

**A STEP AHEAD:**

# 3 Benefits of an MBA

**Strengthening the Foundation:**

Working professionals return to  
school to gain an edge

# Knowledge is power

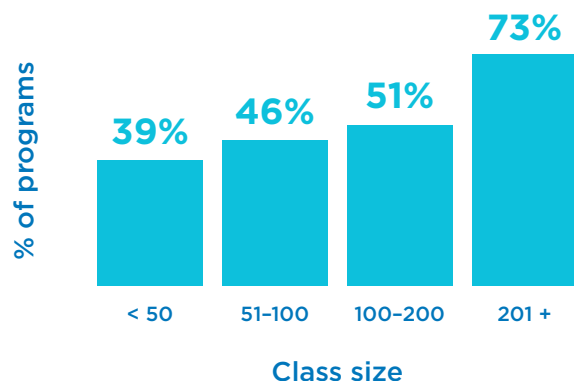
As the world changes, what's one thing that remains the same? The benefit of advanced education. There's no age limit to earning a graduate degree. There's no rulebook that says you can't expand your skills — and your earning power — by going back to school after stepping out of the classroom. Education is always there, waiting for you to make the choice to bolster your abilities with even more experience and insight.

## Is now the time to make that life-changing choice?

Hands-on experience coupled with higher education is a winning combination to add security and stability to your professional life... which is exactly why working professionals have chosen to reap the benefits of earning an MBA. With the pandemic injecting uncertainty into the national job market, those in the working world have seized the opportunity to secure a foothold in the job market by adding higher education to their resume.

The proof is in the numbers. During last year's admissions cycle, over 70% of U.S.-based MBA programs reported increases in applications from the previous cycle\*— with no signs of slowing down.

### Graduate Management Programs Reporting Application Growth, by Class Size\*



\* Source: [www.gmac.com](http://www.gmac.com)

Because MBA programs are attracting more students, the programs must adapt to retain top-notch talent. Programs are raising their standards, now offering students more flexibility, more curriculum choices and more access to top-notch faculty.

Want to strengthen your career's foundation? An MBA could help you lead the pack across the competitive professional landscape.

**In the following pages you will find 3 reasons it might be time for you to pursue your MBA.**

## 1

# Future-ready your career

## Opportunity awaits the well-prepared

Business trends come and go. But advanced business degrees, especially those that prepare students for high-level positions in growth industries, are always in demand.

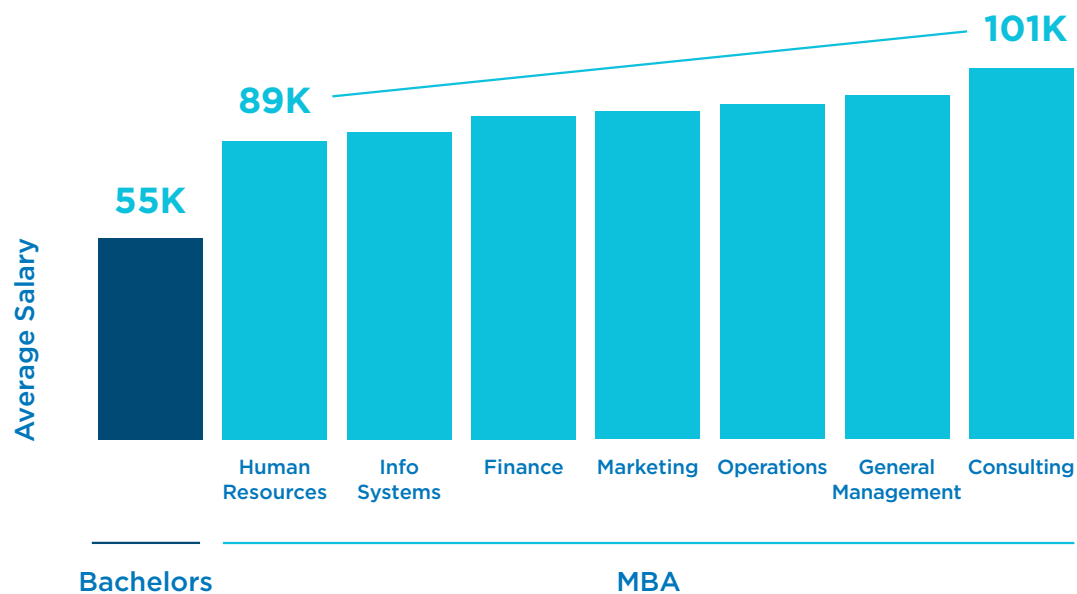
Getting your MBA can provide an edge over other job candidates as well as increase your earning potential.

