

Is College Education Worth it?

Re-Examining Higher Education Value with a Special Focus on Business Schools

AM> | SIG

**Marketing for
Higher Education**



How to Sustain Business School Education

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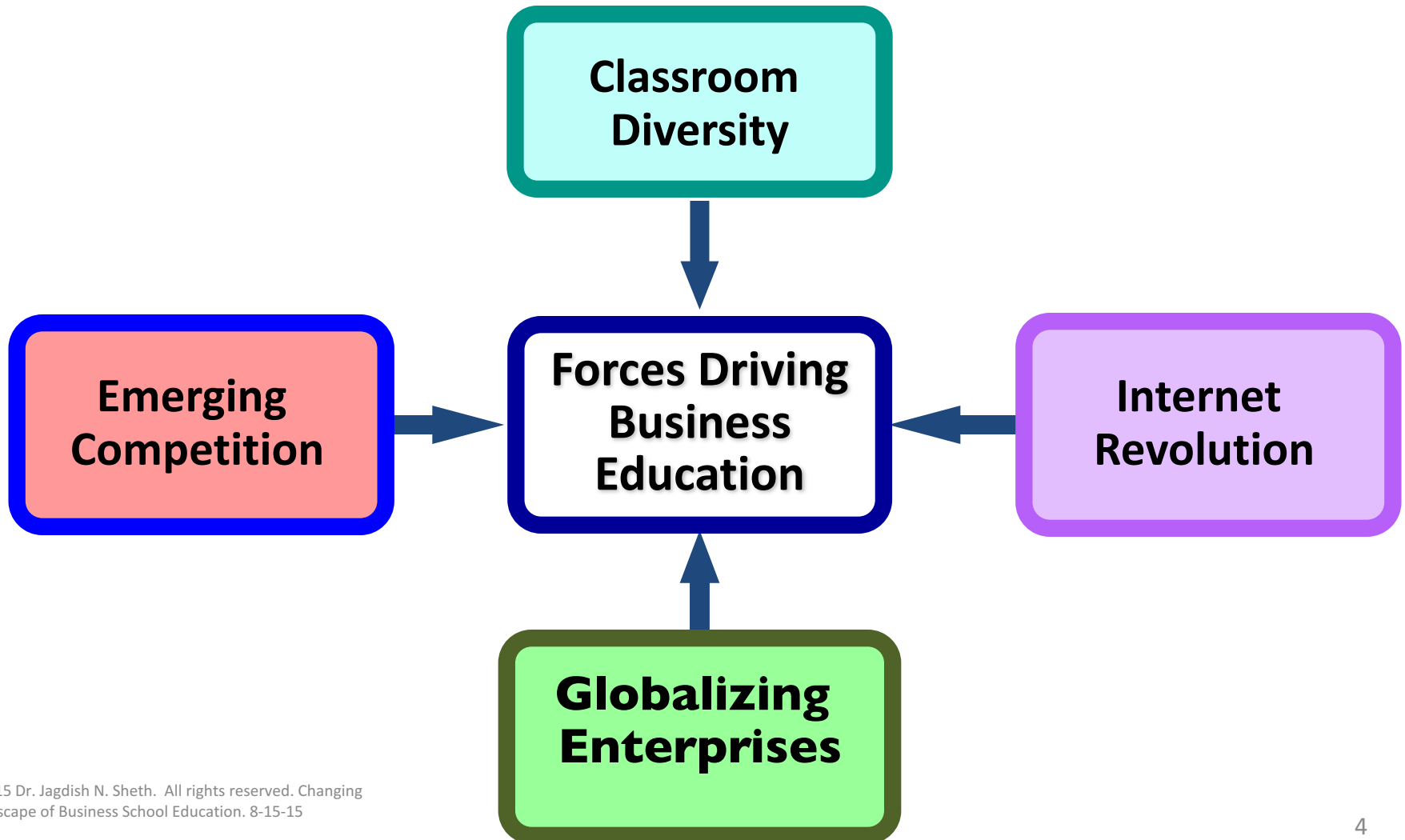


