

Graduate
Management
Admission
Council™



Report to schools

2022–2023



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Letter from the CEO and Board chairs

Dear colleague,

The world around us continues to change. Geopolitics are shifting and unpredictable, the global pandemic has permanently altered work and personal interactions, and we are in a period of renewed economic uncertainty. At the same time, emerging technologies and the ever-changing demand for new skillsets are transforming education for the next generation of learners.

GMAC™ continues to evolve alongside management education, as a mission-driven organization of leading business schools around the globe. We are asking ourselves the hard questions:

- How have the past few years altered market expectations of and for graduate management education (GME)?
- What tools will candidates need to better understand themselves and the GME opportunities available to them?
- What innovation is going to drive the biggest change in our industry?
- How do we continue to grow the pipeline of talent for the evolving GME portfolios of schools?

While we are continuously learning and growing as an organization to meet the developing needs of business schools and candidates, some things about GMAC that are greatly valued by our stakeholders have not changed. Our top priority is still helping people with talent and aspirations in business discover a path to career success through the best-fit GME offerings for them. We continue to deliver world-class research and market insights designed to help you get ahead of trends and opportunities.

GMAC has a long history of championing pipeline programs and have maintained our support of organizations like the PhD Project and the Forté Foundation. GMAC™ Tours continues to organize Spotlight events that connect schools with niche audiences in underserved markets to ensure the information needs and interests of candidates of all backgrounds are being met.

Later this year, we will launch the GMAT™ Focus Edition – a reimaged GMAT™ exam that assesses the skills—critical thinking, data analysis and problem solving—identified by business schools and employers worldwide as essential in achieving success in the current and future business environment. The GMAT™ Focus Edition is more efficient, more flexible, and more insightful and is designed to ensure that our global pipeline of diverse candidates have a testing experience that helps them and the schools they aspire to assess their readiness for the academic rigor of business education.

We continue to listen to you and to be your voice advocating on behalf of graduate management education and evangelizing the return on investment of a graduate business degree—financially, personally, and professionally.

We believe one of the biggest changes in business education will be the development of lifelong learning systems that involve programs and experiences that are attractive and relevant to people at each stage of their career. Lifelong learning will compel us to have smarter means of increasing awareness of available options and more personalized approaches to helping people find the right-fit path for them. Though

this is a new area of exploration for us, our Board of Directors remains instrumental in steering the solid financial health of our organization and have made a commitment to leveraging GMAC resources for a sustainable future.

While none of us have a crystal ball, we do have an enviable community with the passion, expertise, and future-forward thinking to tackle the hardest challenges and discover new opportunities. Our origins date back seven decades and there is still a great deal of energy in our mission. We thank you for being on this journey with us.



JON ERICKSON

*Chair, GMAC Board of
Directors | Past President,
ACT Education Division
(Retired)*



DR. THEMIN SUWARDY

*Chair-Elect (Incoming
Chair), GMAC Board of
Directors Associate Provost
(Postgraduate Professional
Education) | Singapore
Management University*



JOY JONES

*CEO, Graduate Management
Admission Council*

A handwritten signature in black ink that reads "Jon Sh".

A handwritten signature in black ink that reads "Themin S".

A handwritten signature in black ink that reads "Joy J".

The value of GMAC

A black and white photograph showing two women in a professional setting. The woman on the left, with dark skin and curly hair, is gesturing with her hands while speaking. The woman on the right, with long dark hair, is listening attentively. They are seated at a table with papers and a laptop. The background shows office chairs and windows.



Who we are and what we believe in

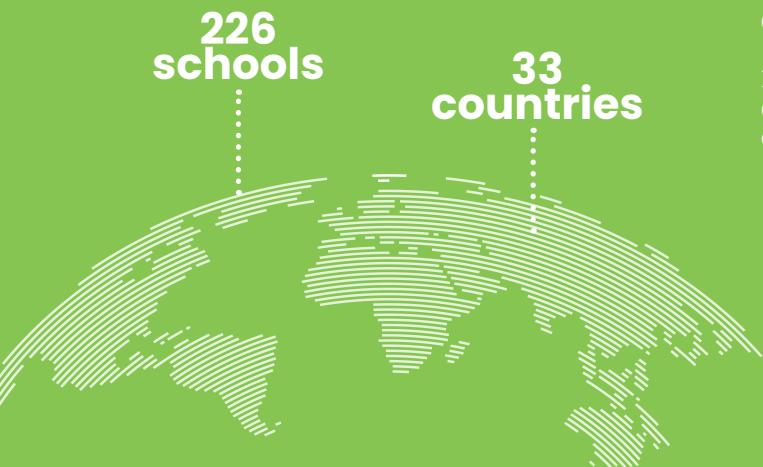
For seven decades, the Graduate Management Admission Council™ (GMAC) has been driving meaningful impact and long-term growth on behalf of the business school community. Our mission is rooted in helping schools and candidates better connect and evaluate each other. We are passionate about our role as a voice on behalf of business schools, and in helping more candidates realize the benefits of graduate management education (GME).

