



## Methodology for 2013 Application Trends Survey

From early June to mid-July 2013, the Graduate Management Admission Council® (GMAC®) conducted the *Application Trends Survey*, its annual survey of business school admission professionals worldwide to assess how application volume at MBA and other graduate management programs compared with that from the same period in 2012. This study is the 14th in the series of GMAC surveys that monitor application trends.

To represent a cross section of the graduate management industry worldwide, GMAC invited 1,692 graduate business schools and faculties to participate in this year's survey. This included all its member schools—the majority of Graduate Management Admission Test® (GMAT®) score-receiving schools—plus other institutions that do not use the GMAT exam in their admission process. A total of 328 graduate business schools and faculties participated in this survey and submitted data for 683 graduate management programs, including 482 MBA, 187 specialized master's, 13 doctoral programs, and one joint-degree program in business and management fields.

The MBA is represented by 135 *full-time two-year MBA* (including *international MBA* and *two-year PGP*), 94 *full-time one-year MBA* (including *one-year international MBA* and *one-year PGP*), 118 *part-time or professional MBA*, 64 *flexible MBA*, 47 *executive MBA*, and 24 *online or distance-learning MBA* programs. Specialized master's programs are represented by several majors, including *Master of Accounting* and *Master of Taxation* (49), *Master of Finance* (38), *Master in Management* and *International Management* (32), *Master in Marketing* and/or *Communication* (18) *Master of Information Technology or Systems* (12), and 38 other master-level programs, in business fields, as well as 13 *PhD* or *DBA* programs.

Geographically, 447 programs from 211 responding schools were in the United States; 87 programs from 44 schools were in Europe; 77 programs from 45 schools were in the Asia-Pacific region (48 programs from 27 schools in East and Southeast Asia, 15 programs from 14 schools in Central Asia, and 14 programs from 6 schools in Australia and the Pacific Islands); 40 programs from 4 schools were in Latin America; 24 programs from 18 schools were in Canada; and 8 programs from 7 schools were in Middle East/Africa. The survey sample represents 42 countries worldwide and 44 states and the District of Columbia in the United States. Combined, participating programs received 333,972 applications during the 2013–2014 application cycle.

The survey questionnaire consisted of 24 questions which respondents were required to complete in order to qualify as a survey participant. All survey questions might not have been applicable to all responding programs. The survey was conducted online. By the survey closing date, 683 graduate management programs from 328 business schools and faculties worldwide participated in the survey.

All application numbers and trends discussed in this report refer to complete applications that contained all documents needed for making an admission decision, which were received on or about July 1, 2013 for the 2013–2014 incoming class.

## Data Analysis

Survey data were analyzed and tabulated using SPSS. The following broad classification of graduate management programs was used in this report:

- *Full-time MBA*
  - *Full-time two-year MBA*
  - *Full-time one-year MBA*
- *Professional MBA*
  - *Part-time MBA* (lockstep and self-paced combined)
  - *Executive MBA*
  - *Flexible MBA* (combination of full- and part-time options, primarily delivered on campus)
  - *Online/ distance MBA* (including hybrid programs)
- *Master in Management* (generalist and global/international) or in business administration
- *Master of Accounting* (or taxation)
- *Master of Finance*
- *Master in Information Technology (IT) or Systems*
- *Master in Marketing and/or Communications*
- Master-level programs in other specialized business disciplines
- *PhD* in business or management and *DBA* programs

Other specialized master's programs included the following fields: economics (2 programs), entrepreneurship [4 programs], health administration or public health [2 programs], human resource, industry relations, or organizational behavior [6 programs], information technology or systems [12 programs], marketing or marketing communication [18], project management [2 program], public administration or public policy [2 program], real estate management [4 program], supply chain management, logistics, or operations [7 programs], other business master's degrees [8 programs], and one non-MBA joint-degree program.

The reader should note that these classifications might not perfectly fit each of the reporting programs. With the need to accommodate people with various backgrounds, career paths, and lifestyles, new program types emerge continuously. Such program types are classified according to the closest match available.

## Regional Location of Survey Respondents, 2013

World geographic classification used in this report is based on the following categories:

- **Asia-Pacific (APAC):** Australia, Bangladesh, China, Hong Kong (SAR of China), India, Japan, Korea (Republic of, South), Malaysia, Pakistan, Philippines, Singapore, Taiwan, Thailand, Vietnam
- **Canada:** Canada

- **Europe:** Austria, Belgium, Denmark, Finland, France, Georgia, Germany, Greece, Ireland, Italy, Netherlands, Poland, Portugal, Russian Federation, Spain, Sweden, Switzerland, United Kingdom of Great Britain and Northern Ireland.
- **Latin America:** Brazil, Columbia, and Mexico
- **Middle East/Africa:** Egypt, Kenya, Nigeria, South Africa, Turkey
- **United States:** United States of America and its territories

In addition, US graduate management programs were grouped geographically using the following regional classifications:

- **Northeast (NE):** Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, and Rhode Island
- **Middle Atlantic (MA):** Delaware, District of Columbia, Maryland, Pennsylvania, Virginia
- **Midwest (MW):** Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Ohio, South Dakota, Wisconsin
- **South (S):** Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee
- **Southwest (SW):** Arizona, New Mexico, Oklahoma, Texas
- **West (W):** California, Colorado, Hawaii, Idaho, Nevada, Oregon, Utah, Washington.

Findings reported in this publication are based on survey responses of participating programs and are not based on a census of all graduate management programs; therefore, the data may be subject to error, including sampling error and item-nonresponse error.

