

March 2021

Enrolling the Incoming Class of 2021:

**Insights into the diverse journeys
of prospective students applying
to business schools**

mba.com Prospective Students Survey 2021



[Access the report, blog, and infographic](#)



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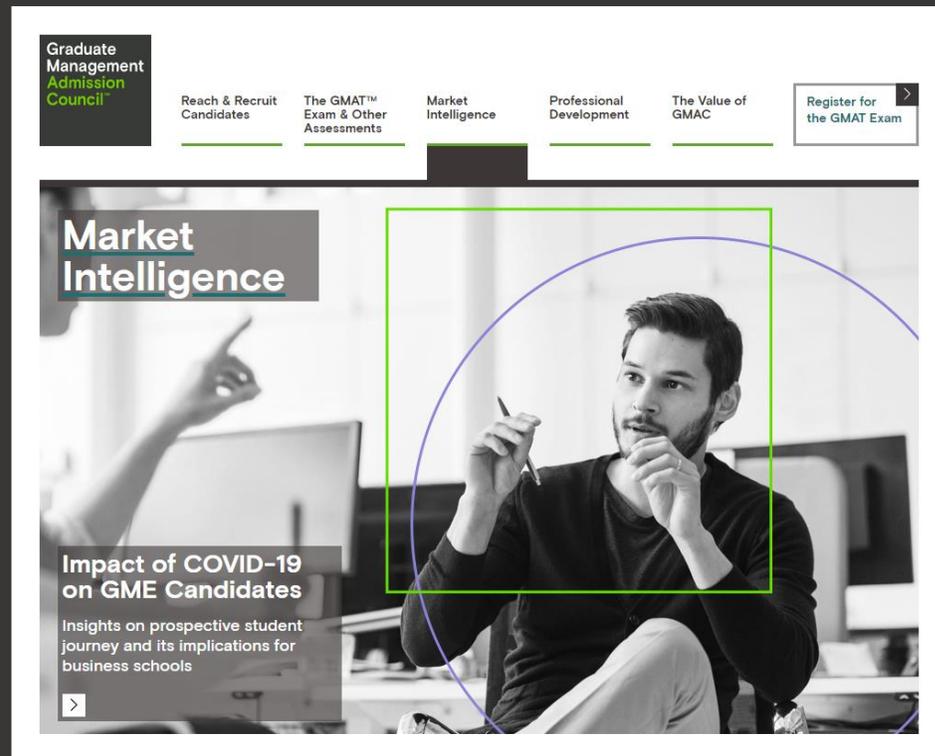
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The pandemic reconfigured the 2020 enrollment funnel

The journey candidates embark on when considering and applying for graduate business programs involves a complex interplay of individual, school, and destination characteristics. The COVID-19 pandemic has reset these characteristics, resulting in a new set of choices for candidates. At GMAC, we have been tracking candidate journeys in the context of the COVID-19 uncertainties.

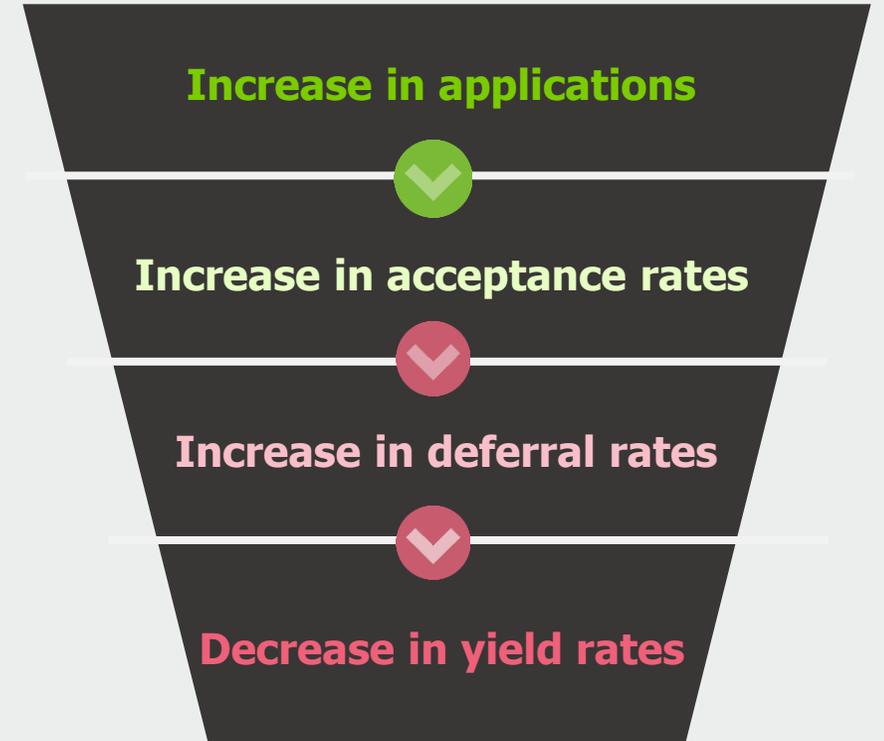
An analysis based on the data collected in **March 2020** concluded that “The uncertainty and crisis caused by the COVID-19 global pandemic will influence the choices and expectations of graduate management education (GME) candidates. At the same time, prospective candidates are not giving up on their aspirations.”¹ However, the diversity of candidate preferences (e.g., by program type--MBA and business master’s or by study destination—domestic vs. international) would shape their future journeys.

In **November 2020**, the GMAC *Application Trends Survey*² used the responses from over 1,000 graduate management programs worldwide to confirm that school and candidate decision-making in this pandemic-induced economic downturn is about hedging risk and managing uncertainty. This context reconfigured the enrollment funnel in terms of a higher number of applications and a lower yield.

¹ [Coronavirus pandemic disrupts plans but not aspirations of prospective business school students](#), GMAC Advisor

² [2020 Application Trends Survey](#), GMAC

Reconfiguration of the enrollment funnel



Source: 2020 Application Trends Survey, GMAC
gmac.com/ApplicationTrends



Demand for GME accelerates for the incoming class of 2021



Demand for graduate management education accelerates as candidates pursue diverse pathways to achieve career goals



Skills gap triggers consideration of GME for job market competitiveness



Flexibility expands consideration of online learning among women

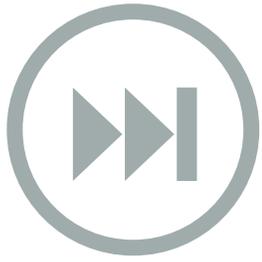


Mobility restrictions drive consideration of alternatives closer to home

The top of the enrollment funnel for graduate management education programs in 2021 continues to gain interest from prospective students. This aligns with a decline in the proportion of candidates reporting that they are concerned about the impact of COVID-19 on their pursuit of GME in 2021.

Additionally, the demand for GME in 2021 has increased as candidates signal a willingness to explore different paths to achieve their career goals. This report identifies at least three notable drivers of growth in demand for GME. They relate to **employability**, **flexibility**, and **regional mobility**.

The findings provide a forward-looking view of the shape of the things to come for graduate enrollment at business schools in 2021, and the results reaffirm the importance of monitoring and tracking diverse candidate journeys to inform future enrollment strategies.



Tracking diverse journeys of prospective students planning to enroll in 2021

Diversity of demography, experiences, and cognition shapes identities of origin, growth, and aspiration³

How are journeys for 2021 candidates evolving? This report is based on the [mba.com Prospective Students Survey](#) conducted by Graduate Management Admission Council® (GMAC®) on a monthly basis. The findings detailed in this report are based on data collected between **July and December 2020 from a total of 2,515 individuals worldwide who indicated plans to enroll in a GME program in 2021.**

This analysis provides data and insights into how prospective students are shaping their choices and preferences for pursuing a graduate management education (GME) program in 2021. A breakdown of the respondent profiles and a summary by candidate citizenship and program type are available in the appendix.

This report illustrates diverse candidate journeys, emphasizing variations by preferred study destination (domestic vs. international) and preferred program type (MBA vs. business master's). International candidates are defined by their preference to study in a destination outside their country of citizenship.

MBA-Domestic: Candidates preferring to enroll in an MBA program within their country of citizenship. E.g., a German citizen indicating a preference to pursue an MBA program in Germany.

MBA-International: Candidates preferring to enroll in an MBA program outside their country of citizenship. E.g., a German citizen indicating a preference to pursue an MBA program in the US.

Business Master's-Domestic: Candidates preferring to enroll in a business master's program within their country of citizenship. E.g., a German citizen indicating a preference to pursue a business master's program in Germany.

Business Master's-International: Candidates preferring to enroll in a business master's program outside their country of citizenship. E.g., a German citizen indicating a preference to pursue a business master's program in the US.

