

TRENDS, TWEAKS, TRANSFORMATIONS

January, 2015

GMAC Leadership Conference Presentation

Top 10 Trends

Knowing

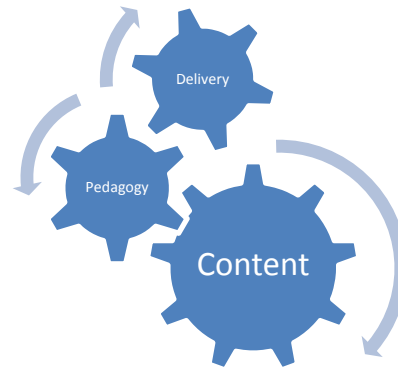
Specialization

Evolution

Bundling

Doing

Experiential



Pedagogy

Involvement

Interaction

Being

Assessment

Leadership

Delivery

Blended

Untethered

Specialization

MBA +

- No one size fits all
- Skill variation

Concentrations

Dual Degrees

Interdisciplinary Degree

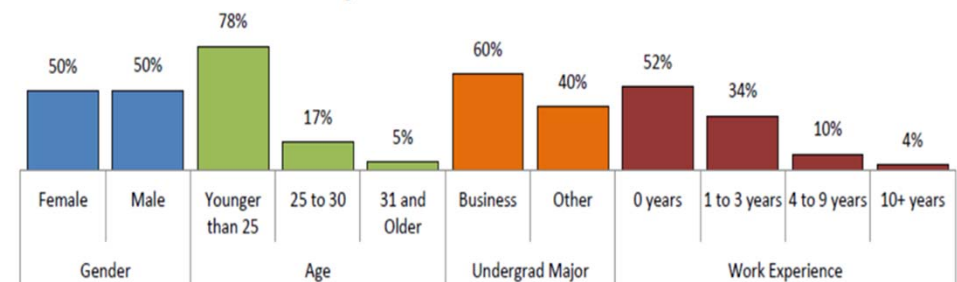
Industry Segment Niches

Specialized Masters

MBA vs. Specialized MA Enrollment Change at AACSB-Accredited Schools, 2008-09 to 2012-13*

	MBA Enrollment Change	Net Change	Specialized MA Enrollment	Net Change
Asia	19%	1,600	21%	1,460
Europe	7%	2,646	49%	13,079
N. America	-3%	-4,024	38%	13,879
World**	-0.5%	-815	37%	29,495

