

Business and commerce are No. 1 choice of university aspirants, reveals high school student survey

33% of respondents show preference for Business, followed by 25.2 % for Engineering and Computer Science

Dubai, June 11, 2011: Over 33 per cent of high school students have a marked preference for business and commerce subjects at university, followed 25.2 per cent who favour engineering and computer science subjects, according to an online survey conducted by University of Wollongong in Dubai (UOWD).

The survey, conducted between April 12 and 26 using Qualtrics survey system, took into consideration views of 1,653 high school students from more than 100 schools in the UAE. The respondents came from 58 different nationalities, aged between 15 and 26 years.

According to the survey, 33% of the respondents said they were very interested in Business, Management, Accounting, Finance, Human Resources and related commerce subjects; while 25.2% said they were keen on Engineering, Computer Science, Information Systems, Software Engineering and related subjects.

Biological and Health Sciences were favoured by just 7.4 per cent of the respondents; Arts and Fine Arts by 7.3 per cent and Social Sciences and Psychology by mere 3.8%.

"The survey provides insights into the preferences and changed mindset of the new generation," said , Raymi van der Spek, Executive Director of Administration & Strategic Development at UOWD. "It will help us improve and strengthen our existing programs, as well as guide us to introduce new programs as part of our diversification and expansion plans."

As for the choice of undergraduate programs, Bachelor of Business Administration emerged at the top: (56 %), followed by B.Com in International Business (45.3%); B.Com in Management (44.7%); B.Com in Marketing (42.7%); Accountancy, Finance and HR management.

In Computer Science and Engineering, the most popular was Bachelor in Internet Science and Technology (42.2%), followed by Computer Science (39.7%) and Computer Science and Multimedia Technology (37.9%).

In Mass Media and Communications program, which is sought to be introduced by UOWD shortly, Journalism emerged at the top (61.9%), followed by Public Relations (57.1%), Media Studies (47.6%) and Professional Writing (23.8%).

When asked about Psychology (which UOWD seeks to introduce after due assessment), as an optional subject, the majority of respondents said they would at least try the subject.

The survey further reveals that the key factors that would influence their selection of the university would be Quality of university staff and Quality of student life and fun activities, followed by Reputation of the university and Location.

In Postgraduate programs, Master of Business Administration (MBA) took the top place (45.7%), followed by International Business (39%), Strategic HR Management (30.5%), IT Management (30.5%), PhD in Business Administration (30%), Mass Media & Communications (29.8%), Quality Management (28.8%), Applied Finance and Banking (28.3%), Strategic Marketing (26.3%) and Doctorate Business Administration (25.1%).

According to the survey, 67.7% of the respondents said they planned to attend university, with 34% of them preferring to enrol in a UAE university.