

# MY STORY

- **NEED TO THINK ABOUT ENTIRE PRODUCT PORTFOLIO, NOT JUST MBA**
- **OUR CURRENT PROGRAMS STRONG**  
**MBA MUCH IMPROVED**  
**MSPIGL CURRICULUM CREATIVE AND**  
**POINTS TO FUTURE IN MANY WAYS**
- **BUT**  
**ARE WEAKNESSES IN MBA**  
**TRENDS IN MSFPIGL AS CURRENTLY DESIGNED POINT**  
**TO NEW OPPORTUNITIES**  
**ARE SIGNIFICANT PROGRAMS WE DON'T OFFER**
- **SOLUTION TO CONSIDER**  
**GOING YOUNGER WITH MBA**  
**A PART-TIME MBA FOR OLDER STUDENTS, BUT NOT "MBA LITE"**
- **THESE ARE IDEAS ABOUT PRODUCT LINE. THEY HAVE IMPLICATIONS FOR CURRICULUM BUT ARE**  
**COMPATABLE WITH MOST OF CURRICULUM IDEAS WE'LL DISCUSS TODAY**

# POTENTIAL PRODUCTS

- MBA CLASSIC
- ONE YEAR MBA
- MSFPIGL
- PART TIME MBA CLASSIC
- EXECUTIVE MBA (MBA “LITE”)

but reject one-year MBA and MBA “lite.” Can attain the benefits with other strategies without compromising on quality

# THE MBA

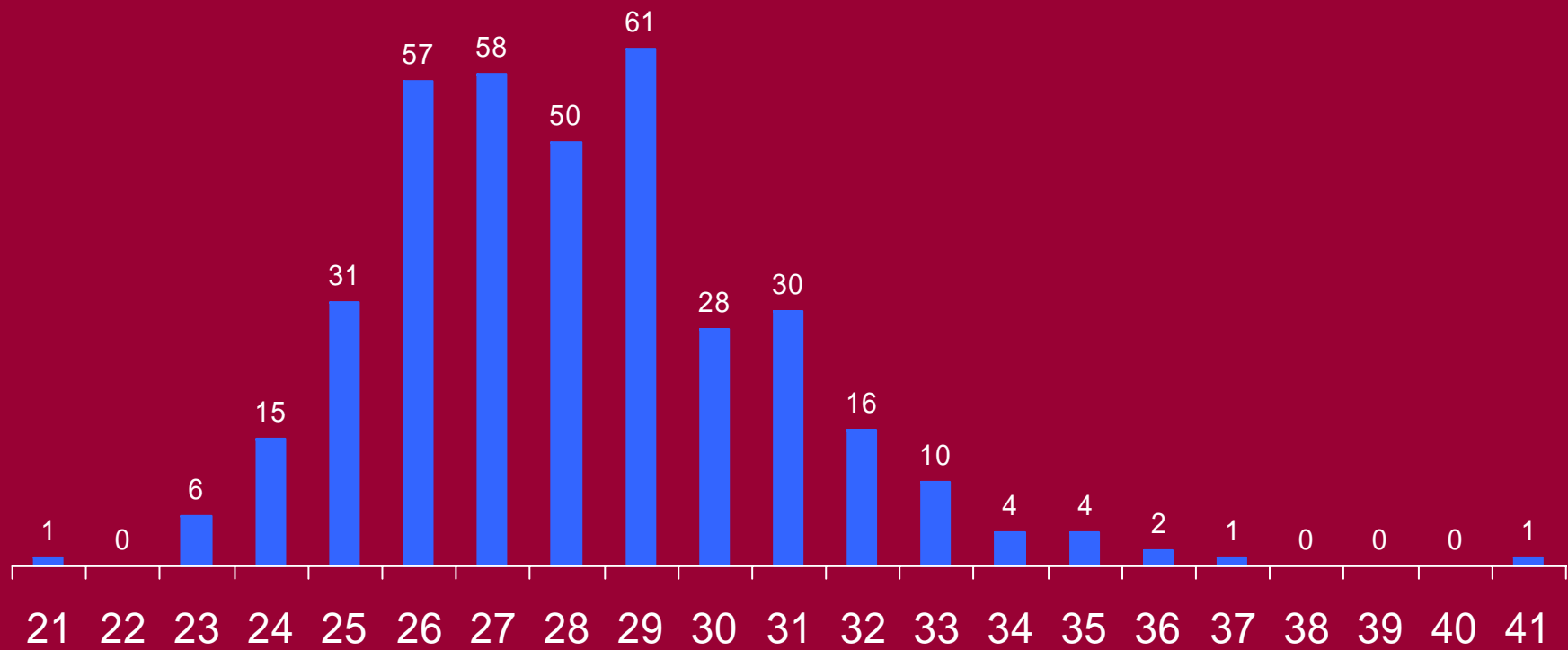
- **BIG IMPROVEMENT ALONG MANY DIMENSIONS**
  - TEACHING QUALITY
  - MORE INTEGRATED CORE
  - MORE TEACHING FORMATS: SIP, IAP, WORKSHOPS, MODULES
  - MORE EXPERIENTIAL
  - ENTREPRENEURSHIP
  - LEADERSHIP
  - MORE GLOBAL
- **IN ADMISSIONS AND PLACEMENT (THE TWO KEY METRICS) WE ARE IN TOP FOUR AND IN ACADEMIC QUALITY WE ARE NUMBER ONE**

