

MBA? Master's? Or **Both?**

You have many choices for your graduate management education. Should you get an MBA? Would it be better to get a specialized business master's degree instead? When would you need both? Here are some findings from the **Graduate Management Admission Council® Prospective Students Survey Report 2017**:



MBA (Master of Business Administration)

77% consider an MBA program

Why?

To develop general business management knowledge, such as:

Leadership skills	65%
Managerial skills	63%
Technical skills	31%

What can I do with it?

Enhance your current career

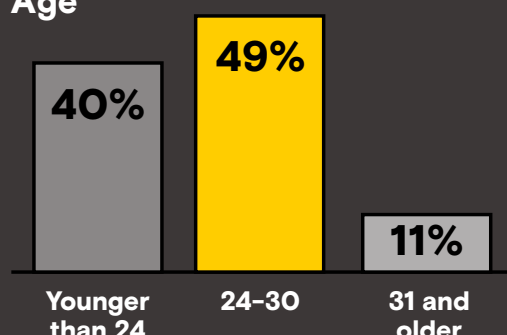
Pursue a different career

Manage your own business

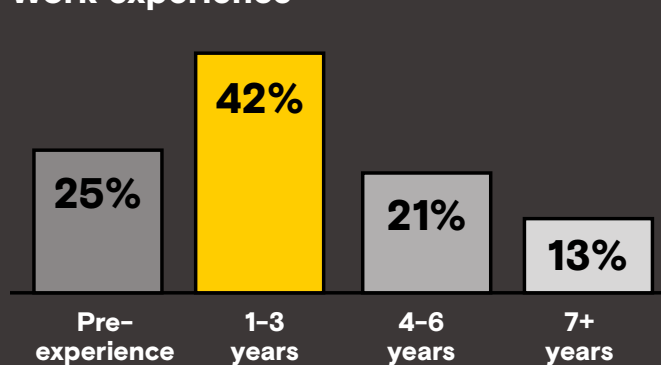
Who is it for?

Prospective student demographics:

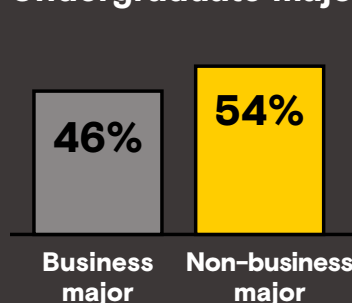
Age



Work experience



Undergraduate major



Specialized Business Master's

49% consider a specialized business master's

Why?

To acquire in-depth, specialized expertise, such as:

	Qualitative master's to develop:	Quantitative master's to develop:
Leadership skills	53%	41%
Managerial skills	57%	42%
Technical skills	29%	45%

What can I do with it?

Acquire skills for industry or functional job opportunities

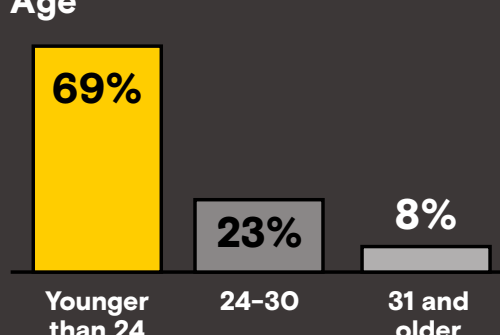
Enter the job market at a higher entry-level position

Figure out and explore possible career options

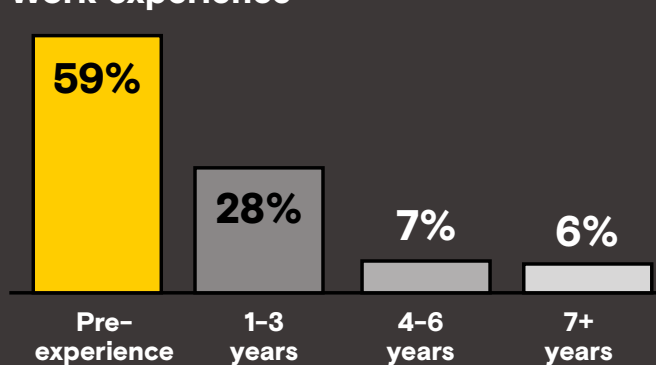
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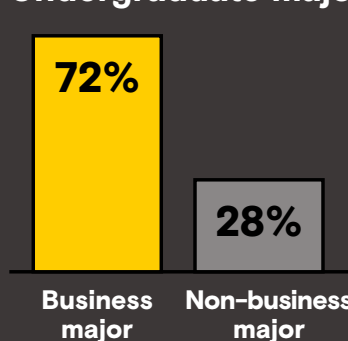
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When do you need both?

You have a specialized business master's degree. You may need an MBA when you want to:

- Transition from a functional role to a general management position
- Gain additional career credentials (e.g., applying for a position in an elite consulting firm)
- Move into a different industry
- Start a new business and need leadership skills
- Be promoted from an individual contributor to managerial role

You have an MBA. You may need a specialized business master's degree when you want to:

- Assume leadership role in a functional area such as CFO or CMO (e.g., Master of Finance, Master of Marketing)
- Sharpen your skills in a changing economy (e.g., Master of Data Analytics)
- Start a new business (e.g., Master of Entrepreneurship)

61% of prospective students considering an MBA have a business master's degree

41% of prospective students considering a specialized business master's degree have another graduate business degree

Doing a master's in business will boost your career or help you get that dream job in a specific field. Your GMAT® score is good for five years and keeps every possible option open — most top schools around the world require it for the MBA and recommend it for other master's.