



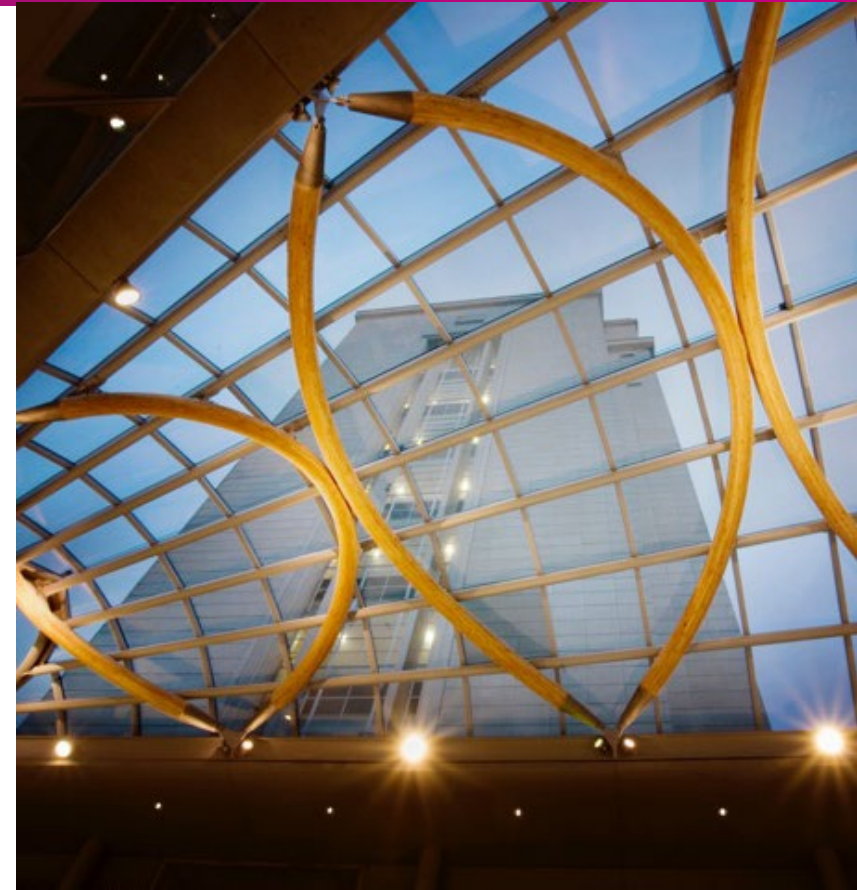
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# Which degree is right for me? Generalist Master's, Specialist Master's or MBA?

Dr Alex Hiller, Head of Postgraduate & Executive Education

11/12/2023





# Mission

Delivering Education and Research that combines academic excellence with impact on people, business and society



