Graduate Management Admission Council™

Market Intelligence

Career Aspirations

mba.com Prospective Students Survey 2020

May 2020



Career Aspirations: mba.com Prospective Students Survey 2020 is a product of the Graduate Management Admission Council (GMAC), a global, mission-driven association of 223 leading graduate business schools. Founded in 1953, we are actively committed to advancing the art and science of admissions by convening and representing the industry and offering best-in-class products and services for schools and students. GMAC owns and administers the Graduate Management Admission TestTM (GMATTM) exam, used by more than 7,000 graduate programs worldwide. Other GMACTM assessments include the NMAT by GMACTM exam, for entrance into graduate management programs in India, South Africa, and the Philippines, and the Executive Assessment, specifically designed for Executive MBA programs around the world. The Council is based in the United States with offices in the United Kingdom, India, and China.

Graduate
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Contents

Introduction	4
<u>Career Aspirations</u>	5
Career Goals	7
<u>Industries of Interest</u>	12
Job Functions of Interest	20
Appendix A: Program Specific Analyses	20
Appendix B: Candidate Profiles by Citizenship	44
Appendix C: Candidate Profiles by Residence	59
Respondent Demographic Profile	75
Contributors and Contact Information	76



Introduction

Nearly 9,000 mba.com registrants worldwide responded to the mba.com Prospective Students Survey in 2019

Each month, the Graduate Management Admission Council (GMAC) surveys a random sample of individuals who three months prior registered on mba.com—the GMACTM website for prospective graduate business students. Their survey responses provide an inside look into the decision-making process of people currently considering applying to a graduate management education (GME) program. The findings detailed in this report are based on responses from a total of 9,839 individuals surveyed between January and December 2019, as well as responses from more than 135,000 individuals surveyed between the years 2009 and 2019.

Prospective students who responded represent those interested in various MBA and business master's program categories, including full-time MBA, professional MBA, executive MBA, master's in management and international management, and specialized business master's programs.

This report—the second in a series of topical reports based on mba.com Prospective Students Survey responses collected in 2019—summarizes the findings associated with candidates' postgraduate management education career interests, including goals, industries, and job functions.

About the Data

The results of this survey do not necessarily reflect a statistically representative sample of the global prospective student population. Rather, the results reflect responses from prospective students who register on mba.com. Because of this limitation, the results of this research study should not be used

to generalize about the global prospective student population, but rather the mba.com registrant population.

Explore and Filter the Data for Yourself

An Interactive Data Research Tool accompanies the mba.com Prospective Students Survey 2021. Available exclusively to school professionals at GMATTM score-accepting institutions, the tool allows users to customize data searches by multiple survey response variables, such as candidate segment, citizenship/residence, gender, age, preferred program type, and more. Access it with your gmac.com login at:

www.gmac.com/prospectivestudents

Business School Participation in GMAC™ Research

GMAC Research offers graduate business schools' opportunities to gather data and generate insights about the business school pipeline.

Schools can sign up to participate in the GMAC Application Trends Survey and Corporate Recruiters Survey on our survey sign-up page:

www.gmac.com/surveysignup





This section examines 10-year trends in candidate post-GME career aspirations and displays profiles for candidates with each of the following career aspirations:

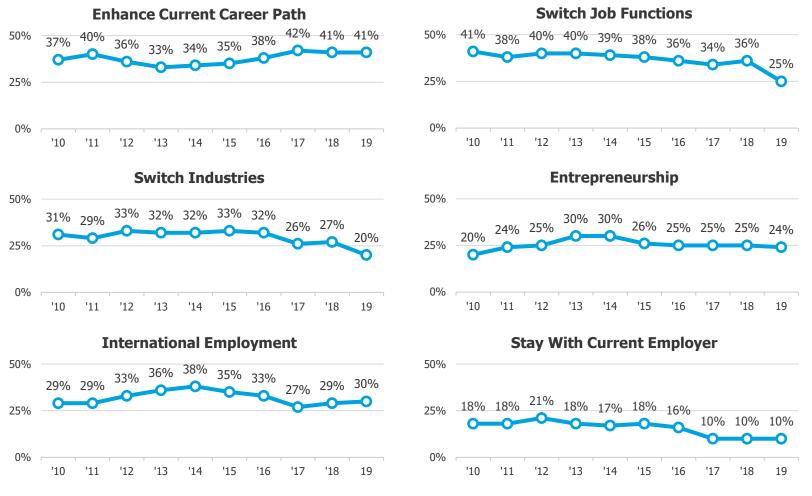
- Enhance current career path
- Switch job functions
- Switch industries
- Entrepreneurship
- International employment
- Stay with current employer



Career Aspirations

The mix of GME candidates' career aspirations shift over time; More plan to stay on their current path than pivot

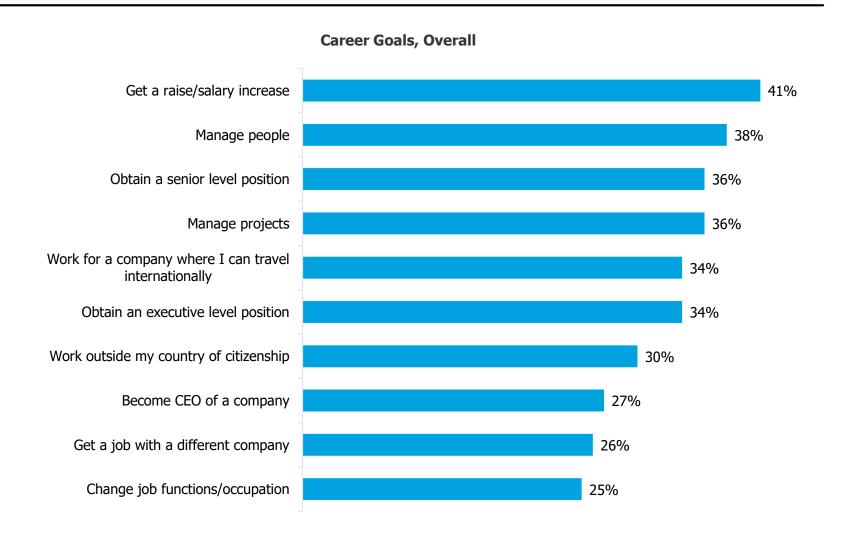
10-Year Trend in Candidate Post-GME Career Aspirations







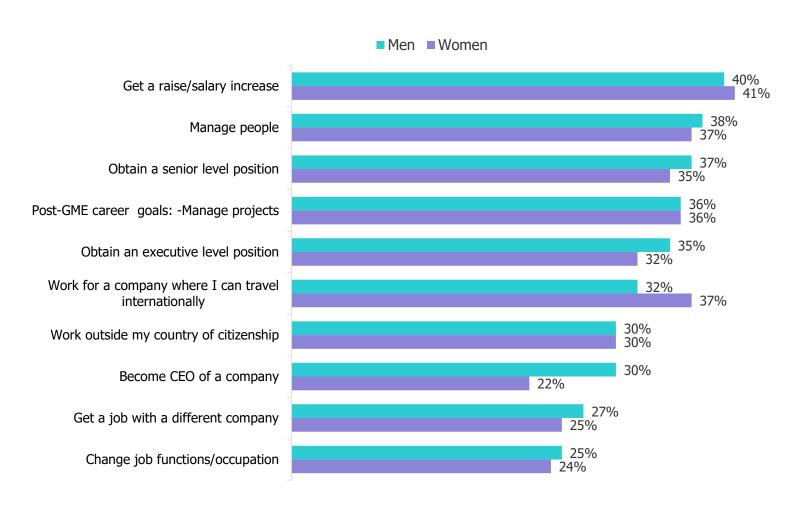
Overall, earning a raise or salary increase are candidates' top career goals, followed by managing people and senior level position





Men are more likely than women to aspire to c-suite positions; Women more likely to seek international travel

Career Goals, by Gender





By age, younger candidates more likely to seek international travel; Older candidates more likely to seek promotions

Career Goals, by Age

	Age*									
	22 and under	23 to 24	25 to 30	31 to 39	40 and older					
Get a raise/salary increase	29%	40%	49%	44%	34%					
Manage people	29%	38%	43%	40%	32%					
Obtain a senior level position	30%	31%	41%	43%	35%					
Manage projects	29%	37%	40%	34%	32%					
Work for a company where I can travel internationally	34%	37%	35%	31%	26%					
Obtain an executive level position	31%	31%	34%	40%	41%					
Work outside my country of citizenship	28%	31%	32%	29%	25%					
Become CEO of a company	28%	28%	25%	26%	27%					
Get a job with a different company	12%	27%	34%	32%	27%					
Change job functions/occupation	8%	22%	33%	33%	30%					



^{*}Column percentages do not sum to 100 percent due to multiple selections.

Career goals vary by world region of citizenship; US candidates are the most likely to say a raise is a career goal

Career Goals, by World Region of Citizenship

	World Region of Citizenship*										
	Africa	Canada	Central & South Asia	East & SE Asia/PI	Eastern Europe	Latin America	Middle East	United States	Western Europe		
Get a raise/salary increase	26%	51%	30%	84%	26%	45%	33%	56%	32%		
Manage people	34%	45%	35%	63%	37%	43%	31%	45%	36%		
Obtain a senior level position	30%	44%	38%	74%	27%	37%	33%	42%	28%		
Manage projects	40%	35%	37%	55%	35%	35%	36%	39%	33%		
Work for a company where I can travel internationally	44%	27%	42%	66%	39%	39%	32%	27%	36%		
Obtain an executive level position	31%	44%	36%	73%	25%	39%	31%	37%	30%		
Work outside my country of citizenship	39%	21%	40%	66%	38%	51%	35%	15%	35%		
Become CEO of a company	37%	22%	35%	54%	31%	27%	25%	23%	26%		
Get a job with a different company	21%	35%	20%	54%	18%	32%	26%	33%	19%		
Change job functions/occupation	18%	35%	21%	50%	16%	25%	27%	32%	18%		

 $^{{}^*\}text{Column}$ percentages do not sum to 100 percent due to multiple selections.





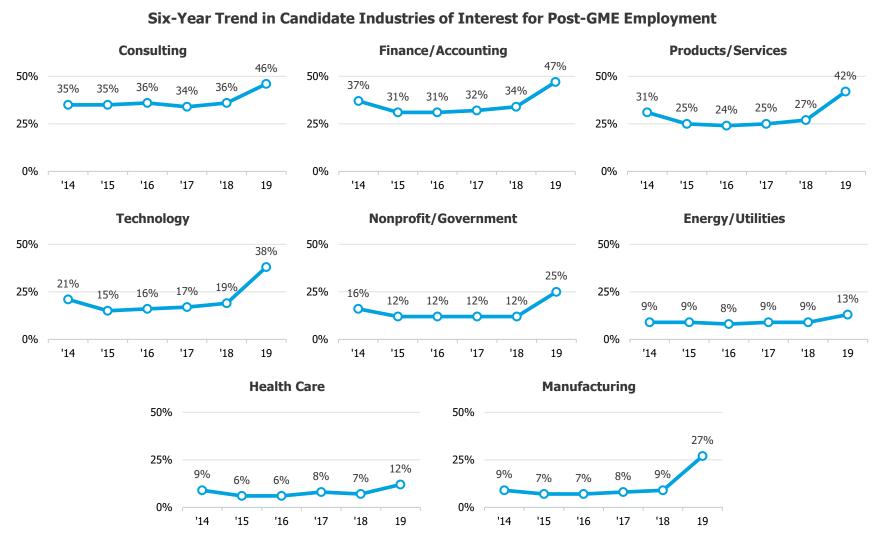
This section examines candidates' industries of interest for post-GME employment by the following demographics:

- Gender
- Age
- World region of citizenship



Industries of Interest

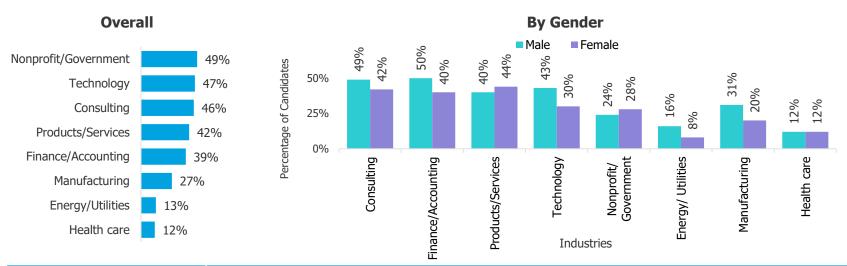
The products/services, tech, nonprofit/gov't, and manufacturing industries have seen significant growth in interest



Industries of Interest

Candidate industries of interest vary by gender and age; Men more interested in finance/accounting, Women in products/services

Candidate Industries of Interest for Post-GME Employment



	Industries*										
Age	Consulting	Finance/ Accounting	Products/ Services	Technology	Nonprofit/ Government	Energy/ Utilities	Manufacturing	Health Care			
22 and under	41%	47%	38%	43%	51%	8%	23%	8%			
23 to 24	48%	40%	39%	49%	50%	12%	25%	11%			
25 to 30	50%	38%	43%	49%	48%	14%	28%	13%			
31 to 39	43%	32%	45%	48%	47%	18%	29%	14%			
40 and older	39%	30%	49%	44%	47%	21%	31%	15%			

^{*}Row percentages do not sum to 100 percent due to multiple selections.



