

# Macro Realities & Micro Considerations

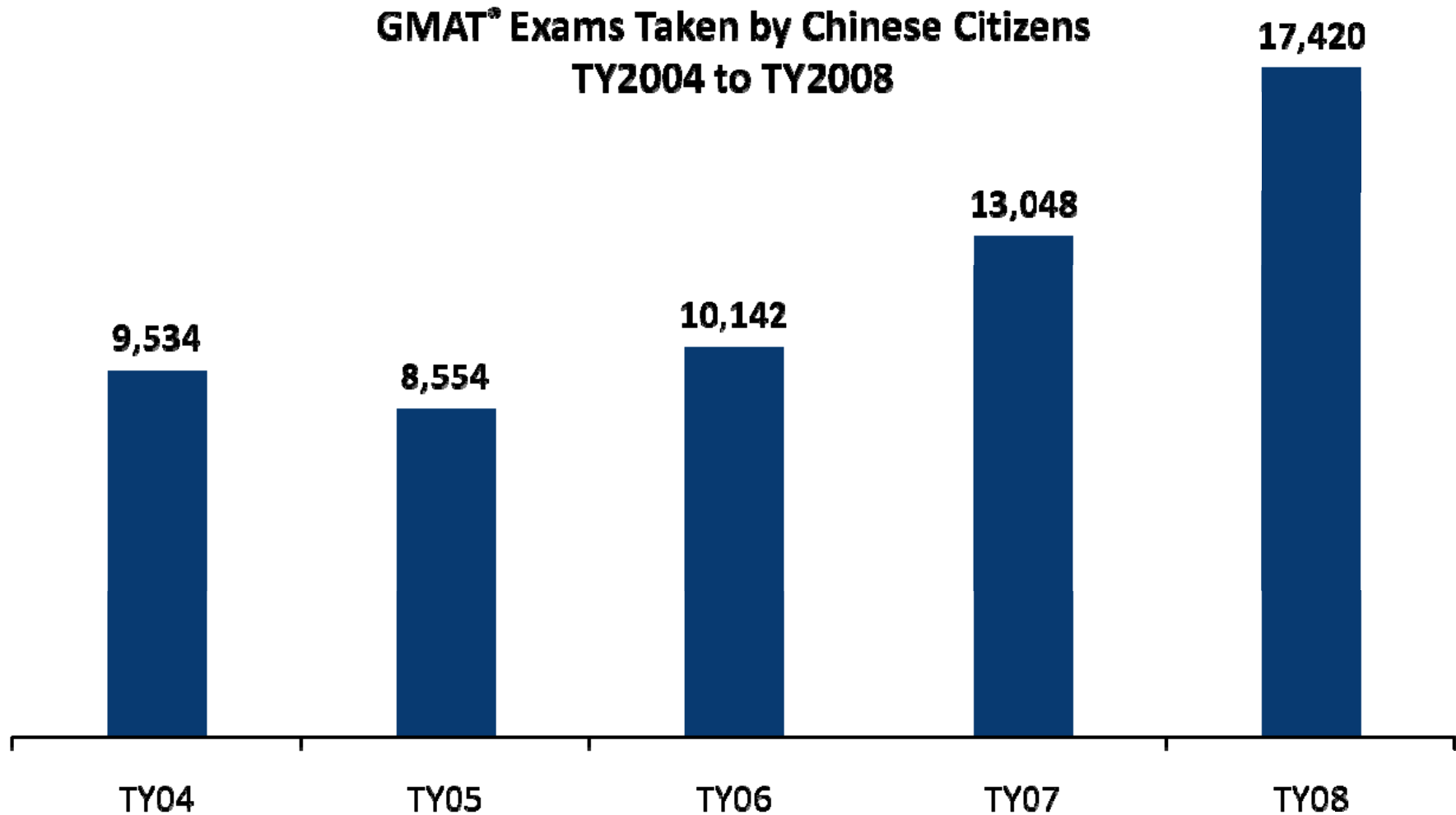
The Graduate Management Education Market

## Country Spotlight: China's B-School Pipeline

**Graduate  
Management  
Admission  
Council®**

*Creating Access to Graduate Business Education®*

# Figure 1: The B-School Pipeline: Chinese Citizens



Source: GMAC® Data

- Testing Year runs July 1 through June 30

- Ex: TY2002 covers the period from July 1, 2001 to June 30, 2002.

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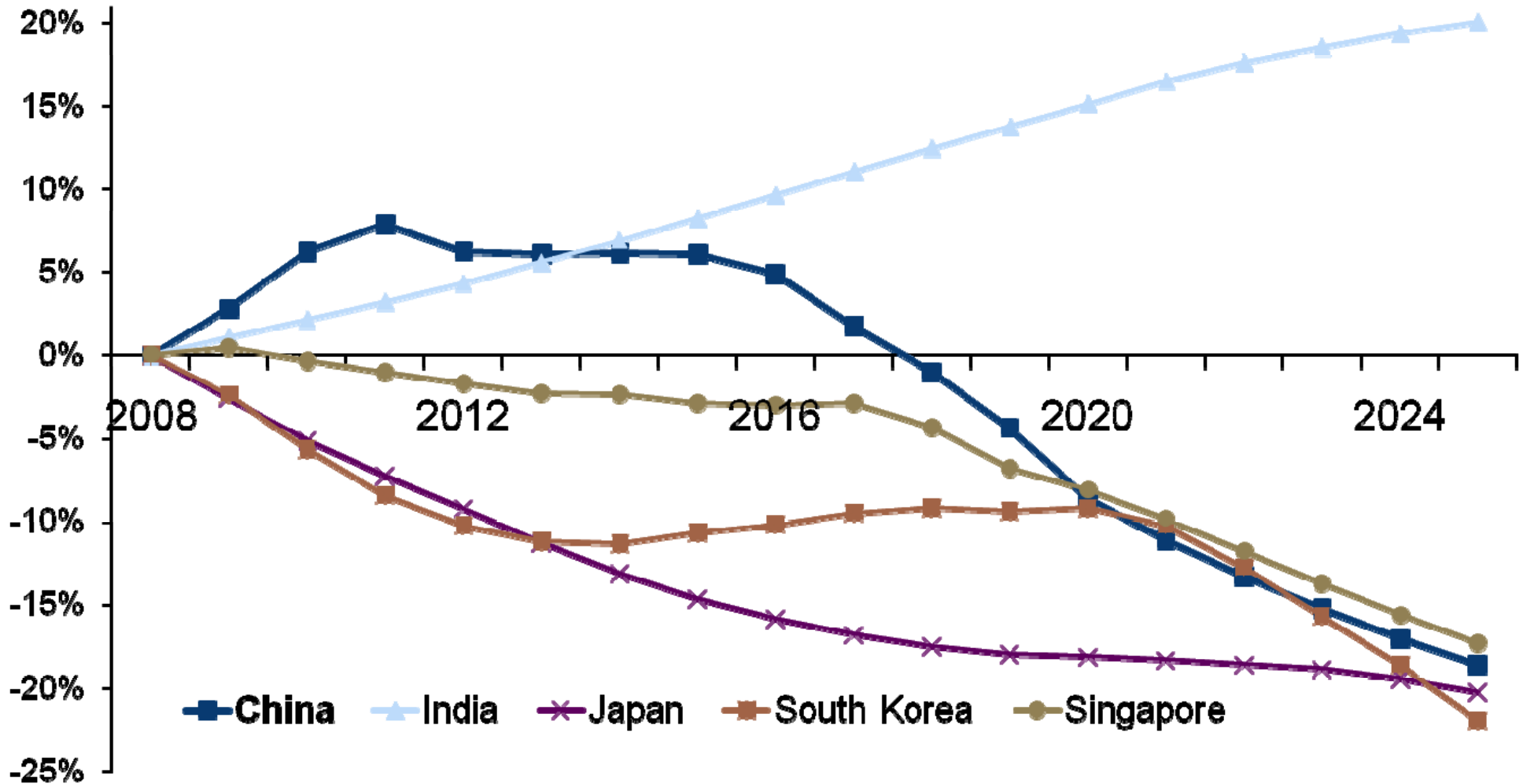
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# Figure 2: Student Age Demographics in Asia

