

**Graduate
Management
Admission
Council™**

MBA Programs: Demand & Career Aspirations

Regional Report

**Prospective Students Survey
2022**

May 2022



Post-GME Career Aspirations: Prospective Students Survey 2022 is a product of the Graduate Management Admission Council (GMAC), a global, mission-driven association of 229 leading graduate business schools. Founded in 1953, we are actively committed to advancing the art and science of admissions by convening and representing the industry and offering best-in-class products and services for schools and students. GMAC is dedicated to creating access to and disseminating information about graduate management education that business schools and candidates need to learn, connect, and evaluate each other. School and industry leaders rely on the Council as the premier provider of reliable data about the graduate management education industry.

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Introduction

Over 6,500 individuals responded to the Prospective Students Survey in 2021

The Prospective Students Survey is one of the Graduate Management Admission Council's (GMAC) keystone research programs. The global graduate management education (GME) community has relied on data from this survey to gain insights about candidates' decision-making processes when considering and applying to graduate business schools since 2009.

The findings detailed in this report are based on responses from a total of 6,596 individuals surveyed between January and December 2021, as well as responses from more than 152,000 individuals surveyed between the years 2009 and 2021.

Prospective students who responded represent those interested in various MBA and business master's program categories, including full-time MBA, professional MBA, executive MBA, master's in management and international management, and other specialized business master's programs.

Additional information on the survey methodology and analytical procedures supporting this report can be found on [page 21](#).

Explore the Data for Yourself

An Interactive Data Research Tool accompanies the Prospective Students Survey 2022 and available exclusively to school professionals at GMAT™ score-accepting institutions. The tool empowers users to customize data searches by multiple survey response variables, such as preferred study destination, preferred program type, citizenship, residence, gender, age, and more. Access the tool with your gmac.com login at:

gmac.com/prospectivestudents

Business School Participation in GMAC Research

Graduate business schools around the world are invited to take advantage of opportunities to gather data and generate insights about the business school pipeline.

Schools can sign up to participate in the GMAC Application Trends Survey and Corporate Recruiters Survey on our survey sign-up page:

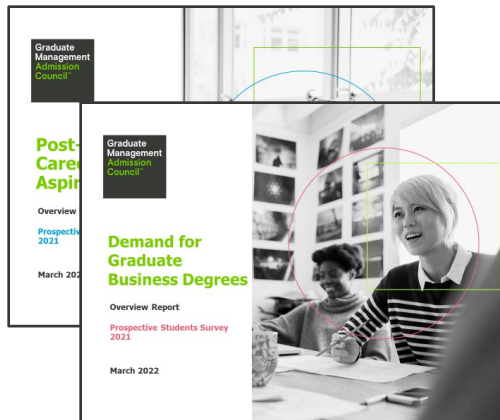
gmac.com/surveysignup

Introduction

More information available

This year, the rich information gleaned from the Prospective Students Survey is being released in a nine-part series for easier consumption and improved user experience.

2 Overview Reports



5 Regional Reports



2 Program Reports



Visit [gmac.com](https://www.gmac.com)
to access all nine reports.



Introduction

Degrees highlighted in Program reports

Each program report showcases results from the Prospective Students Survey by preferred program type of study.

MBA Program Types

- Full-time Two-year MBA
- Full-time One-year MBA
- Part-time
- Executive MBA
- Online MBA

Business Master's Program Types

- Master of Finance
- Master of Data Analytics
- Master of Management
- Maser of International Management
- Master of Marketing



Program Choices

Candidates often indicate that their first consideration in weighing their GME options is the type of degree program they want to pursue. More so than ever before, candidates have a wide variety of options to deliberate in the process of identifying their best-fit program type.

To get a sense of which program types candidates are open to, the survey asks candidates to select from the complete list of program types which they are considering. From those programs, candidates are asked to identify which one is their preferred program type. Analyzing candidate responses over the last 10 years reveals shifts in demand by program type that provide business school professionals with insights into the increasingly competitive market for talented candidates.

Among 2021 respondents, 45 percent are considering both MBA and business master's program types. Overall, full-time one-year and two-year MBA programs remain the most considered and preferred program types. Over the last several years, multiple program types have seen growth in candidate consideration, including full-time one-year MBA, full-time two-year MBA, and Master of Data Analytics programs.

Program Choices

Three-quarters of candidates consider multiple program types, often selecting from among similar program types

Three in 4 candidates are considering more than one program type in their business school decision-making process (76%). Often, there is overlap in program type consideration among similar program types. For example, more than half of candidates considering full-time one-year MBA programs are also considering full-time two-year MBA programs, and vice versa. Candidates considering a professional MBA program types tend to consider other professional MBA program types as well.

Top Five Alternative Program Types Considered, Candidates Considering MBA Program Types

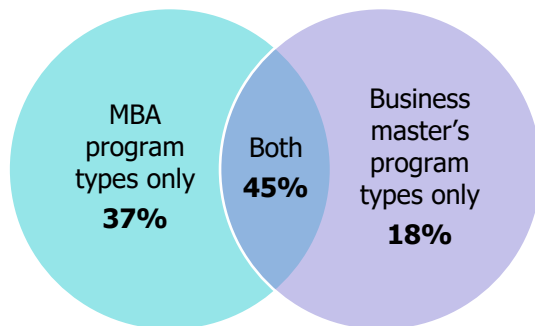
| | | Program Type Considered | | | | | |
|---|---|--------------------------------|--------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
| | | Full-time two-year MBA | Full-time one-year MBA | Part-time MBA | Flexible MBA | Executive MBA | Online MBA |
| Top Five Alternative Program Types Considered | 1 | Full-time one-year MBA (51%) | Full-time two-year MBA (59%) | Flexible MBA (53%) | Full-time one-year MBA (59%) | Full-time one-year MBA (54%) | Flexible MBA (54%) |
| | 2 | Master of Finance (20%) | Master of Finance (20%) | Full-time one-year MBA (50%) | Part-Time MBA (53%) | Full-time two-year MBA (47%) | Full-time one-year MBA (53%) |
| | 3 | Master of Data Analytics (18%) | Flexible MBA (19%) | Full-time two-year MBA (42%) | Full-time two-year MBA (52%) | Flexible MBA (32%) | Part-time MBA (50%) |
| | 4 | Flexible MBA (15%) | Master of Data Analytics (18%) | Online MBA (36%) | Online MBA (38%) | Part-time MBA (29%) | Full-time two-year MBA (46%) |
| | 5 | Master of Mgmt. (14%) | Executive MBA (18%) | Executive MBA (28%) | Hybrid MBA (33%) | Online MBA (24%) | Hybrid MBA (37%) |

Program Choices

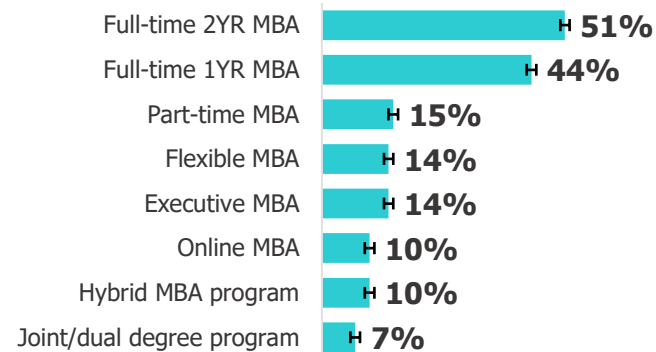
The full-time MBA tops the list of most considered program types

The MBA remains the predominant credential sought in GME, as overall 4 in 5 candidates are considering an MBA program type (80%). Consideration of two-year MBA programs (51%) returns to levels higher than one-year MBA programs (44%) in 2021.

