

GMAC[®]

GRADUATE MANAGEMENT
ADMISSION COUNCIL



GMAT[®]

Shining a spotlight on talent around the world





GMAC[®] — Graduate Management Admission Council[®]

We open doors for graduate management programs, professionals, and prospective students around the world

GMAC believes that business and management are critical to the economic and social well-being of people worldwide. Our mission is to provide information to improve decision-making about the discovery and evaluation of talent for people involved in, or aspiring to be involved in, business or management.

In 1953, nine schools came together to create a test for graduate schools of business, which evolved into the Graduate Management Admission Council and the GMAT[®] exam. Today, GMAC is the nonprofit council of the world's leading schools of business and management, and makers of the GMAT exam.

The GMAT[®] Exam

Aspiring graduate management education students worldwide take nearly a quarter of a million GMAT exams every year. The GMAT is the most widely used business and management program assessment tool, and the most reliable predictor of academic success in graduate management and business studies.

Beyond Testing and Admissions

Our GMAC suite of products and services — from student search services to soft-skills solutions — are built on our decades of experience and the rich market intelligence that addresses your diverse needs, such as:

- Identifying and selecting the right candidates for your programs.
- Preparing candidates for the GMAT exam and providing your incoming classes with resources developed from our insider knowledge of the test and of management education.
- Sharpening staff skills through professional development events.
- Informing your admissions, recruiting, and communication strategies and decisions.
- Distinguishing your brand in a competitive marketplace.
- Keeping up-to-date on trends in graduate management education.





The GMAT® Exam Shines a Spotlight on Talent Around the World

Build a stronger classroom with highly motivated and qualified candidates

Nearly 6,000 graduate business management programs at more than 2,000 universities worldwide rely on the GMAT exam as a building block of their admissions process. To be eligible to use the test, GMAC requires schools like yours to be accredited, degree-granting institutions that offer graduate-level programs in business, management, or a related field. By accepting GMAT scores, you are in a community of programs that are:

- Affiliated with quality public and private institutions worldwide.
- Consistently included in Top-100 business-school rankings.
- Made up of all program types — part and full time, traditional MBA, executive MBA, and other business and management-related master's degree and PhD programs.
- Offered globally in 110 countries.

To find a complete list of GMAT accepting universities, schools, and programs, go to The GMAT Exam tab at gmac.com.

Our Expertise is Backed by Decades of Peer-Reviewed Research

The GMAT is backed by 60 years of testing expertise and decades of peer-reviewed research including hundreds of validity studies. Because the GMAT exam was developed in collaboration with the faculty of graduate management programs, you can rest assured that our experience and expertise will deliver results.

The GMAT Exam Is Relevant — For You, Your Candidates, and Their Futures

The GMAT exam is designed to test skills that are highly important to business and management programs. It assesses analytical writing and problem-solving abilities, data sufficiency, logic, and integrated reasoning skills that are vital to real-world business and management success. The GMAT measures a test taker's ability to evaluate information presented in different formats, from multiple sources — skills necessary to succeed in a technologically advanced, data-rich world.



GMAT by the Numbers

(as of August 2013)

Institutions that accept the GMAT exam1,634

Schools that use the GMAT exam 2,098

Programs that use the GMAT exam 5,805

Countries that receive score reports110

The GMAT Exam Is Consistent — Over Time and Across the Globe

No matter where or when the GMAT exam is administered, it tests the same skills with the same level of accuracy. Test questions are developed by international experts and include multicultural examples to minimize bias. As part of its ongoing review process, GMAC establishes global validity by analyzing question-response data. These studies show that GMAT validity is comparable across schools.

The GMAT Exam Is Secure — Using State-of-the-Art Technology

Advanced identification procedures and standardized test administration conditions set the stage for the high level of security the GMAT exam is known for. Rest assured that the person in your classroom is the same person who sat for the GMAT exam. Secure, standardized test centers are available globally with GMAT exams delivered at nearly 600 sites in 110 countries.

Score Reports Website

Our electronic score-reporting system is free, secure, and user friendly. Its intuitive interface requires no special training, and lets you access available GMAT scores at your convenience — daily, weekly, or monthly. It even lets you search for an individual candidate.

Identifying Candidate Rosters

The *Quarterly Roster* gives you a snapshot of candidates that sent scores to your programs, allowing you to track score-sending patterns.

Comparing Statistics

Our semi-annual *Summary Statistics* let you compare your candidate pool with the entire testing pool.

Ranking Frequency

Our annual *Frequency Ranking* lists the top 15 programs (based on volume) that received scores from candidates who also sent scores to your school. It shows where your program overlaps with competitors.









Market Intelligence and Research from GMAC

Your reliable source of industry knowledge

When your school accepts the GMAT exam, you have access to a wealth of reliable, robust applicant data, plus reports, and research services. You can recruit more precisely and market more effectively because of the unique insights GMAC derives from GMAT data.

Your participation pays off. Schools that participate in any of our GMAC annual surveys — free to graduate business and management schools and programs — receive even more benefits.