Industries of Interest

Industries of interest vary by candidate world region of citizenship

Candidate Industries of Interest for Post-GME Employment, by World Region of Citizenship

World Davisor of	Industries											
World Region of Citizenship*	Consulting	Finance/ Accounting	Products/ Services	Technology	Nonprofit/ Government	Energy/ Utilities	Manufacturing	Health Care				
Africa	45%	49%	52%	44%	65%	30%	39%	11%				
Canada	47%	31%	38%	46%	53%	13%	22%	15%				
Central and South Asia	53%	42%	52%	58%	55%	15%	30%	10%				
East and Southeast Asia/PI	97%	83%	80%	79%	103%	13%	40%	17%				
Eastern Europe	46%	39%	42%	46%	51%	12%	26%	10%				
Latin America	49%	35%	48%	53%	44%	17%	28%	11%				
Middle East	46%	29%	38%	45%	46%	16%	29%	9%				
United States	41%	36%	38%	46%	43%	10%	25%	15%				
Western Europe	47%	38%	33%	45%	46%	12%	23%	13%				



^{*}Row percentages do not sum to 100 percent due to multiple selections.

This section examines candidates' job functions of interest for post-GME employment by the following demographics:

- Gender
- Age
- World region of citizenship



Candidate interest in consulting roles on the rise; Interest in other job functions have also seen an increase

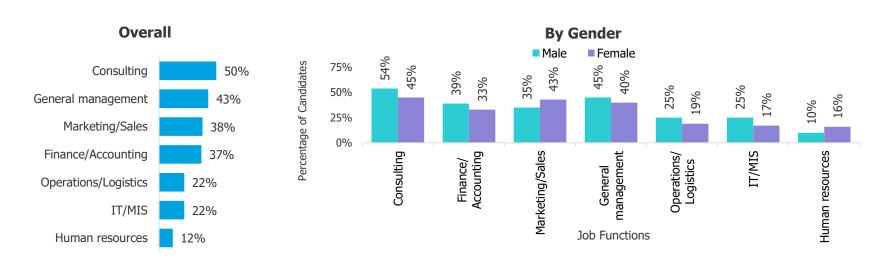
Six-Year Trend in Candidate Job Functions of Interest for Post-GME Employment





Job functions of interest vary by gender and age; both Men and Women more interested in consulting

Candidate Job Functions of Interest for Post-GME Employment



	Job Functions									
Age*	Consulting	Finance/ Accounting	Marketing/ Sales	General management	Operations/ Logistics	IT/MIS	Human Resources			
22 and under	46%	48%	37%	35%	16%	20%	13%			
23 to 24	53%	39%	41%	40%	21%	22%	13%			
25 to 30	54%	34%	39%	45%	25%	22%	10%			
31 to 39	48%	27%	37%	52%	26%	24%	11%			
40 and older	45%	23%	32%	53%	29%	25%	17%			

^{*}Row percentages do not sum to 100 percent due to multiple selections.



Job functions of interest vary by candidate world region of citizenship

Candidate Job Functions of Interest for Post-GME Employment, by World Region of Citizenship

World Barian of	Job Functions										
World Region of Citizenship*	Consulting	Finance/ Accounting	Marketing/ Sales	General management	Operations/ Logistics	IT/MIS	Human Resources				
Africa	51%	43%	42%	52%	27%	23%	24%				
Canada	51%	29%	34%	40%	26%	22%	10%				
Central and South Asia	57%	36%	45%	51%	30%	31%	20%				
East and Southeast Asia/PI	56%	38%	36%	44%	18%	19%	12%				
Eastern Europe	49%	36%	43%	48%	15%	19%	13%				
Latin America	52%	33%	40%	51%	22%	22%	5%				
Middle East	52%	31%	43%	43%	23%	21%	14%				
United States	44%	36%	33%	37%	26%	21%	9%				
Western Europe	53%	36%	38%	43%	13%	17%	7%				



^{*}Row percentages do not sum to 100 percent due to multiple selections.

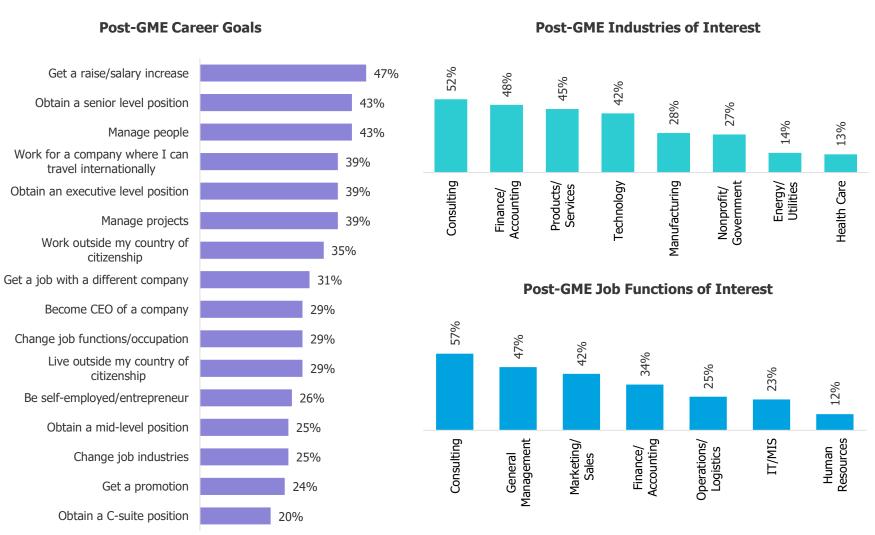
Appendix A: Program- Specific Analyses

This appendix section features data by program type considered, including:

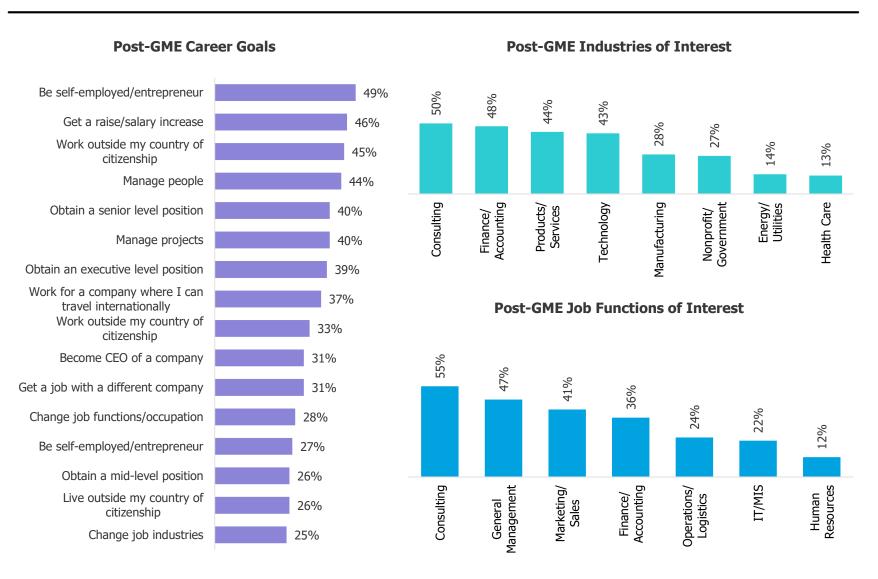
- Post-GME career goals
- Post-GME industries of interest
- Post-GME job functions of interest



