

Graduate  
Management  
Admission  
Council™

# Asia-Pacific Application Trends 2019

**November 13, 2019 12 pm HKT**

Welcome!

Please use the chat box to ask a question.

Note: This webinar will be recorded.



# Welcome from GMAC

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Jason Lawrence

Market Development Director,  
East Asia



# GMAC Research

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Matt Hazenbush

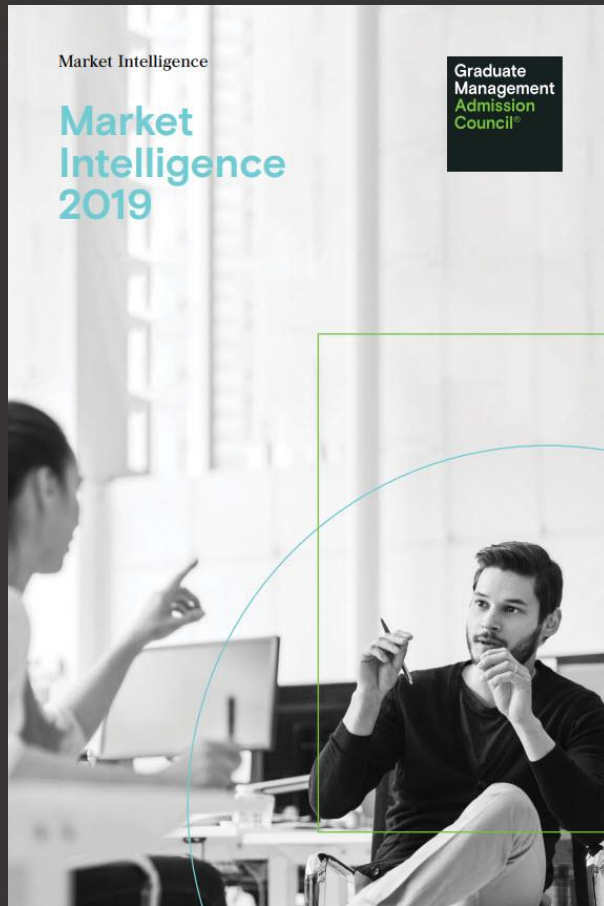
Research Communications  
Senior Manager



Gregg Schoenfeld

Senior Director,  
Research & Data Science

# The premier provider of market intelligence for graduate management education



## Assessment Data

- Profiles of GMAT Testing
- GMAT Geographic Trend Report

## GMAC Survey Series

- mba.com Prospective Students Survey
- Global GME Candidate Segmentation
- Application Trends Survey
- Corporate Recruiters Survey

## White Papers

- e.g., Unpacking the Appeal of For-Profit GME to URPs

## Research Briefs

- e.g., Gen Z: A First Look at the Next Generation of Business School Candidates

## Stay Up-To-Date

- GMAC Advisor, @GMACResearchers

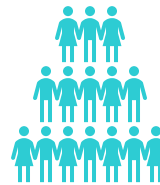
# Application Trends Survey Report 2019

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[gmac.com/applicationtrends](https://gmac.com/applicationtrends)



Our largest sample ever:



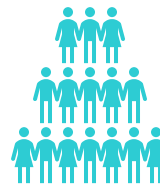
**1,145** programs

**336** business schools

**40** countries

# Application Trends Survey Report 2019

[gmac.com/applicationtrends](http://gmac.com/applicationtrends)



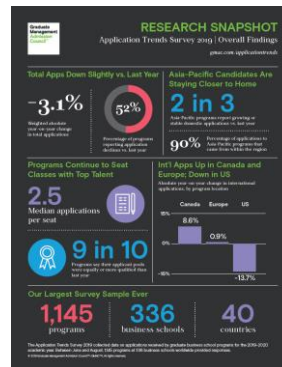
Our largest sample ever:

**1,145** programs  
**336** business schools  
**40** countries

Overall

Asia Pacific

Infographic series



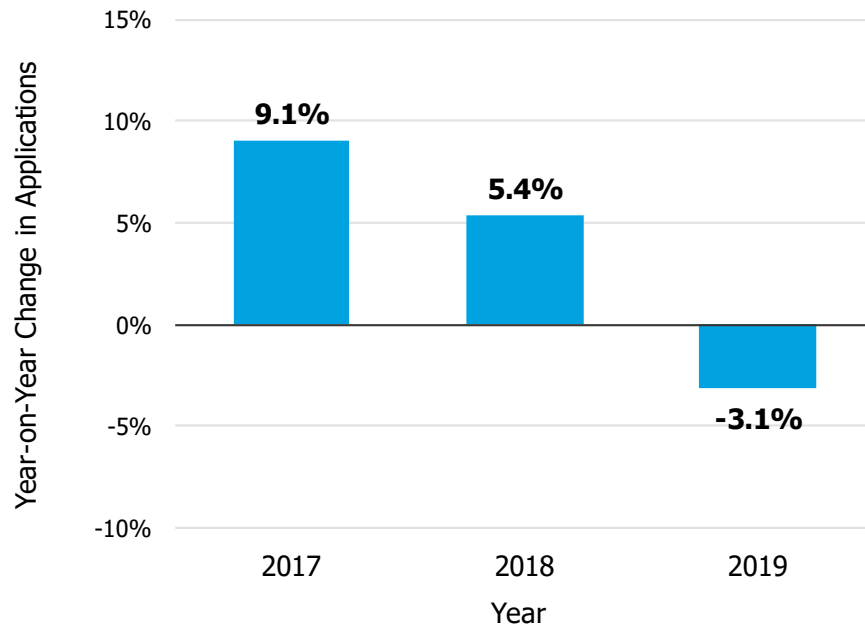
# Today's webinar

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- Global Demand for GME
- International Student Mobility
- Asia-Pacific Deep Dive
  - Regional View
    - Full-time MBA
  - Country View
- Making the Most of Your Participation
- Q & A