Today, our organization is comprised of more than 160 employees, with offices in China (Shanghai), India (Gurgaon), the United Kingdom (London), and the United States (Boston, Massachusetts and Reston, Virginia). We are committed to the work of our education community. We play an active role in helping schools attract and engage with qualified and diverse candidates from around the world; bringing our network together; driving understanding of market intelligence; and providing the tools and solutions that candidates and schools need on the journey to b-school and beyond.

Thank you for joining us as we commemorate our shared industry impact and partnerships.



GMAC membership



Membership enables GMAC to leverage the influence, insights, and resources of the industry to deliver on its mission of providing impactful products and services that allow schools and candidates to discover and evaluate each other.

Members of The Council form a network of institutions that are committed to maintaining and enhancing the quality of management education and are open to the exchange of ideas and best practices to serve the collective interests of management education worldwide.

Member schools maintain a selective admissions process; offer a master's program in business administration, management subjects, or equivalent; and demonstrate support of GMAC's mission through the use of its products and services.

We are grateful for the commitment of our members to the Council and the graduate management education industry at large.

Informing the industry



As the premier provider of research insights and market intelligence for the graduate management education community, GMAC is passionate about providing school professionals with valuable information and analysis to understand trends and enhance data-driven decision making.

For decades, GMAC's annual surveys have yielded relevant data around application trends, critical insights from people considering applying to GME programs, and employers who hire GME graduates and alumni. In recent years, we have broadened our research programs to deliver even more market data highly targeted for business schools, including first-of-its-kind global longitudinal research- the value of GME based on the experience of business school alumni, an enrolled students survey, snapshots of the pandemic impact, and a rich collection of diversity insights to help business schools stay ahead in a complex and fluid landscape.

See highlights of key findings from our 2022-2023 body of research:

2023 Prospective Students Survey Report

- 42% of respondents view sustainability or corporate social responsibility as curricular must-haves and are more likely to seek out organizations involved in social good post-GME.
- Globally, 79 percent of prospective students are motivated to pursue GME to enrich their lives and develop their potential – 15 percentage points more than the next-best motivator, increasing income.
- 41% of first-generation candidates report cost as a barrier that may prevent them from pursuing GME compared to 29 percent of non-first-generation candidates.
- The one-year MBA overtakes the two-year MBA as being the most preferred program type, but interest in full-time MBAs remains strong overall.
- Gen Z, the newest cohort entering the GME pipeline, prefers in-person, full-time learning, but also want flexibility in program delivery.

2022 Application Trends Survey Report

- International applications saw a remarkable rebound, particularly for those applying to programs in the United States. Most US programs reported international application increases, especially full-time two-year MBA programs (80% of programs) and STEM-designated programs (61%).
- Similarly in Europe, most MBA programs either saw stability or more applications from abroad in 2022.
- Notably, most programs in Europe and Asia grew or maintained women's representation in applicant pools. More than half of responding programs in Europe (58%) and Asia (57%) grew or sustained the number of applications received from women.
- A majority of US programs maintained or grew applications from underrepresented populations (URP), particularly master of data analytics (66%) and master in management (65%).
- Global applications to business master's programs – including master in management, master of finance, and master of data analytics – grew year-on-year by 3.2 percent.



2022 Enrolled Students Survey Report

- Despite market fear of an imminent recession, 86% of 2022 business school graduates were employed at the time of graduation, up from 80% in 2021.
- Globally, graduates reported a median percentage increase in total compensation – including base salary and all other compensation – of 29%. Notably, among North American school graduates who attended full-time MBA programs reported an impressive 50% increase.
- Use of social media in the job search – including sites like LinkedIn – increased significantly year-on-year, from 27% to 37%, overtaking networking with classmates and alumni (28%) as well as friends and family (35%).
- 85% of respondents rated the overall value of their degree as good to outstanding, up slightly from 82% in 2021. By region, students who studied in Asia-Pacific schools reported the largest year-on-year increase in favorable ratings for the overall value of their degree, rising from 75% to 86% between 2021 and 2022.
- 84% of 2022 respondents gave career services a favorable review, up from 74 percent in 2021. Also improving were opinions on student services, up to 85% favorable from 80% in 2021.