# Generalist / Specialist / Conversion?

## Pre-experience / post-experience?

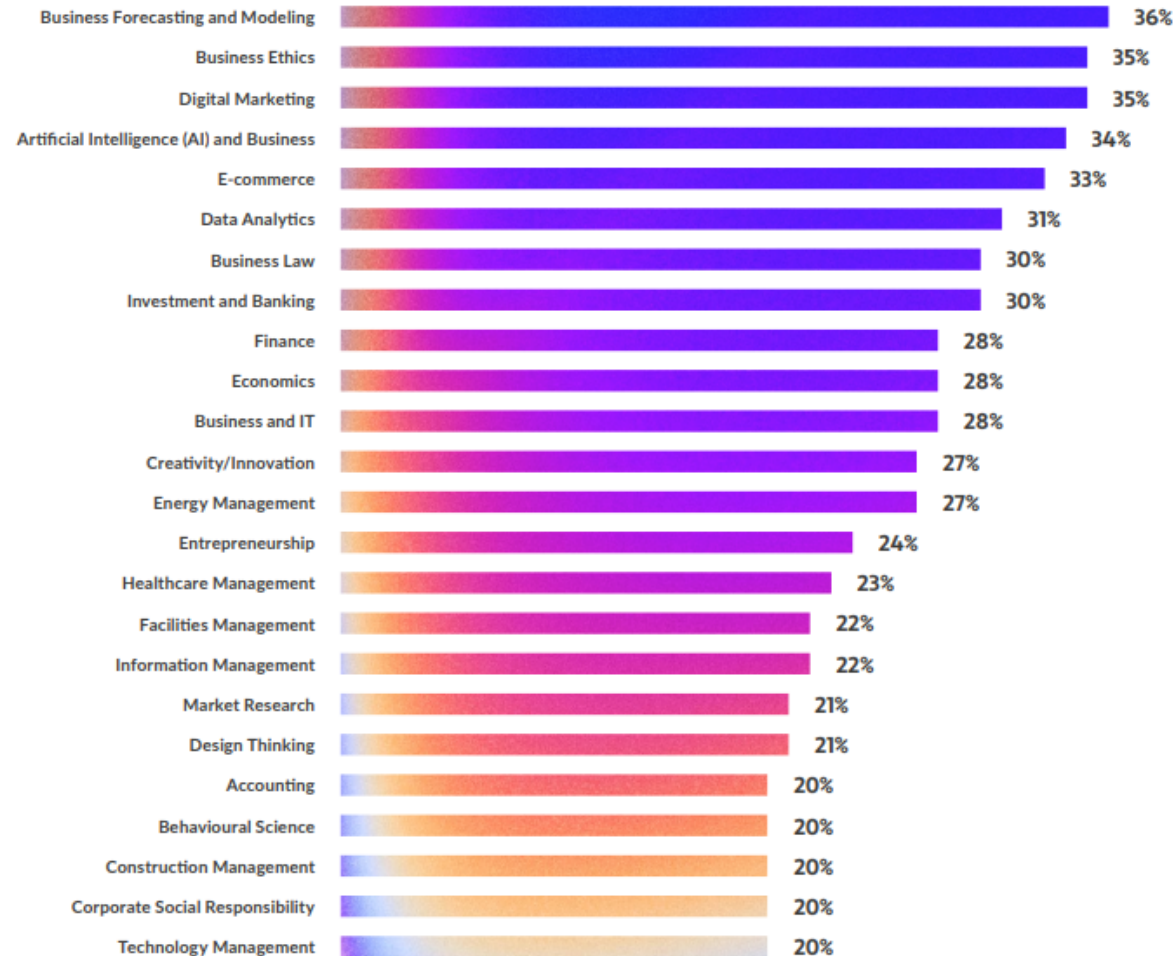
	Generalist / conversion	Specialist (may be conversion)
Pre - experience	<b>MSc Management</b> <i>(may have specialisations)</i>	e.g. Master's in marketing, finance, project management, HRM, entrepreneurship...
Post - experience	<b>MBA</b> <i>(may have specialisations)</i>	<b>Some executive degree programmes</b>