# Total applications declined slightly year-on-year

## Weighted Absolute Year-on-Year Change in Total Applications, 2017-2019\*



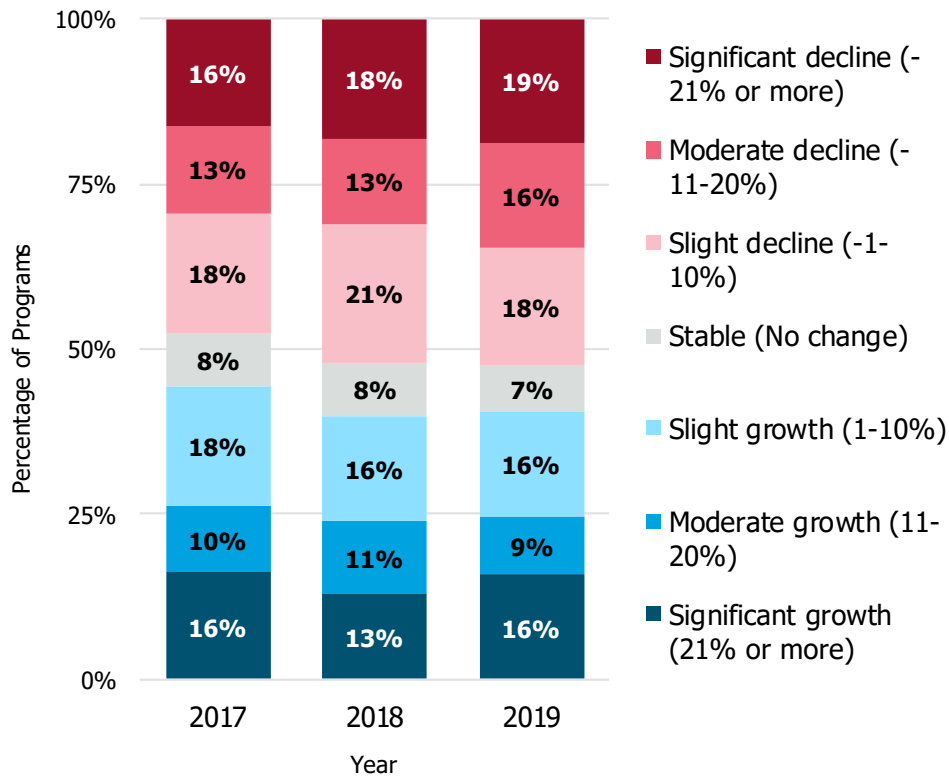
Business schools  
received  
**3.1%**  
fewer applications in  
2019 than they did  
in 2018.

\*A weighting methodology was applied to the absolute year-on-year change sample to adjust for the regional distribution of selective GME programs globally using data from AACSB, EFMD, and AMBA.



# Total applications declined slightly year-on-year

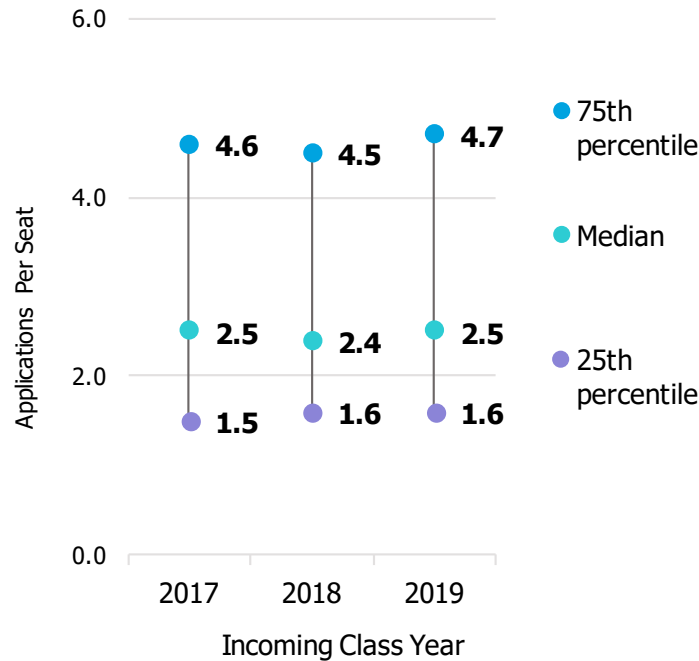
Relative Year-on-Year Change in Total Applications, 2017-2019



**52%**  
of programs received fewer applications this year than they did last year

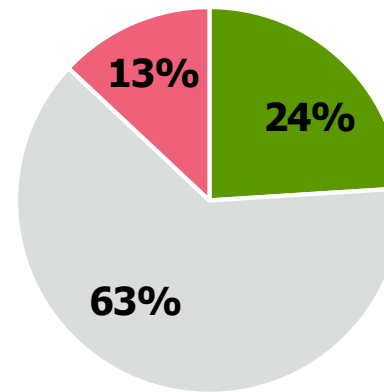
# GME remains selective and programs continue to seat classes with highly qualified talent

### Applications Per Seat, 2017-2019



### Change in Academic Profile, 2019

More qualified Same Less qualified



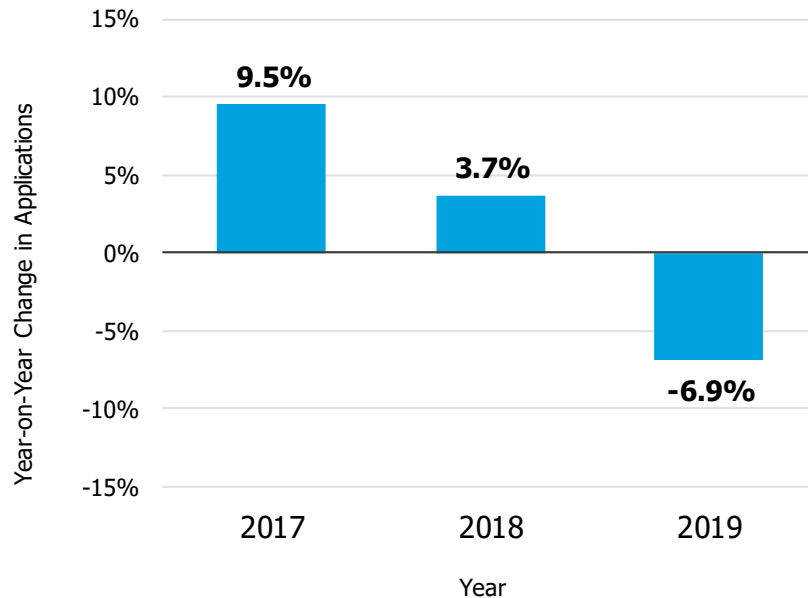
**87%**

of programs report that their applicant pools were equally or more qualified compared with last year

[gmac.com/apptrends2019](http://gmac.com/apptrends2019)

