



2011 Graduate Management Education in Canada

Demand for GME in Canada

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Jobs Report for B-School Grads in Canada

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This latest report in the GMAC® Data-to-Go Series provides an overview of trends in graduate management education in Canada as well as a brief look at jobs data and employment trends for recent 2011 b-school graduates in Canada. Data and findings presented here come from various recent data sources, including GMAT® exam volumes, GMAC surveys of graduates and alumni, and GMAC geographic trend reports. Please use caution when comparing or combining data cited above, as this information is subject to source sampling variability and differences across testing, regional groupings, survey years, or data collection methodology. Visit gmac.com/research for more information.

Demand for Graduate Management Education in Canada

Snapshot of GMAT Examinees in Canada

Canada Is 4th Largest B-School Talent Pipeline in the World

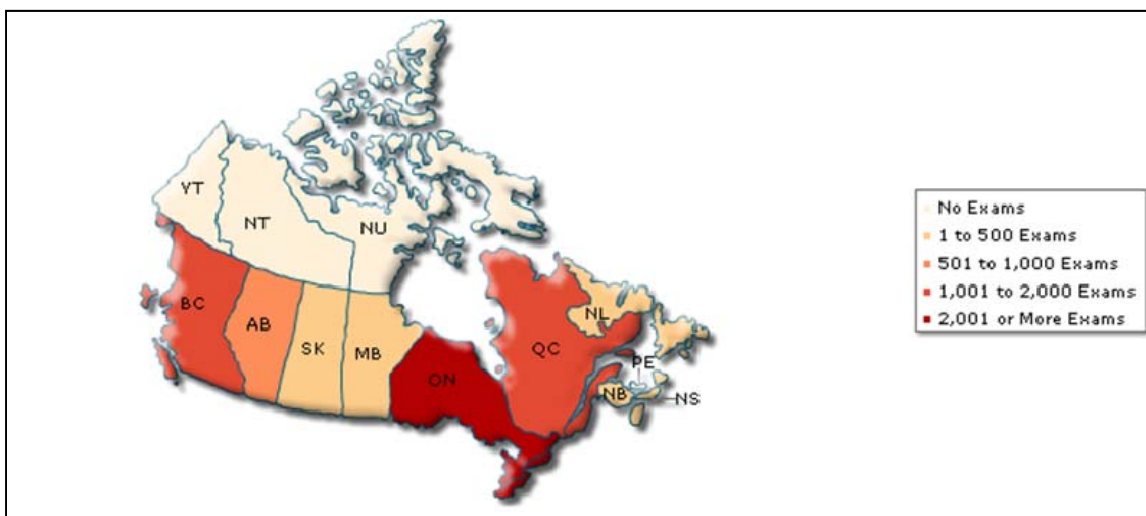
These are flush times for graduate management education in Canada. In terms of total number of GMAT exams taken, Canadian residents represented the fourth largest b-school talent pipeline in the world in TY 2010, behind the United States, China, and India.

GMAT Testing Hits Five-Year High in TY2010 With 8,662 Exams Taken

Prospective b-school students in Canada took 8,662 exams in TY2010, representing a five-year high. This number represents a 29 percent increase of nearly 2,000 exams compared with TY2006. Of the 8,662 GMAT exams taken by Canadian residents in TY2010, 6,383 or 74 percent were taken by citizens of Canada.

Source: GMAC® North American Geographic Trend Report for GMAT® Examinees, 2006–2010.

GMAT® Exams Taken by Canadian Residents in TY2010



Source: Adapted from GMAC® North American Geographic Trend Report for GMAT® Examinees, 2006–2010.

Total GMAT® Exams Taken by Canadian Residents TY2006 to TY2010						
Province	TY2006	TY2007	TY2008	TY2009	TY2010	Percentage of all TY2010
1. Ontario	3,890	4,036	4,495	4,717	4,952	57.17%
2. British Columbia	860	943	989	1,148	1,252	14.45%
3. Quebec	1,036	1,012	1,092	1,179	1,105	12.76%
4. Alberta	468	529	660	746	790	9.12%
5. Nova Scotia	204	177	196	202	215	2.48%
6. Manitoba	56	48	98	109	106	1.22%
7. Newfoundland	72	71	73	98	106	1.22%
8. Saskatchewan	56	52	85	88	64	0.74%
9. New Brunswick	60	58	61	58	54	0.62%
10. Other	7	7	12	21	18	0.20%
Total Number of Exams Taken by Canadian Residents	6,709	6,933	7,761	8,366	8,662	100%

Source: GMAC® North American Geographic Trend Report for GMAT® Examinees, 2006–2010.

