Trends in Graduate Management Education

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Graduate Management Admission Council®
Introduction:
Graduate Management Admission Council®

International Association
For B-schools, by B-schools
• 200 member schools
• 25 countries

GMAC is known for:
• Discovering quality talent worldwide
• Research and market intelligence
• Professional development opportunities
Survey Research

mba.com Prospective Students Survey
40,000 global candidates

Alumni Perspectives Survey
7,000 alumni

Application Trends Survey
649 programs registered and reported data

Global Management Education Graduates Survey
156 schools registered, 5,000 grads responded

Corporate Recruiters Survey
1,500 employers in 57 countries
Trends in Management Education

- Growth
- Diversification
- Internationalization
A 21% increase in the number of programs receiving GMAT® Scores: 2007 to 2011

Source: GMAT Data
An 18% increase in GMAT® exams taken: 2007 to 2011

Source: GMAT Data
Increasing Global Demand for Higher Education
5-Year Trend

Source: GMAT Data
Current Market Pulse
Which Program Types Are Most Popular?

- FT2MBA: 46%
- FT1MBA: 42%
- PTMBA: 34%
- MS MGT: 24%
- FlexMBA: 21%
- MS FIN: 18%
- EMBA: 16%
- Online MBA: 14%
- MS ACCT: 14%

Source: mba.com Prospective Student Survey
Programs Considered
European Perspective

Source: mba.com Prospective Student Survey
Programs Considered: Central Asia

- FT2MBA 63%
- FT1MBA 61%
- PTMBA 11%
- MS MGT 26%
- FlexMBA 10%
- MS FIN 20%
- EMBA 28%
- Online MBA 5%
- MS ACCT 5%

Citizens of Central Asian Countries

Source: mba.com Prospective Student Survey
Programs Considered
Asia Pacific Perspective

Citizens of Asia Pacific Countries

Source: mba.com Prospective Student Survey
Programs Considered
United States Perspective

Source: mba.com Prospective Student Survey
Where Candidates Come From
Discovering Talent Worldwide

North America
123,869 Exams
48% of Global Total

Europe
24,298 (9%)

Mexico & Latin America
7,733 (3%)

Middle East & Africa
15,725 (6%)

Asia & the Pacific
86,567 (34%)

Globally
258,192 Exams Taken in TY2011

Source: GMAT Data
Declining Interest in US Study by Non-US Citizens

422,901 Score Reports sent by Non-US citizens

61% to United States
Proportion of Score Reports Sent to the United States in TY2011

Possible Explanations...
- GMAT Program Usage
- Government Initiatives
- Internationalization of Rankings

Source: GMAT Data
Top Global Study Destinations in TY2011

**Non-US b-schools** received 170,818 GMAT scores in TY 2011 = An increase of 91,185 scores or 115% from TY2001.

<table>
<thead>
<tr>
<th>Study Destination</th>
<th># of Scores Received</th>
<th>% of all Scores</th>
<th>Change from TY2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. United States</td>
<td>579,581</td>
<td>77.2%</td>
<td>-5.5%</td>
</tr>
<tr>
<td>2. United Kingdom</td>
<td>33,658</td>
<td>4.5%</td>
<td>1.1%</td>
</tr>
<tr>
<td>3. Canada</td>
<td>28,494</td>
<td>3.8%</td>
<td>0.4%</td>
</tr>
<tr>
<td>4. France</td>
<td>21,818</td>
<td>2.9%</td>
<td>0.9%</td>
</tr>
<tr>
<td>5. India</td>
<td>17,638</td>
<td>2.4%</td>
<td>0.6%</td>
</tr>
<tr>
<td>6. Singapore</td>
<td>11,613</td>
<td>1.5%</td>
<td>0.5%</td>
</tr>
<tr>
<td>7. Hong Kong SAR</td>
<td>9,016</td>
<td>1.2%</td>
<td>0.6%</td>
</tr>
<tr>
<td>8. Spain</td>
<td>6,277</td>
<td>0.8%</td>
<td>0.2%</td>
</tr>
<tr>
<td>9. Netherlands</td>
<td>6,276</td>
<td>0.8%</td>
<td>0.4%</td>
</tr>
<tr>
<td>10. Israel</td>
<td>5,530</td>
<td>0.7%</td>
<td>-0.3%</td>
</tr>
</tbody>
</table>

Source: GMAT Data
FOR MORE INFORMATION

Additional information can be found online at gmac.com/research

- Profile of GMAT® Candidates, 2007 - 2011
  gmac.com/Profile
- mba.com Prospective Students Survey Report
  gmac.com/ProspectiveStudents
- Application Trends Survey
  gmac.com/ApplicationTrends
- Global Management Education Graduate Survey
  gmac.com/GlobalGrads
- Alumni Perspectives Survey
  gmac.com/AlumniPerspective
- Corporate Recruiters Survey
  gmac.com/CorporateRecruiters

QUESTIONS?

For questions or comments regarding the data, findings, or methodology used in any of the surveys, please send an email to research@gmac.com.