

The Graduate Management Education Landscape

New GMAC® Data and Marketing Tools



Alex Chisholm | Deborah Somers | Paula McKay

Graduate Management Admission Council®



Topics

- ✓ Pipeline Trends in GME
- ✓ Targeting Individual Prospects with GMASS
- ✓ Global Benchmarking Opportunities
- ✓ NextGen GMAT



“Recent” Optimism

[From 2009 GMAC
European Conference]



Global Economy
FT Home > World > Global Economy

Front page
World
Global Economy
US & Canada
Europe
UK
Asia-Pacific

IMF says world economy is recovering

By Chris Giles in Istanbul
Published: October 1 2009 07:34 | Last updated: ...
A recovery in the world economy is to...



BUSINESS

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OECD calls an end to the global recession

Surge in optimism as British economy grows 0.3 per cent in three months
By David Bragg, Business Editor

SEPTEMBER 16, 2009

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Bernanke: Recession 'Likely Over'



Paris, 11 September 2009
OECD Composite Leading Indicators
News Release

Composite Leading Indicators point to broad economic recovery

OECD composite leading indicators (CLIs) for July 2009 show stronger signs of recovery in most of the OECD economies. Clear signals of recovery are now visible in all major seven economies, in particular in France and Italy, as well as in China, India and Russia. The signs from Brazil, where a trough is emerging, are also more encouraging than in last month's assessment.

Today (2011)

“The global economy is in a dangerous new phase”

IMF, September 2011

“Economic growth across the European Union will have slowed to a ‘virtual standstill’ by the end of the year”

European Commission Report
Summary, September 2011

Employment from Pre-Recession Peak

-4%

European Union (27)

-5%

United States

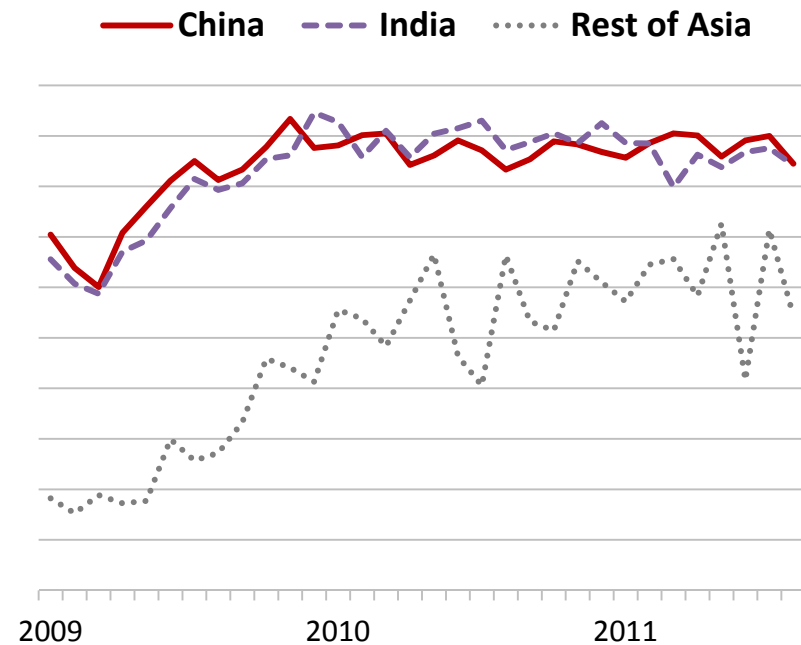
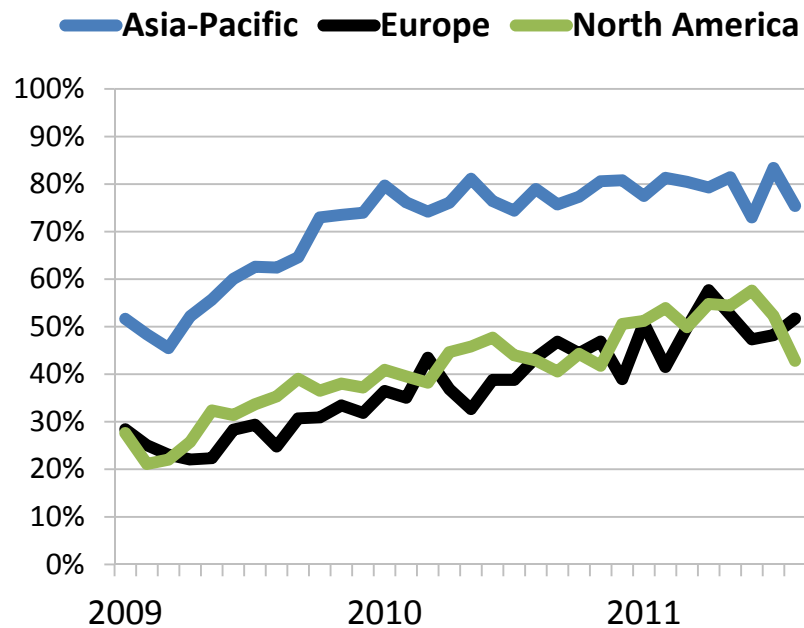
+2%

Developed Asian
Economies

Uncertainty in Much of the World

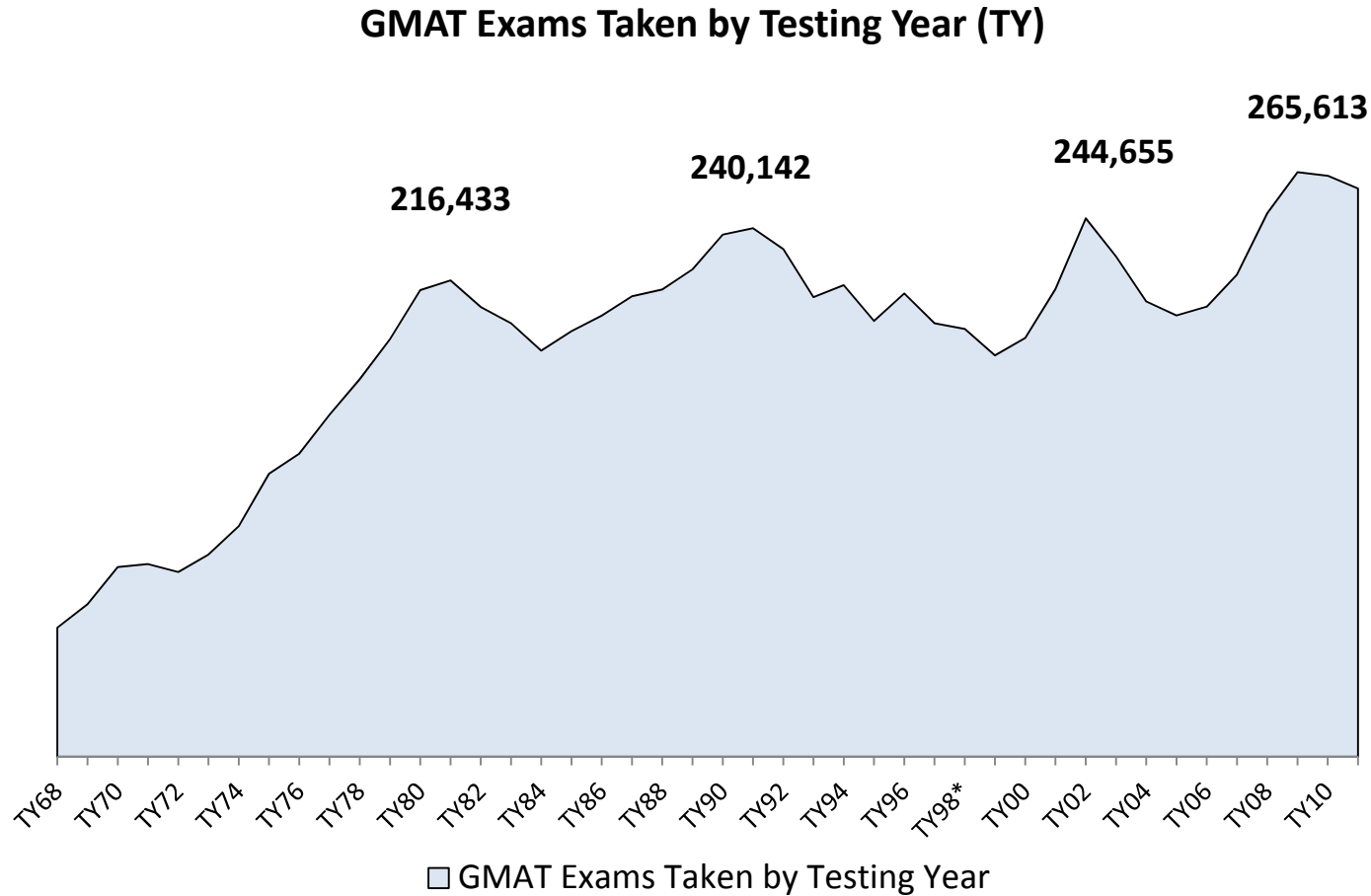
Prospective Students on Regional Economy

% Perceiving Stable or Strong



Source: GMAC mba.com Prospective Students Survey, 2009-2011

40 Years of Testing Cycles

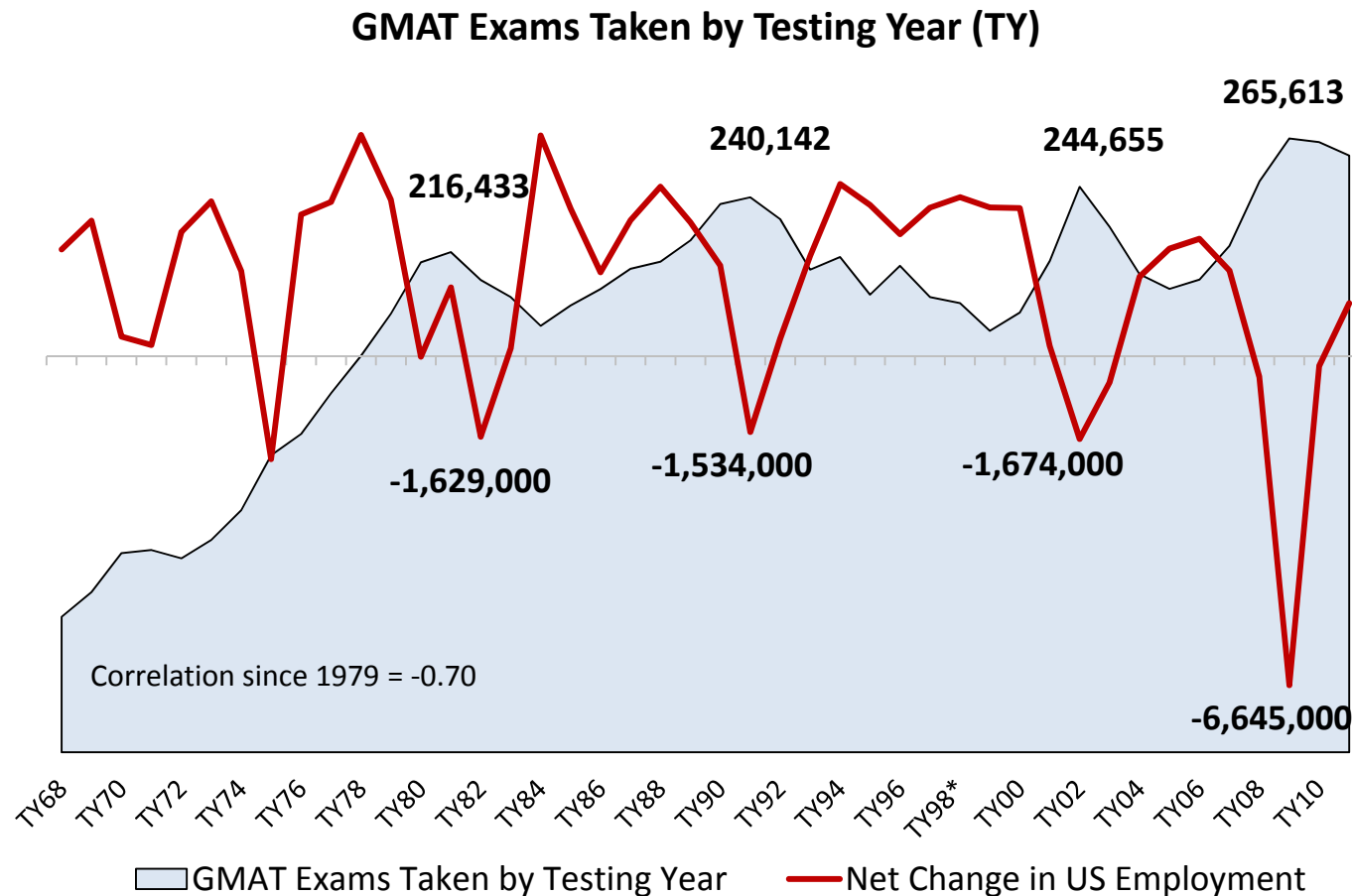


Source: GMAC® Data. GMAT exams taken worldwide by testing year (TY).

