**MBA ADMISSION / FUNDING ANALYSIS 2025**

**INTRODUCTION**

Stakeholder

• Admission officer

• Educational consultant involving government and professional association

• The researchers who invested in the key outcome of MBA admission

Key Performance Indicator (KPI)

The Admission Officer wants to gain more insight on the data in order to keep track of correct analysis base on the key roles ;

(a). International student that are admitted vs those that are not admitted

(b). Domestic student who are admitted vs unadmitted candidate

(c). Total numbers of student who are offered the $50000 scholarship vs those that are not offered the scholarship for both international and domestic student.

(d). Total number of funding fee, total number of tuition fee and the sum of total number of both tuition and funding fee

(e). Major who are admitted and those that are not admitted base on their race

(f). Total funds generated from the MBA program.

Base on the above target(KPI), an informative dashboard is built to keep the track or to make a better decision on the amount of money that will be spent by the sponsorer and those paying the full tuition fee. The scholarship according to the Educational consultants, a $50000 will be offered to a candidate who can pass the condition laid #the smart student

Must have a minimum of 3.5 GPA and 750 in his/her GMAT exam.

This decision of scholarship was made in order to improve leaders and educational enthusiast and also to help improve the standard of the school by attracting smart students to the school. This improves the prestige of the school among other for a candidate getting their MBA program.

**REPORTING THE DASHBOARD/ IMPORTANCE AND USEAGE**

Firstly, the dashboard has two section to communicate the data tabularly. The Admission section and Scholarship section. A controller at the right hand section is use for the desirer position which are the use for controlling the movement of the dashboard. The race is background where the candidate is raced from. But the major concern of the educational consultant who wants to sponsor is the scholarship section. The Educational consultant depends on maybe it’s the government or a company. The company are sponsoring the citizen which are the null student why the government are sponsoring the international students. Now mere looking at the dashboard, Asia, Black, Hispanic, white and other students are international while the null students are the domestic student.

The company will be sponsoring 38 Null candidates while the government will be sponsoring 38 Asian, 22 blacks, 8 Hispanic, 4 other and 34 white candidates. Which means a tuition fee of $25000 will be paid by the student instead of $75000. A total students of 144 are offered scholarship and it is quit impressive. The reason why the education consultants chose to sponsor for MBA program and later get each candidate employed if they come out in flying colors is that according to observation the school improves more on infrastructure, educational equipment, condusive environment and production of best student that are employed and have helped in the growth and development of companies and the society financially and others. So the institute should continue to improve on this to MBA students for better position and generation of better income.

For the admitted and un eligible students, the dashboard provides both the information tabularly and diagrammatically by utilizing the controller as have said earlier.

Secondly, the total tuition fee, the total funding fee and the sum of total funding and tuition fee are displayed by the dashboard. And they are grouped by the race for the organizers and Admission officer to view.

To view the cleaned data and others, 3 icons are displayed on the left side of the dashboard which are linked with their hyperlinks.

In addition, these are the key area to focus on to improve the growth and the development of the MBA Program base on the insight driven from the data given.

• Strengthening Marketing and Outreach

Targeted Campaigns: Develop specific marketing campaigns aimed at prospective students in emerging markets and industries.

Digital Presence: Enhance the online presence through SEO, engaging content, and targeted ads on social media platforms.

Alumni Engagement: Leverage successful alumni to share their stories and experiences, encouraging potential applicants.

• Enhancing Program Offerings

Specialized Tracks: Introduce specialized MBA tracks in areas like sustainability, technology, and entrepreneurship aside from the present ones like humanities,stems and business to meet evolving market demands.

Flexible Learning Options: Offer hybrid models that combine online and in-person learning, accommodating various lifestyles and preferences.

• Streamlined Applications: Simplify the application process to make it more user-friendly while maintaining rigorous standards

• Early Engagement: Implement pre-application advising sessions to help prospective students navigate requirements and prepare strong applications.

• Fostering Diversity and Inclusion

Scholarship Programs: Increase funding for scholarships aimed at underrepresented groups, making the program more accessible.

Community Partnerships: Collaborate with organizations that support diverse talent to promote the program and provide mentorship.

• Emphasizing Career Support

Robust Career Services: Enhance career services by offering tailored coaching, workshops, and networking opportunities with industry leaders.

Internship Opportunities: Build partnerships with companies to secure internships and experiential learning opportunities for students.

**Conclusion**

To ensure the growth and success of the MBA admission program for 2025, it is crucial to adopt a multifaceted approach. By enhancing marketing strategies, diversifying program offerings, streamlining application processes, promoting inclusivity, and providing robust career support, we can attract a vibrant and diverse cohort of students. Implementing these strategies will position the program as a leader in business education and meet the needs of future business leaders.