Women and Business School 2022
Data points from GMAC Market Intelligence

gmac.com/research

Women in the GME Pipeline
- 44% of GMAT™ exams were taken by women in testing year 2021
- 27% of female business school candidates studied a STEM field as undergraduates
- 55% of full-time MBA programs reported an increase in applications from women in 2021

Skill and Career Development
- 75% of female business school candidates want to develop problem solving skills, more than any other skill
- 81% of female MBA graduates agree that business school prepared them for leadership positions
- 84% of female business master’s graduates agree that business school increased their employability

Relevance Across Industries
Top 5 female graduates’ industries of employment:
- Tech: 15%
- Financial services: 15%
- Government/Nonprofit: 12%
- Consulting services: 9%
- Healthcare/Pharma: 7%

Return on Investment
- 88% of female candidates say the cost of business school may impact their decision to apply and enroll
- 90% of female MBA graduates from 2015-2019 report a positive return on investment of their degree
- 80% of female graduates agree that business school increased their earnings power

Career Resilience
- 83% of female graduates are confident in their employability even in times of economic uncertainty

Career Satisfaction
- 89% of female candidates say having a job they enjoy doing is a very or extremely important aspect to their desired first job after business school

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