Program Considerations



MBA Program Types Considered ^{1, 2}



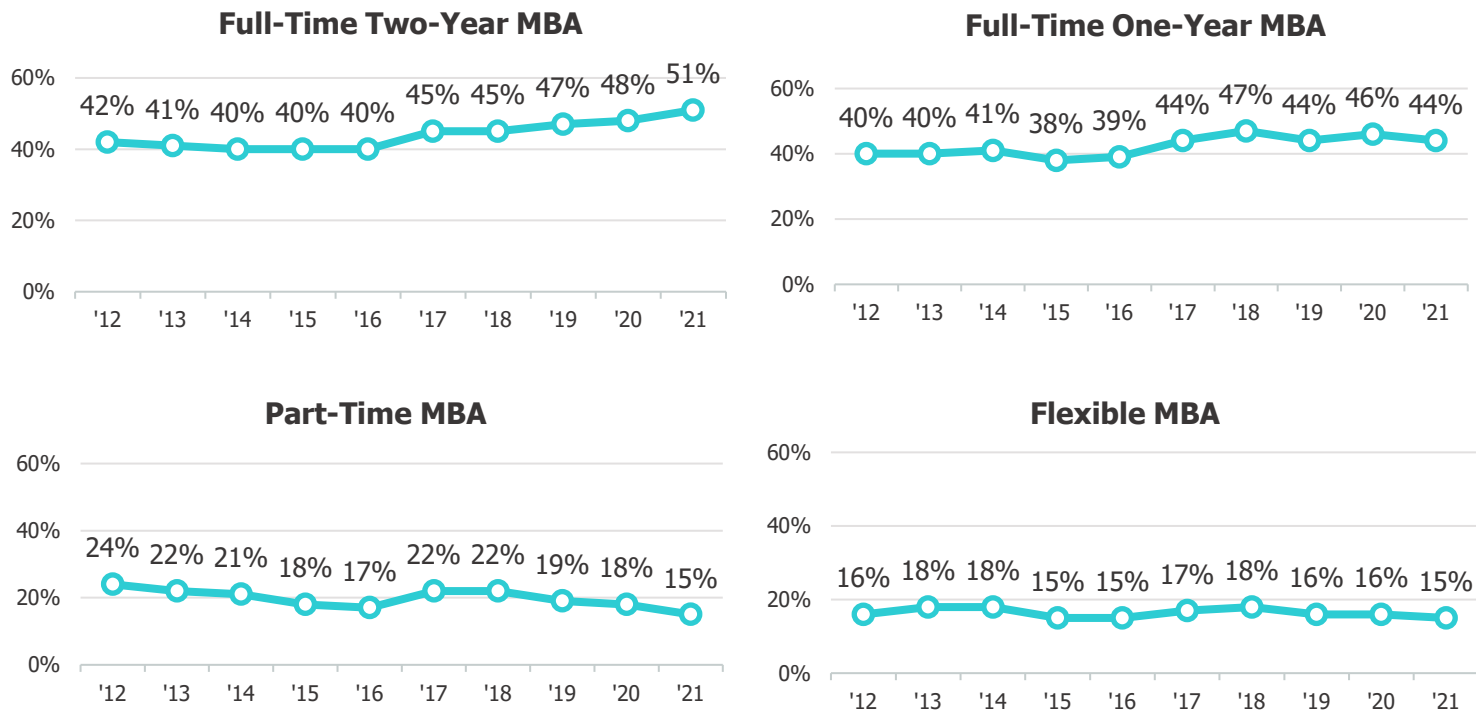
Notes:

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2. Total percentages do not sum to 100 percent because of multiple selections.

Program Choices

The percentage of candidates considering full-time two-year MBA programs rises, part-time dips

10-Year Trend in Program Type Consideration

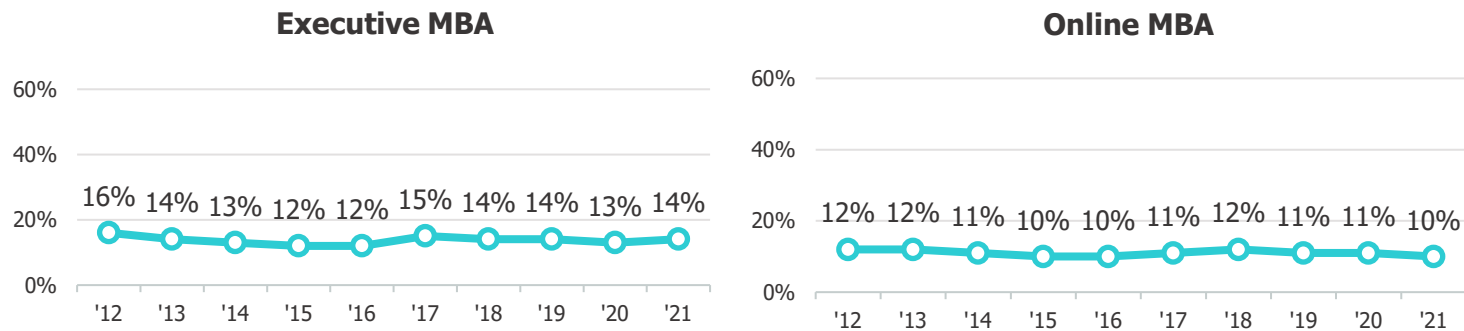


Note: The way candidates are asked about the program types they are considering was modified in 2017. Prior to then, candidates were first asked which program category types they are considering (e.g., full-time MBA, business master's) and then asked which program types within those categories they are considering. From 2017 and forward, candidates select from a list of all program types.

Program Choices

Consideration of executive MBA and online MBA programs remains stable over last 10-years

10-Year Trend in Program Type Consideration



Note: The way candidates are asked about the program types they are considering was modified in 2017. Prior to then, candidates were first asked which program category types they are considering (e.g., full-time MBA, business master's) and then asked which program types within those categories they are considering. From 2017 and forward, candidates select from a list of all program types.

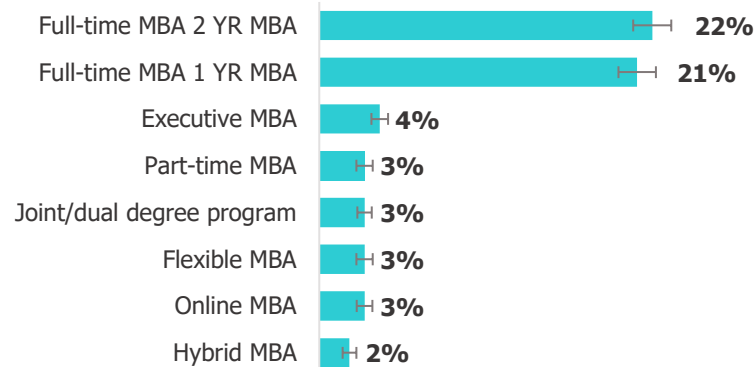
Program Choices

Overall, over 60 percent of candidates prefer an MBA program type

While most candidates consider multiple program types (76%), the survey asks candidates to identify a single option as their preferred program type. Generally speaking, trends in candidates' preferred program types mirror trends in candidate consideration.

