



“MBA学位能让我成为出色的职业经理人吗？”

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如今无论在中国、美国还是欧洲，很多往届和应届的大学毕业生都愿意攻读MBA学位。MBA证书被视为致富道路上的通行证，它可以让人成为企业高管甚至首席执行官，它还被视作进入那些薪酬水平和事业前景都属一流的公司的门票。那么，这些想法靠谱吗？

MBA 学位的优势和劣势

MBA学位带来的绝佳优势包括：

1. 通晓商业知识，明白估值、市场营销、资本成本和金融等不同环节彼此是如何联系在一起的；
2. 获得金融、市场营销和管理类的专业知识；



你的理想生活是什么样的？如果你想在大公司工作，攻读MBA可能是明智之选，但如果你想把这些知识用在小公司的职场上，那可不是什么正确选择。

3. 从教授们那里学习世界一流大公司的运作方式；

4. 在校友间建立人脉关系，从中找到一些可能日后对自己有帮助的人。

但MBA学位也会给学子们带来一些他们闻所未闻但的确值得注意的劣势，主要包括：

1. 教授们教的都是如何管理大公司，而不是如何经营小公司；

2. 这个学习过程教授的是如何在一家发展成熟的公司里工作，而不是教你怎么去创业；

3. 你在课堂上学到的那些知识在大公司中几乎没有用武之地，在管理小公司或自主创业过程中更用不上；

4. 你学到的是技能而不是行为方式，而后者才是具备领导才能的关键因素。所以，即便你掌握了一些管理学知识，但在实战中还是不知道如何领导团队；

5. 你在学校学习的是财务管理而不是创新创业，以至于搞不清财务素养与商业智慧的区别。MBA毕业生因此会犯下的致命错误，我们已经透过美国的金融危机看到了。

那么，该不该去读MBA呢？以下这些分析和建议可供你参考。

你想在什么样规模的公司工作，或者想自己创业？

你的理想生活是什么样的？当然，你可能不知道，但有些人知道。即使你以前不知道，但当你找工作时，就应该想想自己真正想要一个什么样的工作环境。你想在大公司工作还是在小公司工作，或者想自己经营公司？选择不同，需要考虑的东西也是不同的。

如果你想在在大公司工作，攻读MBA可能是明智之选。它能让你掌握在大公司中通行的纪律和常识，会教你大公司的管理文化以及它们思考问题的方式。你还能学到许多在大公司中生存的秘诀，比如如何获得提升。

但如果你想把这些知识用在小公司的职场上，那可不是什么正确选择。商学院教你的那些知识和技能很难甚至完全不可能用来管理小公司。因为在在大公司里你只是团队的一部分，只参与部分决策；而在小公司里，你往往要完全靠自己做决策。当然，如果你已经把自己的小生意发展成大公司，MBA学位还是有用的，但这种情况并不多见。

在大公司里，每个人都有自己的特定角色和履行的职责。如果你身处市场营销部门，就不必去做财务和产品类的工作，所以你不会想到要去成为一个处事灵活的多面手。但是在小公司，你可能必须承担多种工作，这会形成一种完全不同的心理模式。从大公司跳槽到小公司的人，往往正是因为这个原因导致事业发展不顺。

要是原本在大公司工作的你想自己创业，情况会比跳槽到小公司更糟。在大公司工作必须遵守公司规定，就像军人必须遵守部队条例一样。在这

种情况下,你已经习惯了事事都要唯上司的马首是瞻。而这种习惯对创业来说是致命的,因为创业者通常都不按常理出牌,他们会按自己的想法自行其是。如果由于某种原因你不得不离开大公司自己创业,这两种行为习惯之间的巨大落差很可能导致你创业失败。

在大公司工作和自己创业差别巨大,你很可能因此失败。当然,并非没人能跨过这道槛儿,有个别天赋异禀者能成功,但你很可能不是他们中的一员。

你想做老板、高管还是职员?

