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MBA Career Services & Employer Alliance Launches Educational Effort for MBA and Business Master's Program Employment

March 30, 2020 - The [MBA Career Services & Employer Alliance](http://www.mbacsea.org) (MBA CSEA), an 800+ member global association of business schools and employers, launched a series of educational tools to help employers and schools navigate the ever-changing world of graduate business degree programs.

Enrollment in non-business master's programs (specialty master's) such as business/data analytics, finance and marketing has increased dramatically in recent years, as students have expressed more interest in these specialized, condensed programs. The programs differ from the traditional MBA in several aspects, including admission criteria, curriculum, and career paths. In response to member requests, MBA CSEA has launched a series of educational tools to assist in navigating the differences in programs, including:

- [A one-page document](#) that highlights common program differences
- [A webinar](#) on April 7, featuring speakers from University of California San Diego's Rady School of Management and Petco discussing the key differences between an MBA and a Master in Business Analytics. The event is open to both member and non-member schools and employers.

The organization is also launching its first employment data collection tool for non-business master's programs this spring, beginning with the most popular programs identified by the membership: Business Analytics, Finance, Accounting, Marketing, International Management. The data collection is a first for the industry, utilizing the Standards for Reporting Specialty Master's Employment Data which were launched by the association in 2017. Standard program definitions were developed for these five programs in order to ensure consistent and comparable data collection.

"Over the last several years, our member schools have expanded their specialty masters programs not only in Europe and Asia Pacific, but also in the USA," says Beth Ursin, Assistant Dean Director of Career Management at Willamette University MBA and MBA CSEA President. "These programs have enabled students to gain graduate level education, diving deeper into a specific specialty with degrees that are distinctly different from a Master's of Business Administration. As our employers and career centers look at new and creative ways to employ these talents, we are pleased to lead the conversation on the impacts these shifts in education are having on the workplace."

About the MBA Career Services & Employer Alliance

Founded in 1994, the MBA Career Services & Employer Alliance is a global professional association for individuals in the fields of graduate business career services and employers. There are more than 800 members representing a diverse group of more than 250 business schools and corporations located around the world. MBA CSEA provides a direct link between Business School Career Services offices, corporate graduate business recruiting professionals and the media. MBA CSEA sets MBA/master's employment data reporting standards for business schools and monitors media rankings surveys for survey interpretation and alignment. www.mbacsea.org

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