Full-Time One-Year MBA

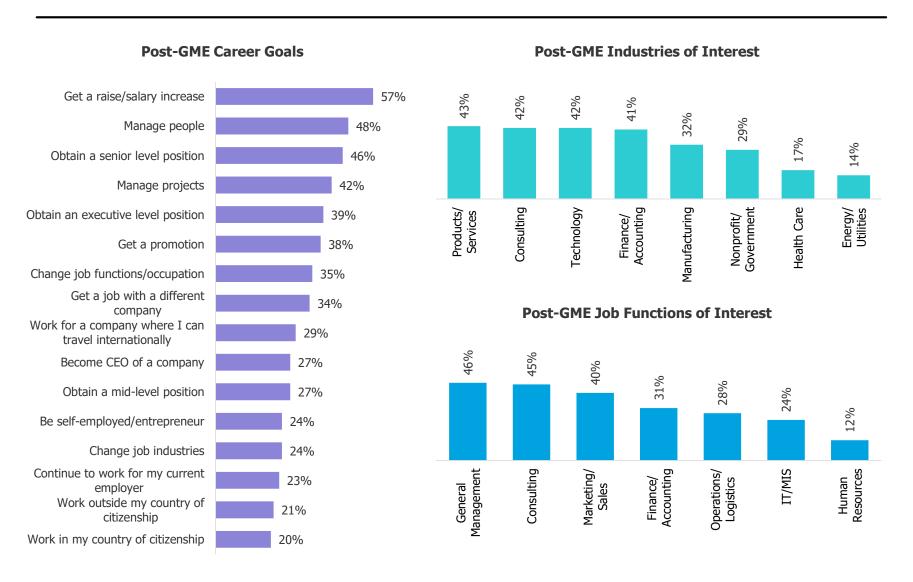


Full-Time Two-Year MBA



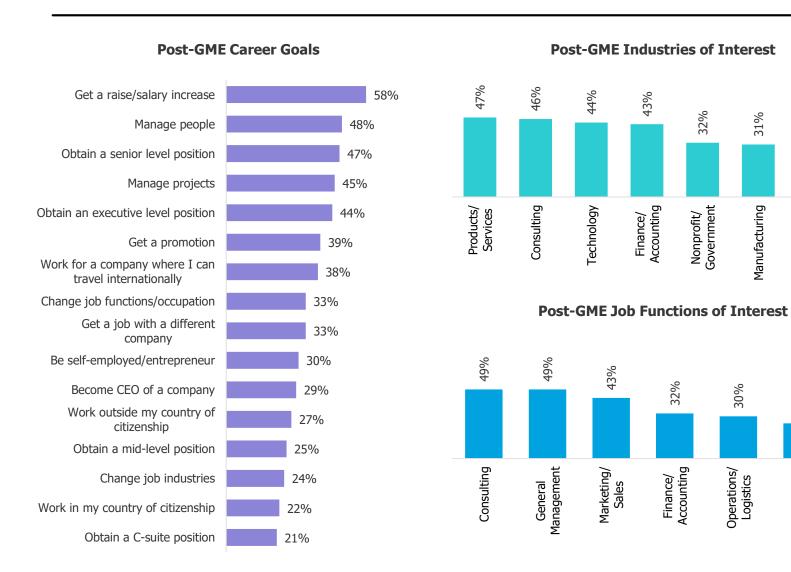


Part-Time MBA





Flexible MBA





30%

Operations/ Logistics

16%

Health Care

25%

IT/MIS

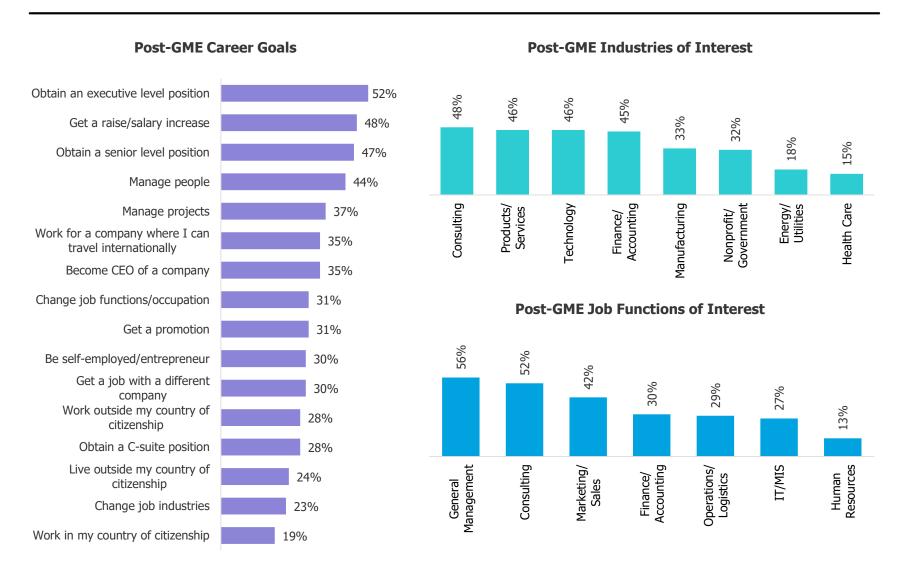
Manufacturing

14%

Energy/ Utilities

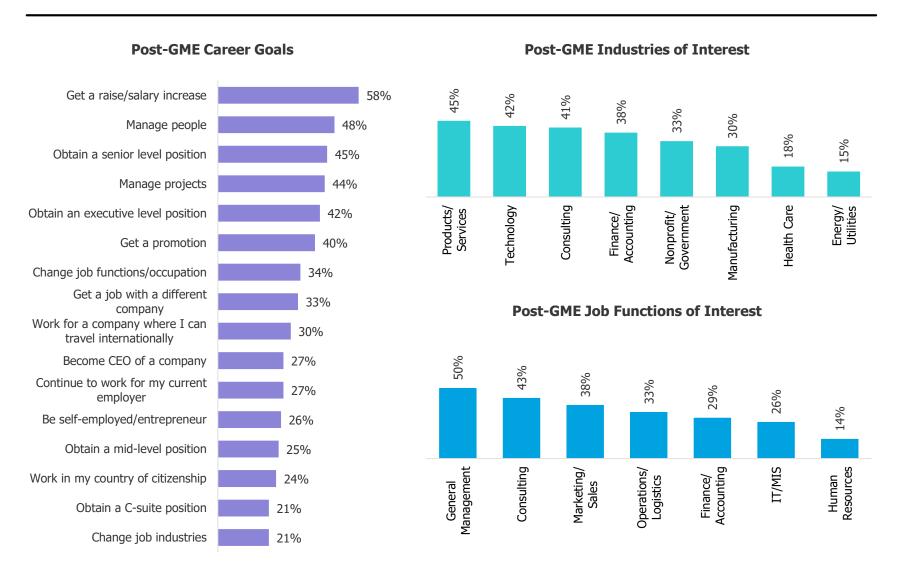
Human Resources

Executive MBA



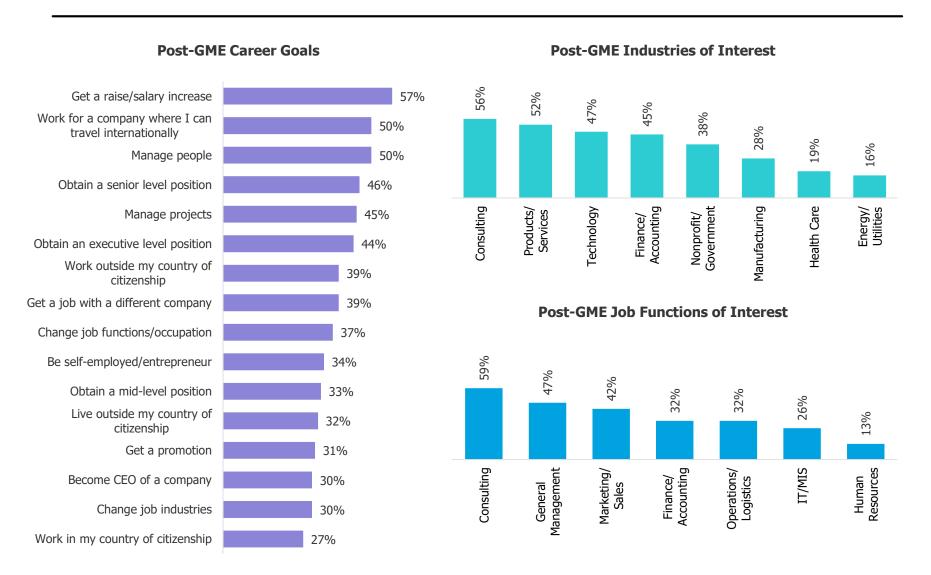


Online MBA



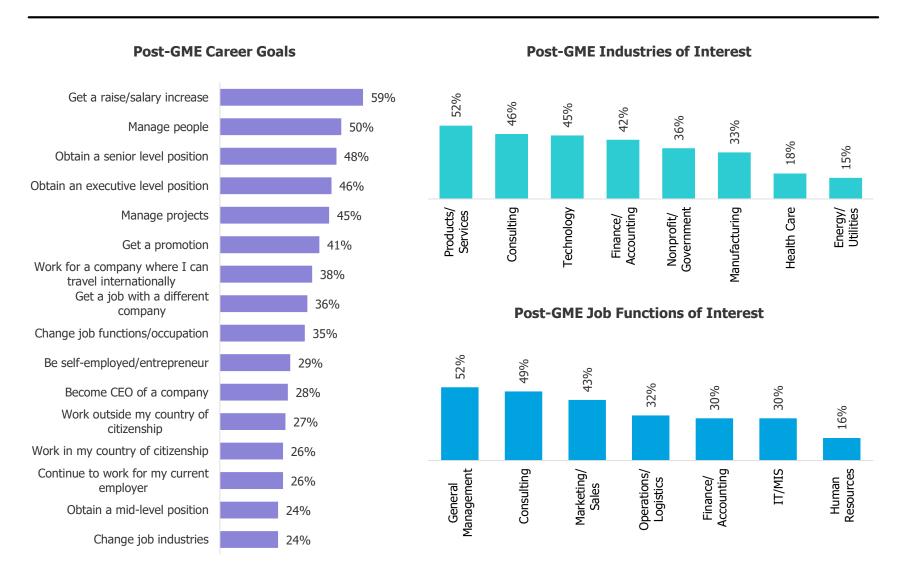


Joint/Dual Degree Program (With an MBA)