2022 Corporate Recruiters Survey Report

- MBA hiring projections remained high in 2022
 - Over 90% of recruiters expected to hire newly-minted MBAs.
- Two-thirds of recruiters worldwide projected that the demand for new business school talent would increase in the next five years, and the other one-third expected it to remain stable.
- Most recruiters (87%) remained confident in graduate business schools' ability to prepare students to be successful.
- Hiring of international talent in the US went up from 35% in 2020 to 43% in 2021.
- Global corporate recruiters appear to be becoming more accepting of online degrees – with the noteworthy exception of the United States. Worldwide, 60% of recruiters agreed that their organization valued graduates of online and in-person programs equally, compared with 34 percent in 2021. In the US, it was only 29% in 2022, compared with 33% in 2021.



**Visit gmac.com/research
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Infographics
Profile of GMAT™ Testing Reports
GMAT™ Geographic Trend Reports



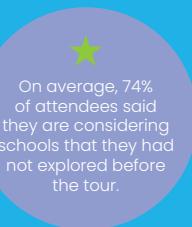
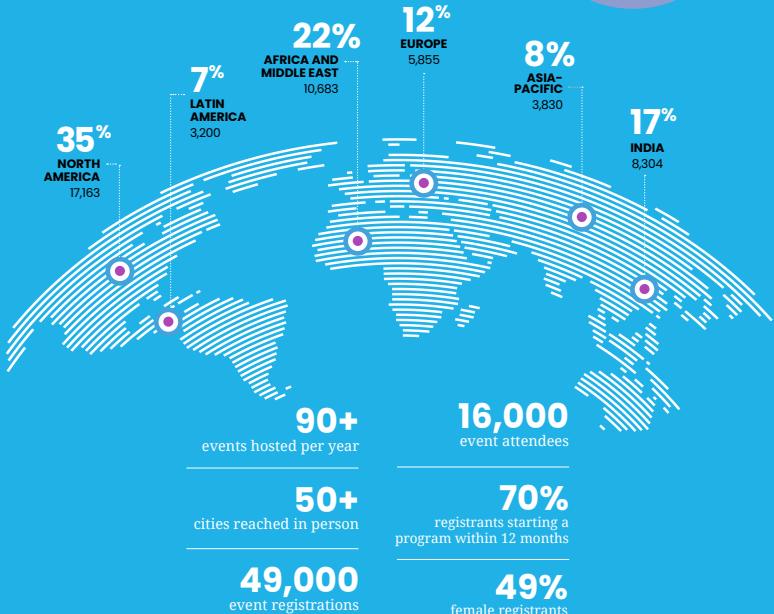
Strengthening the inclusive pipeline



Inclusion adds to the richness of the business school classroom experience, exposing students to peers with perspectives and lived experiences that differ from their own. From groundbreaking research to recruiting and outreach programs designed to reach more underrepresented talent, GMAC supports growing inclusivity. GMAC partners with schools and industry organizations to continue to build the important framework for enhancing and supporting diversity – ranging from different ethnicities, geographies, gender, career paths, undergraduate majors, abilities – in order to strengthen the GME pipeline today and positively influence the business school classrooms of tomorrow.

Bringing the world to our partner schools

Each year, close to 50,000 prospective candidates around the world look to GMAC Tours as a trusted resource for discovering programs that showcase their talents, meet their professional needs, and create opportunities for a successful future.



Experiential recruiting brings more people from diverse backgrounds

For 30 years, GMAC Tours (previously known as The MBA Tour) have proven to be the leading solution for helping business schools with their global recruiting efforts by offering events year-round across the world and virtually. Our experiential events provide unique opportunities between potential candidates and our partner schools to develop strong personal interactions at all stages of the candidate journey – including special Spotlight events designed to highlight diverse candidates. These include virtual and in-person opportunities to empower and support women, African-American, Hispanic-American, and Native-American candidates, in collaboration with affinity group partners.

