About GMAC
2018
Ensuring talent never goes undiscovered

We believe that talent matched with aspiration can benefit from the best business school education possible. To that end, we provide the solutions necessary for schools and candidates to discover and evaluate each other. We play an active role advocating for the industry and helping schools attract qualified and diverse candidates.

The Graduate Management Admission Council (GMAC) is a global, nonprofit association of leading graduate business schools. We are committed to the work you do every day. Founded in 1953, we support the advancement of the art and science of admissions for the mutual benefit of business schools and candidates.
Core offerings

Our GMAC® suite of products and assessments is built on decades of experience and rich market intelligence that address your diverse needs.

Assessments help you identify and select the right talent for your programs. The Graduate Management Admission Test® (GMAT®) exam is the most valid predictor of academic success for business schools and evolves as business does. It is used by more than 7,000 programs at approximately 2,300 graduate business schools around the world. The NMAT by GMAC™ exam enables schools to recruit top talent and measures the essential skills needed to succeed in programs located in India and South Africa, with further global expansion planned. The Executive Assessment is designed to evaluate business school readiness in the context of career experience and help Executive MBA (EMBA) programs globally understand program readiness.
Market intelligence keeps you up-to-date on data trends and the latest research findings in graduate management education and provides rich, actionable insights around the issues facing the industry.
Connecting schools and candidates, GMAC provides tools like the GMASS® student search service database that can help you develop and hone your admissions, recruiting, and marketing strategies. Schools can feature their programs and events on mba.com, as well as via promotional opportunities through BusinessBecause, a subsidiary of GMAC.

Community convening and advocacy through GMAC conferences, training, and professional development events, convene the graduate management education community, providing admissions experts and school professionals with a place to build new connections, grow as a professional, and gain industry knowledge.
Created by business schools for business schools

The GMAT® exam is the most widely used graduate business school assessment

More than 7,000 programs around the world depend on the GMAT as a crucial building block in their admissions process. And with more than 200,000 candidates taking the GMAT exam each year, schools have access to a pipeline of committed candidates from which they can build a diverse and successful class.

The GMAT is the only test purpose-built for global business school admissions. In fact, 9 out of 10 new MBA enrollments globally are made using a GMAT score.*

Find a complete list of GMAT accepting universities, schools, and programs at gmac.com/GMAT

*Top 100 Financial Times full-time MBA programs.
The GMAT is reliable and relevant

With more than half a century of heritage behind it, the GMAT exam is the most trusted, proven, and well-understood predictor of academic success in graduate business education. It is backed by 60 years of testing expertise, decades of peer-reviewed research, and hundreds of validity studies.

The GMAT exam is developed in collaboration with graduate management faculty and designed to test skills that are highly important to business and management programs. And no matter where or when the GMAT exam is administered, it tests the same skills with the same level of accuracy. As part of our ongoing review process, we analyze question-response data from around the world, and these studies consistently show that GMAT validity is comparable across schools.

The GMAT is secure

GMAC is the industry leader in test security. We continuously develop new, state-of-the-art security measures, including palm vein ID verification, to ensure that the GMAT exam is fair, maintains test integrity, and minimizes unfair practices. Our test security policies, protocols, and technology at test centers worldwide provide schools the confidence in knowing that the candidate sitting in the classroom is the same one who earned the GMAT exam score used in the admission process.
The GMAT exam provides valuable tools for the admissions process

When your school accepts the GMAT exam, you have access to a full range of tools, products, and services, which are designed to help you meet your admissions goals and make your day-to-day work more effective and efficient.

For example, our electronic score-reporting system includes benchmarking data to help you make more informed admissions decisions. Schools also receive score-sending patterns that can help refine marketing strategies.
Position your school for continued success

The GMAT exam is renowned for predicting candidates’ academic success in MBA, non-MBA business master’s, and doctoral programs.

By registering your programs to accept GMAT scores, you can provide candidates with a complete picture of your programs, better target your marketing, identify and benchmark your competition, and capture the profiles of candidates who are sending you scores.
Program types that accept the GMAT® exam

MBA
- Full time – less than two years
- Full time – two years or more
- Part time (evenings and weekends)
- Distance or online

Executive MBA

Doctoral/PhD
- Business Administration or Management
- Other, such as EdD

Postgraduate Diploma or Equivalent

Fellowship/Scholarship Organizations

MA/MS/MSc
- Accounting, Accountancy, or Taxation
- Business or Management
- Communications
- Data Analytics
- Economics
- Educational Leadership
- Engineering Management
- Entrepreneurship
- Finance
- Health Administration or Public Health
- Hospitality
- HR, Industrial Relations, or Organizational Behavior
- International Business
- Information Technology or Systems
- Marketing
- Public Administration or Public Policy Management
- Real Estate
- Supply Chain Management, Logistics, or Operations

Register your program codes at gmac.com/codes
Diversify the candidate pipeline with the NMAT by GMAC™ exam
Build a qualified, motivated, and diverse classroom

The NMAT by GMAC exam is used for securing admissions to some of the leading graduate business schools in India and South Africa, with plans to expand around the world.