Ontario Drives Five-Year Testing Growth

Ontario is the powerhouse of GMAT testing in Canada, claiming a number of five-year highs:

- Ontario residents recorded the greatest absolute gain in number of tests taken in five years, sitting for 1,000 more exams in TY2010 than they did in TY2006.
- In TY2010, examinees residing in Ontario accounted for 57 percent of exams taken, although British Columbia (14%), Quebec (13%), and Alberta (9%) also recorded large numbers of GMAT examinees.
- Ontario has the greatest percentage of test takers younger than 25 years of age (30%) compared with leading provinces in TY2010.

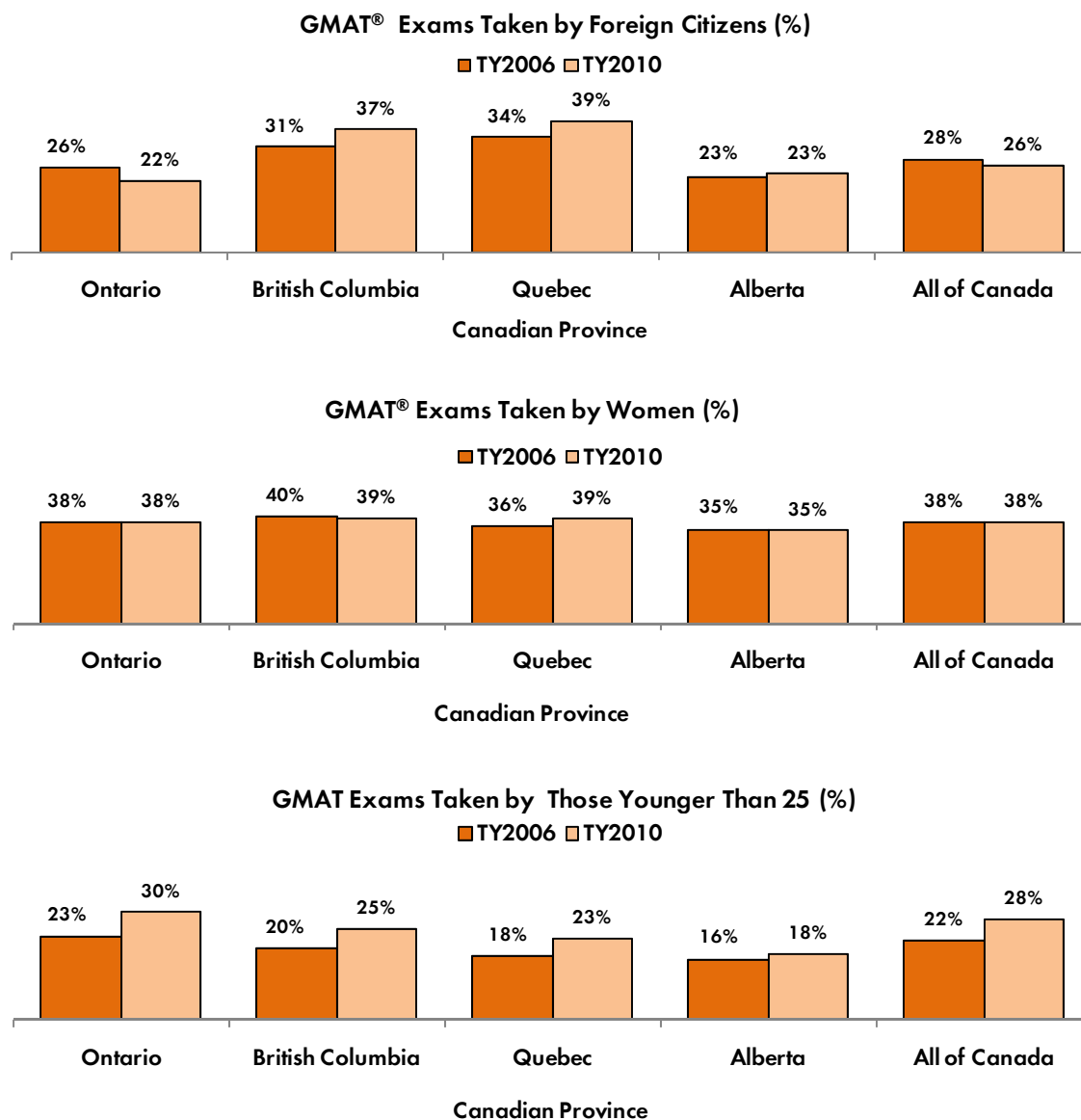
Quebec Pipeline Most Diverse Internationally & Only Province With Proportional Increase in Women Test Takers

