



2025 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

The MBA Difference
Canada's Leading Business Education Pathways

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As business challenges grow more complex, today's MBA programs are evolving to meet the moment — equipping students with the tools, insights, and agility needed to lead in a rapidly changing world. This special feature will explore how Canada's top business schools are preparing future leaders through flexible formats, real-world experiences, and industry-relevant curriculum that goes beyond the classroom.

- Proposed topic highlights:**
- Flexible Pathways:** How fast-track, part-time, and executive MBAs are meeting students where they are in their careers.
 - Purpose-Driven Curriculum:** Why topics like ESG, entrepreneurship, and global business are critical to modern leadership.
 - Beyond the Classroom:** How mentorship, career services, alumni networks, and global immersions help MBAs thrive.
 - Experiential Learning:** The value of internships, consulting projects, and cross-disciplinary collaboration.
 - Tech & Data Fluency:** How schools are embedding AI, analytics, and innovation into their core curriculum.

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48%
More likely to be from high-income (\$200K+) households with children under 18.

44%
More likely to be highly educated (3.4M have a university degree or higher).

31%
More likely to have donated to educational organizations.

Print/Digital Weekly Readers – **5,286,000**
Print Weekly Readers – **2,417,000** | Digital Weekly Readers – **3,636,000**

Source: Vividata SCC Fall, 2024, National, Adults 18+

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August 7	September 18	September 25