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## How Students can identify the ideal Master's Degree

*Prof. Dr. Marco J. Menichetti, University of Liechtenstein, Academic Director of the "MSc Banking and Financial Management", is giving important information for students having to select an appropriate program.*

For the Master's degree the choice for a university and a specific program is much more important than for an undergraduate degree. The best choice is a high quality program which is naturally linked with the location. Almost nobody would expect the University of Liechtenstein to be an innovative provider of a degree in ocean-ship construction. But for wealth management the University is a credible provider as the Principality is the home for reputable and internationally active asset and wealth management companies. Important are strong links between the program and the market (i.e. by guest lectures of chief executives, transfer projects with the market or internships for students).

Interested students should check the curriculum and the extra-curricular offers (i.e. excursions), the professors teaching in the program (with their working fields, outside professors increase the diversity), the international composition of the student group, the English program language, links to universities worldwide and the integration of latest research results. Advantageous are small groups as they support better study results, and an elaborate selection process before admission increases the chances of a good academic success. Important is a low professor/student-ratio and the service orientation of the institution.

The more research-oriented the program, the more emphasis is laid on teaching and exercising methodology. This is tough at the beginning, but beneficial for later career opportunities. All these questions can be answered by carefully analyzing program brochures, homepages and accreditation publications as well as contacting current students of the program.

Finally, the master's program should not block the option to commence a PhD-program in the future. This is a clear argument for graduate programs offered by institutions with a full university status.