

# Trends in Graduate Management Education

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Council of Graduate Schools  
Graduate Education Research & Policy Forum  
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# 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



**Application Trends Survey**  
649 programs registered and reported data

**Alumni Perspectives Survey**  
7,000 alumni



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



**Corporate Recruiters Survey**  
1,500 employers in 57 countries

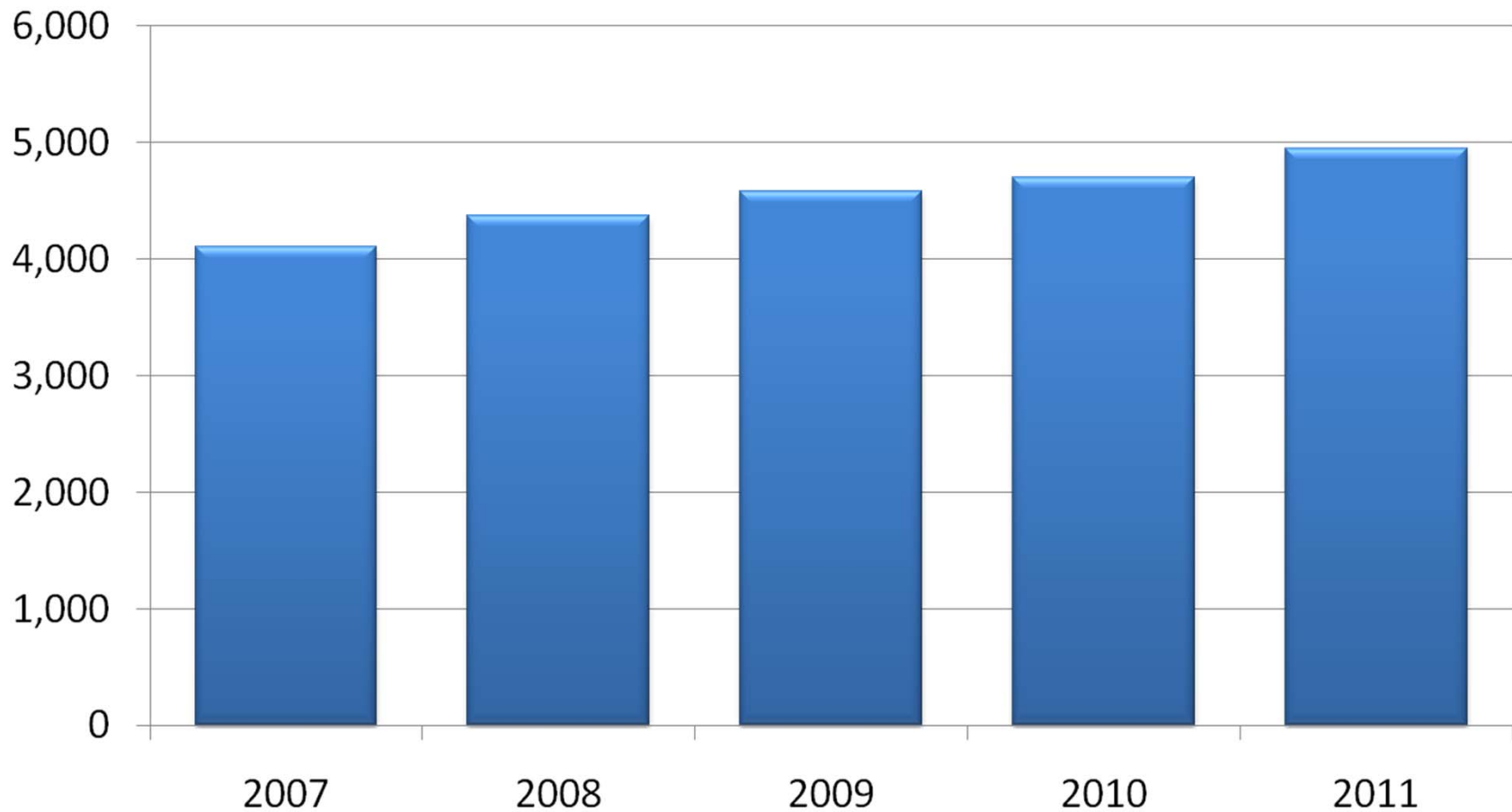


# Trends in Management Education

- Growth
- Diversification
- Internationalization



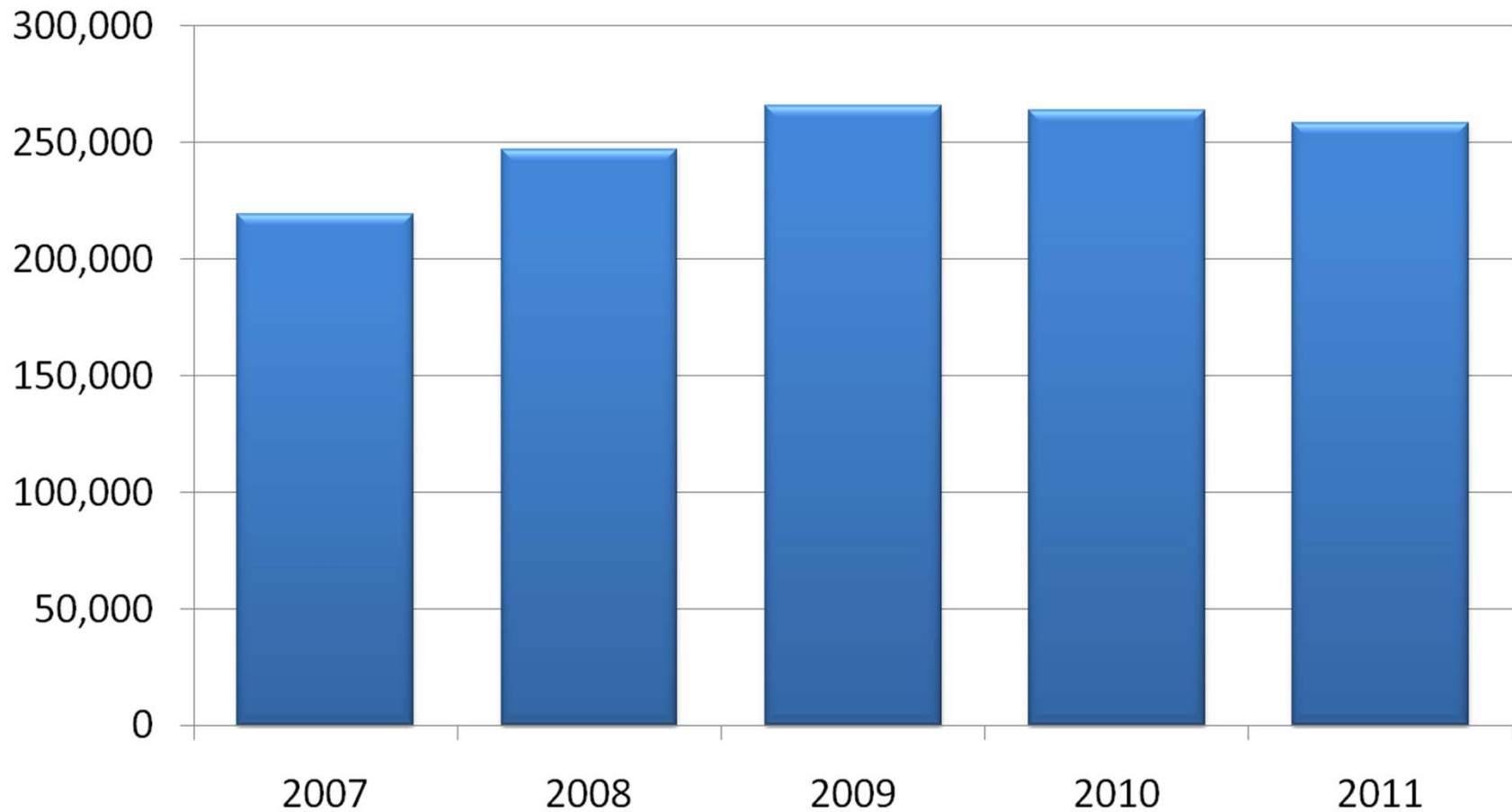
# A 21% increase in the number of programs receiving GMAT<sup>®</sup> Scores: 2007 to 2011



