrid Learning
- International Admission
- Online Education
- Online Presence
- Social Media Optimization
- Student Satisfaction

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