- Quebec is the most internationally diverse testing location in Canada—non-Canadian citizens represented 39 percent of the testing pipeline in the province during TY2010.
- Quebec was also the only Canadian province in TY2010 that experienced growth in the proportion of women taking the GMAT exam. Women represented 36 percent of all GMAT test takers in Quebec in TY2006; in TY2010 that figure grew to 39 percent.

Talent Pipeline Growing Younger

While the percentage of men (62%) and women (38%) taking the GMAT exam in Canada was the same in both TY2006 and TY2010, the b-school talent pipeline is trending younger with increased GME demand from examinees under the age of 25. Their share of GMAT exams taken over the last five testing years increased from 22 percent in TY2006 to 28 percent in TY2010.

Source: GMAC® North American Geographic Trend Report for GMAT® Examinees, 2006–2010.



Source: GMAC® North American Geographic Trend Report for GMAT® Examinees, 2006–2010.

Where Canadian Residents Want to Study (Destinations)

Score Sending Grows in Tandem With Exam Growth

Canadian residents sent a total of 23,611 score reports in TY2010, 4,329, or 22%, more than five years earlier. In TY2010, Canadian residents sent 47 percent of their scores within their province of residence and 23 percent went to business programs elsewhere in Canada. The remaining 30 percent of score reports in TY2010 were directed to international programs, up from 26 percent in TY2006. Due to overall testing growth over the five-year period studied, Canadian residents sent a greater number of score reports to all top-10 destinations.

Canada Remains Primary Score-Sending Destination for Residents

The majority of Canadian examinees intend to stick close to home for their graduate business studies, keeping 70% of their TY2010 score reports within national borders. The proportion of residents sending scores to schools within Canada has fallen from 74 percent in TY2006, with the difference offset by an increase in scores going overseas from 26 percent in TY2006 to 30 percent in TY2010.

Ontario Keeps It Local, Sending 57% of Scores to Programs in Ontario

Ontario residents also sent 57 percent of their scores to programs located in Ontario in TY2010 and of all Canadian provinces were the most likely to send score reports within their province in both TY2006 and TY2010.

Residents of Ontario sent the greatest number of score reports (2.9), on average with 14,341 scores sent in TY2010, representing 61 percent of all scores sent by Canadian residents.

Examinees from Quebec and New Brunswick were most likely to keep their scores in Canada but direct them outside their province of residence.

British Columbia Residents Sent Highest % of Scores Overseas

Examinees residing in British Columbia sent 37 percent of their GMAT score reports internationally in TY2010 and were most likely to do so for both TY2006 and TY2011.

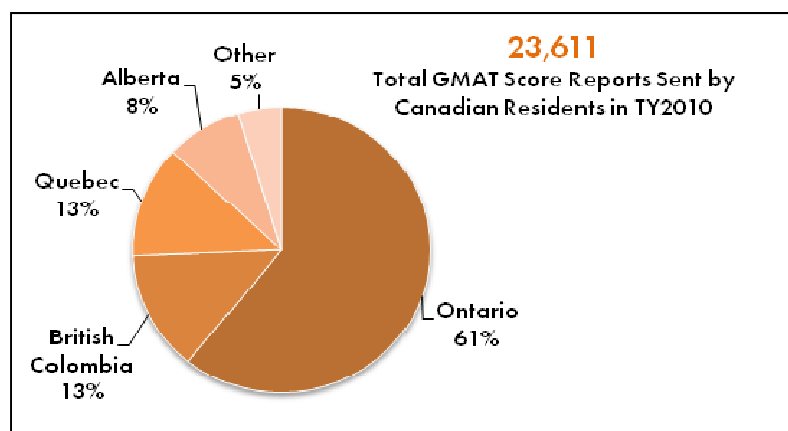
European Countries Increase Share of Canadian Score Reports

