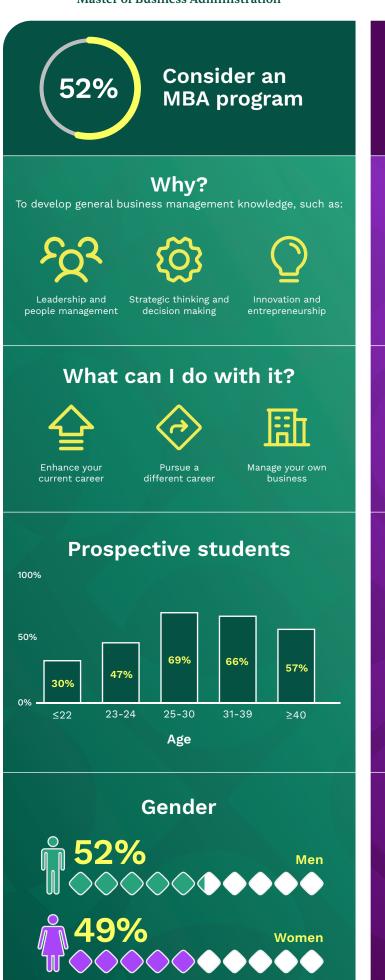


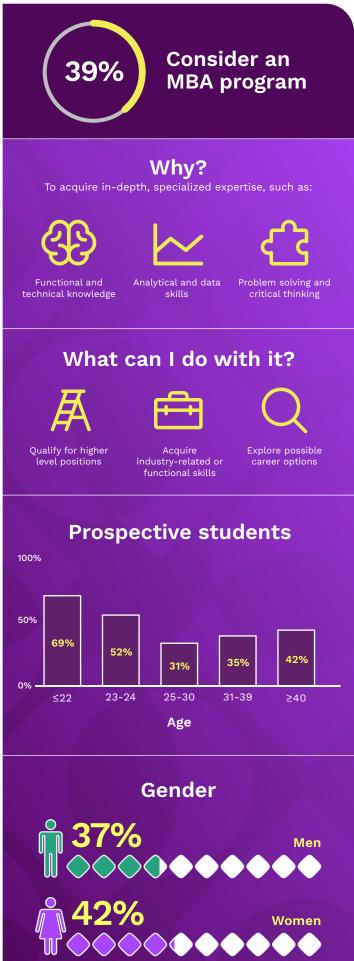
## MBA? Master's? Or Both?

You have many choices when applying to business school. 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 GMAC's Prospective Students Survey Report 2025:

## MBA **Master of Business Administration**

## **Specialized Business Master's**









## 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)