

# The Value Proposition: MBA Programs



## GMAC<sup>®</sup> Data-to-Go Series

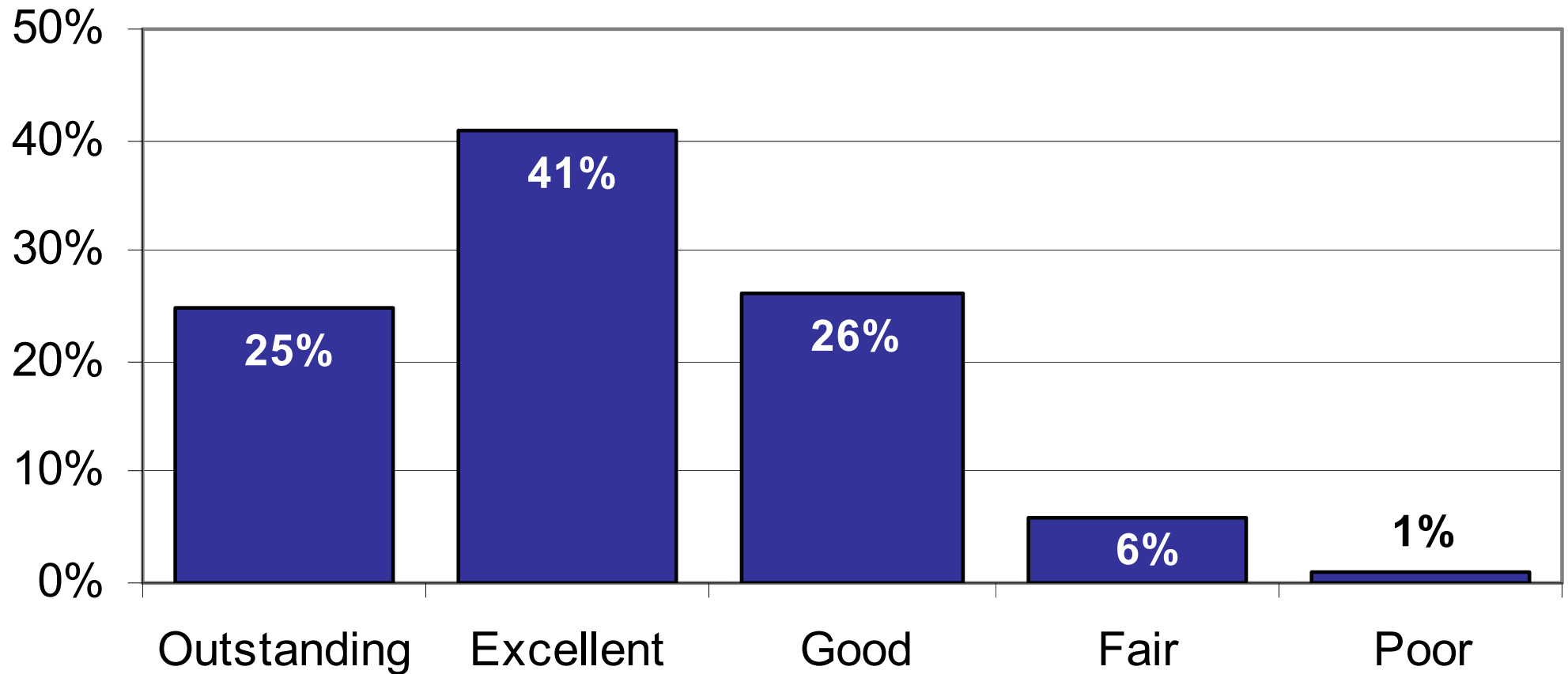
