

Market Intelligence

B-School International Education Report

Alumni Perspectives Survey 2018



The *B-School International Education Report, Alumni Perspectives Survey 2018 Report* is a product of the Graduate Management Admission Council (GMAC), a nonprofit organization of 223 leading graduate business schools from around the world actively committed to advancing the art and science of admissions. The Council provides the solutions necessary for business schools and candidates to discover and evaluate one another to ensure that talent never goes undiscovered. GMAC owns and administers the Graduate Management Admission Test® (GMAT®) exam, used by more than 7,000 graduate programs worldwide, as well as the NMAT by GMAC™ exam, used for entrance into graduate management programs in India. The Council is based in Reston, VA. with offices in London, New Delhi, and Hong Kong.

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Introduction

10,882 Alumni from 274 Institutions Responded To The GMAC Alumni Perspectives Survey

During the fourth quarter of 2017, the Graduate Management Admission Council (GMAC) partnered with 51 institutions to facilitate the Alumni Perspectives Survey. In addition, GMAC surveyed past alumni participants, which increased institutional representation to 274. In total, nearly 11,000 alumni responded and provided detailed information about their graduate management education and employment experiences.

Alumni who responded represent various MBA and business master's program categories, including full-time MBA, professional MBA, executive MBA, quantitative business master's, and non-quantitative business master's programs. Full-time MBA programs include two- and one-year programs. Professional MBA programs include part-time, flexible, and online MBA programs. Quantitative business master's programs include master in accounting, data analytics, and finance programs. Non-quantitative business master's programs include master's in management, international management, marketing, and entrepreneurship.

This report—the third in a series of topical reports based on this year's Alumni Perspectives Survey—presents the findings associated with business school international education.

Explore with Interactive and Benchmark Reports

An *Interactive Data Report* and *Benchmark Report* tool accompany the *2018 Alumni Perspectives Survey*, available exclusively to institutions that participated in the survey. The *Interactive Data Report* is an online tool that lets users customize data searches by multiple survey response variables such as overall value, career preparation, employment characteristics, and more. The *Benchmark Report* tool allows schools to benchmark their program's responses against aggregated response from their peers.

Business School Participation in GMAC Research

The Graduate Management Admission Council offers graduate business schools opportunities to gather data and generate insights about the business school pipeline.

Schools can sign-up to participate in the GMAC Application Trends Survey, Corporate Recruiters Survey, and Alumni Perspectives Survey at <http://www.gmac.com/surveysignup>.

Introduction

Demographic Profile of B-School Alumni

Program Type		Respondents	Gender		Median Age At Graduation	Median Years Since Graduation	School Location	
			Male	Female			U.S.	Non-U.S.
Overall		10,882	74%	26%	30	6	74%	26%
Program Categories	Full-time MBA	5,897	77%	23%	29	8	71%	29%
	Professional MBA	2,318	71%	29%	32	6	88%	12%
	Executive MBA	1,102	82%	18%	37	6	75%	25%
	Quantitative Master's	429	62%	38%	25	4	79%	21%
	Non-Quantitative Master's	911	54%	46%	26	3	49%	51%
Specific Program Types	Full-time two-year program (FT2MBA)	4,195	78%	22%	29	9	91%	9%
	Full-time one-year MBA (FT1MBA)	1,664	75%	25%	30	5	22%	78%
	Part-time lockstep MBA (PT Cohort)	1,016	74%	26%	32	5	80%	20%
	Part-time self-paced MBA (PT Self-Paced)	967	70%	30%	32	7	95%	5%
	Master of Accounting (MAcc)	223	53%	47%	24	6	100%	0%
	Master in Finance (MFin)	153	71%	29%	26	3	44%	56%
	Master in Management/Global Management (MiM)	521	56%	44%	25	3	40%	60%

The Graduate Business School Experience is More International Than Ever, Yielding Stronger Career Outcomes

The graduate business school experience is more international than ever. For example, recent alumni are more likely than earlier alumni to report studying abroad and traveling internationally as a part of their business school experience. But an international education is more than just studying abroad—it also includes elements like a globally-oriented curriculum, classmates and faculty from diverse world regions, and co-curricular activities with an international focus. Recent alumni are more likely to report these elements were a part of their programs, too.

For instance, alumni who graduated in 2016 or 2017 report an average of 48 percent of their coursework had an international focus, compared with just 14 percent for alumni who graduated in 1990 or earlier.