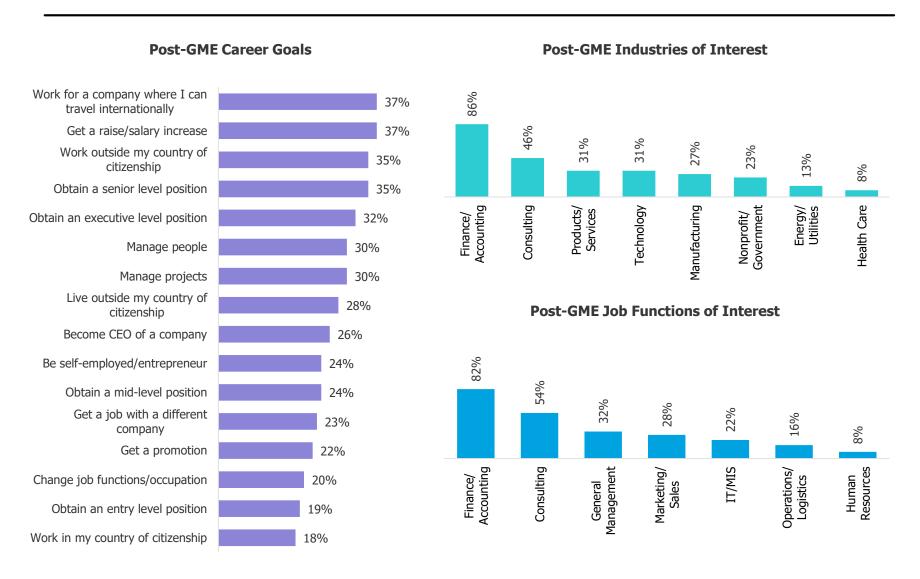


Hybrid/Blended MBA Program



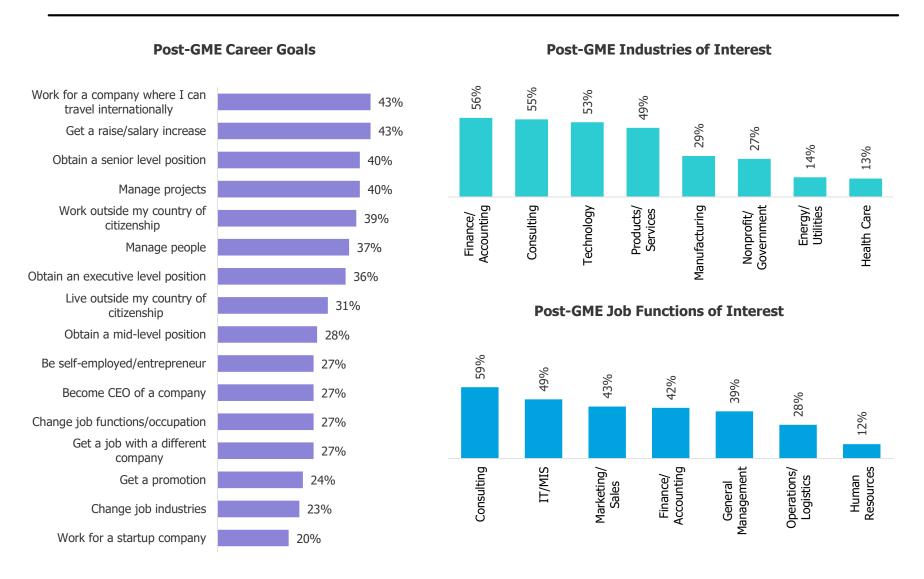


Master of Finance



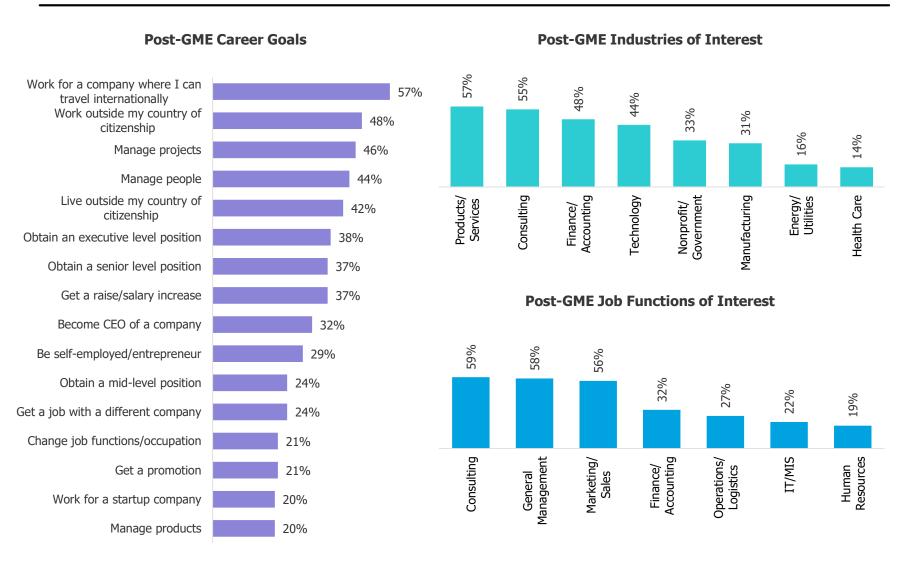


Master of Data Analytics



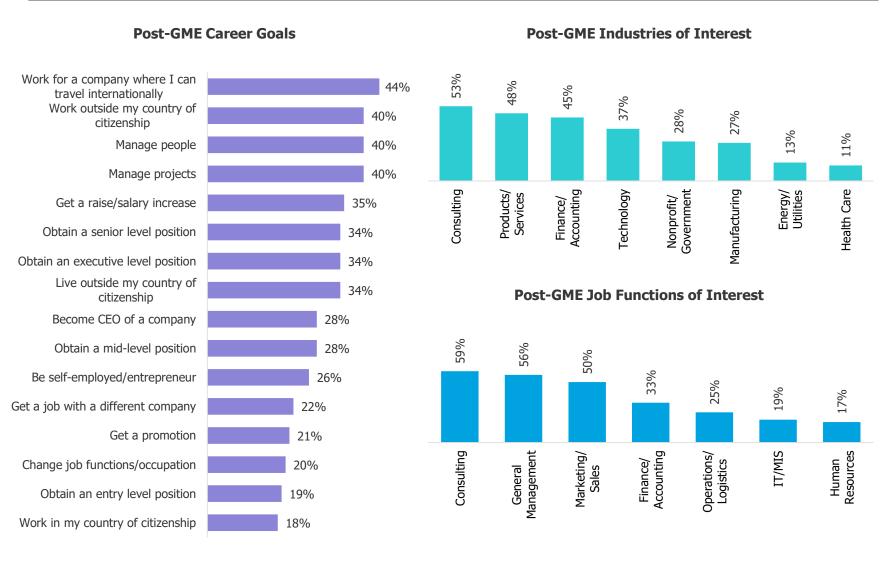


Master in International Management



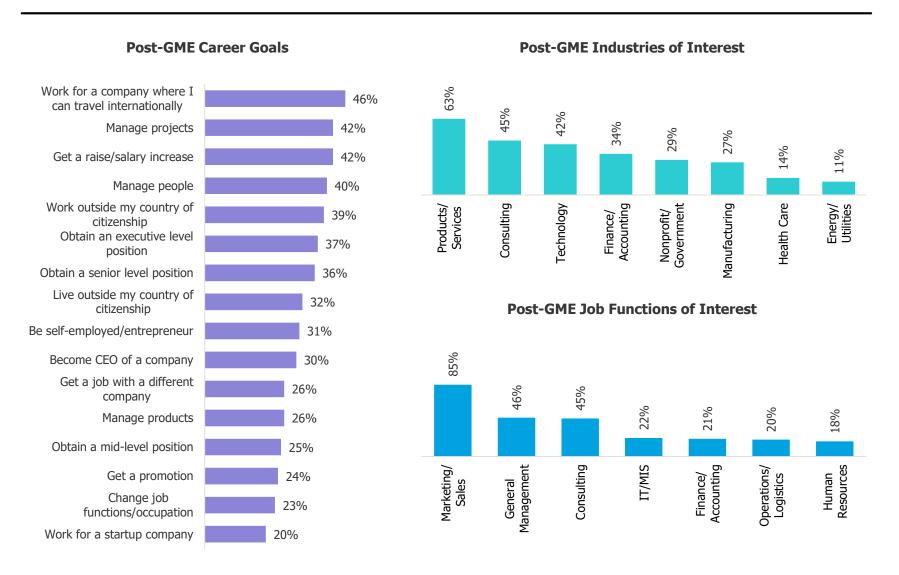


Master in Management

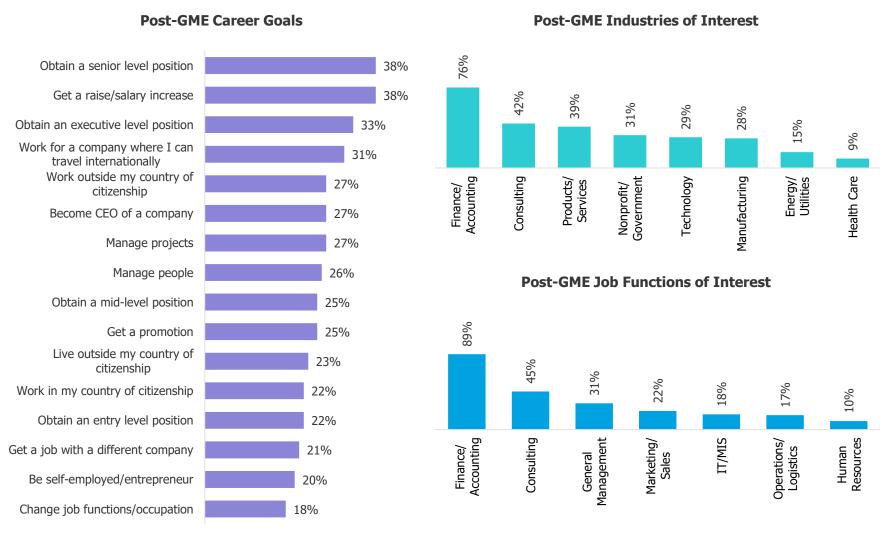




Master of Marketing

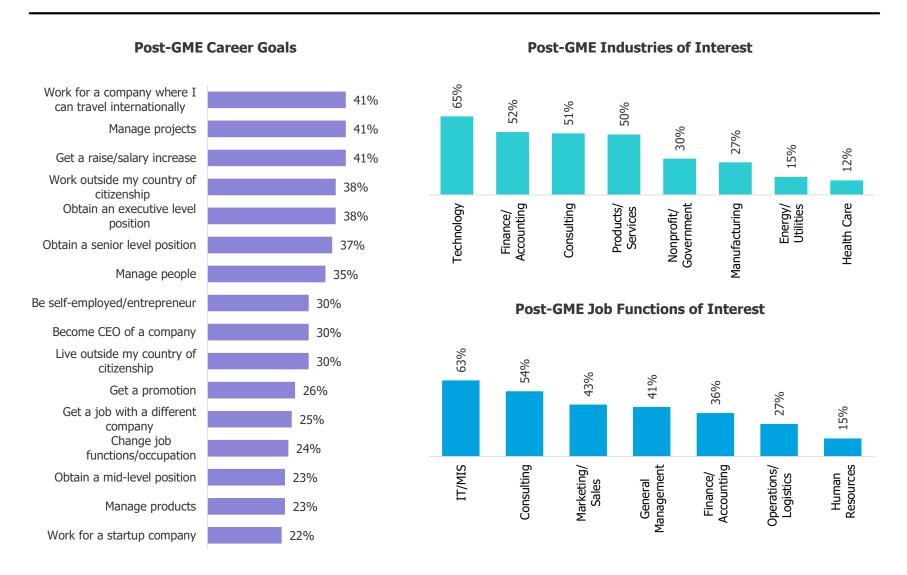


Master of Accounting



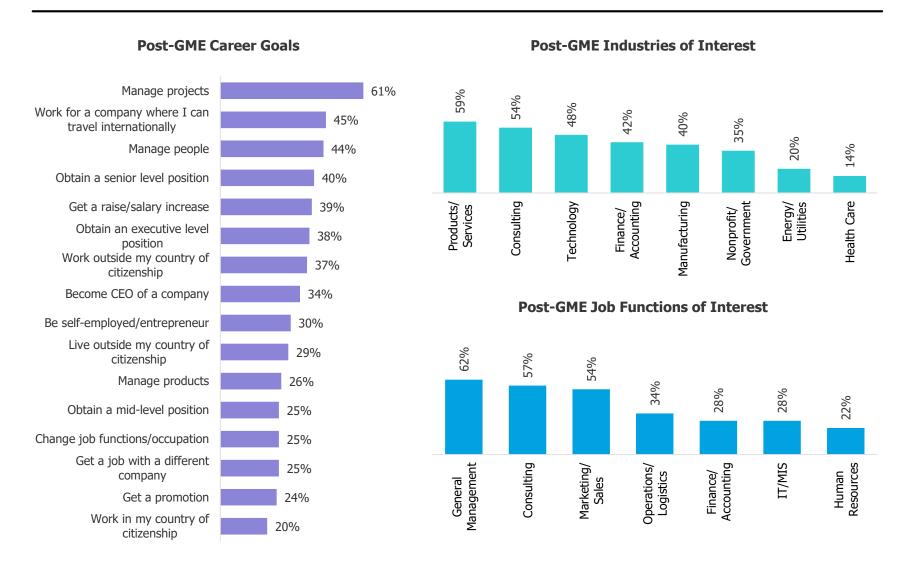


Master of Information Technology



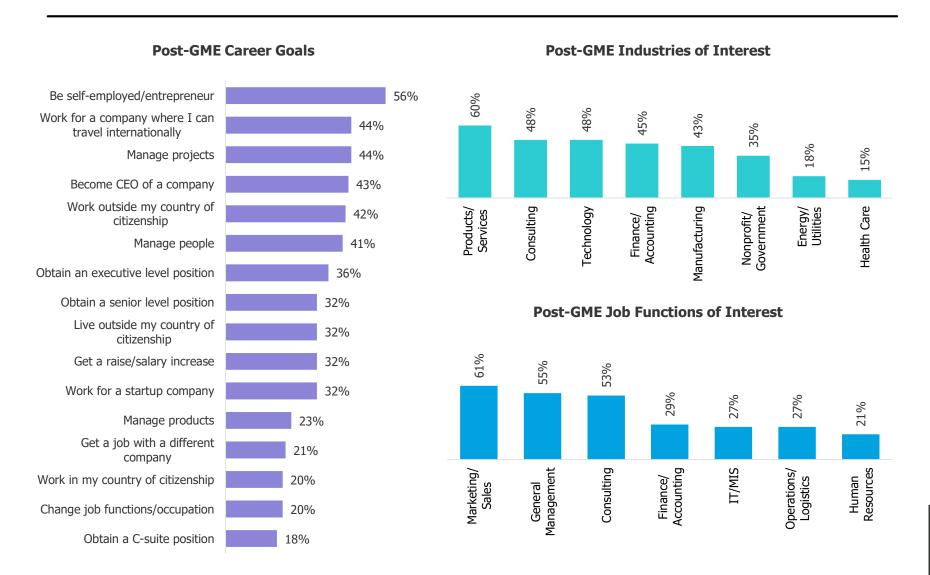


Master of Project Management

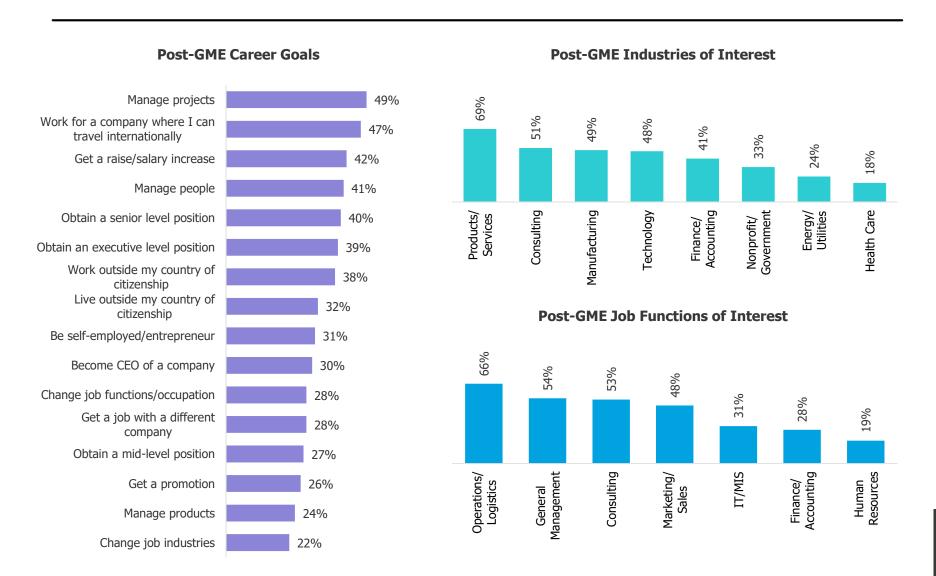




Master of Entrepreneurship