In a concerted effort to build a more diverse, more informed, and meaningful candidate pipeline, the GMAC Tours organize the Spotlight events, connecting schools with niche audiences in underserved markets to ensure the needs and interests of candidates of all backgrounds are being met.

Awareness & Preference Program helps a broader audience unlock opportunities

In 2022, GMAC tested the Awareness & Preference program to help more prospective candidates see the path forward to a graduate management education by bringing awareness of the GMAT exam as a way forward to scholarship opportunities, differentiating themselves in the application process, study abroad and more. The target audience segments were African-Americans in the United States and Indian residents with a desire to study outside of their home country. Message testing showed that the slogan that resonated best with both audience segments was “Unlock Opportunities.” This program leveraged social media and a presence on niche websites with a hyper local approach, yielding 2.6 million impressions and a 2.75 percent average brand lift.

Ready for the C-Suite?

Make your first executive decision. Sign up for the GMAT exam and unlock opportunities.

Want to study abroad? Choosing the right exam makes a world of difference. Unlock opportunities.

A world of possibilities starts with a world-renowned exam. Apply with the exam 4 out of 5 candidates rely on for US MBA admissions.

For tomorrow's business owners, the path to possible starts here. Unlock opportunities.

Diversity Insights report series provides valuable research on underrepresented candidates

GMAC publishes a set of briefs that compiles data and analysis from the mba.com Prospective Students Survey, plus GMAT test-taker data and external sources, to illustrate what makes segments of the candidate pipeline distinct—from where they live, to when they begin the school search, to their motivations and their career goals. In 2021, we focused on US underrepresented students of color and published three reports with insights on African Americans, Hispanic Americans, and Native Americans. In 2022, we built on this market intelligence by publishing five additional or updated reports, and also expanded the series, from US underrepresented populations to additionally delve into findings based on geography and gender. We invite you to visit gmac.com/research to explore these rich insights.

- Building the West to East Pipeline
- Indian Women Pursuing Graduate Business Degrees
- Insights for the European Women Business School Pipeline
- US Black/African American Candidates
- U.S. Latinx/Hispanic Candidates

European scholarship introduced to help increase diversity in business education

In 2022, GMAC launched a new scholarship, the GMAT Talent and Opportunity Scholarship, for European business school applicants, as part of our commitment to improving diversity and access to business school. The program was aimed at improving inclusion in graduate management education and reducing barriers to entry for underrepresented groups, encouraging applications from women, people with disabilities, Black, Asian and Minority Ethnic (BAME), LGBTQ+ and non-binary candidates, as these groups are currently underrepresented in the business school community.

Up to 10 recipients were eligible to receive a total value of \$2,500 each to cover the cost of their GMAT exam, preparation material or tutoring with a test prep organization, and a consultation with an admissions consultant. Applicants were required to be applying to business school in the 2023/2024 academic year. GMAC plans to offer the need-based scholarship again in 2023, while also highlighting available scholarships at European business schools.



Industry impact

The Graduate Management Admission Council is a global, mission-driven association of leading graduate business schools. GMAC is committed to the work you do every day, and to partnering with you in service to our industry. We're proud to share the following highlights of some of the ways we serve the graduate management education community.

GMAC Task Force revamps business education admissions reporting standards

In January 2023, GMAC released an updated version of the Graduate Management Education Admissions Reporting Standards. The revision, led by a task force of 14 GMAC member schools, aimed to ensure the Standards align with the shifting landscape of GME and today's best practices of identifying gender, race and ethnicity, and undergraduate majors, among other criteria commonly used in the admissions process. The Standards both help support business schools in today's ranking efforts and also assist prospective candidates with comparing programs on a leveled playing field.

According to GMAC's annual survey on prospective students worldwide, candidates rely heavily on school websites and rankings in their program selection process. The latest research of business school aspirants shows that school websites and published program rankings were the top two factors in the decision making of



Fee waivers and vouchers help offset the cost of the GMAT exam

individuals considering applying for graduate business degrees. Informed by this finding, the task force undertook this effort on behalf of the industry, recognizing the importance of presenting information to prospective students that is anchored in a common definition of the terms used by schools and various publications in collecting the data for reporting.

We are committed to ensuring all potential test takers have access to the exam, even if they cannot afford the fees. Business schools can help economically disadvantaged test takers by applying to receive up to 10 GMAT fee waivers every year; GMAC Member schools are eligible to receive up to 15 annually. In 2022, GMAC fulfilled requests for 1,096 complimentary GMAT exam fee waivers.



