

THE US MBA

By the Numb3rs

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Land Acknowledgement

Seminole Tribe of Florida and the **Miccosukee Tribe of Indians of Florida** are two of three federally recognized Seminole nations, along with the **Seminole Nation of Oklahoma**.

Greetings in Seminole Creek

Istonko!

(pronounced "iss-tone-koh")

Greetings in Miccosukee

Chehuntamo!

(pronounced "chee-hun-tah-moh")

Eight numbers for consideration

1 in 6, -6.5%, 16%, 23%, 49.2%, 52%, 81%, and half.

1 in 6

In academic year 2021-22, the number of postsecondary institutions in the United States that were eligible to award federal student aid was 5,839.

Approximately 1 in 6 of all postsecondary US institutions offer an accredited MBA.

Safe to say, “many options exist for MBA candidates.”

The number of US institutions that confer MBA degrees is difficult to estimate, with reported numbers from various sources in excess of 1,000.

827 accredited.

594 institutions accredited by AACSB (71.8%)

180 accredited by IACBE (21.8%)

53 accredited by ACBSP (6.5%)

Retrieved Nov 2022

www.aacsb.edu

www.iacbe.org

www.acbsp.org

There are numerous degree substitutes for the MBA including

MPA

MS in finance,

MS (MAcc / MSA) in accounting, and

MS in data (many variations of this).

**They may seek out different accreditation like ABET or
highlight measures like CPA pass rate.**

23.3 %

In completion year 2020-21, the number of students awarded degrees/certificates at postsecondary institutions was **5,241,937, of this number just under **866,899** were masters-level degrees.**

In 2020-2021 a total of **202,312** business masters degrees were conferred.

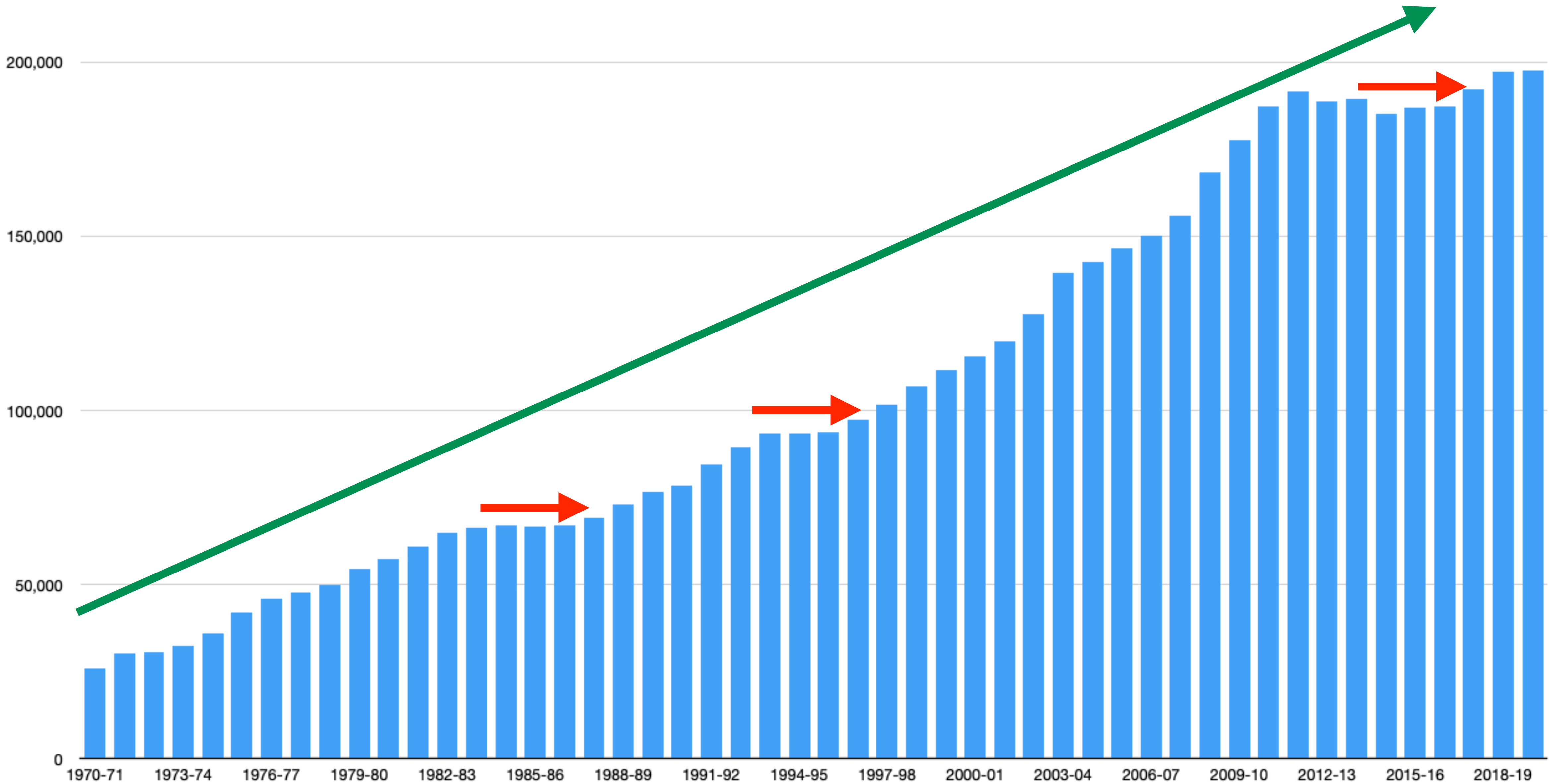
** Includes Business, management, marketing, and related support services; and Culinary, entertainment, and personal services.*

