



Flexibility at the Forefront

MBA-level education in an earn-as-you-go model

BY DR. JOEL WORDEN AND RYAN QUANN

GOLDEY-BEACOM COLLEGE (GBC) has always focused on providing students with an education that translates into post-graduation employment. The magic in GBC's curriculum development occurs when the College's administration, faculty, and staff partner with industry leaders to maintain a vibrant curriculum. The results are a practical education, delivered to lifelong learners who prove competitive in today's job market.

This year has been no different. After researching market trends, listening to our Employer Advisory Board, and collaborating internally, the College is proud to announce two distinct initiatives underway at the graduate level during the 2023 calendar year.

According to the U.S. Bureau of Labor Statistics (BLS), the last three decades have seen a 79% jump in STEM occupations, and it is anticipated that this decade will see another 11% increase. In three years, it is expected that the country will need to fill 3.5 million jobs in this field – with an insufficient supply of STEM workers.

With that in mind, during the 2023 spring semester, the College created a new track within our existing Master of Business Administration Program: A STEM-designated MBA – Analytical Track. With the continued acceleration of data analytics, forecasting, and AI, the Analytical Track of the MBA program at Goldey-Beacom is designed to address 21st century business problems through a quantitative

approach. By the time a student graduates, they will differentiate themselves in the job market by possessing knowledge typically found in an MBA program, in addition to high-demand skills in analytics, forecasting, data visualization, operations and project management, and database design.

The addition of a STEM-designated program compliments the College's existing traditional MBA, two Master of Science degrees (in finance and taxation), and the Master of Management program, which is designed to equip managers with the high-demand soft skills they need to succeed in managing teams.

The College has always prioritized flexibility, as evidenced by our five-year BS/MBA program and the more recent launch into online learning. As we head into summer, GBC is in the final stages of leveraging its existing course offerings to create a stackable ecosystem of 17 certificates in various disciplines of business. In an "earn-as-you-go" model, students can strategically stack certificates into full master's degrees as shown in the examples in the chart on the next page.

The value of this concept was affirmed by the Employer Advisory Board, who sees it as an opportunity to progressively accumulate professional development and continuing education opportunities while simultaneously moving toward a full master's degree. According to a recent article in *University Business*, "Students are beginning to

MBA, Analytical Track	Traditional MBA	Master of Management
Analytical Business Skills Certificate	Financial & Economic Analysis Certificate	Management Certificate
Business Processes Certificate	Management Certificate	Leadership Certificate
Financial & Economic Analysis Certificate	Leadership Certificate	Entrepreneurship Certificate
Information Technology Certificate	Human Resource Management Certificate	Marketing Certificate

realize that stacking credentials is a more economical way of getting an education. It's also a more effective way to see a return on their educational investment.”

Return on investment and practicality have always been hallmarks of a Goldey-Beacom education, since our inception in 1886. We continue that tradition as we add innovative, high-quality, and flexible programs, ensuring that our students are prepared for tomorrow's job market at an affordable price. ■



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M.B.A ANALYTICAL TRACK

The Master of Business Administration (Analytical Track) degree program has been designated by the College as a STEM-eligible program in accordance with Department of Homeland Security (DHS) regulations.

Program Requirements

- ACC 644- Financial Reporting and Analysis**
- BA 728- Business Analytics**
- ECO 627- Econometrics and Forecasting for Business**
- FIN 623- Corporate Finance**
- MGT 608- Managerial Decision Modeling**
- MGT 712- Project Management**
- MKT 640- Customer Data Analytics**
- 15 Elective Credits**



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