# Though down year-on-year, MBA apps accounted for two-thirds of total apps this year

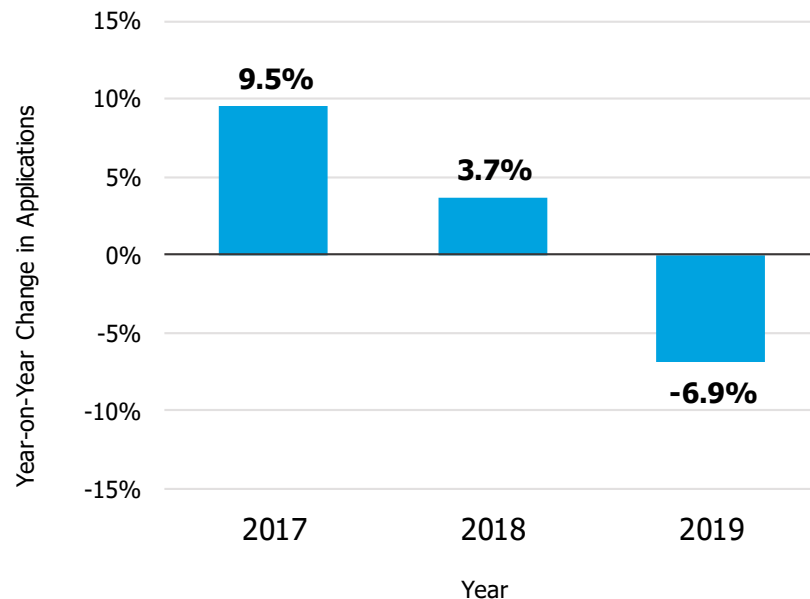
## Weighted Absolute Year-on-Year Change in Total MBA Applications,\* 2017-2019



\*A weighting methodology was applied to the absolute year-on-year change sample to adjust for the regional distribution of selective GME programs globally using data from AACSB, EFMD, and AMBA.

# Though down year-on-year, MBA apps accounted for two-thirds of total apps this year

## Weighted Absolute Year-on-Year Change in Total MBA Applications,\* 2017-2019



**The MBA is still the predominant credential**

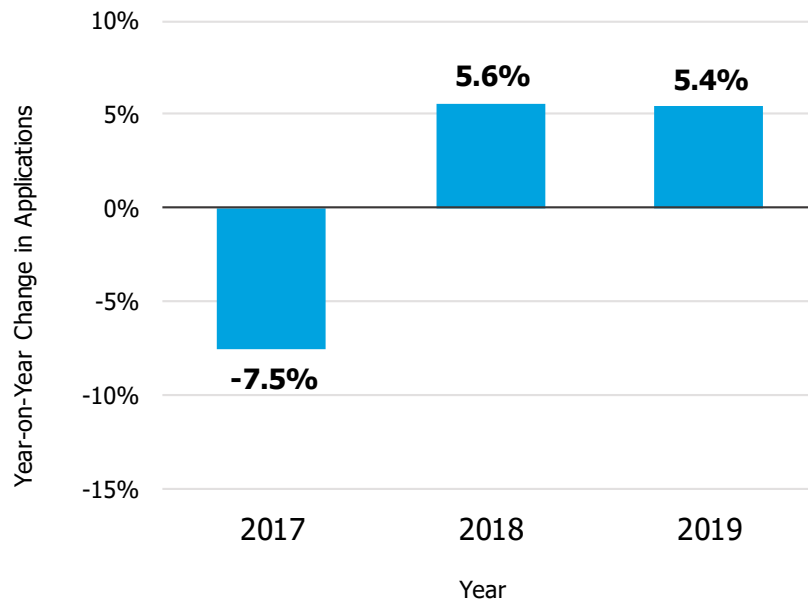


- 52% of programs but 68% of applications and 64% of available seats
- 79% of candidates consider an MBA program type 65% consider a full-time MBA

\*A weighting methodology was applied to the absolute year-on-year change sample to adjust for the regional distribution of selective GME programs globally using data from AACSB, EFMD, and AMBA.

# Business master's programs continue to expand their footprint in the industry

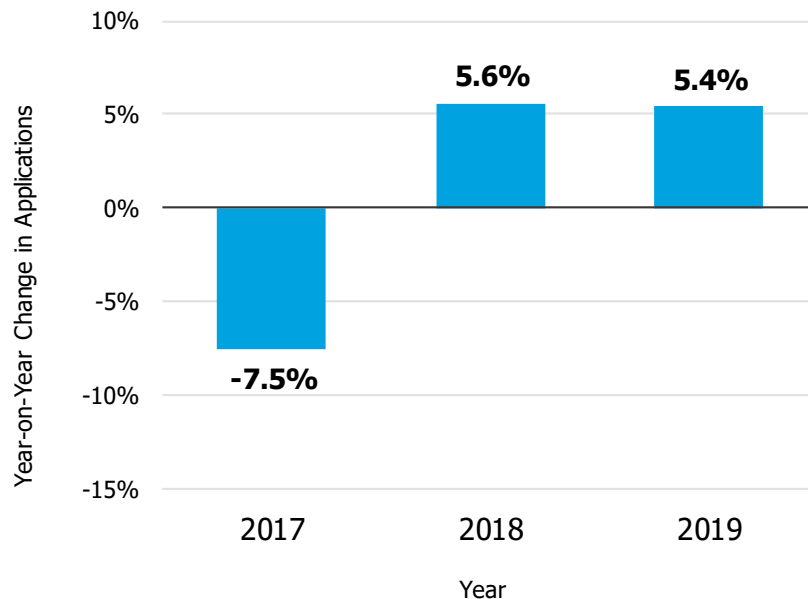
## Weighted Absolute Year-on-Year Change in Total Business Master's Applications,\* 2017-2019



\*A weighting methodology was applied to the absolute year-on-year change sample to adjust for the regional distribution of selective GME programs globally using data from AACSB, EFMD, and AMBA.

# Business master's programs continue to expand their footprint in the industry

## Weighted Absolute Year-on-Year Change in Total Business Master's Applications,\* 2017-2019



### Business master's expansion



- 67% of candidates consider business master's program types
- 48% of programs but 32% of applications and 36% of available seats

\*A weighting methodology was applied to the absolute year-on-year change sample to adjust for the regional distribution of selective GME programs globally using data from AACSB, EFMD, and AMBA.

