



# 2009 GMAC Application Trends Survey Results: *US MBA Programs*

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**Graduate Management Admission Council®**

**CGS Graduate Education Research and Policy Forum**

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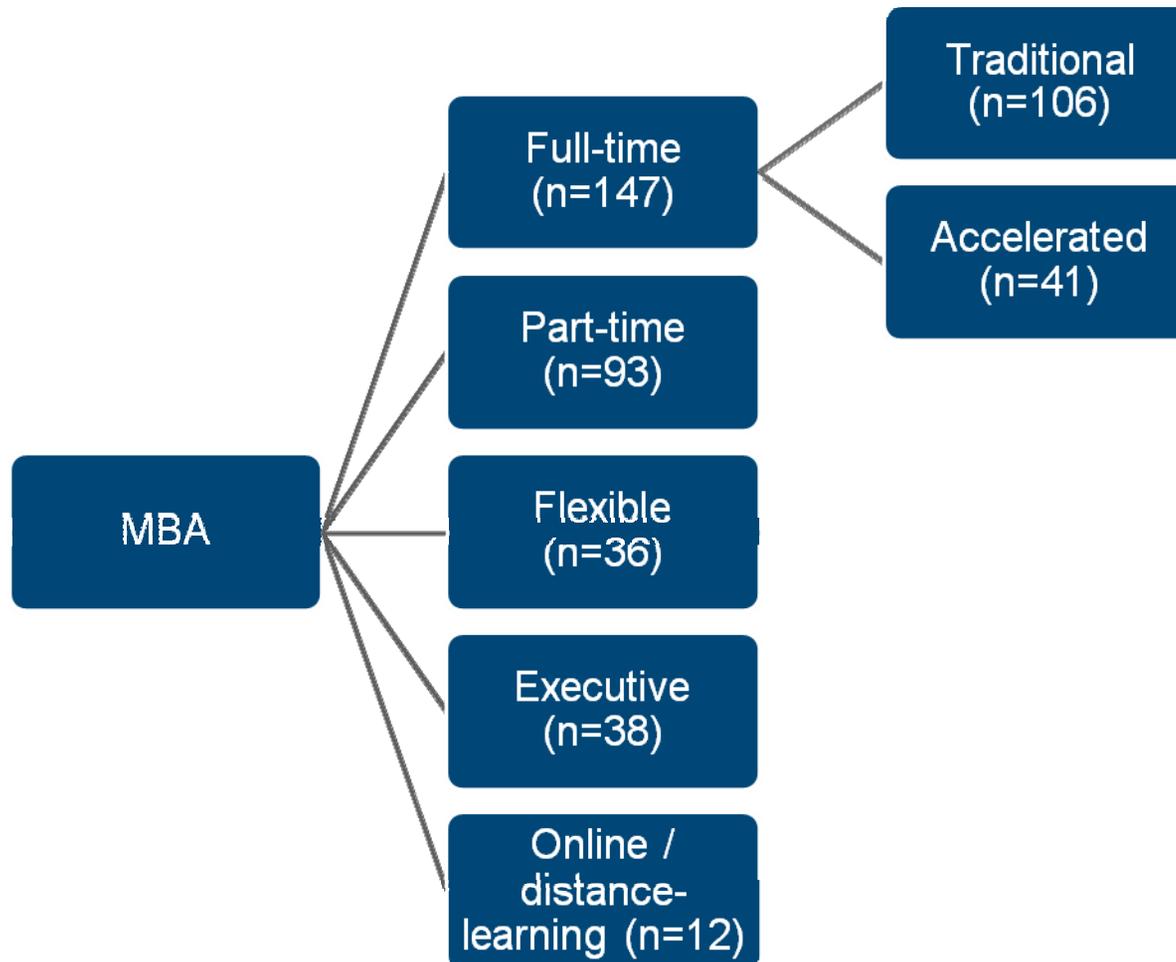
# About the survey

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- ◆ Survey of admission professionals
- ◆ Primary goal: provide statistics on demand for GME worldwide
- ◆ Scope:
  - Applications
  - Candidates
  - Recruitment and outreach
  - Marketing budgets
  - Scholarship funds
  - School and program demographic information
- ◆ Conducted since 2000. Data collected from June to early July.
- ◆ 667 programs/332 schools; 326 US MBA programs/217 schools
- ◆ Summary available at [www.gmac.com/ApplicationTrends](http://www.gmac.com/ApplicationTrends).

