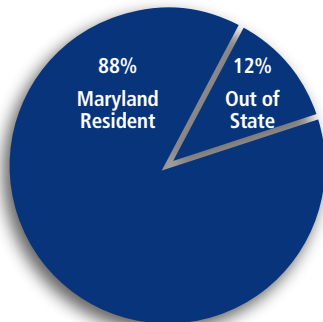


MASTER OF BUSINESS ADMINISTRATION

2008 UB/Towson MBA Program Statistics

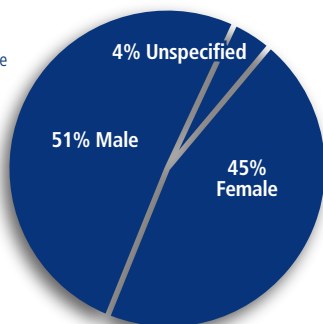
Residency

The program serves the needs of Maryland residents.



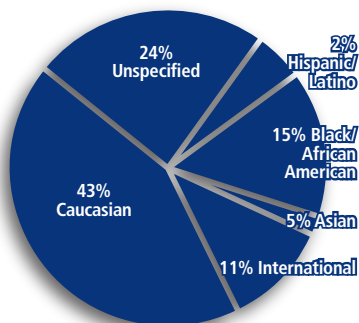
Gender

The percentage of female students in the MBA program is well above the national average. The percentage of women in MBA programs nationally is between 25% and 35%.⁶



Ethnicity

The program serves a diverse student population.



Potential Pipeline of Undergraduate Business Students at both Universities

University of Baltimore Merrick School of Business	1,030
Towson University College of Business and Economics	3,491

The UB/Towson MBA Meets the Demand for MBA Degrees

- There are 14 institutions in Maryland offering the master in business administration, up from nine institutions in 1996.¹
- Overall application volume is up nationally. Sixty-one percent of part-time programs said applications were up in 2008, compared with 69 percent in 2007 and 62 percent in 2006.²
- The economy could create one of the most “competitive admission cycles in history” for graduate business school applicants.³
- The economic downturn has increased demand for graduate business programs.⁴
- The number of GMAT exams taken in the United States in 2008 increased 5.8% compared to 2007.⁵

Outstanding Program Results

	Total Enrollment	% change from 2007	
Fall 2008	633	+62%	
	Total Applications	New Students	% change from 2007
Fall 2008	447	172	+9.55%

- The program serves the needs of new graduates, career changers, and seasoned professionals.
- The first program in Maryland to offer a **Sustainability** specialization.
- The program is an example of the State mandate of **efficiency and effectiveness**.

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