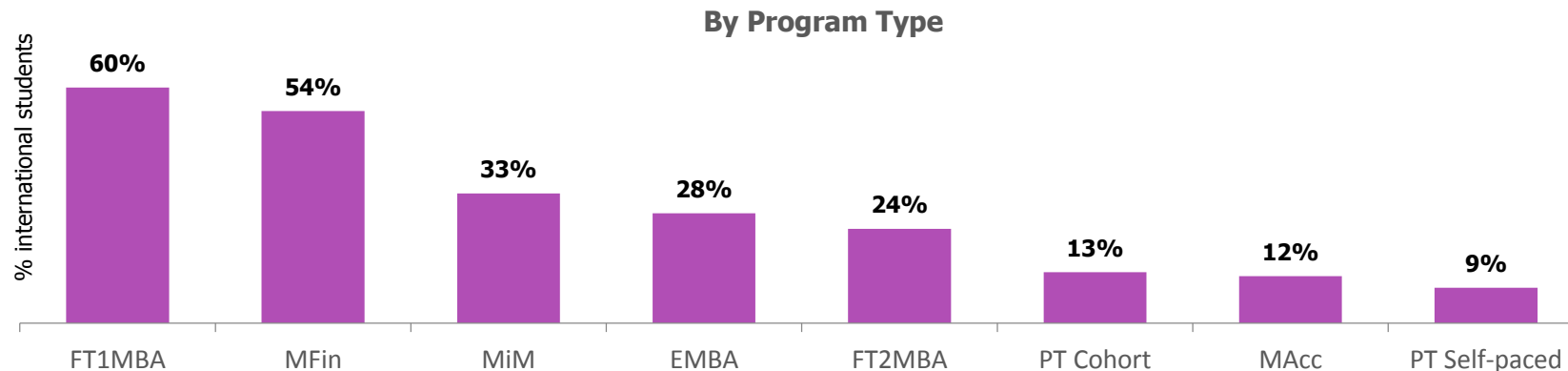
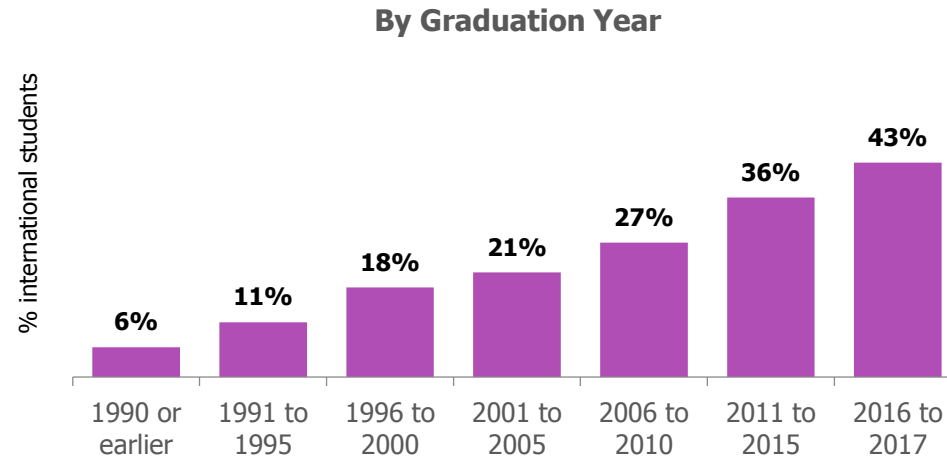
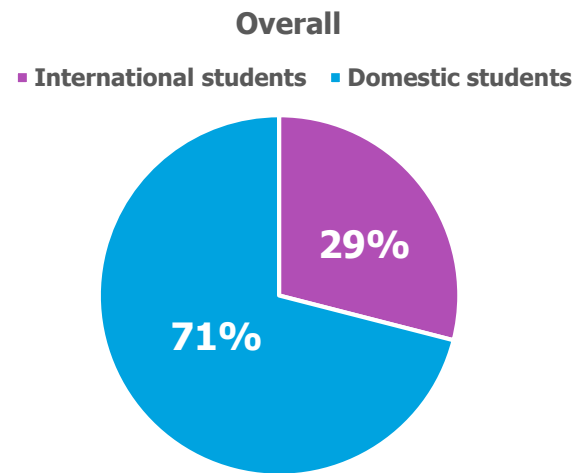
In addition, 59 percent of alumni who graduated in 2016 or 2017 report their business school class was very diverse internationally, compared with 9 percent of alumni who graduated in 1990 or earlier. Among responding alumni who graduated in 2016 or 2017, 43 percent were international students, compared with just 6 percent of alumni who graduated in 1990 or earlier. Recent alumni report more frequent and higher quality interactions with international students as a part of their business school experience.

Business school alumni who had a more internationally-oriented curriculum tend to report stronger career outcomes. For example, alumni who strongly agree that they have received more promotions than peers without their degree report an average of 40 percent of their curriculum had an international focus. Alumni who strongly disagree report an average of 34 percent of their curriculum had an international focus.

International and domestic alumni alike rate the value of their graduate management education highly and express satisfaction with their educational experience. The Net Promoter Score® of international and domestic students is excellent—an indicator of word-of-mouth recommendation. Knowing what they know now, more than 9 in 10 international and domestic alumni would still pursue their degree.