**Student Age Population Shifts**  
**Cumulative % change in the number of 20-29 year olds from 2008**



Source: US Census Bureau (2008).

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# Table 1: Top 10 Countries to Which Chinese Citizens Sent GMAT® Score Reports\*

Country	Scores Sent TY2008	Percent of All
1. United States	50,358	76.94%
2. Hong Kong	3,563	5.44%
3. Canada	2,934	4.48%
4. United Kingdom	2,341	3.58%
5. France	2,134	3.26%
6. China	1,917	2.93%
7. Singapore	934	1.43%
8. Australia	282	0.43%
9. Netherlands	199	0.30%
10. Switzerland	97	0.18%
<b>Total Scores Sent in TY2008</b>	<b>65,732</b>	<b>100%</b>

Source: GMAC® Asian Geographic Trend Report 2008.

\* Based on number of score reports received

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## Table 2: China's Economic Conditions

Year	China GDP %
2000	8.4
2001	8.3
2002	9.1
2003	10
2004	10.1
2005	10.4
2006	11.6
2007	13
2008	9
2009p	6.7
2010p	8

Source: IMF data for China, GDP% historic data with projections for 2009 and 2010 (January 2009).

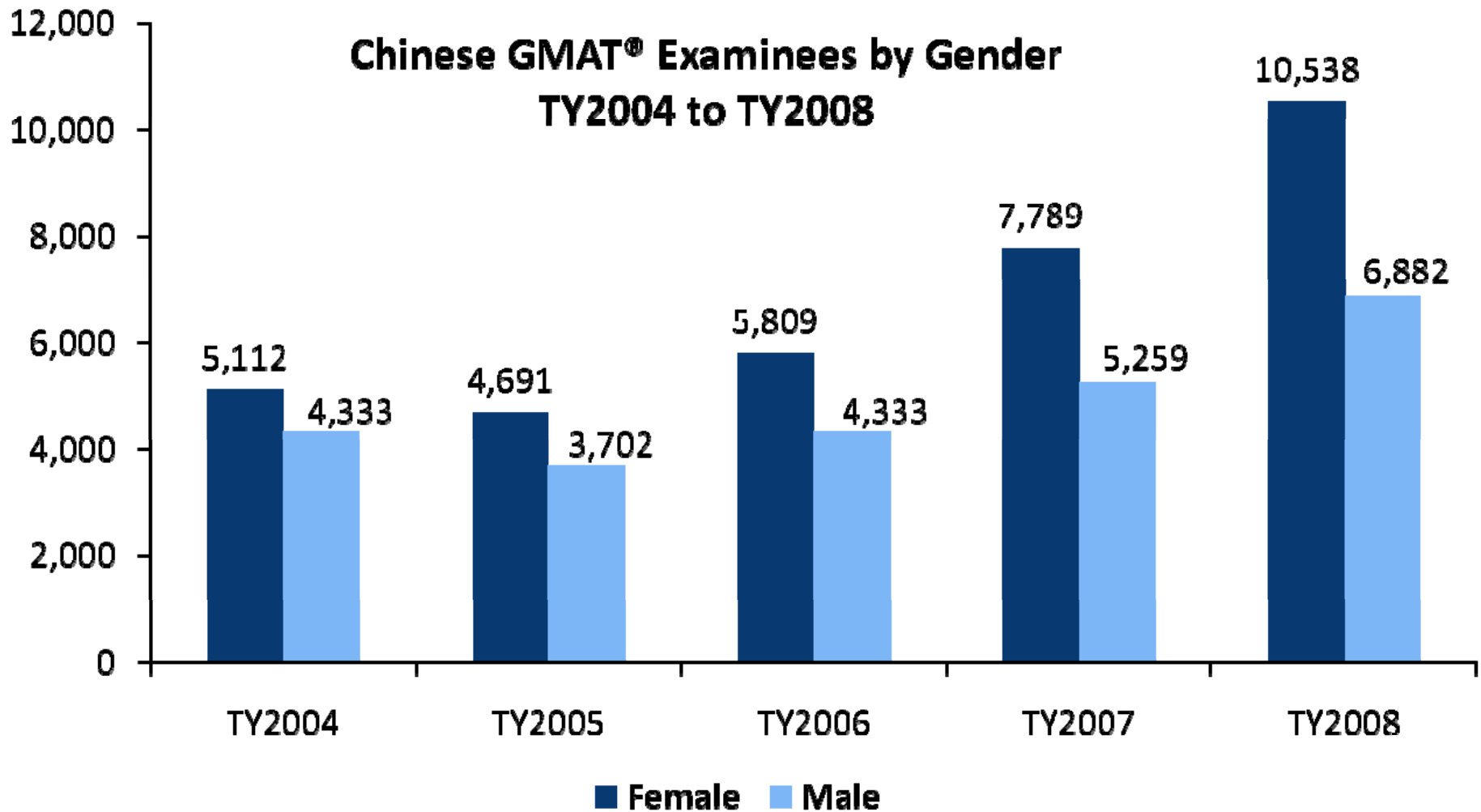
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# The B-School Pipeline: Chinese Citizens

- Chinese citizens represented 7% or 17,420 of GMAT® exams taken worldwide in TY2008 (*new record*).
- Among all GMAT examinees, China's citizens are the third largest group (*after the US and India*).
- The number of Chinese citizens taking the GMAT exam has nearly doubled in the last five years.
- China has more college students than any other country worldwide—more than 25 million students.