³ [The 3 types of diversity that shape our identities](#), Harvard Business Review



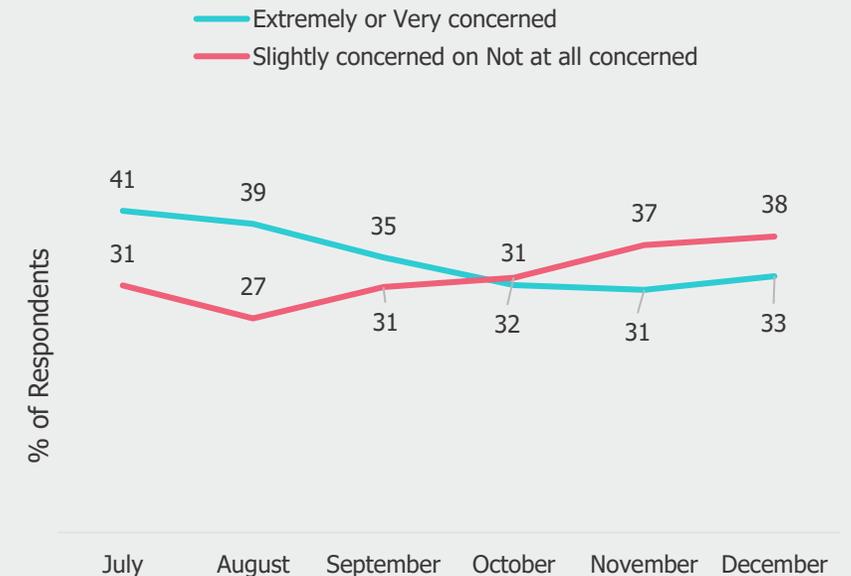
Candidate concerns about the impact of COVID-19 is waning

Looking at the decision-making journey of prospective students who prefer to pursue GME in 2021, we notice that the level of concern about the impact of COVID-19 has been declining over time. **The proportion of respondents reporting that they are extremely or very concerned has declined from 41 percent in July to 33 percent in December.**

Overall, for this six-month period, one-third (35%) of prospective students are very or extremely concerned, and another-third (33%) are not at all or slightly concerned. Unsurprisingly, international candidates are reporting a higher level of concern than domestic candidates due to continued travel, visa, and safety constraints. Specifically, 41 percent of international candidates planning to pursue a business master's program report that they are very or extremely concerned about the impact of COVID-19 as compared to 27 percent of domestic candidates ([See chart here](#)).

While there are variations in the levels of concern, most respondents continue to exhibit strong confidence in the value of a graduate business degree. Overall, four in five (84%) candidates strongly agree or agree that a graduate business degree helps someone stand out at work.

Level of concern about the impact of COVID-19 on pursuing GME in 2021 is declining



Q: How concerned are you about the impact COVID-19 may have on your pursuit of a graduate business education in the future?



International candidates are driven by global careers while domestic candidates are driven by salary increases

Career aspirations are an essential driver for many candidates embarking on their journey to pursue GME. Analysis of post-GME career goals provides insight into how candidates' career aspirations influence their choices of programs and destinations. This understanding can help business schools align their recruitment, admissions, and career services to candidates' diverse needs and expectations.

Overall, international candidates are driven by opportunities to live/work overseas, while domestic candidates are driven by a desire for career advancement. Specifically, more than half of candidates who are planning to pursue an MBA in their country of citizenship report getting a raise/salary as their top career goal. Over 40 percent of international candidates report working outside their country of citizenship as the primary career motivation ([See chart here](#)).

Top-3 Career Goals

MBA-Domestic		MBA-International		Business Master's-Domestic		Business Master's-International	
Get a raise/salary increase	55%	Work outside my country of citizenship	43%	Get a raise/salary increase	35%	Work outside my country of citizenship	41%
Manage people	46%	Obtain a senior level position	38%	Work for a company where I can travel internationally	30%	Work for a company where I can travel internationally	40%
Obtain a senior level position	44%	Live outside my country of citizenship	38%	Manage projects	30%	Live outside my country of citizenship	38%



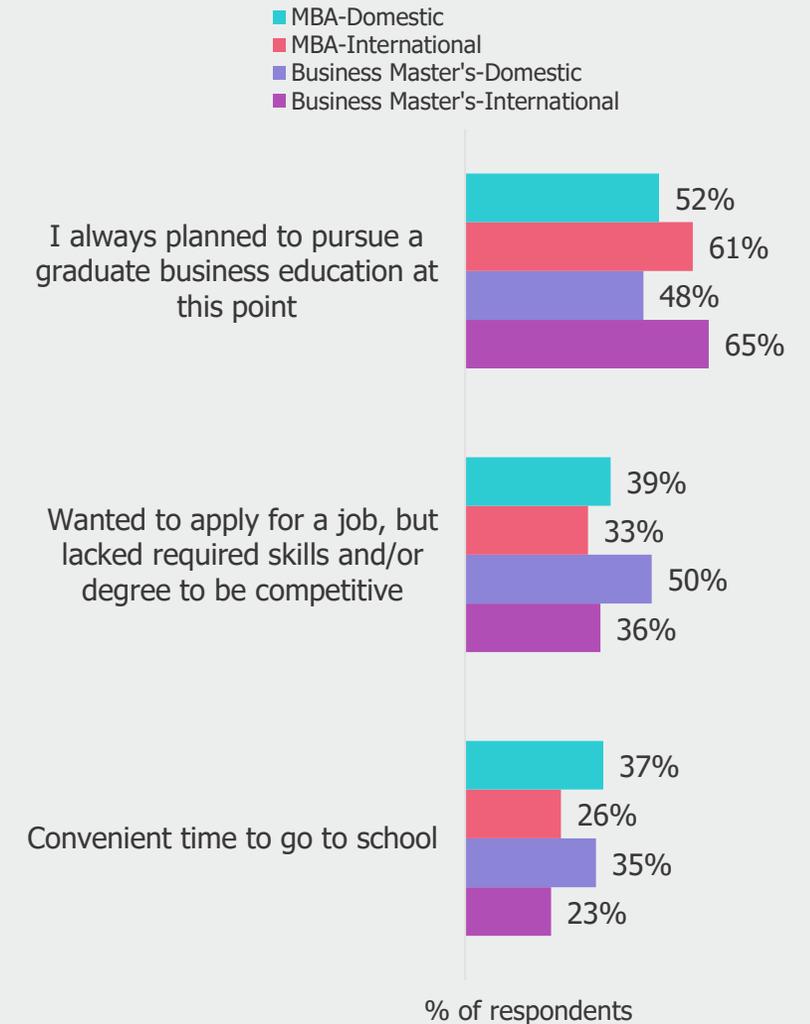
Domestic business master's candidates are most likely to report skills gap

The journey for pursuing a graduate business degree begins early and is shaped over time. Nearly half of candidates reported that they first considered graduate business education while completing their undergraduate degrees or high school. Consequently, more than half of prospective candidates (58%) mentioned that they “always planned to pursue a graduate business education at this point.” Given the complexity of decision-making for international candidates, they are more likely to report that their timing is in line with their initial career plan.

However, the pandemic context has expanded the pool of candidates considering GME as they discovered a lack of competitive skills in a job market. Overall, more than a third of the prospective candidates (37%) reported that they “wanted to apply for a job but lacked required skills and/or degree to be competitive.” In particular, **Business Master's-Domestic candidates were most likely to report a skill gap (50%)**, perhaps because they had no or insufficient work experience to demonstrate skills for the job they wanted.

In contrast, MBA-Domestic candidates are most likely to report “convenient time to go to school” as the primary trigger for GME (37%). While MBA candidates have some work experience, they see the value in hedging their career risks by pursuing GME in times of uncertainty. Overall, the demand for GME expanded as more candidates recognize the need to emerge out of a shaky economy more career-ready.

Top-3 Triggers for Candidates to Pursue GME





Women are embracing online learning at a higher level than men

Percentage of candidates reporting willingness to complete more than 30 percent of their graduate business degree online due to COVID-19

	MBA-Domestic	MBA-International	Business Master's-Domestic	Business Master's-International
Female	60%	30%	66%	43%
Male	52%	24%	59%	38%

Percentage of candidates *strongly disagreeing* to the statement "career opportunities gained through an on-campus graduate business degree are same as gained through an online degree"

	MBA-Domestic	MBA-International	Business Master's-Domestic	Business Master's-International
Female	17%	24%	10%	20%
Male	24%	35%	24%	29%

4 [Why has COVID-19 been especially harmful for working women?](#) The Brookings Institution

5 [Women and graduate management education](#), GMAC

The impact of COVID-19 has been more severe on women as they shouldered more responsibilities of remote education and work⁴. Despite the challenges, many female candidates recognized the need to invest in GME for career advantage and were willing to adapt their plans to obtain the degree⁵.

Data suggests that **women candidates are more likely to seek the flexibility of online learning**. They are willing to accept a higher proportion of their degree to be completed online due to COVID-19 compared to men. They are also more likely to agree that career opportunities gained through an on-campus graduate business degree are the same as those gained through an online degree.