The MBA is the most popular master's degree in the US.
23.3 percent of all masters for that year.

Education is a close second at 17.7%.

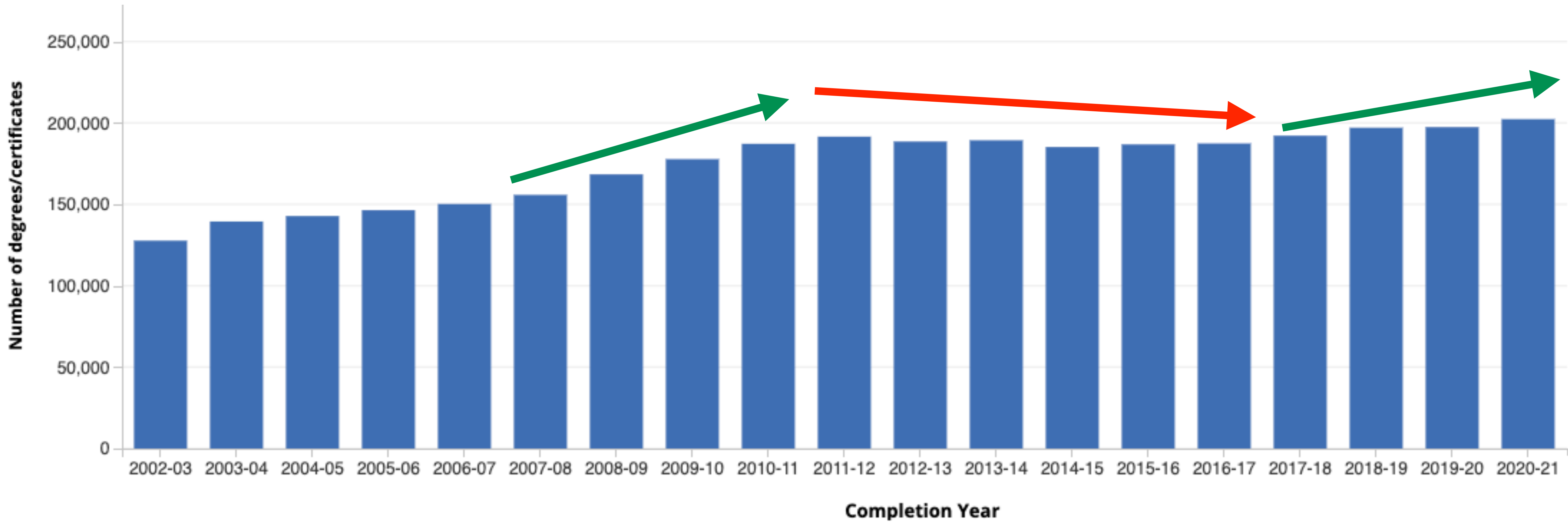
Business surpassed education as the field in which the largest number of master's degrees were conferred in 2011.