The NMAT by GMAC exam enables schools to recruit top talent with confidence, knowing that the test measures the skills needed to succeed in their programs. Schools have access to the most diverse test-taking populations in India, with some of the highest proportions of women and non-engineers taking the exam. Since becoming a computer–based test in 2009, the NMAT by GMAC has been at the forefront of measurement in high–stakes testing. Schools also receive a detailed analysis of candidates to enhance the admissions process and access to a secure online score-reporting dashboard.-Launched in South Africa in 2017, the NMAT by GMAC exam enables domestic candidates to apply to multiple leading business schools with one test score and gives schools greater access to a talent pipeline.

Find more details about the NMAT by GMAC exam and accepting schools at nmat.org.in

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<th>NMAT™ exam by the numbers India (as of January 2018)</th>
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<tr>
<td>21</td>
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Executive Assessment for working professionals
 Evaluate the business school readiness of seasoned professionals

GMAC has partnered with leading global business schools to create a customized assessment for EMBA programs.

The Executive Assessment is specifically 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 EMBA program — higher-order reasoning, critical thinking, analysis, and problem-solving — all within a short, 90-minute assessment.

The use of the assessment is now open to all EMBA programs and is currently accepted at several leading business schools around the world, including: China European International Business School (CEIBS), The University of Chicago Booth School of Business, Columbia Business School, University of Virginia Darden School of Business, The University of Hong Kong, IESE Business School, INSEAD, London Business School, Rice University Jones Graduate School of Business, and the UCLA Anderson School of Management.

For additional information about the Executive Assessment, email customercare@gmac.com
Valuable insights at every step of the student lifecycle

Today’s prospective students have more options than ever before for graduate management education, and understanding the key factors that motivate and influence candidates can help schools better align their offerings and marketing efforts. Our world-class market intelligence leverages decades of data as well as of-the-moment insights to enhance student-centered decision making.
Geographic trend reports
More than 70 individual data reports give you an intelligence edge in recruiting around the world, within both established and emerging markets. Each data report combines GMAT examinee demographic, test-taking, and score-sending data for the past five testing years to give a comprehensive and far-reaching analysis of the state of candidate pipelines, from Albania to Zimbabwe.

Profile of GMAT® Testing Reports
Quantifying the size of global demand and staying ahead of market movements helps you maximize the effectiveness of outreach. Our profile reports—which provide a five-year summary of GMAT test-taking volumes with demographic details—serve as a platform for you to jump-start your search for qualified candidates around the globe.

mba.com Prospective Students Survey
With analysis of survey responses from all world regions, our annual survey of mba.com registrants is the largest data resource of its kind available to the graduate management education community. This survey provides you with the reliable candidate data needed to develop targeted messaging and communications that resonate with prospective students.

Application Trends Survey
Our annual survey of business school admissions offices around the world offers timely insights into demographic shifts and other factors that define the candidate pipeline for the coming year’s application cycle.

Corporate Recruiters Survey
Conducted with partners EFMD and MBA Career Services & Employer Alliance (MBA CSEA), this survey offers vital insights into the current market trends, illuminates the factors driving hiring demand, and helps you benchmark your school’s career services practices to better position your graduates for success.

Alumni Perspectives Survey
Drawing on responses from alumni around the world, this annual survey provides valuable insights into the long-term value of a graduate business education, covering topics such as return on investment, career progression, and essential workforce skills.

GMAC® Global Candidate Segmentation
GMAC conducted a segmentation analysis of global graduate business school candidates centered around candidate motivations to pursue a degree and select a specific school. The seven candidate segments we created can help you refine your targeting and marketing strategies aimed at reaching local and international prospective students.

White Papers
We provide research and insights on the big issues facing graduate business education, ranging from gender parity in MBA programs to improving recruitment strategies for underrepresented populations.