# GME remains in-demand and valuable despite dip in applications

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**8 in 10**

Asia-Pacific employers say GME grads are well prepared to be successful at their companies

**9 in 10**

Asia Pacific companies plan to MBA graduates this year, more than any other world region

**9 in 10**

Alumni agree their GME was personally and professionally rewarding, and would still pursue it now

# Today's webinar

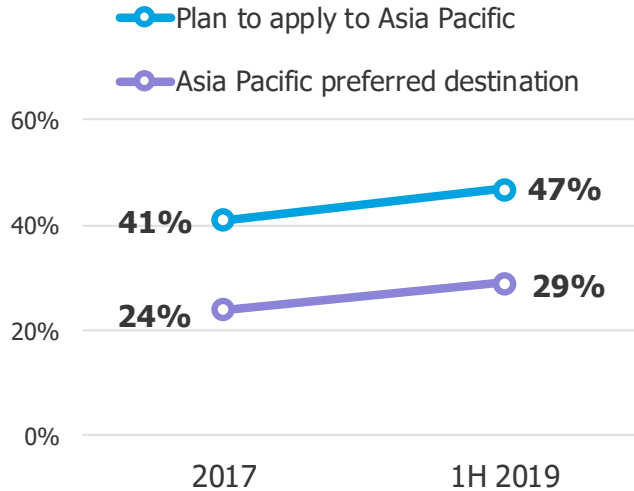
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- Global Demand for GME
- **International Student Mobility**
- Asia-Pacific Deep Dive
  - Regional View
    - Full-time MBA
  - Country View
- Making the Most of Your Participation
- Q & A



# More Asia-Pacific candidates are opting to stay close to home

## Asia-Pacific Candidate Application and Study Plans

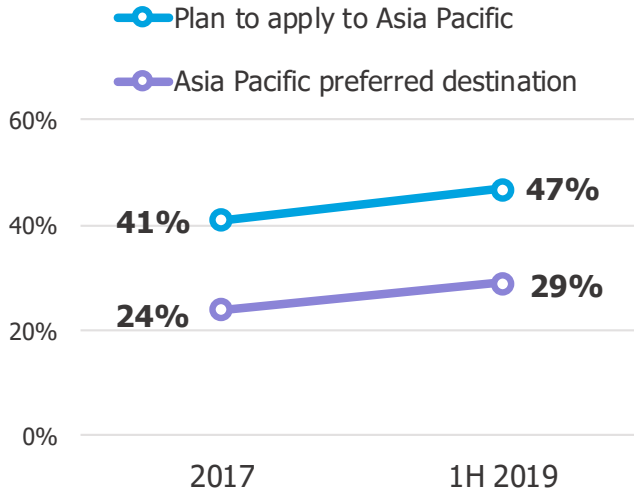


### Why?

- Improve access to jobs in candidates' home countries (41%)
- Be near relatives/family (26%)

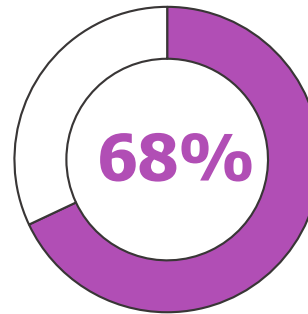
# More Asia-Pacific candidates are opting to stay close to home

## Asia-Pacific Candidate Application and Study Plans

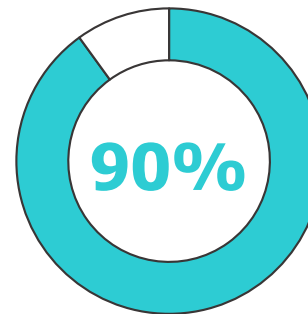


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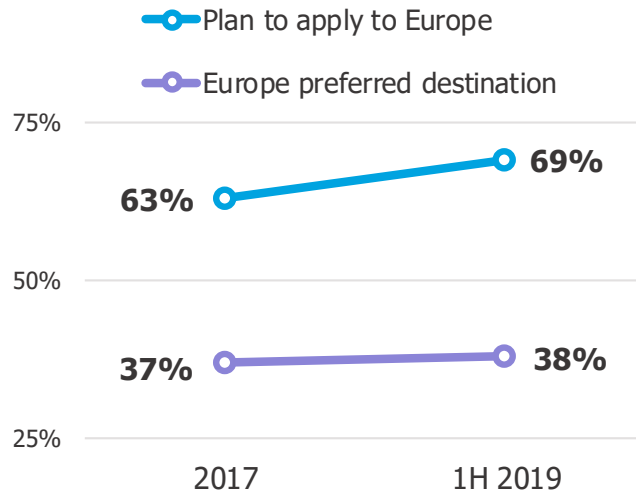
2 in 3 Asia-Pacific programs report domestic app growth or stability



9 in 10 applications were from within the region

# The flow of international candidates to Europe is strengthening

## International Candidate Application and Study Plans

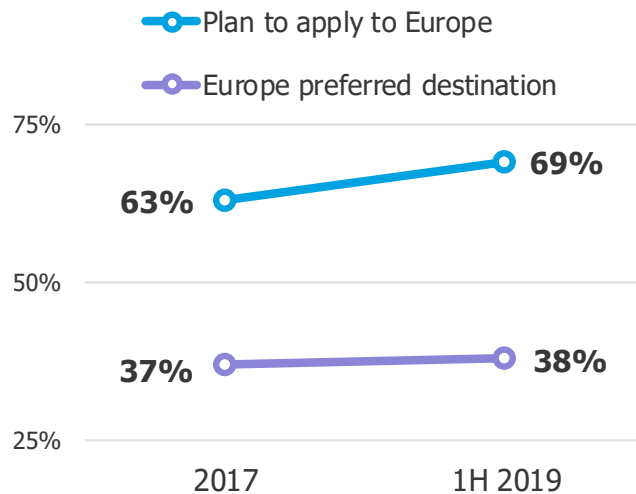


### Why?

- Reputation of the education system (70%)
- Improved chances of an international career (65%)
- Attractiveness of location (50%)

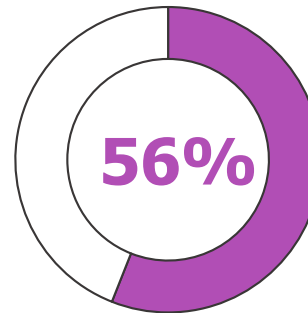
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## International Candidate Application and Study Plans



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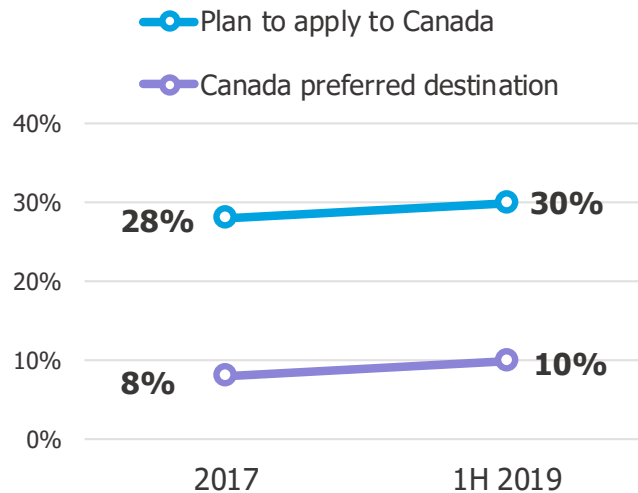
More than half of European programs received more int'l apps this year, though half said only slightly