** Includes Business, management, marketing, and related support services; and Culinary, entertainment, and personal services.*



Conferred Masters in Business

https://nces.ed.gov/programs/digest/d21/tables/dt21_323.10.asp



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The Washington Post
Democracy Dies in Darkness

The Old MBA Just Ain't What It Used to Be

By **John Dougherty**
October 4, 1982

Forbes

CAREERS

Ten Reasons You Don't Need An MBA

Ashley Stahl Contributor ①

Inc.

GROW

7 Reasons Not to Get an MBA

Thinking of getting an MBA? Surprisingly, some academics recommend that you think again. 🔗

BY GEOFFREY JAMES, CONTRIBUTING EDITOR, INC.COM @SALES_SOURCE

THE WALL STREET JOURNAL.

BUSINESS | MANAGEMENT | MANAGEMENT & CAREERS

Elon Musk Decries 'M.B.A.-ization' of America

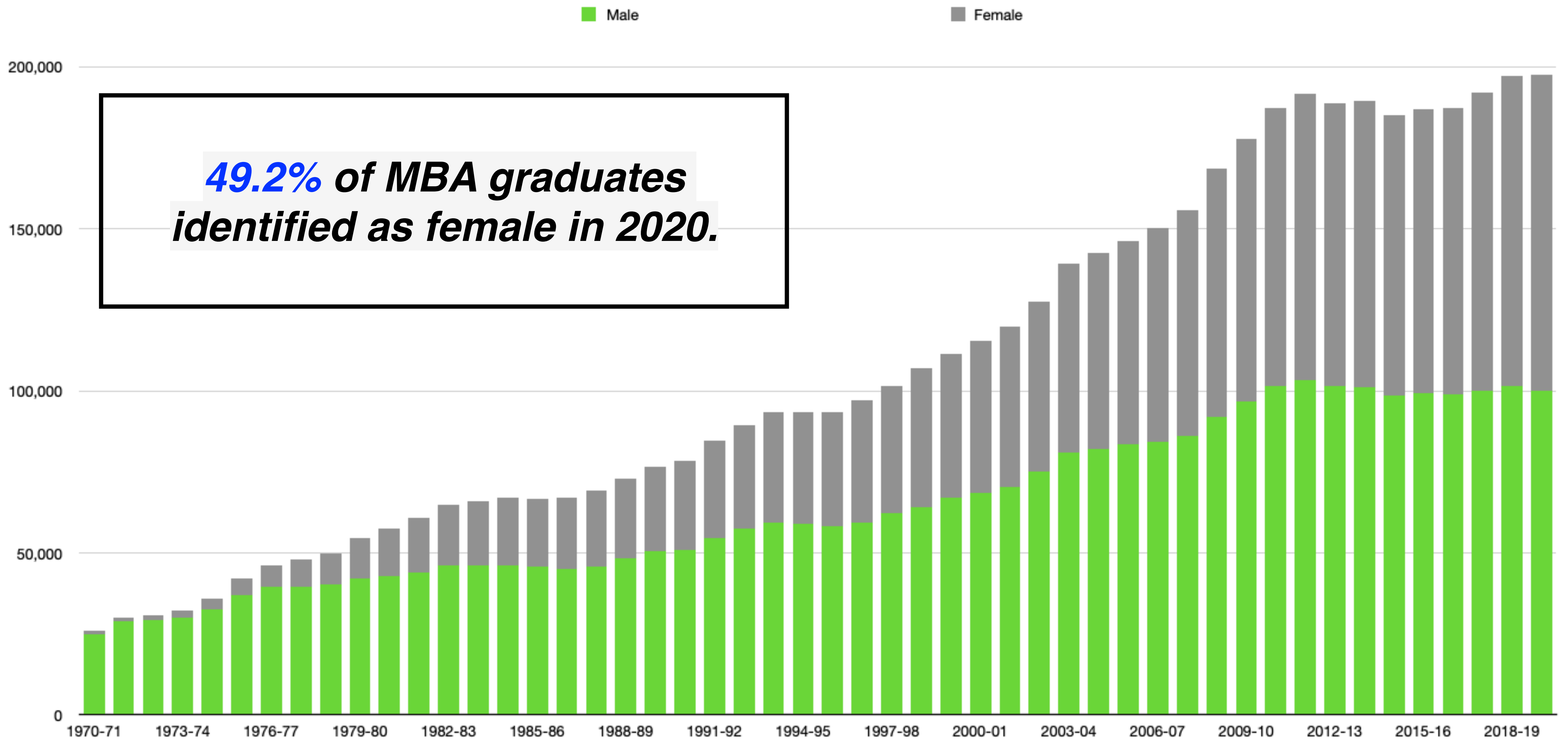
Tesla's chief executive blames business schools for lack of innovation; deans are firing back