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# Women in the Pipeline: Chinese Citizens



Source: GMAC® Data

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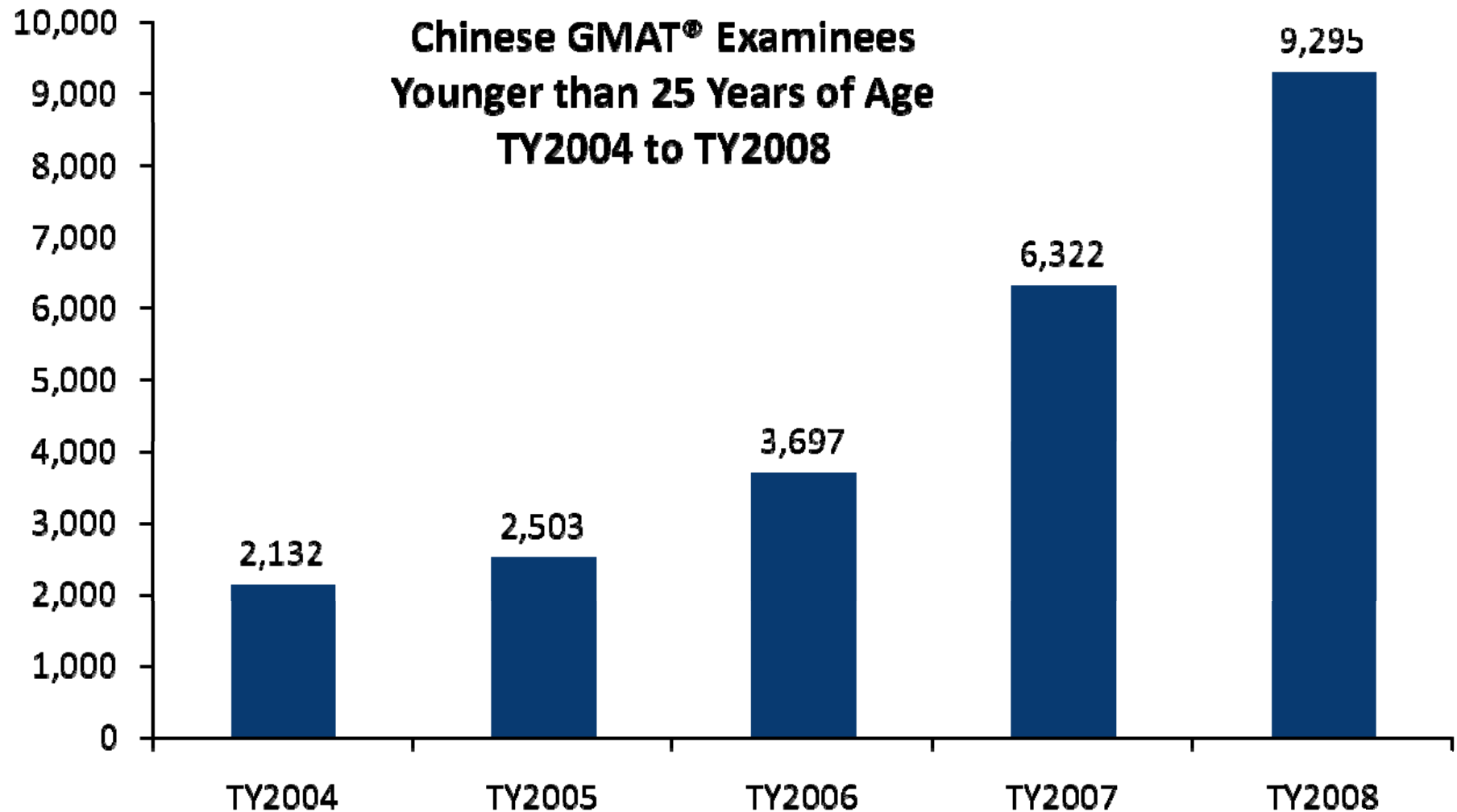
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# Younger Students in the Pipeline: Chinese Citizens



Source: GMAC® Data

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- Ex: TY2002 covers the period from July 1, 2001 to June 30, 2002.

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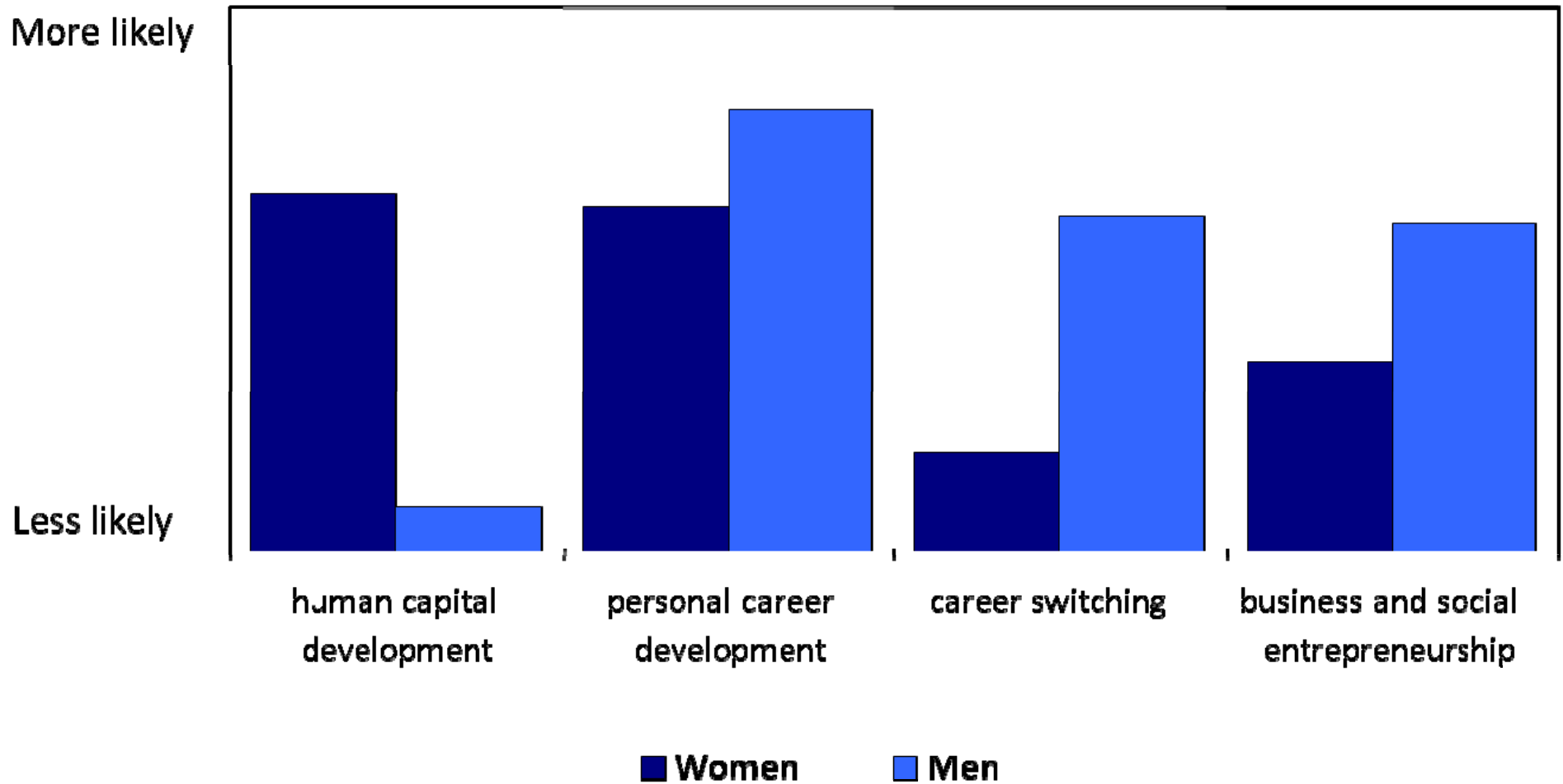
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# Motivation to Pursue GME Degree: Chinese Citizens



