# CURRICULUM COMPARISON

Today, technology is deeply intertwined with business operations. Decision-makers need to be adept at evaluating technological investments, understanding the implications of new technology trends and predicting potential challenges and opportunities they might bring. Consequently, there's a growing demand for professionals and leaders who understand both business and technology to drive innovation and stay competitive.

Historically engineering and technology professionals sought an MBA to bridge the gap between their technical expertise, and the management skills needed for career growth. Today, the Master of Business and Technology (MBT) exists to not only bridge the gap but also prepare graduates to lead dynamic teams and fend off disruption by extending their expertise and building upon their field of knowledge.

## LEARNING OUTCOMES

| MBT | vs | MBA |
|---|---|---|
| Better understand the integration of business and technology by delving deep into areas such as advanced computing, emerging technological trends, technology-driven business models, innovation and the societal implications of technology in business. | Core Curriculum | Better understand a broad spectrum of business disciplines such as finance, marketing, operations, human resources and strategy. |
| Formulate technology solutions tailored to unique business contexts by assessing the viability, feasibility and desirability of technology-driven business models. | Strategy | Formulate business strategies by utilizing knowledge of the key disciplines of business. |
| Evaluate economic and societal implications of technology-driven business decisions, advocating for ethically sound practices in technology adoption and business transformation. | Ethics | Evaluate ethical implications in decision-making and recognize ethical and societal challenges. |
| Ability to ideate, plan, design and bring technology products to market — understanding user needs, leveraging technological advancements, iterating based on feedback and ensuring a product's viability and scalability. | Product Development | Ability to identify market opportunities, conduct market research, develop an idea for a sustainable business, source investors and build a team. |
| Hone professional skills encompassing communication, leadership, change management, negotiations and project management. | Professional Skills | Hone professional skills encompassing communication, leadership, change management and negotiations. |

# AREAS OF FOCUS

Traditionally, the core MBA education prepares individuals to lead in a variety of industries. Areas of focus, concentration or specialization are a way students can sharpen their knowledge of a specific business discipline. Areas of focus for the MBT in comparison allow students the opportunity to become experts in advanced and emerging technologies that can no longer be ignored and will become the future of business.

| MBT | vs | MBA |
|---|---|---|
| • AI Innovations<br>• Computational Finance<br>• Robotics and Automation<br>• Technology Commercialization | | • Entrepreneurship<br>• Management Consulting<br>• Marketing<br>• Operational Management<br>• Strategy |

# CAREER PREPAREDNESS

Purdue's Master of Business and Technology helps fill a void in the job market. In 2023, nearly 31,000 employers competed to fill more than 420,000 positions that require versatile candidates who possess core business skills with STEM-training and experience. *

The MBT equips graduates with the highly requested skills and training needed to be successful in roles such as **Project Managers/IT Project Managers, Product Managers/Owners, Business Systems Analyst, Cybersecurity Analyst/Engineers and E-Commerce Analyst/Engineer**.

## COMMON SKILLS

These top common skills are expected of individuals who are in elevated management roles and leading teams.

- Communications
- Management
- Leadership
- Planning
- Operations
- Problem-Solving
- Presentations
- Writing
- Research
- Innovation

## SPECIALIZED SKILLS

These top specialized skills are conceptual abilities that are often directly related to the job description and can determine your qualification.

- Project Management
- Computer Science
- Product Management
- Agile Methodology
- Marketing
- New Product Development
- Finance
- Data Analysis
- Cybersecurity
- Change Management

## SOFTWARE SKILLS

These top software skills reflect the programs and tools that are necessary to carry out day-to-day job functions.

- Microsoft Office Suite
- SQL
- Amazon Web Services
- Python
- JIRA
- Microsoft Azure
- SAP Applications
- Microsoft Project

*Data provided by Lightcast

## CORPORATE ADVISORY COUNCIL

In addition to market and competitor research to keep Purdue Daniels MBT on the leading edge a Corporate Advisory Council has been created. The Council serves two main purposes – guiding faculty to develop relevant and future-focused courses to continually increase the marketability of graduates and creating relevant internships, real-world projects and ultimately, a job placement pipeline for graduating cohorts.

Our Corporate Advisory Council includes individuals in the biotechnology research, business consulting services, digital healthcare, food and beverage services, machinery manufacturing, pharmaceutical manufacturing, and software development industries.

**Take your next giant leap with a Master of Business and Technology degree from the Mitch Daniels School of Business.**

**EXPLORE**

our Master of Business and Technology

**BOOK A MEETING**

with a Program Specialist