International candidates still prefer mobility over online

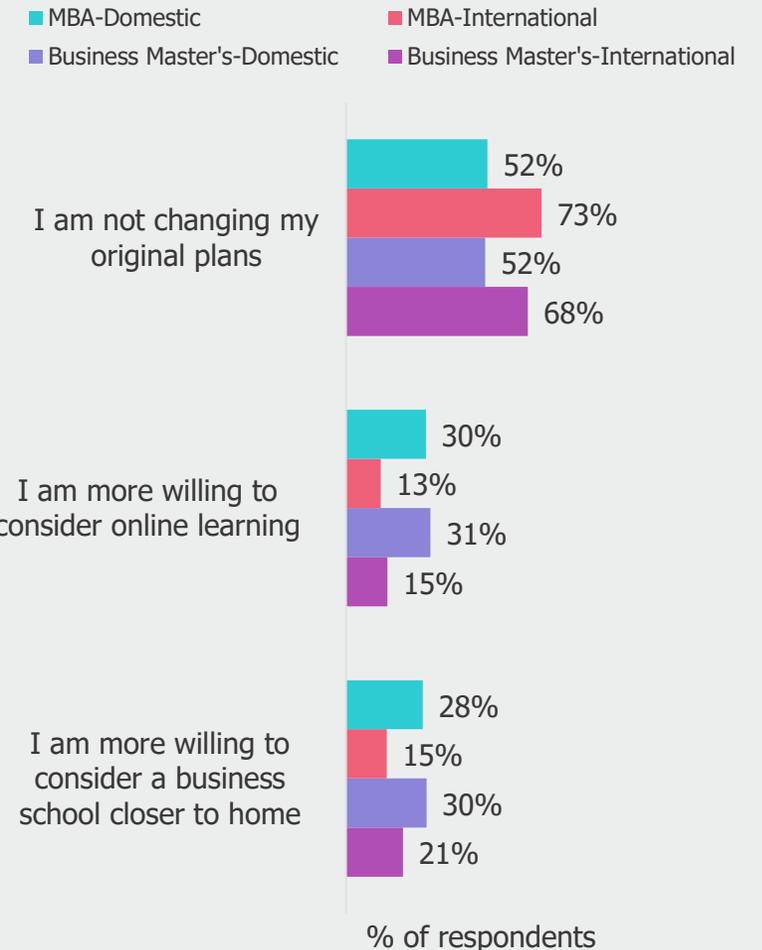
Overall, international candidates (70%) are more likely to report that they are not changing their original plans than domestic candidates (52%). This suggests that most international candidates continue to value mobility and do not prefer substituting in-person experience with online learning.

Among international candidates, those preferring to pursue an MBA are more likely to say that they are not changing their plans (73%) for an alternative such as online learning or a business school closer to home than those preferring a business master's (68%). **Only one in eight (13%) MBA-International candidate is willing to consider online learning compared to one in three (30%) MBA-Domestic candidates.**

Domestic candidates report more willingness to consider alternatives such as staying closer to home or adopting online learning. Domestic candidates for MBA (28%) and business master's (30%) programs indicate that they are more willing to consider a business school closer to home in order to pursue their degree in 2021.

In sum, the pandemic is compelling some candidates to consider alternatives; however, they are not giving up on their career aspirations for pursuing GME in 2021.

Impact of COVID-19 on business school decisions?



Other key highlights about prospective students planning to enroll in 2021

- The full-time MBA remains the most popular program, as **42 percent** of candidates report it as their preferred option.
 - The full-time one-year MBA is the preferred program for candidates planning to study in **Canada (26%)**, **France (27%)**, **Spain (38%)**, and the **UK (28%)**. However, a full-time two-year MBA is the preferred program for candidates planning to study in the **US (33%)**.
 - US citizens still prefer the **full-time two-year MBA (29%)** followed by the full-time one-year **MBA (16%)**.
 - Candidates planning to pursue full-time two-year MBA programs report **Consulting (49%)** and **Technology (39%)** as the top two industries of interest.
 - MBA-International candidates prefer **Technology (45%)** over **Financial services (36%)**, possibly due to higher expectations of future employability and visa potential.
 - Among the candidates from underrepresented populations (URPs) in the US, **27%** have educational backgrounds in STEM and **38%** desire strategy roles post GME.
 - **One in three** domestic candidates planning to pursue Master of Data Analytics is more willing to consider online learning due to the impact of COVID-19.
- Respondents preferring to study in **Asia Pacific (43%)** and **Europe (58%)** are more likely to be under 24 years old than the **US (30%)**.
 - Demand for select specialty business master's programs is driven by female candidates: **Master of Marketing (78%)**, **Master of Accounting (61%)** and **Master of International Management (53%)**.
 - The top post-GME career goal for Indian citizens is to work for a company where they can travel internationally. They are more likely to consider a business school **closer to home (21%)** due to COVID-19 than to consider **online learning (5%)**.
 - Candidates from Greater China report the **UK (27%)** as their preferred study destination and **Master of Finance (20%)** as their preferred program.
 - Nigerian citizens report **Canada (44%)** as their preferred destination for pursuing GME followed by the **US (29%)**.
 - Although a school's website is the primary resource candidates leverage when researching GME, MBA-Domestic candidates are more likely to also consult **friends and family (51%)** while MBA-International candidates use **rankings (49%)**.



Candidate Journeys and Career Aspirations

The path to pursuing GME is complex and requires several decisions driven by underlying career goals. The following section focuses on individuals planning to enroll in a GME program in 2021 and examines how their journeys vary by preference for program type and study destination. It addresses the following questions:

- How are concerns about the impact of COVID-19 shaping the decisions and journeys of prospective students?
- What are the triggers/motivators for pursuing GME? What are the information sources used by prospective students?
- What are prospective students' post-GME career goals, preferred industries, and job functions?

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Driven to make an impact

Q: Please describe your ideal career.

These are select open-ended comments from prospective students--edited for brevity.



A job that is self-fulfilling, allows for growth and makes the world a better place

- Female candidate from the US preferring to pursue an MBA program



Steady career growth correlated with a higher impact on society, customers and colleagues

- Male candidate from Germany preferring to pursue an MBA program



I want to work for consulting to help Japanese businesses expand internationally

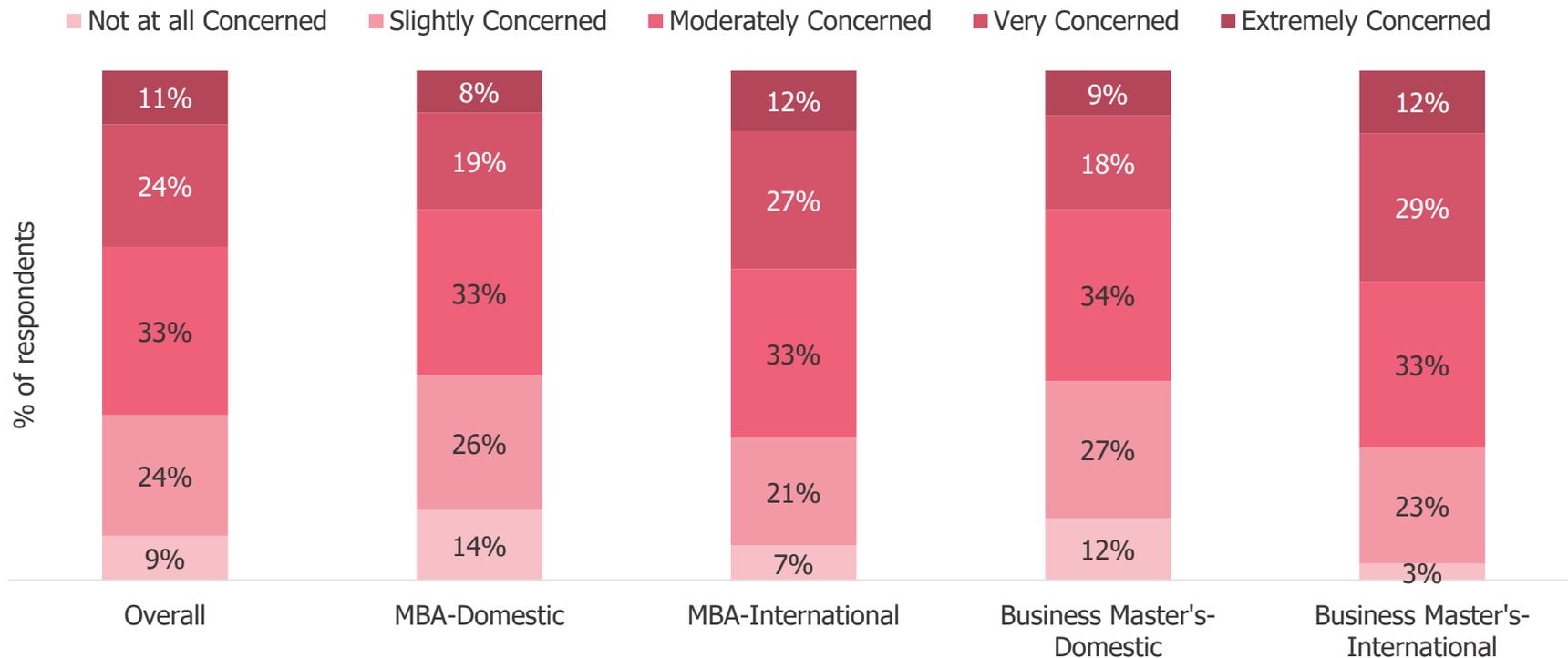
- Female candidate from Japan preferring to pursue business master's program