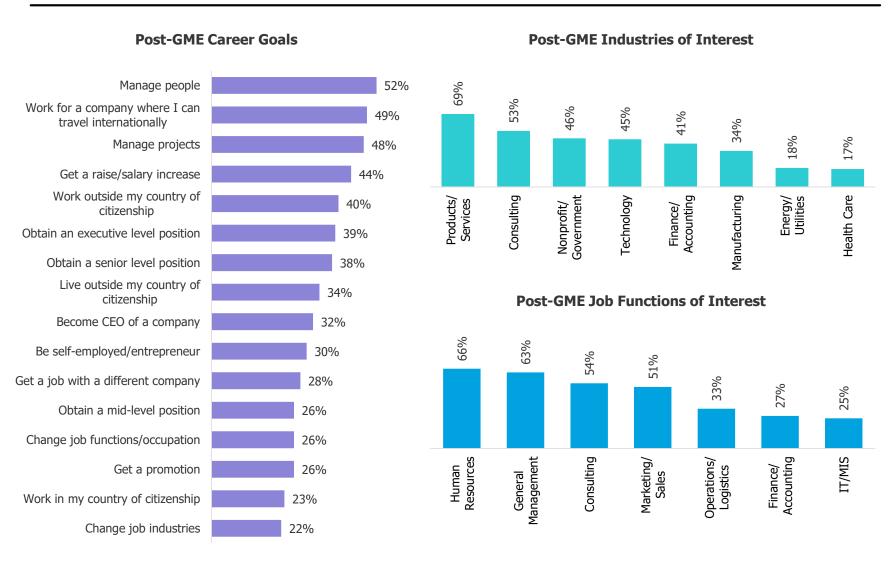


Master of Supply Chain Management



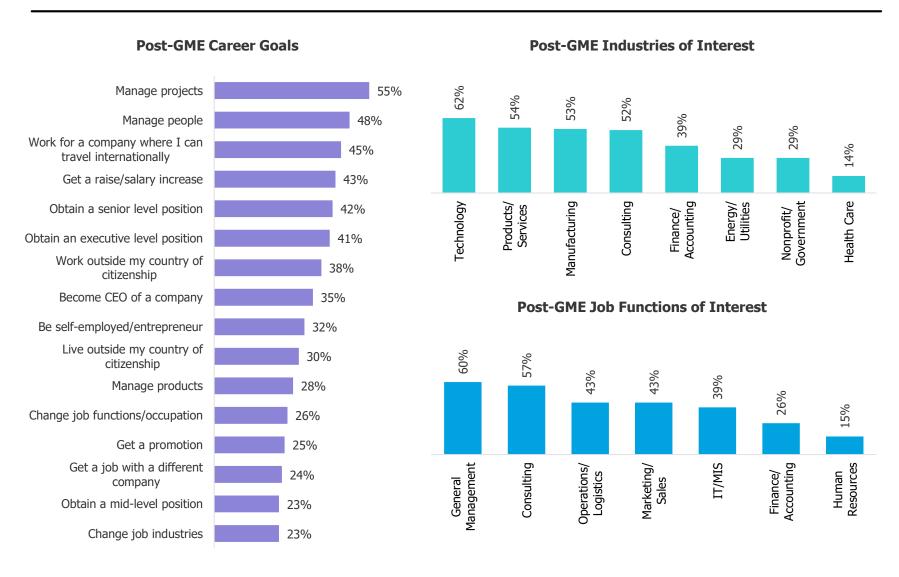


Master of Human Resources



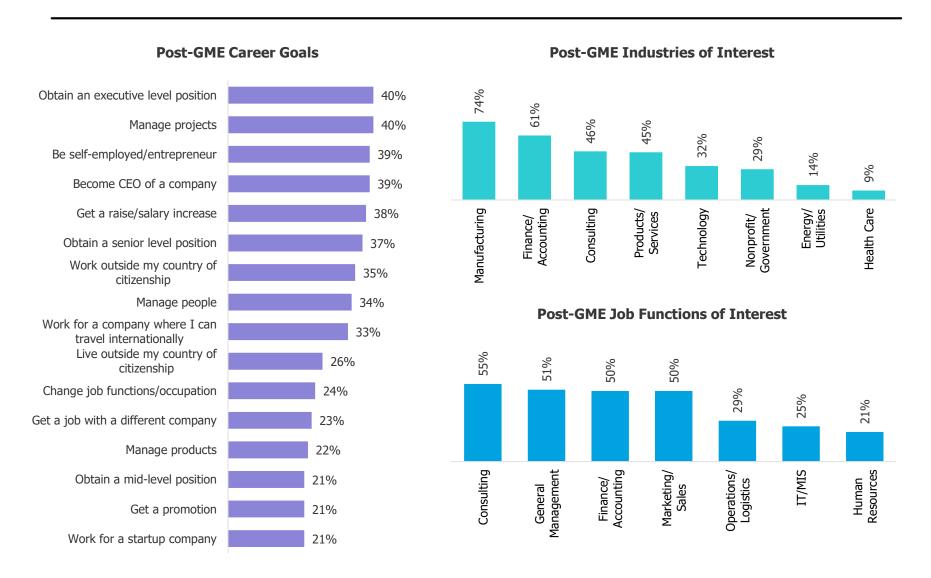


Master of Engineering Management



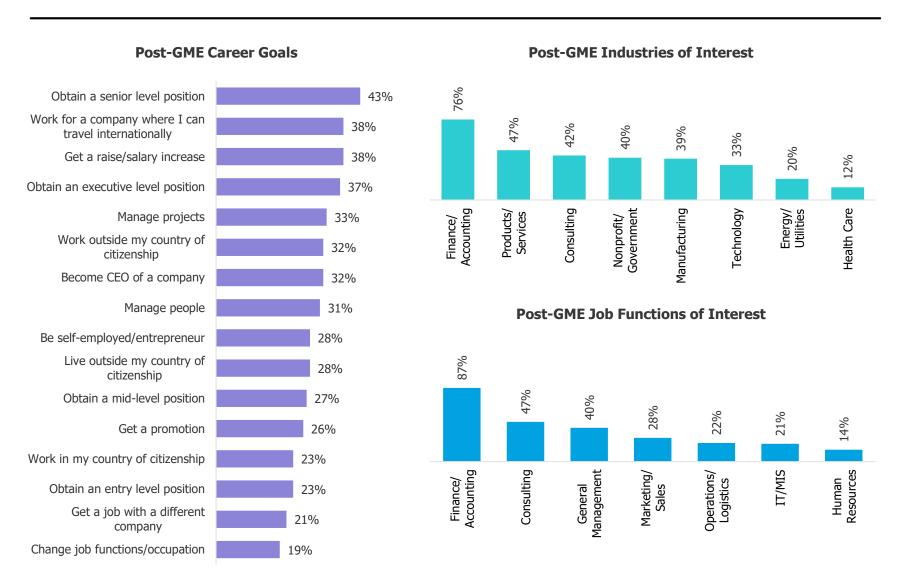


Master of Real Estate Management

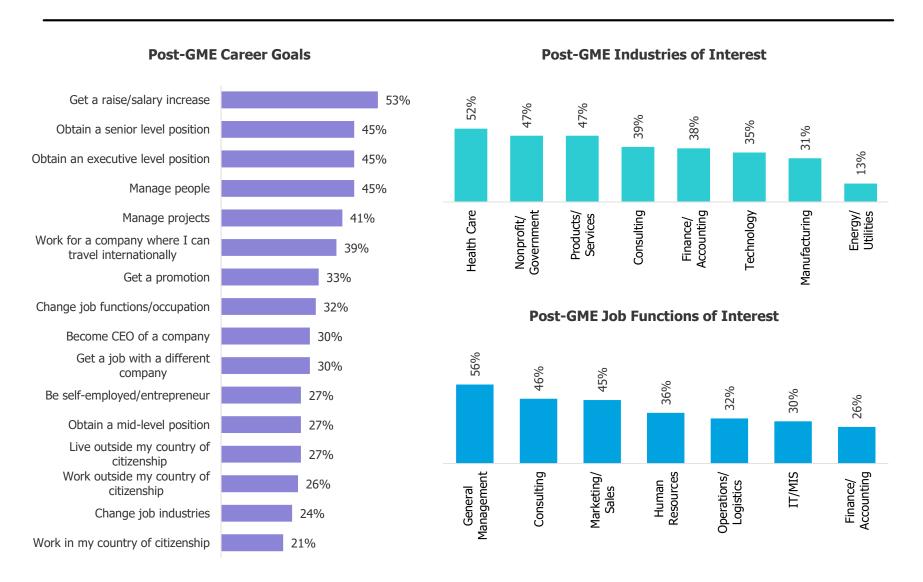




Master of Taxation



Master of Health Administration





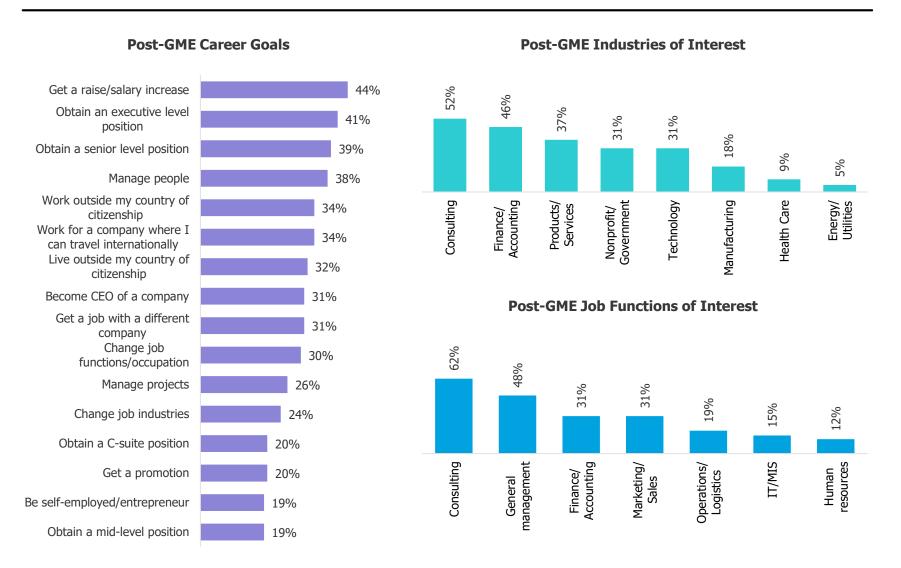
Appendix B: Candidate Profiles by Citizenship

This appendix section features data by candidate citizenship, including:

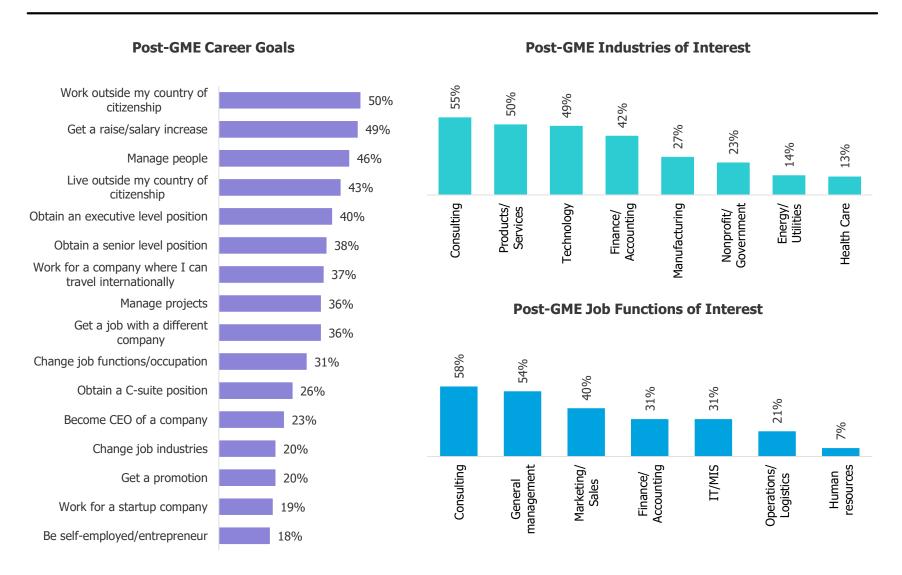
- Post-GME career goals
- Post-GME industries of interest
- Post-GME job functions of interest



