



# How to Save Your MBA

Working Session to Understand the Changing MBA Landscape  
and How to Adapt  
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Professional & Adult Education Forum

# MBA Retains High Appeal for Students and Schools

## “Future of the MBA” Fuels Endless Chatter

*Employers only care  
about skills, not once-  
prestigious degrees*

*Students will flood to  
one-year, narrow  
programs to gain skills  
and back into the  
workforce*

*Students will flood to  
micro-credentials and  
not even commit to a  
degree*

*The MBA is on the  
decline and schools  
should invest elsewhere*

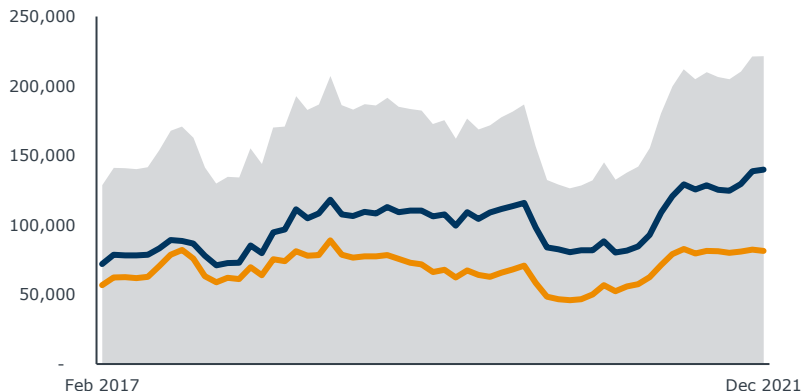
## Realities of Today’s MBA Market

- ▶ Employers continue to value and reward the MBA
- ▶ Shorter and specialized master’s remain small
- ▶ Non-degree alternatives serve distinct needs, not a replacement

# Employers Continue to Value and Reward the MBA

## Many Job Opportunities Explicitly Calling for MBA and More Jobs Request Graduate-Level Business Degrees

*Job Postings Nationwide, February 2017-December 2021*



- All job postings relevant to an MBA graduate
- Job postings that specifically prefer or require an MBA
- Job postings require business skills and a master's degree, but do not mention an MBA

**+ \$28,000**

MBA salary premium over all master's level salaries

**\$85,000**

Median MBA base starting salary

**98%**

Nearly all MBA programs pass ROI benchmarks

1) Median salary is from graduates of AACSB-accredited schools.  
2) ROI defined as students who earn more annually two years post-graduation than the federal loan debt they accrued. Based on College Scorecard data.

# Specialized Master's Market Remains Small

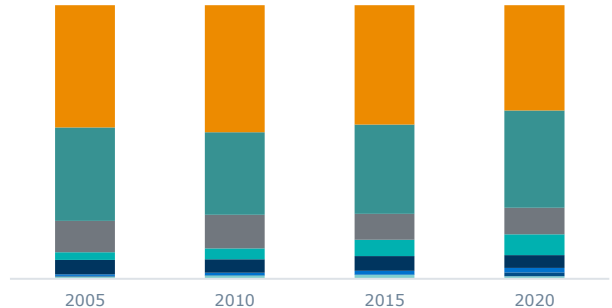
## MBA Eclipses Conferrals in the Most Popular Business Fields

*Degree Completions Nationwide, 2020*



## MBA Losing Share; Health Care Admin. Has Most Notable Gains

*Degree Completions Nationwide, 2005 to 2020*



■ MBA (-6.250%)

■ Other business (+1.383%)

■ Educational administration (-1.627%)

■ Health care administration (+4.749%)

■ Public administration (-0.631%)

■ Sport and fitness administration (+1.096%)

■ Computer/IT administration (+1.141%)

■ Security and protective services administration (+0.140%)

■ Food services administration (-0.001%)

# Non-degree Alternatives Aren't a Replacement



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## *Traditional Master's*

- Prestigious through exclusivity, difficulty to access, and expense
- Time-consuming across years
- In-person networking a value-driver

## Business Education Landscape

## *Alternative Credentials*

- Few barriers to entry, low cost
- Relatively quick completion
- Often self-paced / flex schedule
- Unfamiliar to hiring managers

## MBA Innovation Offers Greatest Potential to Serve Students



Universally recognized credential



Immediate applicability and comprehensive education for the long-term



Accessible to today's working professionals

# Aligning to Today's MBA Student



## Today's MBA Student



Balances part-time education alongside personal and professional responsibilities



Expects flexibility and is significantly experienced in virtual education or work



Seeks faster goal attainment by applying skills and earning credentials quickly



Aims to personalize their education to achieve their individual goals



Encounters significant choice in advanced or alternative business education

### ▶ Admissions

Don't keep qualified and ready students out of your program

### ▶ Speed

Don't delay students' achievement and career advancement

### ▶ Flexibility

Don't prevent working professionals from learning alongside living

### ▶ Content

Don't limit your program's relevance to students' careers