



Canadian Business Guide to MBA and Executive MBA Programs

Rebecca Carpenter

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MBA programs have been undergoing massive changes in recent years. It's getting harder and harder to know which program to choose to give your career the biggest possible boost.

- Which program will give you the best return on your investment?
- Which schools offer specialty MBA programs in your area of expertise?
- What's better for you: traditional classroom or distance education?
- If you're looking for work experience, where should you go for co-op or internship opportunities?

From Canada's leading business magazine comes *What's In an MBA?*—the most comprehensive guide to choosing an MBA or Executive MBA in Canada. *What's In an MBA* helps you sort through the options and choose the program that's the best fit with your interests and career path.

What's In an MBA? helps you choose the MBA or EMBA that's right for you. Part 1 serves as a guide to your business education:

- Makes sense of the current trends and changes in Canadian business education.
- Explains how you can calculate the financial benefits of doing an MBA.
- Answers frequently-asked questions about MBAs.

Part 2 features in-depth profiles of all Canadian MBA programs, including information on:

- &LI; the quality of the courses and professors
- &LI; entry requirements, placement records, scholarships, and international programs
- what campus life is really like&LI; how to contact each school.

Based on hundreds of interviews with students, alumni, deans, program directors, and career placement officers, *What's In an MBA?* is essential reading for anyone considering an MBA or an Executive MBA.

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German Montoya:

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