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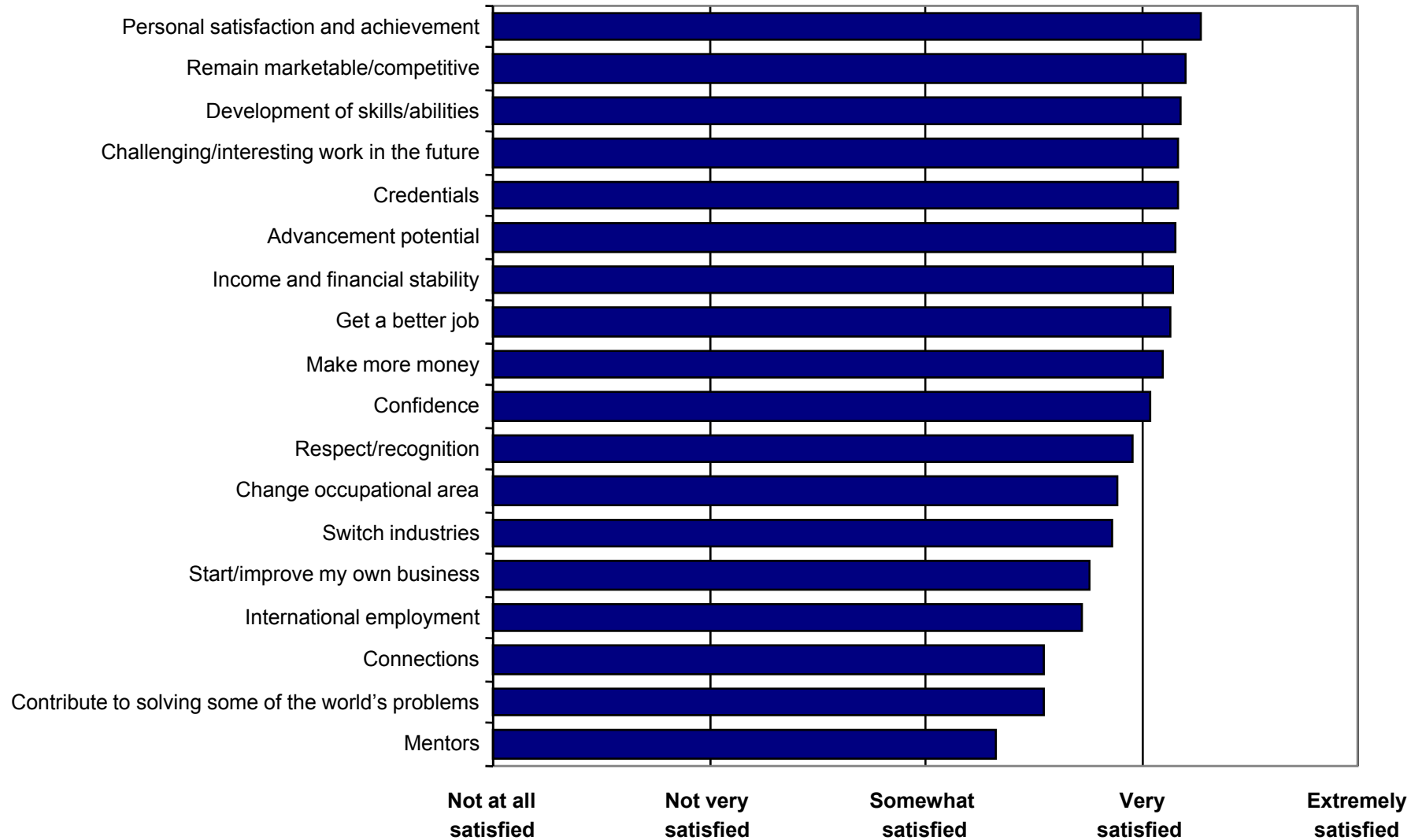
# Overall Value of an MBA

