Part of graduate business school’s duty to prepare the next generation of leaders is to ensure they can thrive in dynamic, multicultural workplaces. As such, the Application Trends Survey explores how GME programs enrich their student experience with exposure to different perspectives and experiences.

**What’s New?**
First-generation candidates comprised 31 percent of the prospective student pipeline but only 13 percent of this year’s total applicant pool in 2023.

**What’s the Latest?**
As U.S. programs are rethinking race-conscious admissions following the recent U.S. Supreme Court decision, more programs reported growth in applications from U.S. underrepresented candidates in 2023 compared to the past two years.

**What’s Trending?**
40% of applications have been from women for about the past 10 years.

The largest share of applications from women were sent to Master of Accounting and Master in Management programs in 2023.

- Master of Accounting: 54%
- Master in Management: 49%
- Online MBA: 42%
- Full-Time MBA: 39%

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