Stay up-to-date with GMAC Research by subscribing to the GMAC Adviser blog and following us at twitter.com/gmacresearchers

Find out more by visiting gmac.com/research
Connect with Candidates

Improve your recruiting and marketing
Help students find their best fit with mba.com

With more than 14 million site visits each year, mba.com is the go-to source of information for graduate management education. Your school can help contribute to the conversation by writing articles, providing valuable advice, and featuring current students and alumni within the content of the site. Potential students can use the School Finder tool to find the perfect program to help them achieve their goals. And by adding your recruiting events to our Calendar of Events, you can maximize attendance and increase your ability to build the ideal cohort.

Simplifying the application process for candidates with the Common Letter of Recommendation

The Common Letter of Recommendation (LOR) is a recommendation form developed with the goal of answering one of the biggest pain points in the application process. By providing a single, common set of questions, the LOR removes a perceived barrier for applicants and can automate part of your application process.

Developed using best practices from dozens of leading MBA programs, the LOR provides deep insights into applicants, expands the candidate pipeline by making it less stressful for applicants to provide recommendations, and allows recommenders to dedicate focus and energy to craft a more robust and insightful letter. The form is free, easy to use, and sits inside each school’s existing application system.

Learn more by visiting gmac.com/recruit

Because our mission is to connect candidates and schools, we offer tools that can strengthen your admission decisions and help you market your programs and recruit the right candidates.
Market with precision using the GMASS® database
Find the best talent and fit for your programs

The GMASS® database allows you to find and connect with aspiring candidates who have the specific qualifications and backgrounds you are looking for. The GMASS global database tool allows you to market your program and provides a direct connection to the largest global source of qualified candidates—graduate management education prospects interested in hearing from schools.

With more than 2,000 unique combinations of search parameters in over 30 categories, you can target your audience with precision to meet your recruiting needs.

Use GMASS to:

- Connect with prospects at specific time periods.
- Increase the diversity of your classroom.
- Create targeted, multichannel marketing campaigns that are cost effective.
- Recruit early—target pre-test candidates earlier in their decision-making process.
- Get the most up-to-date contacts and set up recurring searches.

GMASS® database by the numbers
(as of February 2018)

500,000+
unique candidate profiles

270,000+
GMAT pre-test candidates

240,000+
female candidates

137,000+
candidates who scored 600 and higher on their GMAT exam

160,000+
interested in a variety of master’s programs

Sign up by visiting

gmac.com/GMASS
Sharpen your skills and expand your network

GMAC® Annual Conference
The GMAC Annual Conference is the premier meeting in graduate management education, with more than 600 admissions, marketing, and program management professionals from around the world. The conference offers a unique opportunity to discuss global industry issues, learn from experts and peers, and expand your network.

Leadership Conference
At the Leadership Conference, academic and administrative program directors and program-level deans gather to explore new ideas, share best practices, and discuss issues affecting the industry.

Admissions Institute
The GMAC Admissions Institute is an intensive, skills-based program focused on the core knowledge needed to excel in graduate management admissions. Designed specifically for those with six months to two years of experience, the Admissions Institute helps newly hired admissions, marketing, and recruitment professionals develop the skills necessary to succeed in their careers. It is offered in Europe and two locations in the United States, with plans for expansion into additional markets being introduced in 2018.

GMAC® regional conferences
GMAC regional conferences and symposia offer an opportunity to learn about issues of critical importance to the European and Asia Pacific graduate management landscape. Two regional offerings are the GMAC European Conference and the GMAC Asia Pacific Conference.

Webinars
Our webinars provide a way for all graduate management education professionals to stay on the cutting edge of current issues and trends from anywhere in the world.

Advocacy
Our mission to connect schools and candidates also takes the form of policy outreach, acting as a voice on behalf of graduate management education and in partnership with complementary industry organizations. In 2017, GMAC launched the Calling All Optimists advocacy campaign to generate broader candidate awareness, and will continue the campaign in 2018. Throughout the year, GMAC representatives participate in events and fairs worldwide, including the On Campus outreach initiative targeting students aged 18 to 22.
Our events bring together graduate management education experts from around the world. They provide valuable opportunities to grow as a professional, expand your network, and stay at the forefront of industry knowledge.

Learn more by visiting gmac.com/events
Contact Us

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Register and create an account on gmac.com:

• Subscribe to news and updates.
• Participate in GMAC market research.
• Gain access to marketing and recruiting tools.
• Prepare candidates for the steps they need to take to apply and get accepted to your school.

24-Hour Access
Learn more at gmac.com