

Editorial for *The News Dispatch*
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My Best Alternative

During the past five years Purdue University North Central has added six new undergraduate degrees to its academic offerings, doubling the degree choices available to its students.

These degrees have helped lead hundreds of area residents to challenging, fulfilling, stable careers. Recently, PNC has added a Master of Business Administration (MBA) to its offerings, giving students yet another opportunity for professional growth.

The MBA has long held a mystique as being a degree that will open doors, create opportunities and advance careers.

Employers have come to see the MBA as an academic degree they expect their front office, supervisory employees and company leaders to hold. Experience shows them that an MBA degree usually reflects a sophisticated level of knowledge and management skills, It also indicates the holder has a well-developed understanding of strategic thinking and planning in a globally competitive world.

Purdue University North Central MBA classes will begin this fall and we welcome you to investigate the program. If you believe that an MBA can help you advance your career, you owe it to yourself and your family to look at the program and decide if it is right for you.

Let's consider why a person would consider earning an MBA degree.

First, many MBA students are employed full time while engaged in their studies. Another compelling aspect of the degree is that people who have earned degrees in various liberal arts, technical, science or engineering programs are welcomed into MBA programs and easily find their niche in the classroom.

This classroom diversity is what helps to make the MBA experience so valuable. Imagine a classroom with students aged from their 20s through 50s, from varying professions, with differing degrees of work experience, responsibilities, backgrounds and mindsets. This sets the stage for invaluable exchanges of ideas, insights, information and inspiration. The give-and-take discussions and the sharing of perspectives creates a sense of community among students and a camaraderie that is oftentimes not seen among undergraduate students.

This interactive learning experience helps students acquire and hone their skills. Students learn to be more effective leaders, to be valuable team members, to listen, to build consensus, to analyze a situation and to develop effective strategic plans.

A person's career success can hinge on the intangible abilities of anticipating and adapting to change, critical thinking, problem solving and decision making. The MBA learning experience hones these valuable talents and helps students apply them to their own professions.

Another reason to consider an MBA degree is that the employers recognize the value of the degree and it is reflected in a variety of ways, including compensation.

MBA graduates surveyed by *Business Week* magazine reported that they averaged an 82 percent pay increase over their pre-MBA salaries.

We also know that an MBA not only benefits the holder, their family and their employer, but it also has public benefits. Stable, well-paid citizens generally make in an investment in their communities. They buy homes, pay taxes and want active local government, good schools and safe streets. Research by The College Board shows that degreed citizens are more apt to run for office, vote and give money to charity.

Higher education is a solid investment – one of the best investments you can make. It will return tremendous dividends for the rest of your life. We welcome you to explore our new MBA program at PNC. Visit our web site at www.pnc.edu to learn about the program.

Once you explore the degree and what it can mean for you, you may begin to view an MBA as “My Best Alternative.”