

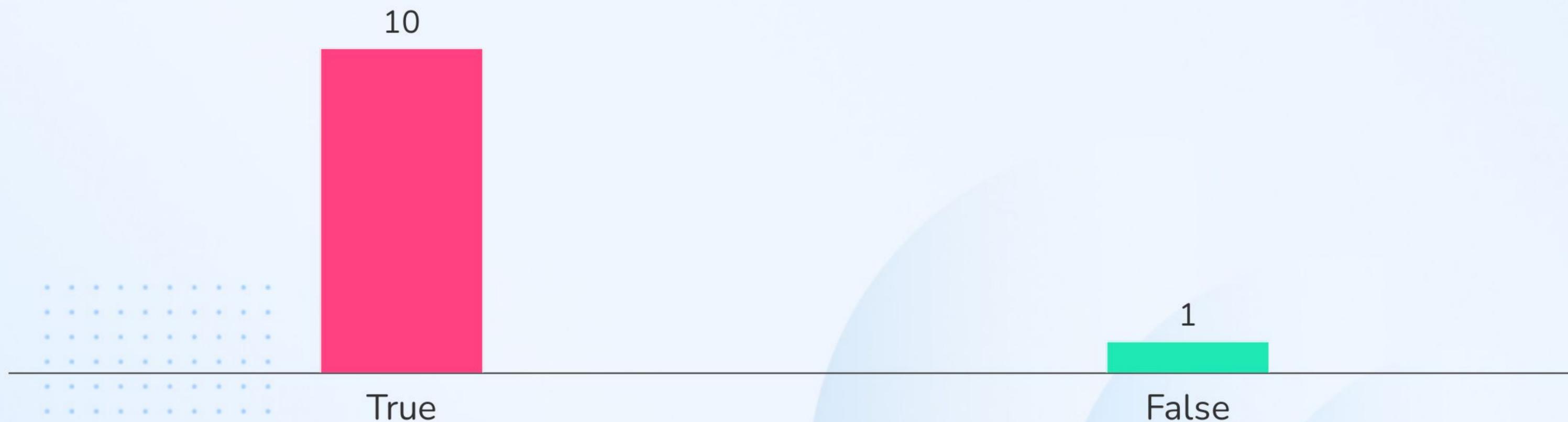


True

False



Let's see if this even works! I like games:



Why would someone pursue MBA study?

Possibly he/she has some business ambition?

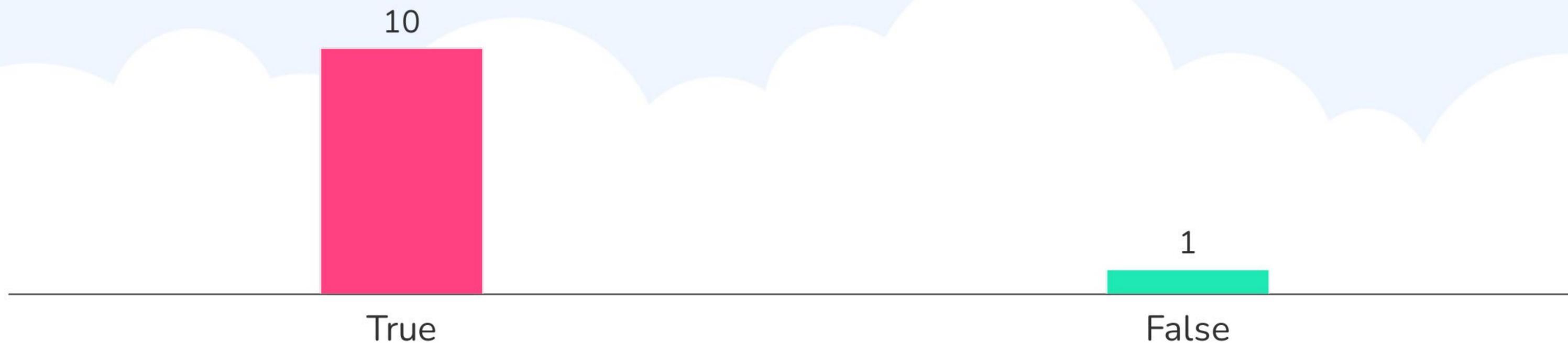
I, as MBA student, have future business aspirations:



I feel lucky to be part of MBA study of ZSEM (as one of global top 6% business schools):



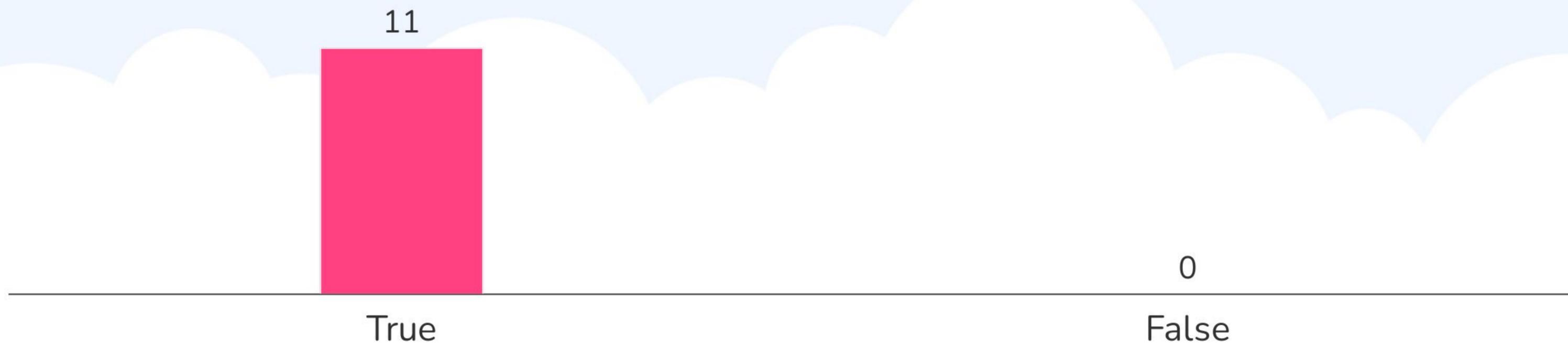
MBA studies, especially top ones, are not really affordable:



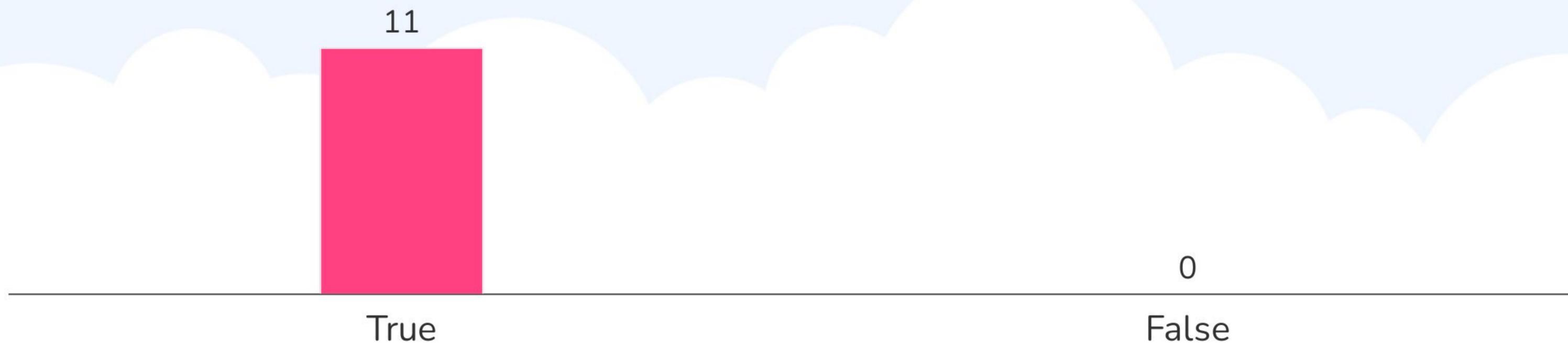
For every MBA student, scholarship, time, effort is very big personal investment:



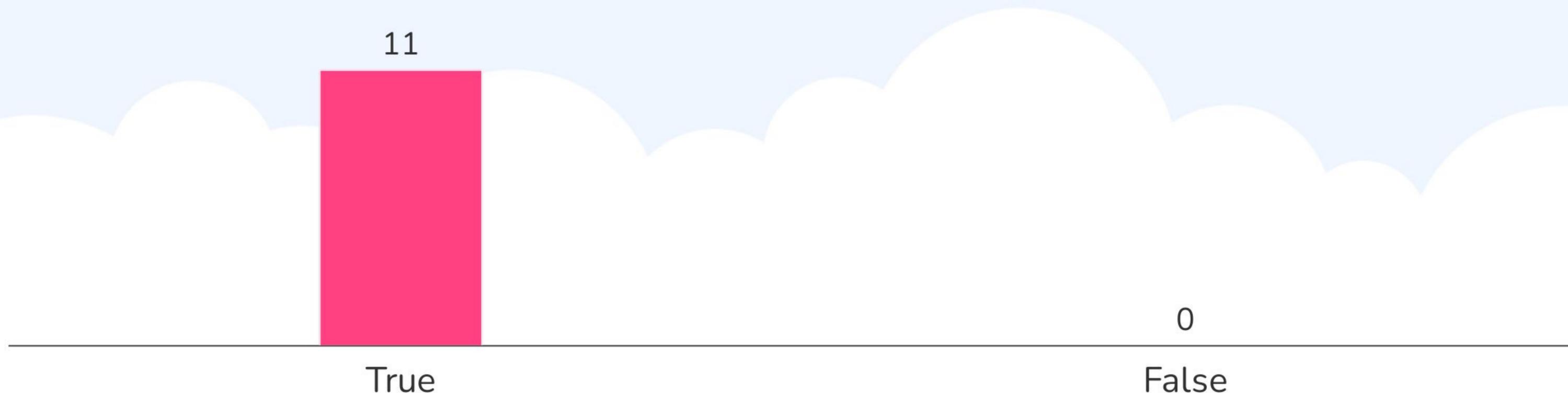
That means you (or someone very dear one behind you)
are an investor:



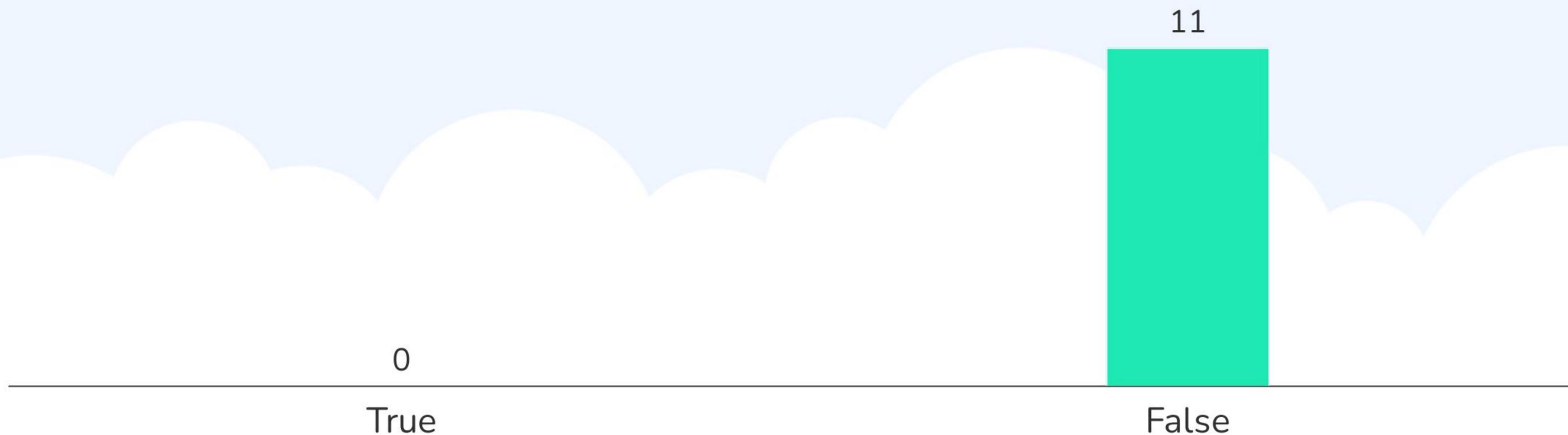
Every investor seeks some positive return on his investment:



Every (conscientious) MBA student has one major goal - to get done his/her degree:



After I finally finish and earn my MBA degree life will be much easier:



As MBA degree holder, in order to return my investment, my options are:

- Get employed by a company
- Start my own company (from scratch)
- Join my family's already established business
- Continue to pursue my academic career to become professor
- Other?

As MBA degree holder, in order to return my investment, my options are as listed before:



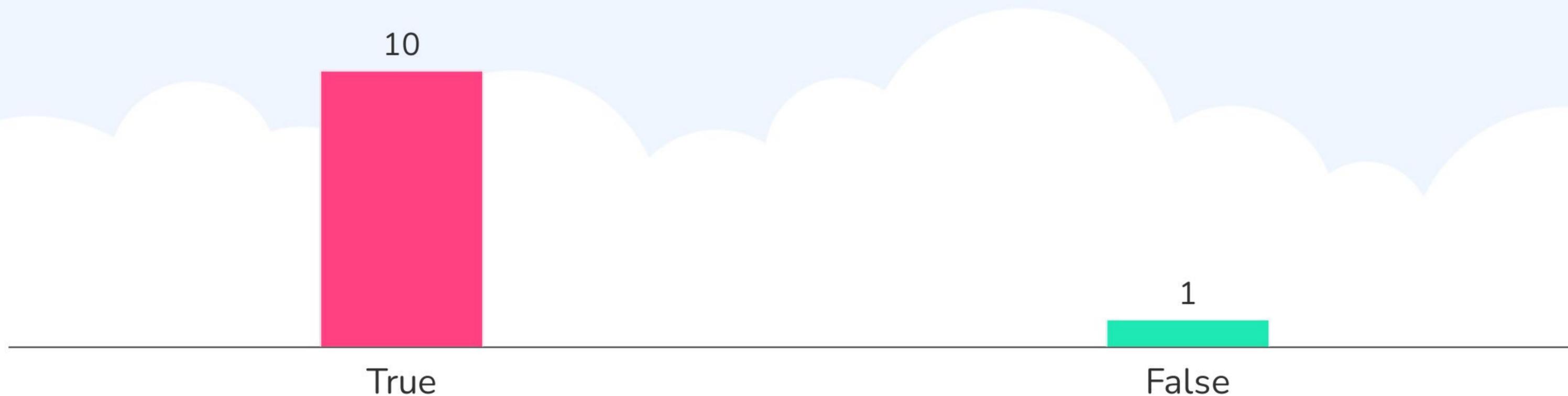
If some company hires me, what's their true motivation for that?

- They want to spend their money on me
- They like my MBA degree
- They want to invest more in my knowledge and expertise
- They have an actual business pain / requirement for which they believe I can effectively provide solution immediately (or ASAP)

The core courses in an MBA program cover various areas of business administration such as

accounting, applied statistics, human resources, business communication, business ethics, business law, strategic management, business strategy, finance, managerial economics, management, entrepreneurship, marketing, supply-chain management, and operations management in a manner most relevant to management analysis and strategy.