Source: GMAC® 2008 mba.com Registrants Survey

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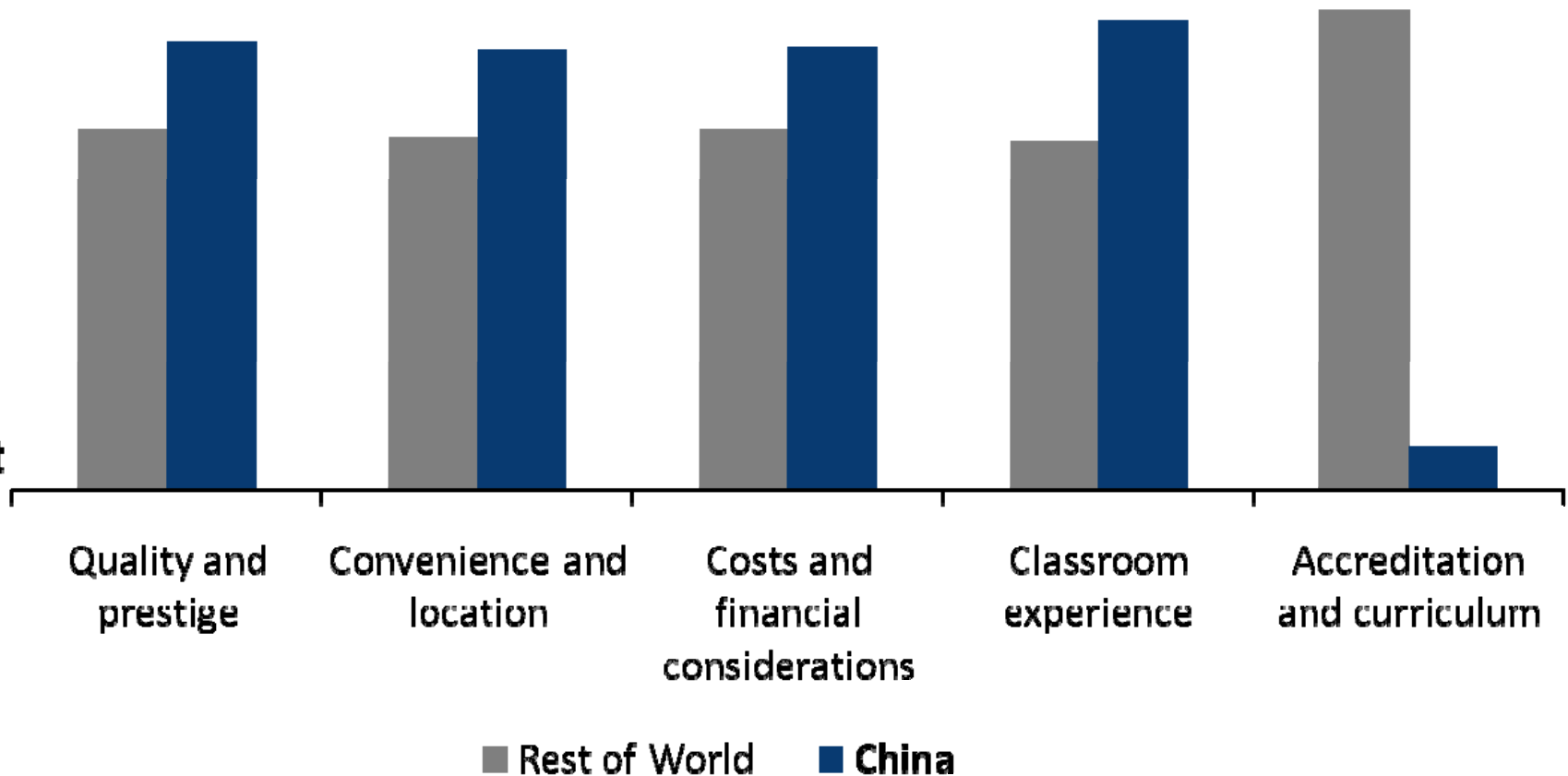
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# Importance of School Selection Criteria: Chinese Citizens

More important

Less important



Source: GMAC® 2008 mba.com Registrants Survey

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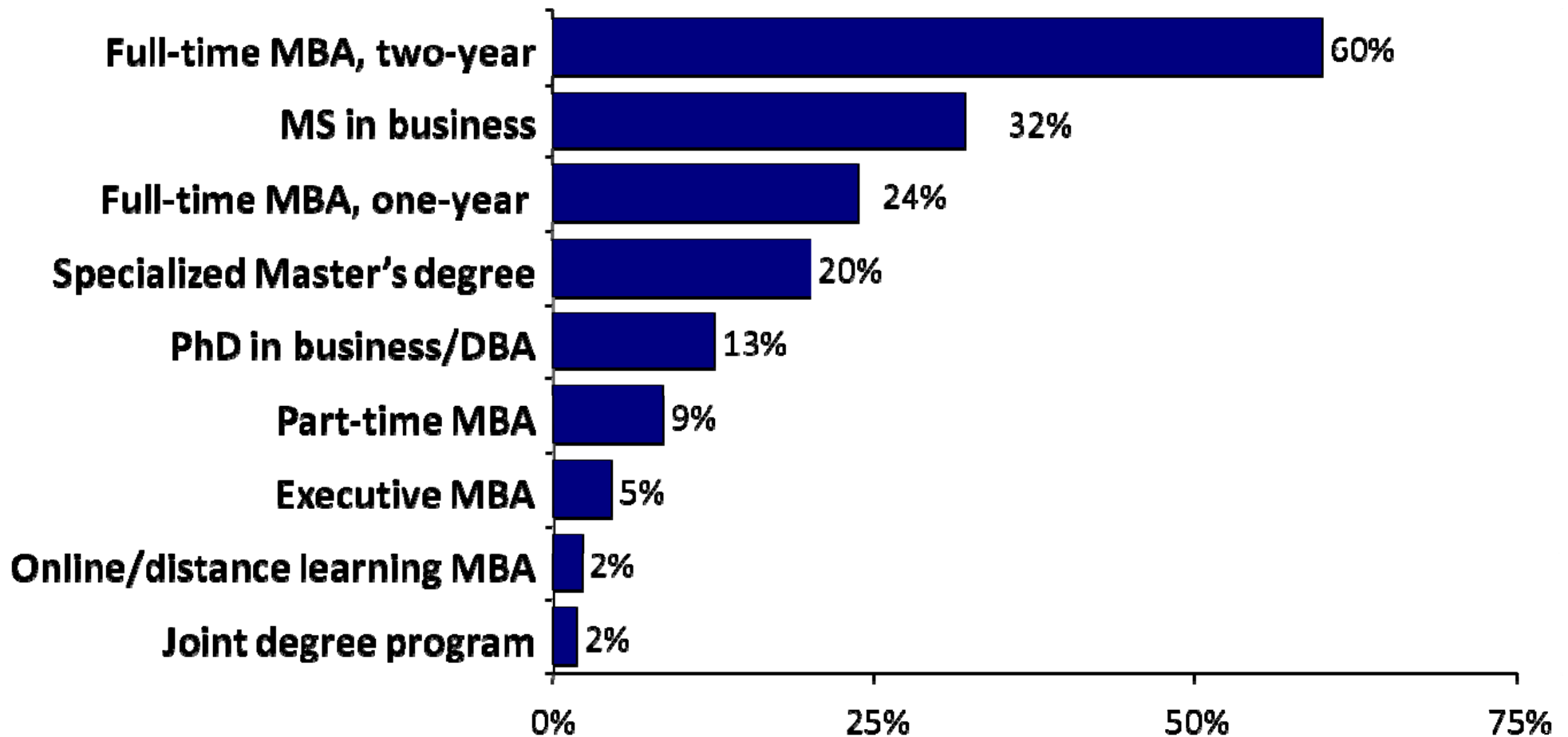
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# Programs Considered: Chinese Citizens