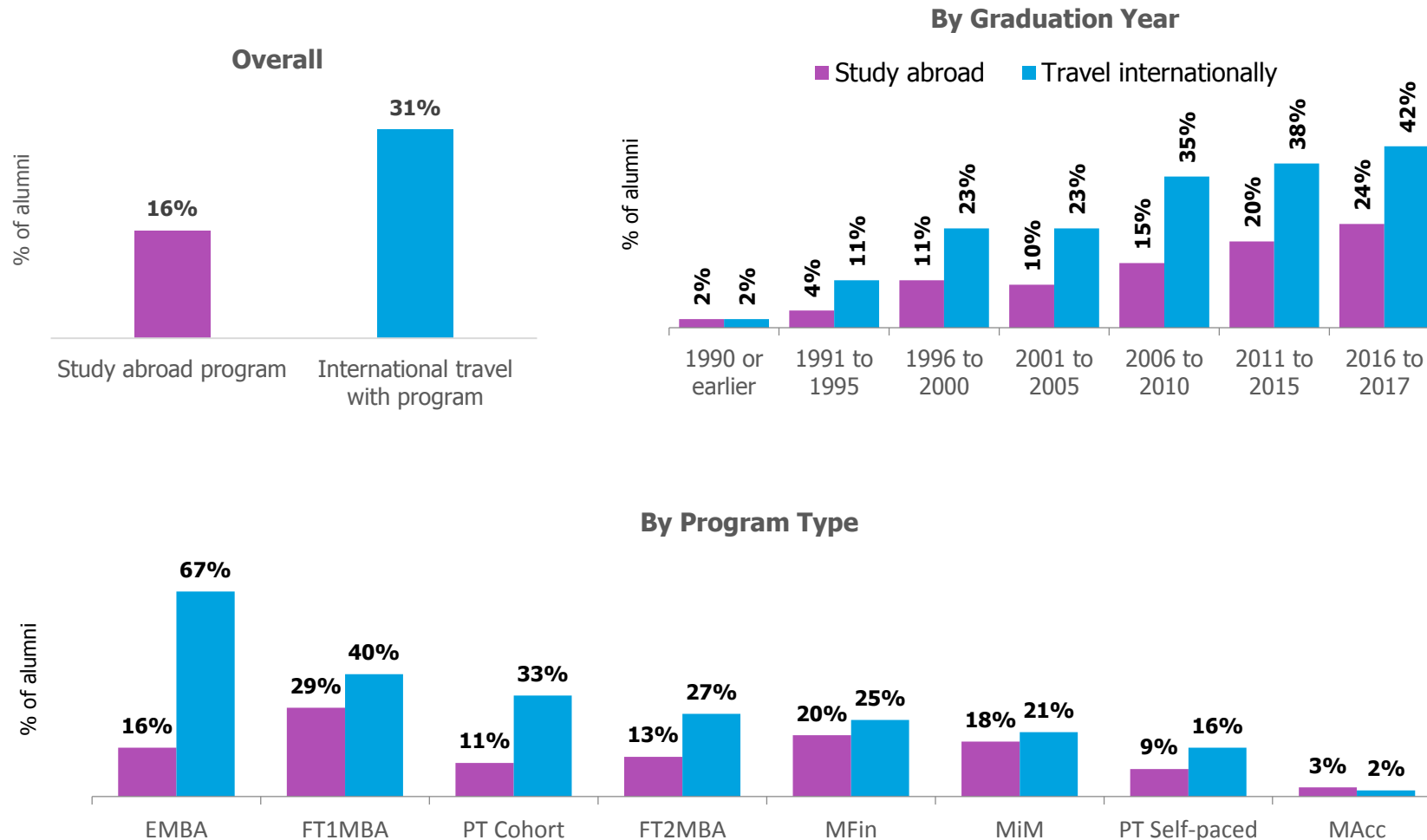
International Students

International Study More Prevalent Among Recent B-School Alumni; Full-Time 1-Year MBA and Finance Programs



International Activities

Alumni Increasingly Report Participating in Study Abroad and International Travel as a Part of Their B-School Experience

