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**Abstract**

Understanding what constitutes the perceived value of foreign education to international business students is critical for business schools in order to achieve their recruitment targets. One established method relies on a financial interpretation of the costs and benefits of business education. By contrast, this study advocates a holistic approach by employing the concept of 'internal' and 'external' career success as its theoretical underpinning. A survey of undergraduate Chinese students in two British business schools based on such approach provides confirmation of the importance of an individual's judgement of own success as the foundation of value-related expectations and suggests that academic practice should be concerned with a wider range of competencies and responses to individual attitudes, shifting emphasis towards a greater spectrum of social values. (HRK / Abstract übernommen) Kuznetsov, Andrei, E-Mail: akuznetsov@uclan.ac.uk