另一个大问题在于,你是想当老板、当高级经理人还是仅仅只想做一个职员呢?年轻的时候你可能会说你就想做CEO,除此之外别无他想,但大多数人都当不上CEO,而且即便能当上也干不长。

就算你是CEO,你也不是企业的主人,老板另有其人。做企业高管(包括CEO)与做企业老板差异巨大,不同角色的心理状态完全不同。作为老板,你是在为自己工作,所以会很在乎自己正在做的事。而作为一名高管,你可能在乎也可能并不在乎,而且就算你在乎,在乎的程度大抵也赶不上老板。

作为老板,你必须亲自解决很多棘手的问题,但与此同时,你也能做自己的主并且能挣到更多钱(虽然真能赚大钱的老板并不多)。很多人之所选择做老板,通常是因为他们更看重独立性,这样他们就不必像那些大公司里的人一样循规蹈矩。当老板的另一个好处是不会遭到解雇,而身为职员,哪怕是高管甚或CEO,都有可能被解雇。老板还能自作主张,不受公司中他人的左右。

当然,作为老板,企业经营失败也就意味着失业。所以你得好好想想自己究竟想成为哪个角色。大多数想当老板的人都不愿意当职员,尤其在大公司里当职员。对这样的人来说,攻读MBA学位只是在浪费时间。

当然,大多数人并不认为做职员是自己人生中的理想状态,社会舆论让人们觉得做老板或高管才是最佳选择。但这对你来说这通常不是最佳之选,因为也许你不喜欢承担责任,或者也许你已经成家,照顾孩子占去了你的大部分时间,已无暇他顾。在这些情况下,攻读MBA学位都是在浪费时间,有那工夫你还不如研究一下如何装修房子。

大多数想当老板的人都不愿意当职员,尤其在大公司里当职员。对这样的人来说,攻读MBA学位只是在浪费时间。

做个发明家、操作员或工匠怎么样?

很有可能你既不想当老板、高管,也不想当职员,因为觉得这些角色或职位都很无趣。比如很多IT专业出身的人就不愿意当经理人,因为他们喜欢编程,不喜欢承担高管和老板们要承担的那些职责,他们既不想为支付账单而操心,也不想管理那些桀骜不驯的员工。

像这类人一般会成为发明家、操作工或工匠。那些成为工匠的人,他有可能真是喜欢动手制作家具或珠宝这类东西;操作工是指那些操作机器的人,有些人可能会觉得这工作很枯燥,但也有人喜欢做这些事,要么是因为他们喜欢做这种一成不变的工作,要么是他们想把更多精力留给自己的家庭或业余爱好。也许他们业余时间在当地篮球队做教练,而且把大部分个人精力都放在了这上面。这是一种于社会有益的状态,对于做出如此选择而不是立志成为一名前途远大的企业高管的人,我们应当给予充分的尊重。

有些人会在拿到MBA学位后才发现,他们其实更想成为一个发明家、操作工或是匠人。我就认识一些拥有MBA或博士学位的人,他们厌烦了大公司的工作,也不想创业,就想当一个自己动手制售物件的工匠。他们只是出于喜欢才做这种工作,不但能以此赚钱谋生,而且能保持独立性,还不会被解雇。像这样的人,就应该去技校或设计学校学习,而不是考商学院。

听说过“事业天花板”吗?

山峰,如你所知,是山的最高处。身为MBA毕业生,大多数人都会把成为CEO作为自己事业的顶



级目标。当然，绝大多数人都无法实现这个目标。

他们中的很多人还是能成为企业高管，但这也就做到极限了，他们在事业上不可能再更进一步。这种现象在美国十分普遍，在中国也越来越常见。这类人在公司里已经没有更好的事业前景，因为下面的那些职位比较低的年轻人，比他们更聪明能干，要求的报酬更低，这有利于降低公司成本。

随着年龄渐长，许多高管都会面临事业的“天花板”。年轻时他们并不会考虑这个问题，因为那时他们根本意识不到这一点。但当你有了MBA学位和丰富的大企业工作经验后，面对“事业天花板”时该怎么办呢？其他公司也不想聘用你，它们想用那些更年轻能干的人，他们还有发展空间。此时，MBA学位也帮不了你。