Citizens of Australia

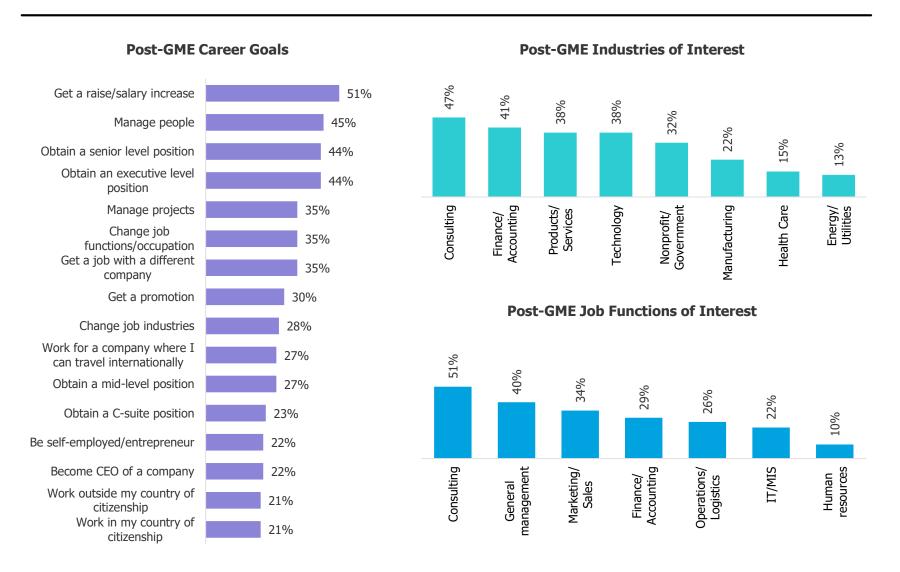


Citizens of Brazil

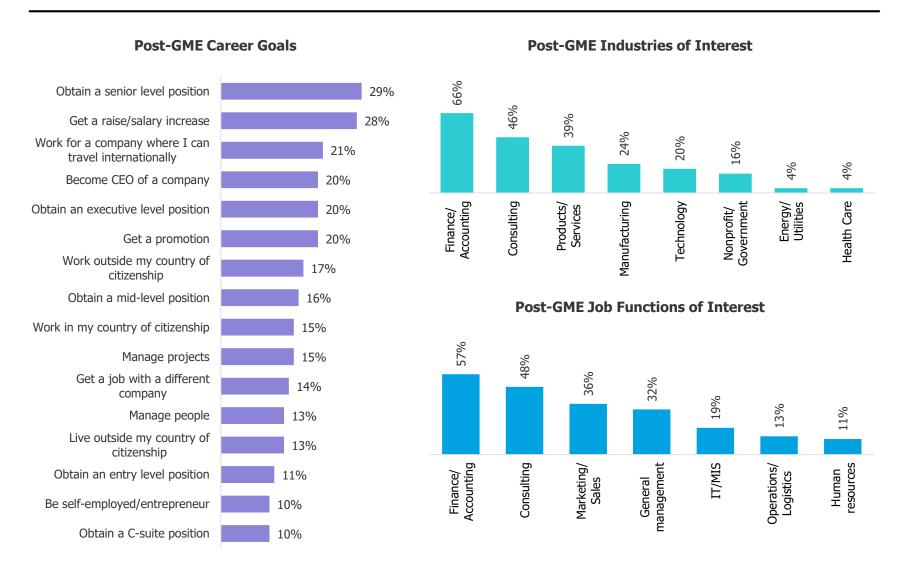




Citizens of Canada

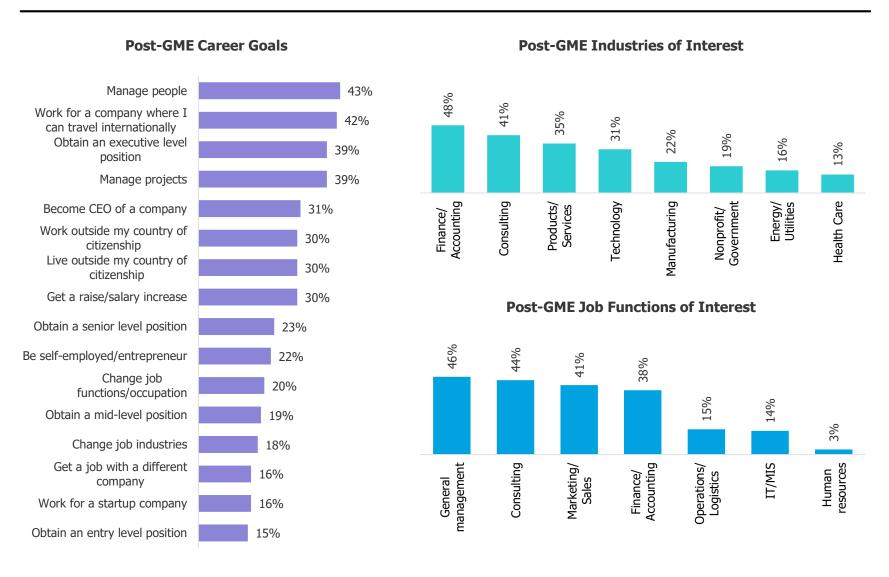


Citizens of China



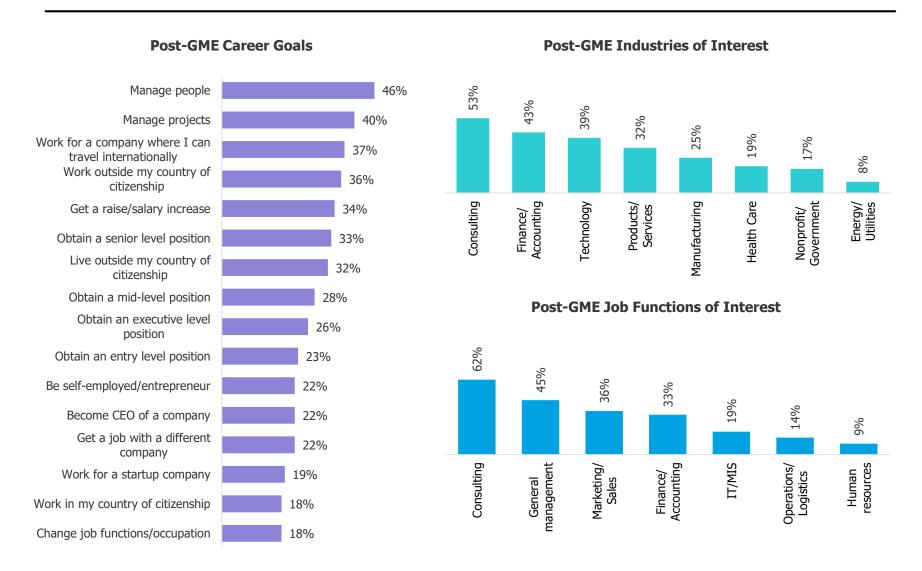


Citizens of France



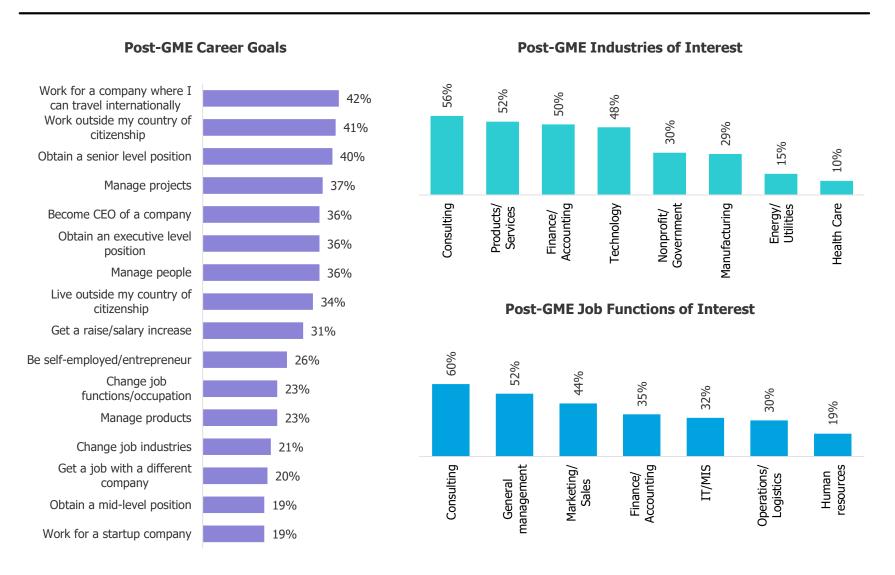


Citizens of Germany

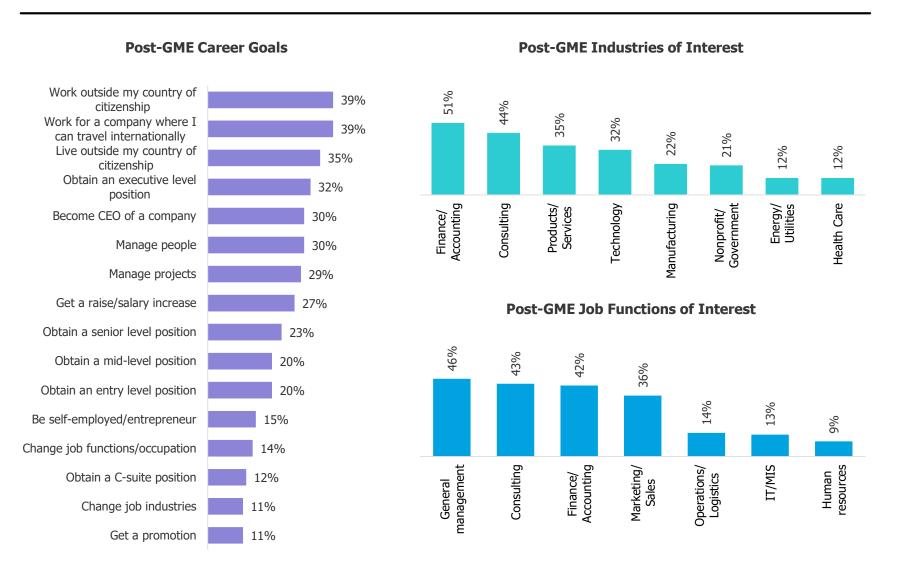




Citizens of India

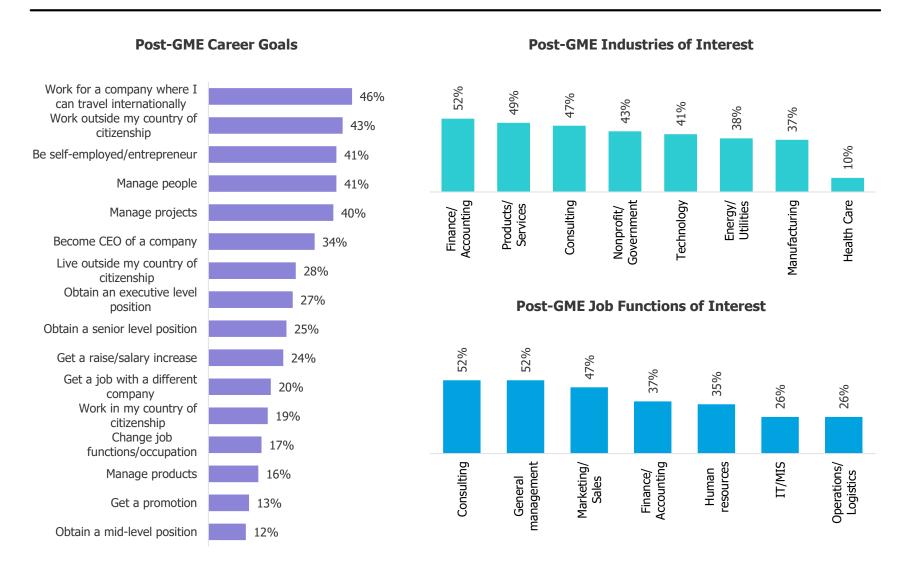


Citizens of Italy



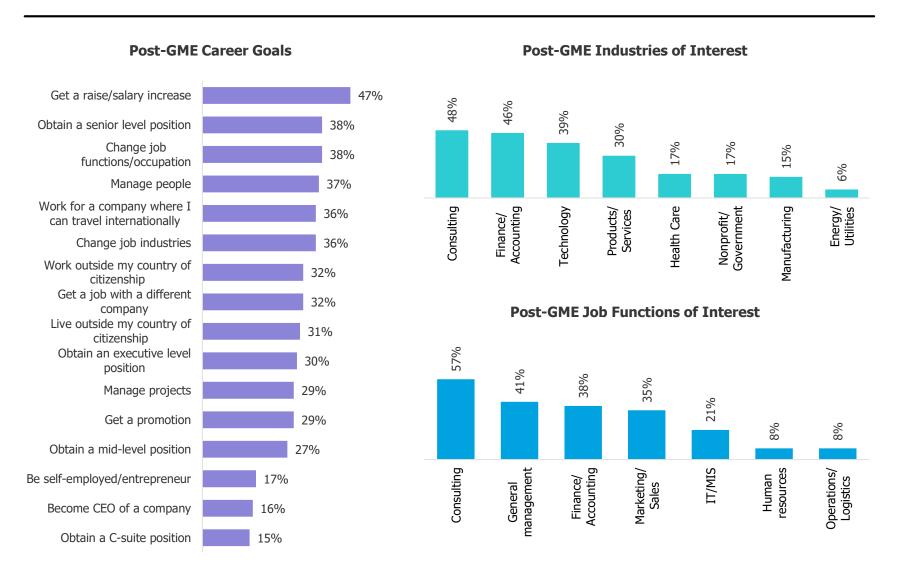


Citizens of Nigeria



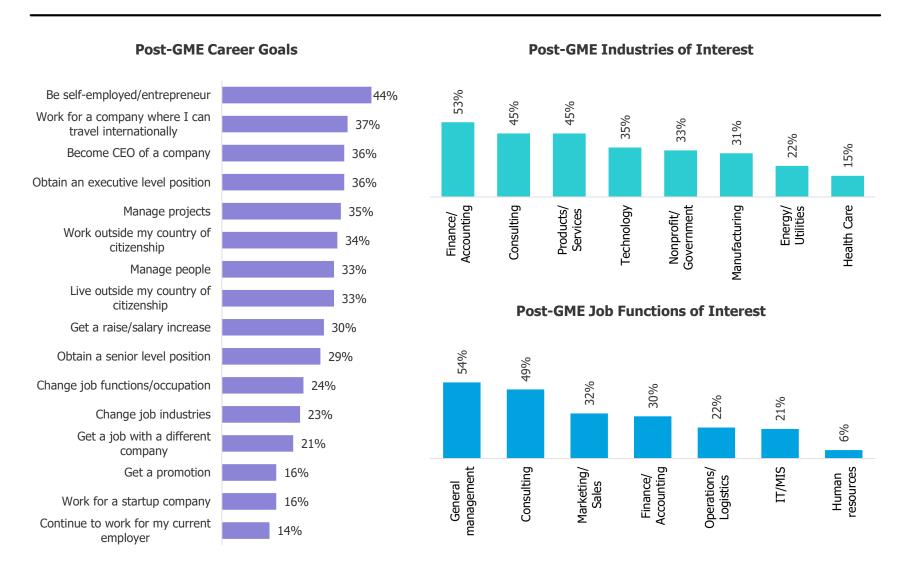


Citizens of Singapore



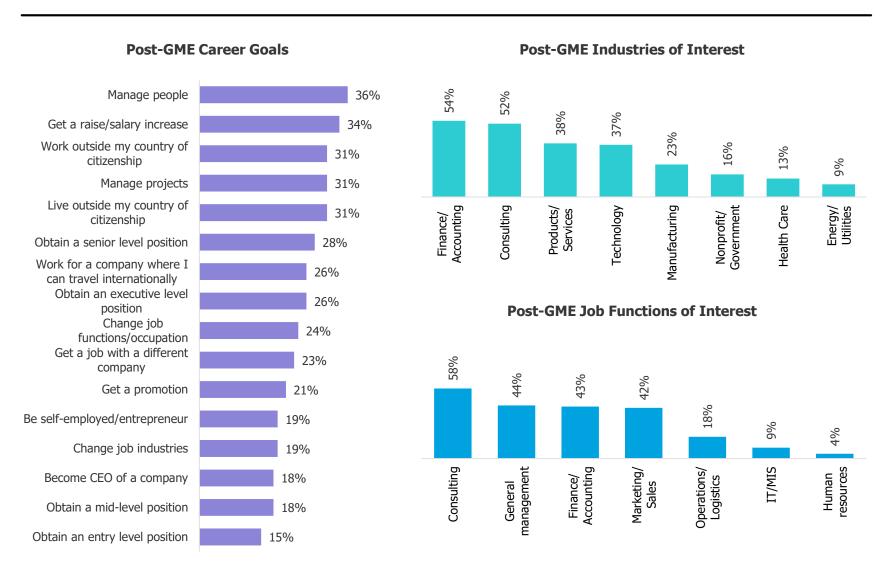


Citizens of South Africa



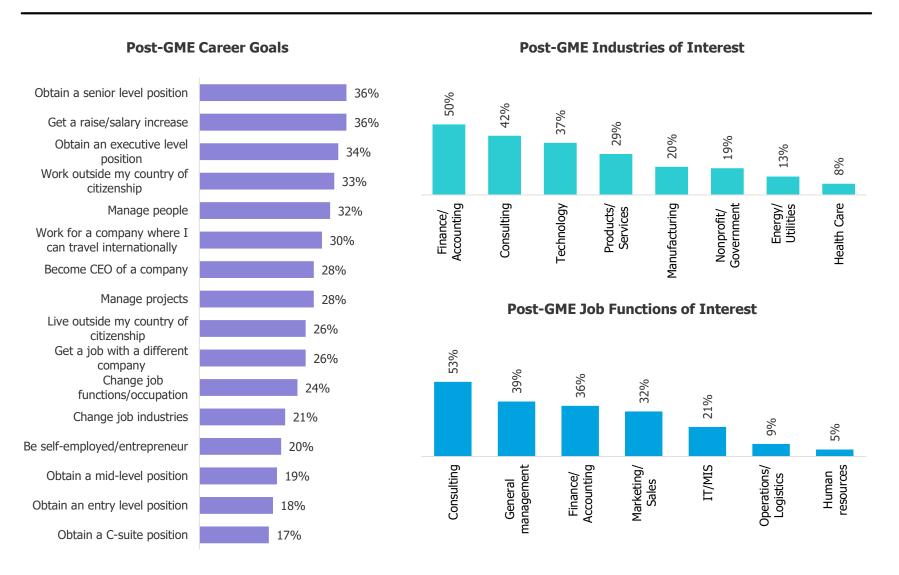


Citizens of Spain

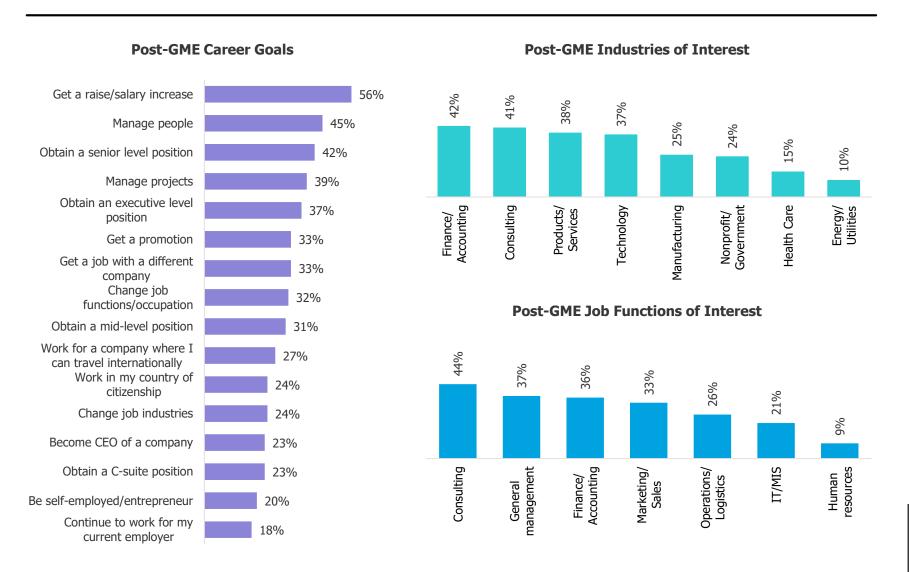




Citizens of the United Kingdom



Citizens of the United States



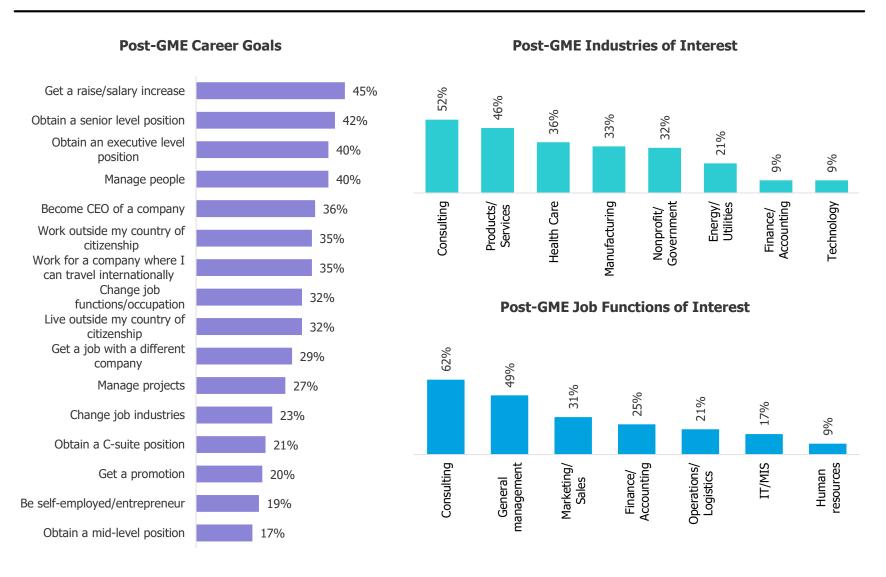
Appendix C: Candidate Profiles by Residence

This appendix section features data by candidate residence, including:

- Post-GME career goals
- Post-GME industries of interest
- Post-GME job functions of interest