Overall, more candidates prefer an MBA program type (62%) than prefer a business master's program type (36%). Almost one in 2 candidates prefer a full-time MBA program type (43%). Similar to trends in consideration, an equal percentage of candidates overall prefer full-time two-year programs (22%) to full-time one-year programs (21%). A smaller proportion of candidates prefer professional and executive MBA program types.

Preferred Program Type, MBA Program Types ^{1,2}



Notes:

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Program Specific Analyses

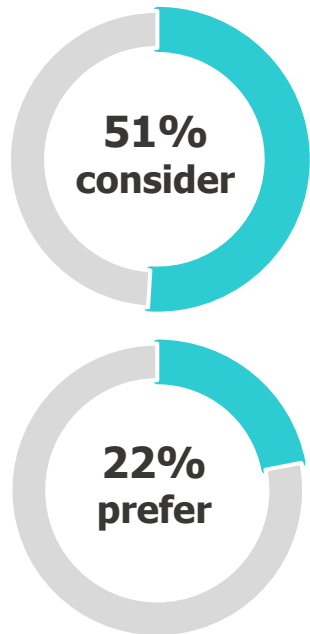
This section features data by program type, including:

- Candidate consideration and preference for the program type
- Candidate consideration of the program type by demographic group
- First business school consideration among candidates considering the program type
- Top 5 Triggers in Decision to Pursue Graduate Business Education
- Post-GME career goals
- Post-GME industries of interest
- Post-GME job functions of interest

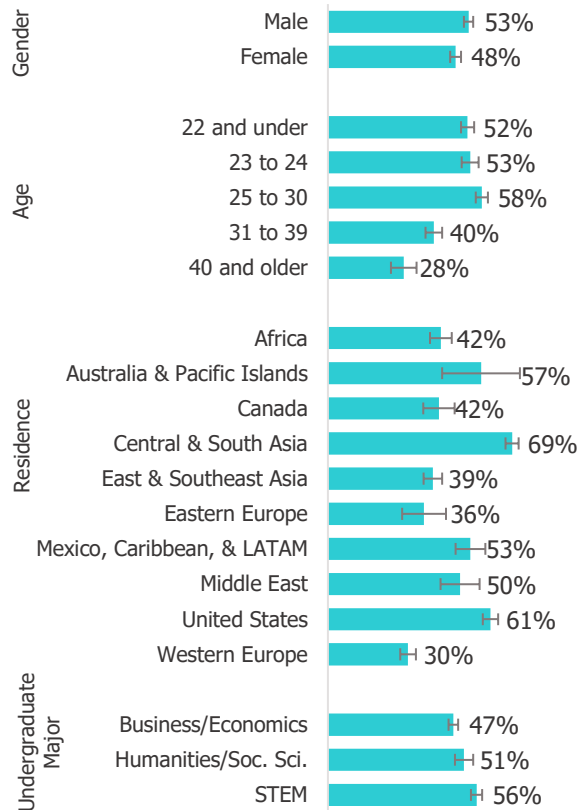
Program Specific Analyses

Full-time Two-Year MBA

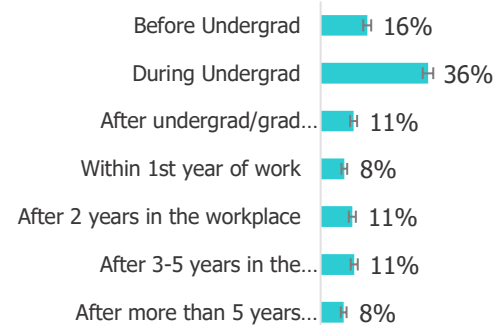
Candidate Consideration and Preference for This Program Type



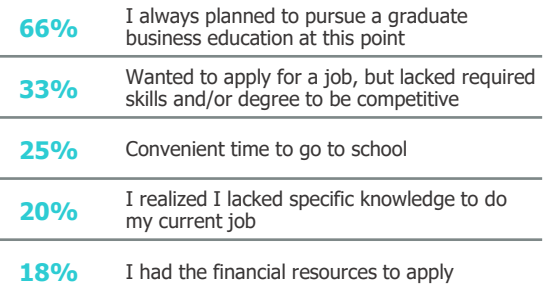
Percentage of Candidates Considering This Program Type by Demographic Group ^{1,2}



First Consider Graduate Business School ^{1,2}



Top 5 Triggers in Decision to Pursue Graduate Business Education ²



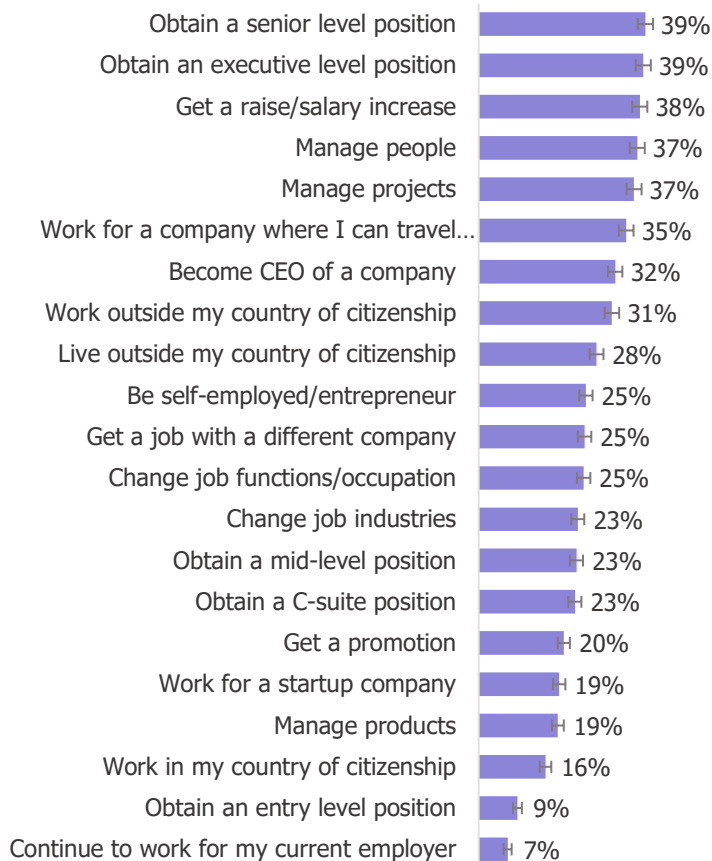
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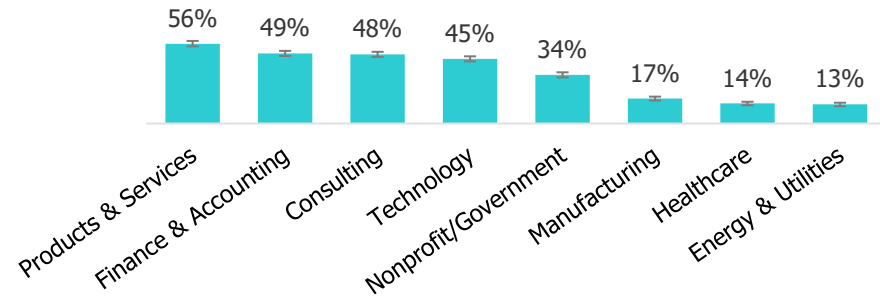
Program Specific Analyses