Creating a world-changing investment institution that focuses on social welfare

- Male candidate from the US preferring to pursue an MBA program

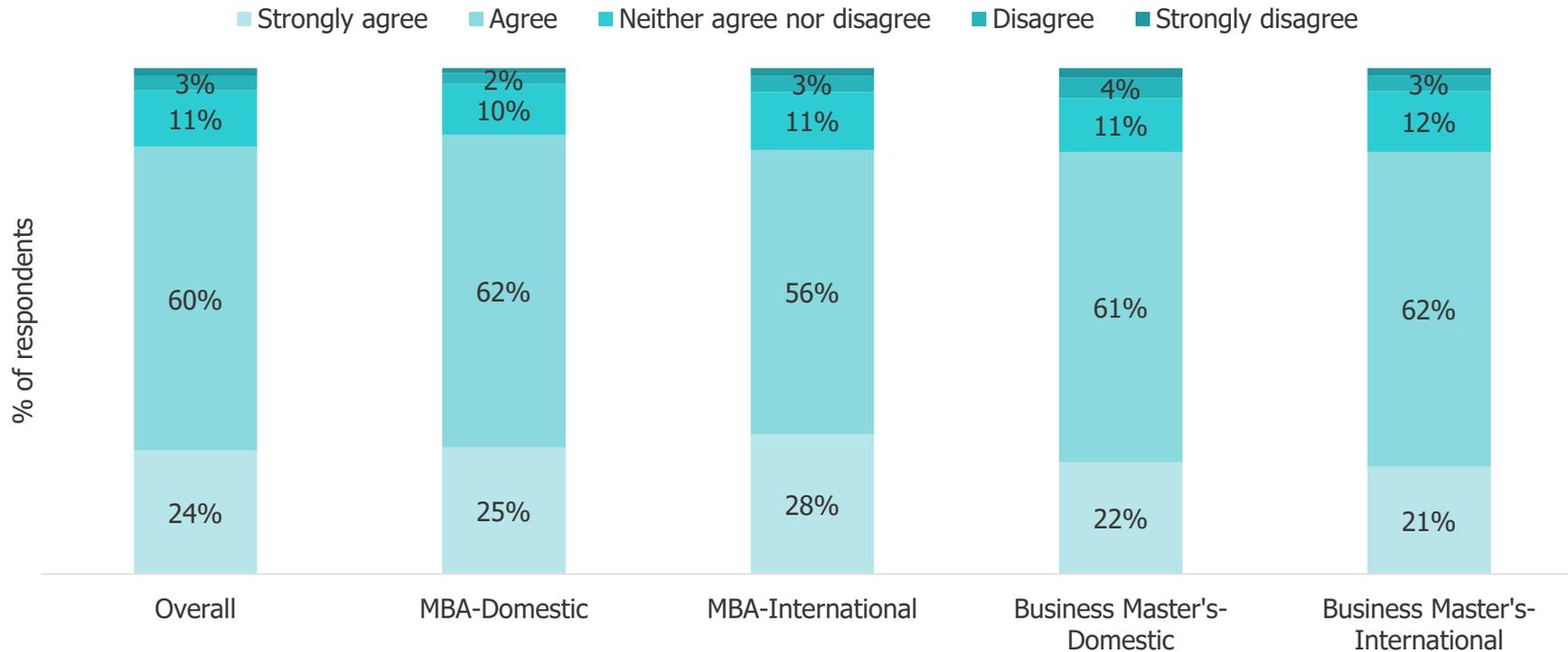
Concern about the Impact of COVID-19



Overall, one-third (35%) of prospective students are *very or extremely concerned* and another-third (33%) are *not at all or slightly concerned* about the impact of COVID-19. International candidates report a higher level of concern than domestic candidates.

Q: How concerned are you about the impact COVID-19 (coronavirus) may have on your pursuit of a graduate business education in the future?

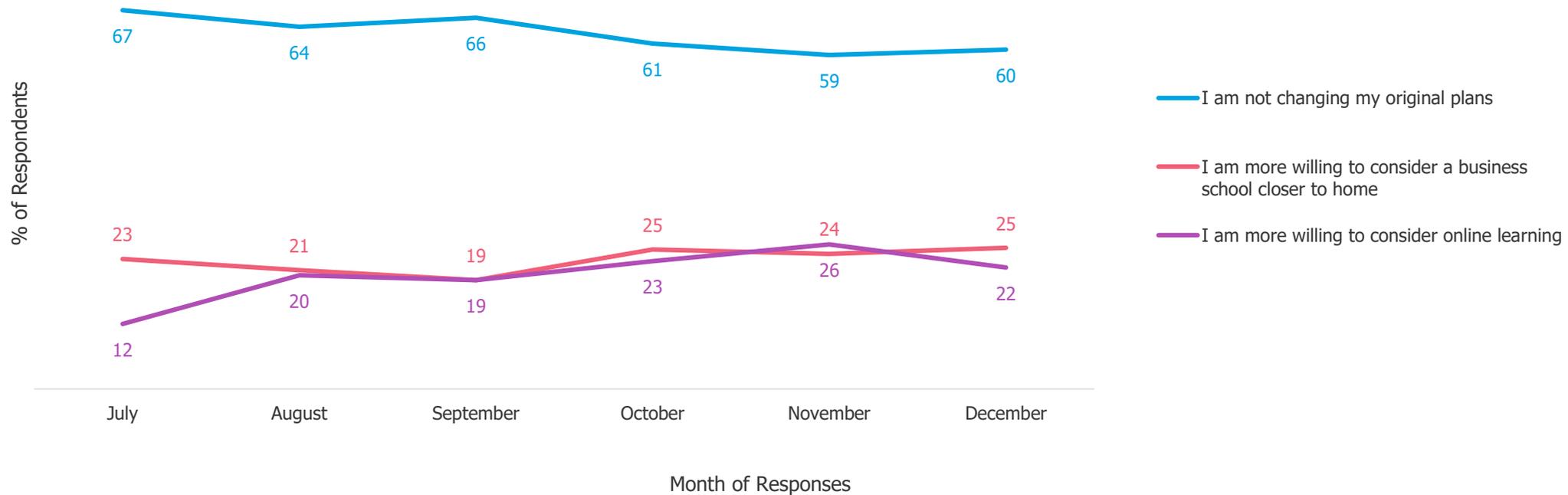
A graduate business degree helps in standing out at work



Overall, four in five (84%) of candidates planning to pursue a GME program in 2021 *strongly agree* or *agree* that a graduate business degree helps in standing out at work.