Source: GMAC® 2008 mba.com Registrants Survey

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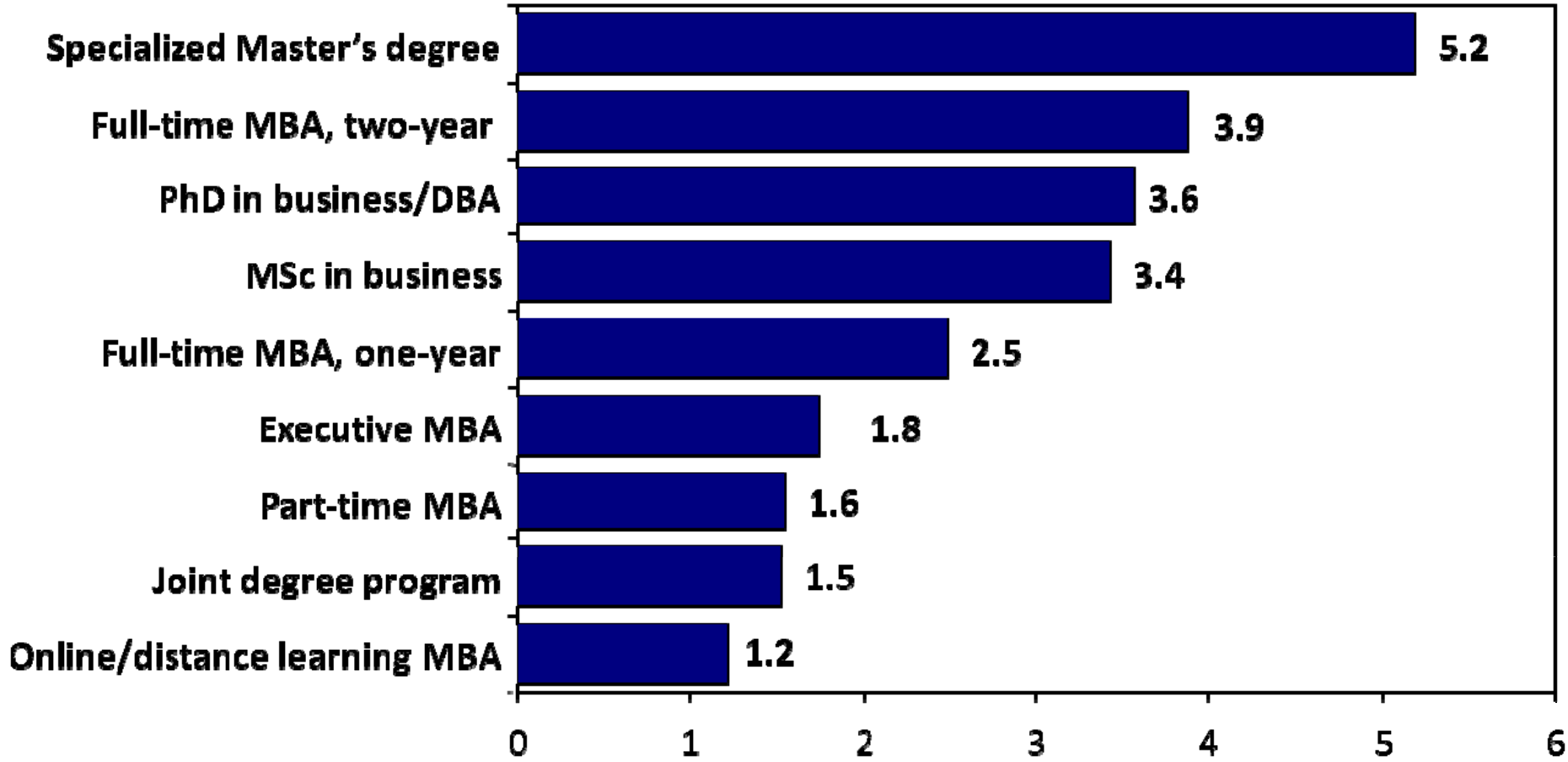
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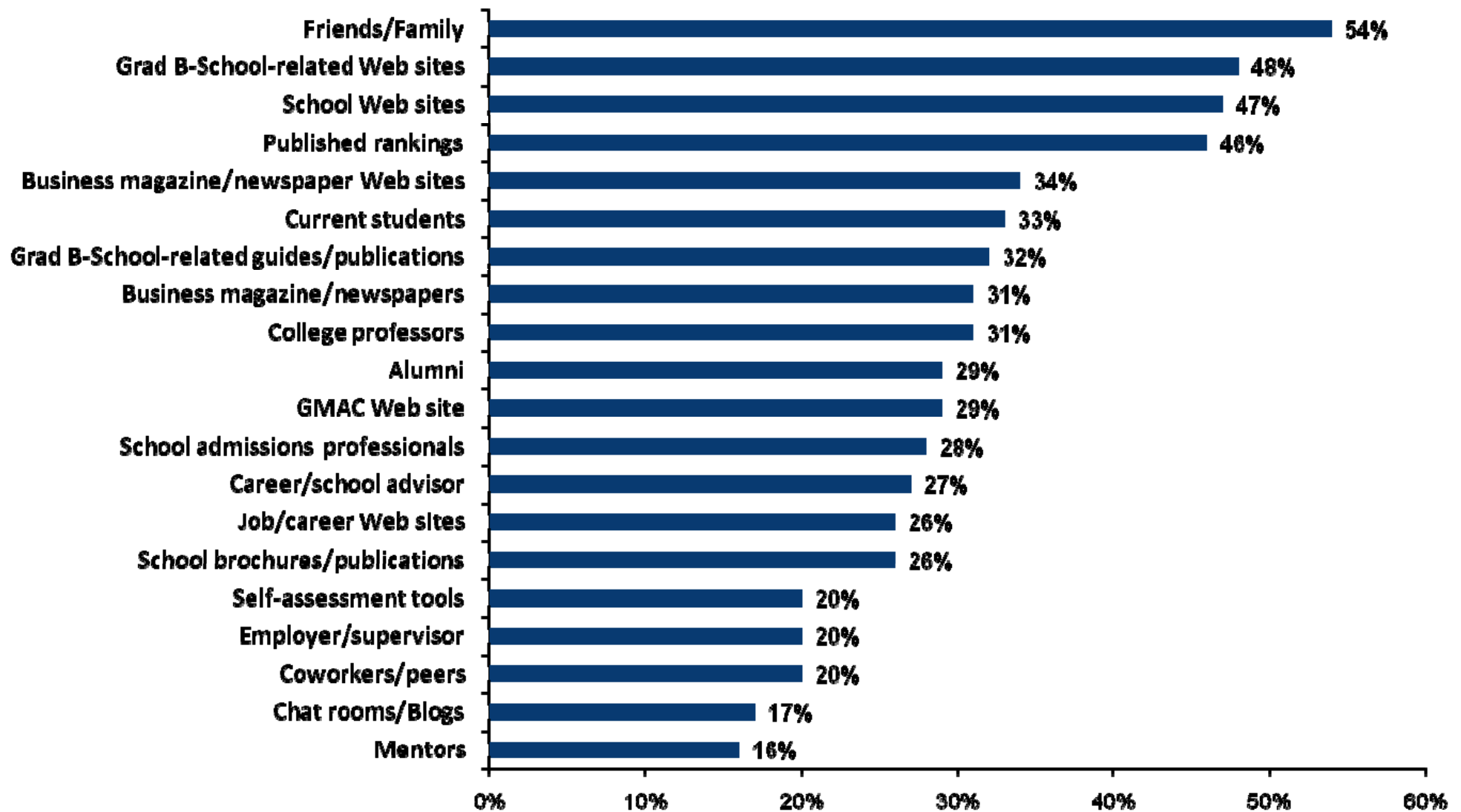
# Average Number of Applications Submitted: Chinese Citizens