What classically drives down demand for the MBA is:

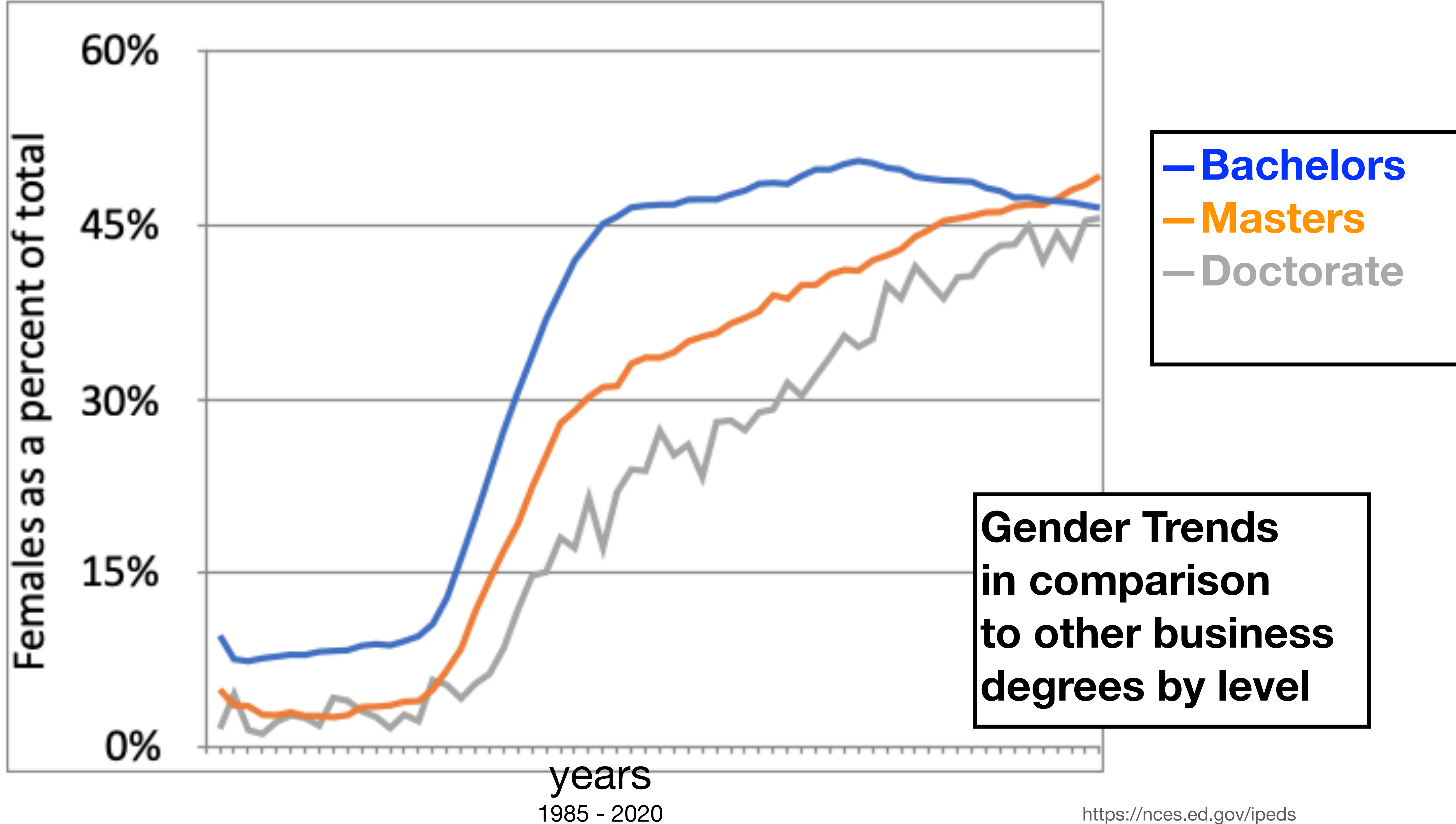
- **Recession,**
- **Companies delaying hiring decisions as long as possible, and**
- **Hiring bachelor's graduates and training them.**

What the MBA looks like appears to be less important for demand than the overall market.