* smoothed for switch to computerized testing,



Economic Conditions and Pipeline Growth

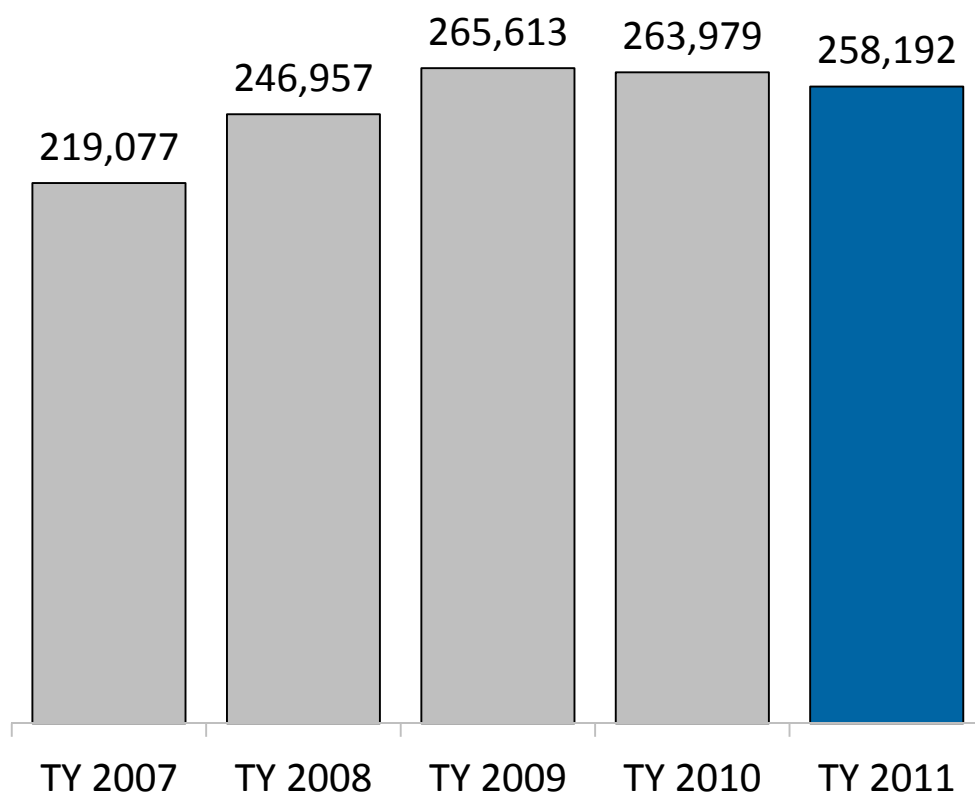


Source: GMAC® Data. GMAT exams taken worldwide by testing year (TY).

* smoothed for switch to computerized testing, US BLS Current Population Survey

Global Demand for Graduate Management Degrees

GMAT® Testing Volume Over 5 Years



258,192

Exams Taken TY2011

55%

Non-US Citizens

Source: Profile of GMAT® Candidates, www.gmac.com/profile (TY2011 data forthcoming)

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Discovering Talent Worldwide



North American

123,869 Exams Taken
48% of Global Total

European

24,298
9%

Asian-Pacific

86,567
34%

Middle Eastern & African

15,725
6%

Mexican & Latin American

7,733
3%

Source: GMAT Exams Taken by Citizenship. Profile of GMAT® Candidates, www.gmac.com/profile (TY2011 data forthcoming)

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Why These Trends Matter

The Direct Impact on B-Schools

258,192

Exams Taken in TY2011

2.91

Avg. # of Scores Sent per Exam Taken

750,399

Scores Sent to Global Business Schools

Source: GMAT® Geographic Trend Reports, www.gmac.com/GeographicTrends (TY2011 data forthcoming)

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[From 2009 GMAC
European Conference]

Wednesday Sep 30 2009
All times are London time

SEARCH Go QUOTES Go

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FINANCIAL TIMES

Business education
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- Companies
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- Managed funds
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Record numbers at top schools

Published: September 27 2009 22:12 | Last updated: September 27 2009 22:12

Edward Snyder, dean of [Chicago Booth](#) and former dean of the Darden school at the University of Virginia, is one of the most perceptive observers of the business school market. So when he told the Financial Times in February that it would be well-nigh impossible to predict the number of students enrolling on MBA programmes this year, it was a comment worth noting.

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In Global Recession, Global Ed Still Growing

May 29, 2009

LOS ANGELES -- In discussing the impact of the financial crisis on international education, John K. Hudzik, vice president for global engagement and strategic projects at Michigan State University, started out with what he called "a very technical definition of how we're doing and a little bit of history."

"Five or six months ago, the definition of the economy's impact on student mobility was 'Aaaah!' " he said, throwing his hands in the air in mock desperation.

THE ON SUNDAY INDEPENDENT POSTGRADUATE

[Home](#) > [Student](#) > [Postgraduate](#) > [MBAs Guide](#)

Can the MBA boom last?

Despite the recession, the numbers taking MBA courses are increasing – but some think the peak could have been reached.

By Peter Brown

Thursday, 1 October 2009

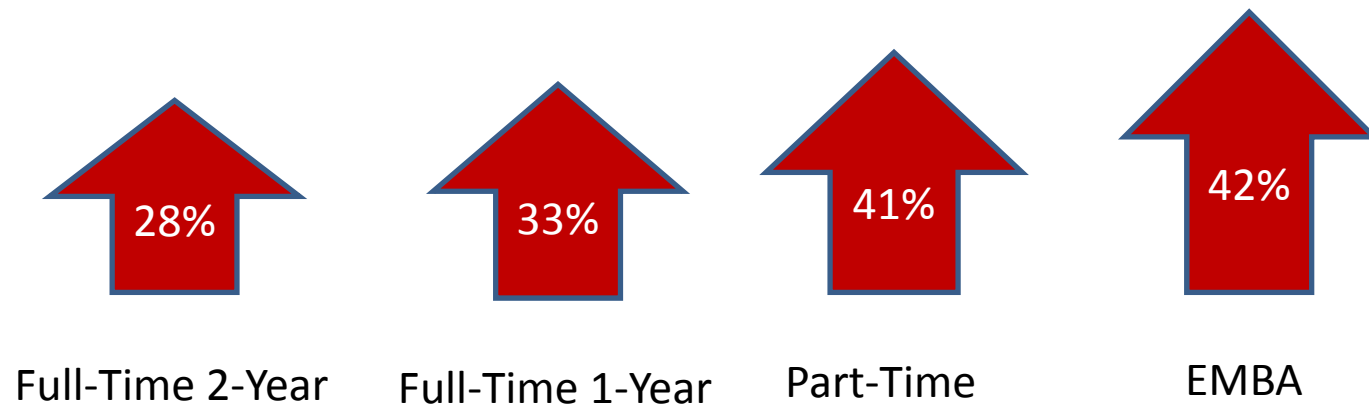
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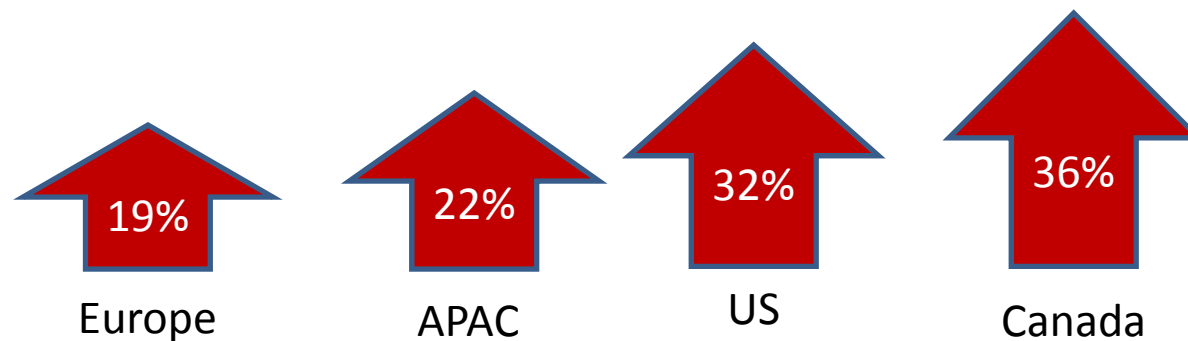
Business School Applications - MBAs