Source: GMAC® 2008 mba.com Registrants Survey

[www.gmac.com/research](http://www.gmac.com/research)

# Sources Consulted in GME Decision: Chinese Citizens



Source: GMAC® 2008 mba.com Registrants Survey

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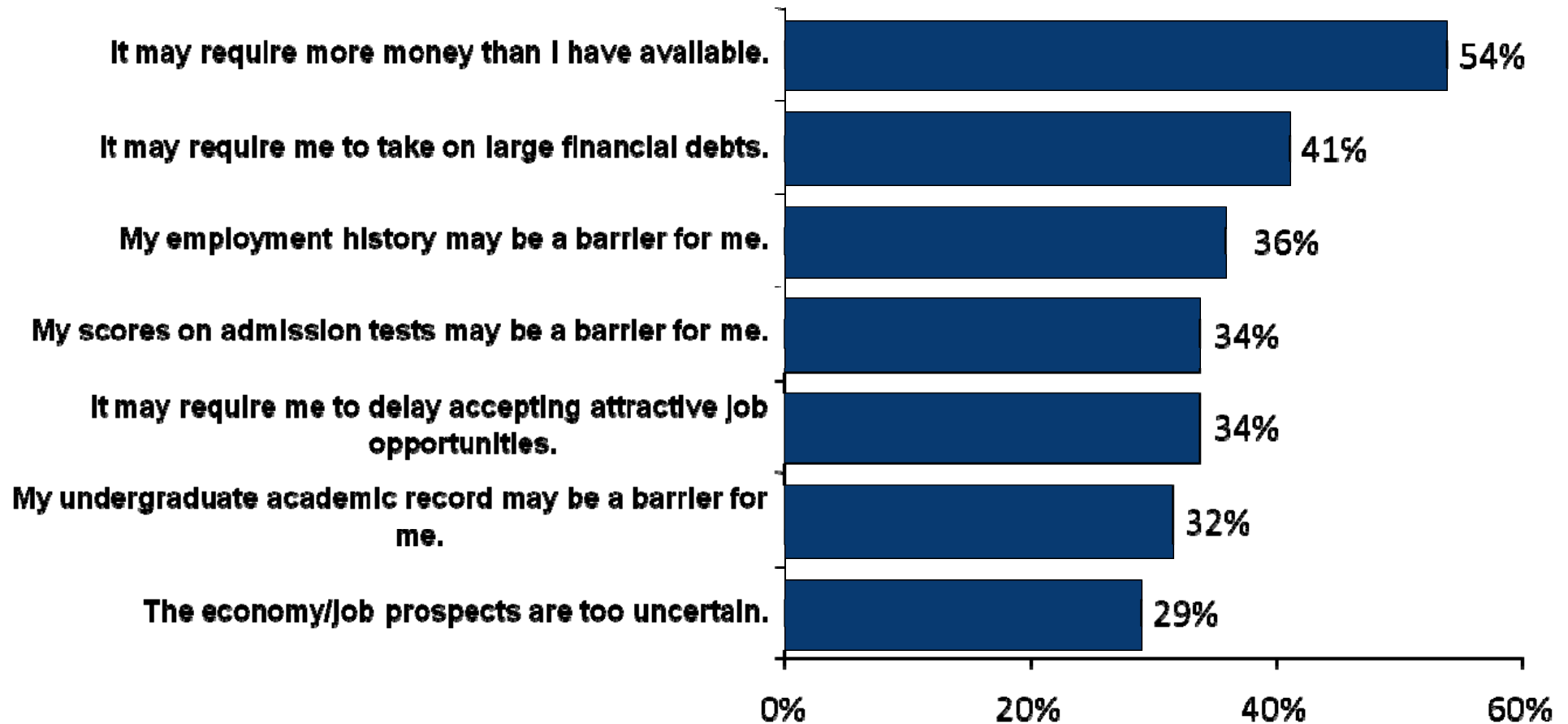
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# Reservations About Pursuing a Degree: Chinese Citizens