# Tomorrow's Master's 2023

## The choice of ethics

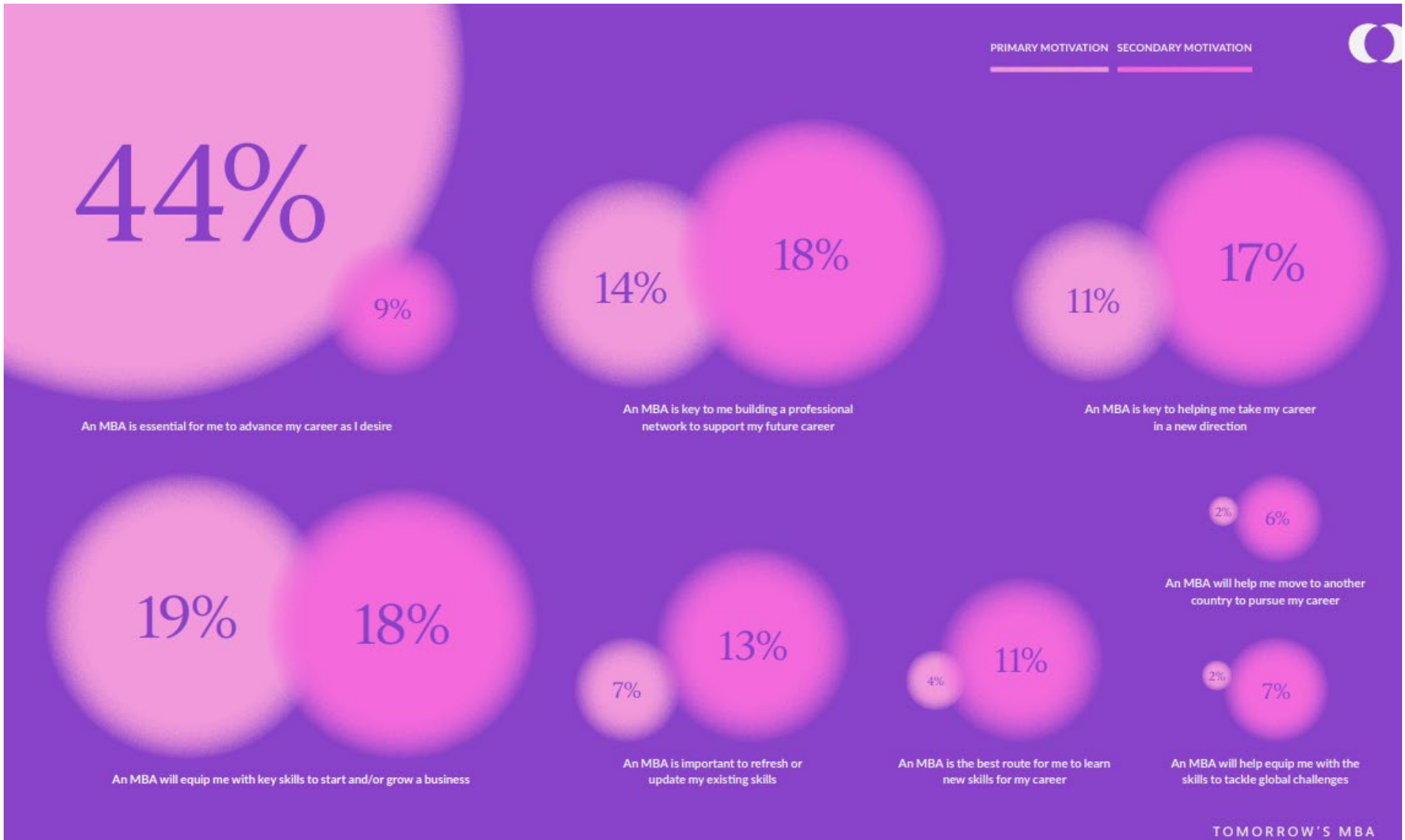
The popularity of business Master's degrees has seen considerable growth in the subjects offered for study in recent years. In the research for Tomorrow's Masters, respondents are offered 54 potential Master's degree subjects across four groups and asked which they would be interested in studying.

Top of the list this year is Business Forecasting and Modelling, chosen by 36% of respondents with Business Ethics and Digital Marketing just behind, chosen by 35% of the respondents. The remainder of the top six subject choices is made up of technology-related degrees with Artificial Intelligence and Business chosen by 34% of the study respondents, E-commerce by 33% and Data Analytics by 31%.