% of programs reporting increase from 2010

MBAs

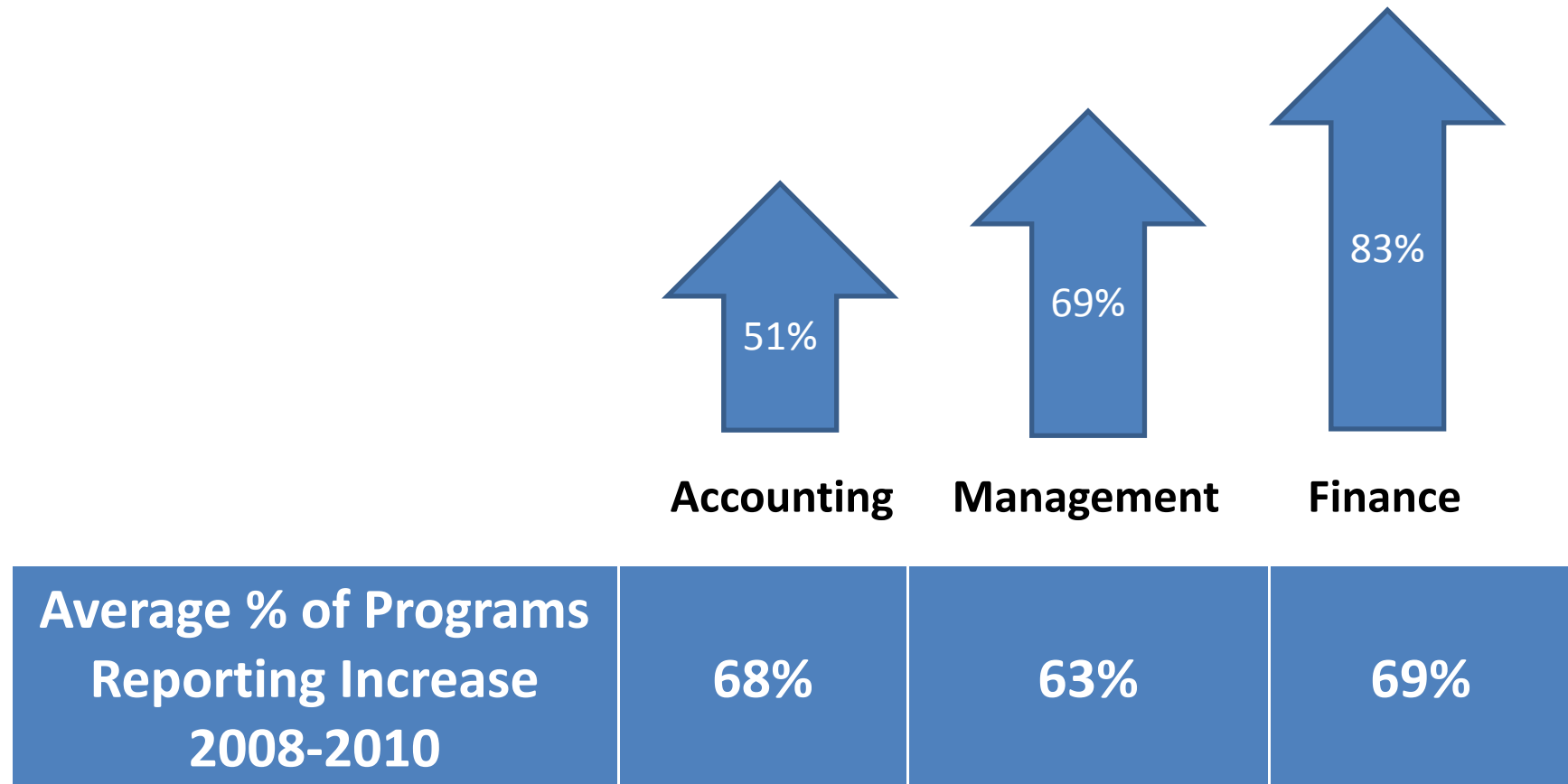


FT MBA Programs by Region



Business School Applications – Masters Degrees

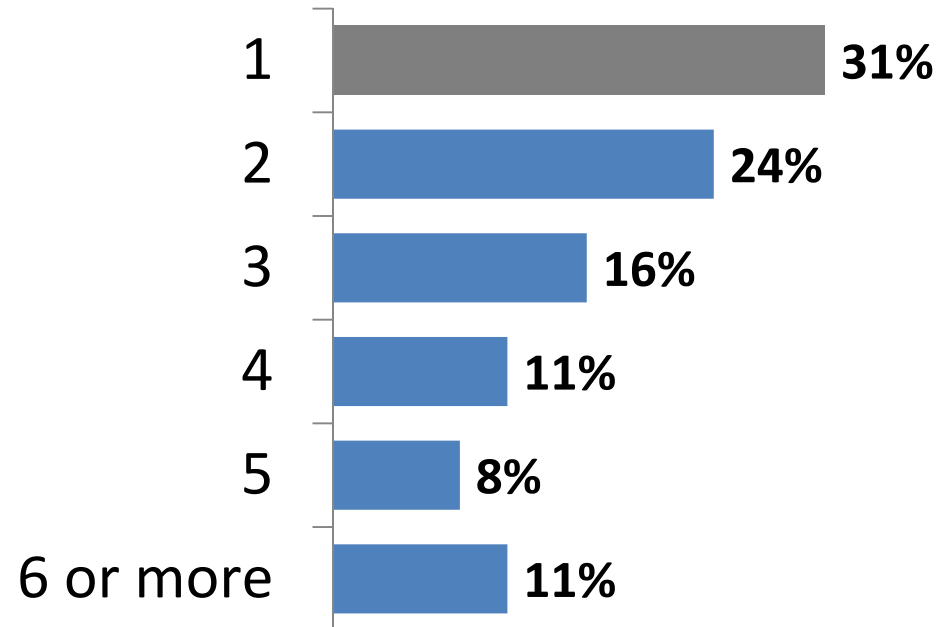
% of programs reporting increase from 2010



View of Program Competition

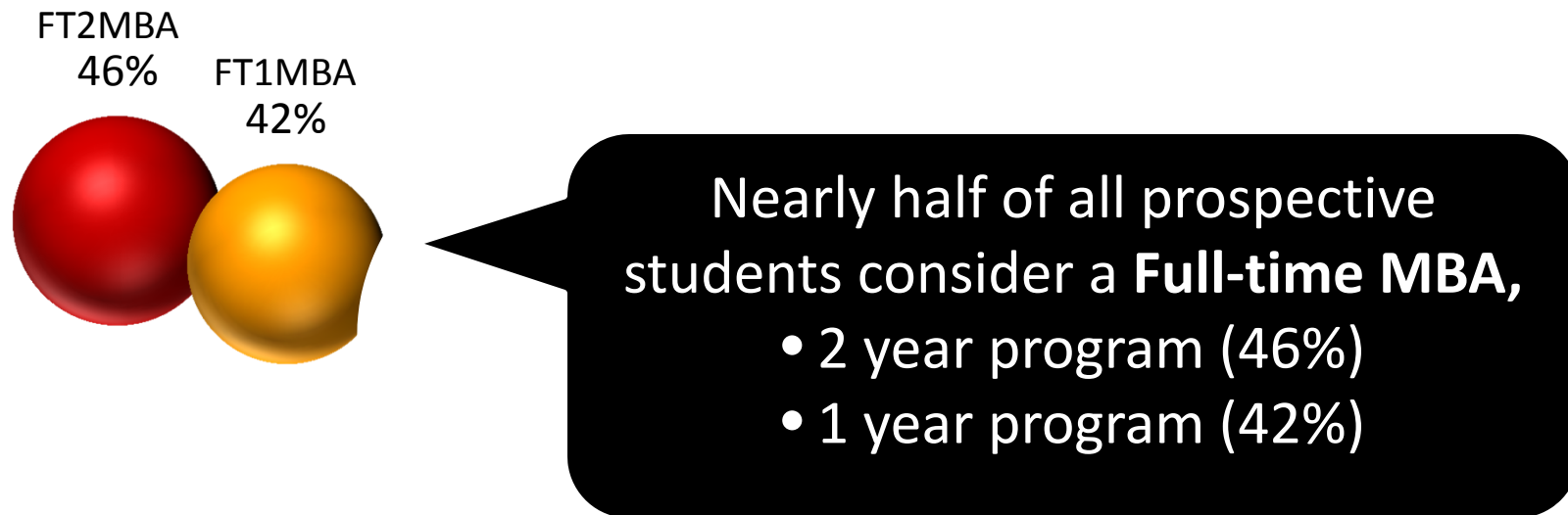


of Graduate Management Program Types Considered



Current Market Pulse for Programs Considered

Which Program Types Are Most Popular?



Global Perspective

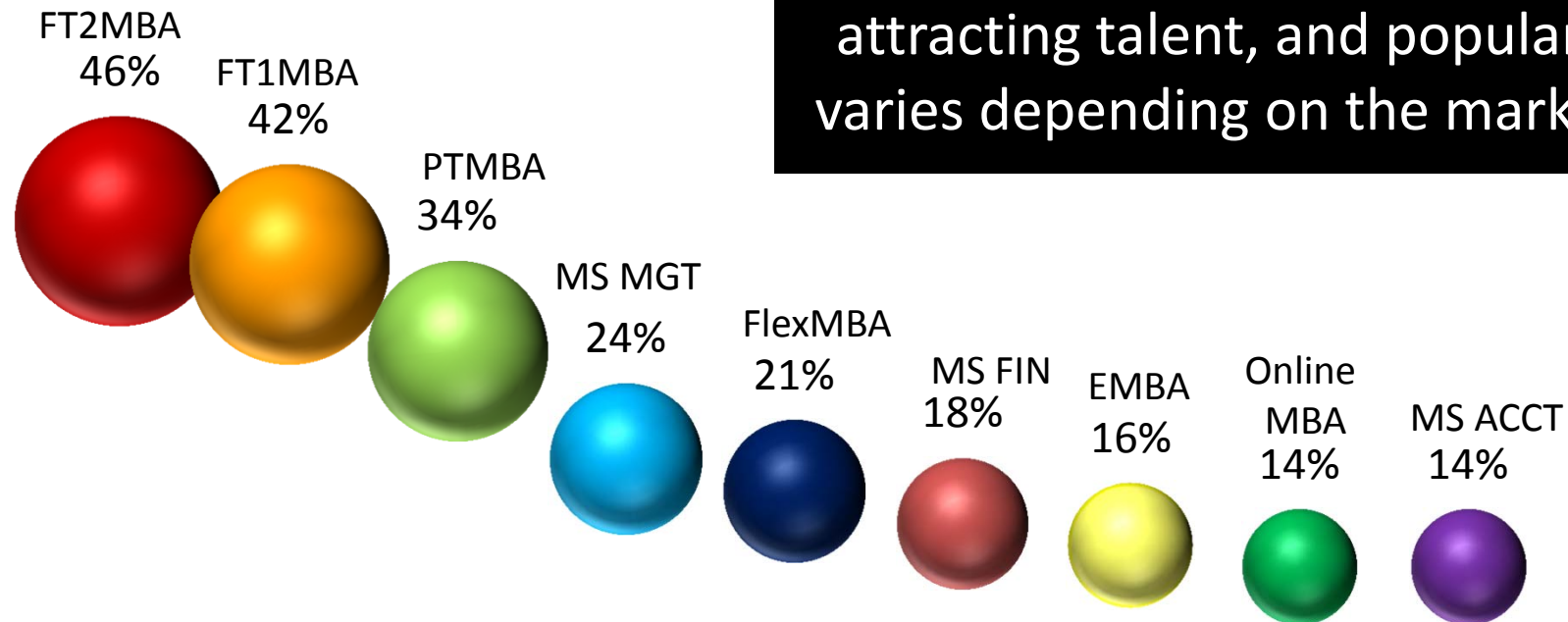
Multiple selection.

Source: GMAC mba.com Prospective Students Survey, 2009-2010



Current Market Pulse = Candidate Consideration

Which Program Types Are Most Popular?



There are several **other** programs attracting talent, and popularity varies depending on the market...

All Respondents

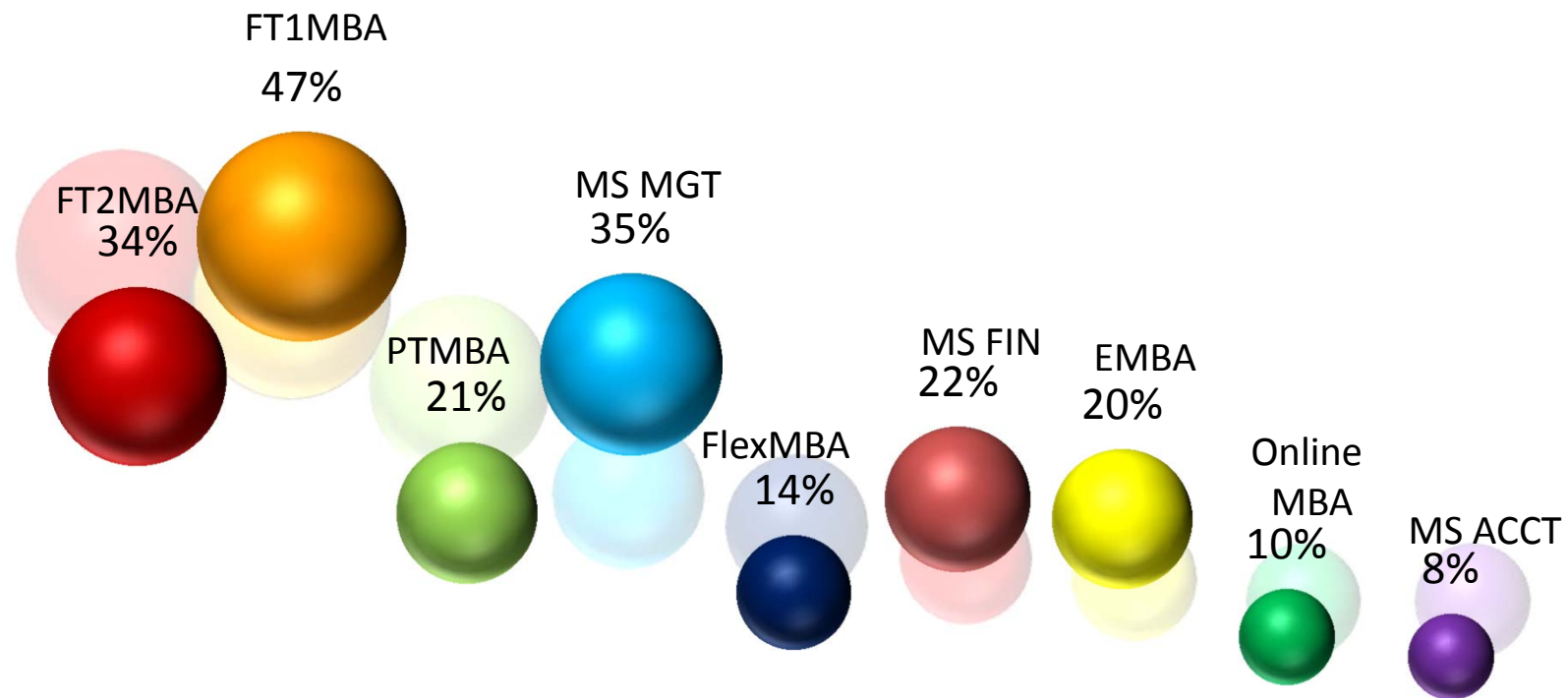
Multiple selection.