- Early release survey reports that summarize significant findings and their implications for the industry with year-to-year trends.
- Customizable online data reports with interactive graphics and statistical tables that allow you to search by the demographic data most relevant to your programs.
- An individualized benchmark tool that lets you generate instant reports comparing your students, employers, or application trends against the results of your competitors or peer schools.

Robust surveys, reports, data and research at your fingertips

Application Trends Survey

Details the applicant pool, acceptance and enrollment rates, program structure, and incoming class sizes at graduate business and management schools worldwide. *Use this survey to enhance your recruitment of diverse candidates.*

mba.com Prospective Students Survey

Learn program preferences from mba.com registrants, including applicant behavior, motivations, and career goals. *Use this survey to build your messages, brand, and determine resource allocation.*

GMAT Geographic Trends Report

Explore GMAT score-sending patterns from around the world. *Use this report to gauge the attractiveness of your school location with other study destinations and to identify potential geographic targets for recruiting.*



Global Management Education Graduate Survey

This exit survey draws insights on what final-year MBA and master's students think about their education, the value of their degrees, and their career plans. *Use this survey to measure the success and monitor feedback of your graduating class, and share highlights with prospective students in recruiting efforts.*

Alumni Perspectives Survey

Drive your strategic decision-making by tapping into feedback on skills assessments and gaps, acceptance in the job market and overall job satisfaction. *Use this survey to glean insights from your alumni that help to evaluate and enhance your program and market the value of the degree in their career.*

Corporate Recruiters Survey

View the latest hiring projections from employers who hire graduate business and management students, and learn what they value about these degree-holders. *Use this survey in your communications to guide students in their job search and build relationships with employers.*





Benchmark Reports

Compare your data with aggregate data from peer schools. *Use these reports to assess how your program results compare to the results of your competition by creating comparisons of your programs by applications, graduates, or employers.*

GMAT Test-Taker Data

Receive current and historical data about test-taker performance and demographics that give you a snapshot of your potential applicant pool. *Use this data to understand trends in demand for various program types and for your program.*

Validity Study Service (VSS)

VSS enables you to make decisions through statistical analysis of your student information. VSS shows how well GMAT scores work with other factors in your admissions process like past academic performance and work history. *Use this report to make strategic admissions decisions and improve your school's selection process.*





Reflect™ by GBC

MY REPORT

John Smith | HELP | ACCOUNT | SIGN OUT

Discover Improve



10 INNOVATION RESULTS

Your score indicates that you are imaginative, enjoy a creative approach and prefer the new over the old. You draw on knowledge from a wide variety of sources and think quickly on your feet, making you an invaluable contributor when faced with a challenge. Due to your intellectual curiosity, you may become bored with routine or repetitive tasks.

High Scorers

- Generate lots of new ideas that emphasize creativity
- Are eager to find new solutions to existing problems
- May overlook the steps needed to implement the new idea

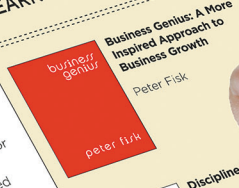
Moderate Scorers

- Understand the trickle-down effect of decisions
- Are interested in trying new methods, but cautious about fully committing to them
- May identify new ways of doing things only when inspired by others' ideas

Low Scorers

- Are more comfortable applying the ideas of others rather than creating their own
- Are risk averse and unsure of using new methods that are not yet proven
- May not look ahead of how new ideas can have a positive impact

LEARN



Disciplined Dreaming by Josh Linkler



Innovations that Fits: Moving beyond the Fad to Choose the RIGHT Innovation Strategy for Your Business
Michael D. Lord, J. Donald deBethizy, and Jeffrey D. Wagner

TIPS

When sharing information explain why, relevance to the recipient, importance, key points, & whether or when you expect a response.

If a decision is made that you don't agree with, focus your activity on the next phase of a project. Brainstorm ways to make it as successful as possible.

Discuss a new idea with yourself: What is it? What are the barriers?





Turn to GMAC First to Reach Your Graduate Management Education Goals

Recruit more precisely and market more effectively

GMAC is a reliable source and provides a robust suite of products, services, and tools to make you more effective, no matter where in the world you are. You can rely on our extensive data, experience and industry knowledge to strengthen your admission decisions, market your programs, recruit the right candidates, and develop students into leaders with our targeted tools.

Reflect™ by GMAC — A soft-skills solution that gives you a deeper understanding of how students approach challenges, solve problems, and interact with others. GMAC goes beyond admissions with this unique assessment and development tool that prepares your students for school, work and life. Developed in concert with more than 900 corporations, Reflect evaluates 10 competencies identified as critical for success in the classroom and workplace. In less than an hour a personalized report is created with actionable tips, resources, and benchmarking tools.

GMASS® (Graduate Management Admission Search Service®) — Enables you to find and connect with aspiring candidates who have the specific qualifications and backgrounds you're looking for. The GMASS database has nearly 360,000 GMAT and mba.com registrants. A GMASS account is waiting for you and available to schools that accept the GMAT exam.

GMATCH® Online Fair — Lets you interact online, in real time, with potential applicants worldwide via your online exhibit booth. It's free to candidates, resulting in a robust pool of more than 7,000 registrants from 140 countries.