# Tomorrow's MBA 2023

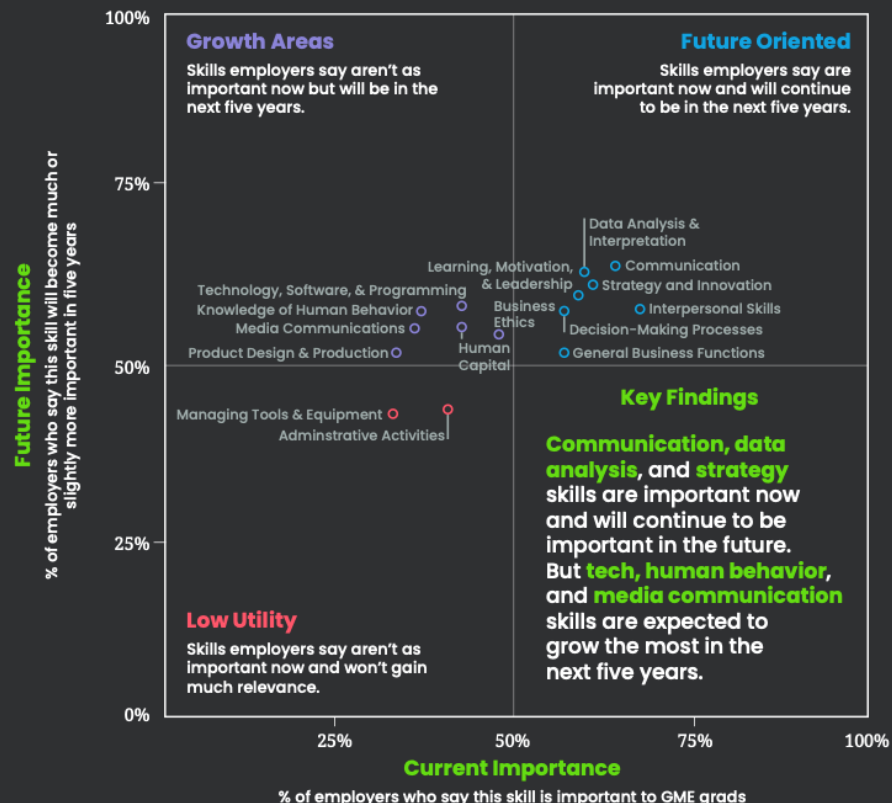


# Business Skills of the Future

2023 Corporate Recruiters Snapshot

gmac.com/corporaterecruiters

## What employers want from business school graduates now and in the next five years



## Communications Skills in Demand

According to employers who said communication is an important skill for GME grads



Cross-Cultural Competence

81%



Multilingualism

77%



Active Listening

75%



Web3, Blockchain, & VR

80%



Cloud-Based Technology

75%



AI & Machine Learning

74%

## Tech Skills in Demand

According to employers who view technology, software, and programming as important for GME grads

# Alumni Perspectives on Graduate Management Education

gmac.com/Research

87%



87% of alumni report a positive ROI (return-on-investment) from their graduate business education

East & Southeast Asia	89%
Middle East	89%
Africa	88%
United States	88%
OVERALL	87%
Eastern Europe	87%
Western Europe	87%
Canada	85%
Mexico, Caribbean & Latin America	85%
Australia & Pacific Islands	85%
Central & South Asia	80%

30

A Net Promoter Score (NPS) of 30 shows that most alumni are likely to recommend their graduate business school to a friend or colleague.

Net Promoter Score (NPS)

70%

70% of alumni rate the **value** of their graduate business education as Excellent or Outstanding

84%

84% of alumni report that their **professional situation** is Much Better or Better due to graduate business education

77%

77% of alumni Strongly Agree or Agree that graduate business education prepared them for **leadership positions**

87%

87% of alumni Strongly Agree or Agree that graduate business education increased their **employability**

30%

30% of alumni report that their median **salary increased** from \$50,000–\$100,000 to over \$100,000.

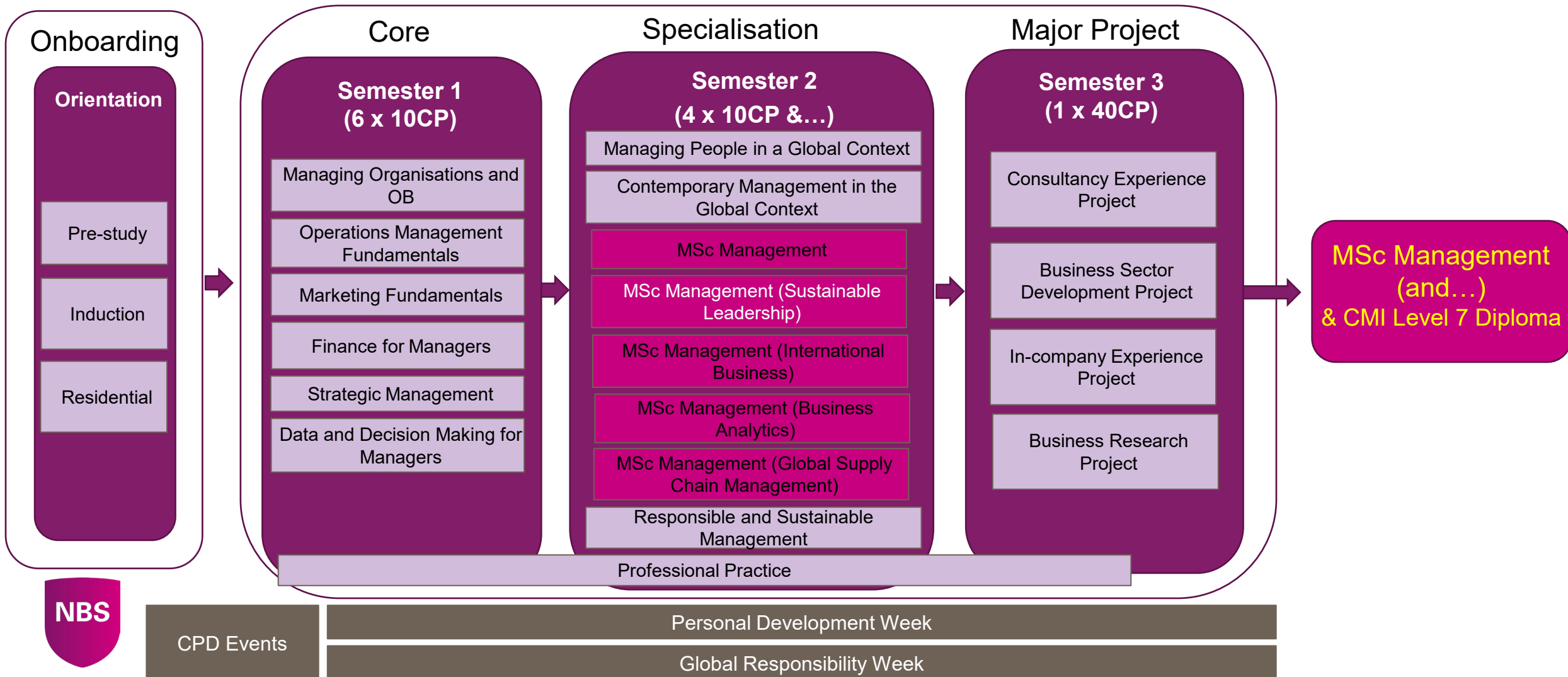
# NBS Postgraduate Degree Portfolio 2024-25