Source: GMAT Data



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



Source: GMAT Data



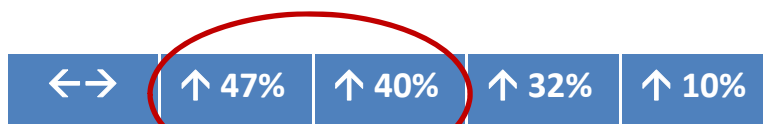
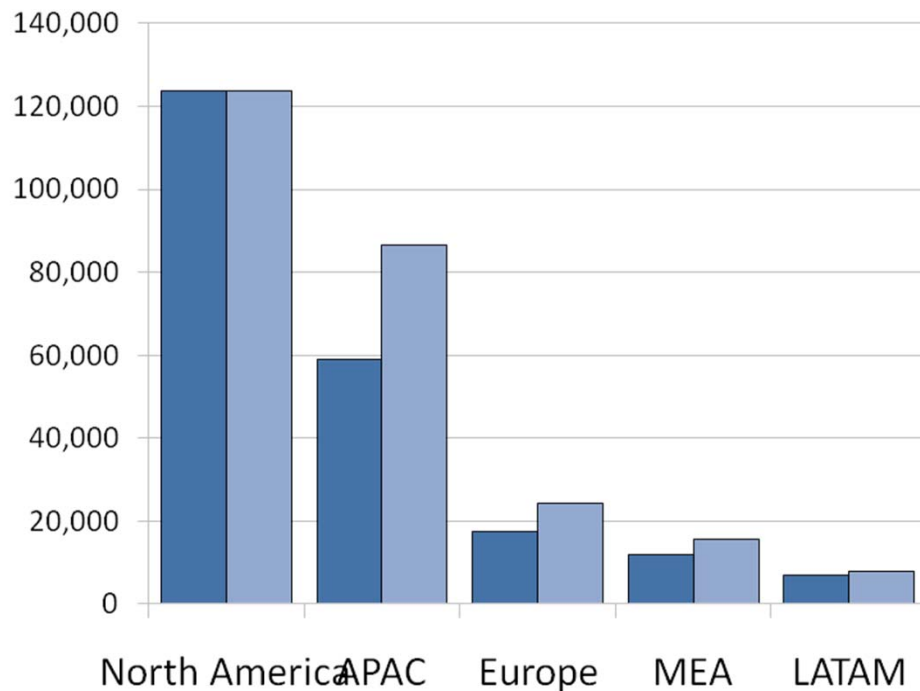
# Increasing Global Demand for Higher Education