49.2 %



Gender Trends



**Gender Trends
in comparison
to other business
degrees by level**

- Bachelors**
- Masters**
- Doctorate**

years
1985 - 2020

Will the dip in women seeking business bachelor degrees eventually lead to few seeking MBAs?

Will women with non-business bachelor degrees lead to more seeking MBAs?

What will be the impact of more women with business PhDs to the MBA application pool?

52 %

10 states account for 52% of all MBAs conferred in the US annually in 2020-2021.

STATES	Degrees conferred	Percentage of all business masters in the US
California	16,679	8%
New York	14,726	7%
Texas	14,341	7%
Massachusetts	11,835	6%
Illinois	10,295	5%
Florida	10,287	5%
Pennsylvania	8,997	5%
Utah	7,961	4%
Arizona	6,763	3%
Missouri	5,641	3%

10 states account for 52% of all MBAs conferred in the US annually in 2020-2021.

Likely contributors:

- larger populations

(CA, TX, FL, NY, PA, IL, OH, GA, NC and MI)

- large number of 4 year universities in the state

(CA - 247, NY - 225, TX - 135, PA - 129, FL - 125)

- destination MBAs

(CA, NY, MA, PA)

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<https://nces.ed.gov/ipeds>

<https://www.statista.com/statistics/306880/us-higher-education-institutions-by-state/>

STATE	Percentage of all masters in the state
New Hampshire	39.53%
Delaware	34.32%
Louisiana	33.94%
Utah*	33.82%
Florida*	29.05%
Rhode Island	28.55%
West Virginia	28.53%
Missouri	28.12%
Colorado	28.09%
Puerto Rico	27.88%
Massachusetts*	27.10%
U.S. Virgin Is.	26.67%

May indicate a more flooded market of MBAs in comparison to other advanced degrees and professions

VS

Greater opportunity for MBAs in the market

STATE	Percentage of all masters in the state
Guam	6.94%
Arkansas	10.72%
Kentucky	11.46%
Montana	11.77%
Oregon	14.01%
Nevada	15.65%
Minnesota	15.78%
New Mexico	15.78%
Maine	16.18%
North Dakota	16.81%