Although North America remains the top score-sending destination for Canadian residents, business programs in Western Europe—especially in the United Kingdom, France, and Spain—have succeeded in attracting more Canadian talent over the last five years.

Canada, United States, and United Kingdom Are Top Score-Sending Destinations

Across all age and gender cohorts, the top three score-sending destinations for Canadians in TY 2010 were Canada (#1), the United States (#2), and the United Kingdom (#3).

Source: GMAC® North American Geographic Trend Report for GMAT® Examinees, 2006–2010.



Top 10* Countries or Regions to Which Canadian Residents Sent Score Reports					
TY2006			TY 2010		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. Canada	14,224	73.77%	1. Canada	16,482	69.81%
2. United States	3,926	20.36%	2. United States	4,924	20.85%
3. United Kingdom	401	2.08%	3. United Kingdom	717	3.04%
4. France	275	1.43%	4. France	551	2.33%
5. Spain	60	0.31%	5. Spain	188	0.80%
6. Australia	53	0.27%	6. Hong Kong	169	0.72%
7. Hong Kong	52	0.27%	7. Switzerland	94	0.40%
8. India	45	0.23%	8. India	84	0.36%
9. Switzerland	42	0.22%	9. Australia	72	0.30%
10. Netherlands	40	0.21%	10. Netherlands	57	0.24%
Total Scores Sent by Canadian Residents	19,282	100%	Total Scores Sent by Canadian Residents	23,611	100%

*Based on number of score reports received. Average score reports sent per exam taken: 2.9 in TY2006; 2.7 in TY2010.

B-Schools in Canada Attracting Talent

Canadian Schools Witness Five-Year High in Scores Received

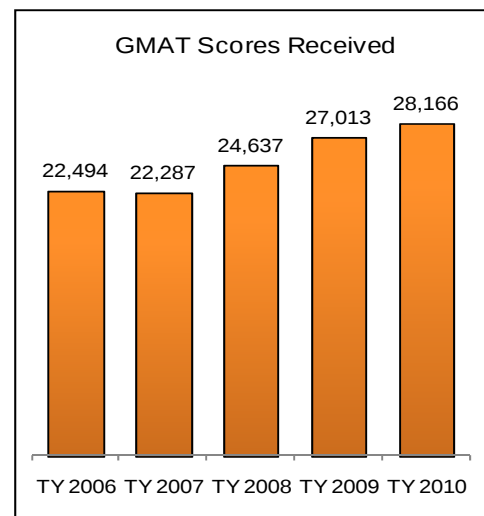
GMAT score reports sent to Canadian graduate business programs by all examinees reached a five-year high of 28,166 in TY2010, an increase of 25 percent, or nearly 6,000 more score reports, when compared with TY2006.

Canadian citizens only accounted for 46 percent of scores that Canadian programs received in TY2010, an indication of Canada's standing as a global talent destination.

Indian Citizens Second Largest Talent Source

Between TY2006 and TY2010 Indian citizens overtook Chinese citizens as the second largest talent source for Canadian programs. By TY2010, nearly 30 percent of score reports sent to Canadian institutions came from Indian and Chinese citizens.

The next largest sources of international talent for Canada are Iranian and Pakistani citizens, both of which sent a greater number of scores to Canada between TY2006 and TY2010.



Source: GMAC® North American Geographic Trend Report for GMAT® Examinees, 2006–2010.

Ontario Attracts Overwhelming Majority of Scores

Business programs in Ontario received 62 percent of all scores sent to Canada in TY2010. British Columbia and Quebec were the next largest destinations with programs in these provinces each receiving 14 percent of total scores sent to Canada. Between TY2006 and TY2010, programs in British Columbia surpassed those in Quebec to become the second largest score-receiving Canadian province.

