

## Why an MBA On-Campus at Thomas College

[Music]

We have faculty that are credentialed, for example, in AI. We have one faculty member that is on the statewide AI task force and what we do is we weave that into our program so it's rubriced.

So, students have to demonstrate that they're able to use AI in order to do a thorough analysis of the market and so, in the marketplace, you know things can be reverse engineered using AI. They can be mapped. And what students are asked to do is exploit that, look for the opportunities for innovation and improvement, and put those in a business plan.

The program itself is designed to be a plus one, if you will, meaning that you have an academic degree at the baccalaureate level and now you're going to achieve a master's degree in a year. That's difficult to do and there are, but we put that together and make sure that students are able to do it.

[Music]