Full-time Two-Year MBA

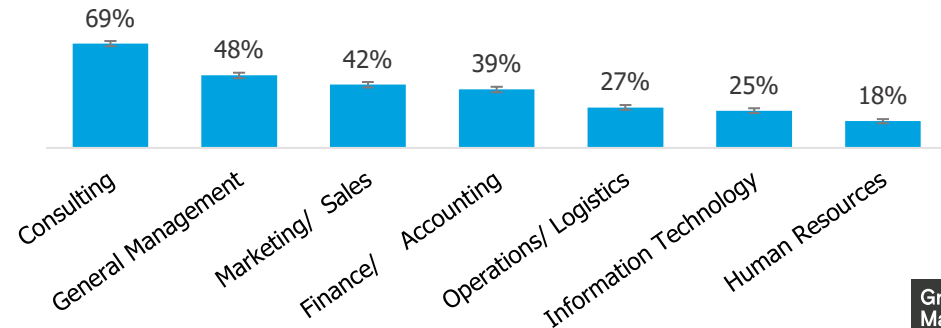
Post-GME Career Goals



Post-GME Industries of Interest



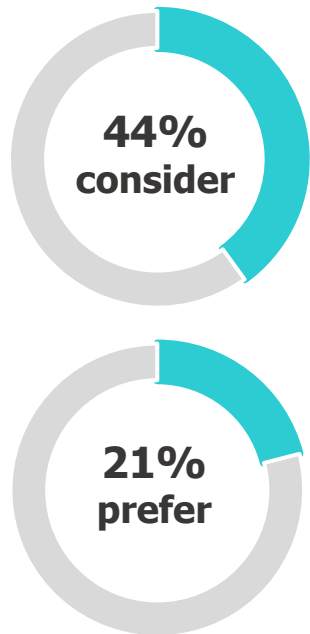
Post-GME Job Functions of Interest



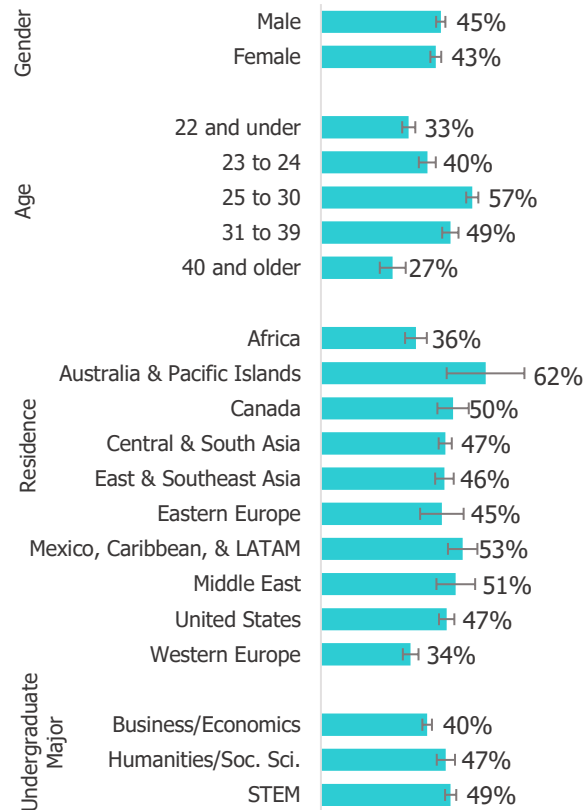
Program Specific Analyses

Full-time One-Year MBA

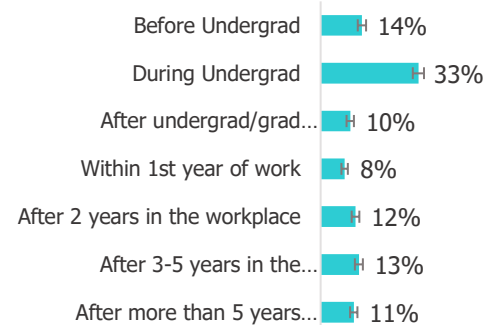
Candidate Consideration and Preference for This Program Type



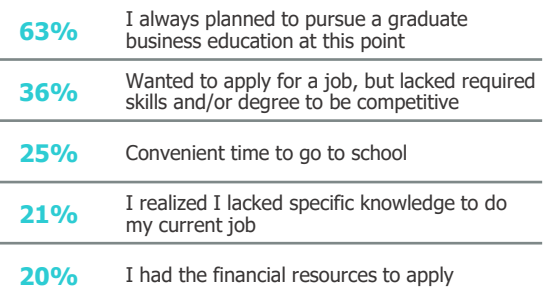
Percentage of Candidates Considering This Program Type by Demographic Group ^{1,2}



First Consider Graduate Business School ^{1,2}



Top 5 Triggers in Decision to Pursue Graduate Business Education ²



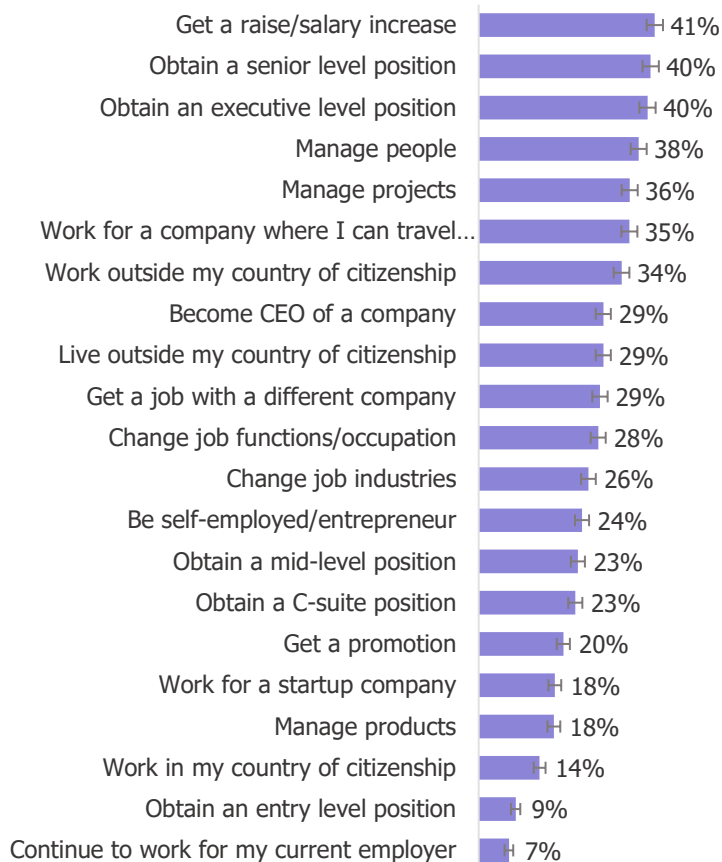
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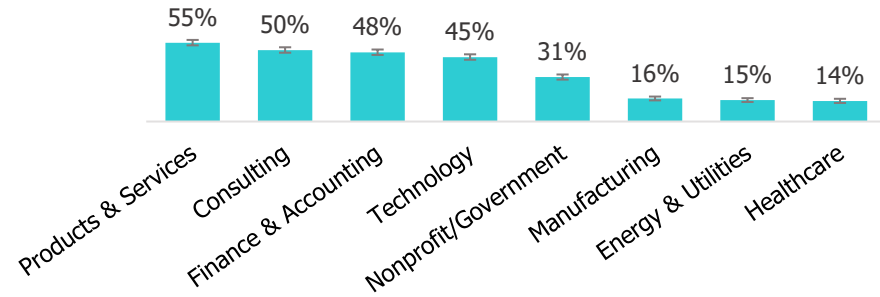
Program Specific Analyses