Top 10* Citizenship Groups Sending Scores to Canadian Programs					
TY2006			TY2010		
Score-Sender Citizenship	Scores Sent	Percentage	Score-Sender Citizenship	Scores Sent	Percentage
1. Canada	10,537	46.84%	1. Canada	12,856	45.64%
2. China	3,290	14.63%	2. India	4,647	16.50%
3. India	2,405	10.69%	3. China	3,502	12.43%
4. Pakistan	453	2.01%	4. Iran	755	2.68%
5. Iran	351	1.56%	5. Pakistan	641	2.28%
6. United States	334	1.48%	6. United States	460	1.63%
7. Mexico	290	1.29%	7. Nigeria	402	1.43%
8. Nigeria	275	1.22%	8. Mexico	277	0.98%
9. Lebanon	249	1.11%	9. Bangladesh	264	0.94%
10. Taiwan	239	1.06%	10. Lebanon	243	0.86%
Total Scores Received by Canadian Programs	22,494	100%	Total Scores Received by Canadian Programs	28,166	100%

*Based on number of score reports sent. Source: GMAC® North American Geographic Trend Report for GMAT® Examinees, 2006–2010.

Jobs Report for Business School Grads in Canada

In the Global Management Education Graduate Survey conducted in February and March of 2011, GMAC invited graduate business school students in their last year of school to share their opinions about their graduate management education, the value of their degree, and what they intend to do with their degrees after graduating. The survey also captured some post-graduation employment and jobs information. The responses included here represent Canadian citizens who participated in the survey who were enrolled in two-year or one-year full-time MBA programs. Other types of MBA and master's programs in business are not included due to insufficient number of responses.

Industries of Employment

The top three industries of employment for Canadian citizens earning an MBA degree from a two-year full-time program in 2011 were products and services (33%), consulting (20%), and finance/accounting (17%). Graduates of one-year MBA programs were employed or hoped to be employed in the same top three industries.

Canadian Citizens in the Class of 2011, by Employed Industry		
Industry Employed	Canadian Citizens	
	Two-Year, Full-Time MBA	One-Year Full-Time MBA
Consulting	20%	24%
Energy/Utilities	10%	6%
Finance/Accounting	17%	13%
Health care	10%	5%
Technology	3%	8%
Manufacturing	7%	4%
Nonprofit/Government	0%	6%
Products and Services	33%	35%

Source: GMAC® Global Management Education Graduate Survey, 2011.

The Job Search

For Students at Canadian Schools, Economy Not a Factor in Job Search

Among all graduate business school students seeking employment in the spring of 2011, 57% indicated the state of the economy did not alter their job search plans. Students at schools in Canada (73%) and the Asia-Pacific region (72%) were least likely to indicate the economy had in any way altered their job search plans, compared with only 57 percent of students in European schools or 55 percent enrolled in US programs.

Majority of MBA Grads in the Job Hunt

Altogether, 54 percent of the class of 2011 was involved in a job search before graduation. GMAC survey data collected earlier in the year, students most likely to be involved in a job search were two-year full-time MBAs (78%) and one-year full-time MBAs (68%), followed by quantitative masters' at 66 percent, and qualitative master's at 53 percent.

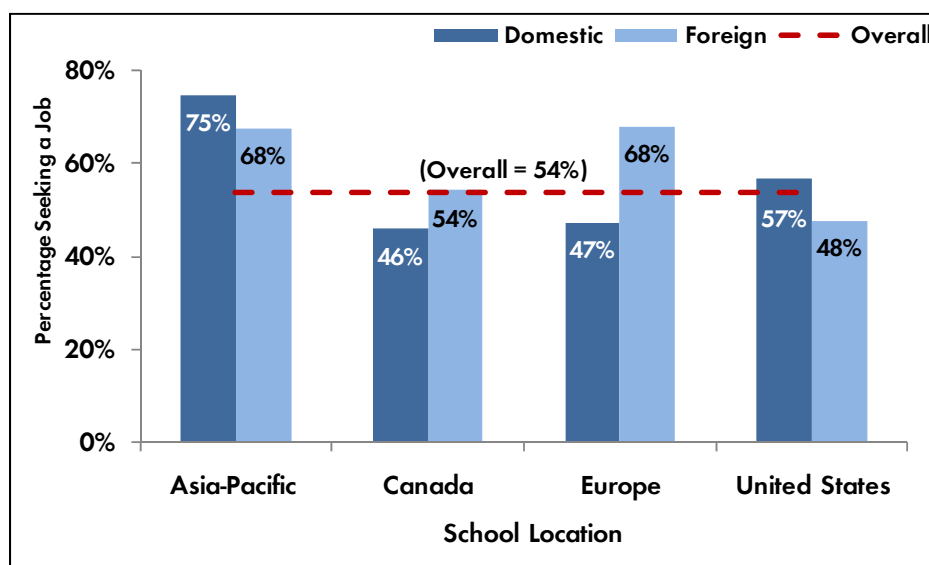
More Than Half of Grads in Canadian Schools in the Job Hunt