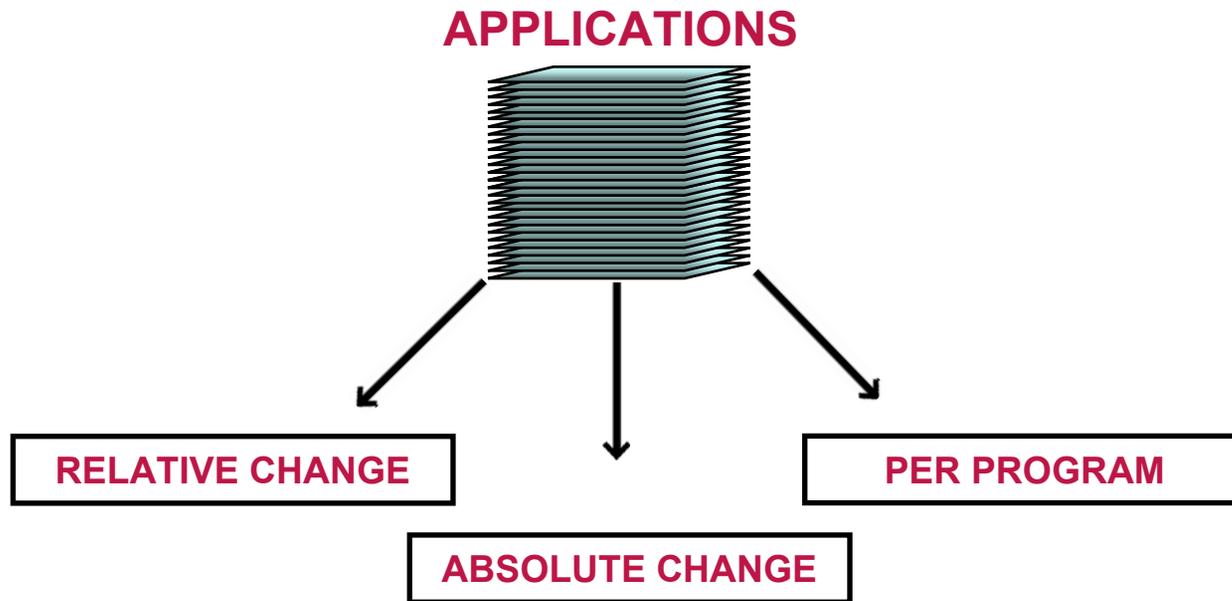
# Participating MBA programs

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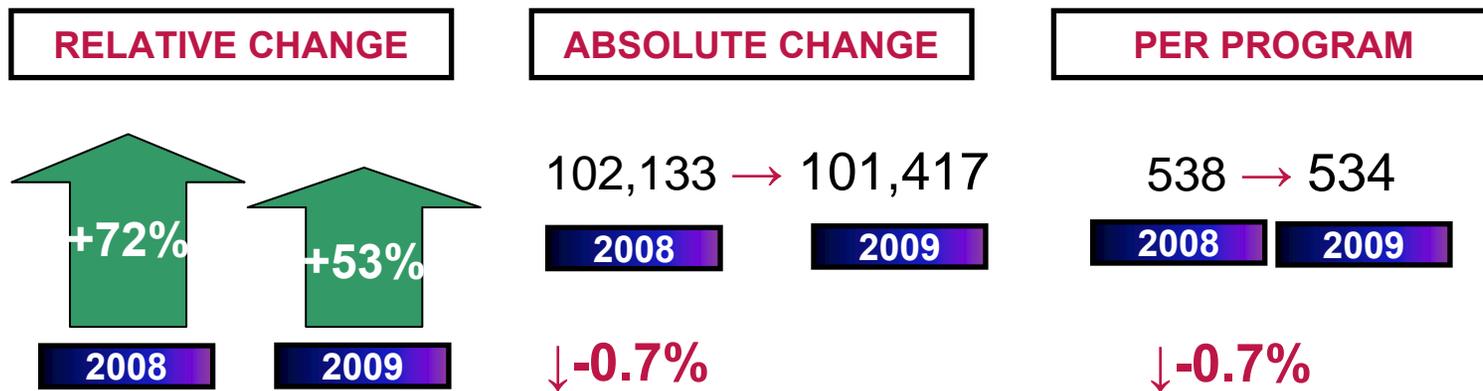
# Application volume in 3D

