

# DOES IT PAY TO MBA?

## The case for doing an MBA

An MBA is ideal for people with a sense of strategy. If you have an eye towards that top position or you want to become a better manager, then the strong business education of an MBA could be the thing that propels you to the next stage of your career.

"All graduates would say that their MBA study equipped them for the next stage of career or business growth," says Denis McCarthy, CEO of the MBA Association of Ireland. "It provides frameworks, tools and methods to analyse their business in the contexts of the macro-environment, to identify short, medium and long-term challenges and opportunities, to formulate strategy and navigate the future and to successfully implement that strategy."

The access to a wider network of MBA graduates that alumni organisations such as the MBA Association provide is also a very important factor in graduates' success.

"An MBA is much more than a piece of paper or letter on your business card," says McCarthy. "It's an opportunity to forge a strong and lasting network that can support MBA graduates throughout their careers in business. That networking process continues beyond the MBA classroom. At MBA Association events around the country we see a lot of MBAs trading referrals and exchanging contacts, expertise and advice."

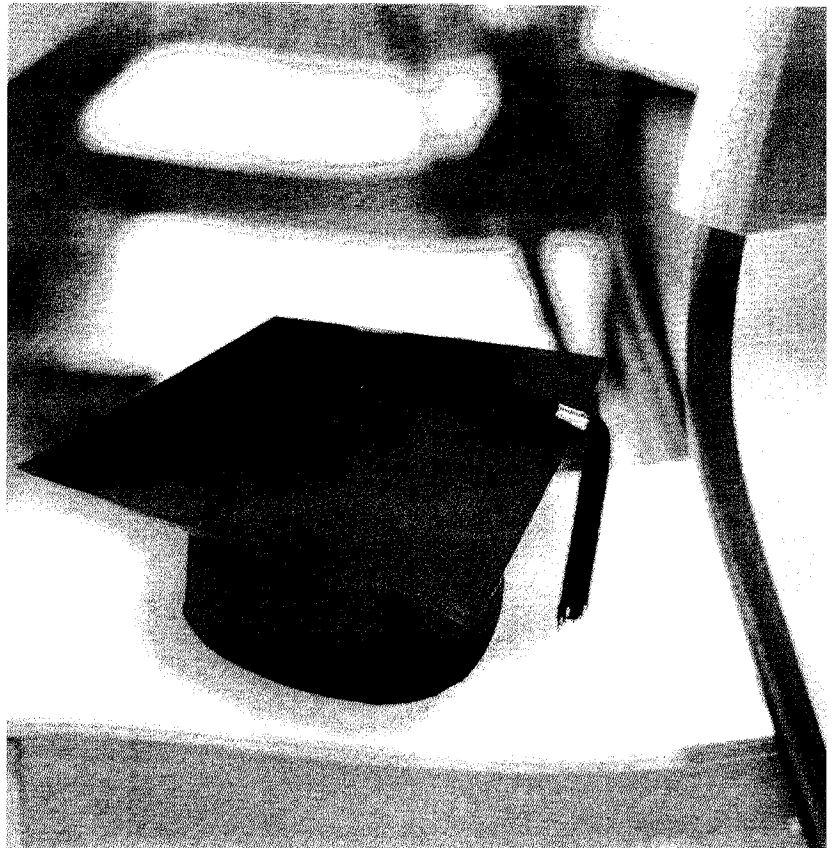
Some argue that an MBA from a recognised college is an important differentiator in the jobs market. "The MBA is certainly advantageous in the recruiting process — it would be third in line after experience and qualifications fit and interpersonal and personal skills."

Bill Hennessy of Merc Partners recently said: "When a situation arises where two

candidates are equal in all other respects, the candidate with an MBA will have an edge."

The high standards for entry can be regarded as differentiators in themselves and the commitment of time, money and energy required to stay the course can signpost that an employee is ready for promotion.

"MBAs can be very attractive to employers," says McCarthy. "An MBA often flags that a person is capable and hungry for promotion, a fresh challenge or extra responsibility."



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