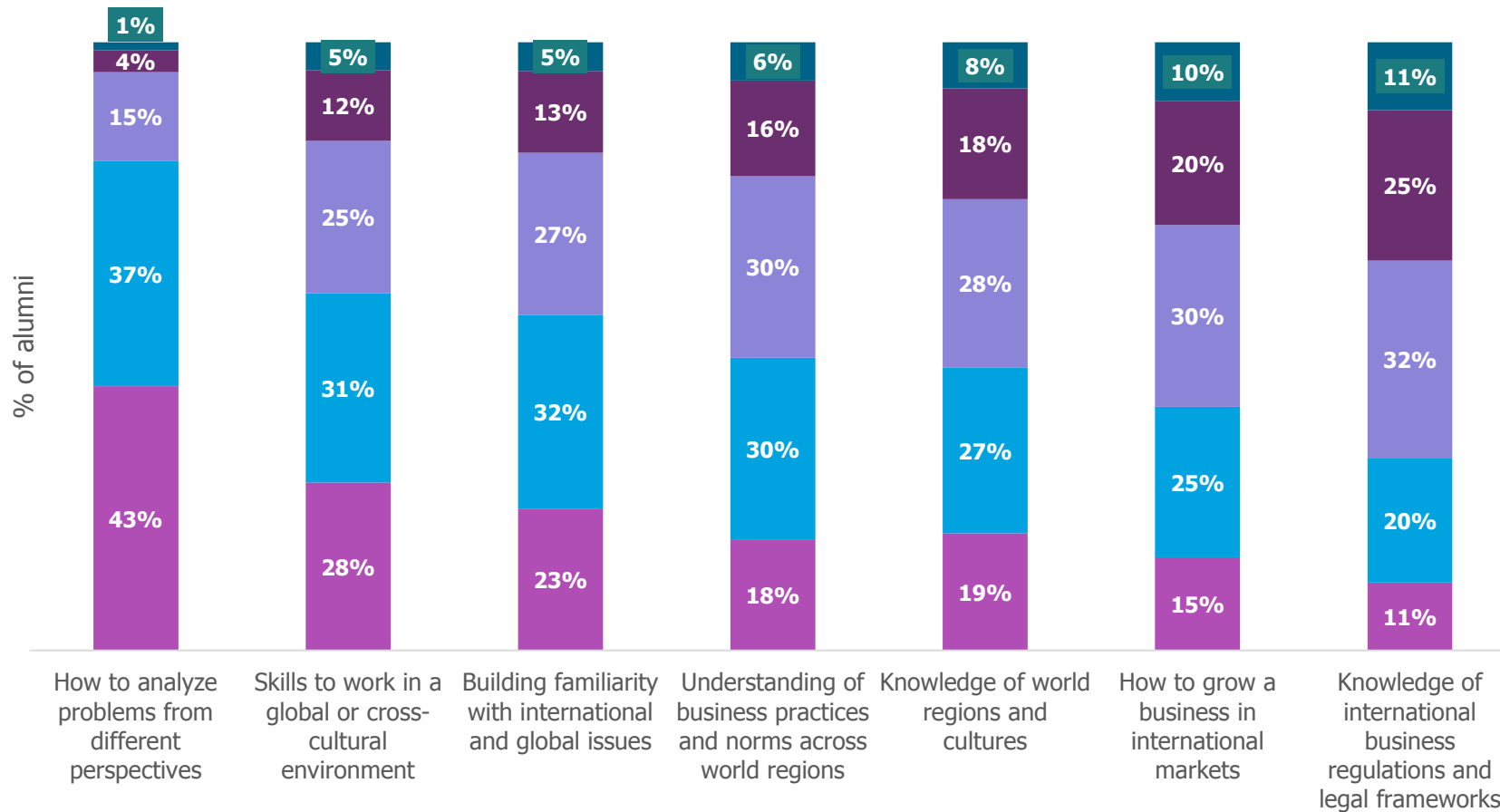


International Curriculum

International Education Is More Than Studying Abroad, It's About the Curriculum and Learnings