Source: GMAC® 2008 mba.com Registrants Survey

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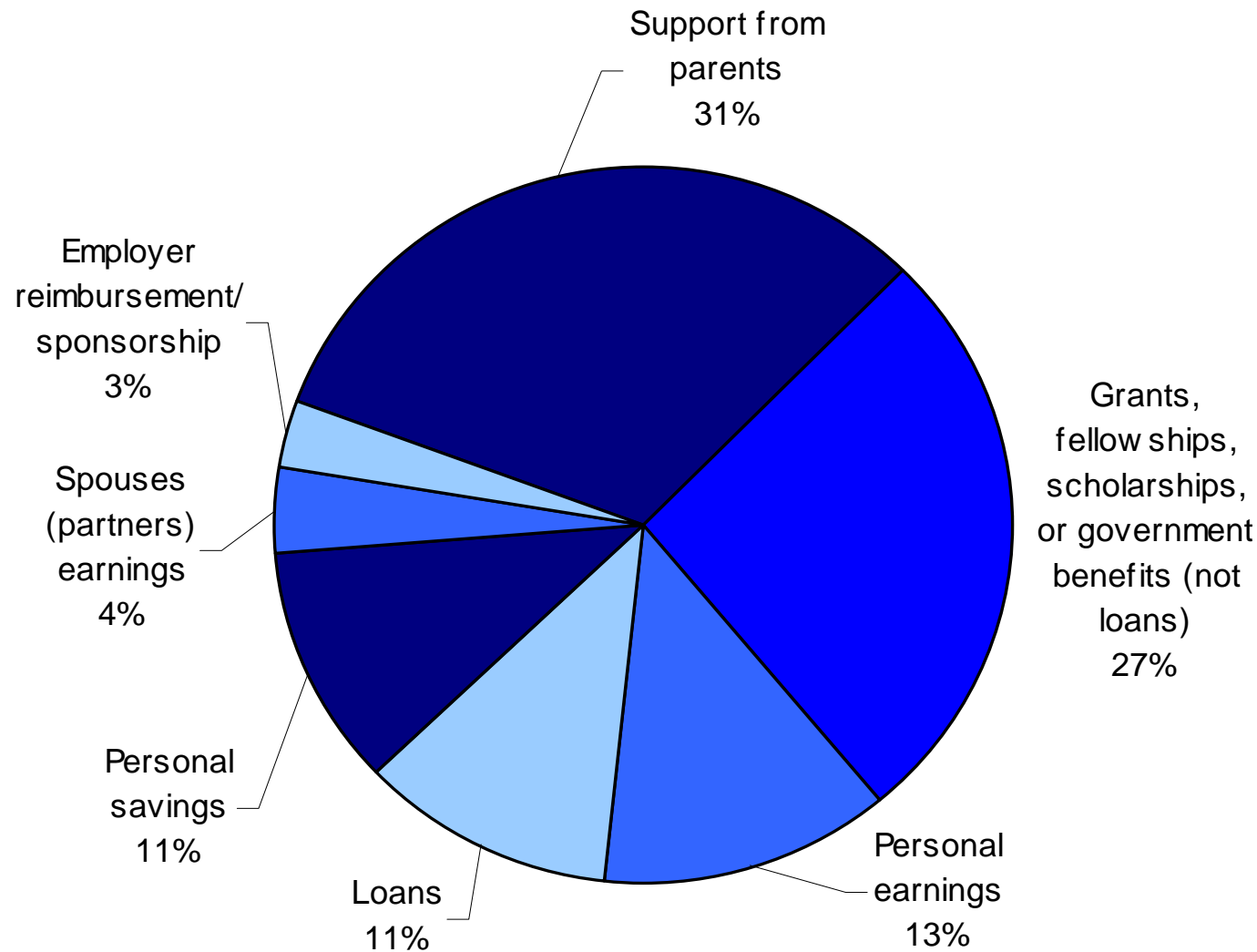
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# Planned Method of Financing Degree: Chinese Citizens



Source: GMAC® 2008 mba.com Registrants Survey

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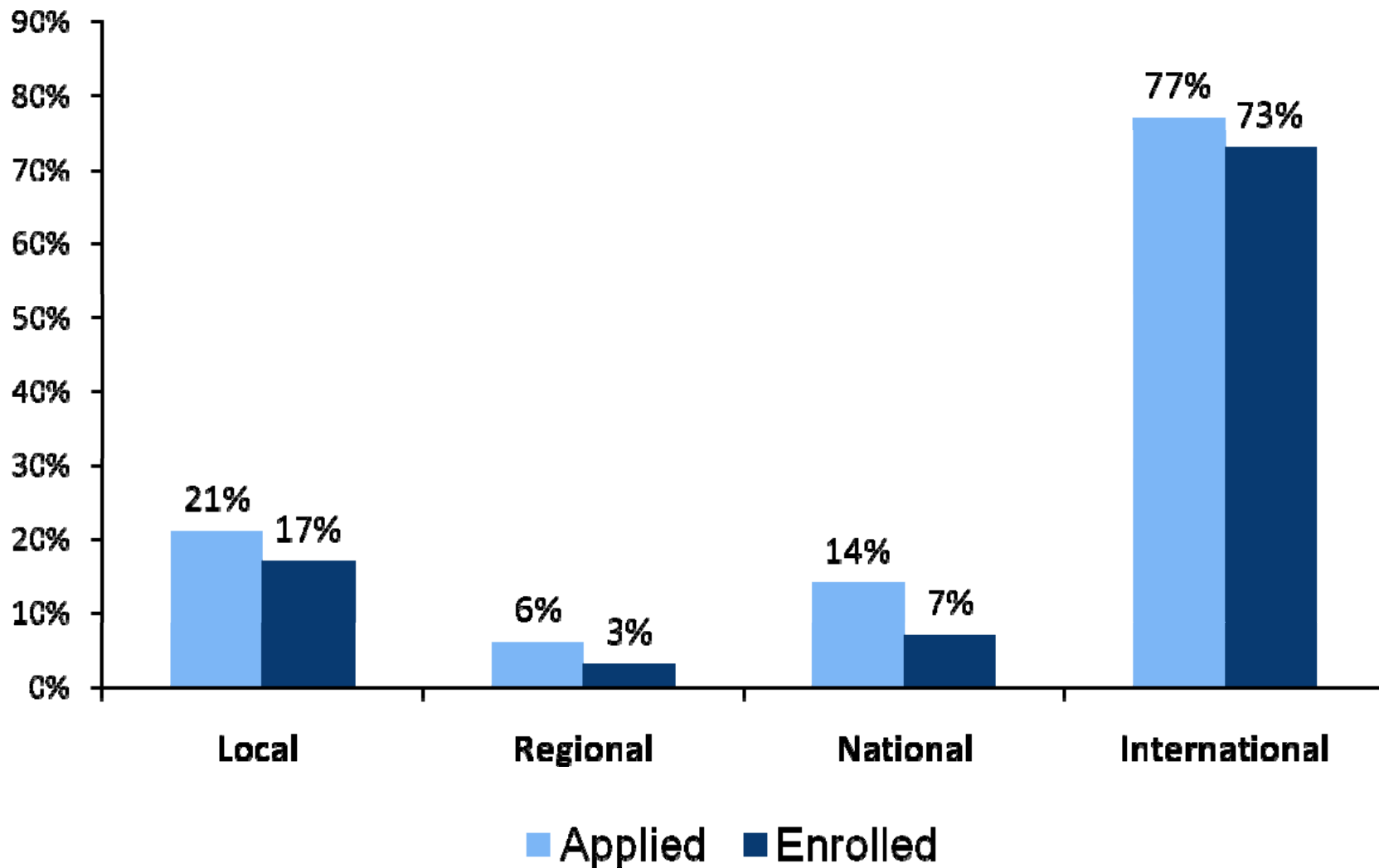
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# Talent Flows and Student Mobility

- China is in effect a net exporter of talent: Chinese students are among the largest overseas student groups in the United Kingdom, Australia, and the United States.
- Chinese citizens sent 65,732 GMAT<sup>®</sup> score reports in TY2008.
- Nearly 75% of all GMAT<sup>®</sup> scores sent by Chinese citizens went to US schools in TY2008, an increase of 10% from TY2003.
- China is dramatically expanding higher education as a means to retain a greater share of its domestic talent and attract an increasing number of foreign students.