Plan for the career you want — not just the job you have.

### Top Careers favoring applicants with an MBA

- 1 Consulting
- 2 General Management
- 3 Operations
- 4 Marketing
- 5 Finance
- 6 Info Systems
- 7 Human Resources

## Bachelors vs. MBA Salary Comparison



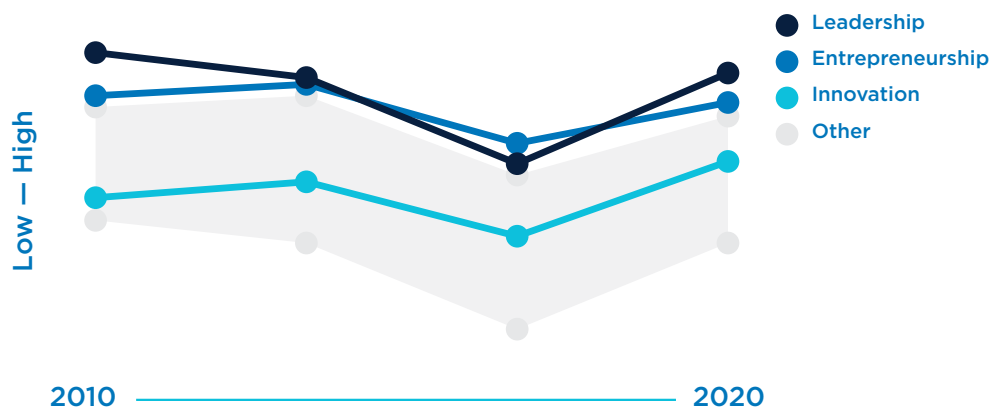
## 2

## Accelerate your path to leadership

**Building Leadership Skills**

A key consideration in choosing an MBA program is how the program helps develop leadership skills. Some programs focus only on classroom exploration of theories and concepts. Programs that are organized around case reviews, simulations and field work create opportunities to put theory into practice and hone valuable leadership skills.

When selecting an MBA program, look for faculty with real-world experience to impart insights that translate from the classroom to the boardroom.

**Top Skills Desired in New Hires with MBAs<sup>\*\*\*</sup>**

<sup>\*\*\*</sup> Adapted from: [www.topmba.com](http://www.topmba.com)

## 3

## Position yourself for personal growth

**The opportunity is in your hands**

Enrolling in an MBA program puts you in charge of your own career. Skills you develop through practice increase your value and ability to achieve success. Whether you choose a traditional or online setting, the right MBA program can provide positive results that will continuously impact your professional career, such as:

- Building academic, interpersonal and leadership skills to solve complex business problems.
- Increasing earning potential. Those who earn an MBA can expect to make 25% more than those without an advanced degree.
- Improving your world view and impacting social responsibility.
- Positioning yourself for personal growth, promotion and greater job satisfaction.

\*\*\*\* Source: [www.cfainstitute.org](http://www.cfainstitute.org)

**Long-term career satisfaction\*\*\*\***

Survey data indicates that many of the most sought after job attributes mirror those afforded by an advanced degree, including:

- Compensation
- Work-life balance
- Recognition
- Responsibility/Authority
- Promotion

## Considering an MBA? Now's the time.

If you're looking to advance your career and secure your future, getting your MBA can present opportunities that will provide you with a significant boost up the career ladder. Immersing yourself in a program with the support of peers and professors who focus on your growth and success can yield benefits that you will reap for years to come. See the fruit of your labor and create a life that you are proud of, both professionally and personally.

**For more information on starting your journey towards a more successful future, visit:**

**[devos.northwood.edu](http://devos.northwood.edu)**