No business survives without an income! Income comes through some form of sales. Sales is fueled by marketing:



VUCA world anyone?

VUCA is an acronym based on the leadership theories of Warren Bennis and Burt Nanus,

to describe or to reflect on the volatility, uncertainty, complexity and ambiguity of general conditions and situations.

- Volatility
- Uncertainty
- Complexity
- Ambiguity

We all live in very volatile and uncertain times:



In addition, with recent developments in AI a lot of junior & middle positions are under a threat or to be replaced/automated:



LEAD

Elon Musk Just Said MBAs Are Overrated, and He's Dead Right

MBA graduates may be good at PowerPoint but they don't know how things really work. [🔗](#)

BY GEOFFREY JAMES, CONTRIBUTING EDITOR, INC.COM @SALES_SOURCE



Elon Musk. Getty Images

 28  15  3  2  16 

Business Education

Is an MBA Degree Really Worth It?

by Liza Kirkpatrick

December 7, 2020



AaronAmat/Getty Images

28 15 3 2 16

Summary. Getting an MBA (Master of Business Administration) takes a lot of time, money, and

M.B.A. Programs That Get You Where You Want to Go

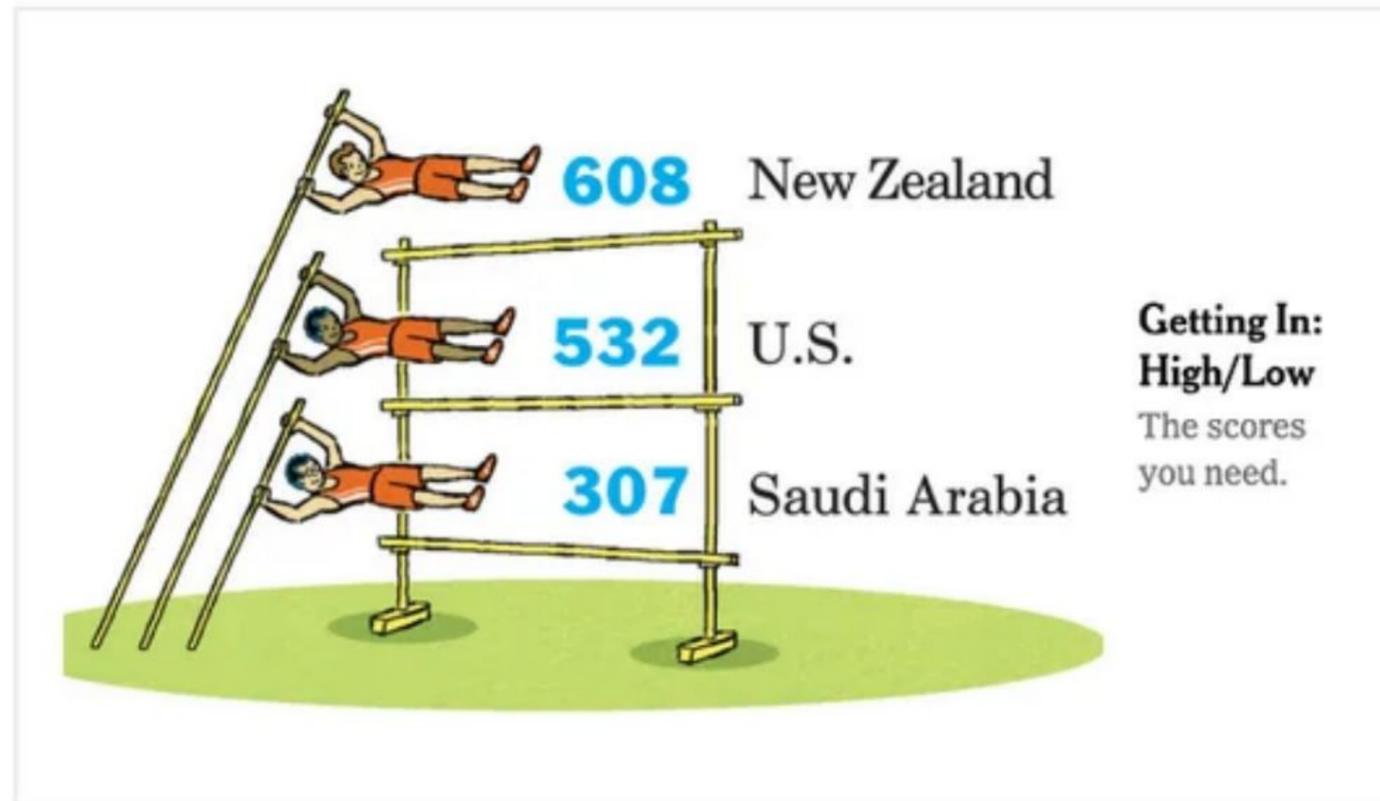
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By Duff McDonald