Full-time MScs				MBA and Apprenticeships
MSc Management	MScs in Marketing	MScs in Finance & Economics	Other Specialist MScs	MBAs
<p>MSc Management</p> <p>MSc Management (Business Analytics)</p> <p>MSc Management (Global Supply Chain Management)</p> <p>MSc Management (International Business)</p> <p>MSc Management (Sustainable Leadership)</p>	<p>MSc Marketing</p> <p>MSc Marketing &amp; Brand Management</p> <p>MSc Digital Marketing</p> <p>MSc Advertising &amp; Marketing Communications</p> <p>MSc Marketing &amp; Data Analytics</p>	<p>MSc Finance</p> <p>MSc Finance &amp; Accounting</p> <p>MSc Finance &amp; Investment Banking</p> <p>MSc Sustainable Finance</p> <p>MSc Fintech &amp; Financial Markets</p> <p>MSc Digital Finance &amp; Data Analytics</p> <p>MSc Economics</p> <p>MSc Economics, Banking &amp; Finance (<i>MSc International Finance</i>)</p>	<p>MSc Innovation Management &amp; Entrepreneurship</p> <p>MSc Business Transformation</p> <p>MSc Human Resource Management</p> <p>MSc International Business</p> <p>MSc Project Management</p>	<p>Full-time MBA</p> <p>Executive MBA</p> <p>Global Executive MBA</p> <p>Apprenticeships (UK)</p> <p>Senior Leaders Apprenticeship</p> <p>Chartered Manager Degree Apprenticeship</p> <p>Digital Marketer Degree Apprenticeship</p>