More than 9 in 10 graduates consider their degree a good to outstanding value, regardless of program type.



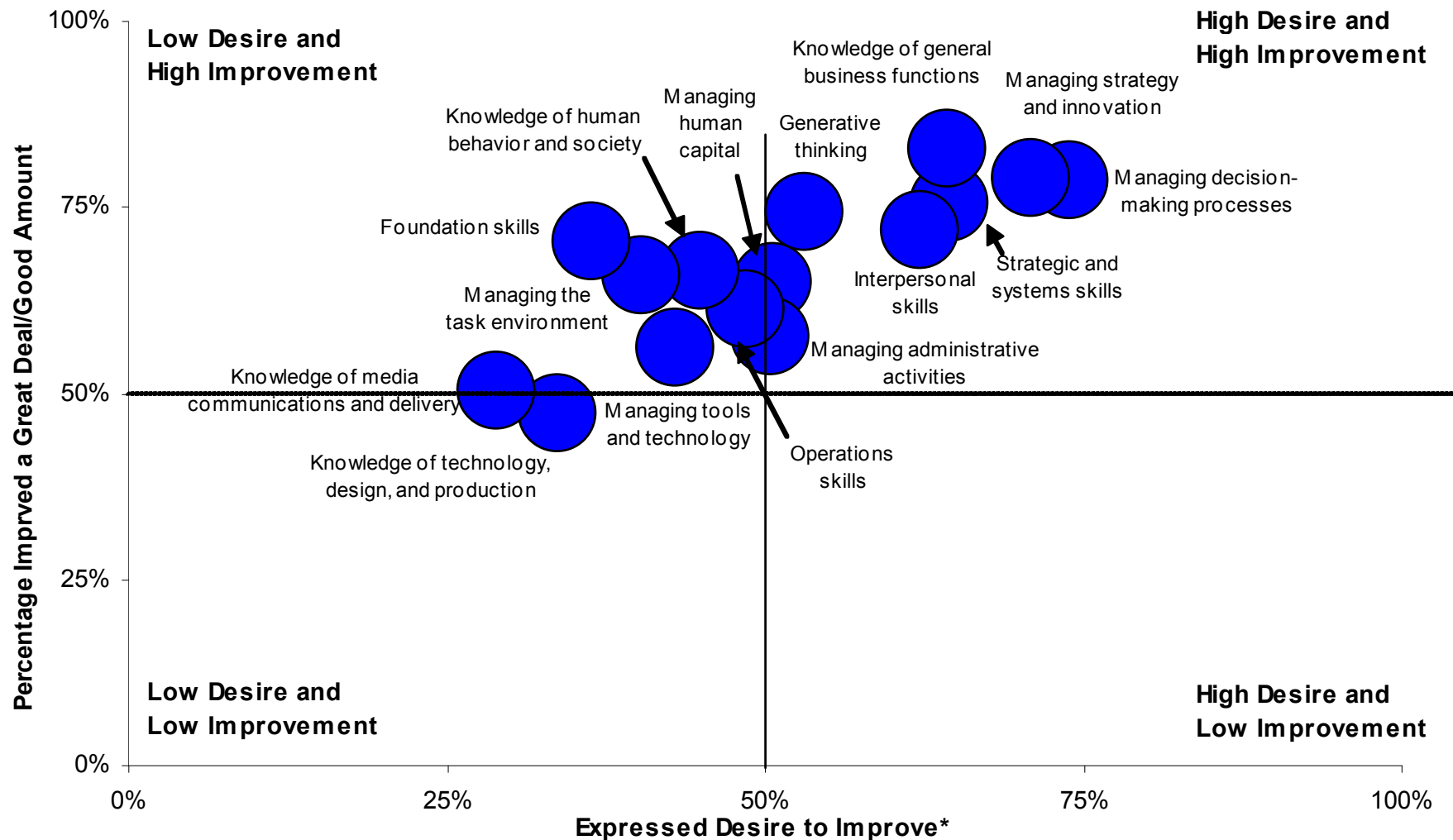
# Student Satisfaction That Expectations Were Met

Graduates most satisfied with the sense of personal satisfaction/achievement they felt—an intrinsic value.



