

# AI vs. The MBA: The Reinvention of Business Education

## The AI Disruption

**40% Higher Quality Work with AI**

A BCG study found consultants using GPT-4 completed tasks 25% faster with superior results.

## Knowledge is Becoming a Commodity

AI's ability to generate sophisticated financial models and strategic plans devalues traditional knowledge transfer.

## Degrees are Losing Signal Strength

Employers increasingly use work samples and simulations instead of relying solely on degree prestige.

## The Reinvention

### Focus on What AI Can't Do

Shift curriculum to develop causal reasoning, contextual judgment, and ethical navigation skills.

### Use AI as a Learning Partner

Have students critique AI-generated analyses to build critical thinking and evaluation skills.

### Prioritize Real-World Experience

Emphasize immersive consulting projects and venture-building to develop skills through practice.

