

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



A general or specialized master's in business is more than just a degree. It is a valuable tool that will boost your career and help you land that dream job no matter what your passion is. If you're figuring out what kind of degree makes sense for you, check out some findings from the [Graduate Management Admissions Council® 2017 Prospective Student Survey](#).



MBA (MASTER OF BUSINESS ADMINISTRATION)

82%

Consider an MBA program



SPECIALIZED BUSINESS MASTER'S

42%

Consider a specialized business master's

Why?

To **DEVELOP GENERAL BUSINESS MANAGEMENT KNOWLEDGE**, such as:

Leadership Skills **66%**

Managerial Skills **63%**

Technical Skills **37%**

Why?

To **ACQUIRE IN-DEPTH, SPECIALIZED EXPERTISE**, such as:

	Qualitative master's program to develop:	Quantitative master's program to develop:
Leadership Skills	66%	55%
Managerial Skills	62%	52%
Technical Skills	40%	44%

What can I do with an MBA?



Enhance your current career



Pursue a different career

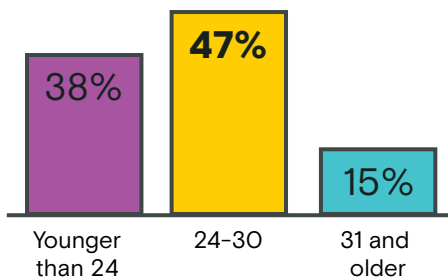


Manage your own business

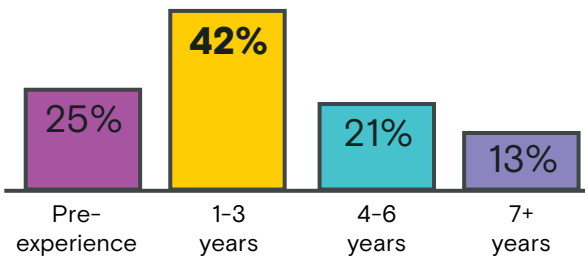
Who is it for?

Prospective student demographics:

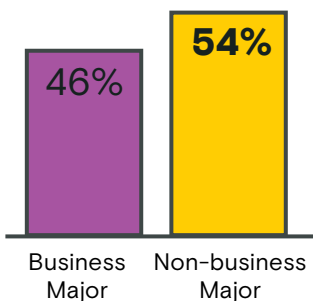
Age



Work experience



Undergraduate major



What can I do with a specialized business master's?



Acquire skills for industry or functional job opportunities



Enter the job market at a higher entry-level position

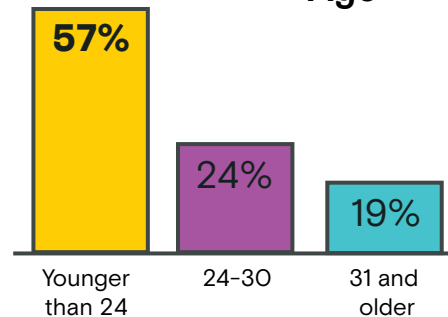


Figure out and explore possible career options

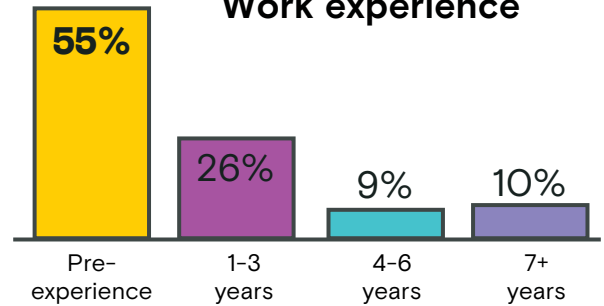
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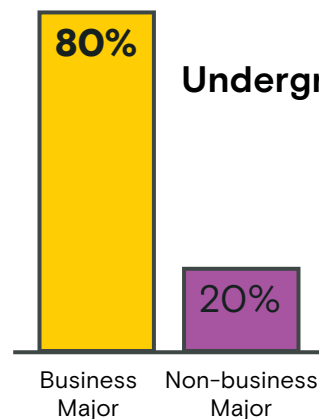
Age



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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)

You know a master's in business will boost your career. But did you also know that you can earn \$1 million more?

Those who attend graduate business school earn an average of \$2.5 million in annual base salary during the 20 years after graduation – **that is \$1 million more** in their lifetime than if they didn't go to graduate business school.

Take the GMAT® exam now and get higher scores while it's all still fresh in your mind. Your GMAT score is good for 5 years and keeps every possible option open – most top schools around the world require it for the MBA application process and recommend it for other master's.

For more information or to register for the exam now, visit [gmt.com/GetStarted](https://www.gmat.com/GetStarted)