Alliances & Partnerships – Supporting organizations committed to graduate management education

GMAC values strong relationships with organizations whose missions reflect our commitment to excellence in graduate management education. Alliances with the following organizations help us positively impact the GME talent pipeline.

ACCREDITATION

AACSB International—The Association to Advance Collegiate Schools of Business was founded in 1916 by a consortium of 17 business schools. AACSB is the premier accrediting agency for bachelor's degree, master's degree, and doctoral degree programs in business administration and accounting.

Association of MBAs (AMBA®) was established in 1967 and is the advocate for the MBA. The association is internationally recognized as the global standard for management education through its accreditation services, and is the only professional membership organization for students and graduates from accredited MBA programs.

European Foundation for Management Development (EFMD) is a network of more than 970 institutions in 90 countries worldwide devoted to innovation and best practices in management development and quality in management education.

Outreach organizations that serve prospective students

Forté is a consortium of major corporations, top business schools, and influential nonprofit organizations that has become a powerful change agent in educating and directing talented women toward leadership roles in business. The organization works to influence perceptions among women about business careers, emphasizing that these careers can be flexible, philosophically rewarding, and aligned with the principled, multifaceted lives that women seek.

Golden Key International Honour Society is the world's premier academic honor society with almost 2 million members at more than 370 universities around the world. Undergraduate and graduate students from all academic disciplines in the top 15 percent of their class are invited to become members of the Society. Members originate from over 190 countries and speak 34 different languages.

Management Leadership for Tomorrow (MLT) is a national nonprofit helping to build diverse leaders and equitable workspaces. Launched in 2002, MLT transforms the leadership pipelines of more than 120 organizations by driving breakthrough results for institutions and individuals. The organization works with high-achieving individuals from underrepresented communities (Black, Latinx, Native American); they also introduce the MLT Black Equity at Work Certification for employers, a first-of-its kind standard.

National Black MBA Association, Inc. (NBMBAA) leads in the creation of economic and intellectual wealth for Black graduates with MBAs and other advanced degrees, as well as entrepreneurs, and works to increase the number and the diversity of successful Blacks in the business community.

Prospanica is the premier Hispanic professional business network for economic and philanthropic advancement, fostering Hispanic leadership through graduate management education and professional development in order to improve society.

The Consortium for Graduate Study in Management is an alliance of some of the world's leading graduate business schools and business organizations that fosters a network of students, programs and corporate partners to enhance diversity and inclusion in global business education and leadership and reduce the underrepresentation of African-Americans, Hispanic-Americans and Native-Americans. The Consortium awards merit-based, full-tuition fellowships to top MBA candidates who have a proven record of promoting inclusion in school, their work, or in their personal lives.

GRADUATE MANAGEMENT EDUCATION PROFESSIONAL ASSOCIATIONS

Association of African Business Schools (AABS) enables business schools in Africa to contribute toward economic growth and development throughout Africa by promoting excellence in business and management education through capacity building, collaboration, and quality improvement.

Association of Asia-Pacific Business Schools (AAPBS) provides leadership and representation in order to advance the quality of business and management education in the Asia-Pacific region. AAPBS collaborates in research and teaching, and works in partnership to improve business school standards and quality.

Beta Gamma Sigma® (BGS) is the honor society serving business programs accredited by AACSB International—The Association to Advance Collegiate Schools of Business. Membership in Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in a business program accredited by AACSB International.

The Business Schools Association of Canada (BSAC) is the association of university faculties and schools of business and management in Canada. Their mission is to promote quality in management education and the professional development of business school administrators through events, research and information services, and representation.

Executive MBA Council fosters excellence and innovation worldwide in executive MBA programs through activities and services that educate, network, and inform academic and program administrators, staff, and faculty, as well as business leaders.

The Graduate Business School Curriculum Roundtable is an international organization composed of business school faculty and administrators interested in developing and implementing the best MBA curriculum content, delivery, and innovation.

The PhD Project: Providing peer support to future business professors

MBA Career Services and Employment Alliance (MBA CSEA) is a global association for graduate management career services. The organization is devoted to professional development for its members and ensuring accuracy and integrity in the reporting of MBA employment statistics.

The National HBCU Business Deans Roundtable provides a forum for Deans of Historically Black Colleges and Universities (HBCU) Business Schools to address opportunities and challenges associated with enhancing business programs and initiatives.