Source: GMAC mba.com Prospective Students Survey, 2009-2010

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Programs Considered

European Citizens

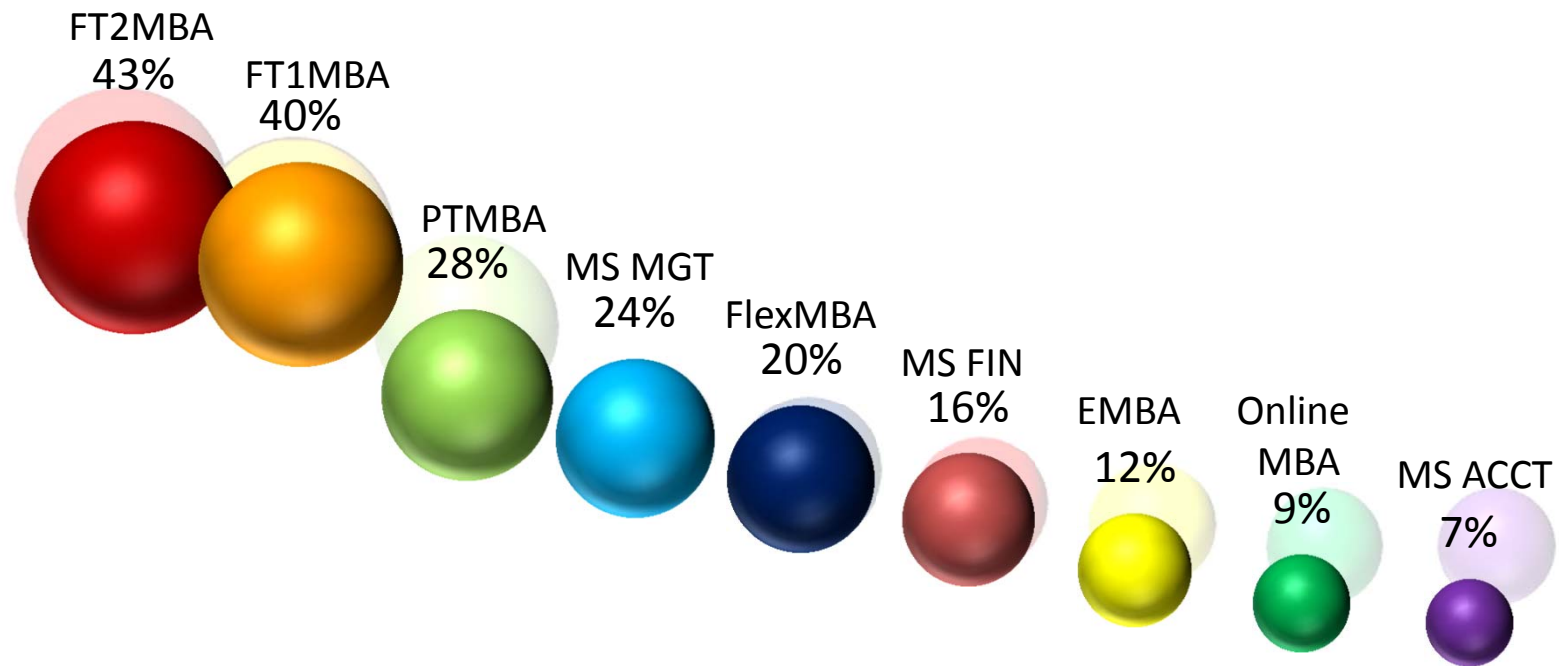


Multiple selection.

Source: GMAC mba.com Prospective Students Survey, 2009-2010

Programs Considered

Middle Eastern & African Citizens

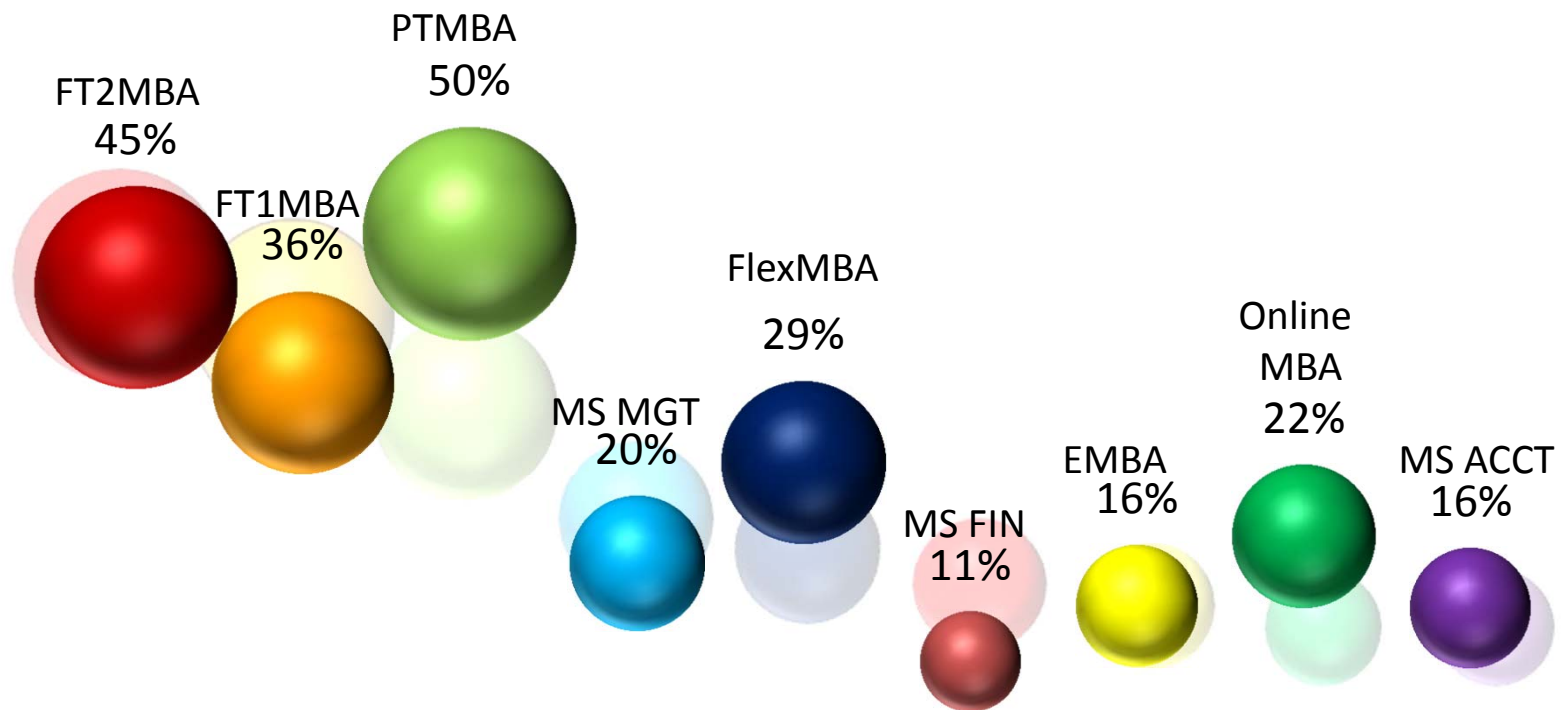


Multiple selection.

Source: GMAC mba.com Prospective Students Survey, 2009-2010

Programs Considered

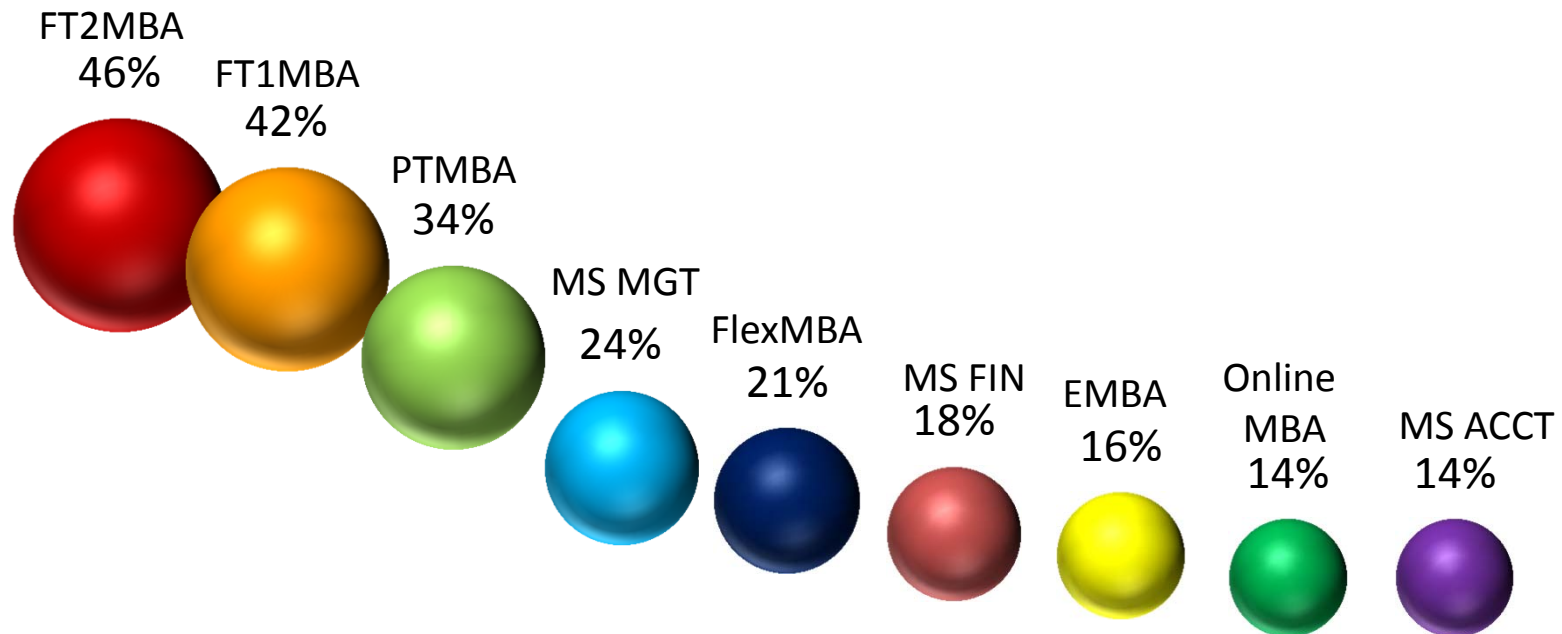
US Citizens



Multiple selection.

Source: GMAC mba.com Prospective Students Survey, 2009-2010

Global Portfolio of Graduate Management Education Programs Today



All Respondents

Multiple selection.