学个别的专业怎么样？

如何成为一名出色的企业管理者呢？如果你想自己创业或是做点小生意，“创业学”这个专业更适合你。我不知道中国的大学里是否开设了这类课程，而美国的很多大学都有。因为它们意识到，对于那些不想在大公司里工作或是想自己开公司的人来说，攻读这种学位是更好的选择。

美国社会非常重视创新和自主创业，虽然多数人与此无关，但也有很多人会选择创业，其中有些人挣了大钱并成为行业中的佼佼者。这种事同样会发生在中国，但也可能不那么容易。中国正在大力倡导自主创新，创业学学位能让你为之贡献更多，从而帮助国家更有效地与美国竞争。

不过，创业学虽有用，也大可不必囿于此。如果你想创办一个创新型小企业，何必非要去攻读

创业学呢，何不去读一个纳米科学的学位或是读一个两年的医疗设备专业之后就去创业呢？即便根本不读学位也行啊！

在美国，有一个鼓励某些年轻人离开大学去创业的项目。在该项目中，著名的创新者、贝宝公司（Paypal）的联合创始人皮特·泰尔（Peter Thiel），为达到一定条件的愿意休学创业的大学生提供经济资助。而很多著名公司的创始人，比如史蒂夫·乔布斯，以及谷歌公司的创建者们，都没有MBA学位，他们中的很多人甚至都没上过大学。

在美国，这种项目正在得到发展。其支持者认为，对某些人——当然不是大多数人，更不是所有人——来说，与其去读一个学位（包括MBA）还不如直接找份工作或是自己创业，因为这类人必须在实践中才能学习。这个主张的理由是，与进各类学校学习相比，有些人在现实的工作实践中能学的更快更好。对这些人来说，到大学里听那些从来没有创业或开公司经历的教授讲课纯属浪费时间，因为他们只是以一个旁观者的角度研究如何办公司，并没有实践经验。

究竟何去何从？

以上说了这么多，并不意味着MBA学位毫无价值。有时候，它非常有用且价值非凡，它能帮助你在职业生涯中有所成就。但同时你必须牢记，MBA课程的研究对象是大公司，尤其是上市公司。如果你的兴趣不在于此，那对你而言MBA学位可能就没什么用了。而且一般来说，如果你真想学习如何管理大公司，自己看些书或学个在线课程中同样能达到目的，大学并不是唯一的和最好的学习渠道。

对多数情况下的多数人来说，MBA学位并不那么有用。读还是不读，还是要三思后再决定。主要是你得先明确自己的生活目标，然后才能做出真正正确的决定。

一个人想法和观点会随着年龄和阅历的增加而发生变化，正如前文所说，除了读MBA，生活中还有各种各样的方向可以选择，而且这些其他的方向可能更适合你。即便你立志当一名优秀的职业经理人，除了读MBA，也还有其他很多更加行之有效的办法助你成功。🔴

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“Will an MBA Make me a Better Manager?”

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These days, it doesn't matter if you are in the China, the US or Europe, many new and old graduates decide they want to study for an MBA. An MBA is seen as a path to riches, to becoming a senior and successful executive and hopefully a CEO. It is seen as being the ticket to get into the very best companies paying the most money and with the best prospects. How true is this picture?

Advantages of an MBA

There are some compelling advantages of having an MBA. These include:

1. An understanding of business and how its various parts such as valuation, marketing, cost of capital and finance all link together
2. Gaining a knowledge of specialized techniques such as in finance, marketing and management
3. Being taught by professors who know big and famous companies very well and understand how they work
4. Building a network amongst the alumni who can help you in later life

But there are several significant disadvantages which intending students rarely hear about. These include:

1. They teach you how to operate in large companies, not small companies
2. They teach you how to work in an already-existing business, not how to start one
3. You are learning from academics that have rarely worked in a large company and almost never worked in a small company or started one themselves
4. You are taught skills, not behaviors, a key factor in leadership, so you don't really know how to lead, even if you get some knowledge of how to manage
5. You learn how to manipulate financials, not to innovate and create a new business so you usually confuse financial qualifications with business acumen, often a fatal mistake for MBAs as we saw in the US financial crisis.