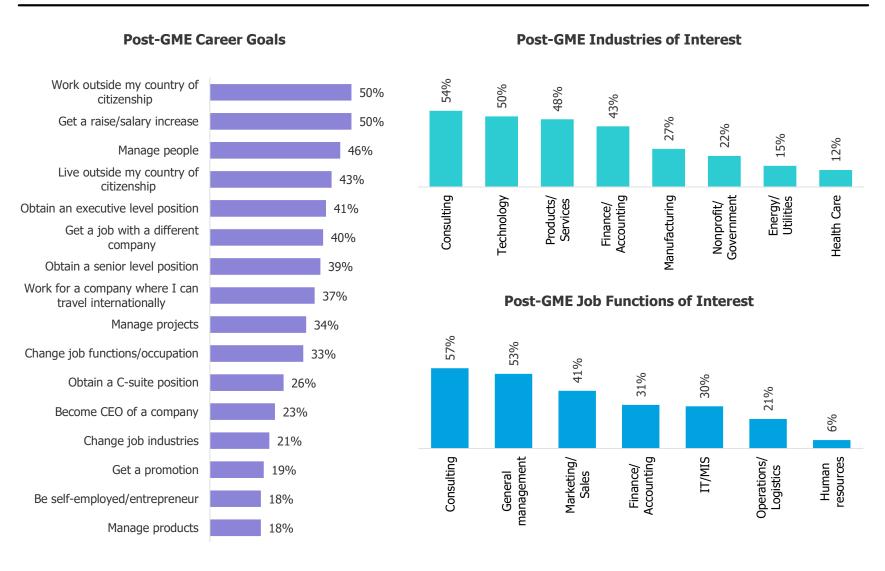


Residents of Australia



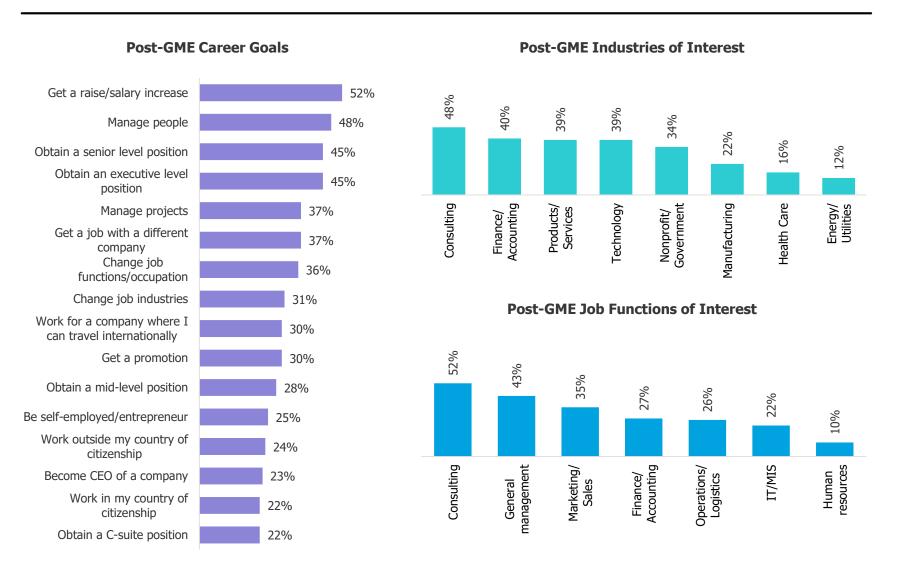


Residents of Brazil

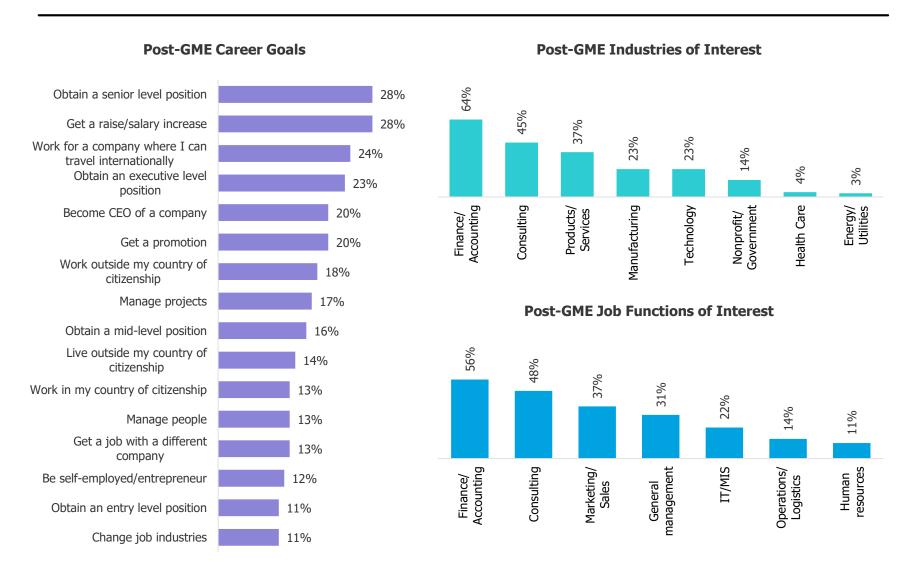




Residents of Canada

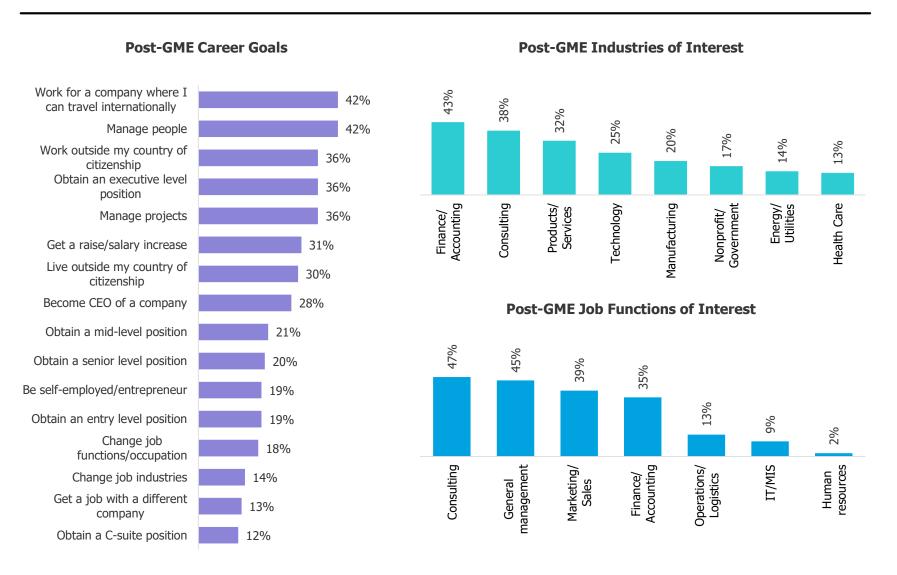


Residents of China

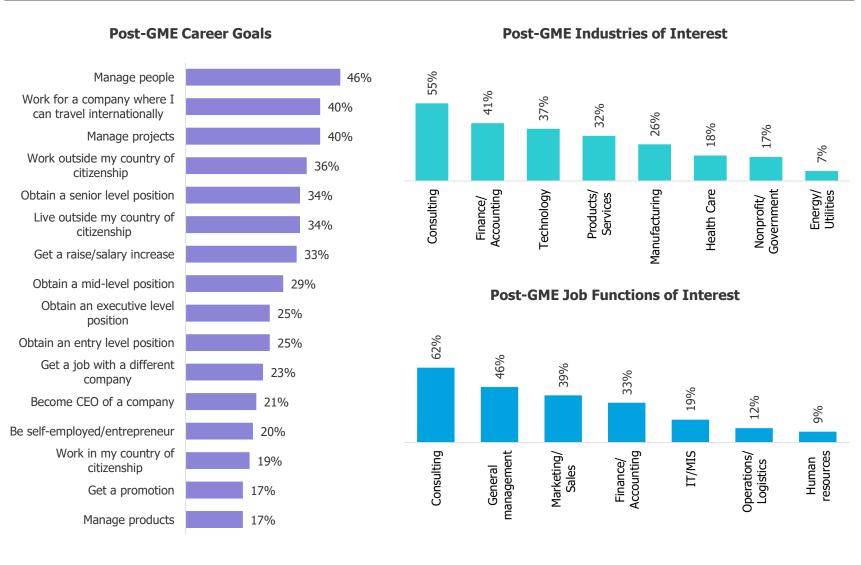




Residents of France

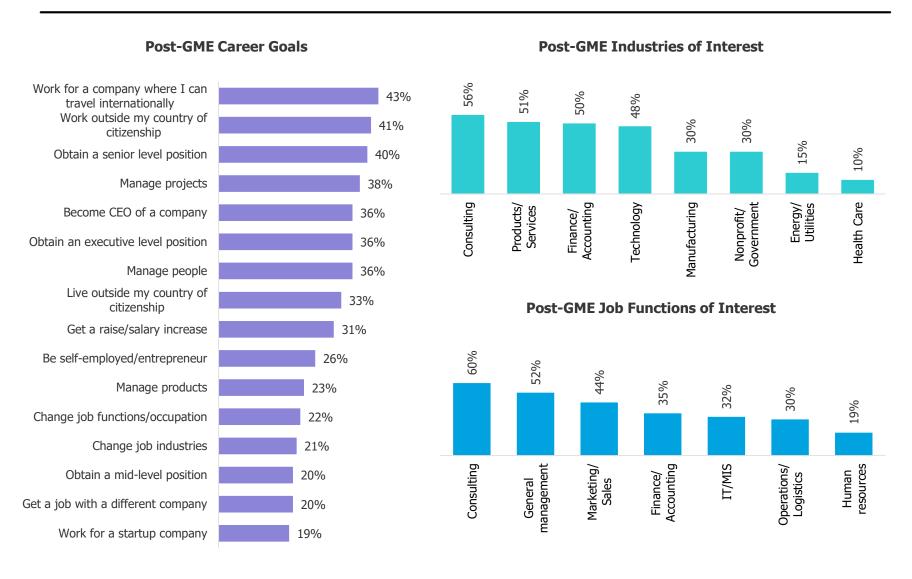


Residents of Germany



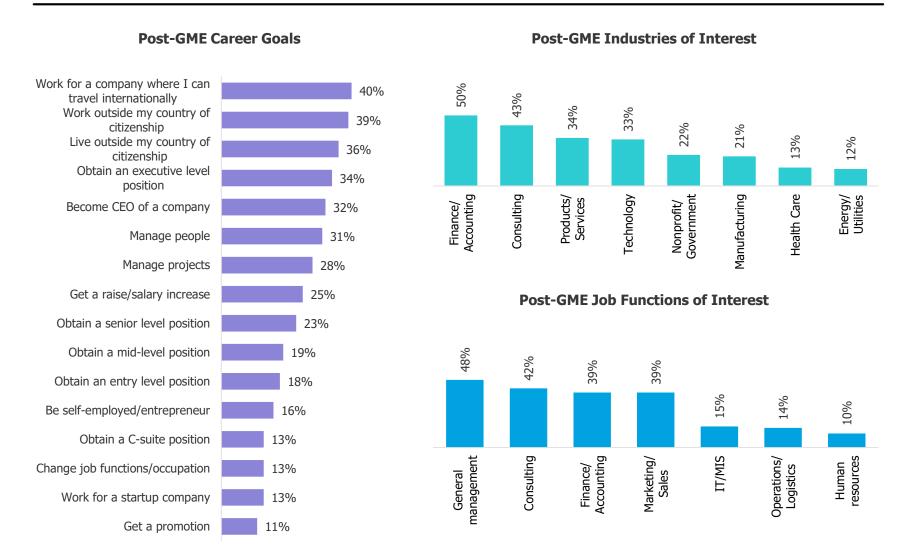


Residents of India

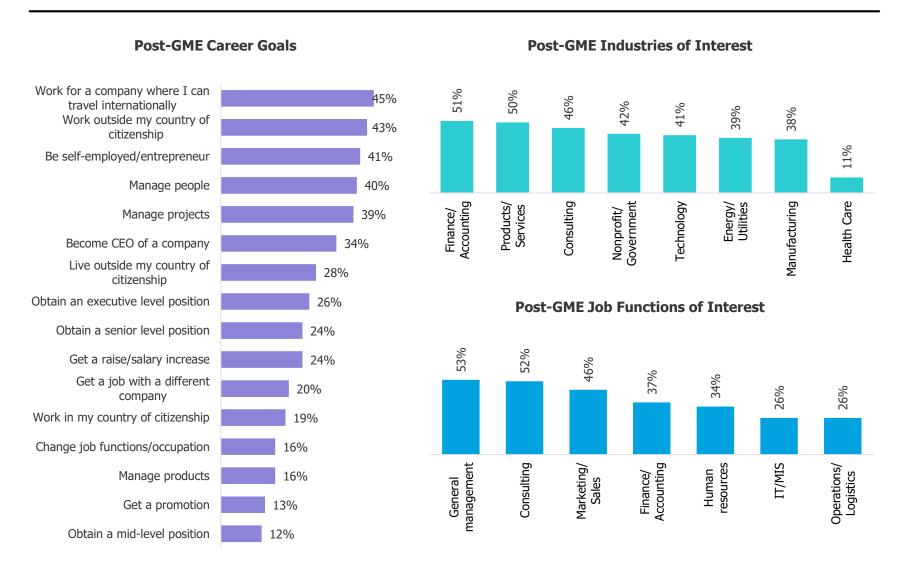




Residents of Italy

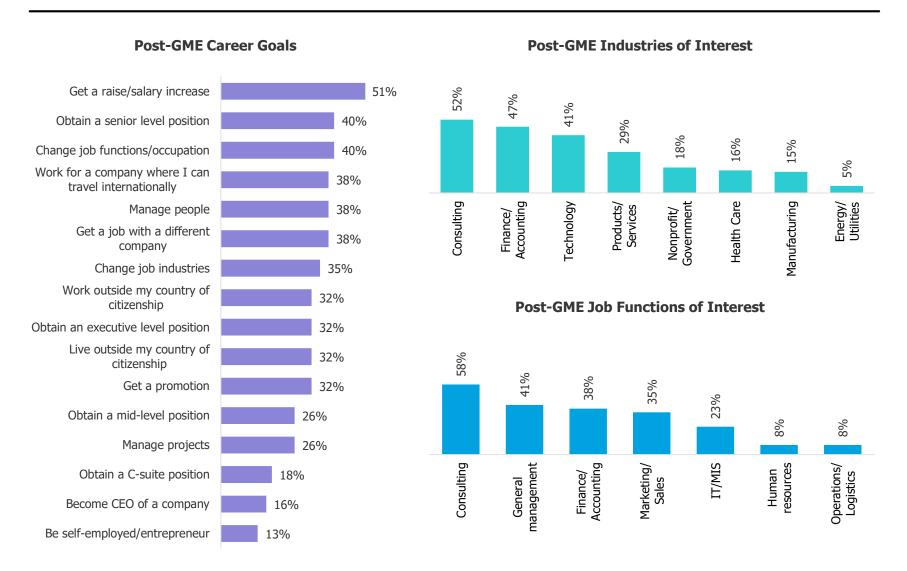


Residents of Nigeria



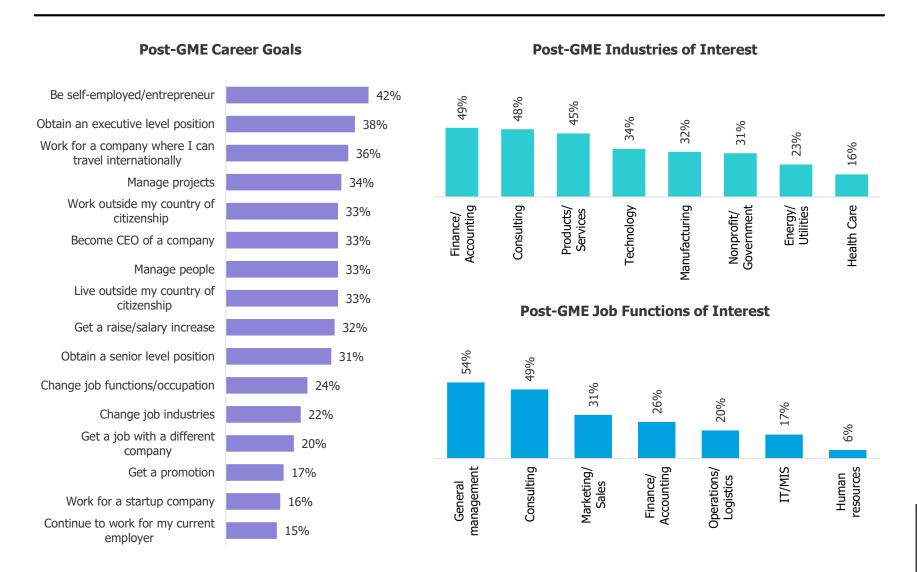


Residents of Singapore



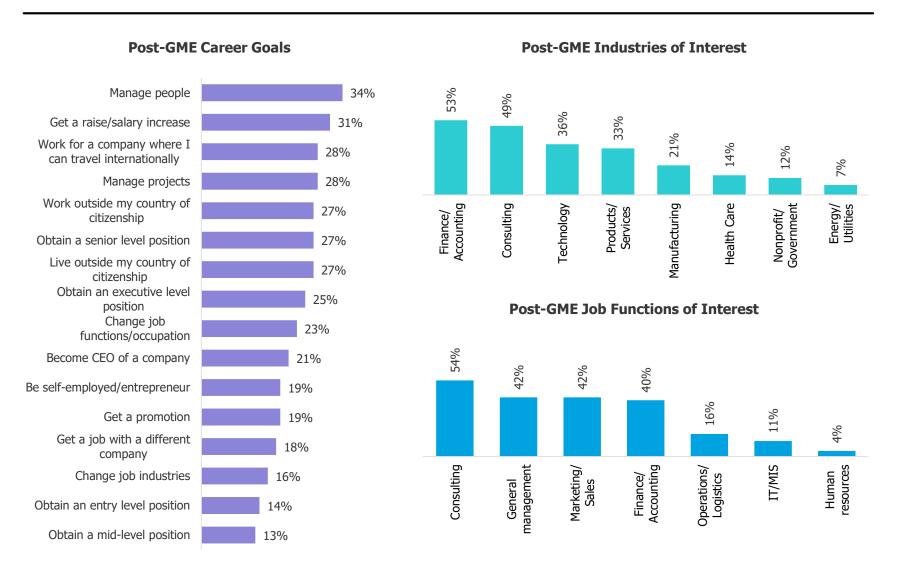


Residents of South Africa

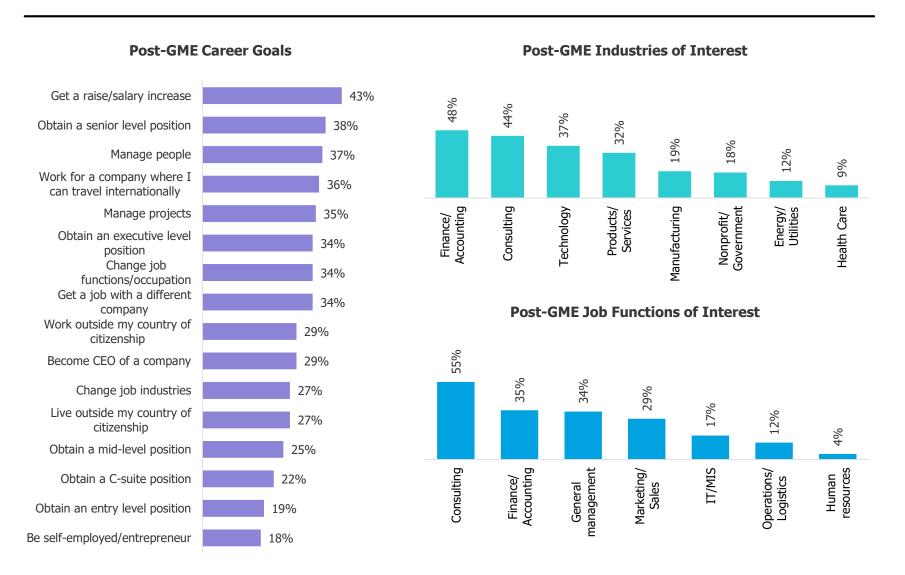




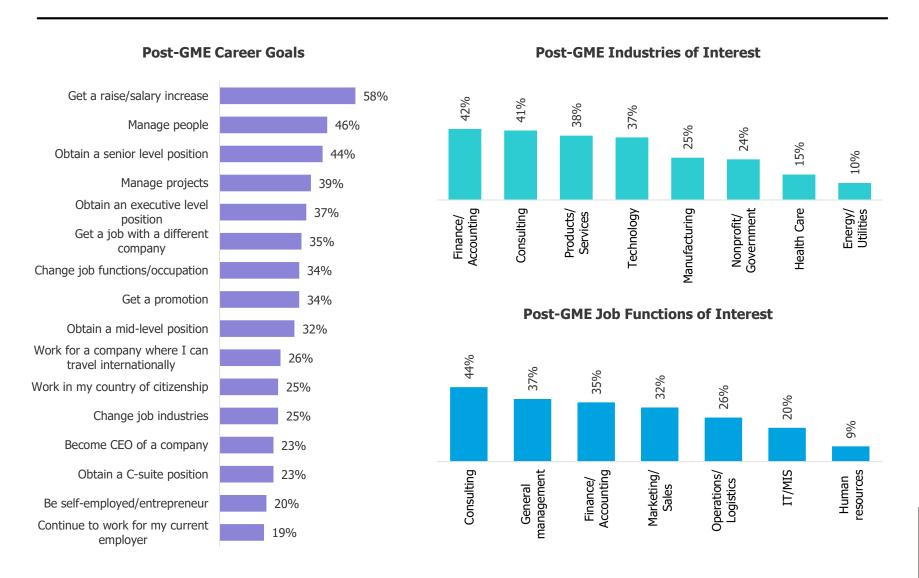
Residents of Spain



Residents of the United Kingdom



Residents of the United States







Respondent Demographic Profile

			Gender			Age				
		Overall*		Female	Other	22 and under	23 to 24	25 to 30	31 to 39	40 and older
	Global	9,839	5,709	4,100	30	2,395	1,682	3,470	1,441	534
	Africa	1,000	604	395	1	98	162	362	223	95
	Australia & Pacific Islands	122	69	50	3	20	16	31	35	17
	Canada	393	208	180	5	44	62	155	86	35