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# Applications: all MBA programs

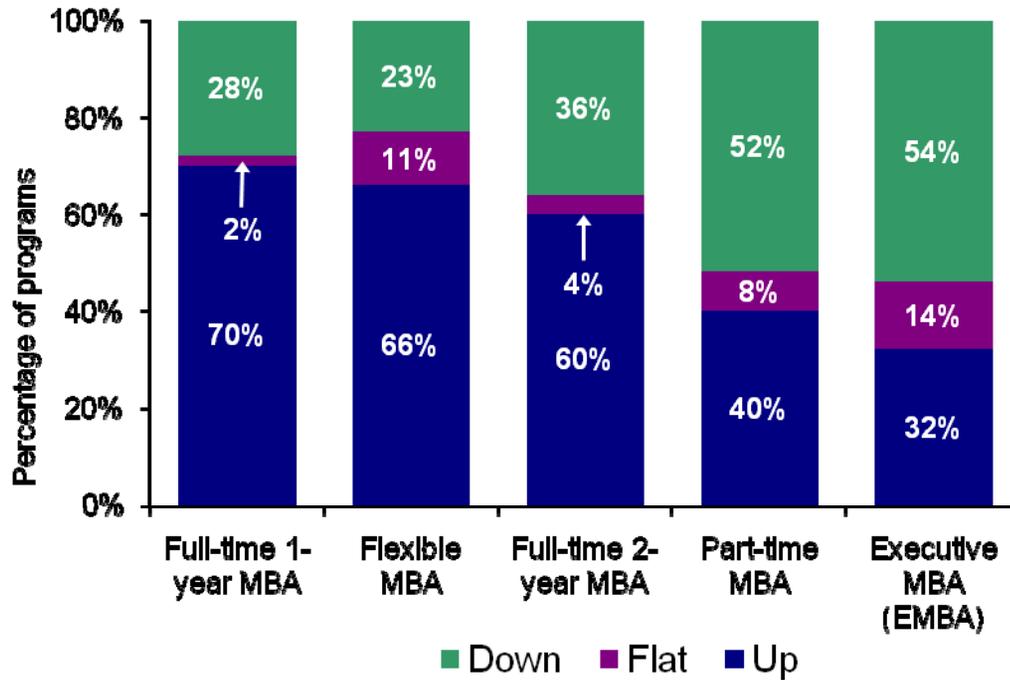
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N = 190 US MBA programs provided data both in 2008 and in 2009