School Finder on mba.com — Helps interested students find your school when they are researching schools on our official GMAT website, mba.com.

Calendar of Events — Post recruiting events online so potential candidates can find you 24 hours a day, seven days a week. Free to schools that use the GMAT exam.



ESSENTIALprep™ — Comprehensive online program that prepares your candidates and students for success before school starts. Users can brush up on accounting, finance, quantitative skills, and statistics — say good-bye to reviewing basic concepts in class.

Post and Search Job Openings — Explore opportunities in graduate management education and attract the best candidates by posting your job openings. For GMAT using schools, we maintain a current list of professional positions around the world.

Reach Your Goals, Sharpen Your Skills and Expand Your Network

GMAC Annual Conference — For administrators in graduate management education at all levels working in admissions, marketing, and program management that want to be in the know about all things GME.

Leadership Conference — For academic and administrative program directors and program-level deans that seek to explore new ideas and share best practices.

Admissions Institute for New Professionals — For new professionals with six months to two years of experience who want to grow their skills and build their network.

GMAC Asia Pacific Conference — For professionals at all levels with responsibility for admissions, marketing, and program direction who want to explore issues of critical importance in a growing Asian business school landscape.

GMAC Europe Conference — For professionals at all levels with responsibility for admissions, marketing, and program direction who want to explore issues of international and global significance.

Webinars — For all graduate management education professionals who want to stay on the cutting-edge of current issues.

For professional development opportunities, visit the Professional Development and Careers tab at gmac.com.



GMAT Program Codes Add Value

Give your program more exposure and visibility

The GMAT exam is renowned for predicting candidates' academic success in business school, MBA, and management programs. The GMAT exam is also an effective predictor of performance in non-MBA master and doctoral programs. When you accept the GMAT exam, your school receives a unique GMAT program code.

Accepting the GMAT exam gives you access to a full-range of GMAC tools, products, and services designed to help you meet your goals and make your day-to-day work more efficient and effective. By registering each of your graduate management programs for a unique GMAT code, you will make it easier to:

- Provide candidates a complete picture of the programs offered by your school.
- Better target your marketing through score report management.

- Identify and benchmark your real competition.
- Capture the profiles of candidates sending scores to each of your programs.
- Track and benchmark your program against other similar programs.
- Find your school when candidates are searching our official GMAT website, **mba.com**.

*Make sure each of your programs have a unique GMAT code. Learn more about establishing — and updating — your program codes in the GMAT Scores section at **gmac.com**.*



Register each of your programs for a unique GMAT code

MBA

- Full Time — less than two years
- Full Time — two years or more
- Part Time (evenings and weekends)
- Distance or online

Executive MBA

- Two Years
- Other

Doctoral/PhD

- Business Administration or Management
- Other, such as EdD

MA/MS/MSc

- Accounting, Accountancy, or Taxation
- Business or Management
- Communications
- 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

Other Master's

- Full Time
- Part Time
- Online

Post-Graduate Diploma or Equivalent

- One Year
- Two Year

Fellowship/Scholarship Organizations





Promoting, Informing and Enhancing your Efforts

GMAC promotes graduate management education and the GMAT exam worldwide. The Council works in concert with our stakeholders to host leading industry conferences and support the advancement of graduate management education through its research, innovation, and social responsibility. The Council works to generate hundreds of media stories and millions of media impressions highlighting the value and opportunity of a management degree.

GMAC informs schools, students, and candidates through its services, products, programs, and research studies to assist in their decision-making for admissions, curriculum, and careers.

GMAC enhances the recruitment and marketing efforts of schools by providing comprehensive research and valuable ways to connect to candidates around the world.

GMAC gives back with initiatives that formalize and enhance our long-standing commitment to investing in strategic, philanthropic endeavors that benefit business and management education.

Customer Service Worldwide

Americas

11921 Freedom Drive, Suite 300
Reston, VA 20190
United States

TOLL-FREE: +1 866 505 6559
UNITED STATES & CANADA ONLY
PHONE: +1 703 668 9600
CUSTOMER CARE: +1 703 668 9605
FAX: +1 703 668 9601
E-MAIL: customercare@gmac.com

Europe/Middle East/Africa

Central Court
25 Southampton Buildings
London, WC2A 1AL
United Kingdom

PHONE: +44 (0) 203 008 7933
FAX: +44 (0) 207 268 3196
E-MAIL: emea@gmac.com

Asia Pacific

Suncity Business Tower
Suite 303, 3rd Floor
Golf Course Road, Sector 54
Gurgaon, 122 002 India

PHONE: +91 124 494 5270
E-MAIL: apac@gmac.com

China

2601 Golden Centre
188 Des Voeux Road
Central Hong Kong, PRC

PHONE: +852 2851 0200
FAX: +852 2851 0027
E-MAIL: apac@gmac.com



24 Hour Access

Learn more at

gmac.com

Learn more about
the GMAT exam at

mba.com

Find us under: **OfficialGMAT**



Connecting talent and aspiration with opportunity.



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