

## Literature Review

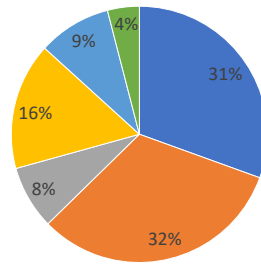
- The general consensus, for student's motivation to pursue an MBA degree, is for extrinsic reasons (Basham & Buchanan, 2009; Epstein et al, 2013; Hollis et al, 2021; Singh & Dash, 2010).
- Singh and Dash (2010) study found a statistical difference in the student's socioeconomic background for their motivation to an MBA degree
- Epstein et al (2013) study found that an MBA student's intrinsic motivation to pursue an MBA degree grew as they progressed in the program.
- Wilkins et al (2018) found that the student's motivation to pursue an MBA degree in China and the UAE is different from a Western student's motivations.
- Hollis et al (2021) found that MD students that also pursue an MBA degree are motivated to do so because they want to pursue a leadership position in healthcare.
- Basham and Buchanan (2009) concluded that students pursuing an MBA degree are motivated by professional advancement and not intrinsic gain.
- The National Center for Educational Statistics stated that in 2018 63% of postbaccalaureate students are White, 14% are African American, and 1% are Native American (2020).

## Methodology

- The data was collected from Spring 2018 to Fall 2020.
- The majority of the data was user-submitted on a Canvas discussion board for extra credit in the class.
- The general gist of the responses was placed in categorical variables.
- There are 255 responses.
- Excel was used to create the pie charts.

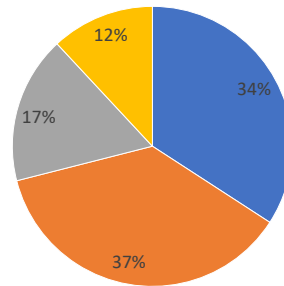
## Results

Motivation to Pursue MBA



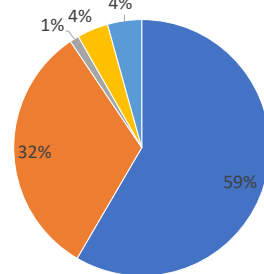
■ Specific goals ■ General goals  
 ■ Non-business goals ■ Advance knowledge  
 ■ Own business ■ Career change

Previous Major



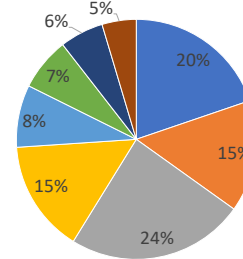
■ Arts & Human ■ Business Admin  
 ■ Health manage & HSc ■ Sciences

Ethnicity



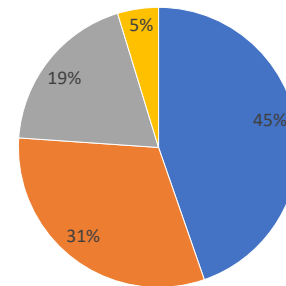
■ White ■ African American  
 ■ Others ■ Hispanic  
 ■ Native American

Current Employment



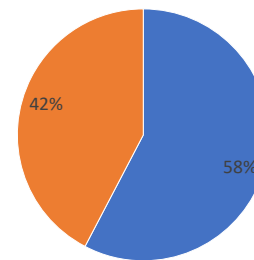
■ Public Sector ■ Consumer & ind prod  
 ■ Life Sciences & Health Care ■ Financial services  
 ■ Tech-Media-Telco ■ Manufacturing  
 ■ Not in LF & unemployed ■ Real Estate & Energy

Age



■ 21 - 30 years ■ 31 - 40 years  
 ■ 41 - 50 years ■ 51 years & above

Gender



■ Female ■ Male

## Discussion

- Motivation to pursue an MBA follows the general consensus that the majority students pursue an MBA degree for extrinsic reasons. Only 16% of the students wanted to advance their knowledge in business and the other 8% (Non-biz goals) were just getting an MBA for fun.
- The biggest portion of students currently employed are in healthcare. This follows Hollis et al (2021) findings.
- The results in the previous major are interesting. As expected, student's previous majors in business administration and healthcare-related are the majority but arts and humanities majors also take up a significant chunk. These students are either making a career change or are wanting to progress in the business side of their field.
- The age of the students suggests two things. First, students between the ages of 21 to 30 are continuing their education after graduating with a bachelor's degree. Second, students over the age of 31 are returning to school after being in the workforce.
- White males in the UNCP's MBA program only make up 27% of this sample. UNCP's MBA program is extremely diverse compared to the national postbaccalaureate average.

## Conclusion

- Understanding the phenomenon behind these trends will help universities build a better marketing program.
- These findings will improve the university's MBA program to fit the student's needs.
- Universities will have to find a way to increase the student's extrinsic rewards without sacrificing intrinsic rewards.
- More research into this topic is required to see how the student's age, gender, and ethnicity play a role in their motivations to pursue an MBA degree.