Full-time One-Year MBA

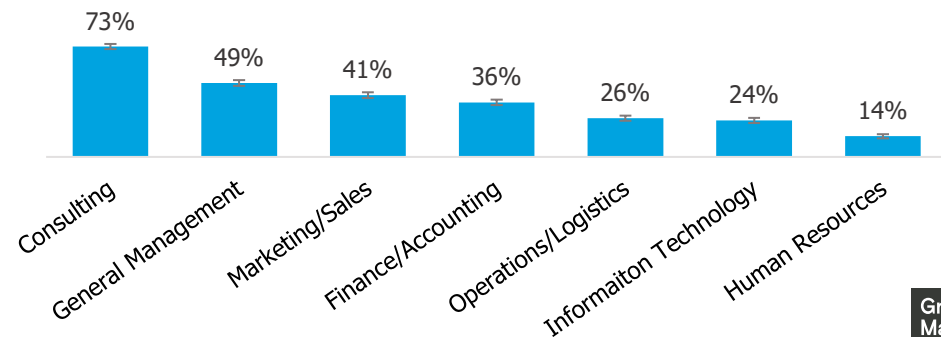
Post-GME Career Goals



Post-GME Industries of Interest



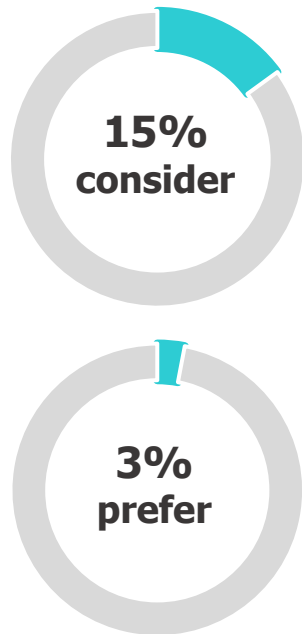
Post-GME Job Functions of Interest



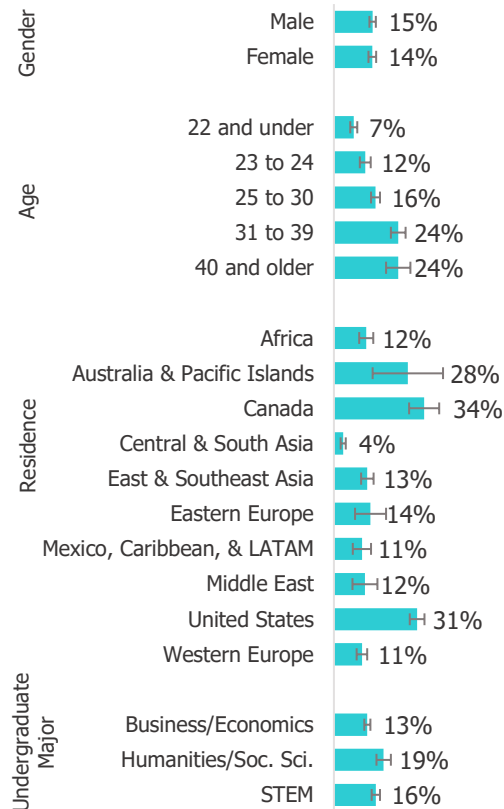
Program Specific Analyses

Part-time MBA

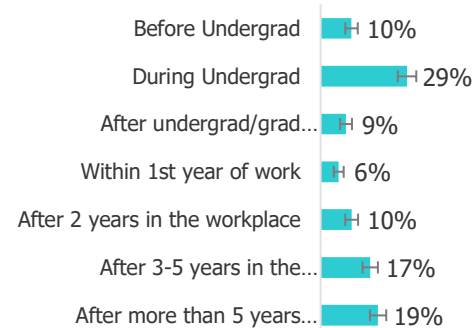
Candidate Consideration and Preference for This Program Type



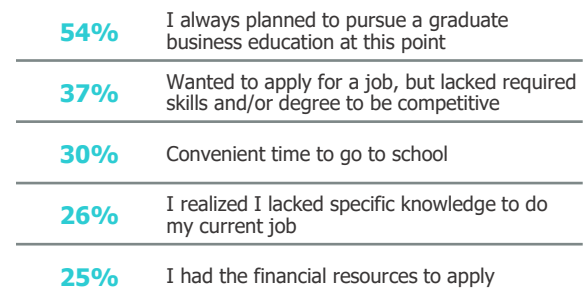
Percentage of Candidates Considering This Program Type by Demographic Group ^{1,2}



First Consider Graduate Business School ^{1,2}



Top 5 Triggers in Decision to Pursue Graduate Business Education ²



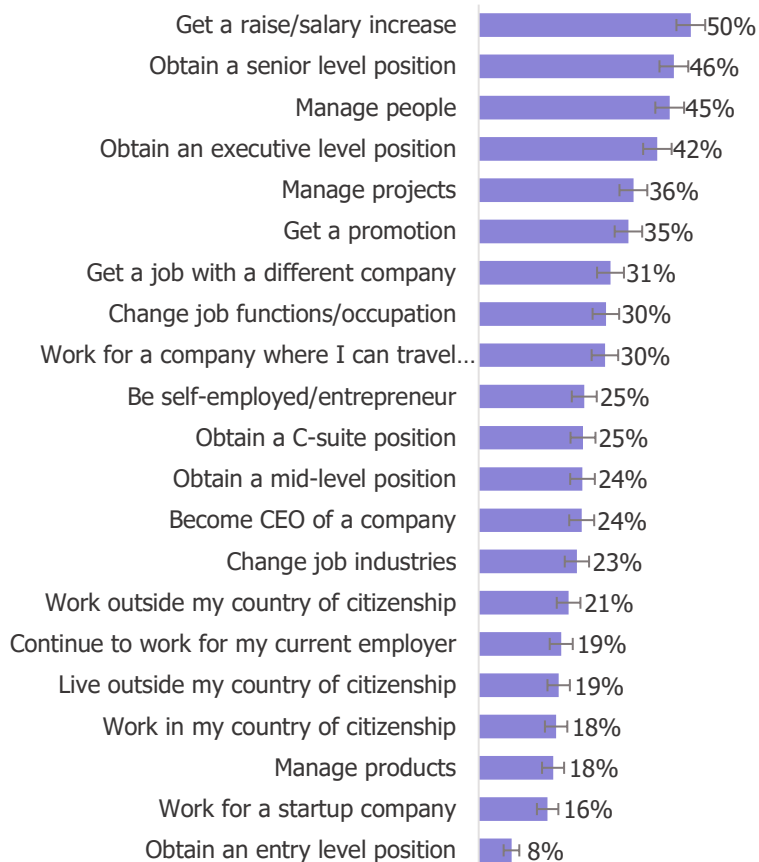
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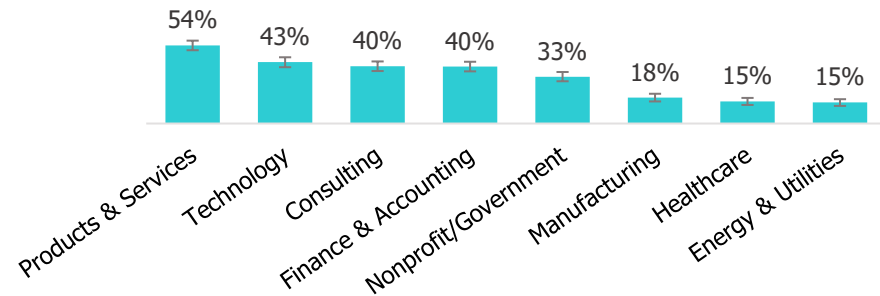
Program Specific Analyses