April 7, 2015

With some 13,000 graduate schools of business across the globe, the M.B.A. degree has clearly become a commodity.

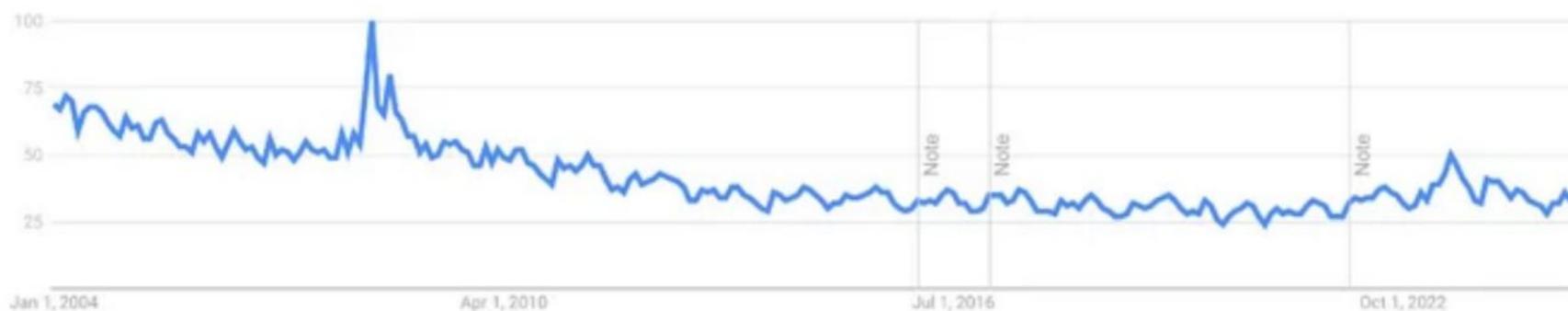


Master of Business Administration
Degree

+ Compare

Worldwide 2004 - present All categories Web Search

Interest over time



Interest by region



Rank	Region	Interest Level
1	India	100
2	China	63
3	Nepal	62
4	Bangladesh	41
5	United Arab Emirates	35