## 5-Year Trend

### GMAT Exams Taken

Region of Citizenship

■ TY2007 ■ TY2011



Source: GMAT Data

### Growing Student Pipelines by Citizenship since TY2007

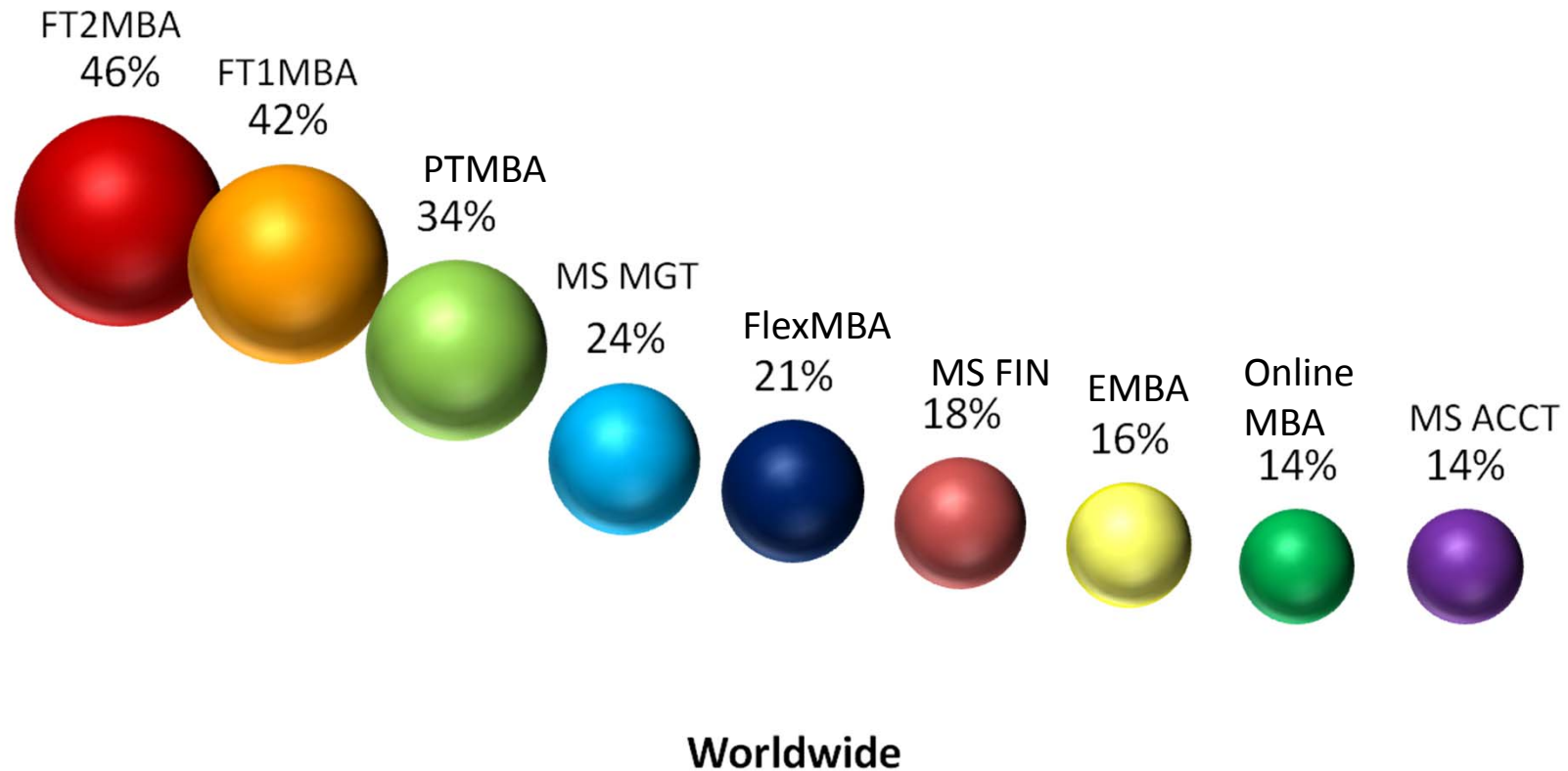
Citizenship	Increase in Volume of GMAT Exams Taken