How Well Did Your Graduate Management Education Prepare You for the Following

■ A great deal ■ A good amount ■ Some ■ Not much ■ Not at all



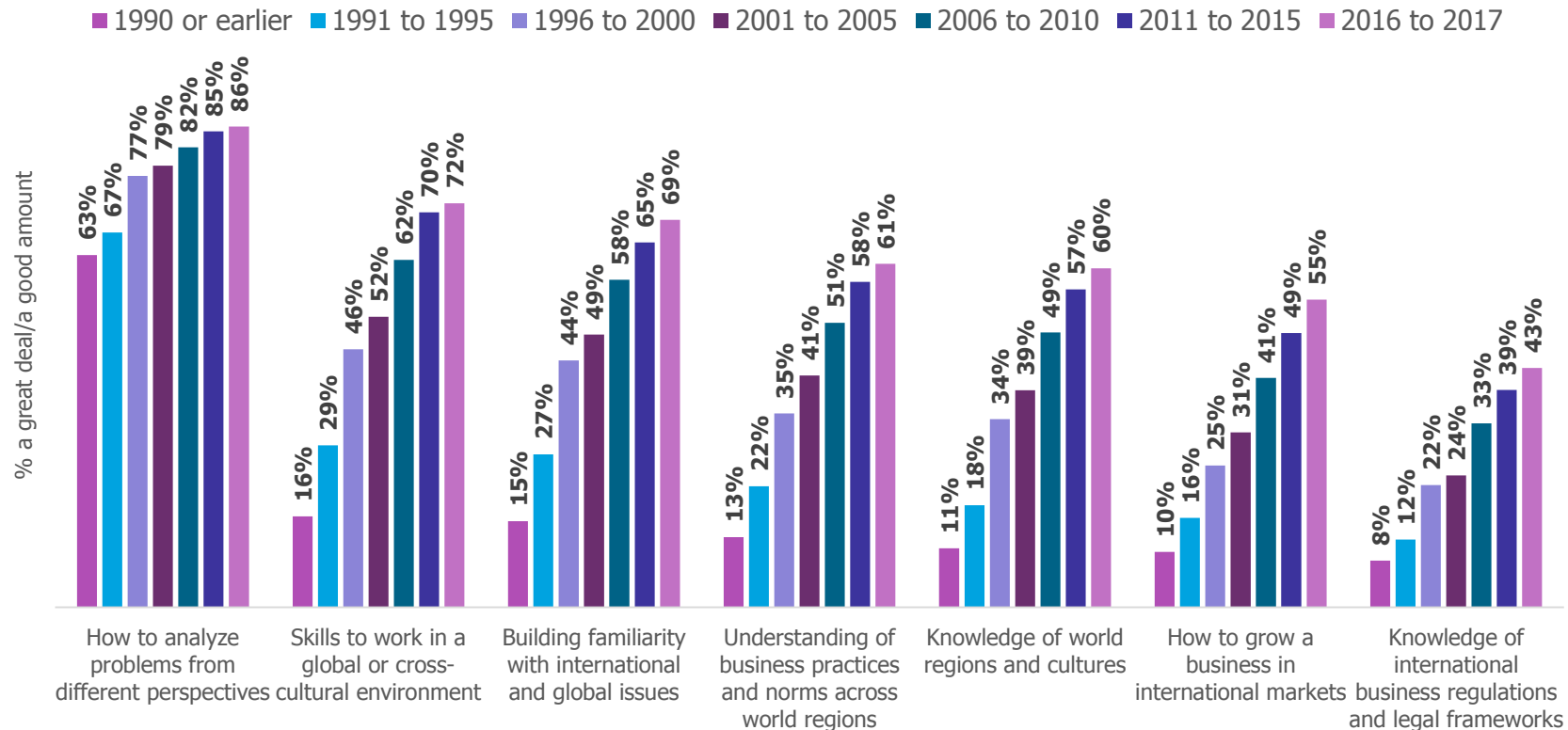
International Curriculum

Business School Course Content Has Become More Internationally Oriented

Percentage of Coursework with an International Focus, by Graduation Year

1990 or earlier	1991 to 1995	1996 to 2000	2001 to 2005	2006 to 2010	2011 to 2015	2016 to 2017
14%	21%	27%	31%	36%	44%	48%

How Well Did Your Graduate Business Education Prepare You for the Following

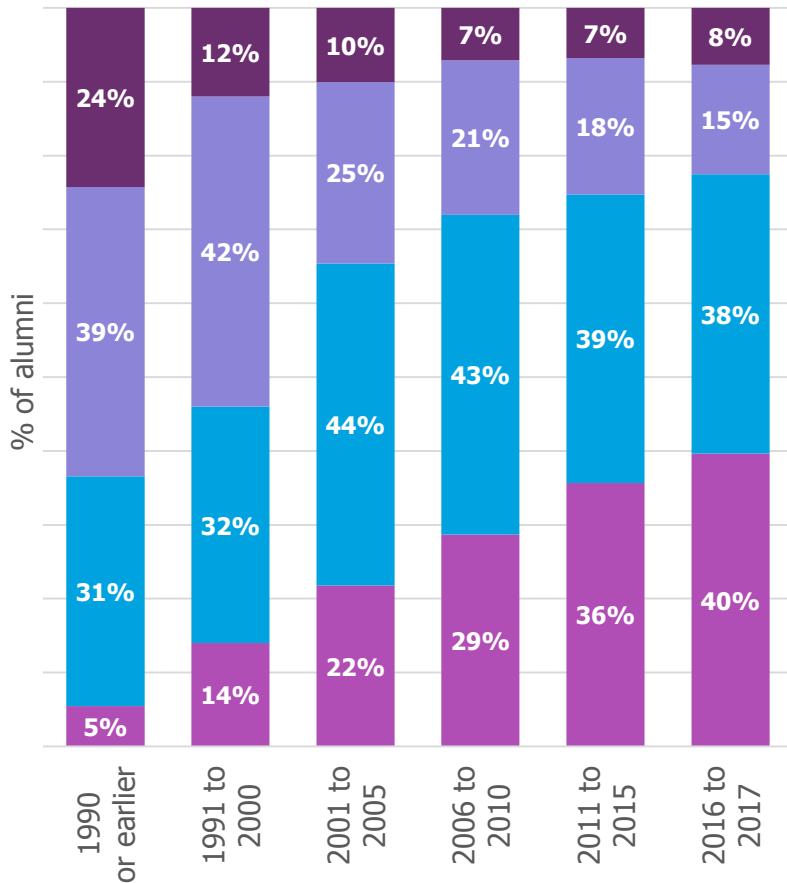


Classroom Composition

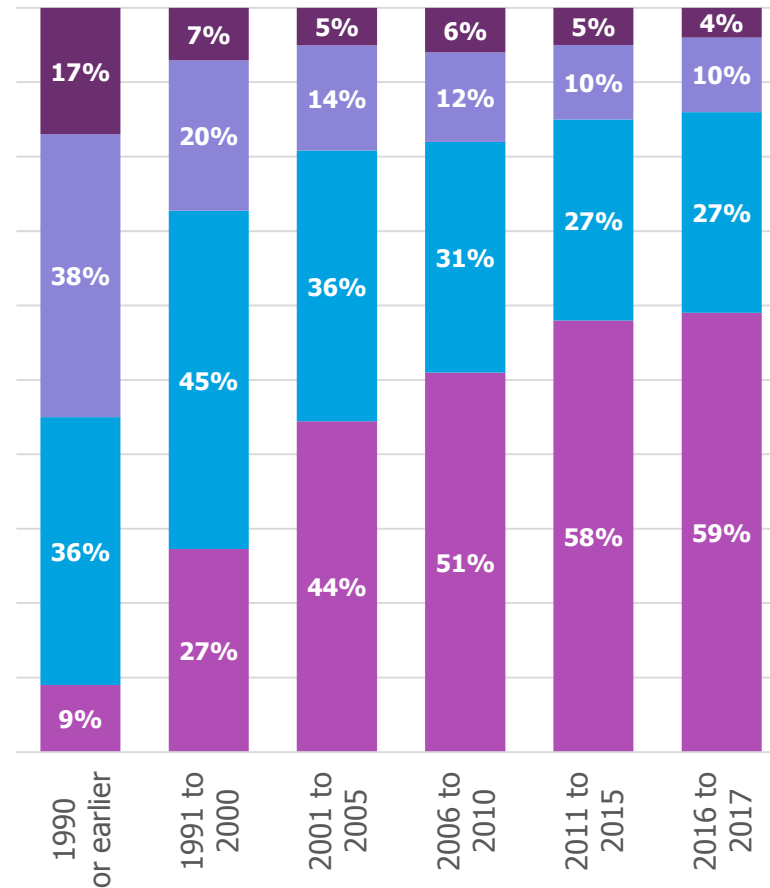
Business School Faculty and Students Have Become More Internationally Diverse