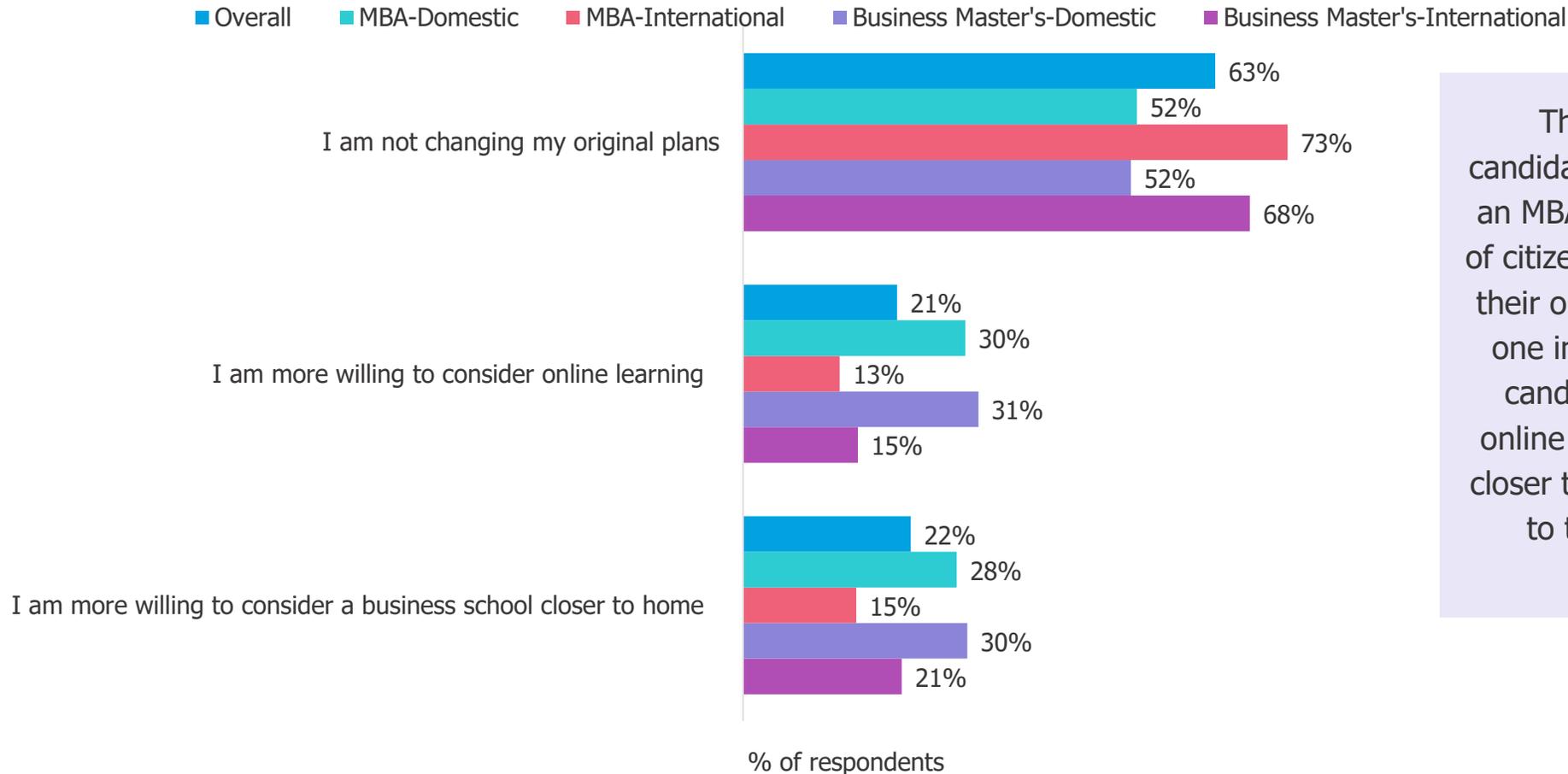
Overall, COVID-19 has opened avenues for regional mobility as more consider studying closer to home

Shift in considerations for pursuing graduate business education due to COVID-19



Q: How has the coronavirus impacted your business school decisions? Select all that apply.

Impact of COVID-19 on business school decisions



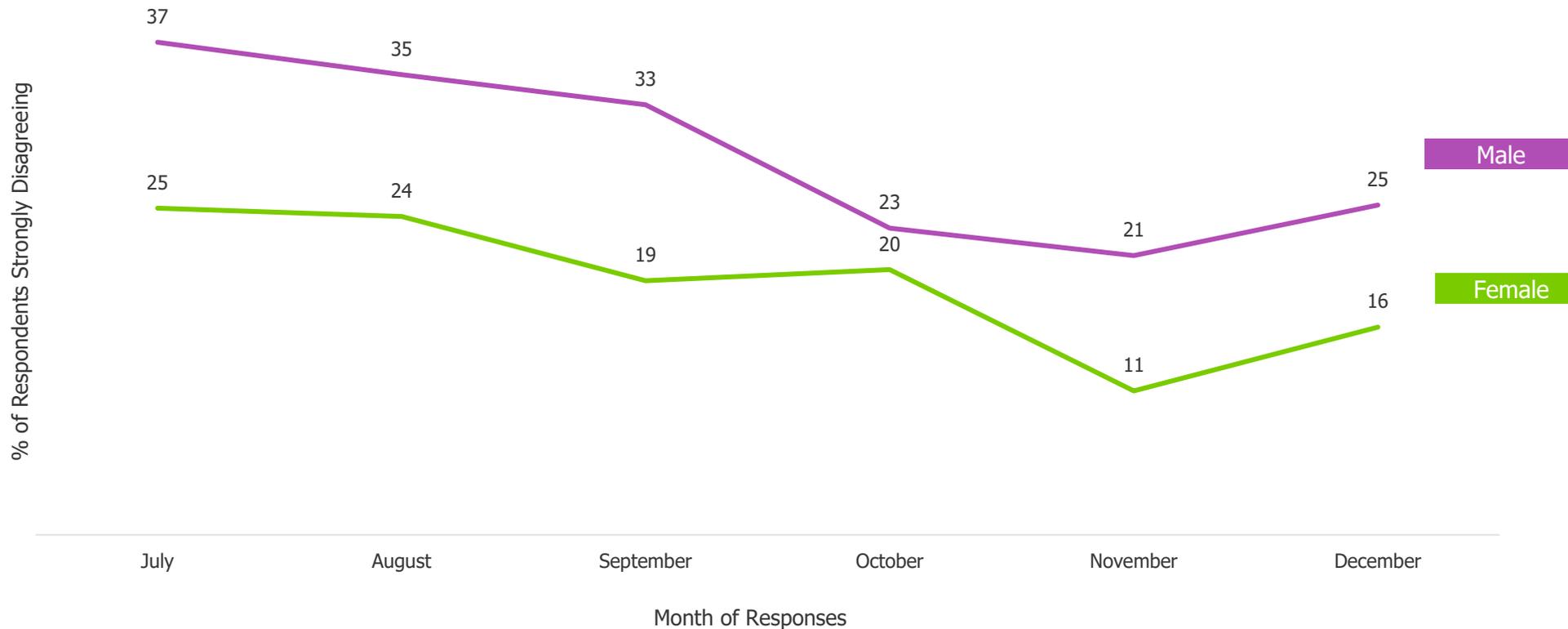
Three in four (73%) candidates planning to pursue an MBA outside their country of citizenship are not changing their original plans. However, one in three domestic MBA candidates is considering online learning or a b-school closer to home as alternatives to their original plans.

Q: How has the coronavirus impacted your business school decisions? Select all that apply.

NOTE: Percentages may add up to more than 100 due to multiple selections. | "Other" is removed from the analysis.

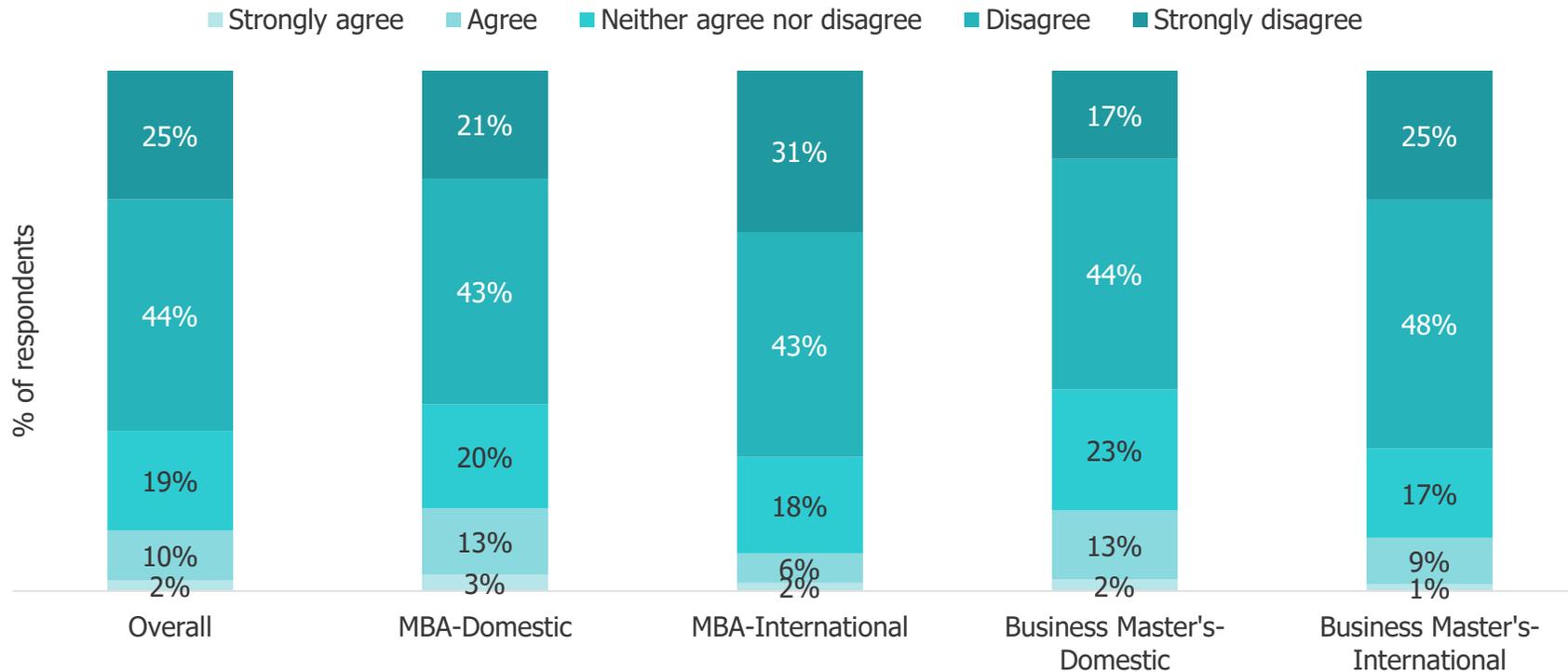
Overall, acceptance of career opportunities gained through online learning has increased over time

Percentage of candidates *strongly disagreeing* that "career opportunities gained through an on-campus graduate business degree are same as gained through an online degree."