China	+27,021
India	+3,913
France	+1,818
Germany	+1,804
Canada	+923
Russia	+707
Vietnam	+700
Italy	+542





# Current Market Pulse

## Which Program Types Are Most Popular?



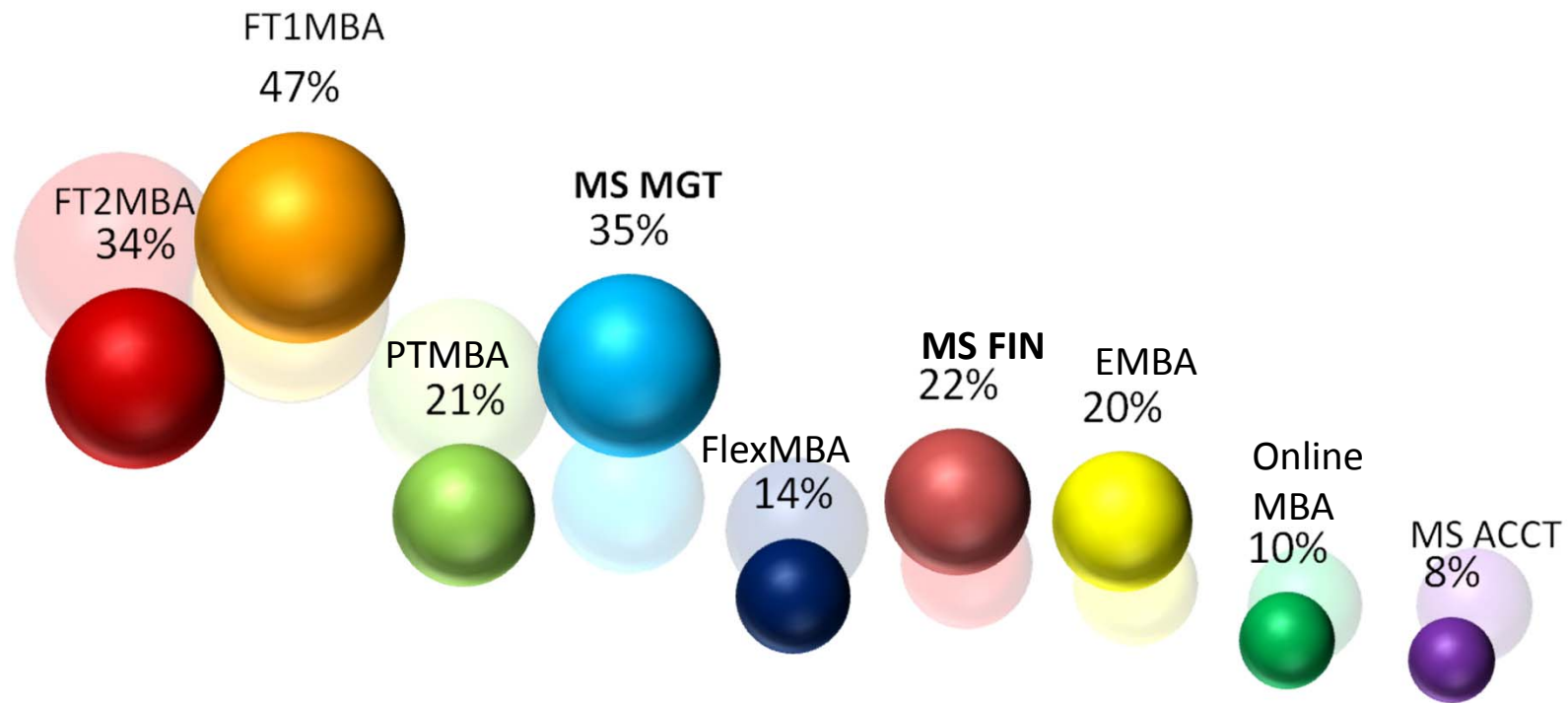
Source: mba.com Prospective Student Survey





