

AACSB Insights: Business Education Gets More Specialized

June 11, 2026



[Paulo Goes](#), Dean and Debra and Rick Rees Professor of Management, was interviewed by [AACSB Insights](#) for a story about the growth of specialized master's programs in business.

Paulo Goes is the dean of [Tulane University's A. B. Freeman School of Business](#), and he has seen the specialization boom firsthand.

"This cycle alone, we've had a 50 percent year-over-year increase in confirmed students for our specialized programs in finance, energy, and business analytics and AI," he reveals.

“We’re continuing to see strong interest in our Master of Finance, Master of Business Analytics and AI, and Master of Management in Energy program[s]. I think it’s because they align closely with workforce demand and reflect the industries that are driving growth both regionally and globally.”

To read the article in its entirety, visit [aacsb.edu](https://www.aacsb.edu):

<https://www.aacsb.edu/insights/articles/2026/06/business-education-gets-more-specialized>