Q: Please indicate how much you agree or disagree with each of the following statements. - Career opportunities gained through an on-campus graduate business degree are same as gained through an online degree

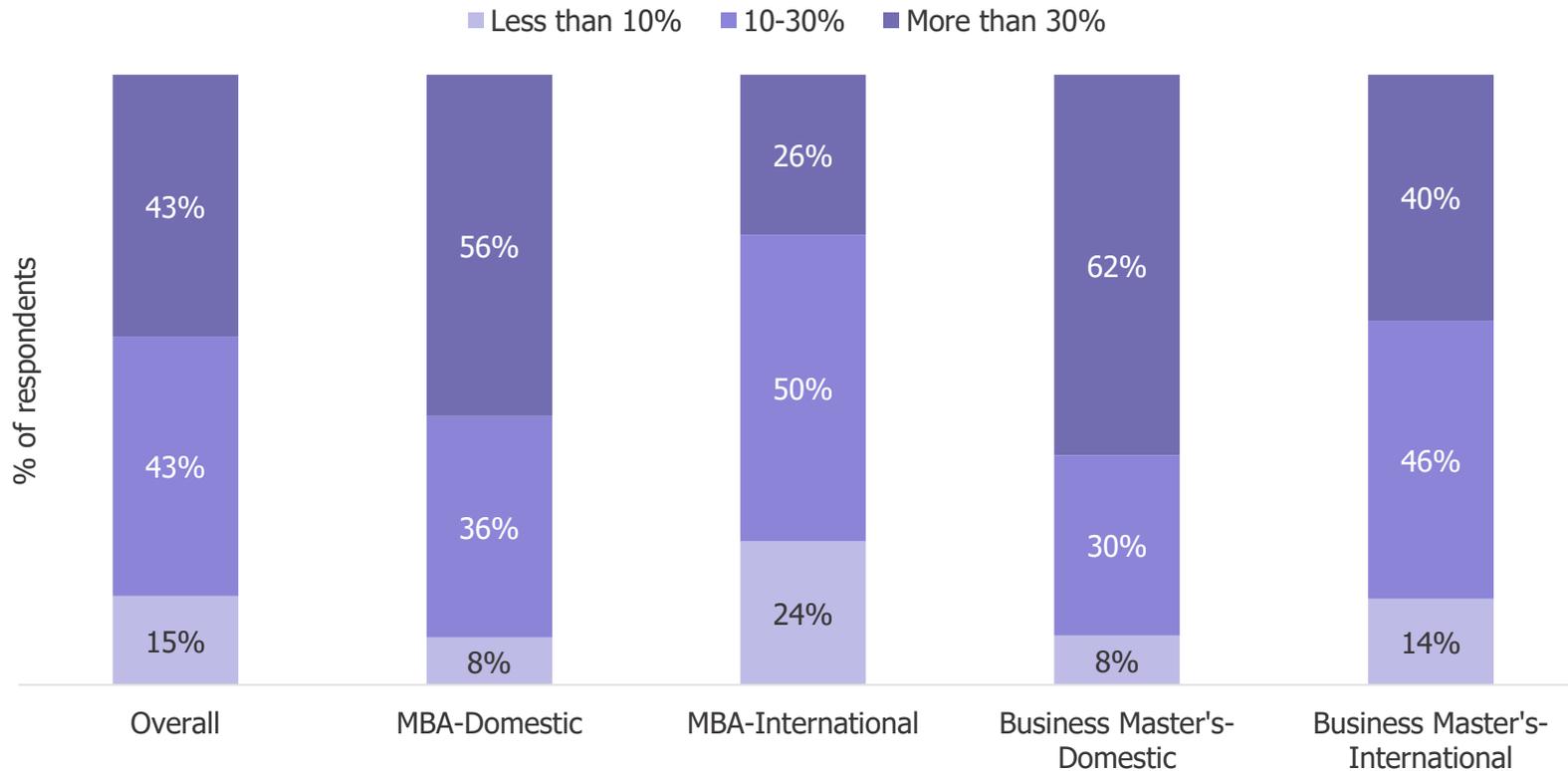
Career opportunities gained through on-campus vs. online program



Only 8 percent of international candidates planning to pursue an MBA program *strongly agree* or *agree* that "career opportunities gained through an on-campus graduate business degree are same as gained through an online degree."

Q: Please indicate how much you agree or disagree with each of the following statements. - Career opportunities gained through an on-campus graduate business degree are same as gained through an online degree

Willingness to complete a degree online due to COVID-19

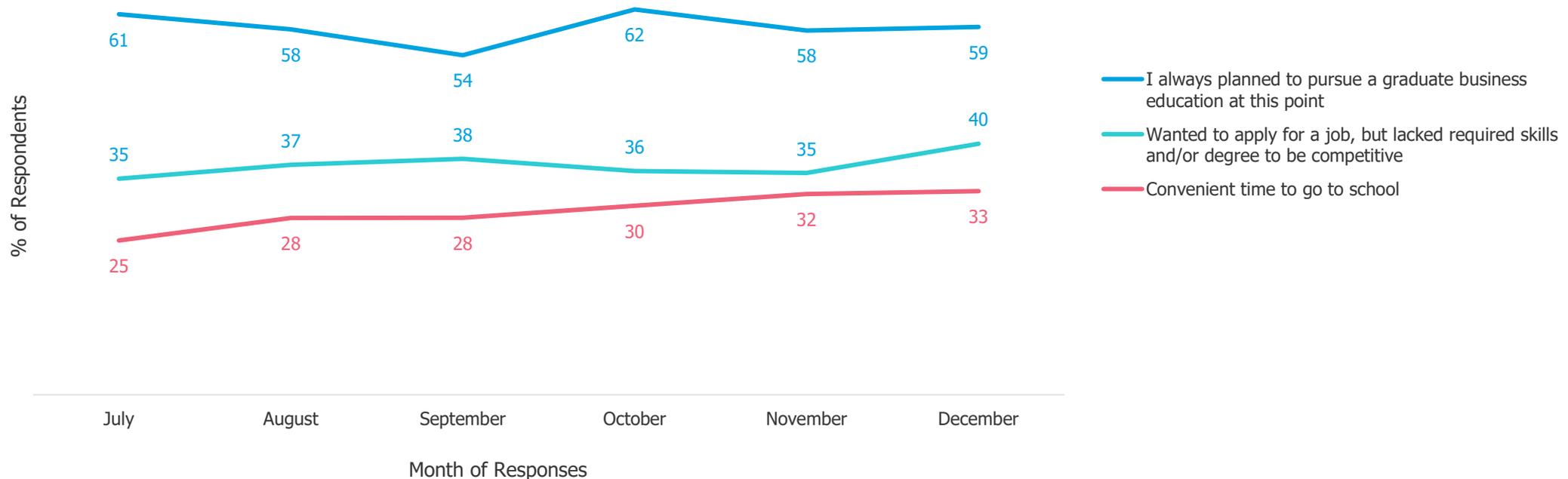


A quarter of international candidates are willing to complete less than 10 percent of their degree online as a result of COVID-19. In contrast, 56 percent of domestic MBA candidates are willing to complete more than 30 percent of their degree online.

Q: If you were accepted into a graduate business program, what percent of your program would you be willing to complete online as a result of COVID-19 global pandemic?

Overall, increase in proportion of candidates pursuing GME due to skill gaps discovered during the job search process

Percentage of respondents reporting triggers for pursuing graduate management education (Top-3)



Q: Please indicate which of the following events, if any, prompted you to begin taking action on your journey to a graduate business education. Select all that apply.

Triggers for pursuing GME

Top-5 Triggers for Pursuing GME	Overall	MBA-Domestic	MBA-International	Business Master's-Domestic	Business Master's-International
I always planned to pursue a graduate business education at this point	58%	52%	61%	48%	65%
Wanted to apply for a job, but lacked required skills and/or degree to be competitive	37%	39%	33%	50%	36%
Convenient time to go to school	30%	37%	26%	35%	23%
I realized I lacked specific knowledge to do my current job	21%	18%	24%	24%	21%
I had the financial resources to apply	20%	22%	18%	29%	19%

Thirty-seven percent of all candidates report that they were prompted to apply for a graduate business degree because they “wanted to apply for a job but lacked required skills and/or degree to be competitive.”

