WHY MBA?
Before you decide which, you should know why.

The United States will need 140,000 TO 190,000 more workers with “deep analytical” skills and 1.5 MILLION more data-literate managers by 2018.
— McKinsey Global Institute, 2011

**SKILLS EMPLOYERS WANT**

<table>
<thead>
<tr>
<th>SKILLS CHECKLIST</th>
<th>VERY IMPORTANT</th>
<th>IMPORTANT</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Integrate</td>
<td>79%</td>
<td>20%</td>
</tr>
<tr>
<td>✓ Organize</td>
<td>71%</td>
<td>28%</td>
</tr>
<tr>
<td>✓ Combine</td>
<td>69%</td>
<td>28%</td>
</tr>
<tr>
<td>✓ Synthesize</td>
<td>66%</td>
<td>30%</td>
</tr>
</tbody>
</table>

**SKILLS EMPLOYEES USE**

- **87%** Integrate
- **73%** Organize
- **73%** Combine
- **70%** Synthesize

**WHY MBAs GET JOB OFFERS**

- **94%** say the degree was personally rewarding
- **80%** say their promotion came faster than expected
- **4 Years** is the average to recoup full return on investment

“An MBA or some advanced degree is almost a must-have right now,” she said.
“It’s expected now.”
— Christine Biek, Marketing & Public Relations for B.B. Smith

Source: Pepperdine University, Graziadio School of Business and Management