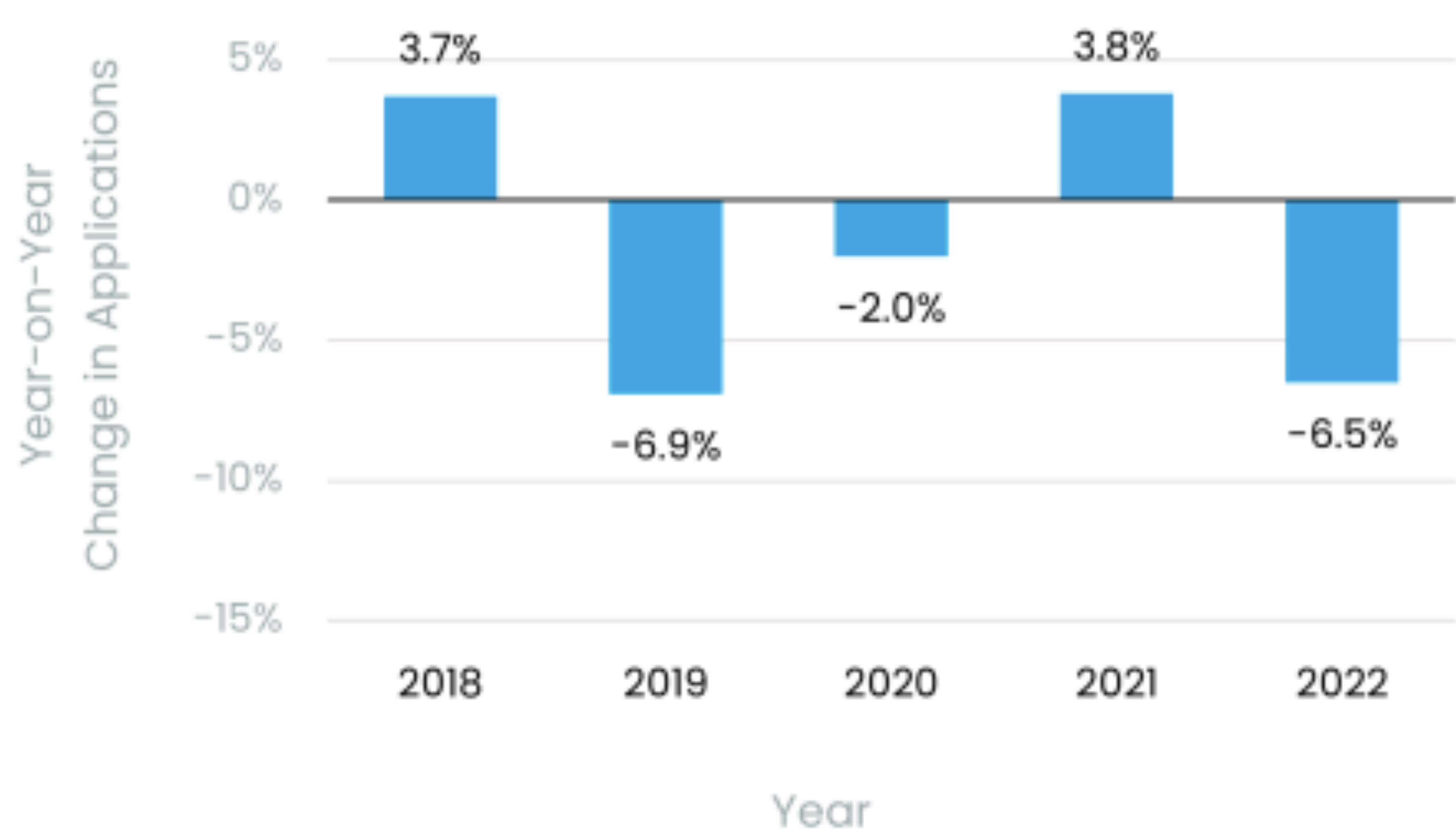
The demand for MBAs varies considerably by region.

Some regions likely produce more than needed and others produce fewer than needed.

There is lots of potential to investigate this more.

