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PREMIUM

Happy new year and welcome back to Business School Insider, albeit with some sobering data for 2025.

Prospective MBA students around the world appear to be reflecting the wider global political trend towards “slow-balisation”, populism and nationalism.

The latest annual [“Tomorrow’s MBA” survey](#) by consultants Carrington Crisp of nearly 2,000 young people in 37 countries suggests prospective students are less interested in studying abroad and less concerned about sustainability than in years past.

Almost half would prefer to remain in their own country and less than one-fifth to study internationally, down from nearly two-fifths last year who were interested in options abroad. They cite the difficulty of giving up work, the higher costs elsewhere and personal circumstances for staying at home, as well as good domestic institutions at which to study.

Technology — led by AI and data analytics — top the insights students want. Among other skills, leadership and project management rank highest. Sustainability comes in just 18th place and ethics at the bottom.

Three-quarters still believe it is important to have content on responsible management, ethical leadership and diversity, but these proportions have fallen by several percentage points over last year.

That still points to a significant role for the best and most nimble business schools to differentiate, targeting students by their appetite for foreign study and for different skills and interests alike.