Master in Management - GMAT Examinee Characteristics TY2014



Source: GMAC Specialized Masters Trends 2010 -2014 3

Evolution

Entrepreneurship

Diversified Program Focus

- Special Program
- Start Up
- Own Business
- Social Innovation

Professional Development

- Innovative mindset
- Wholistic decision-making

Ethics | Responsibility | Sustainability

Integrative: Orientation → Ethos

International: Local → Global



Data Analytics

Multiple origins

- Decision Sciences +
- Math and Statistics +
- MIS | IT +

Multiple Configurations

Programs

- MS-Business Analytics
- MS-Data Analysis
- MS-Intelligence

Courses

- Stand alone
- Embellished
- Applied focus

Bundling

Less

Core

Prescription

Sequencing

Courses

Compilations

Siloes



More

Electives

Choice

Flexibility

Modules

Competency

Integration

Experiential



Academic
Co-Curricular
Collaborative
Voluntary



Applied Learning

Global

Depth, Breadth
Rigor

Sustainability

Cross-cultural
Environmental

Community

Non-profit
Service

Assessment and Leadership

Personal Development

Individual Attributes

Self Awareness

Personality Values

Strengths Motivation

Social Awareness

Interpersonal

Intercultural

Leadership Aptitude

Assessments

Emotional Intelligence

Relationship Management

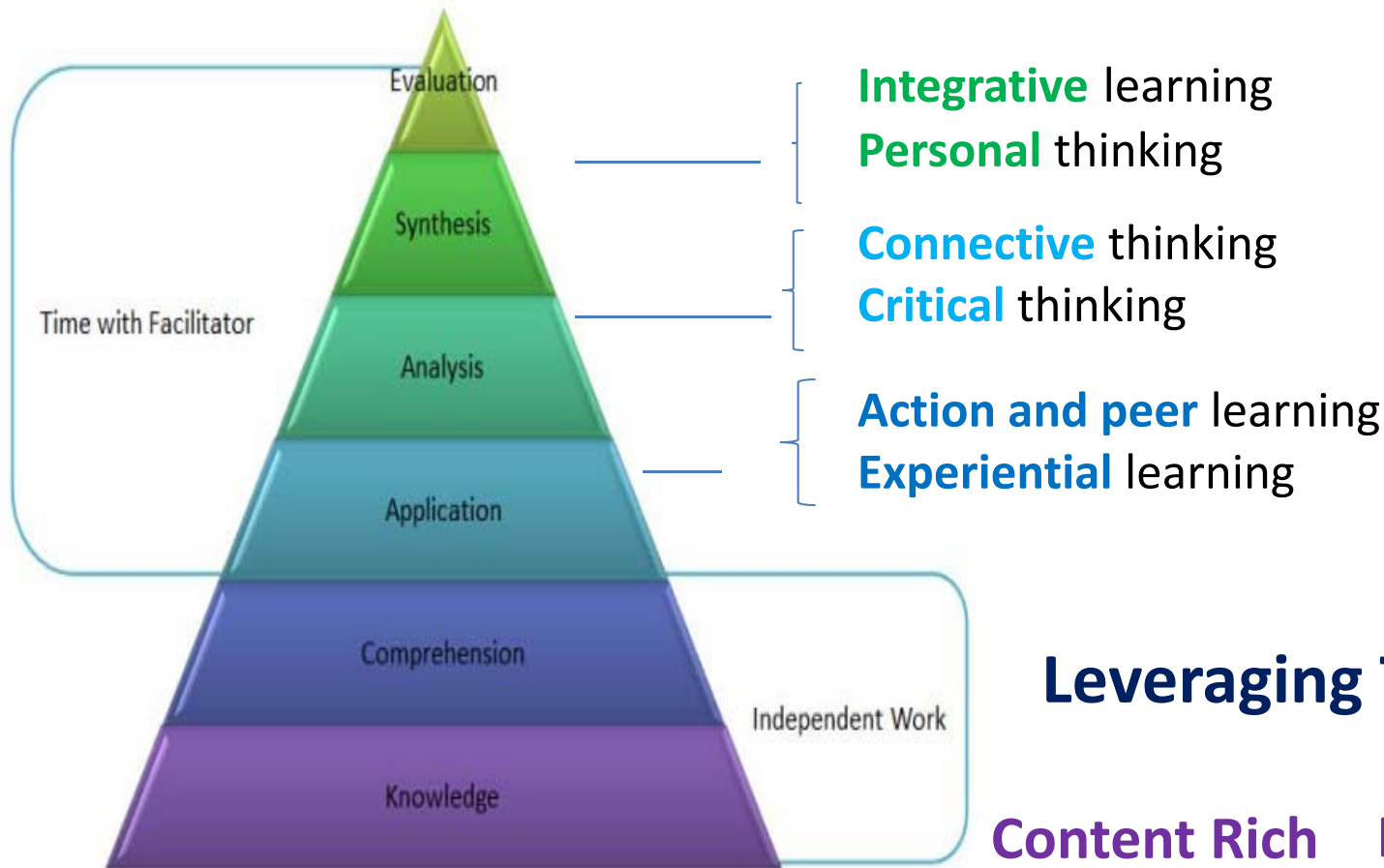
Developmental

Experiential

Coaching

Involvement and Interaction

Active Teaching



Leveraging Technology

Content Rich

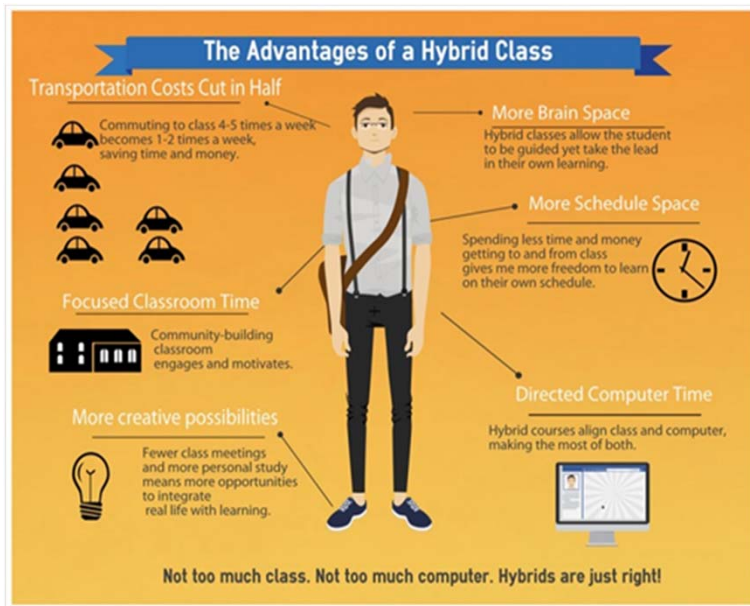
Self-paced
Simulations
Gamified

Idea Generation

Device enabled
Polling
Crowdsourcing

Blended and Untethered

Hybrid = New Norm



Accessibility



Assimilation