

Women in graduate management education

In recognition of International Women’s Day, this infographic shares insights from GMAC’s 2025 Application Trends Survey and 2026 Prospective Students Survey about the degree, modality, and career preferences of women pursuing graduate management education (GME).



Women made up 42% of applications to global GME programs in 2025, with more application growth to **full-time, two-year MBA** and **Master of Accounting programs** compared to men.

9%

Growth in applications from women to **full-time two-year MBA programs** in 2025
Compared to 3% growth in applications from men

63%

Share of **full-time two-year MBA programs** that reported application growth from women in 2025

34%

Median share of applications from women to **full-time two-year MBA programs** in 2025

14%

Growth in applications from women to **Master of Accounting programs** in 2025
Compared to 12% growth in applications from men

53%

Share of **Master of Accounting programs** that reported application growth from women in 2025

47%

Median share of applications from women to **Master of Accounting programs** in 2025



Women have **greater interest in alternative delivery formats** compared to men, with a gender gap reappearing in preference for full-time, in-person learning in 2025.

9%

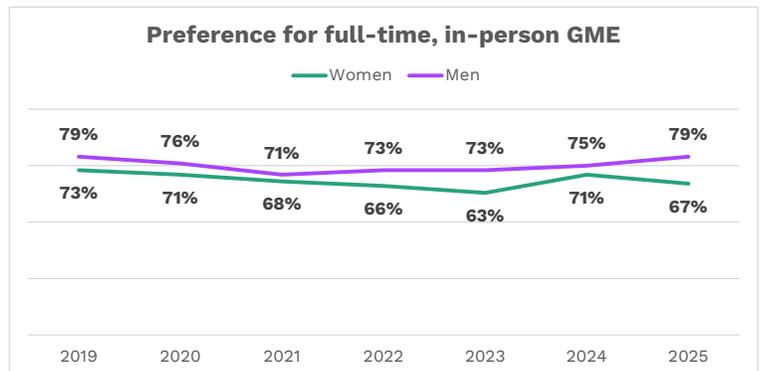
Of women prefer **blended/ hybrid** program delivery in 2025
Compared to 5% of men

8%

Of women prefer **online** program delivery in 2025
Compared to 5% of men

8%

Of women want to pursue **GME online** in 2025
Compared to 3% of women in 2019



After GME, women are more likely than men to **seek global, socially impactful careers**—without sacrificing salary expectations.

42%

Of women want to get a **raise/salary increase** following GME
Compared to 35% of men

38%

Of women want careers where they can **travel internationally**
Compared to 32% of men

33%

Of women want to do work that **positively contributes to society**
Compared to 27% of men