# +0.9%

Absolute year-on-year change in int'l applications

# Though smaller in relation to Europe, relative growth in int'l apps to Canada is strong

## International Candidate Application and Study Plans

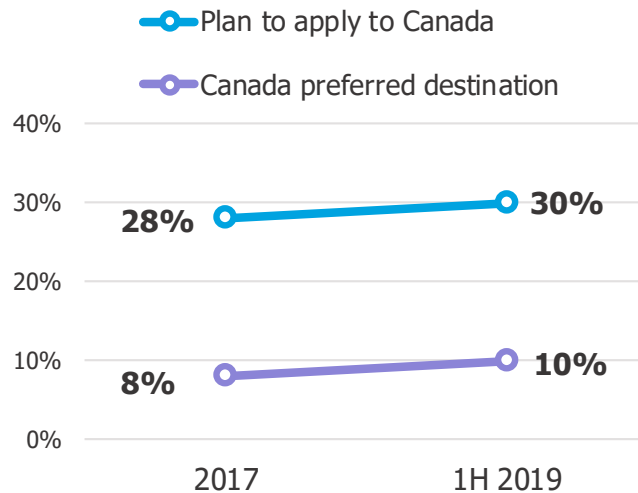


### Why?

- Ease of obtaining work permits (49%)
- Safety and physical security (44%)
- Availability of financial aid (39%)
- Ease of obtaining student visa (29%)

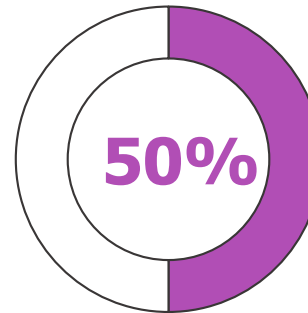
# Though smaller in relation to Europe, relative growth in int'l apps to Canada is strong

## International Candidate Application and Study Plans



### Why?

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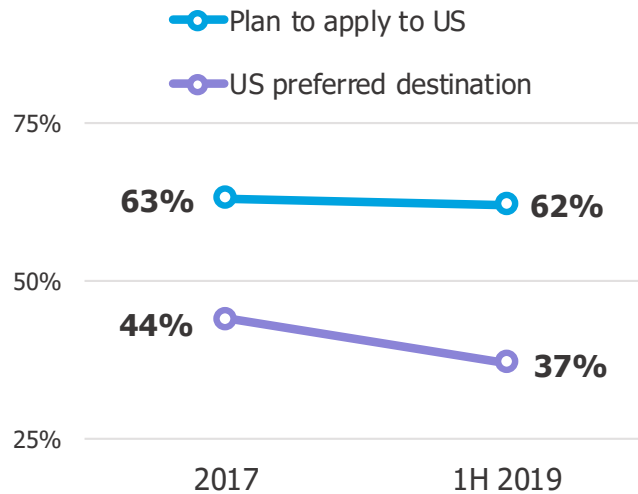
Half of Canadian programs received more int'l apps, including 26% that said they were up significantly (21%+)

# +8.6%

Absolute year-on-year change in int'l applications

# Soft demand from abroad is fueling declines at programs in the United States

## International Candidate Application and Study Plans

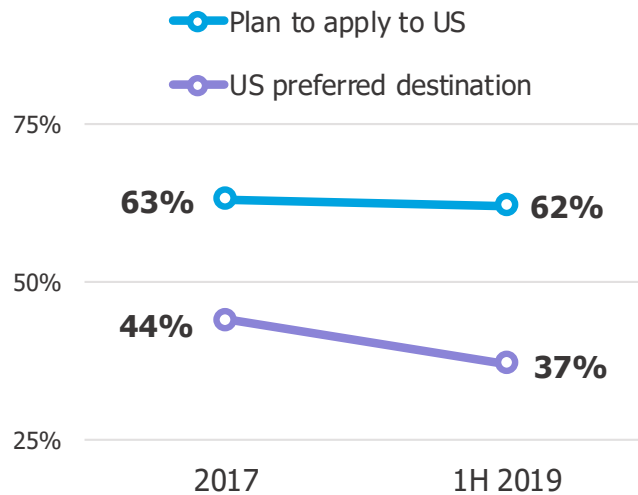


### Why?

- Ability to obtain a job in the US (50%)
- Ability to obtain a US student visa (48%)
- Political environment (47%)
- Safety (37%) and racism (34%) concerns

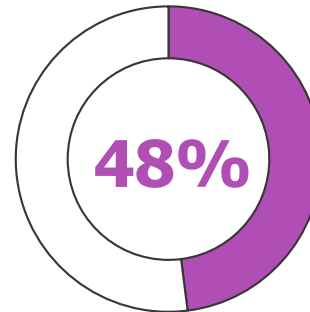
# Soft demand from abroad is fueling declines at programs in the United States

## International Candidate Application and Study Plans



### Why?

- Ability to obtain a job in the US (50%)
- Ability to obtain a US student visa (48%)
- Political environment (47%)
- Safety (37%) and racism (34%) concerns



Nearly half of US programs dropped in int'l apps this year, including 23% reporting significant declines (-21% or more)

**-13.7%**

Absolute year-on-year change in int'l applications



# Early Warning Signals: Winners and Losers in the Global Race for Talent

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- Immigration is critical for the productivity and growth of global economies.
- The rise of nationalism around the world has led to a backlash against mobility as nations turn inward and seek to keep immigrants out.
- Movement of talent across borders is critical to fueling economic growth and supporting businesses.
- **The business school community must take the lead in explaining the link between immigration, innovation, and economic development.**

[gmac.com/talentmobility](https://www.gmac.com/talentmobility)