Source: GMAC mba.com Prospective Students Survey, 2009-2010



Today's Landscape

- Economic cycles have shifted demand
- Multiple considerations among prospective students

What about tomorrow?

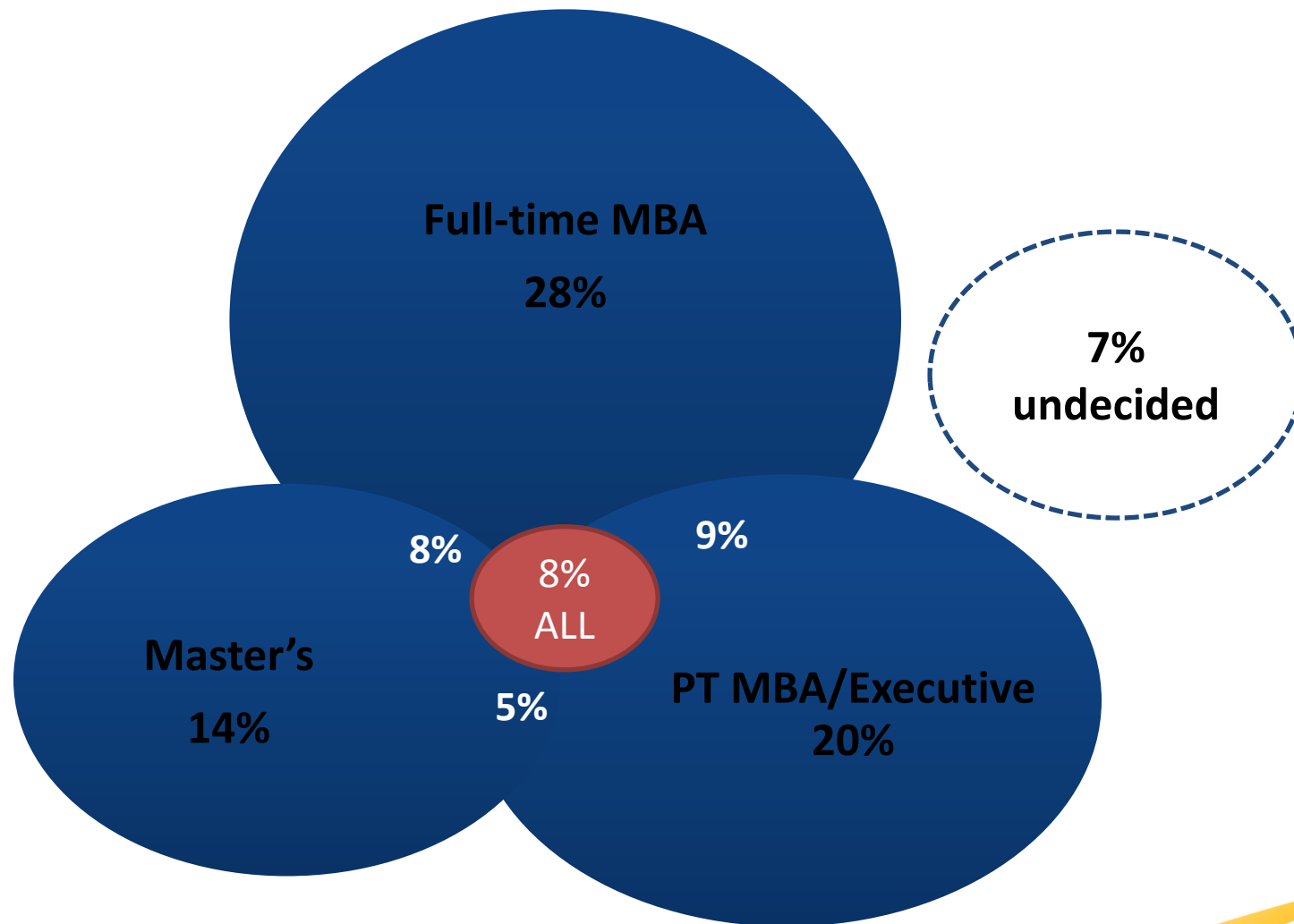


Stepping Stones or Substitutes?



Degree Overlap

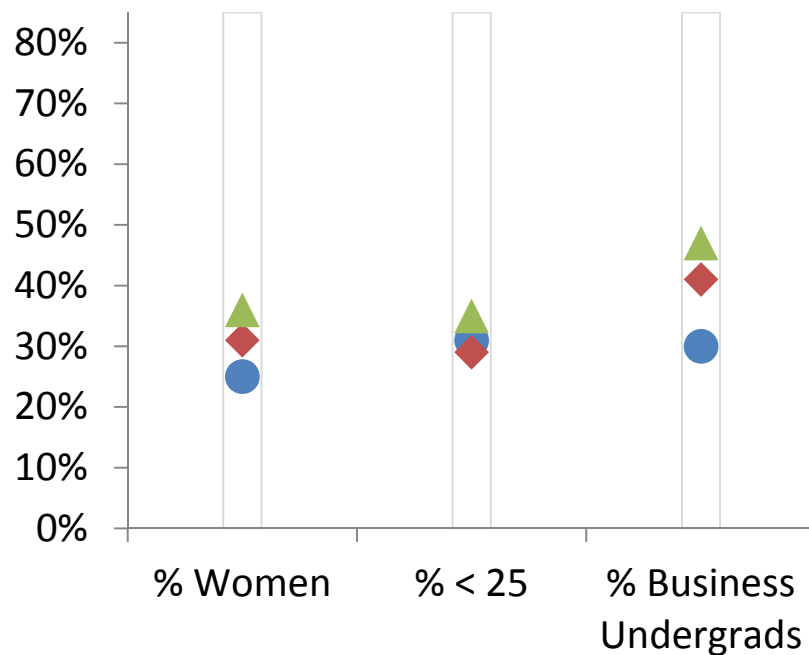
Candidates Considering Across Groups



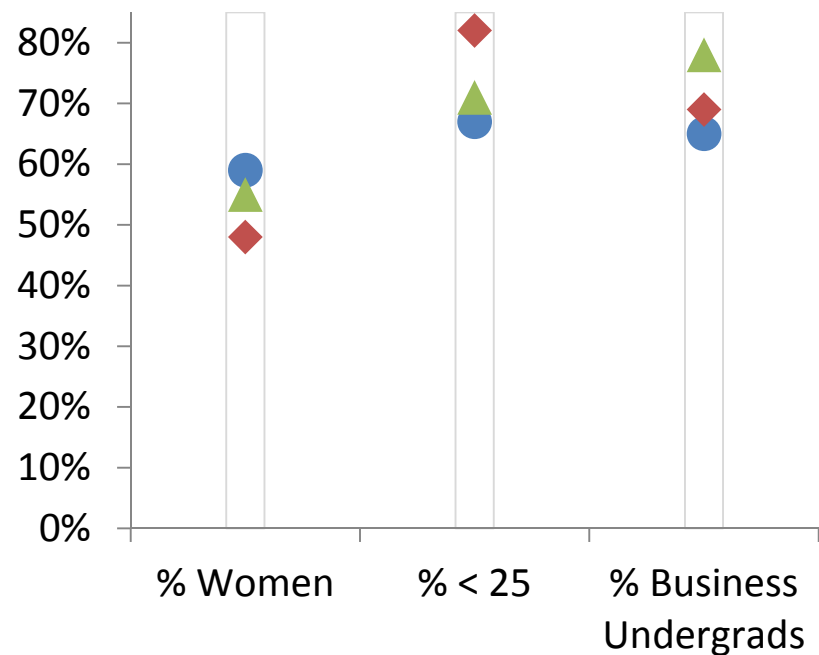
Source: GMAC mba.com Prospective Students Survey, 2009-2010

Student Characteristics by Degree Type

Intending MBA Programs



Intending Masters Programs



Asia-Pacific Business Schools



European Business Schools



North American Business Schools

Source: GMAT Scores Sent by Destination and
Intended Degree in TY2011

Motivations...

Full-Time MBA

Networking
Opportunities

PT MBA/
Executive

Remain
Marketable/
Competitive

Master's

Gain
Recognition

Source: GMAC mba.com Prospective Students Survey, 2009-2010



Skills...

