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/insights/articles/2026/06/business-education-gets-more-specialized