So here are a few tips on whether or not you should choose to do an MBA:

You Want Big Company, Entrepreneur or Small Business?

What do you think you want to in life? Of course, you might not know. But some people do. Even if you don't, you should be thinking about the sort of environment you want to work in if you are going into business. Do you want to work in a large company, a small company, or even start your own company? In each case you will need to think differently.

If you want to be in large companies, then an MBA is probably a wise choice. It will teach you about the disciplines and knowledge that large companies habitually use. It will reveal their management cultures to you and teach you how they think. It will sensitize you to the factors that lead to promotion or otherwise.

But it's these very factors that will probably be a bad choice if you want to be in small business. Sure, if you ever make your small business into a large company, then the MBA could be very useful. But that's highly unlikely to happen. And the skills and disciplines they teach you in business school usually don't translate well or at all to small business.

That's at least partly due to the fact that in a large company you always work as part of teams and you make decisions also as part of teams. In small companies that is rarely the case; usually you are on your own.

And in large companies everyone has their own particular function and role; if you are in marketing you don't have to do finance or product stuff. So you never think in terms of being flexible or multi-skilled. But in small companies the chances are that you have to do everything. It's a completely different mindset. When people from large companies go to small companies they frequently fail for that very reason.

If you want to be an entrepreneur things get even worse. Entrepreneurs usually don't like taking orders and they want to do their own thing in their own way. If you are in a large company you have to take orders; it's like the military. So you are used to not making decisions, or only making decisions if you get approval first.

That's anathema to an entrepreneur. If you ever have to start your own company, the difference between having been in a large company and a startup will be so huge that you will probably fail. That's not to say that some people can't do this; a few very talented people do this, but it's likely that this is not you.

Owner/Employee/Executive?

Here's another big set of issues. Do you want to be an owner, an executive (non-owner) or just an employee? Of course when you are young you want to say that you just want to be the CEO and nothing else. But most people never become the CEO, or if they do, they are not in the role for very long.

And even if you are the CEO, that doesn't mean you are the owner. That might be someone else. There's a huge gulf between being an executive, including a CEO, who isn't an owner and being the owner himself. The mindset is completely different. As an owner you are working for yourself and you really care. As an executive you may or may not care. Even if you care, you almost certainly won't care as much as if you were the owner.

It's much trickier to be an owner but you have independence and you can make a lot more money (although most owners never make much money). The reason people become owners is usually that they value the independence; they don't have to obey orders like you do in the big corporations.

Also as an owner, usually you can't get fired, whereas as an employee, even if you are a senior executive or even the CEO, you can be fired. But you made the decisions yourself; no-one made the decision for you.

Of course, as an owner, if you run the business badly (or even well), the business might fail and then you are out of a job. So you have to decide what you want to do. Chances are that if you want to be an owner, then you don't want to be an employee, especially in a large company. In that case, having an MBA might be a waste of time for you.

What about just being an employee, not an executive or an owner? Of course most people don't start their life saying this is what they want. Mostly we are led to believe that being the boss or the owner is the best thing.

But often it's not the best thing for you. Maybe you don't like the responsibility. Maybe you have a family and kids and want to focus on them rather than someone else's business. In these cases, probably an MBA is a waste of time for you. You might be better off doing a course in interior decorating instead.

What about Being an Inventor/Operator/Craftsman?

There's also a chance that you don't want to be either an employee, executive or an owner because they mean being roles and positions that might be boring to you. For example there are many people who graduated in computer science who never want to become a manager. That's because they like programming, they don't like being a manager, and they don't want the responsibility that goes along with being an executive or an owner. They don't want to have to worry about paying bills or managing difficult people.