# Applications by program type

Programs reporting change in application volume



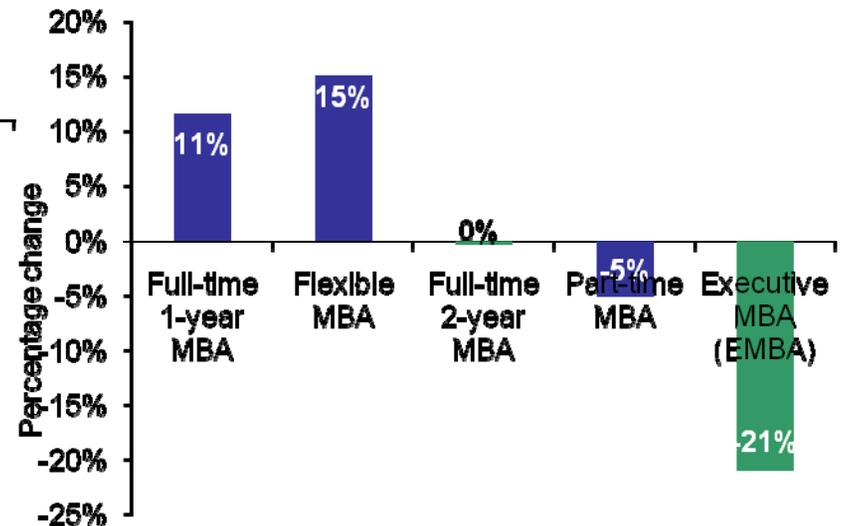
## STRONGEST

- Accelerated MBA
- Flexible MBA

## STRUGGLING

- EMBA
- PT MBA

% change in the number of applications



# Why application volume changes?

## TOP REASONS FOR INCREASE

- ◆ Economic conditions
- ◆ Marketing efforts
- ◆ Reputation, rankings

“Because of the financial crisis, more employees decide to go back to school to sharpen their skills in order to be more competitive in the future.”

## TOP REASONS FOR DECLINE

- ◆ Economic conditions
- ◆ Cost and financing
- ◆ Changes in admissions requirements

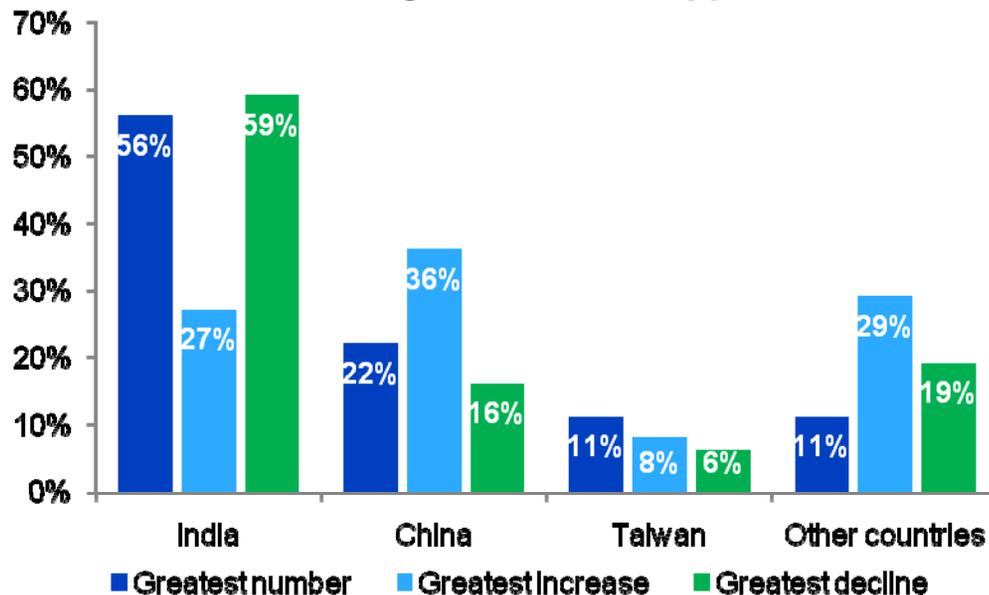
“Global crisis, applicants think twice before committing themselves with paying a program a significant amount of money.”

# US MBA program candidate profile

		Full-time	Part-time	Executive	Flexible (on-campus)
Gender (%)	Female	34	37	27	43
	Male	66	63	73	57
Citizenship (%)	Domestic	53	86	86	67
	Foreign	47	14	14	33
Applications submitted per applicant (mean #)		2.7	1.5	1.4	1.4

# International applicants: India & China

Foreign countries from which US MBA programs received the greatest number, the largest increase, and the largest decline in applications