Q: Please indicate which of the following events, if any, prompted you to begin taking action on your journey to a graduate business education. Select all that apply.

Use of information resources for researching GME

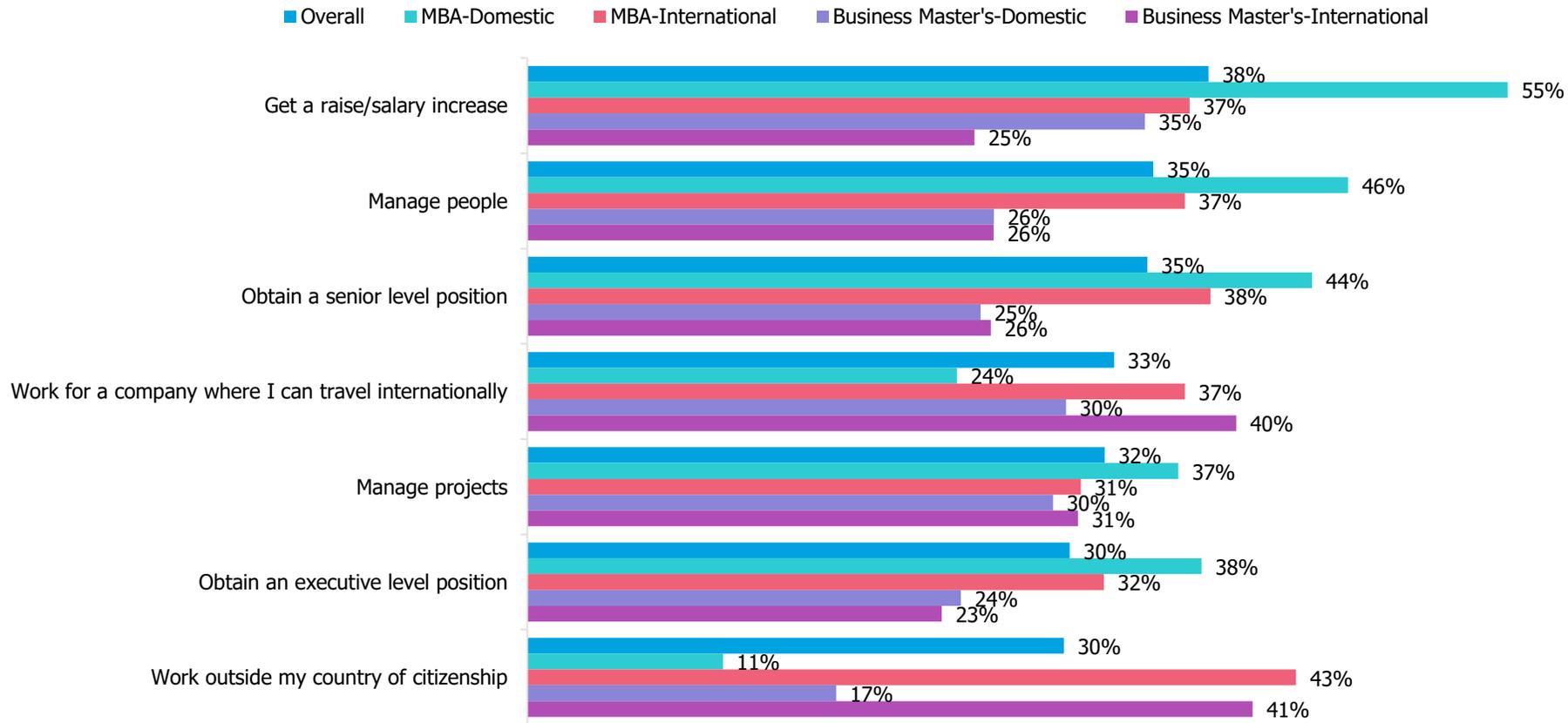
Top-5 Information Sources	Overall	MBA-Domestic	MBA-International	Business Master's-Domestic	Business Master's-International
School websites	64%	68%	62%	66%	62%
mba.com	48%	57%	50%	46%	38%
Friends/family	47%	51%	45%	45%	47%
Published rankings of graduate business programs	44%	45%	49%	36%	44%
School-related websites	44%	46%	46%	41%	42%

Overall, MBA candidates are more likely to rely on rankings than business master's candidates. Domestic business master's candidates are least likely to rely on rankings.

Q: Which of the following resources have you used in the process of researching a graduate business education? Select all that apply.

Career goals

Career goals sorted by Top -7 Overall

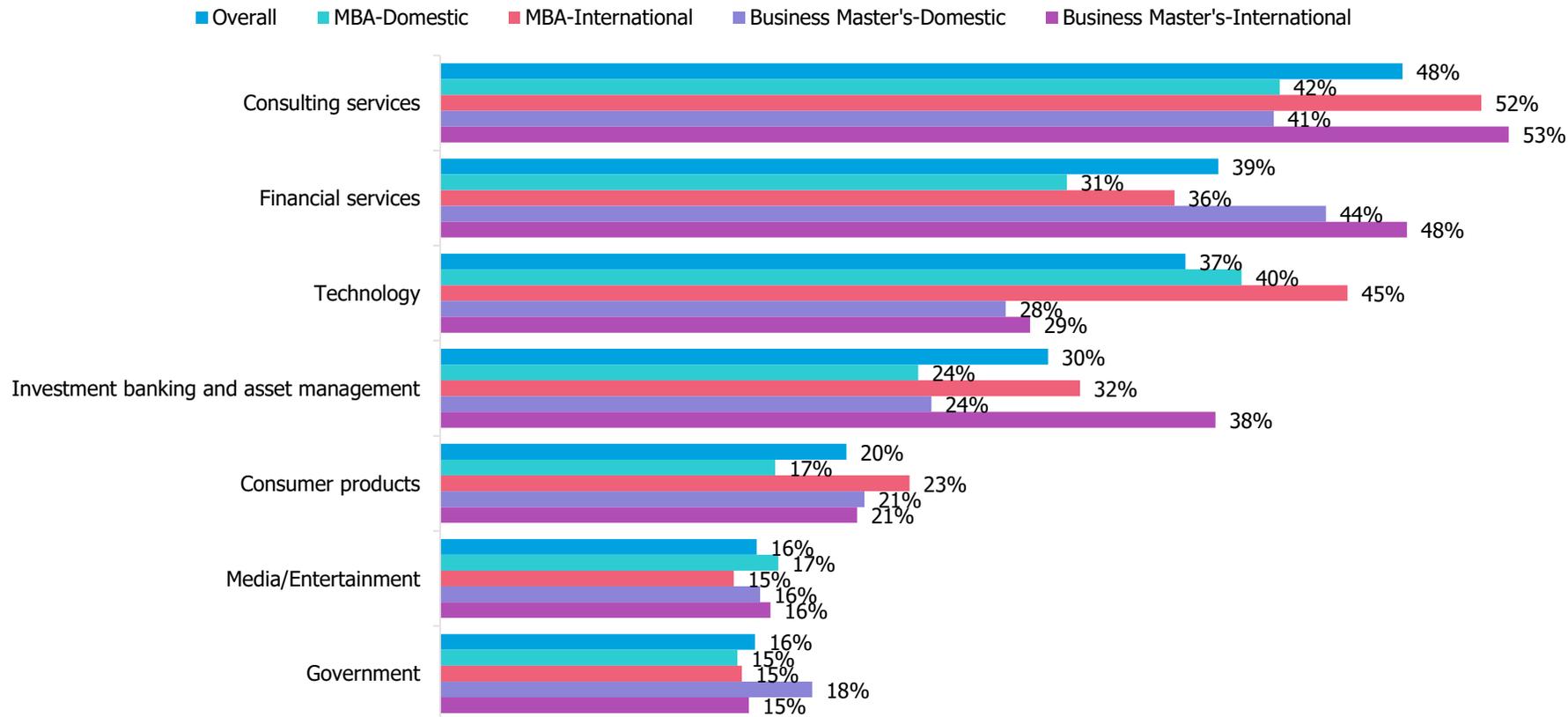


More than 40 percent of international candidates report their career goal to be working outside their country of citizenship. In contrast, more than half of domestic MBA candidates report their career goal as getting salary increase/raise (55%).