Percentages in tables may not add to 100, due either to multiple responses provided by respondents or to rounding. Averages are not reported if the number of observations in a **table** cell is less than 10. Percentages are not reported if the number of observations in a column is less than 10. Unless otherwise specified, responses “don’t know,” “prefer not to say,” or “not applicable” are not included.

For reader convenience, some percentage distributions (based on original survey response categories) are collapsed into broader categories at the bottom of a table. For example, responses “up significantly,” “up moderately,” and “up slightly” are grouped into the “up” category. (See *Key Survey Definitions* below for breakdown of percentage distributions.)

The opinions and evaluations contained in this report represent those of individual contributors and are not necessarily the views of the Graduate Management Admission Council.

## Participant Profile

The reporting programs included 229 full-time MBA, 118 part-time or professional MBA, 64 flexible MBA, 47 executive MBA, and 24 online/distance MBA programs, as well as 187 master-level programs in business fields, 13 doctoral programs, and one joint-degree program in business and management fields (Table 1). The worldwide location of business schools that participated in the 2013 survey is shown in (Table 2).

More detailed participant profiles of full-time, part-time, executive, flexible, and online MBA programs as well as master's programs in management, finance, and accounting are presented in the corresponding sections of the report.

	<b>United States</b>	<b>Asia-Pacific*</b>	<b>Europe</b>	<b>Canada</b>	<b>Middle East/Africa</b>	<b>Latin America</b>	<b>Total</b>
Full-time two-year MBA	99	26	2	5	3	0	N = 135
Full-time one-year MBA	41	16	27	8	0	2	N = 94
Part-time MBA	39	9	13	3	3	9	N = 118
Flexible MBA	51	6	1	2	2	2	N = 64
Executive MBA	26	5	11	1	0	4	N = 47
Online/distance MBA	22	0	1	1	0	0	N = 24
<b>All MBA programs</b>	<b>320</b>	<b>62</b>	<b>55</b>	<b>20</b>	<b>8</b>	<b>17</b>	<b>N = 482</b>
Master in management	12	4	12	1	0	3	N = 32
Master of accounting	47	1	1	0	0	0	N = 49
Master of finance	25	3	7	0	0	3	N = 38
Master in IT or systems management	7	2	1	0	0	3	N=12
Master in marketing and/or communications	7	2	3	0	0	6	N=18
Other master's programs	23	1	5	1	0	8	N = 38
<b>All master's programs</b>	<b>120</b>	<b>13</b>	<b>29</b>	<b>2</b>	<b>0</b>	<b>23</b>	<b>N = 187</b>
<b>PhD/DBA</b>	<b>6</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>N = 13</b>
<p>* The Asia-Pacific region includes countries in East and Southeast Asia, Central and South Asia, and Australia and the Pacific Islands. Caution should be used when comparing Asia-Pacific data presented in this report with results reported in the <i>2012 Application Trends Survey Report</i>, as Central and South Asia was not included in the 2012 geographic grouping.</p>							

	<b>Number of Schools</b>
United States	N = 211
Canada	N = 18
Europe	N = 44
Asia-Pacific	N = 46
Middle East/Africa	N = 7
Latin America	N = 4
<b>Total*</b>	<b>N = 330</b>
*Total N exceeds 328 due to two universities reporting data for programs located in three world regions: Asia-Pacific, Europe, and the United States.	

## Key Survey Definitions

The following definitions appeared in the survey questionnaire and analysis:

*Academic profile* includes undergraduate GPA (UGPA), GMAT score, essays, and other indicators of academic quality used by a particular program in the admission process.

*Acceptance rate* is calculated as the number of acceptance offers divided by the number of total completed applications times 100.

The term *domestic* refers to applicants who are citizens of the country where the program is located.

*Enrollment rate* is calculated as the number of accepted applicants who enroll divided by the number of all accepted applicants times 100.

The term *entrepreneurs* refers to individuals contemplating or currently running their own businesses that schools may specifically recruit as potential applicants.

*Flexible MBA programs* combine full-time and part-time course delivery options for students and are delivered primarily on campus.

The term *foreign* is defined by applicant citizenship and refers to any applicant whose citizenship differs from that of the country where he/she applies. For example, US citizens applying to UK programs would be considered foreign in the United Kingdom, and UK citizens applying to US programs would be considered foreign in the United States.

The term *LGBT community* includes lesbian, gay, bisexual, and transgender individuals.

The term *occupational specialties* refers to individuals working in particular professions such as engineering, technology, or other occupational categories that schools may target for special recruitment activities.

*Percentage distributions* based on original survey response categories are often collapsed into broader categories “Up”, “Flat”, or “Down” at the bottom of a table or figure for reader convenience. The category “Up” includes up significantly (21% or higher), up moderately (11% to 20%), and up slightly (1% to 10%). “Flat” means there was no (0%) change from the previous year. “Down” includes down slightly (–1% to –10%), down moderately (–11% to –20%), and down significantly (–21% or lower).

*Pre-experience candidates* refers to prospective students without professional work experience.

*Postgraduate program (PGP)* is the Indian version of the MBA. Based on the length of the programs, the responses were aggregated within full-time one-or two-year MBA program data.

The term *underrepresented nationalities* may include those born in a country where another nationality constitutes the majority and migrants. For example, in Belgium, all nationalities other than Belgian, which is the majority, would be considered underrepresented nationalities.

The term *underrepresented population* refers to racial or ethnic minorities that include the following groups of US citizens: Hispanic American or Latino, Black or African American, Native Hawaiian or Pacific Islander, and American Indian or Alaska Native. The category does not include Asian Americans.

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