but
- **WE HAVE NOT DIFFERENTIATED OUR PRODUCT**
- **THERE ISN'T A BUZZ, A SENSE OF EXCITEMENT**
- **TEACHING CAN BE TOUGH**
- **STUDENT CULTURE A MIXED BAG**
- **COMPETITIVE ENVIRONMENT IS GETTING TOUGHER**

# GOING YOUNGER IN REGULAR MBA

- **DEFINITION: NOT JUST RIGHT OUT OF COLLEGE. RATHER CHANGE EXPECTATIONS AND CULTURE SO PEOPLE APPLY AFTER ONE OR TWO YEARS EXPERIENCE**
- **MORE REWARDING TO TEACH AND CAN HAVE BIGGER IMPACT ON STUDENTS**
- **PERMITS, AND REQUIRES, MORE CREATIVITY IN CURRICULUM DESIGN**
- **OUR COMPETITORS ARE ALREADY MOVING IN THIS DIRECTION**

# Class of 2007 – Age Distribution



# DEMOGRAPHICS

	AGES 21-25	AGES 26-30
2005	20, 823,000	19,752,671
2006	21,810,000	22,194,000
2007	22,051,000	21,389,000

# MSFPIGL

- CREATIVE CURRICLUM, WITH EMPHASIS ON GLOBAL, LEADERSHIP, AND TECHNOLOGY
- COMMITTED FACULTY WHO HAVE WORKED AS A TEAM
- OVER THE YEARS VERY IMPRESSIVE GRADUATES

But, there are gaps in its current form?

# MSPIGL 2006

<b>REGULAR</b>	<b>87</b>
<b>FLEX</b>	<b>9</b>
<b>TOTAL:</b>	<b>96</b>

## AGE DISTRIBUTION

<b>31-35</b>	<b>21</b>
<b>36-40</b>	<b>41</b>
<b>41-45</b>	<b>23</b>
<b>46-50</b>	<b>8</b>
<b>51-54</b>	<b>2</b>



# MSPIGL 2006

Percent International Entire Program : 60%

Percent International Residential Program: 67%

## Employer Sponsored

	U.S.	INTERNATIONAL
Entire Program	53%	87%
Residential Program	41%	87%

**THE RESIDENTIAL PROGRAM IS TWO THIRDS INTERNATIONAL AND ONLY 40% EMPLOYER SPONSORED.**

**THIS POINTS US TOWARDS A NEW PRODUCT SPACE**

# ADVANTAGES OF PART-TIME MBA

- **CURRENT FLEX OPTION IS NEITHER FLEXIBLE NOR VIABLE FOR ANYONE LIVING OUTSIDE AREA**
- **A HIGH QUALITY “FULL” MBA CAN BE DESIGNED**
- **TAPS INTO MUCH BIGGER MARKET**
- **INTEGRATE WHEN POSSIBLE WITH CURRENT RESIDENTIAL MSPIGL TO PROVIDE “AMERICAN” CONTACTS AND CONTEXT FOR INTERNATIONAL STUDENTS**

# PROGRAM MENU

- **MBA**
- **MSFPIGL**
- **PART TIME MBA**

## **Advantages**

**cover market better (better fit with age distributions and experience distributions)**

**strong part-time MBA takes pressure off other two programs and permits more experimentation and more differentiation**

# MIT Sloan Student Profile

## Class Entering In Year:

	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>
US Minorities	3%	7%	8%	8%	7%
Women	26%	25%	26%	31%	30%
Internationals	35%	31%	33%	33%	33%
GMAT (mean)	702	707	700	697	700