# Programs Considered

## European Perspective



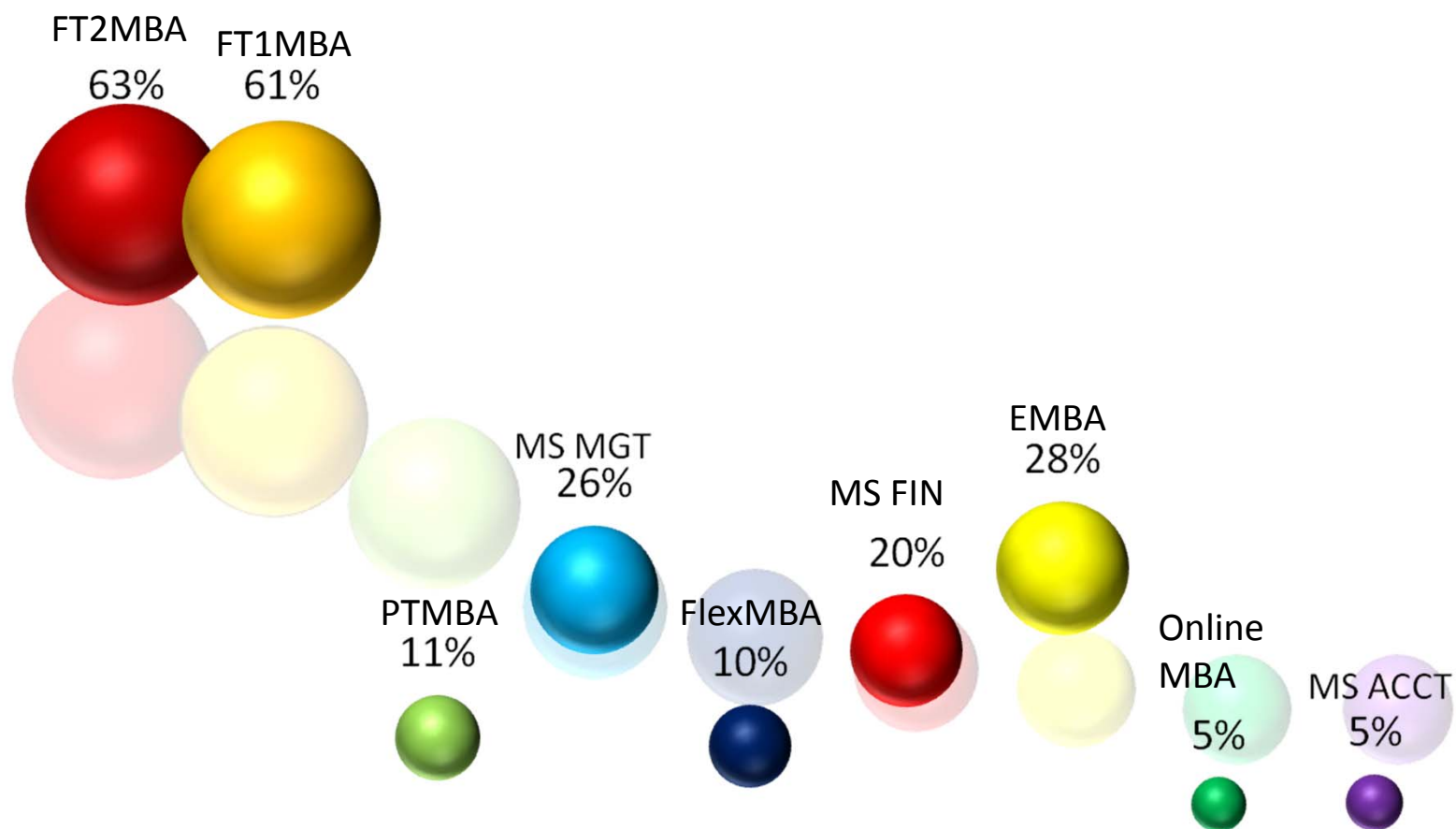
Citizens of European Countries

Source: mba.com Prospective Student Survey





# Programs Considered: Central Asia

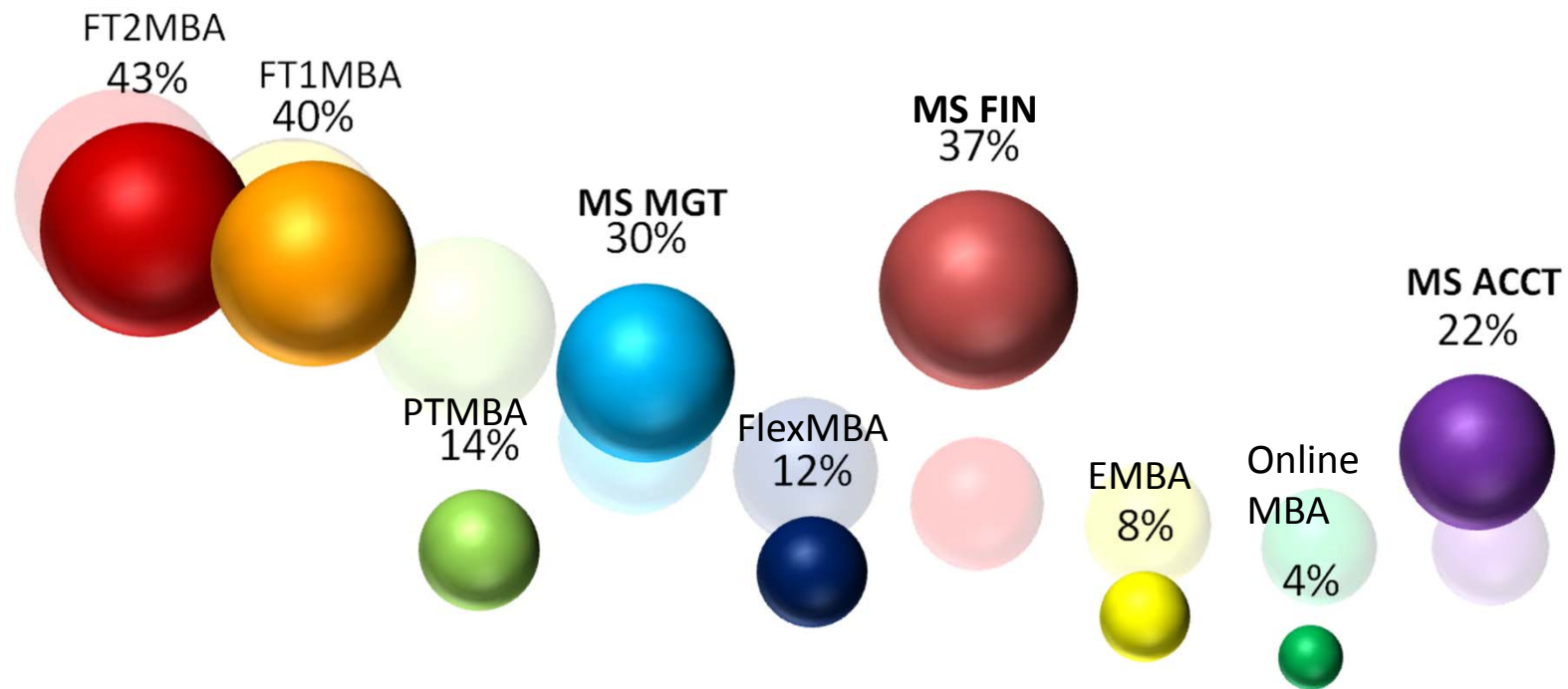