Full-Time MBA

Strategic &
Decision
Making Skills

PT MBA/
Executive

Management
Skills

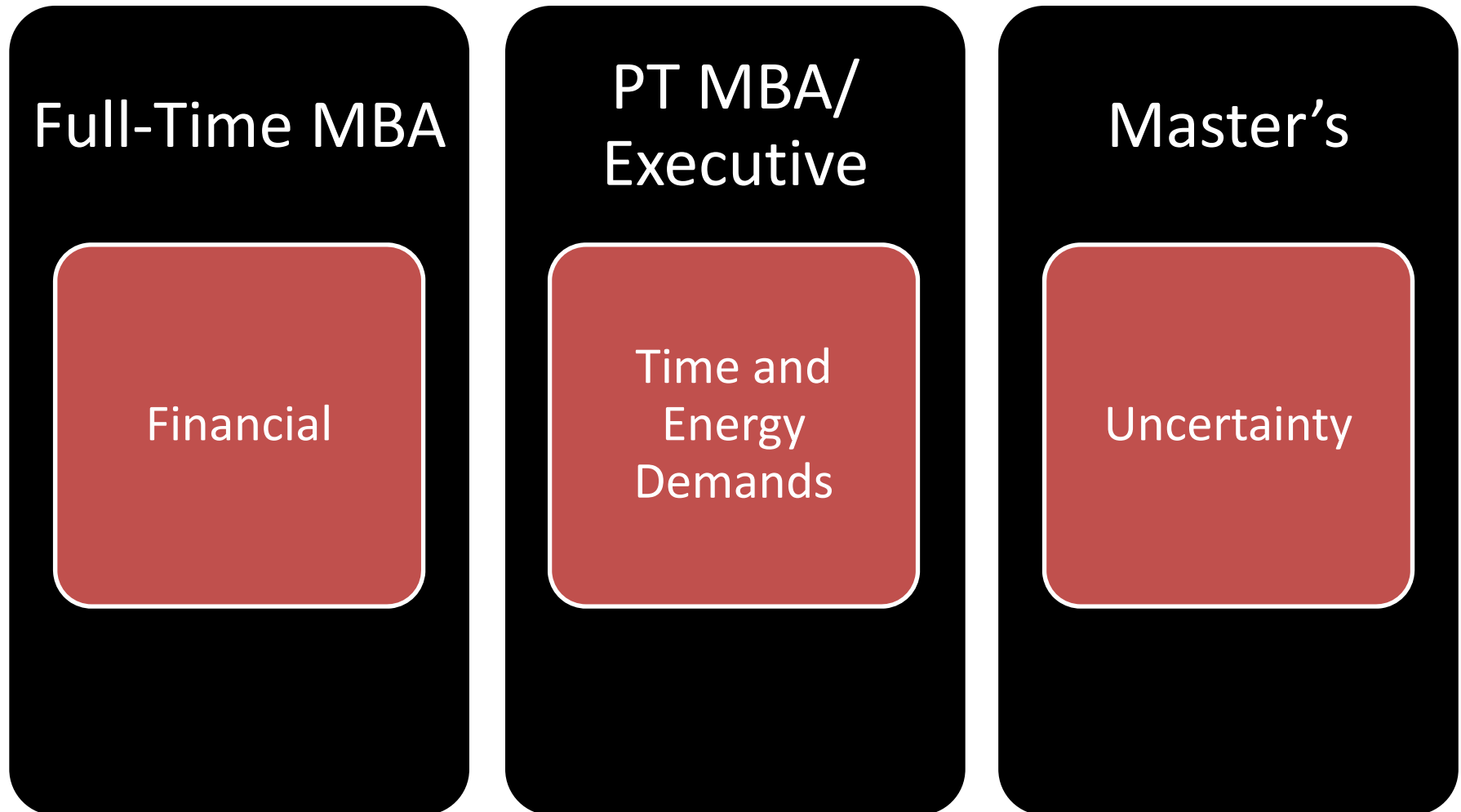
Master's

Technical/
Operational
Skills

Source: GMAC mba.com Prospective Students Survey, 2009-2010



and Reservations



Source: GMAC mba.com Prospective Students Survey, 2009-2010

GRADUATE MANAGEMENT ADMISSION

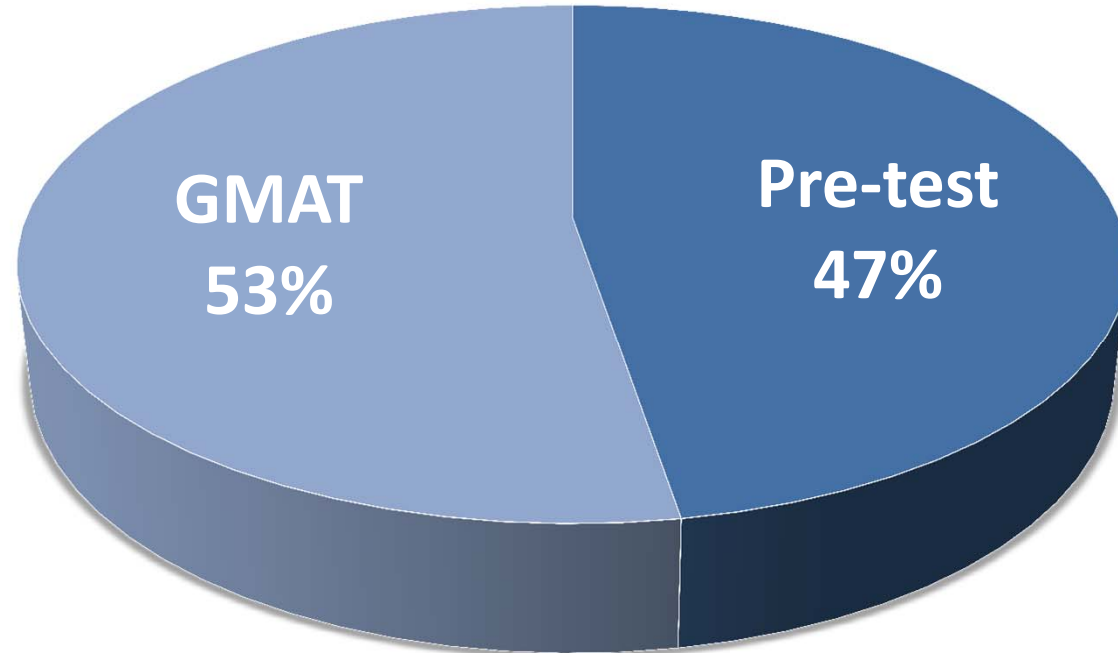
GMAS®

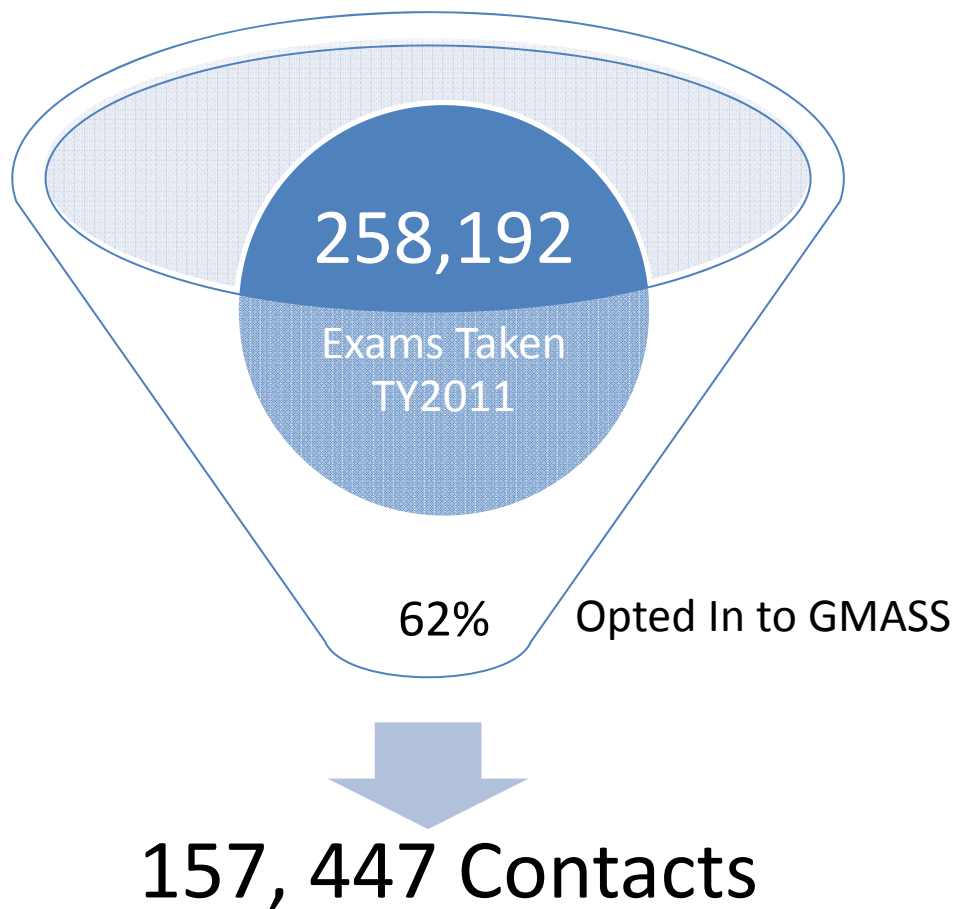
SEARCH SERVICE



GMASS Statistics

GMASS Data Pool as of 06 October 2011





21,000
Average # of New GMAC
Names per Month

Shopping Cart

NAMES 0

COST \$0.00

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New Search

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Recurring Searches

Downloads

Purchase History

5 total saved search(es). For your full history click [here](#)

Filter by

Select a Group ...

Select an Owner ...

View


15

per page

1



Search Name	Count	Candidate Date Range	Updated	Owner	Group	Edit Delete Copy	Add to Cart
DC Search- 9-6-2011	18	28-Apr-10 - 4-May-10	8-Sep-11	Nadia Chopitea			
GMASS Search 1	2416	30-Aug-10 - 30-Aug-11	31-Aug-11	Vitalii Folomeev	Nadia		
western illinois	0	4-Jan-10 - 4-Jul-11	23-Aug-11	Nadia Chopitea			
Conv. GMAT 600	0	10-Jan-11 - 10-Apr-11	23-Aug-11	Nadia Chopitea	Enzo		

Shopping Cart 

NAMES 2,434

COST \$1,582.10

[VIEW CART](#)

[CHECKOUT ▶](#)

New Search

Saved Searches

Recurring Searches

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Purchase History

Total Matching Names: **232,253**

Step 1: Select Candidate Pool 

[Candidate Pool Preview Report ▶](#)

Candidate Pool

- ☐ Pre-test
- ☐ GMAT®
- ☒ Both pre-test and GMAT®

Candidate Date Range

Select a Date Range

12 Months



-or-

START

7-Sep-10

END

7-Sep-11

[Update Counts](#)

Step 2: Select Additional Criteria

GMAT® Scores

GMAT® Scores

Demographics

Please Select Additional Criteria

Candidate Pool Preview Report

[Close](#)
[Print](#)

	Pre-GMAT	GMAT	Total
Total	167,164	189,265	356,429
Age Range			
18 - 22	47,459	48,267	95,726
23 - 25	43,134	53,985	97,119
26 - 28	30,624	41,433	72,057
29 - 35	30,545	35,239	65,784
36+	15,081	10,330	25,411
Degree Objectives			
Did Not Respond	45,308	31,379	76,687
Doctorate in Business (Ph.D. or DBA)	2,971	4,084	7,055
Executive MBA (EMBA)	8,001	5,638	13,639
Joint Degree - MBA/Engineering	2,103	1,523	3,626
Joint Degree - MBA/Law	2,859	1,975	4,834
Master's in Business (MS, MSc, MA)	10,193	14,766	24,959
Master's in Business Administration (MBA)	77,179	105,608	182,787
Master's in Health Care Administration (MHA)	1,310	1,045	2,355
Master's of Accountancy (MA)	4,959	11,939	16,898

Step 2: Select Additional Criteria

GMAT® Scores

GMAT® Scores

Demographics

Citizenship or Language

Gender

Ethnicity (U.S. Only)

Age Range

Desired Characteristics

Desired Degree Characteristics

Desired School Characteristics

Preferred Region of Study

Location

Current

Permanent U.S. State

Other

Educational Background

Intended School Plans

Undergraduate/First Degree Institution

Work Experience

Country



- ☐ ▶ Africa
- ☐ ▶ Asia
- ☐ ▶ Australia and the Pacific Islands
- ☐ ▶ Central Asia
- ☐ ▶ Europe, Eastern
- ☐ ▼ Europe, Western
 - ☐ ▶ Andorra
 - ☐ ▶ Austria
 - ☐ ▶ Belgium
 - ☐ ▶ Cyprus
 - ☐ ▶ Denmark
 - ☐ ▶ Faroe Islands
 - ☐ ▶ Finland
 - ☐ ▶ France
 - ☐ ▶ Germany
 - ☐ ▶ Gibraltar
 - ☐ ▶ Greece
 - ☐ ▶ Greenland
 - ☐ ▶ Iceland

Clear Criteria

Step 2: Select Additional Criteria

GMAT® Scores

GMAT® Scores

Demographics

Citizenship or Language

Gender

Ethnicity (U.S. Only)

Age Range

Desired Characteristics

Desired Degree Characteristics

Desired School Characteristics

Preferred Region of Study

Location

Current

Permanent U.S. State

Other

Educational Background

Intended School Plans

Undergraduate/First Degree Institution

Work Experience

Country

- ☐ ▶ Greenland
- ☐ ▶ Iceland
- ☐ ▶ Ireland
- ☐ ▶ Italy
- ☐ ▶ Liechtenstein
- ☐ ▶ Luxembourg
- ☐ ▶ Malta
- ☐ ▶ Monaco
- ☐ ▶ Netherlands
- ☐ ▶ Norway
- ☐ ▶ Portugal
- ☐ ▶ San Marino
- ☒ ▼ Spain
Enter cities Separated by Commas
City
- ☐ ▶ St. Pierre and Miquelon
- ☐ ▶ Svalbard and Jan Mayen
- ☐ ▶ Sweden
- ☐ ▶ Switzerland

Clear Criteria

Ask Us About?

- GMAC Products

- **GMASS**

- **Research**

- **Pathfinder**

- **Calendar of Events**

- **GMAT Prep for your students**

- **GMAT Business Ready for your students**



“The rear view mirror is one of the most effective motivational tools ever created.”

Seth Godin



Global Benchmarking Opportunities with GMAC Research

**Interactive &
Instantaneous**

- Application Trends
- Corporate Recruiters
- Global Graduates

By Request

- GMAT Score-Sending
Interactive Version Soon!