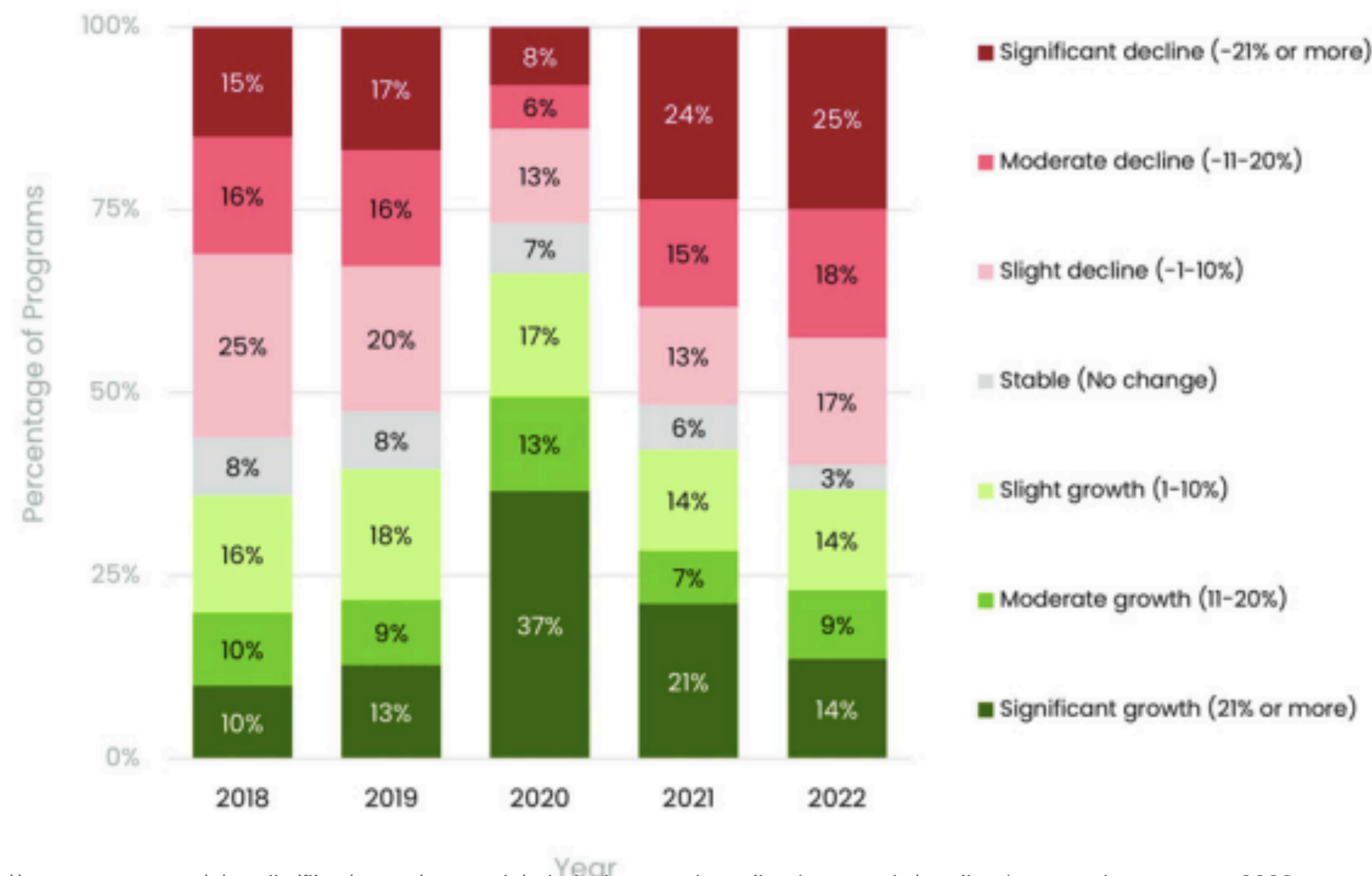
-6.5 %

Weighted Absolute Year-on-Year Change in Total MBA



Applications to MBA programs were down 6.5 percent in 2022 after growing 3.8 percent the previous year.

Relative Year-on-Year Change in Total MBA Applications, 2018-2022



Professional MBA programs saw the greatest decrease compared to Full Time, Part Time, Online and Executive MBA programs.

Candidates with less than 3 years of experience made up the largest decline in applicants.

81 %

81% *of job recruiters rated “**working with others**”
as one of the top two most important skills
for MBA graduates for their job openings.*

**The classic view is that the MBA is a quant degree
with emphasis on:**

Economics - Financial Statement Analysis

- Data Analysis - Spreadsheet Modeling - Corporate Finance

Collaboration is the main attribute in MBA candidates that is valued in the job market.