■ Very diverse
 ■ Somewhat diverse
 ■ Not very diverse
 ■ Not at all diverse

International Faculty Diversity, by Graduation Year

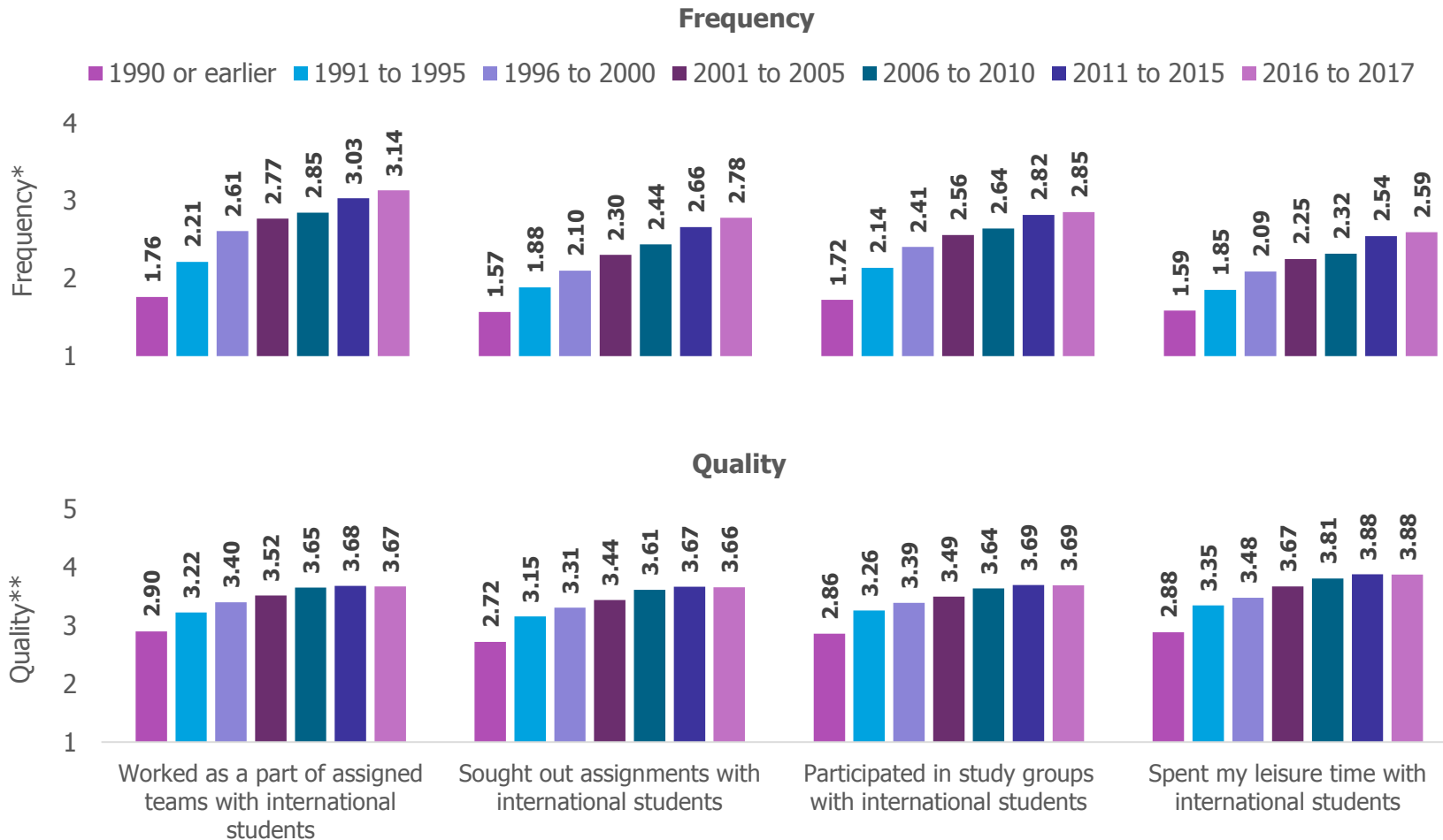


International Student Diversity, by Graduation Year



Classroom Composition

Recent B-School Alumni Interact More Often with International Students; Quality of Interactions Improved