Only Requirement: **Survey Participation** or **GMAT Usage**

How It Works

2011 Global Management Education Graduate Survey Benchmark Report Prepared for
GMAC University (Full-time 2-year MBA)


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INTERACTIVE RESEARCH

Welcome, GMAC University (Full-time 2-year MBA)

GMAC® 2011 Graduate Management Education Global Survey Benchmark Report

Benchmark Request Form - Exclusively for Survey Participants

2011 Global Management Education Graduate Survey Benchmark Report Prepared for
GMAC University (Full-time 2-year MBA)

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INTERACTIVE RESEARCH

What Would You Like to Do? ☒ Create a New Benchmark Report ☐ Retrieve the Results of a Previous Report

Drag Program Name to Table on Right ? Filter World Region: Europe ▼

University	Program
AESE Escola de Direccao e Negocios	Full-time MBA, two-years or longer
Copenhagen Business School	Full-time MBA, two-years or longer
ESADE Business School	Full-time MBA, two-years or longer
HEC Paris	Full-time MBA, two-years or longer
International Institute of Business	Full-time MBA, two-years or longer
Moscow State University	Full-time MBA, two-years or longer
University of Trento	Full-time MBA, two-years or longer

Retrieve Benchmark Report | Reset List

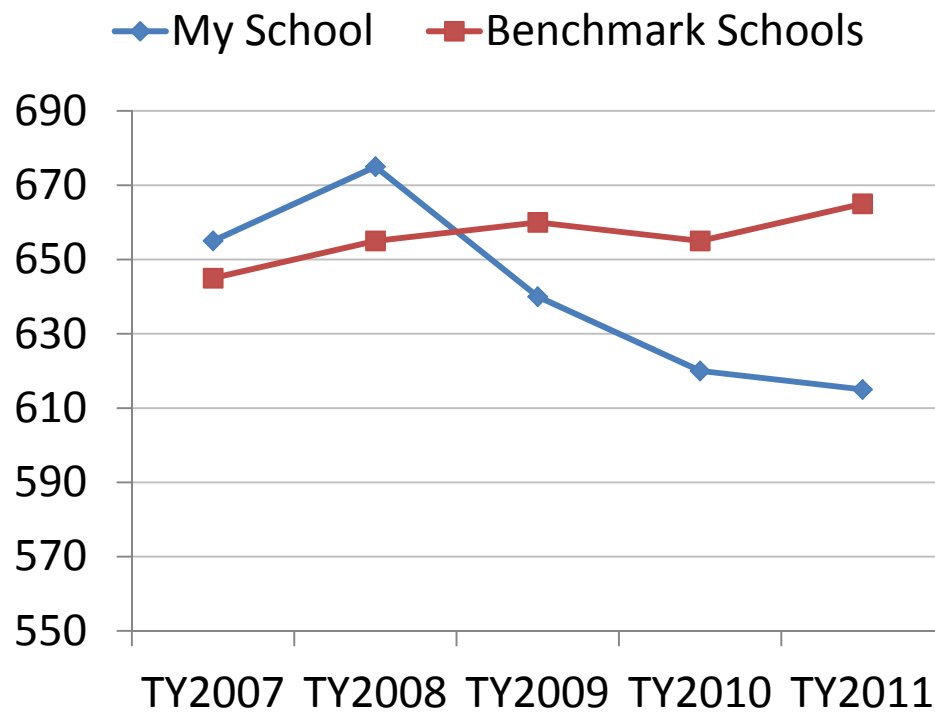
Number of Programs Selected: 0

University	Program

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Where does your program stand?

Mean GMAT Score Received



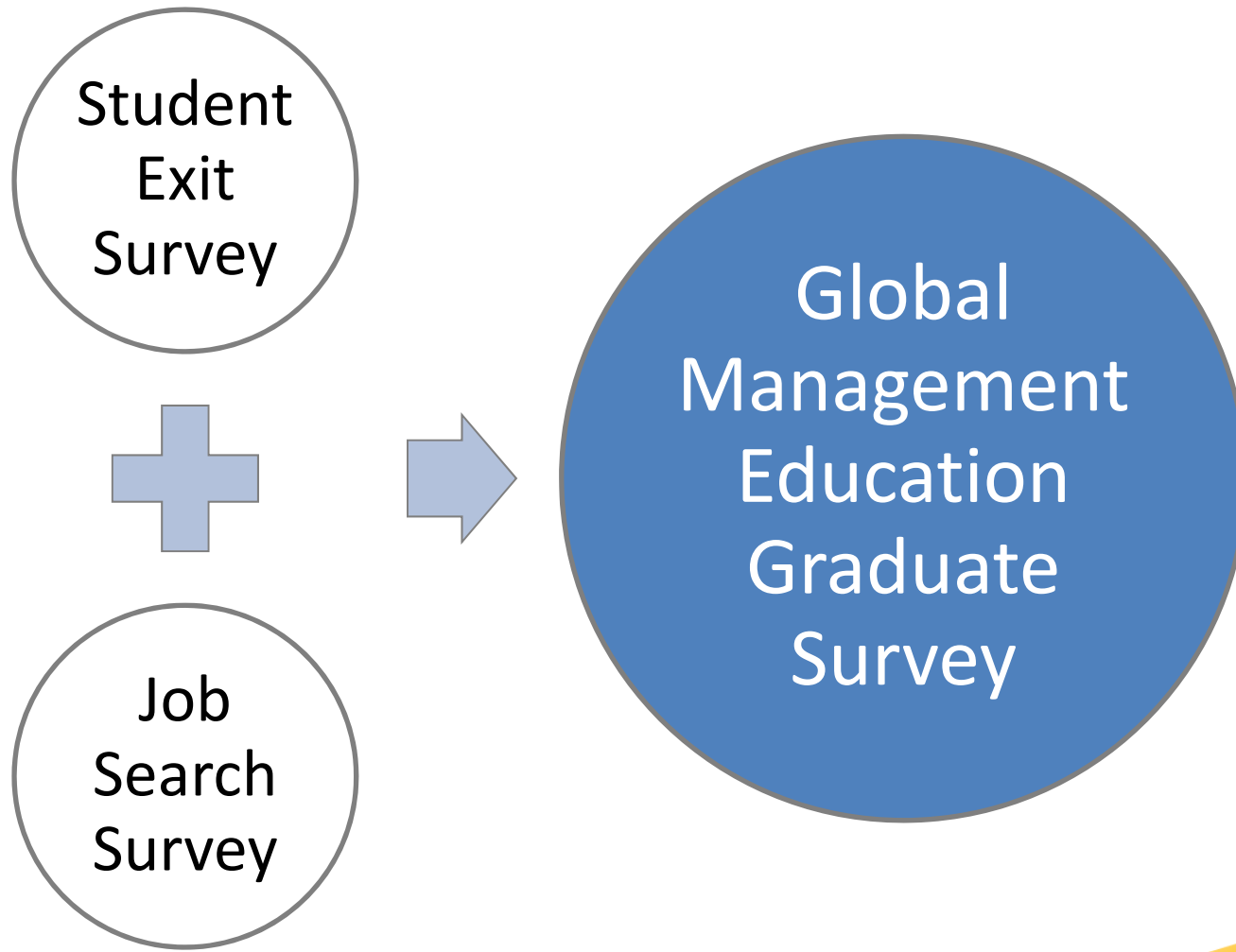
My School	Benchmark Schools
1. French (20%)	1. Chinese (35%)
2. German (15%)	2. German (15%)
3. Brazilian (14%)	3. Italian (10%)
4. Indian (10%)	4. Indian (8%)

- Total Scores Received
- Gender
- Age
- Undergrad Degree
- Etc...

Note: Dummy Data for Demonstration Purposes Only

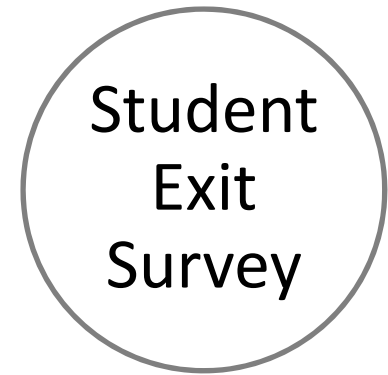


Quantifying “Best in Class”



Core Curriculum Ratings

1. Not at all satisfied
2. Not very satisfied
3. Somewhat satisfied
4. Very Satisfied
5. Extremely satisfied



**Business
Policy/
Strategy**

Accounting

**Ethics/
Business Law**

Operations

Economics

International Business

Human Resources

**Information
Systems**

Managerial/ Oral Communication

Statistics

Marketing

Finance

**Management/
Organizational Behavior**



Program Quality

1. Poor
2. Fair
3. Good
4. Excellent
5. Outstanding

Program Type

Faculty

**Student
Exit
Survey**

Fellow Students

Admissions

Career Services

Student Services

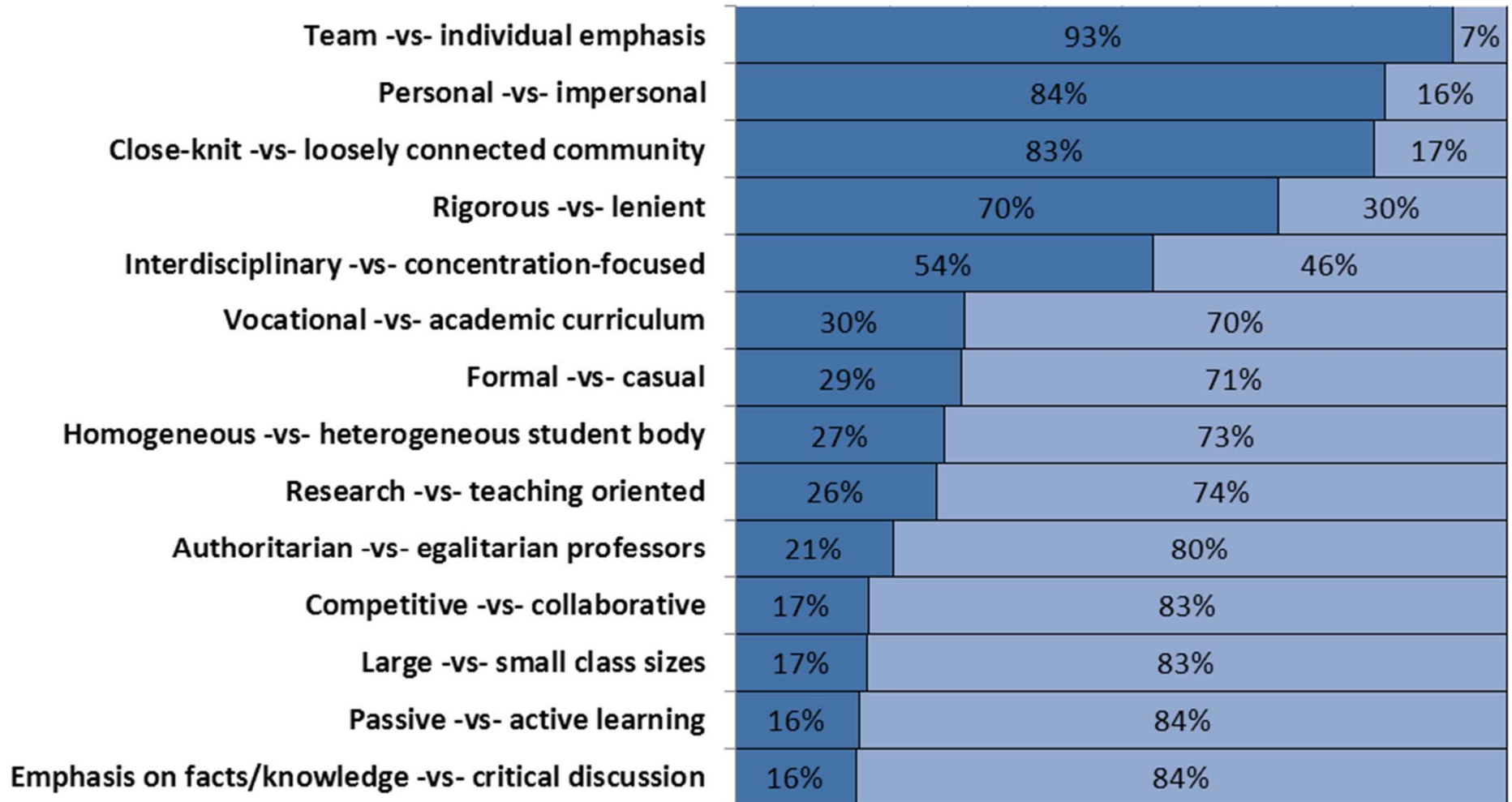
Program Structure

Curriculum

Program Management

School Culture

2-Year FT MBA Programs in 2011



Note: GMAC® Global Management Education Graduate Survey (GMEGS) 2011

Compare Your Programs

1 = Worst

5 = Best

Sample Results

Perceived Value (Mean Score)	Your School
Admissions	5.0
Managing Human Capital (Skill Development)	4.1
Economics Curriculum	2.5
Career Preparation	3.5
Case Competitions	2.7