Part-time MBA

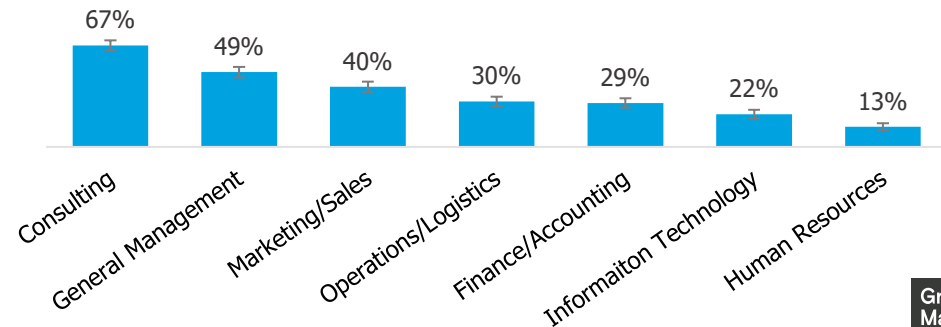
Post-GME Career Goals



Post-GME Industries of Interest



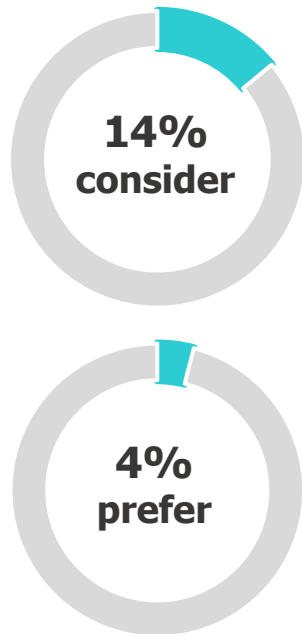
Post-GME Job Functions of Interest



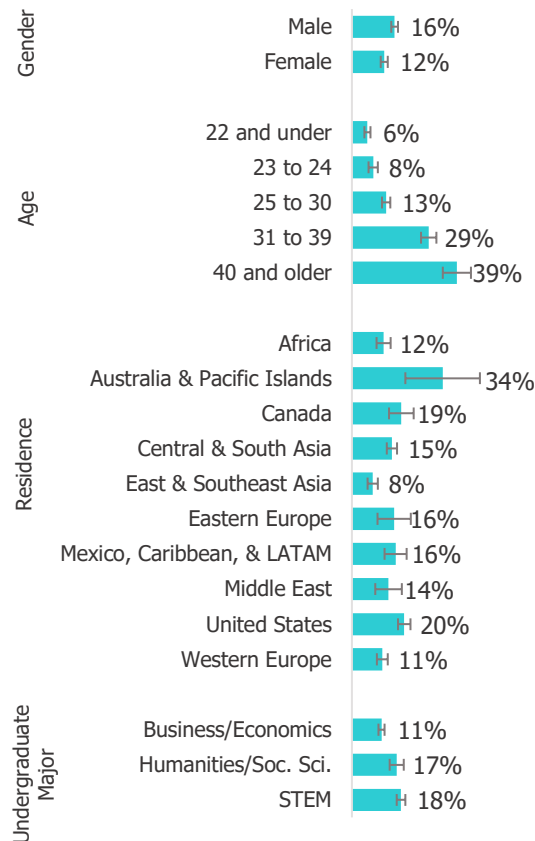
Program Specific Analyses

Executive MBA

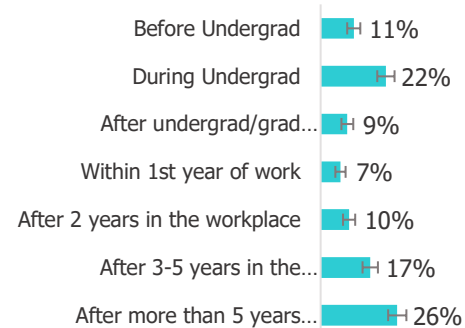
Candidate Consideration and Preference for This Program Type



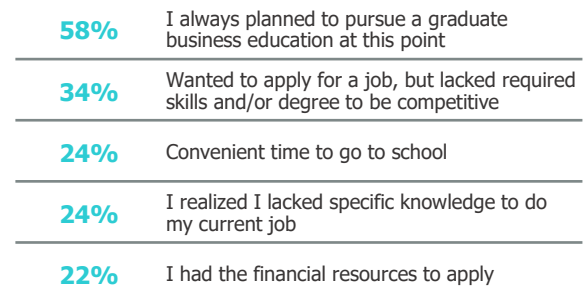
Percentage of Candidates Considering This Program Type by Demographic Group ^{1,2}



First Consider Graduate Business School ^{1,2}



Top 5 Triggers in Decision to Pursue Graduate Business Education ²



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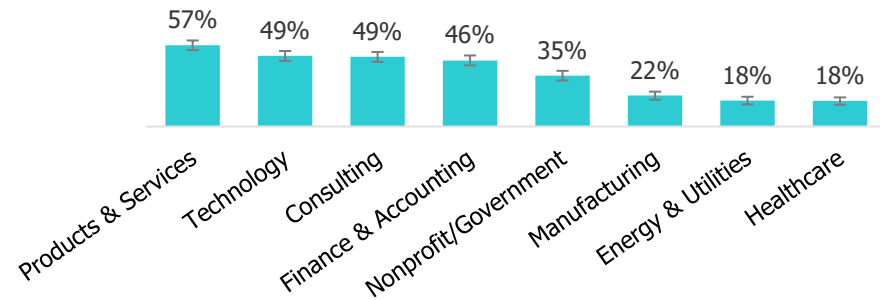
Program Specific Analyses