# Development of Knowledge, Skills, & Abilities

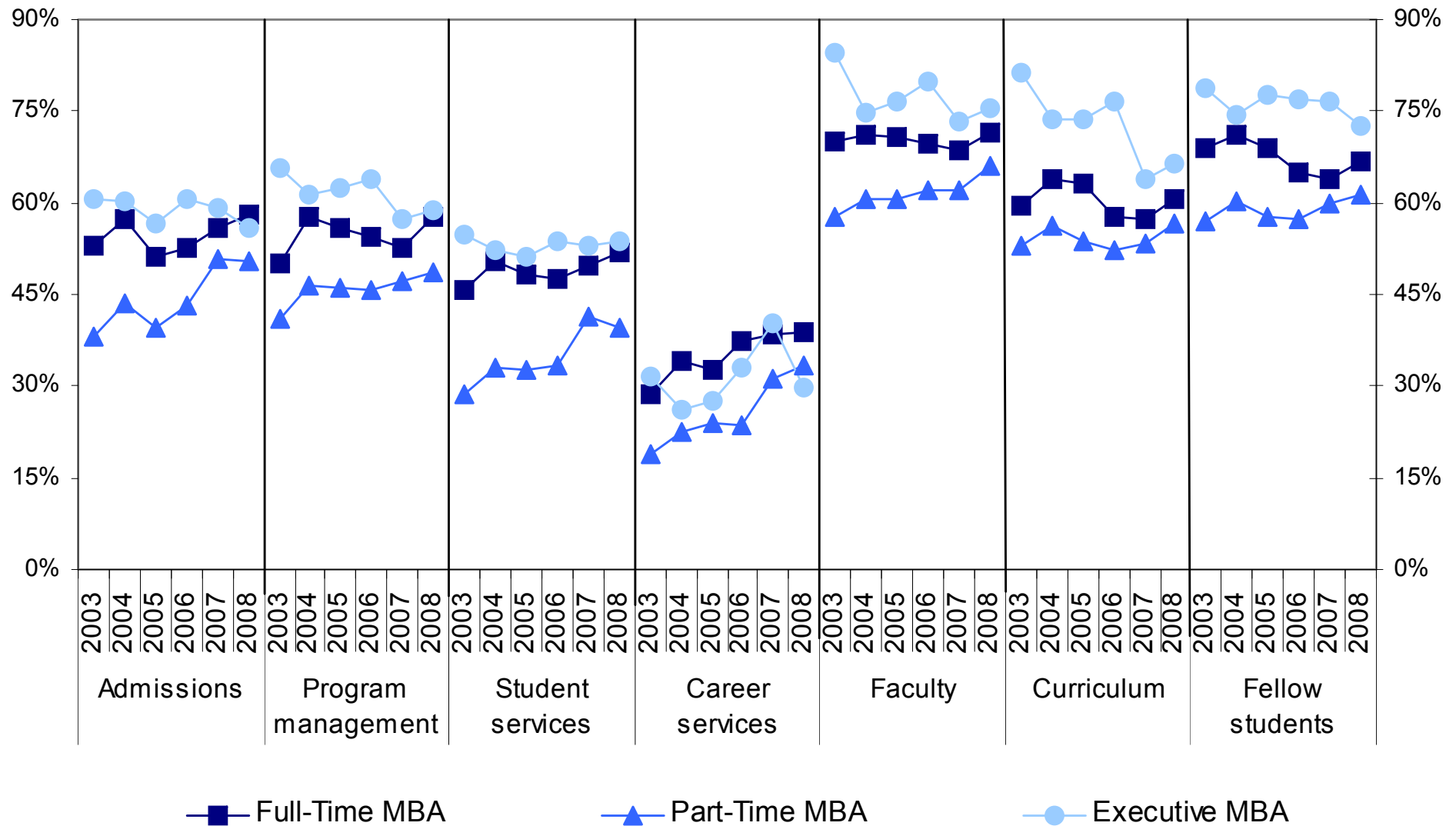
MBA programs are fulfilling the developmental needs of students—an intrinsic value.



\*Data for an expressed desire to improve KSAs from the 2007 mba.com Registrants Survey. GMAC®.

