

Applications for Graduate Management Programs are Up

2.4%

Overall, applications are up by 2.4 percent on weighted absolute basis for 731 programs worldwide responding to both 2019 and 2020 surveys.

Changes in Applications

Weighted Absolute Change in Total Applications

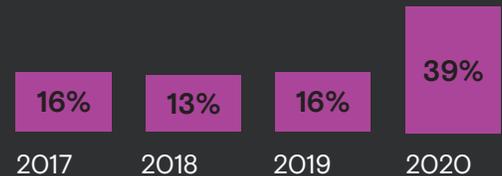


2/5

Overall, 39% percent of 1,085 programs worldwide responding to the 2020 survey report “significant growth” of 21% or more in applications.

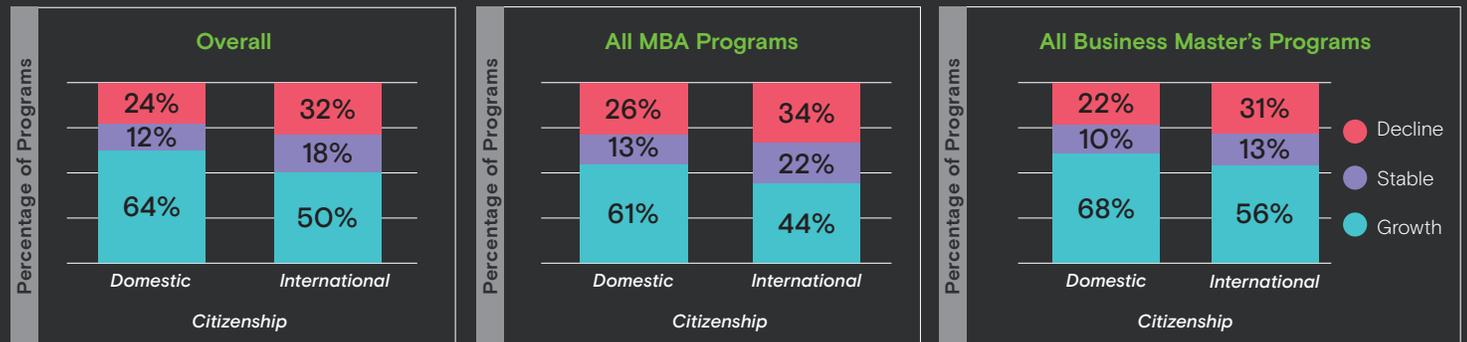
Percentage of Programs

Relative Change in Total Applications



Growth in Domestic and International Applications

Proportion of programs reporting growth in applications varies by program type and candidate citizenship. *Relative Year-on-Year Change in Total Applications, 2019-2020*



Impact of COVID-19 on B-Schools and Candidates

Q. How has COVID-19 impacted the following areas of your program?

Recruitment

- 64% reduced travel budget
- 49% recruited more domestic candidates

Admissions

- 57% extended application deadlines
- 57% allowed students to defer entry

Program

- 57% offered online start with transition to in-person
- 25% offered to all students in the fall semester to start online