Executive MBA

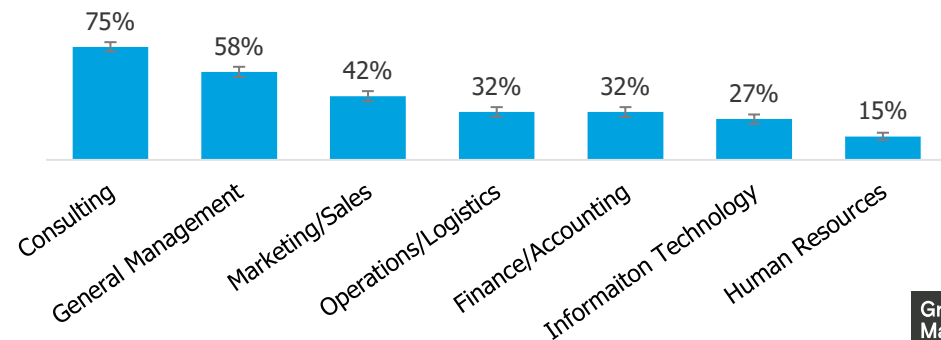
Post-GME Career Goals



Post-GME Industries of Interest



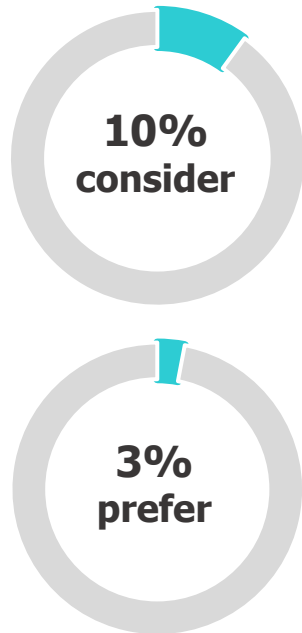
Post-GME Job Functions of Interest



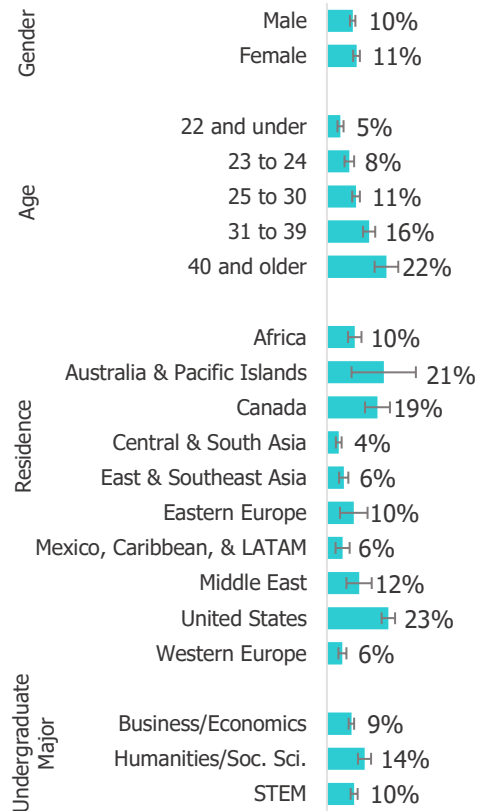
Program Specific Analyses

Online MBA

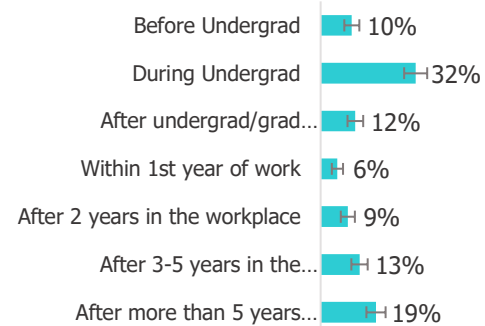
Candidate Consideration and Preference for This Program Type



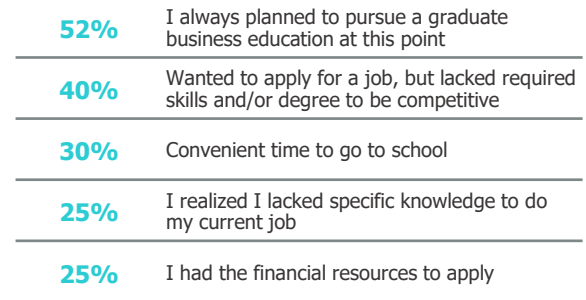
Percentage of Candidates Considering This Program Type by Demographic Group ^{1,2}



First Consider Graduate Business School ^{1,2}



Top 5 Triggers in Decision to Pursue Graduate Business Education ²



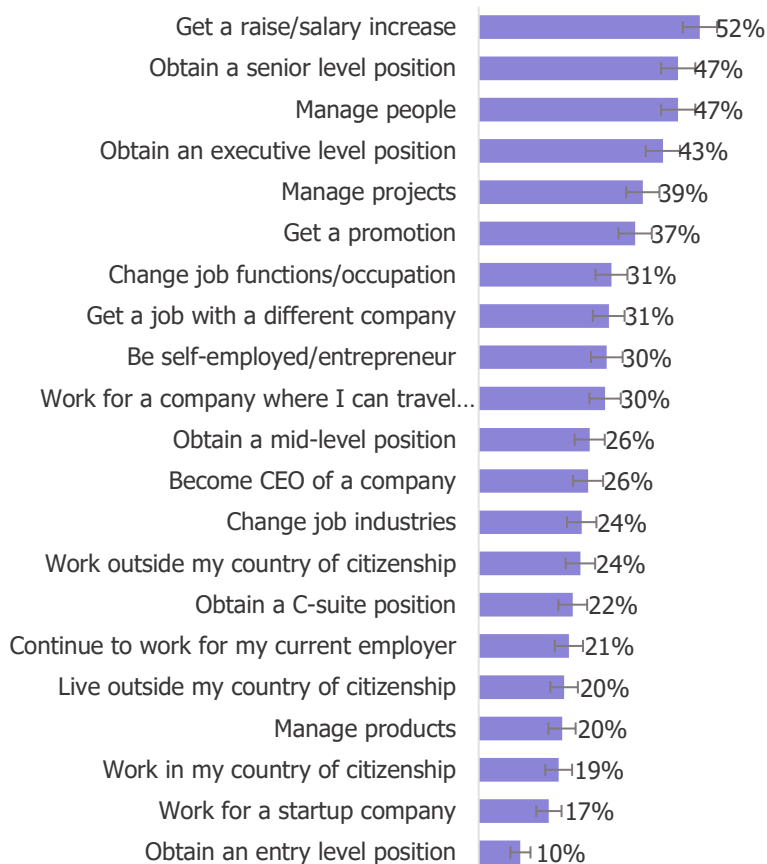
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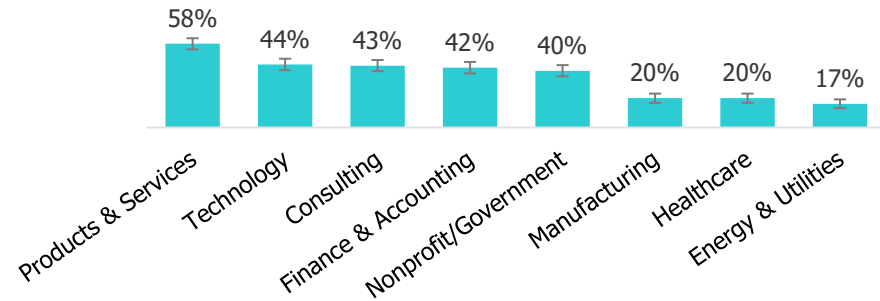
Program Specific Analyses