People like this often become inventors, operators or craftsmen. For example as a craftsman you might really love to make things with your hands such as furniture or jewelry. Operators means people who operate things like machinery. Sure some people think that's boring. But others like it since they like the routine, or they like to keep their mind free to think about other things such as their family, sports or hobbies. Maybe they coach the local basketball team and put most of their efforts into that. That's socially a very useful thing and we should not deprecate people when they do something like that instead of being a high-flying executive.

There are even MBAs who do the degree and then discover later in life that they prefer to be an inventor, operator, or craftsman. I know several people who have MBAs or PhDs who after having tried working in large companies and small business then decided to become craftsmen making things with their hands and selling them.

They simply like doing that. They can make enough money to live, and they are independent and can't get fired. People like that they might have been better attending a school of carpentry or design rather than a business school.

Have You Heard of Peaking Out?

A peak, as you will know, is the top of a mountain. When you do an MBA most people think that the peak is a CEO position. But of course, the vast majority of people won't get to that position.

Many of these people will get to senior executive position of course. But then a large proportion "peak out" That means they will never get any higher. In the US and increasingly in China, such people might not have any future in the company. There are younger people below them who might be smarter and more capable, and who might even require a lower salary and therefore cost less for the company.

Most executives peak out as they get older. When you are younger you don't think about that because you have never seen it. But what do you do when you have an MBA and a lot of big company experience, but you have peaked out? Other companies don't want you; they want younger more capable people who still have a future. You haven't been an entrepreneur, small business owner or even an operator. How will your MBA help you then?

How about Getting Another Type of Degree?

So what would make a person a better manager? Well, if you want to start your own company, or run a small business, it's likely that a degree in Entrepreneurship might be a better choice for you.

I don't know if any Chinese universities offer these courses, but in the US, numerous universities now do. This is because they have realized that this degree is often a better choice for people who don't want to go into a big company or who want to start their own company.

In the US, there's a heavy focus on innovation and starting your own company. Of course most people don't do that, but many people do and some of the ones who do make enormous amounts of money and become heroes in their own right. That happens in China too but probably less so. A degree in Entrepreneurship might help you contribute to developing the movement for indigenous innovation in China to help it compete more effectively against the US.

But why stop there? If you want to start a small innovative business, why do an Entrepreneurship at all? Why not do a degree in nano-science and a degree in entrepreneurship? Or do a 2 year degree in medical devices and start your own company? Or maybe no degree at all!

In the US there is now a movement to encourage some young people not to go to university but instead, start a company straight out of school. The famous US innovator, Peter Thiel, a co-founder of Paypal, offers scholarships to high school seniors as long as they don't go to university but instead start working immediately on starting up a new company. Many of the most famous company founders, such as Steve Jobs, or the Google founders, didn't have an MBA and many didn't even go to university.

In the US there is a growing movement that advocates that for some people – certainly not most or even all – they are better off not doing any degree at all, including an MBA and then just getting a proper job or immediately starting their own company. That is, they must learn from the job.

The big idea is that some people learn quicker and better from real-life experience than they do in school, college or university. For these people it's probably a waste of time to go to university to learn from professors who have never been in business or started a company, and who just study companies from the outside and have no real-life business experience.

What Does This Mean for Me?

None of this means that an MBA is not a useful or valuable degree. Sometimes it can be incredibly useful and valuable and help you get into a great career. But you have to remember that an MBA is about teaching about large companies, especially public companies.

If you are interested in anything else, an MBA is probably little or no use to you. In any case if you do want to learn more about large companies you can always read a book. Or do an online course. Universities are not always the only way or even the best way to learn.

An MBA is certainly not always and possibly not ever useful for most people at most times. Like everything else you have to evaluate the issue carefully. In particular you have to try to figure out what your goals are in life. Only then can you make a really good decision.

It's likely that as you grow older and get more knowledge and experience, your ideas and perspectives will change, possibly quite radically. As I have pointed out in this article there are several other directions you can take which you might prefer and which would be more useful to you and help you be a better manager in what you are doing than if you did an MBA.

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