<u> </u>	Central & South Asia	1,506	983	519	4	458	292	525	152	35
nsk	East & Southeast Asia	1,328	566	759	3	465	195	436	159	43
Citizenship	Eastern Europe	252	133	118	1	95	47	54	29	11
	Latin America	502	321	178	3	33	58	274	89	29
	Middle East	326	204	122	0	32	47	148	71	20
	United States	2,909	1,672	1,232	5	622	475	1,108	433	194
	Western Europe	1,501	949	547	5	528	328	377	164	55
	Africa	1,052	639	408	5	101	168	385	238	99
	Australia & Pacific Islands	119	75	42	2	15	19	32	33	17
	Canada	417	222	192	3	48	61	170	88	36
يو	Central & South Asia	1,552	1,026	523	3	466	291	548	160	37
Residence	East & Southeast Asia	1,409	575	828	6	512	212	440	171	45
	Eastern Europe	262	136	124	2	94	50	59	30	13
	Latin America	540	345	192	3	38	65	295	95	29
	Middle East	339	208	131	0	42	49	147	74	22
	United States	2,668	1,547	1,116	5	545	432	1,028	404	188
	Western Europe	1,471	934	536	1	530	332	365	146	48

^{*}Subtotals may not sum to global or overall figures due to missing demographic data.



Contributors and Contact Information

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Contributors

The following individuals from the GMAC Research team made significant contributions to the publication of this report:

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