## GMAT SCORES SENT IN 2004 FROM

1. India (20,084 / 41,018)
2. Taiwan
3. China (10,028 / 22,440)
4. South Korea
5. Japan

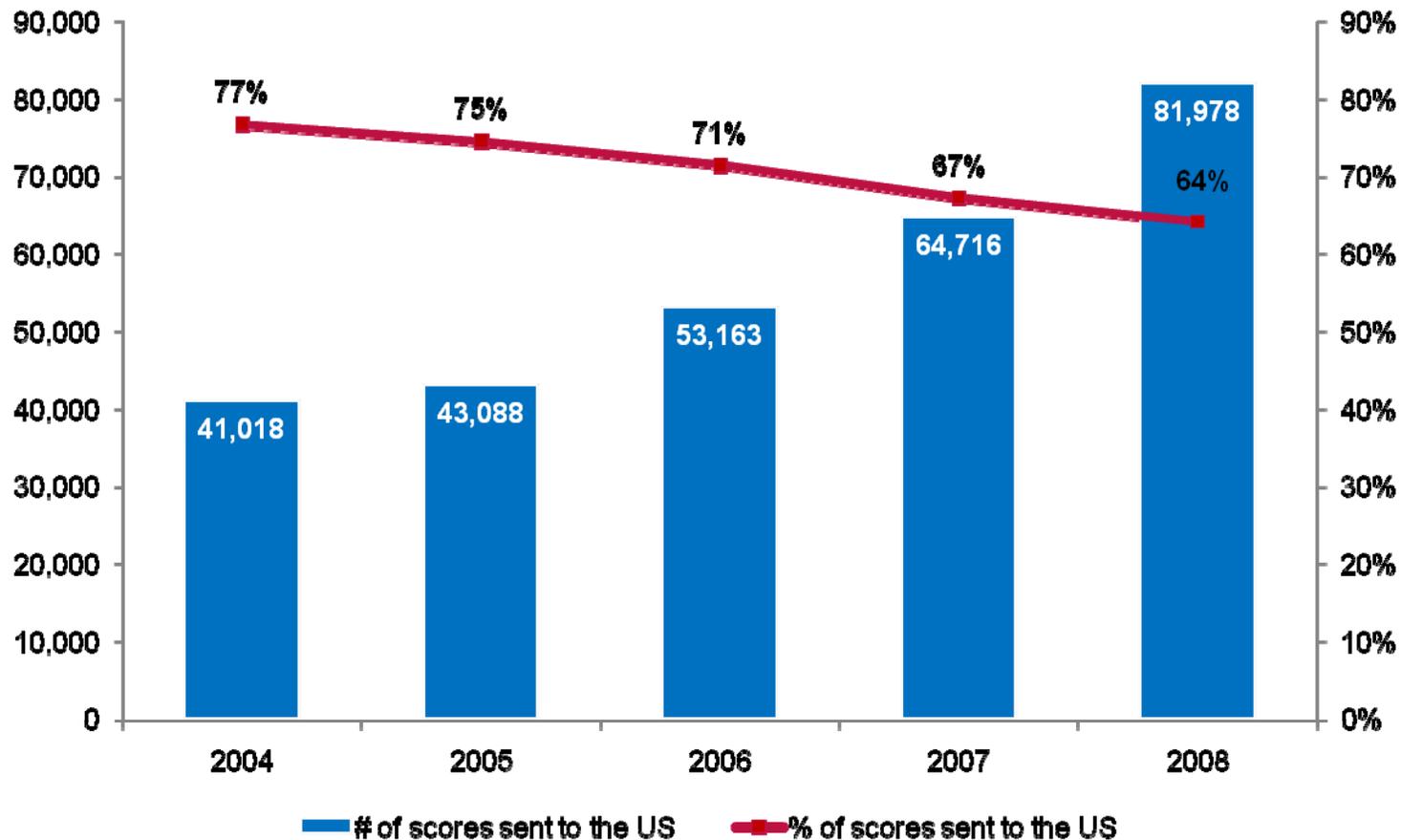


## GMAT SCORES SENT IN 2008 FROM

1. India (52,363 / 81,978)
2. China (35,670 / 50,358)
3. Taiwan
4. South Korea
5. Canada

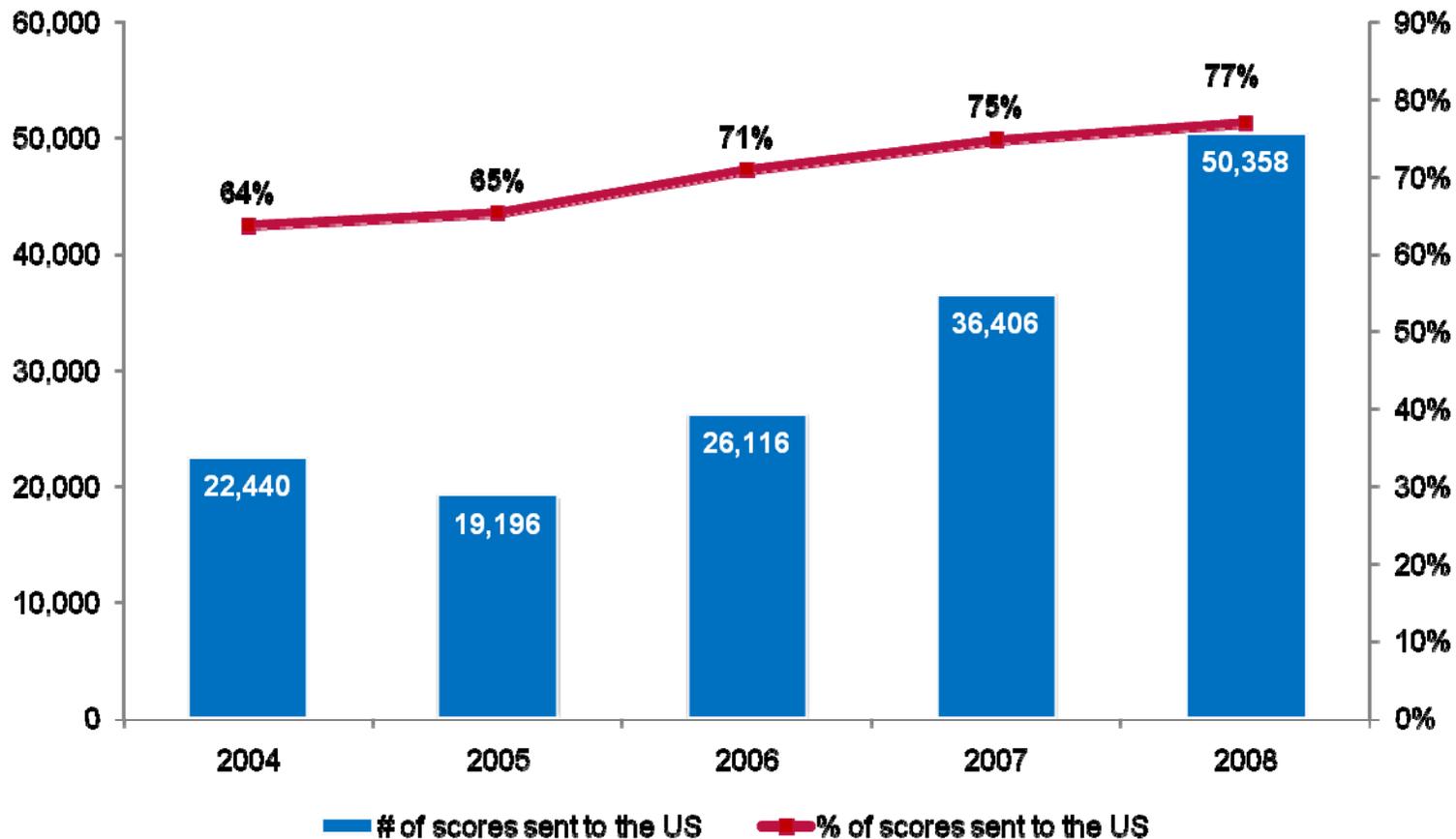
# India: relative and absolute change

GMAT scores sent to schools in the United States by Indian citizens