# Today's webinar

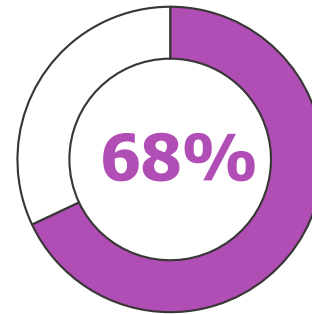
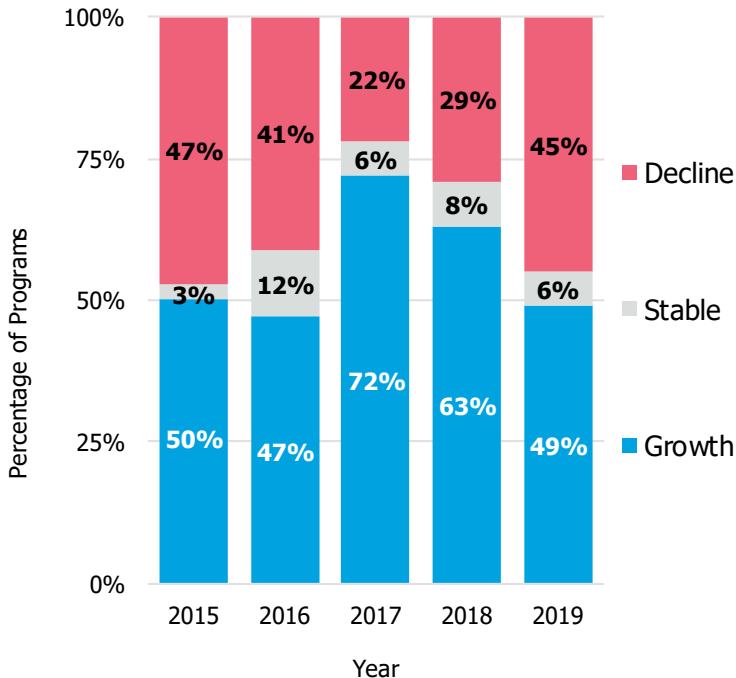
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- Global Demand for GME
- International Student Mobility
- Asia-Pacific Deep Dive
  - Regional View
    - Full-time MBA
  - Country View
- Making the Most of Your Participation
- Q & A

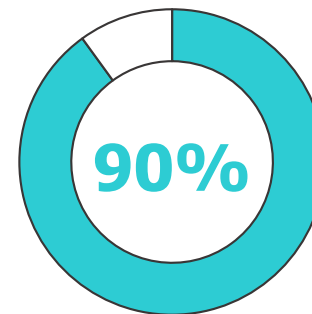
# Mostly favorable outlook this year was driven by more candidates staying close to home