GMAC is proud to be a founding sponsor of the award-winning PhD Project, committed to increasing faculty diversity at US business schools. Since 1994, the PhD Project's extensive network has provided more than 1,600 Black/African Americans, Latinx/Hispanic Americans, and Native Americans the tools and resources to become business professors at leading universities around the world. As faculty, they serve as role models to attract and mentor future generations of underrepresented students of color to become the future professors of tomorrow. GMAC has provided more than US \$4.9 million in total funding since 1994 in support of The PhD Project's mission. There are more than 300 minority doctoral students in programs. The PhD Project is currently supporting more than 300 students of color in realizing their dream of earning a doctoral degree.



Bringing the industry together

2022 started off with a hiccup as the COVID-19 Omicron variant did its best to derail our convening plans for the year. But much like the business school community we support, we were able to pivot to creatively solve the problem of how to bring our network together despite ongoing disruptions from the pandemic.

In the first part of the year, we offered a variety of online learning opportunities – from webinars about our research findings, marketing best practices and pipeline diversity, to virtual discussions on strategies to stem the “Great Resignation.”

2022 Event round-up

800

in-person event participants

651

virtual event participants

316

participating schools

4.2

average event satisfaction
rating (5-point scale)

Happily, in April we were able to gather in person for the Admissions Institute for New Professionals (AINP) in London, UK, hosted by Warwick Business School, with record-breaking attendance from school professionals throughout Europe.

With the co-location of the Leadership Conference that is usually held in January, and the Annual Conference in June, we welcomed more than 500 attendees to “charm city,” Baltimore, Maryland, US. In the latter part of 2022, we welcomed another 80+ new admissions professionals to three separate AINP events in the US and Europe. The GMAC Asia Conference was graciously hosted by the Asia School of Business in Kuala Lumpur, Malaysia, and the GMAC European Conference was held in beautiful Barcelona, Spain with the generous hospitality of IESE Business School.

All together, we celebrated eight in-person events, and 21 online learning sessions throughout 2022, offering a comprehensive portfolio of professional development opportunities to support business school professionals at all levels as they do their valuable work and shape the future of GME.



Learn more about our upcoming events at gmac.com/events.



Making meaningful connections with candidates



Over the decades, GMAC has developed a powerful and proven suite of discovery, engagement, preparation, and evaluation tools to enable the largest pool of qualified candidates to get on the path to the life-changing benefits of business school – and connect with your programs in meaningful ways.

GMAC connect recruiting solutions

GMAC Connect

GMAC™ Connect is the umbrella name for the wide range of marketing, advertising, and recruitment services offered by GMAC. Through GMAC Connect, we help schools reach the largest qualified, global candidate pool interested in pursuing an MBA or Business Master's degree, leveraging our seven decades of data science, industry research, and market expertise. Business schools can customize our suite of discovery and engagement solutions, which combines the power and reach of GMAC to help deliver against your school's objectives.



GMAC Media Solutions – harnessing the combined reach of businessbecause.com and mba.com

GMAC™ Media Solutions combines the fastest growing site in graduate management education (www.businessbecause.com) with the leading destination for candidates serious about their ambitions (www.mba.com). Together, our reach enables business schools to connect with more internationally-minded GME candidates than any other publishing business. We offer a comprehensive collective of marketing and advertising solutions which can be combined to deliver against any marketing objective – from brand-building to lead generation. Our engaged audience of prospective students cover every stage of the application journey, from consideration to application, and we have the highest global reach of any site targeting prospective GME candidates.





GradSelect

GMASS (GradSelect) – providing access to diverse candidates worldwide with precision

GMAC™ GradSelect, formerly the Graduate Management Admission Search Service (GMASS), is the world's largest global database of qualified GME candidates. This database of 555,000+ candidates leverages GMAT registrations, mba.com contacts and, GMAC Connect leads to allow for precise recruiting, including premium insights based on GMAC program recommendations and candidate score-sending behavior, and more than 35 search criteria to refine or broaden outreach. School professionals can rely on GradSelect to connect with the largest global source of aspiring, diverse candidates who have unique qualifications and backgrounds.



