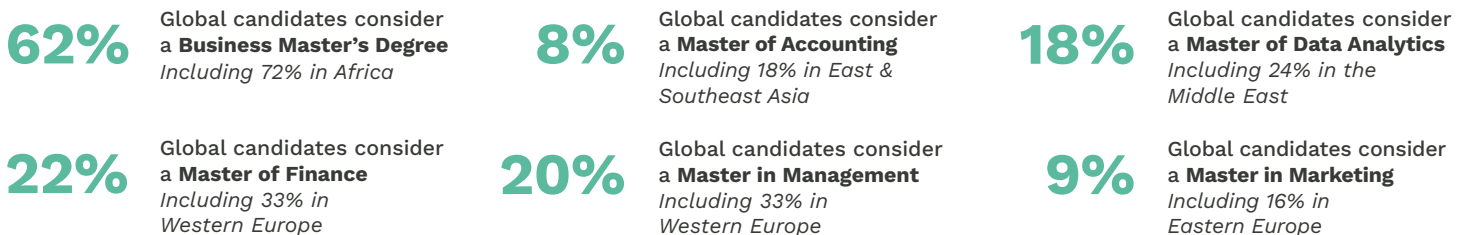# Business Master's Degrees

Candidate Interest and Application Trends

Business master's degrees are a growing fixture of graduate management education (GME), catering to diverse learners in different places. This infographic shares the latest in candidate consideration of and applications to some of the most popular business master's programs.
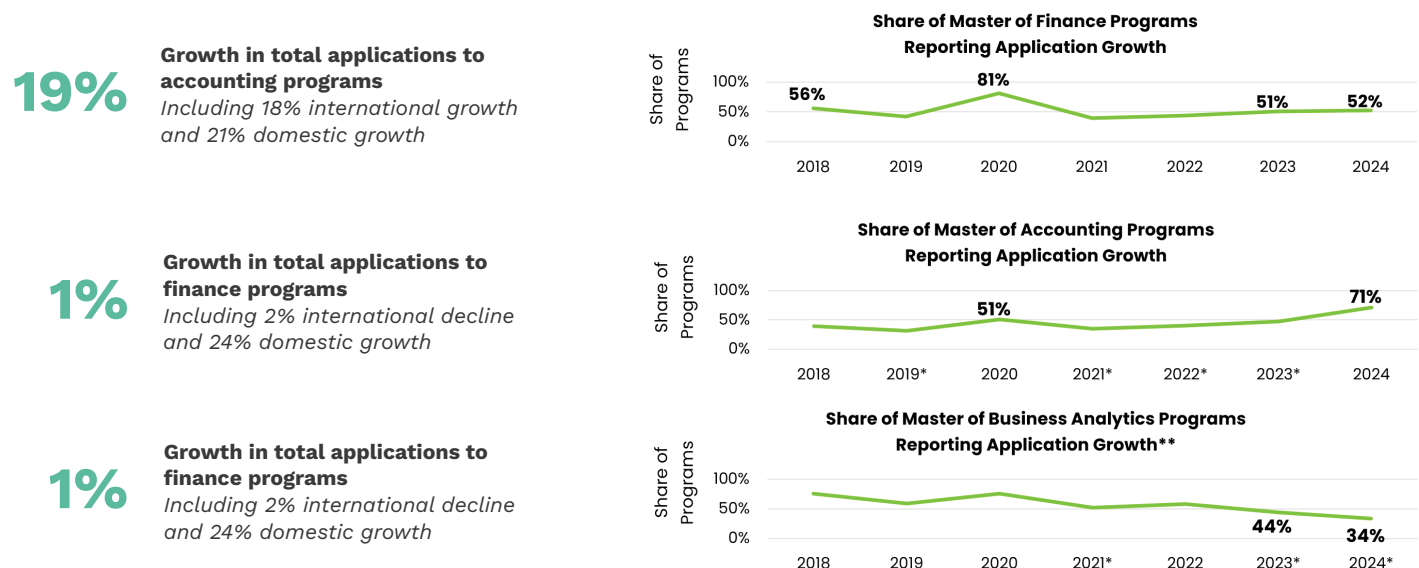
📊 Candidate Interest

According to the 2024 GMAC Prospective Students Survey, nearly two-thirds of global GME candidates consider applying to pursue a business master's degree, with popularity of specific degrees varying by region.

62% Global candidates consider a **Business Master's Degree** *Including 72% in Africa*

8% Global candidates consider a **Master of Accounting** *Including 18% in East & Southeast Asia*

18% Global candidates consider a **Master of Data Analytics** *Including 24% in the Middle East*

22% Global candidates consider a **Master of Finance** *Including 33% in Western Europe*

20% Global candidates consider a **Master in Management** *Including 33% in Western Europe*

9% Global candidates consider a **Master in Marketing** *Including 16% in Eastern Europe*

📈 Application Trends

According to the 2024 Application Trends Survey, programs with longer legacies at business schools—like the Master of Accounting—experienced a resurgence in popularity. Meanwhile, falling international applications revealed the reliance of some programs—such as the Master of Business Analytics—on talent from abroad.

19% **Growth in total applications to accounting programs** *Including 18% international growth and 21% domestic growth*

Share of Master of Finance Programs Reporting Application Growth

Share of Programs — 2018: 56%, 2020: 81%, 2023: 51%, 2024: 52%

1% **Growth in total applications to finance programs** *Including 2% international decline and 24% domestic growth*

Share of Master of Accounting Programs Reporting Application Growth

Share of Programs — 2020: 51%, 2024: 71%
(2018, 2019*, 2020, 2021*, 2022*, 2023*, 2024)

1% **Growth in total applications to finance programs** *Including 2% international decline and 24% domestic growth*

Share of Master of Business Analytics Programs Reporting Application Growth**

Share of Programs — 2023*: 44%, 2024*: 34%
(2018, 2019, 2020, 2021*, 2022, 2023*, 2024*)