Business School in the 21st Century



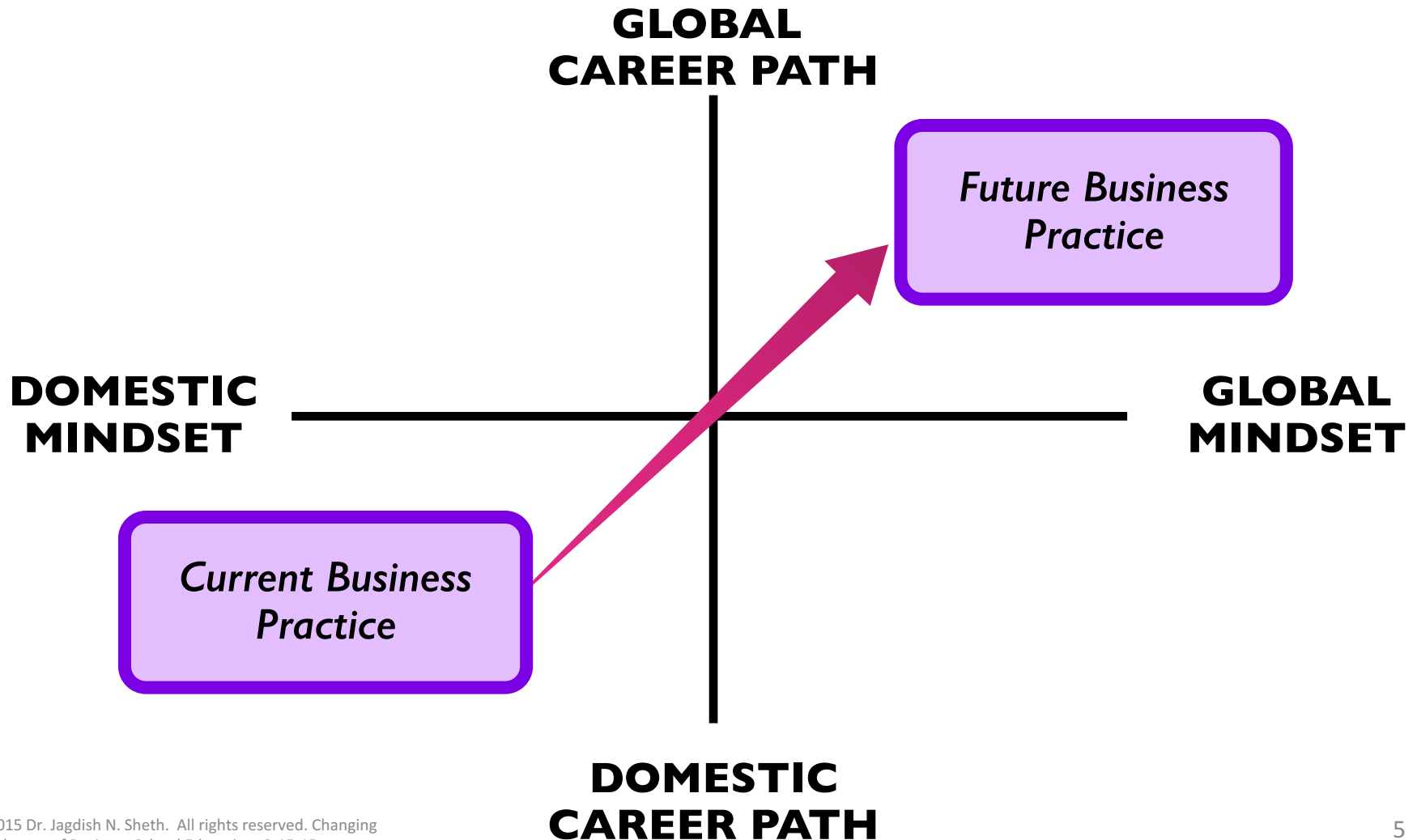


Forces Driving Business School Education



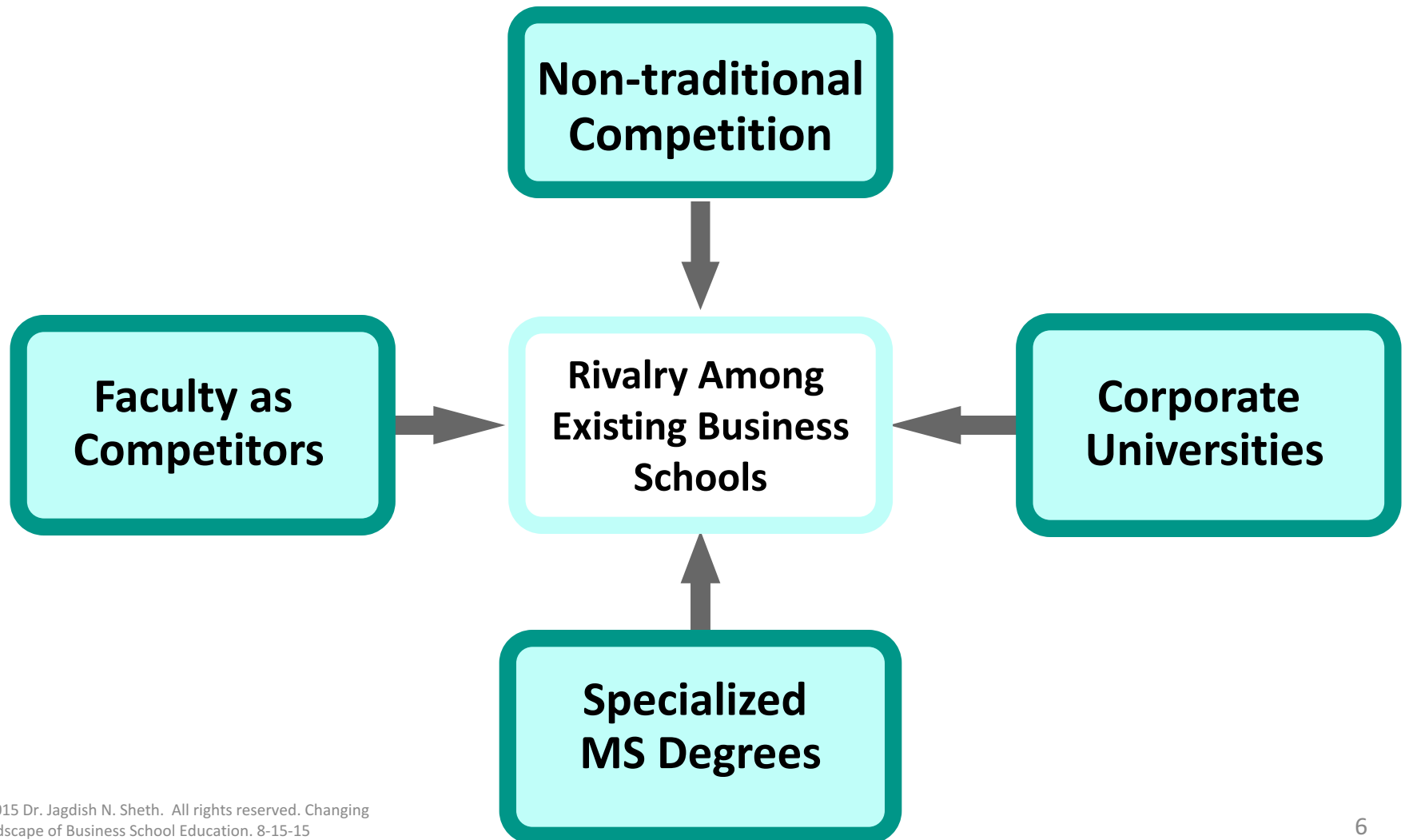


Globalizing Enterprises



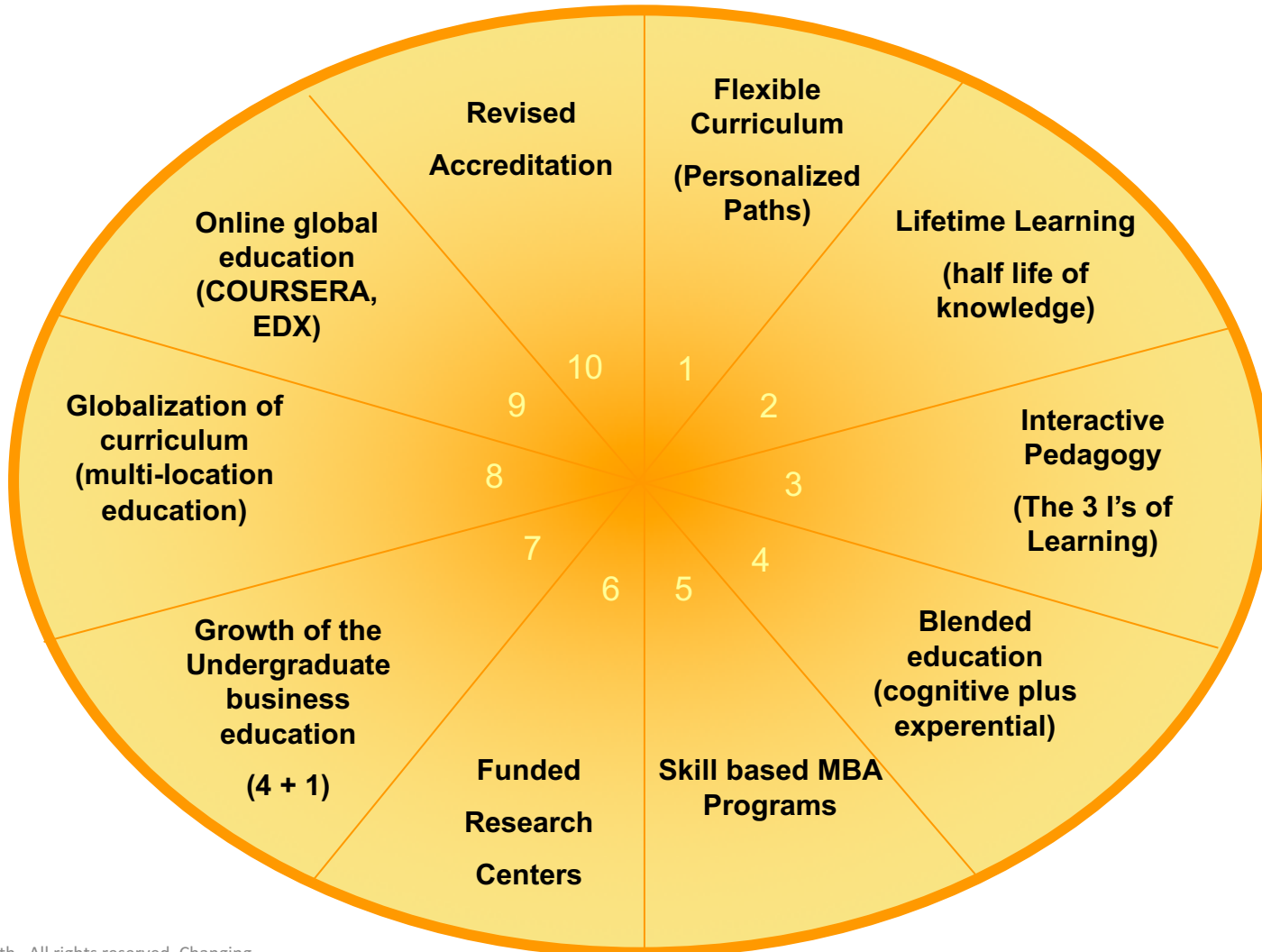


Emerging Competition





Implications for Business Education





Conclusion

- The business education as we know today is not sustainable.
- There are four key drivers of change: classroom diversity, internet technology, globalizing enterprises and emerging competition.
- To survive and thrive, business education needs flexible curriculum, experiential learning, global exposure and self funded research centers.
- The best opportunities are liberal arts oriented undergraduate business degrees and skill based specializations.