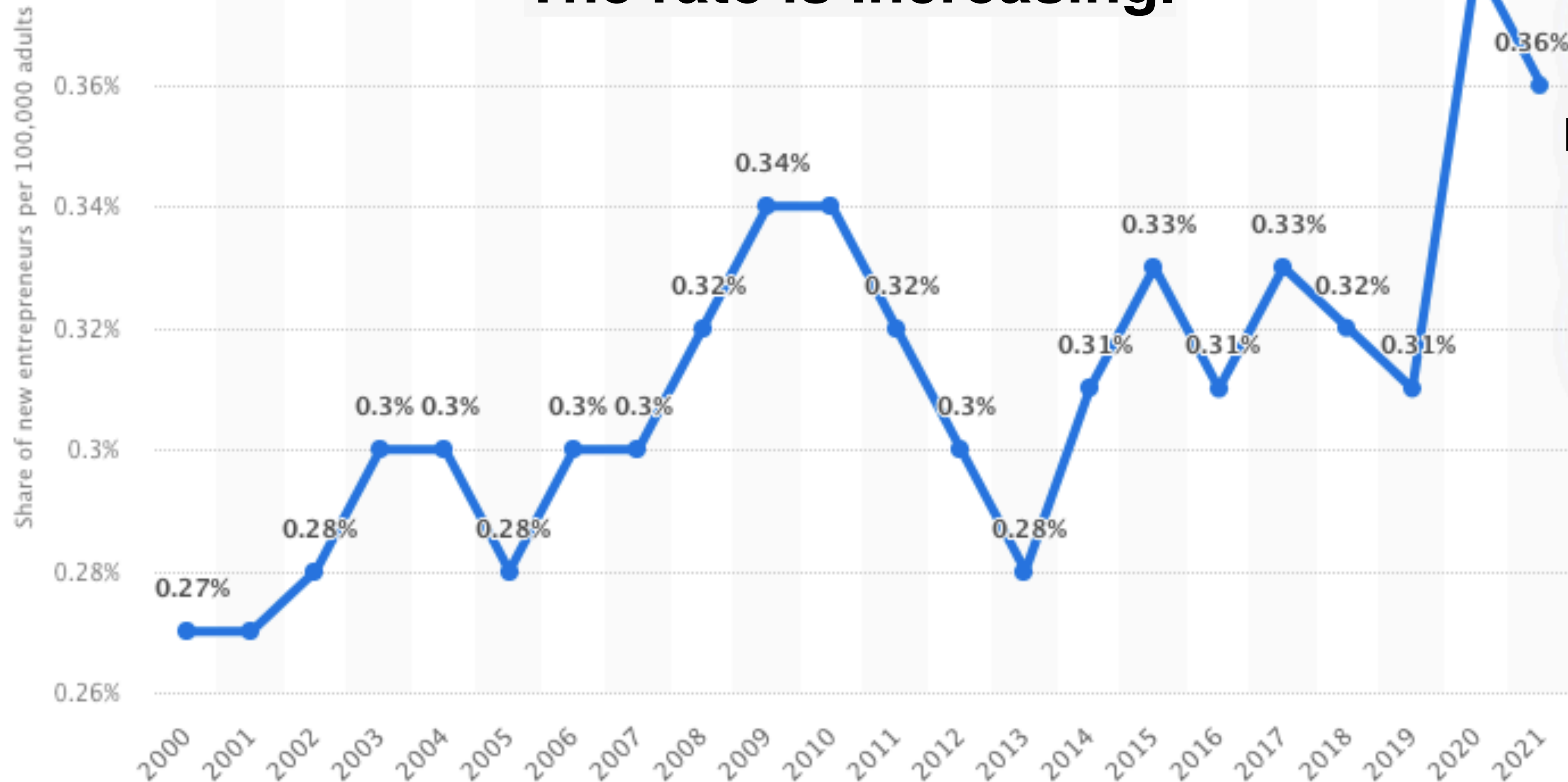
This is developed through an emphasis on communication, networking, and group work.

16 %

There are 31 million entrepreneurs in the United States, or 16% of the adult workforce.

The rate is increasing.

this rate increase represents 752,400 people



There was a perception that MBA programs are not useful to entrepreneurs. As you know that is changing.

Business schools have always been an excellent place for entrepreneurs to analyze market trends, develop a business plan, manage finances, and learn to scale a business.

We all know that pursuing an MBA can help build credibility, recruit business partners, and reach investors. It is no secret that MBA alumni networks can be powerful and influential.

There is skepticism amongst entrepreneurs on whether the dollars spent on an MBA would be better invested as start-up capital

There are many MBA specialties in the market

MBA Healthcare

MBA Finance

MBA Supply Chain

MBA STEM

MBA/JD

MBA Clinical Research Management

MBA Family Business Management

MBA Global

An opportunity exists for MBA programs to bring even more value to entrepreneurs, with classes and specializations that focus on entrepreneurship and innovation.

HALF

**Nearly half of MBA programs
conducted online interviews
with applicants in 2019–22.**

The new teleconference technology provides the ability for prospective students to sit in on classes, hear from alumni, and current MBA students about their experiences.

Virtual interviews, tours, and events are likely here to stay.

Get good at them.

Many options exist for MBA candidates.

MBA candidates reflect society by gender.

Applications to MBA programs are down in 2022.

Entrepreneurship is an opportunity for MBA programs.

The MBA is a popular degree but demand is variable & connected to the economy, less so its value.

20% of states produce 50%+ of MBAs.

Collaboration is the main attribute valued in the job market.

Online recruiting is here to stay. And there are many tools.

Thank you.

Questions or comments?

Lincoln Garrick, APR

Alaska Pacific University, MBA Director