gmac.com/gradselect



TOURS

GMAC Tours – Data-driven experiential recruiting for business schools

GMAC™ Tours create experiential recruiting events that provide unique opportunities between potential candidates and our partner schools to develop strong personal interactions at all stages of the candidate journey. By leveraging GMAC's rich data intelligence, GMAC Tours can curate and connect you with right-fit candidates from the world's largest, most qualified graduate management education talent pool. Previously known as The MBA Tour, now rebranded to GMAC Tours, we have expanded beyond the traditional, full-time MBA programs to help business schools recruit for their entire portfolio with all program types, be it business masters, part-time, or online programs. Annually, close to 50,000 prospective candidates around the world look to GMAC Tours as a trusted resource for discovering programs that showcase their talents, meet their professional needs, and create opportunities for a successful future.



gmac.com/reach-and-recruit-students/gmac-connect/gmac-tours



mba.com – A digital ecosystem serving millions of candidates and prospective candidates earlier in their journey

With more than 12.5 million site visits across the GMAC websites in 2022 and over 7 million visitors to mba.com, candidates from across the world are discovering and engaging with a wide range of graduate management education content, products and services tailored to all stages of their candidate journey.

In 2022, a driving focus was on delivering a more consolidated, easily navigated site with a clean design and smoother user



experience. We integrated content on the Executive Assessment and GMAC Tours, creating a more unified “one stop” journey for candidates.

Alongside this work, the mba.com content team continued to create timely, localized and globally relevant content. Organic sessions to editorial content on mba.com grew by 67 percent in 2022 compared to 2021. These results were delivered through a commitment to creating content based on the needs of a global graduate education audience and ensuring SEO best practices were applied to every piece of content published.

We are currently working on a broad range of enhancements to add more value to the candidate experience including a more user-friendly candidate single sign on process across GMAC products and services and improving the “My Account” experience in order to better support the candidate with relevant information, products, and services that deliver to their needs.

Assessments designed with business schools for business schools

We are committed to providing the world's best solutions for schools and candidates to find and evaluate each other. Our leading assessments offer the most trusted, proven, and well-understood predictor of academic success in GME programs.



gmac.com/gmat-other-assessments



183,750

2022 Total Testing Volume for the GMAT exam, Executive Assessment, the NMAT by GMAC exam



485,019

2022 Total Score Reports sent for the GMAT exam, Executive Assessment, the NMAT by GMAC exam



116,246

2022 Total Free Prep Usages for the GMAT exam, Executive Assessment, the NMAT by GMAC exam

Executive Assessment

The Executive Assessment – 2022 update

The Executive Assessment is designed to evaluate business school readiness in the context of career experience. It measures skills that are crucial for success at work and in an MBA classroom — higher-order reasoning, critical thinking, analysis, and problem-solving — all within a 90-minute assessment.

Used by more than 240 leading business programs at more than 130 schools across the globe, the Executive Assessment is designed to help admissions teams efficiently and effectively evaluate candidates and helps open the door for busy professionals to pursue a graduate-level education.

In 2022, over 20 new schools representing a broad array of program types including full-time, part-time, executive MBA, and master's degree programs began accepting the Executive Assessment.



The NMAT by GMAC exam – 2022 enhancements

The NMAT by GMAC exam helps create opportunities with the most candidate-friendly MBA admissions exam. It is offered to candidates in India, the Philippines, South Africa, Nigeria, and Morocco. 74 schools use the NMAT by GMAC exam for 140+ business programs to build diverse classes.

In 2022, GMAC improved the overall NMAT candidate experience by expanding test centers to 73 cities in India and increasing capacity at test centers where usage was high the previous year and launching support for MAC-OS for exams delivered online internationally. In addition, we updated and improved the information on the NMAT website and candidate dashboard related to testing policies, procedures on test day, and the check-in process, which helped to reduce customer support inquiries.

Test security is at the forefront for all our assessments, and improvements to online test security in the past year include rigorous proctor training to ensure appropriate flagging of candidate actions and pausing of exams when appropriate.

The GMAT™ exam – 2022 enhancements

Created by business schools for business schools, the GMAT™ exam is the most trusted, proven, and well-understood predictor of academic success, relied on by more than 7,700 GME programs. The exam provides admissions officers with access to a pipeline of committed candidates and allows them to compare candidates so they can build a diverse and successful class.



In November 2022, an updated version of the GMAC™ Score File Downloader application was released, providing schools with manual and automated download options for score data from GMAT exams taken both online and at test centers. Throughout the year, we continued to evolve GMAT™ Official Practice, launching several new features, including mobile apps on both Android and iPhone that allow candidates to practice anywhere, on the go, flashcards to study basic GMAT concepts, and games to engage candidates while they complete their exam preparation.

