

## Doubling Down: Repeat Degree Seeking Among GME Graduates

Survey findings reveal that business master's graduates are more likely than MBA graduates to consider pursuing an additional GME degree.

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For business school graduates to succeed in today's rapidly evolving business landscape, their education cannot end the day they receive their business master's or MBA degree. More than ever, career success depends on lifelong learning, and even as new options for continuing education proliferate—including online courses, boot camps, and certificate programs—about 1 in 5 business school graduates (18%) are considering earning an additional graduate management education (GME) degree as a means of updating, advancing, or expanding their knowledge, skills, and abilities.

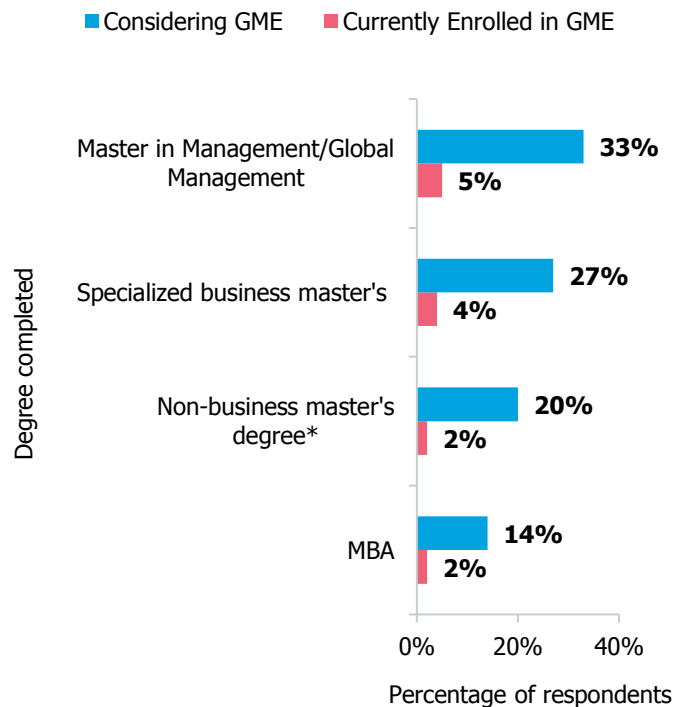
This finding comes from a GMAC survey of 5,391 individuals who had previously completed the [mba.com Prospective Students Survey](#) in the last ten years. Administered in the first half of 2018, the survey was designed to understand GME candidates' educational journey, including their progression through the GME pipeline and how they are furthering their learning after business school.

Among GME graduates responding to the survey, those that earned a Master in Management or Global Management were the most likely to be considering or currently enrolled in an additional GME program. A third are considering a new GME degree (33%), and an additional five percent are currently enrolled. More than a quarter of specialized business master's graduates—from programs like Master of Accounting and Master of Finance—are also considering an additional GME degree (27%), followed by 14 percent of MBA graduates. Also included in the survey were individuals that had registered on mba.com previously but ultimately earned a master's degree in a non-business field. Among these graduates, 20 percent are currently considering a GME.

Not surprisingly, the survey findings also show differences in the types of programs GME graduates are considering by which degree they already have. About a quarter of Master in Management or Global Management graduates who responded to the survey indicate that they are currently considering an MBA (24%). About 1 in 10 are considering a Ph.D. in business (12%) or specialized business master's degree (9%). Graduates of specialized business master's programs are roughly split in their consideration of a Ph.D. in business (16%) and an MBA (14%), as are non-business master's degree earners who previously considered GME (9% and 8%, respectively). MBA graduates—who are the least likely to consider an additional degree—are almost exclusively considering a Ph.D. in business (12%).

For more on GME alumni, access the series of three topical reports based on the findings of the 2018 Alumni Perspectives Survey available at [gmac.com/alumniperspectives](#).

### Percentage of graduates considering or currently enrolled in an additional GME program



\*Non-business master's degree earners who previously considered GME. GMAC (2018) GME Journey and Lifelong Learning Survey (unpublished). Total survey sample of 5,391.