Note: Dummy Data for Demonstration Purposes Only



Participate to Take Advantage!

www.gmac.com/SurveySignUp

Global Graduates



February 2012

Corporate Recruiters



February 2012

Application Trends



June 2012

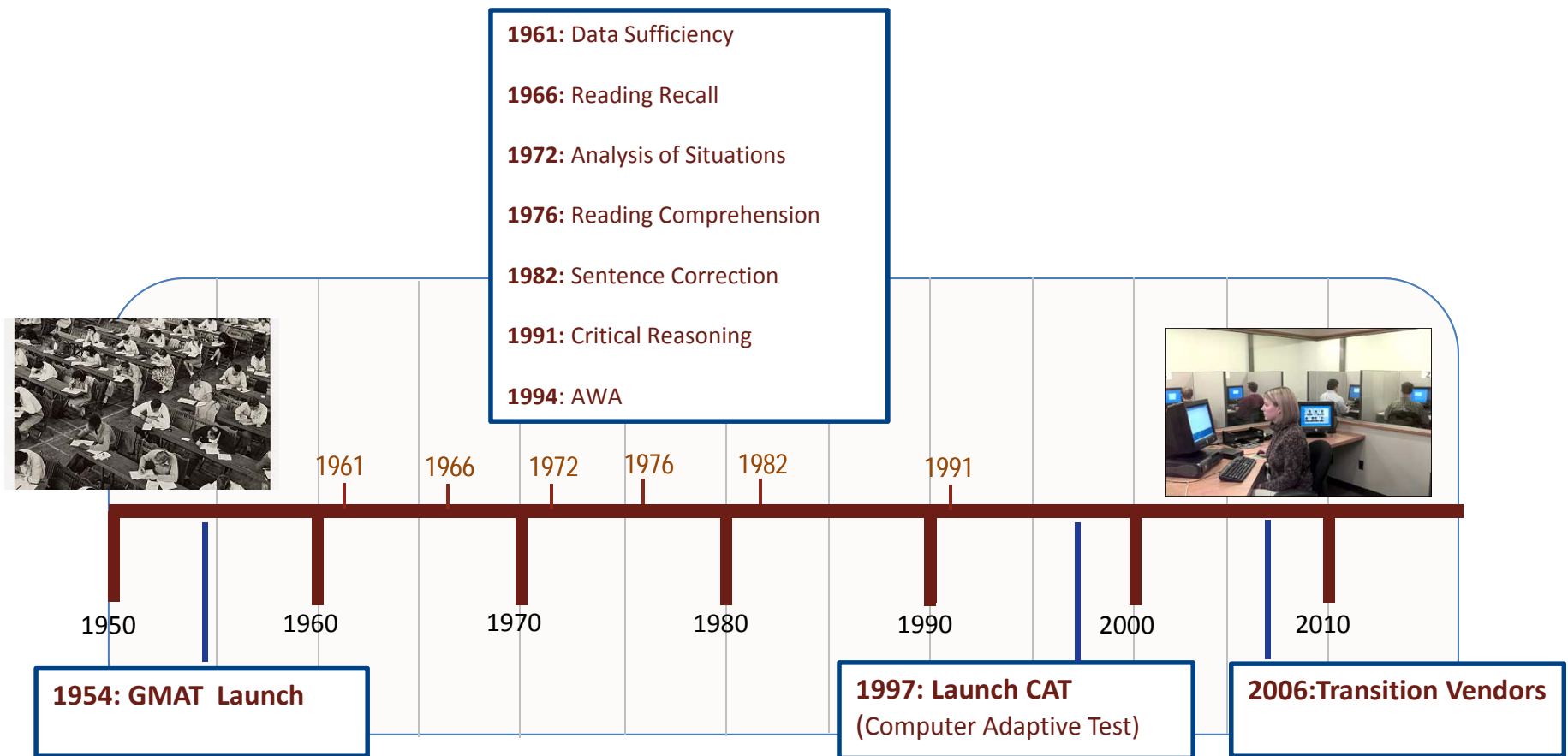


NEXT GENERATION GMAT

Coming to a test centre near you in June 2012!

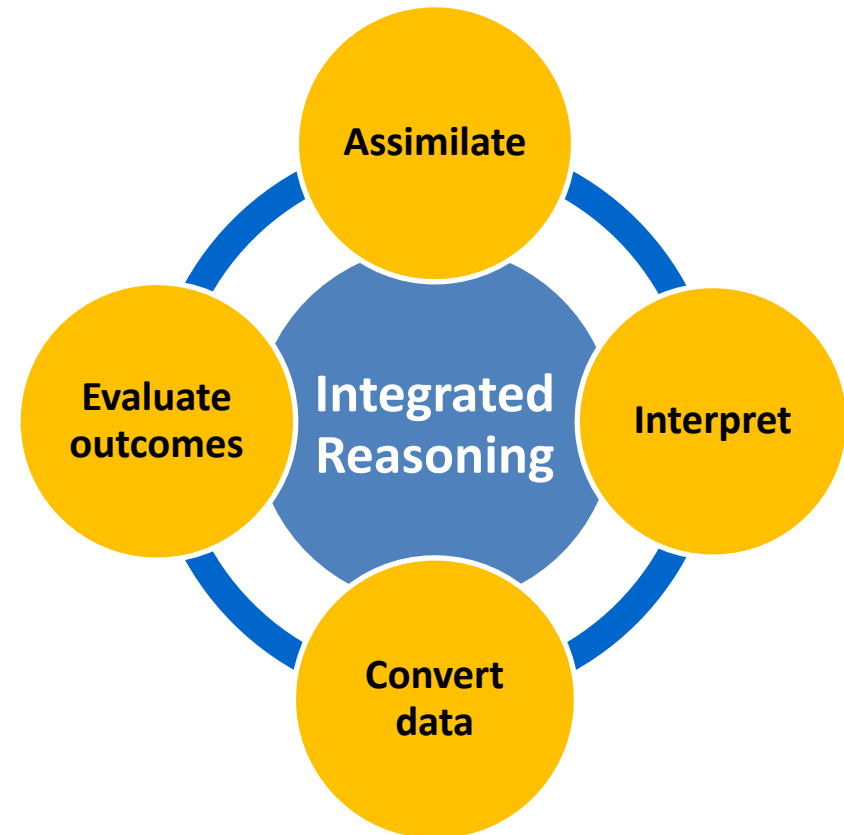


Continuing to make the GMAT work harder for you



New skills: Integrated Reasoning

- New 30 minute section
- New question types
- New additional score



What will the enhanced test look like?

Current GMAT exam

Analytical Writing Assessment
- Analysis of an Argument 30 minutes
- Analysis of an Issue 30 minutes

Quantitative 75 minutes

Verbal 75 minutes

Total 3 hours, 30 minutes

Next Generation GMAT Exam

Analytical Writing Assessment
- Analysis of an Argument 30 minutes

Integrated Reasoning 30 minutes

Quantitative 75 minutes

Verbal 75 minutes

Total 3 hours, 30 minutes

What will this mean for you?

- Current scores will NOT change
- New score for the Integrated Reasoning section
- IR score will not count towards the GMAT Total Score
- Official score reports in 20 days
- Make sure your systems updated by 5 June 2012

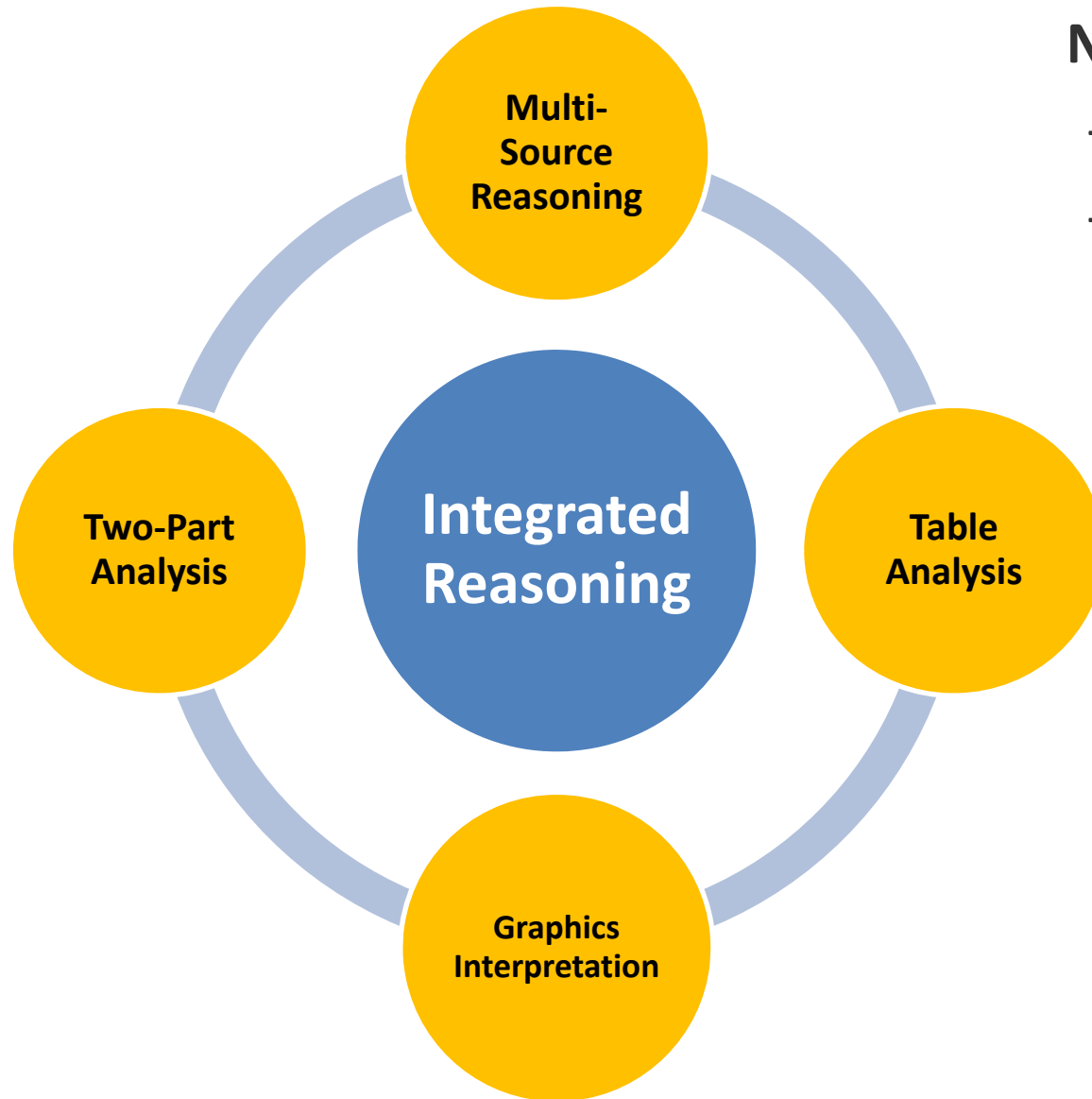


What will this mean for your candidates?

- 4 new question types, 12 questions in total
- IR section is not computer adaptive
- IR section will have on-screen calculator
- Candidates still get immediate unofficial score
- Registration begins December 2011
- New test prep tools available April 2012



Four new question types



New Questions Format

- New stimuli
- New response options

Find out more

Information for **schools**:

www.gmac.com/NextGen

Information for **candidates**:

www.mba.com/NextGen





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