GMAC maintained its position as a leader in Test Security in 2022 by investing in new technologies and processes to prevent and detect test fraud, while also effectively enforcing our testing policies to ensure a fair and reliable test experience for all candidates.



The future of testing: GMAT Focus Edition

In mid-2022, GMAC concluded a robust research effort to inform the next generation of the GMAT exam. Leveraging a third-party research firm, we conducted in-depth research with thousands of candidates globally and more than 65 school professionals representing a wide range of program types and sizes from around the world. With this research, plus feedback and guidance from our Global School Advisory Group, we were able to identify key insights and themes to drive the evolution of the GMAT exam.

Armed with a clear direction, in the second half of 2022, GMAC began building out the new and improved GMAT™ Focus Edition, designed to be more efficient, more flexible, and more insightful. The GMAT™ Focus Edition is scheduled to launch in Q4 of 2023, with registration opening in August 2023.





New and noteworthy



BUSINESS FUNDAMENTALS

POWERED BY KAPLAN

GMAC™ Business Fundamentals Powered by Kaplan

The Business Fundamentals courses were newly launched in 2022, in partnership with Kaplan. The Business Fundamentals courses – Statistics, Accounting, and Finance – are designed to ensure business school candidates have the necessary fundamental quantitative knowledge before business school begins. Course materials are authored and reviewed by faculty from a variety of business schools.

To learn more, visit
 gmac.com/businessfundamentals.

“I was thrilled to participate in the writing of this course because I believe a solid accounting foundation will not only make life much easier for potential MBA students, it'll enable them to better grasp and utilize the rest of their MBA curriculum.”

**Eric Marrs Professor of Accounting,
Southern Methodist University**

“Overall, the program provided exactly what I was looking for. The instructors were all great, the content was well delivered, and I now feel back-to-school ready as a result of completing your business fundamental coursework.”

UT Austin EMBA Student



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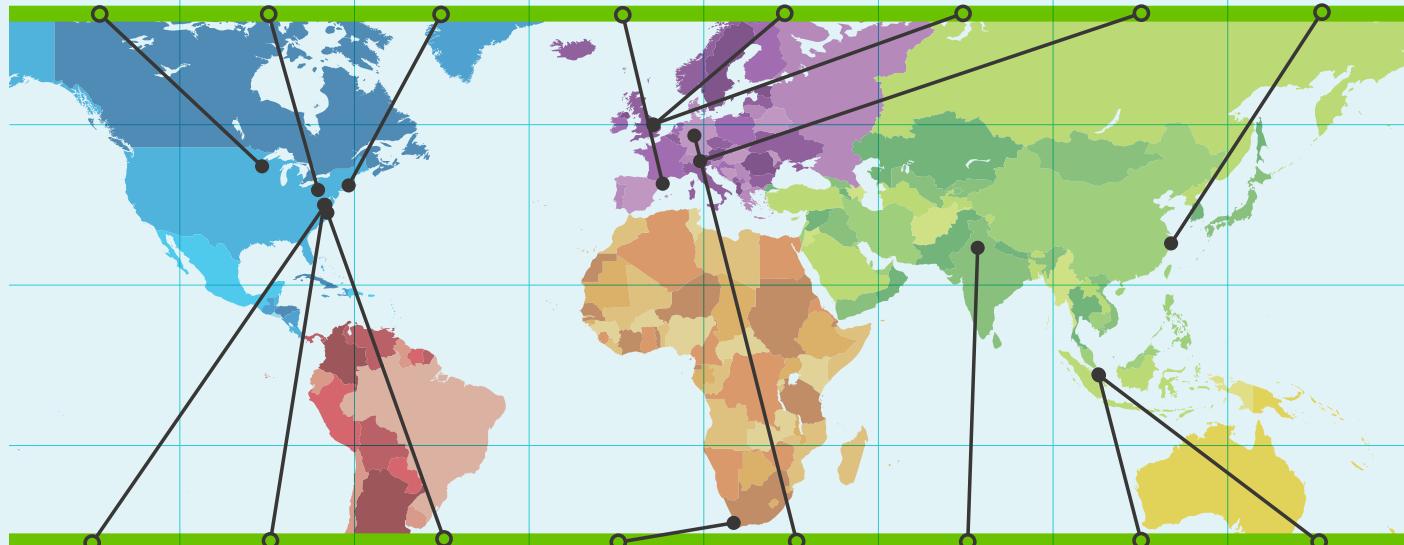
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