## Asia-Pacific Programs

Relative Year-on-Year Change in Total Applications, 2015-2019



2 in 3 Asia-Pacific programs report domestic app growth or stability

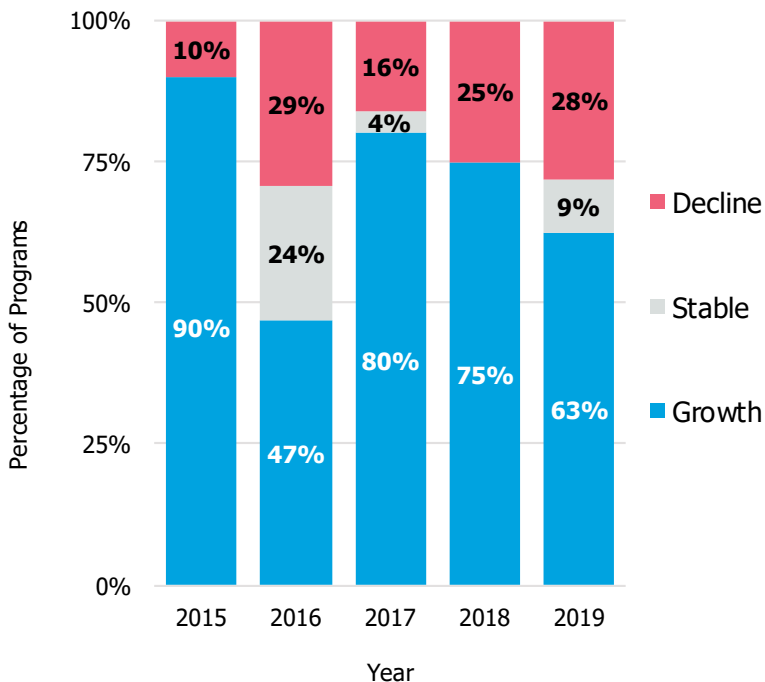


9 in 10 applications were from within the region

# Asia-Pacific full-time two-year MBA programs report notable growth

## Asia-Pacific Full-Time Two-Year MBA

Relative Year-on-Year Change in Total Applications, 2015-2019



**85%**  
of programs grew or maintained their domestic application volume

**71%**  
of programs grew or maintained their application volume from women

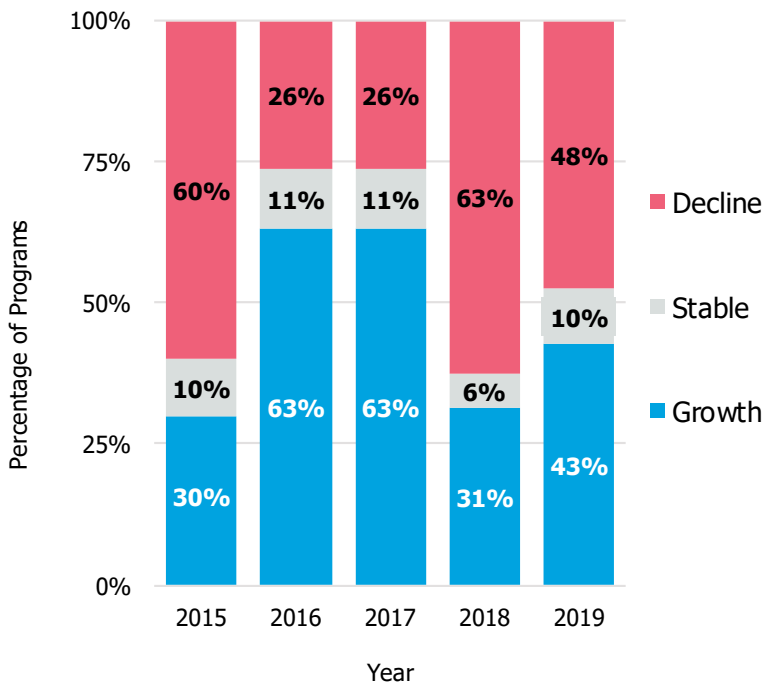
**5.8**  
Applications per seat

**34%**  
of programs grew or maintained their class size this year

# Asia-Pacific full-time one-year MBA programs report an overall mixed picture this year

## Asia-Pacific Full-Time One-Year MBA

Relative Year-on-Year Change in Total Applications, 2015-2019



**62%**  
of programs grew or maintained their domestic application volume

**77%**  
of programs grew or maintained their application volume from women

**3.8**  
Applications per seat

**62%**  
of programs grew their class size this year

# Today's webinar

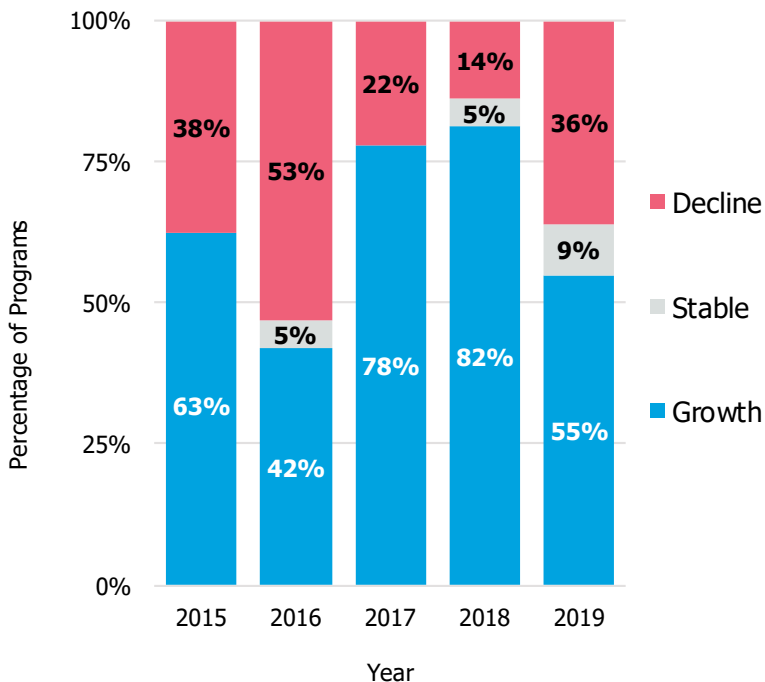
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# Programs in China report favorable outcomes this year on the strength of domestic demand

## Programs in China

Relative Year-on-Year Change in Total Applications, 2015-2019



**+6.8%**

increase in domestic applications year-on-year

**73%**

of programs grew or maintained their domestic application volume

**73%**

of programs grew or maintained their application volume from women

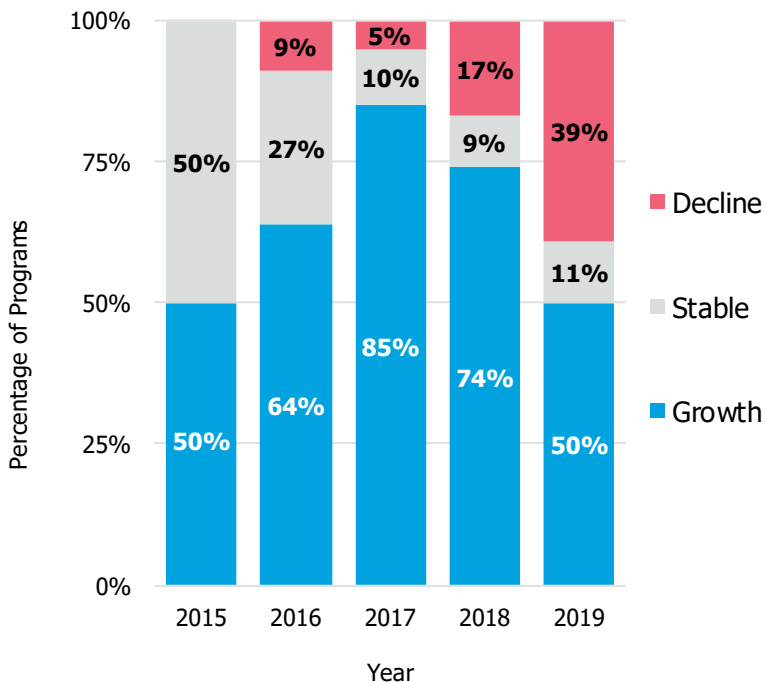
**63%**

of programs say the quality of their applicant pool was consistent with last year

# Programs in India mostly saw application volume growth or stability this year

## Programs in India

Relative Year-on-Year Change in Total Applications, 2015-2019



**95%**

of applications received this year were from Indian citizens

**74%**

of programs grew or maintained their application volume from women

**6.3**

Applications per seat

**72%**

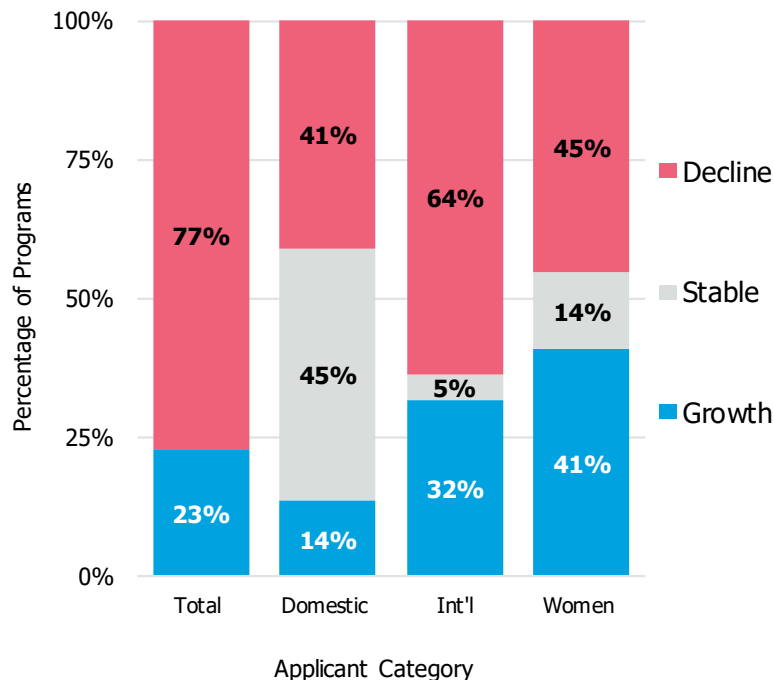
of programs grew or maintained their class size this year



# Australian programs report steep declines amid drop off in international applications

## Programs in Australia

Relative Year-on-Year Change in Applications, by Applicant Category, 2019



**64%**  
of programs report international application declines this year

**44%**  
of programs report significant declines in international applications

**4.5**  
Applications per seat

**71%**  
of programs reduced their class size this year

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# Application Trends Benchmark Report

## The Application Trends Survey 2019 Report

GMAC is pleased to offer you access to two interactive reports via this web page:

- a **data report**, which provides summary data for program types, world regions and program start date.
- a **benchmark report**, which provides access to your data and aggregated data from programs you select.

Each June-July, GMAC conducts a worldwide survey of business school admission professionals, inviting them to share feedback on applicant volume for graduate management programs. This survey provides a snapshot of end-of-cycle results for the incoming classes and a look at application volume trends in comparison to the same time the previous year. These interactive reports are shared only among respondents and are not available to the general public, researchers, the media, or nonparticipating schools.

### More about the Data Report

The Application Trends Data Report is an interactive online report that allows you to explore the results yourself by giving you access to aggregated results across program type, world region, and program start date.