School location produced job search variations among the class. Students attending schools in the Asia-Pacific region were the most likely to be searching for a job (72%), followed by students in European schools (62%), US schools (52%), and Canadian schools (51%).

Job Search Status Varies by Region and Student Origin

In the 2011 GMAC survey of b-school graduates, foreign students were more likely than domestic students at Canadian and European schools to be seeking employment at the time of graduation. In contrast, domestic students enrolled in schools in the Asia-Pacific region and the United States were more likely than their foreign peers to be search for a job.

Who Is Searching for a Job, by School Location and Student Origin?



Source: GMAC Global Management Education Graduate Survey, 2011

Industry Preference

From the class of 2011, those who completed either a two-year or one-year full-time MBA programs cited products and services (60% and 65%, respectively) and consulting (52% and 61%, respectively) as the top two industries where they preferred to work. The finance and accounting sector was the third most preferred market sector for 40 percent of two-year program graduates; 36 percent of one-year program graduates listed the high-tech sector as their third most preferred industry.

Preferred Industries, by Program Type and Canadian Citizenship*

Preferred Industry	Two-Year Full-Time MBA	One-Year Full-Time MBA
Consulting	52%	61%
Energy/Utilities	24%	20%
Finance/Accounting	40%	26%
Health care	16%	26%
Technology	20%	36%
Manufacturing	8%	17%
Nonprofit/Government	20%	30%
Products and Services	60%	65%

*Responses add to more than 100% due to multiple selections

Evaluation of Graduate Management Education

Program Quality Good to Excellent

Canadian citizens who responded to the graduate student survey gave high quality marks to the programs they attended, rating as good to excellent program attributes including curriculum, faculty, admissions, career services, program management and structure, fellow students, and student services. Overall, respondents rated the value of their graduate management degrees as excellent.

Majority of Grads Feel Well-Prepared for Job Market

Canadian b-school graduates, like their counterparts in other world regions continue to give high marks to their graduate business programs' ability to prepare them for employment. Based on citizenship, class of 2011 graduates of two-year and one-year full-time programs provided their level of agreement with five specific aspects of career enhancement compared with 2010 graduates.

Educational Preparation for Employment, by Program Type, Canadian Citizenship		
	Percentage Agree or Strongly Agree	
	2 Yr, FT MBA	1 Yr FT MBA
Prepared to meet job market challenges	90%	81%
Provided competitive advantage in job market	87%	88%
Empowered me to control employment outcomes	83%	81%
Improved chances of meeting job expectations	90%	88%
Introduced me to new career opportunities	87%	84%
<i>Satisfaction scale: 1 = Strongly disagree; 2 = Disagree; 3 = Neither agree nor disagree; 4 = Agree; 5 = Strongly agree.</i>		

Source: GMAC® Global Management Education Graduate Survey, 2011.

Additional information about the data or topics listed above can be found in several GMAC resources including:

Profile of Graduate Management Admission Test® Candidates, 2006–2010

gmac.com/Profile

North American Geographic Trend Report for GMAT® Examinees, 2006–2010

gmac.com/GeographicTrends

Global Management Education Graduate Survey, 2011

gmac.com/GlobalGrads

For questions or comments regarding the data, findings, or methodologies used in any of the surveys, please send an email to **research@gmac.com**.

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