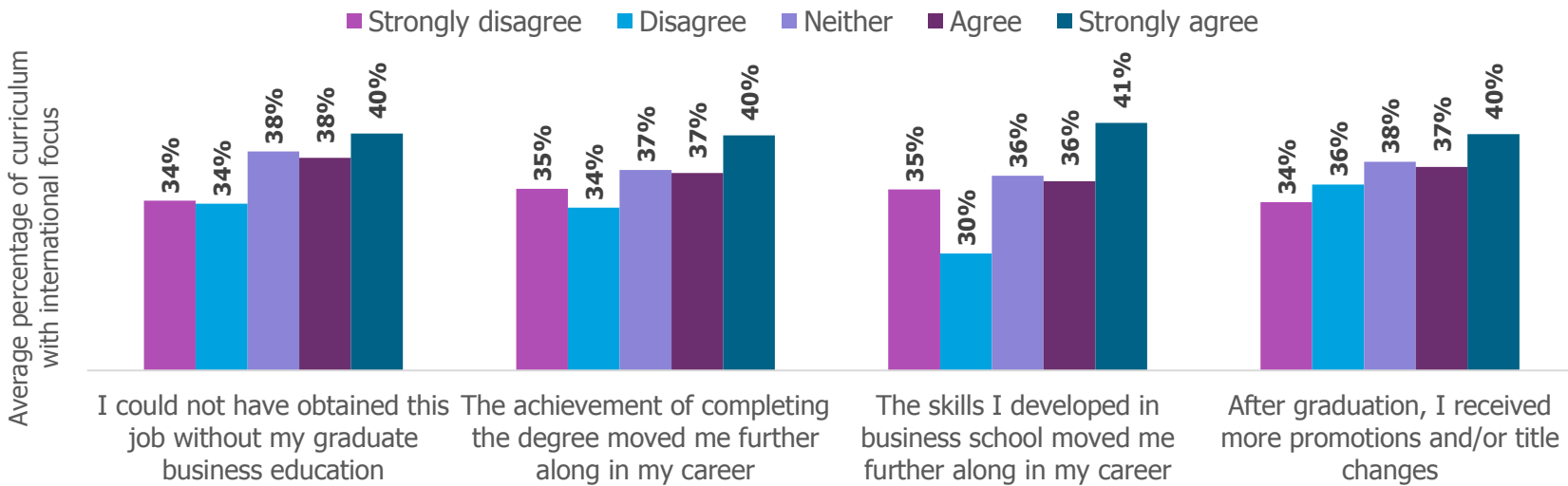
* How often do you interact with international classmate? Frequency scale: 1 = Never; 2 = Sometimes; 3 = Usually; 4 = Always

** Rate the quality of interactions with international classmates. Quality Scale: 1 = Poor; 2 = Fair; 3 = Good; 4 = Excellent; 5 = Outstanding

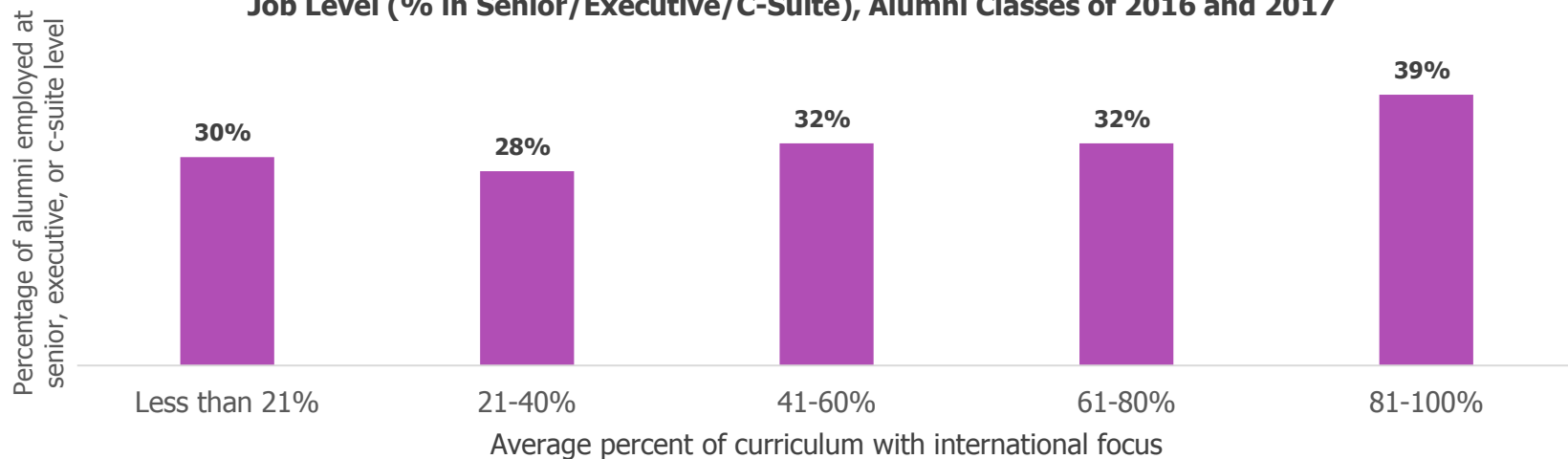


International Curriculum & Career Outcomes

B-School Alumni with a More Internationally-Oriented Curriculum Tend to Report Stronger Career Outcomes