You can analyze the overall survey results, or you can use the 'Configure Groups' button (found in the upper-left corner of the Data Report screen) to filter the data by region and program type. In addition, you can add a second group to your filter, and see the results by two groups at once. For example, you may choose to compare the class size for all full-time MBA programs in Europe with those in the United States.

To launch the data report, click the 'Data Report' button below.

### More about the Benchmark Report

In addition to providing access to aggregated results across program type and world region, GMAC provides participants with a *benchmarking tool* that allows respondents to compare their program's responses with the aggregated results of **five or more programs of their choice** in real time. The advantages of this online format are instant results and multiple data export options. Each program that responded can create up to FIVE benchmark reports.

To run a benchmark report, click the 'Benchmark Report' button below.

#### Keep in mind that:

- Your program will not appear on the benchmark list. You will see your responses in the Benchmark Report, however.
- The comparison groups must contain at least five programs.
- You are limited to five queries/reports.
- Once you create a benchmark report, it will be saved and available to you within the tool each time you open it.

Use these reports to compare your program with your direct competitors, programs you hope to compete with, or those in a particular region. The choices are yours.

Benchmark Report

Data Report

# Application Trends Benchmark Report



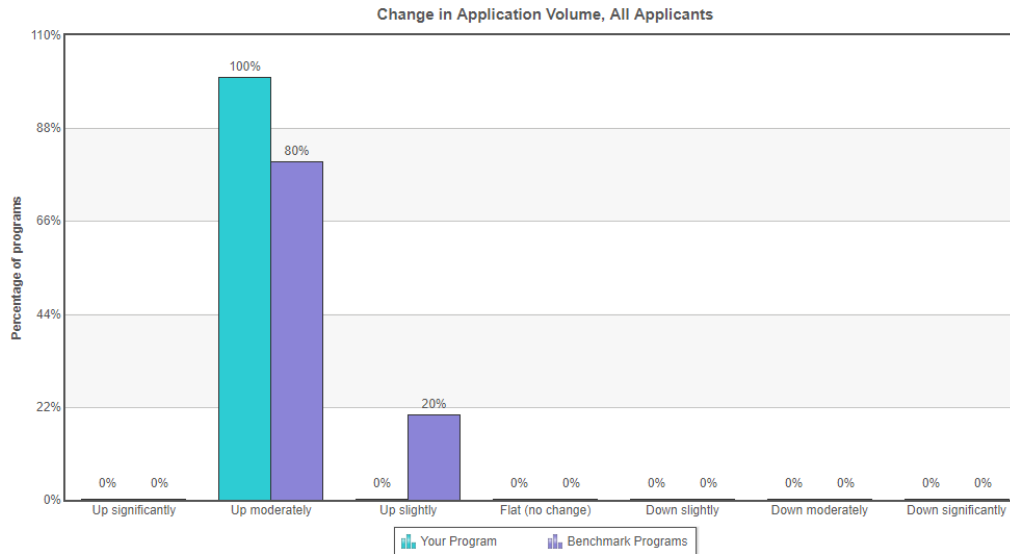
Please select the programs you would like to benchmark from the 'Available' list of programs.  
A minimum of 5 selections is required for each of the 5 reports.

### Available Benchmark Programs

SCHOOL	PROGRAM	REGION
<input type="checkbox"/> Royal Melbourne Institute of Technology, Executive MBA -Australia	Executive MBA	Australia
<input type="checkbox"/> Fundacao Getulio Vargas, Executive MBA - OneMBA	Executive MBA	Brazil
<input type="checkbox"/> IESE Business School, Executive MBA Sao Paulo	Executive MBA	Brazil
<input type="checkbox"/> Simon Fraser University, Executive MBA	Executive MBA	Canada
<input type="checkbox"/> University of Toronto, One-Year Executive MBA	Executive MBA	Canada
<input type="checkbox"/> University of Toronto, Global Executive MBA Program	Executive MBA	Canada
<input type="checkbox"/> University de los Andes, Executive MBA (EMBA)	Executive MBA	Colombia
<input type="checkbox"/> Escuela Superior Politecnica del Litoral, Executive MBA	Executive MBA	Ecuador
<input type="checkbox"/> EDHEC Business School, EDHEC Executive MBA	Executive MBA	France
<input type="checkbox"/> Indian Institute of Management Indore, Executive Post-Graduate Programme in Management	Executive MBA	India
<input type="checkbox"/> Institute of Management Technology, Post Graduate Diploma in Management (PGDM) Executive	Executive MBA	India
<input type="checkbox"/> Instituto Tecnologico Autonomo de Mexico, Executive MBA	Executive MBA	Mexico
<input type="checkbox"/> Tecnologico de Monterrey, Executive MBA	Executive MBA	Mexico
<input type="checkbox"/> Tecnologico de Monterrey, OneMBA	Executive MBA	Mexico
<input type="checkbox"/> Erasmus University, Executive MBA	Executive MBA	Netherlands
<input type="checkbox"/> Pan-Atlantic University, Modular EMBA	Executive MBA	Nigeria
<input type="checkbox"/> University of Porto, MBA Executivo	Executive MBA	Portugal
<input type="checkbox"/> The Russian Academy of National Economy & Public Administration under the President of Russia, Executive MBA	Executive MBA	Russia
<input type="checkbox"/> Chulalongkorn University, Executive MBA Program	Executive MBA	Thailand
<input type="checkbox"/> Ozyegin University, Executive MBA	Executive MBA	Turkey
<input type="checkbox"/> MIM Business School, Senior Executive MBA	Executive MBA	Ukraine
<input type="checkbox"/> Imperial College London, Executive MBA	Executive MBA	United Kingdom
<input type="checkbox"/> London Business School, Executive MBA (London)	Executive MBA	United Kingdom
<input type="checkbox"/> University of Cambridge, Executive MBA	Executive MBA	United Kingdom

# Application Trends Benchmark Report

- Application Volume
  - Overall
  - Domestic
  - International
  - Male
  - Female
  - Underrepresented Populations
- Volume Change
  - Overall
  - Domestic
  - International
  - Male
  - Female
  - Underrepresented Populations
- Class Size
  - Class Size: 2016-2017 (Actual)
  - Class Size: 2017-2018 (Projected)
  - Percentage Changing Size
- Candidate Demographics
  - Gender Ratio
  - Citizenship Ratio
  - Work Experience
  - Academic Profile
  - Source of Candidates
- Change in Candidate Sources
  - Greatest International Volume
  - Second Greatest International Volume
  - Greatest International Increase
  - Second Greatest International Increase
  - Greatest International Decrease
  - Second Greatest International Decrease
- Financial Assistance
  - Tuition Assistance
  - Employer Funding
  - Change in Employer Funding



# Today's webinar

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