Citizens of Central Asian Countries



# Programs Considered

## Asia Pacific Perspective



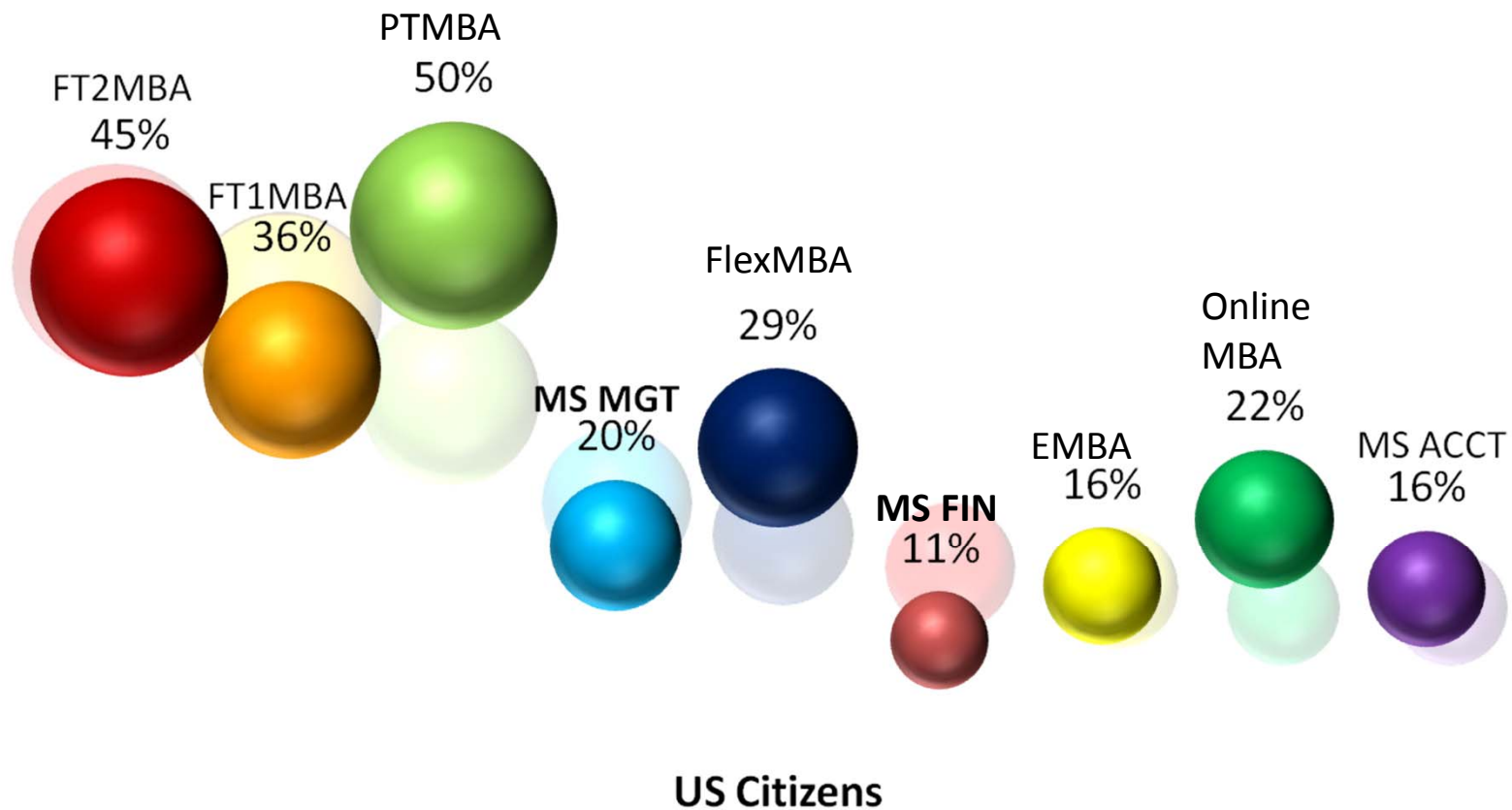
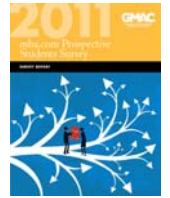
Citizens of Asia Pacific Countries