Include low search volume regions

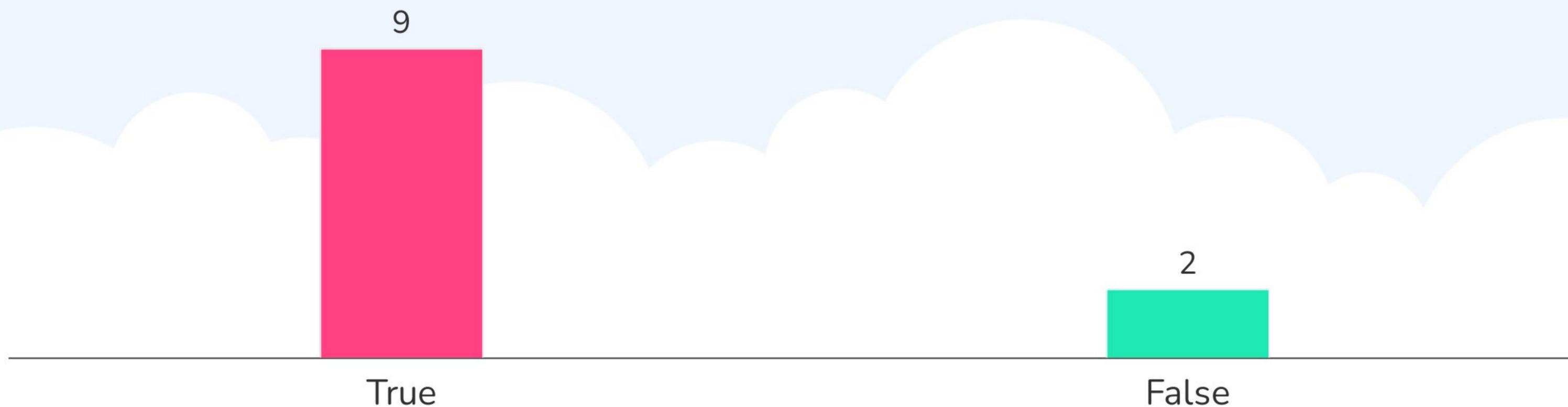
Showing 1-5 of 59 regions

We, business-wise, live in ultra competitive world:



There are around 13,000 business schools globally.

It is very hard for a MBA degree holder, without real-life business experience, to be positively recognized in job market:



So what's the solution?

Stand out!

Don't be average...

Learn more...

Learn better...

Learn practical...

Get your hands dirty...

Solve real business pain/requirements...

Be smarter than AI by expertly knowing marketing concepts and use AI to your advantage...

Connect the dots no one connected before...

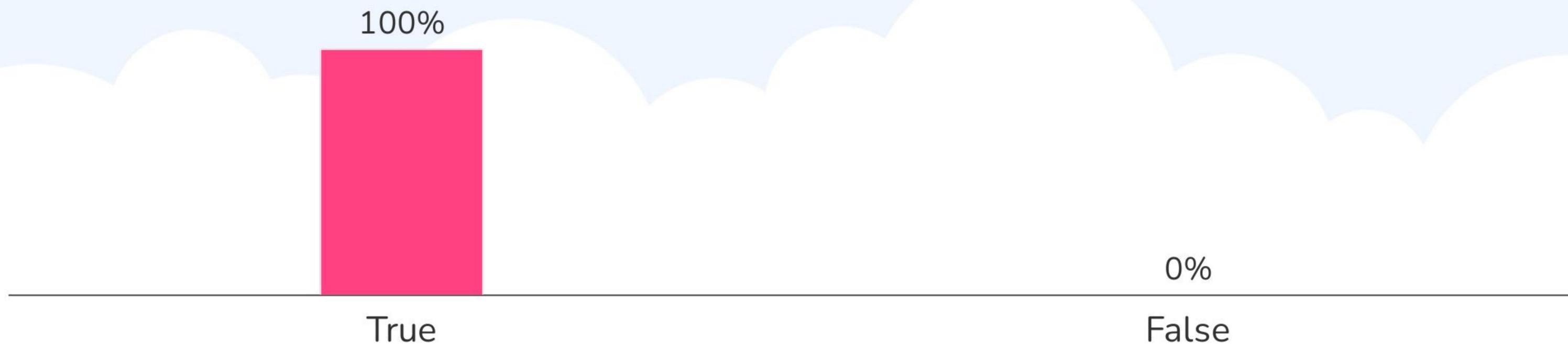
What we offer:

Most practical and recent application of essential digital marketing principles that is usable today.

What is the asking price?

- regular attendance of lectures
- close cooperation with lecturers & conscientious fulfillment of homework
- engagement in constructive discussions

I will be more than happy to pay this aforementioned price:



Thank you for your attention and engagement!

More questions?