Online MBA

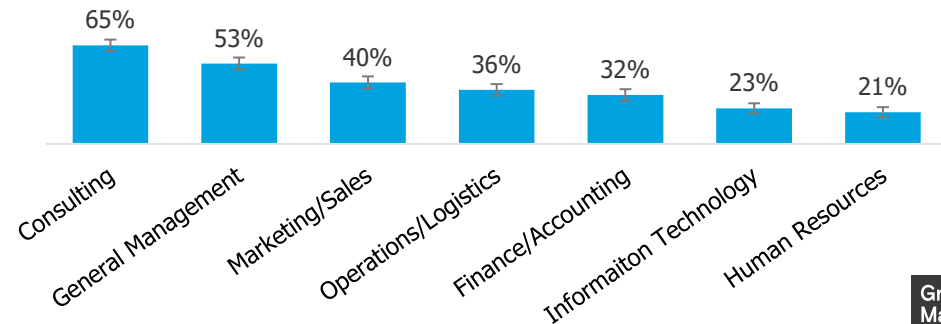
Post-GME Career Goals



Post-GME Industries of Interest



Post-GME Job Functions of Interest



Methodology

Population & Sampling Methods

In 2021, the Graduate Management Admission Council™ (GMAC™) surveyed all individuals who registered on mba.com—the GMAC website for prospective graduate business students — about their demand for GME. In November and December 2021, prospective students who attended events hosted by The MBA Tour, visited the BusinessBecause website, or registered for the NMAT by GMAC exam in India were also invited to participate in the survey to expand the representation of survey respondents across all regions of the world. In total, over 6,500 prospective students from 153 countries in all 10 populated world regions completed the survey.

Analysis

Descriptive analyses were conducted on survey responses to examine prospective student career goals. Analyses were conducted on all respondents and by respondents' age, gender, and region of citizenship.

Reporting

When reporting results for 2021, a 95% confidence interval is provided for each data point reported to show the estimated range of the value of interest for all GME prospective students (instead of for survey respondents only). Readers can use these confidence intervals to assess the magnitude of differences between questions or groups defined by gender, age, and citizenship region. When comparing results on different survey questions (e.g., the percentage interested in consulting vs the percentage interested in general management) or results on the same question by group (e.g., the percentage interested in consulting by gender), compare the associated 95% confidence intervals to see if there is a significant difference in the population of prospective students for GME. If the associated confidence intervals overlap, there is no difference between the questions or groups under comparison in the population. If the associated confidence intervals do not overlap, there is a statistically significant difference between two questions or groups under comparison.

Respondent Demographic Profile

| Citizenship Region ¹ | Overall | Gender | | | Age | | | | |
|---------------------------------|--------------|--------------|--------------|------------|----------------|--------------|--------------|--------------|--------------|
| | | Male | Female | Non-binary | 22 and younger | 23 to 24 | 25 to 30 | 31 to 39 | 40 and older |
| Global | 6,596 | 3,826 | 2,696 | 74 | 1,778 | 1,128 | 2,089 | 1,156 | 444 |
| Africa | 787 | 487 | 293 | 7 | 77 | 83 | 278 | 250 | 99 |
| Australia & Pacific Islands | 46 | 30 | 13 | <5 | <5 | <5 | 21 | 8 | 11 |
| Canada | 250 | 135 | 110 | 5 | 36 | 30 | 89 | 45 | 50 |
| Central & South Asia | 1,749 | 1,076 | 657 | 16 | 634 | 369 | 503 | 197 | 46 |
| East & Southeast Asia | 944 | 420 | 517 | 7 | 258 | 147 | 318 | 183 | 37 |
| Eastern Europe | 209 | 104 | 97 | 8 | 73 | 30 | 50 | 39 | 17 |
| Latin America | 388 | 255 | 129 | <5 | 32 | 62 | 185 | 85 | 24 |
| Middle East | 185 | 118 | 67 | <5 | 18 | 20 | 69 | 56 | 22 |
| United States | 1,075 | 618 | 440 | 17 | 223 | 178 | 378 | 192 | 104 |
| Western Europe | 963 | 583 | 373 | 7 | 423 | 207 | 198 | 101 | 34 |

Note:

1. Cells with less than 5 respondents were suppressed.

Country-World Region Assignment

All geographic regions mentioned in this report use the following country-region classifications:

Africa: Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, French Southern Territories, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast (Cote D'Ivoire), Kenya, Lesotho, Liberia, Libyan Arab, Jamahiriya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mayotte, Morocco, Mozambique, Namibia, Niger, Nigeria, Republic of Congo, Reunion, Rwanda, Sao Tome and Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, South Sudan, Sudan, Svalbard and Jan Mayen, Swaziland, Tanzania, Togo, Tunisia, Uganda, Western Sahara, Zambia, Zimbabwe

Australia and Pacific Islands: American Samoa, Australia, Christmas Island, Cocos (Keeling) Islands, Cook Islands, Fiji, French Polynesia, Guam, Heard Island and McDonald Islands, Kiribati, Marshall Islands, Micronesia, Nauru, New Caledonia, New Zealand, Niue, Norfolk Island, Northern Mariana Islands, Palau, Papua New Guinea, Pitcairn, Samoa, Solomon Islands, Tokelau, Tonga, Tuvalu, Vanuatu, Wallis and Futuna Islands

Canada

Central & South Asia: Afghanistan, Bangladesh, Bhutan, British Indian Ocean Territory, India, Kazakhstan, Kyrgyzstan, Nepal, Pakistan, Tajikistan, Turkmenistan, Uzbekistan

East & Southeast Asia: Brunei Darussalam, Cambodia, China, East Timor, Hong Kong, SAR China, Indonesia, Japan, Korea, North, Korea, South, Lao Peoples, Democratic Republic, Macao, SAR China, Malaysia, Maldives, Mongolia, Myanmar, Philippines, Singapore, Sri Lanka, Taiwan, China, Thailand, Viet Nam

Eastern Europe: Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Georgia, Hungary, Latvia, Lithuania, Macedonia, Moldova, Montenegro, Poland, Republic of Kosovo, Romania, Russian, Federation, Serbia, Serbia and Montenegro, Slovakia, Slovenia, Ukraine

Latin America: Anguilla, Antigua and Barbuda, Argentina, Aruba, Bahamas, Barbados, Belize, Bermuda, Bolivia, Bonaire, Saint Eustatius and Saba, Brazil, Cayman Islands, Chile, Colombia, Costa Rica, Cuba, Curacao, Dominica, Dominican Republic, Ecuador, El Salvador, Falkland Islands, French Guiana, Grenada, Guadeloupe, Guatemala, Guyana, Haiti, Honduras, Jamaica, Martinique, Mexico, Montserrat, Netherlands Antilles, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Saint Barthelemy, Saint Kitts and Nevis, Saint Lucia, Sint Maarten, South Georgia-Sandwich Islands, St. Helena, St. Martin, St. Vincent and Grenadines, Suriname, Trinidad and Tobago, Turks and Caicos Islands, Uruguay, US Minor Outlying Islands, Venezuela, Virgin Islands, British, Virgin Islands, US

Middle East: Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestinian, Territory, Qatar, Saudi Arabia, Syrian Arab Republic, Turkey, United Arab Emirates, Yemen

United States

Western Europe: Aland Islands, Andorra, Austria, Belgium, Bouvet Island, Cyprus, Denmark, Faroe Islands, Finland, France, Germany, Gibraltar, Greece, Greenland, Guernsey, Iceland, Ireland, Isle of Man, Italy, Jersey, Liechtenstein, Luxembourg, Malta, Monaco, Netherlands, Norway, Portugal, San Marino, Spain, Sweden, Switzerland, United Kingdom, Vatican City State

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