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%)

### Asia & the Pacific

86,567 (34%)

### Middle East & Africa

15,725 (6%)

### Mexico & Latin America

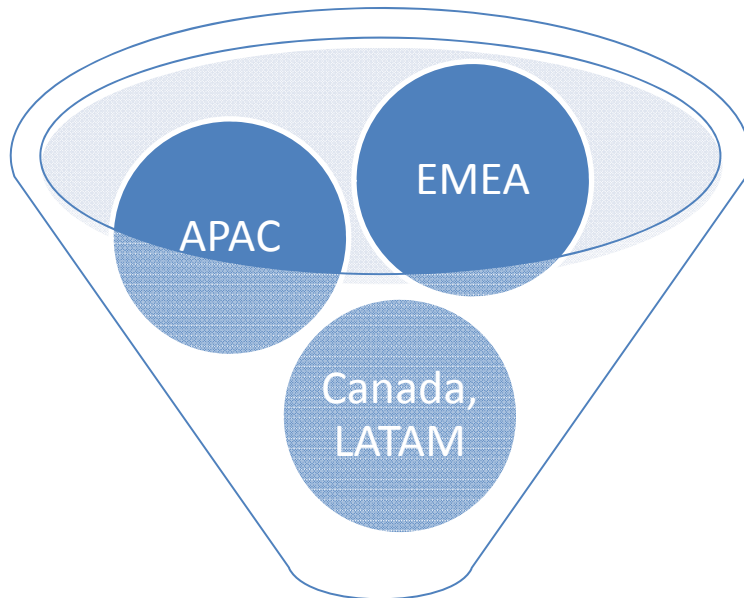
7,733 (3%)

**Globally**  
**258,192**

Exams Taken in TY2011

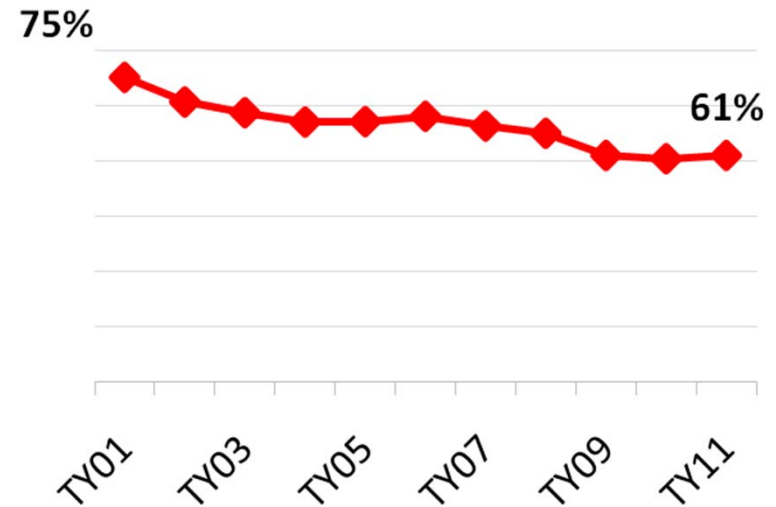
# Declining Interest in US Study by Non-US Citizens

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

# 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.

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

# FOR MORE INFORMATION

Additional information can be found online at [gmac.com/research](http://gmac.com/research)

- **Profile of GMAT® Candidates, 2007 - 2011**  
[gmac.com/Profile](http://gmac.com/Profile)
- **mba.com Prospective Students Survey Report**  
[gmac.com/ProspectiveStudents](http://gmac.com/ProspectiveStudents)
- **Application Trends Survey**  
[gmac.com/ApplicationTrends](http://gmac.com/ApplicationTrends)
- **Global Management Education Graduate Survey**  
[gmac.com/GlobalGrads](http://gmac.com/GlobalGrads)
- **Alumni Perspectives Survey**  
[gmac.com/AlumniPerspective](http://gmac.com/AlumniPerspective)
- **Corporate Recruiters Survey**  
[gmac.com/CorporateRecruiters](http://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](mailto:research@gmac.com).