# Quality Assessment of Program Components

MBA students consistently rate many program components—systemic values—highly.  
(Percentage Outstanding/Excellent)



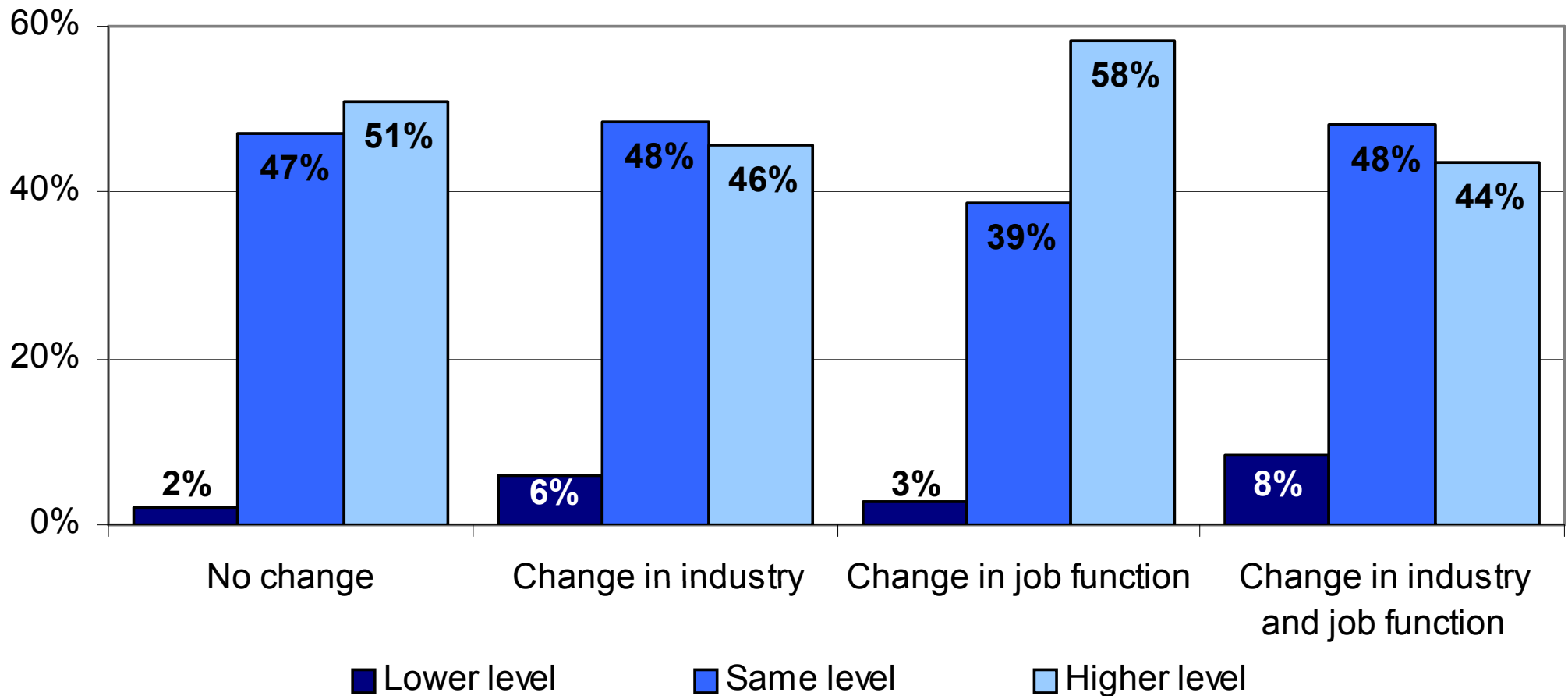
■ Full-Time MBA

▲ Part-Time MBA