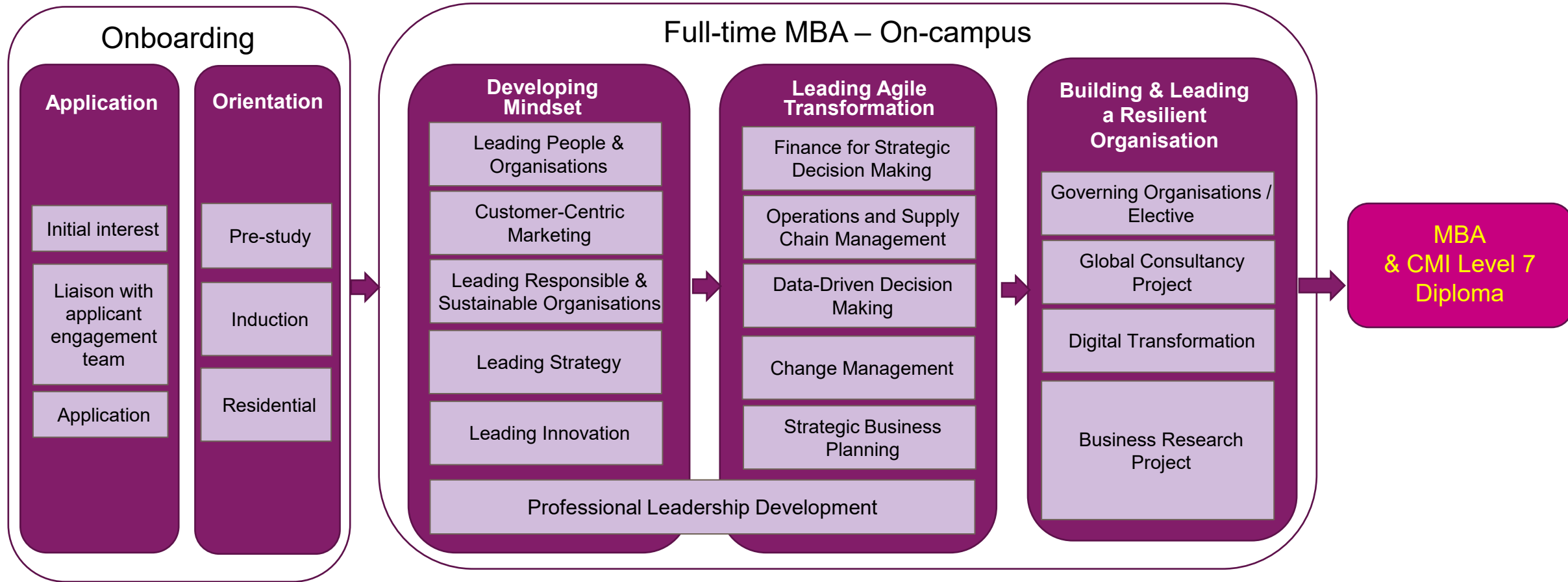
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# Masters in Management (MiM) from Sept 2024





# Full-Time MBA



CPD Events

Personal Development Week

Global Responsibility Week

# How do you study (full-time programmes)?

Semester 1 (Sept – Jan)	Semester 2 (Jan- April)	Semester 3 (April– Sept)
Core modules	Core / specialism	Major Project
<p>Weeks 1-2 Onboarding</p> <p>Weeks 3 - 14 3 x 20 or 6 x 10 credit modules</p> <p>Blocked delivery (1/2 modules at a time)</p> <p>Timetable <i>typically</i> 2 x 2 hour sessions on 2 days of the week (9-11 and 1-3 OR 11-1 and 3-5)</p>	<p>Week 1 PG Personal development week</p> <p>Weeks 2 - 13 3 x 20 or 6 x 10 credit modules</p> <p>Week 14 PG Global Responsibility Week</p> <p>Blocked delivery (1/2 modules at a time)</p> <p>Timetable <i>typically</i> 2 x 2 hour sessions on 2 days of the week (9-11 and 1-3 OR 11-1 and 3-5)</p>	<p>Weeks 1-2 Major Project Preparation</p> <p>Weeks 3 - 11 Client-facing work</p> <p>Weeks 12-18 Individual Project Work</p> <p>Flexible delivery / client meetings / in-company work</p> <p>Final submissions early September</p>



Plus 1 x 2 hour personal / leadership development OR research skills workshops  
English for Academic Purposes workshops  
Continuing Professional Development (CPD) events

# Questions

- Do candidates know what they want to study?
- What subject areas are they looking for?
- Do they appreciate the difference between generalist / specialist, pre- and post-experience?
- Do you know which programmes to advise candidates with particular career aspirations, and is our portfolio clear in this respect?



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# NBS Updates





# NBS Postgraduate Centre: to open Feb 2024



# New Programme Developments

- MSc Business Transformation (Sept 23)
- New MSc Management curriculum (with new specialisation in sustainable leadership) (Sept 24)
- MSc Digital Finance and Data Analytics (Sept 24)
- Global Executive MBA (Sept 24)
- MSc Sustainable Finance (Sept 24/25)
- MSc Business Analytics (Sept 25)
- MSc Marketing Leadership (TBC)



# Upcoming postgraduate webinars

On Thursday 30 November at 11am, NBS is running three live subject webinars for PG offer holders for our January start courses.

- Marketing (MSc Marketing & MSc Marketing & Brand Management)
- Finance (MSc Finance)
- Management (MSc Management & MSc Management and International Business)

- They present an opportunity for candidates to meet the course leader and a current student to:
  - Find out how the course can help them achieve their career targets
  - Understand how the first few weeks of the course are organised
  - Find out more about the student experience
  - Find out tips and suggestions to help them prepare for their studies.
  - Get advice about being an international student at NTU.





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# Thank you