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# Application and Enrollment: Chinese Citizens



Source: GMAC® 2008 mba.com Registrants Survey

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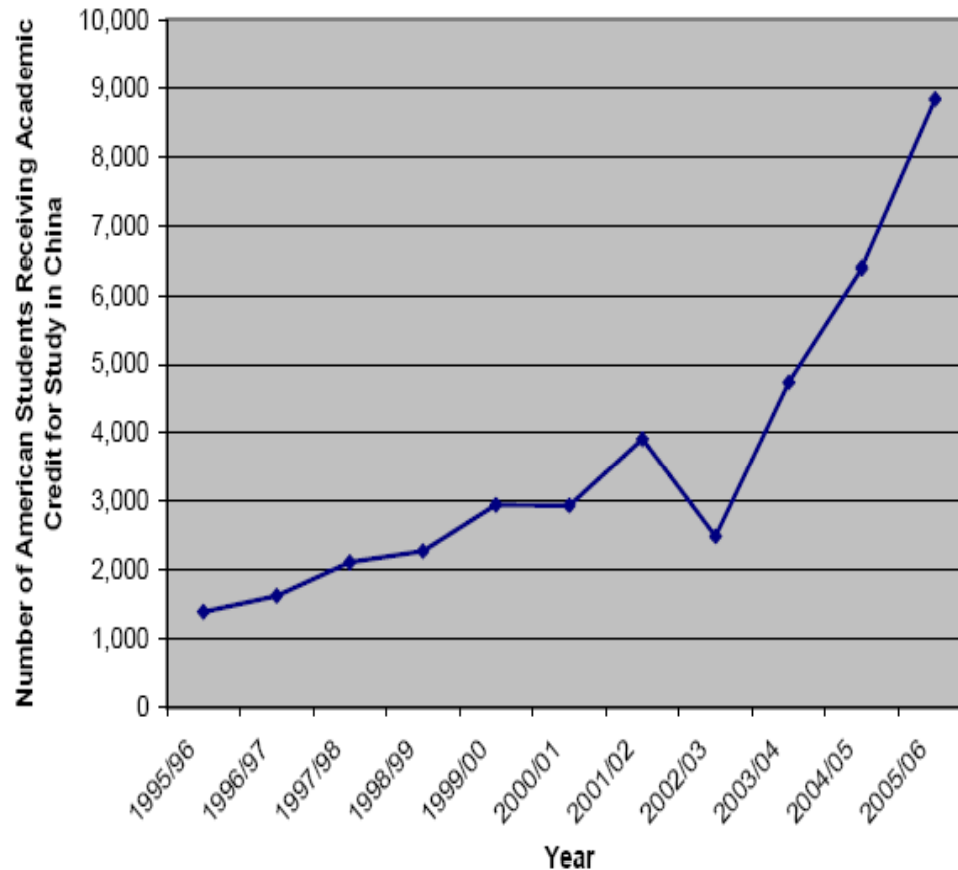
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# Student Talent Flows To China

## Number of American Students Studying in China, 1995/96-2005/06



Source: Rajika Bhandari and Patricia Chow, *Open Doors 2007: Report on International Educational Exchange* (New York: Institute of International Education, 2007). Older data is compiled from previous annual *Open Doors* reports.

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## Appendix: Regional Classifications

- **Asia & Pacific**
- **Europe**
- **Latin America, Mexico, and the Caribbean**
- **Middle East & Africa**
- **US and Canada**

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# Asia & Pacific

## East & Southeast Asia formally “Asia”

Brunei  
Myanmar (Burma)  
Hong Kong  
Indonesia  
Japan  
Cambodia  
Korea, D.P.R. of (North)  
Korea, Rep. of (South)  
Laos  
Macau (SAR of China)  
Malaysia  
Maldives  
Mongolia  
China, People’s Republic  
Philippines  
Singapore  
Sri Lanka  
Taiwan  
Thailand  
Vietnam

## Central & South Asia formally “Central Asia”

Afghanistan  
Bangladesh  
Bhutan  
India  
Kazakhstan  
Kyrgyzstan  
Nepal  
Pakistan  
Tajikistan  
Turkmenistan  
Uzbekistan

## Australia & Pacific Islands

American Samoa  
Australia  
Christmas Island  
Fiji  
Kiribati  
Marshall Island  
Papua New Guinea  
New Zealand  
Palau  
Tonga  
Samoa

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# Europe

## Eastern Europe

Albania  
Andorra  
Armenia  
Azerbaijan  
Bosnia-Herzegovina  
Bulgaria  
Belarus  
Croatia  
Czech Republic  
Estonia  
Georgia  
Hungary  
Latvia  
Lithuania  
Macedonia, The F.Y.R. of  
Moldova  
Poland  
Romania  
Russia  
Slovakia  
Slovenia  
Ukraine  
Yugoslavia

## Western Europe

Austria  
Belgium  
Cyprus  
Denmark  
Finland  
France  
Germany  
Greece  
Iceland  
Ireland  
Italy  
Liechtenstein  
Luxembourg  
Malta  
Monaco  
Netherlands  
Norway  
Portugal  
Spain  
Sweden  
Switzerland  
United Kingdom

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# Middle East & Africa

## Africa

Algeria  
Angola  
Benin  
Botswana  
Burundi  
Cameroon  
Cape Verde  
Chad  
Congo, Republic of the  
Egypt  
Eritrea  
Ethiopia  
Gabon  
Gambia, The  
Ghana  
Guinea  
Cote D'Ivoire (Ivory Coast)  
Kenya  
Lesotho  
Liberia  
Libya  
Madagascar  
Malawi

Mali  
Mauritania  
Mauritius  
Morocco  
Mozambique  
Namibia  
Niger  
Nigeria  
Zimbabwe  
Rwanda  
Senegal  
Seychelles  
Sierra Leone  
Somalia  
South Africa  
Sudan  
Swaziland  
Tanzania  
Togo  
Tunisia  
Uganda  
Burkina Faso  
Congo, Dem. Rep. of the  
Zambia

## Middle East

Bahrain  
Iran  
Iraq  
Israel  
Jordan  
Kuwait  
Lebanon  
Oman  
Palestinian Territories  
Saudi Arabia  
Syria  
Turkey  
United Arab Emirates  
Yemen

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# Latin America, Mexico, & the Caribbean

Antigua and Barbuda  
Argentina  
Bahamas  
Barbados  
Belize  
Bermuda  
Bolivia  
Brazil  
Cayman Islands  
Chile  
Colombia  
Costa Rica  
Cuba  
Dominica, Commonwealth  
Dominican Republic  
Ecuador  
El Salvador  
Grenada

Guatemala  
Guyana  
Haiti  
Honduras  
Jamaica  
Mexico  
Nicaragua  
Panama  
Paraguay  
Peru  
St. Kitts  
St. Lucia  
St. Vincent and The Grenadines  
Suriname  
Trinidad and Tobago  
Turks and Caicos Islands  
Uruguay  
Venezuela

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GMAC<sup>®</sup> provides information and data about the GME industry that enables business schools to achieve success. We are committed to assisting schools with facts and analyses to use in their deliberations.

For your questions or comments – regarding the data, findings, or methodology used in this information, please email [research@gmac.com](mailto:research@gmac.com).

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# About GMAC®

The Graduate Management Admission Council® (GMAC®) is the association of leading graduate business schools.

We serve these schools and their prospective students through a wide array of products, services, and programs, and we are a primary resource for information about quality graduate management education.

In addition, we own the Graduate Management Admission Test® (GMAT®) exam, the most reliable and widely used predictor of academic success in graduate business studies worldwide.

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