● Executive MBA

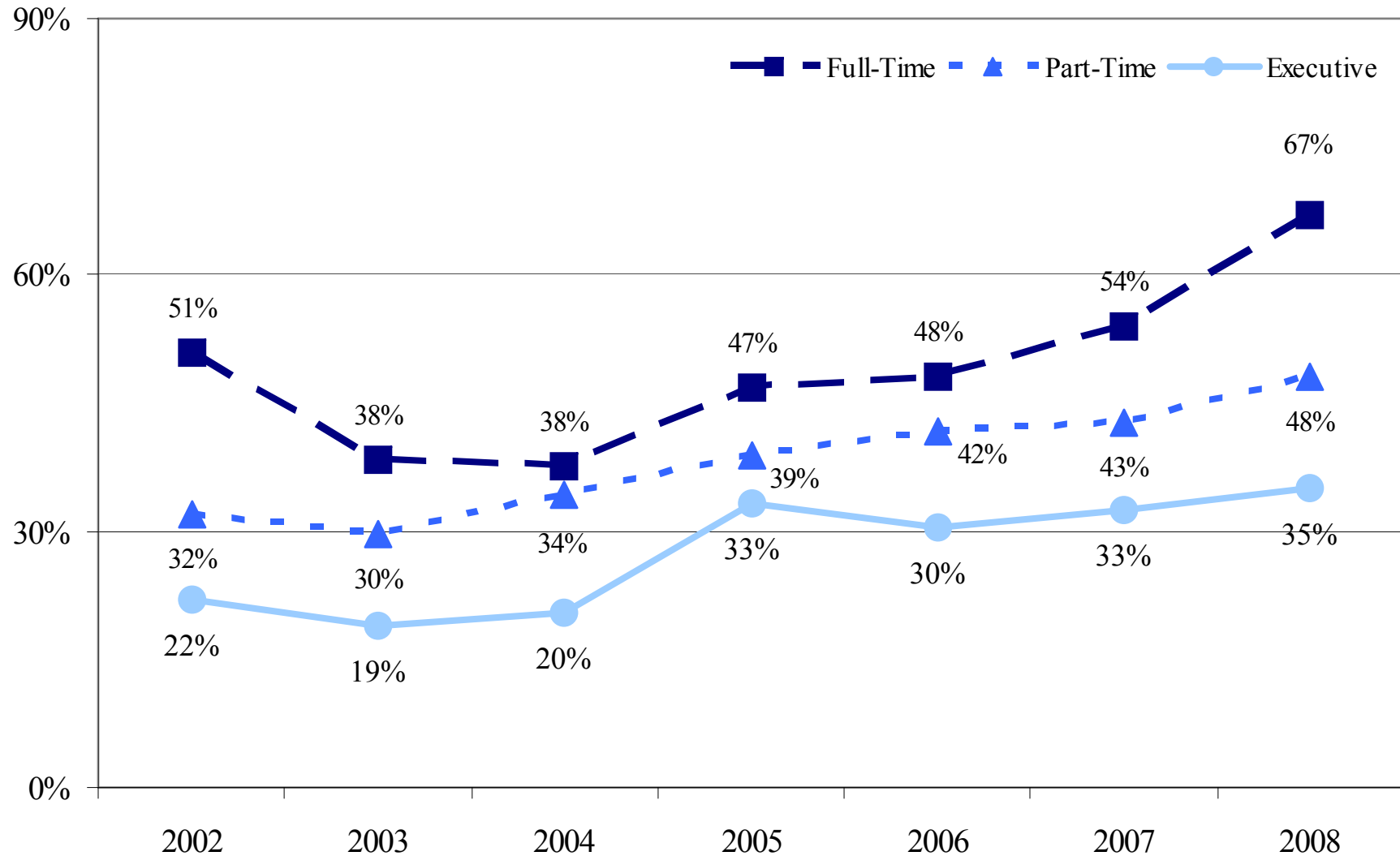
# Changes in Job Levels, by Career-Switching Behavior

Most graduates intend to be employed at a level equal to or higher than that of their pre-MBA job level—an extrinsic value.



