their choice of a B-school. The factor-analyzed data revealed seven underlying factors in the criteria used by undergraduate students when choosing a B-school: Corporate Social Responsibility, Essentials of an MBA Program, Quality Yardsticks, Entrepreneurship, Location, MBA Technical Specifications, and Physical Facilities. The findings are quite interesting and diverse, as socio-cultural factors play a very important role in the results, by shaping the Peruvian undergraduate students’ MBA choice behaviour. It has been found that in order to raise their value proposition, Peruvian B-schools are required to rebalance their curricula so as to provide their students with a deeper understanding of such phenomena as innovation, entrepreneurship, CSR, and business ethics, which seem to be the topics that need most attention in Peru. In other words, students are increasingly demanding softer skills, a finding which supports previous studies such as those by Cornuel (2007) and Hawawini (2005). Based on the above-mentioned findings, Peruvian B-schools which do not take the mentioned aspects into account should focus on implementing necessary changes so as to enhance the quality of their input and output, whereas B-schools which present the mentioned aspects should concentrate on improving them, in order to raise their present value proposition.

**References**


