

## The Demand for Business Degrees Continues, Creating a Positive Outlook for Business Schools

In spite of the continuing rocky environments found throughout our global economy, the outlook for business schools looks positive. Many of the most popular and highest paid jobs (worldwide) that are anticipated to emerge from the recession are in business—meaning there could be further increases in business student enrollment and long-term interest in the discipline on the horizon. In a recent article by [Yahoo! Education](#), three of the six “degrees that get you hired” were in business administration

(number 2 on the list with an average starting salary in the US of 45,200 USD),

accounting/finance (number 4 on the list with average starting salaries in the US of 47,972 and 49,607 USD respectively), and marketing (number 6 on the list with an average starting salary in the US of 42,499 USD). In the

United Kingdom, well-paying and highly-demanded jobs also are being found in business. For instance, in England,

directors/executives, brokers,

financial managers, marketing and sales managers, and purchasing managers were listed in the top ten paying careers by [CareerBuilder](#). In China, India, and Vietnam, for those that speak English fluently, project managers, human resource managers, finance experts, and marketers (especially those that can improve English communications) are among a list of five high-paying careers in the region. All of which are jobs that require or prefer business degrees.



In another article by [Yahoo!](#), the number one job on a list of eight positions that pay more than 50,000 USD was an accountant. This article communicates that the average salary for an accountant is 65,840 USD. From the reports that have been reviewed, degrees in accounting and finance appear to be the most demanded and highest paying positions in business around the world (minus chief executive officers). Other jobs that have displayed the possibility of future growth and attractive compensation have been found in technical management positions (such as engineering managers and IT managers). This

growth, although not directly linked to business jobs, may stimulate additional demand for advanced business degrees, such as the MBA and Master of Science in Management.

With a potential increasing demand for business education, the question becomes if business schools can proactively position themselves to embrace and benefit from these demands. For example, the W.P. Carey School of Business at Arizona State University recently graduated a record number of business students. Of those graduates, 1,400 received undergraduate degrees and 750 earned graduate degrees.