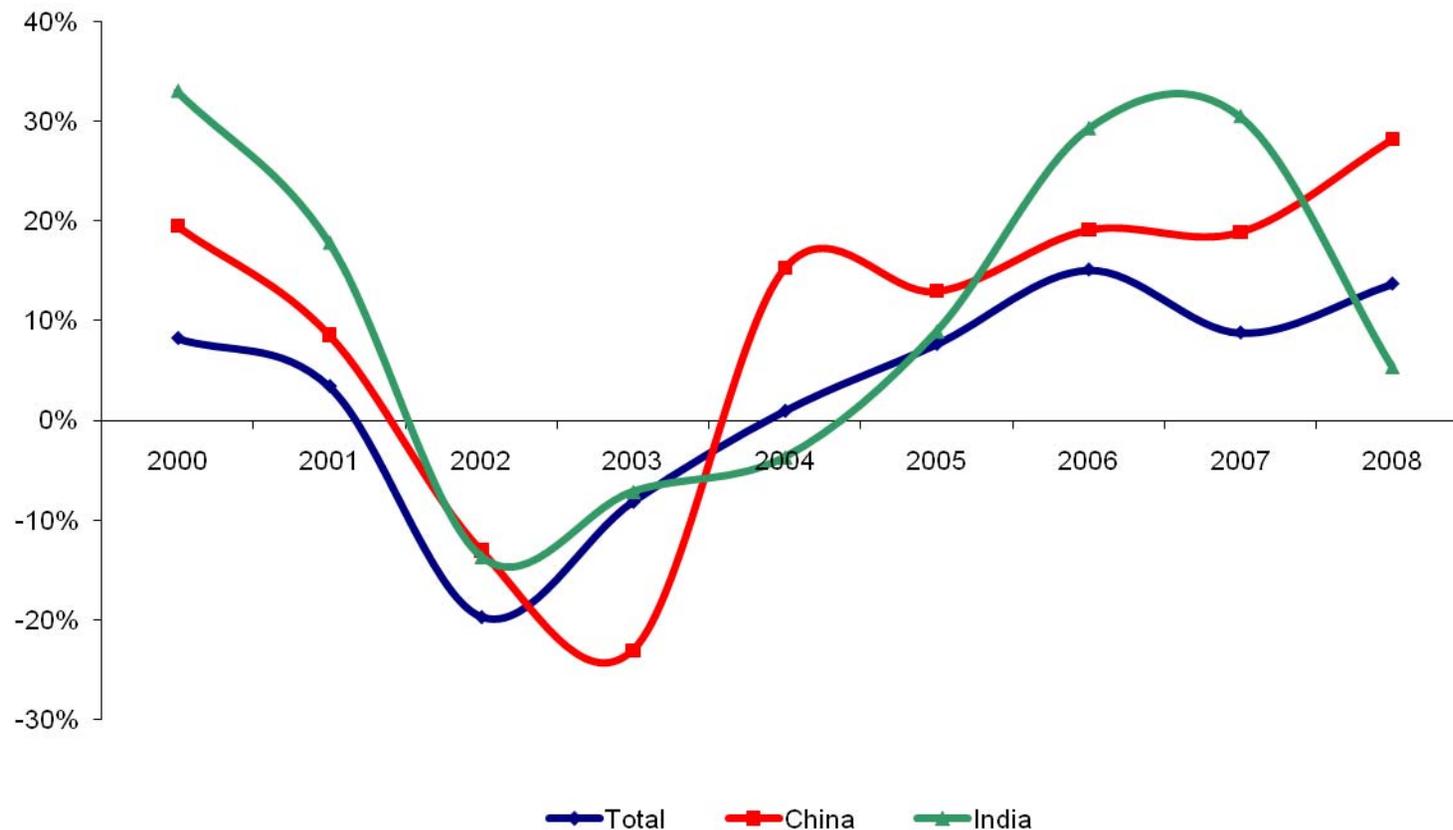
# China: relative & absolute change

GMAT scores sent to schools in the United States by Chinese citizens



# Student visas issued by United States

% change in the number of student visas issued by the U.S. Department of State, 2000-2008



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# Key observations

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## BROAD PICTURE

- ◆ Application trends vary by program type.
- ◆ Growth in volumes masks changes in share.
- ◆ Economy is a two-sided coin.

## SURVEY RESULTS

- ◆ Application growth moderated across most program types.
- ◆ Applications to accelerated full-time MBA programs are up.
- ◆ Applications to part-time and EMBA programs are down.
- ◆ In future, more applications from China and fewer from India.