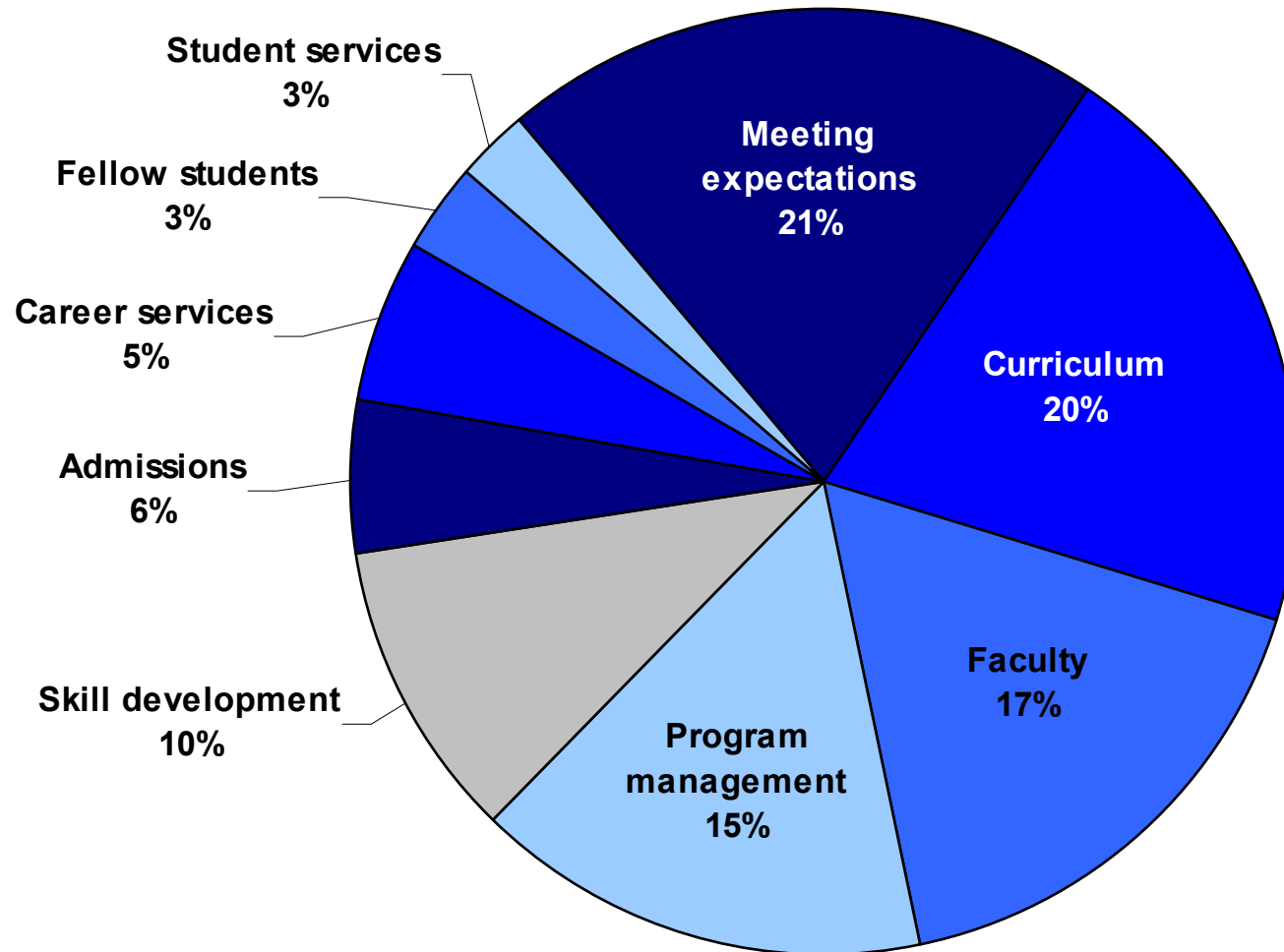
# Expected Change in Salary

Salary increases continue to rise—an extrinsic value.



# Drivers of Overall Value

Intrinsic and systemic values drive overall value, whereas extrinsic values, such as increases in salary and job level, do not play a significant role.



Multiple R = .71; F = 499.97; df = 7,3926; p <= .05