

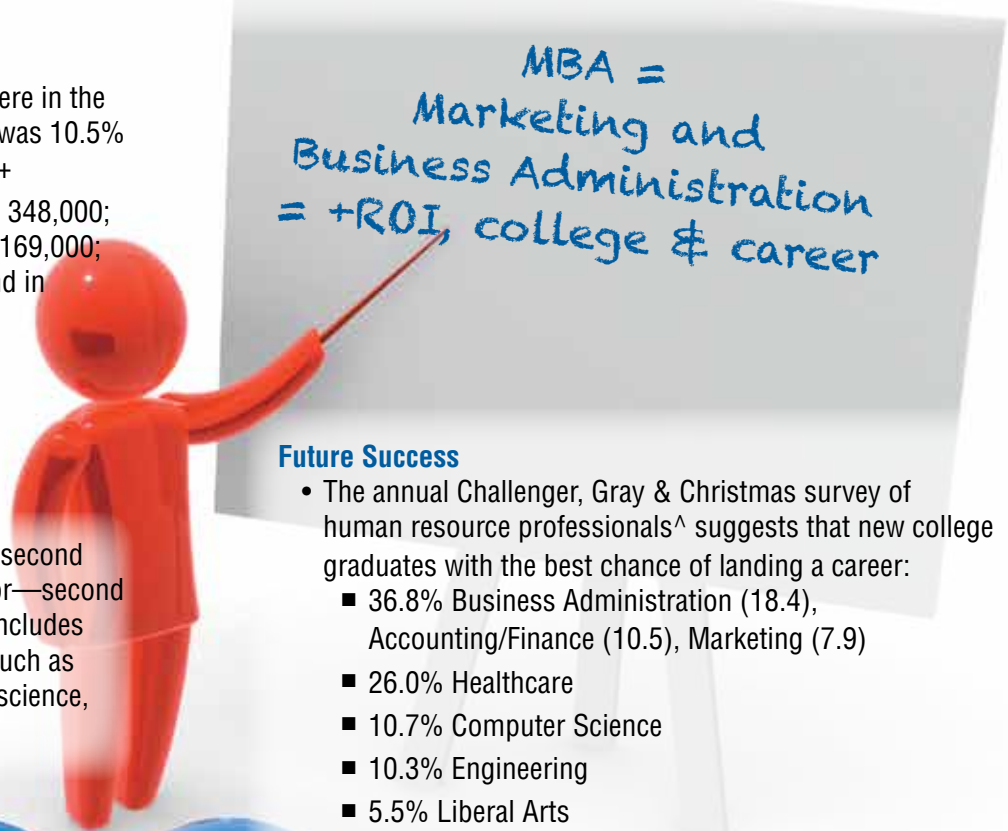
# Positioning MBA Programs

Data support the need for rigorous business and marketing education curricula

**Demand** for high-quality, rigorous business curricula—as outlined in the national *Business Administration\** standards and curriculum framework—is evidenced in many ways. High school students completing a rigorous high school MBA program of study are far better prepared than typical non-business students to make informed choices for both college and career. Further, those completing such programs leave with a knowledge base and skill set that support employment and advancement in a variety of business settings.

## Continuing Education

- 21.7% of bachelor's degrees were in the field of business; next highest was 10.5% in social sciences and history. +
- Degrees conferred in business: 348,000; in social sciences and history: 169,000; in health sciences: 120,000; and in education: 102,000. +
- 16.7% of associate's degrees conferred were in business. +
- 13.9% of all incoming freshmen major in business administration. †
- Business Administration is the second most commonly declared major—second only to “Professional” which includes a very broad range of majors such as medicine, architecture, library science, and nursing. †



## Future Success

- The annual Challenger, Gray & Christmas survey of human resource professionals^ suggests that new college graduates with the best chance of landing a career:
  - 36.8% Business Administration (18.4), Accounting/Finance (10.5), Marketing (7.9)
  - 26.0% Healthcare
  - 10.7% Computer Science
  - 10.3% Engineering
  - 5.5% Liberal Arts
  - 3.0% Education
  - 2.6% Communication/Journalism

## Labor Data projections by 2016@

- Job openings in business-related occupations are projected to be 21.1 million
- Job openings in STEM-related occupations are projected to be 3 million

Although few would question the importance of STEM-related careers, nor the need for better teaching of science, technology, engineering, and math, it should be apparent that far more of our high school student population will find careers in business than in STEM.

For additional data, source documentation, and more information on positioning your business/marketing program:  
[www.MBAResearch.org/GoProgramDevelopment](http://www.MBAResearch.org/GoProgramDevelopment)

\* [www.MBAResearch.org/GoStandards](http://www.MBAResearch.org/GoStandards)

+ 2008-2009; U.S. DOE, National Center for Education Statistics

† Source: *The American Freshman: National Norms for Fall 2010*, Cooperative Institution Resource Program, (UCLA, 2010).

^ [Challengergray.com](http://Challengergray.com), 2010

@Commission on Professionals in Science and Technology Occupational employment projections to 2016. Monthly Labor Review