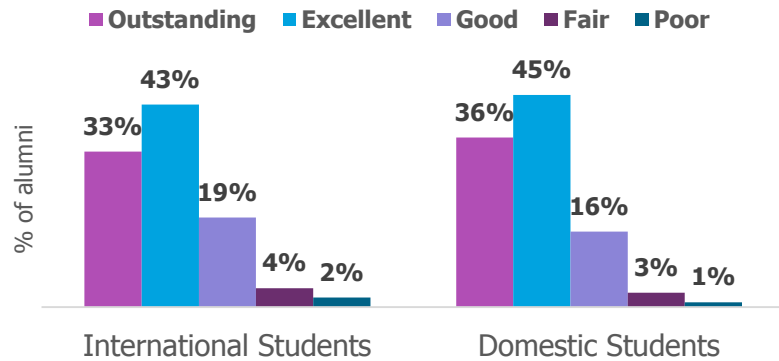
Job Level (% in Senior/Executive/C-Suite), Alumni Classes of 2016 and 2017



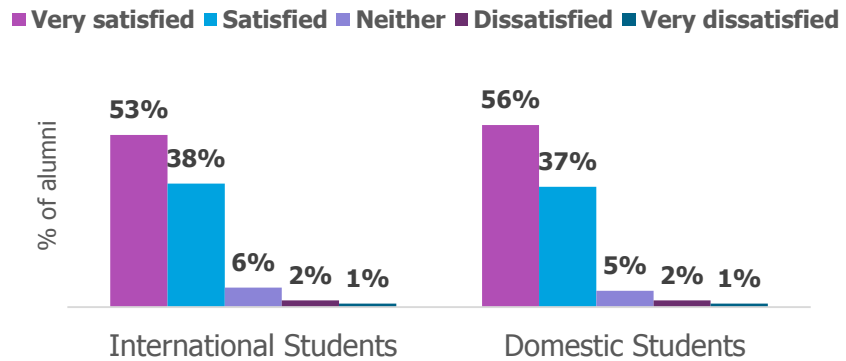
Educational Value and Satisfaction

International and Domestic Alumni Alike Report a High Level of Value and Satisfaction with Their Education

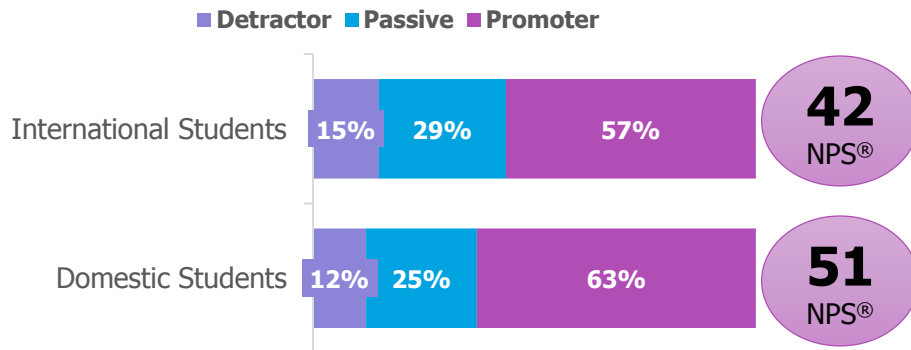
Value of Education



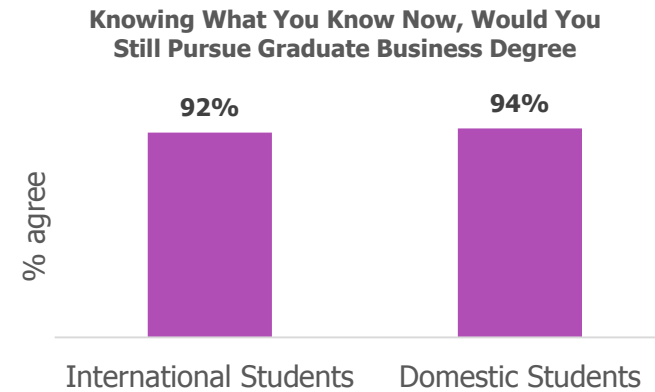
Satisfaction with Experience



Net Promoter Score®



Retrospective Decision



Contact Information

Contributors

The following individuals from the GMAC Research Department made significant contributions to the publication of this report: **Gregg Schoenfeld**, Director, Management Education Research, questionnaire development and interpretation of data, and drafting of the manuscript for intellectual content; **Matt Hazenbush**, Research Communications Senior Manager, manuscript review; **Rebecca Estrada-Worthington**, Survey Research Manager, questionnaire design, sample development, survey management; **Maryam Bastani**, Research Assistant, sample development, administrative work and report development; **Tacoma Williams**, Research Senior Coordinator, quality assurance.

For questions or comments regarding the study findings, methodology or data, please contact the GMAC Research Department at research@gmac.com.

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