Q. Which of the following do you expect to do after you complete a graduate business program? Select all that apply.

Industries of interest

Preferred Industries sorted by Top -7 Overall

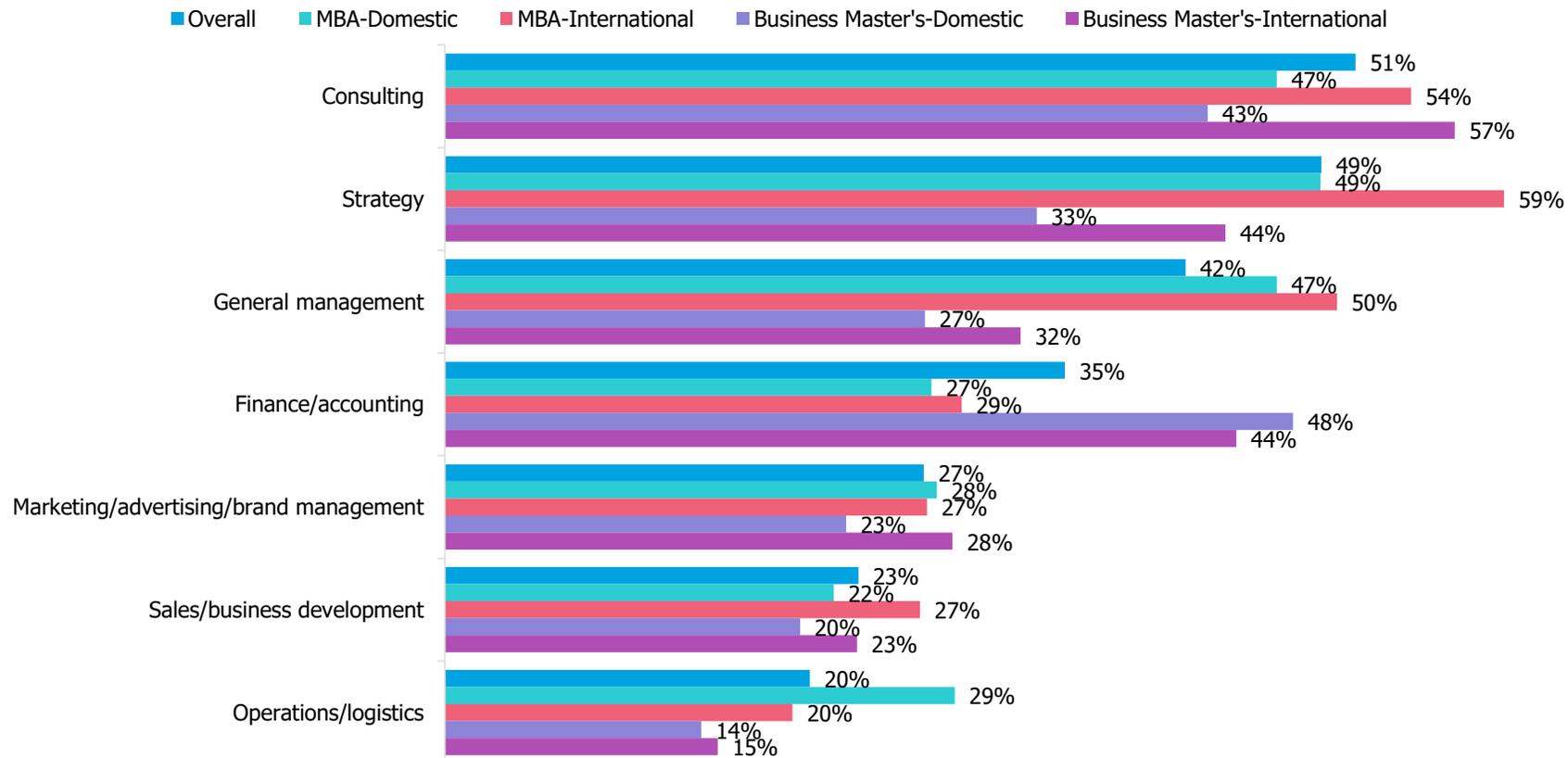


Overall, Consulting and Financial services are the top-two industries of interest for GME candidates. MBA-International candidates prefer Technology (45%) over Financial services (36%), possibly due to higher expectations of future employability and visa potential.

Q. In which industry would you prefer to be employed upon completion of a graduate business program? Select all that apply.

Job functions of interest

Preferred Job Functions sorted by Top -7 Overall



International MBA candidates are more likely to report interest in working in Strategy (59%) than domestic candidates (49%). Business master's candidates report a higher interest in Finance/Accounting.

Q. In what job function would you prefer to be employed upon completion of a graduate business program? Select all that apply.



Appendix A: Analyses by Program Type

The following section focuses on individuals planning to enroll in a GME program in 2021 and summarizes the variations by preferred program types.

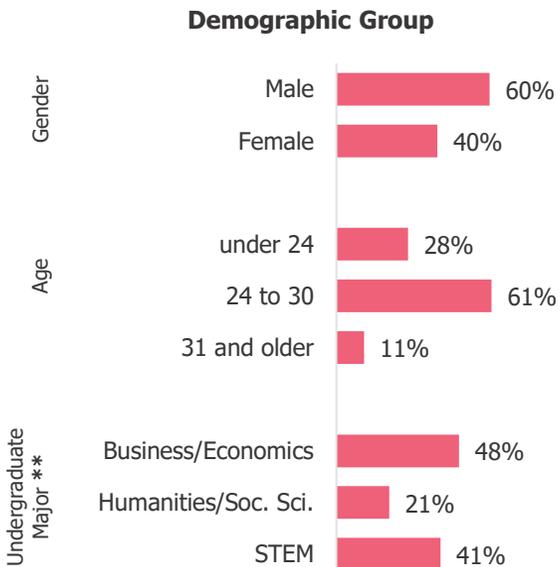
Programs reported in this section include:

- Full-Time Two-Year MBA
- Full-Time One-Year MBA
- Part Time MBA
- Flexible MBA
- Executive MBA
- Online MBA
- Master of Accounting
- Master of Data Analytics
- Master of Finance
- Master of International Management
- Master in Management
- Master of Marketing

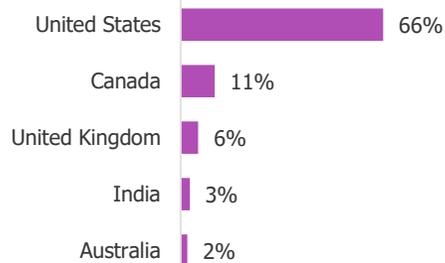
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Full-Time Two-Year MBA

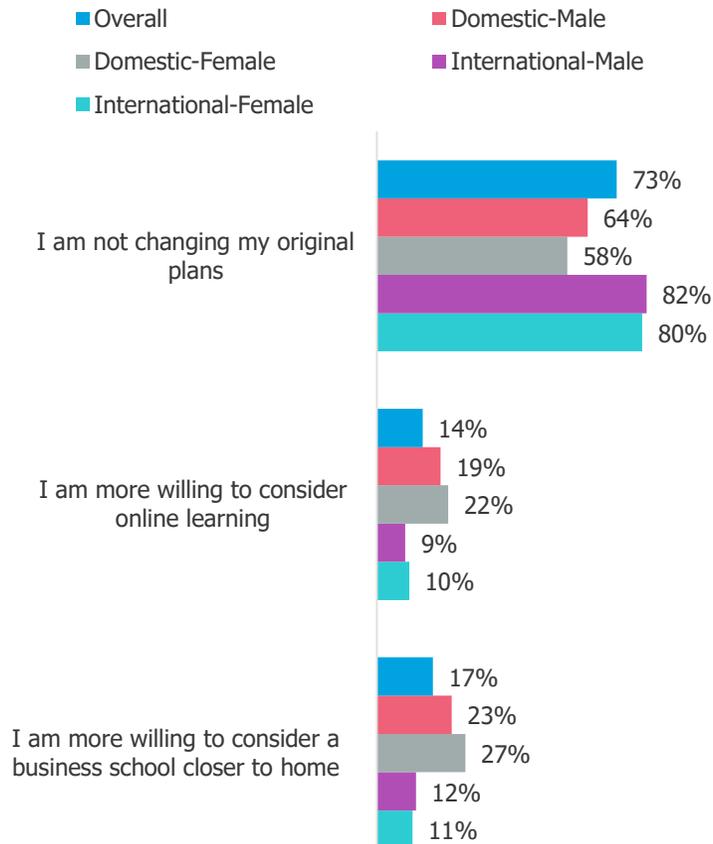
Preferred program type



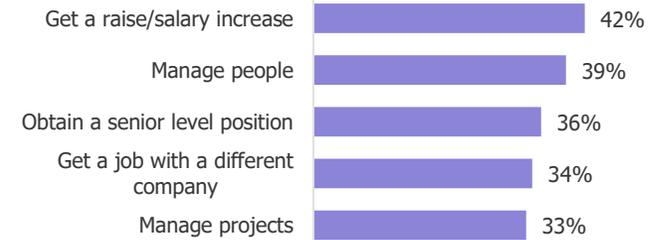
Top Preferred Study Destination (Top-5)



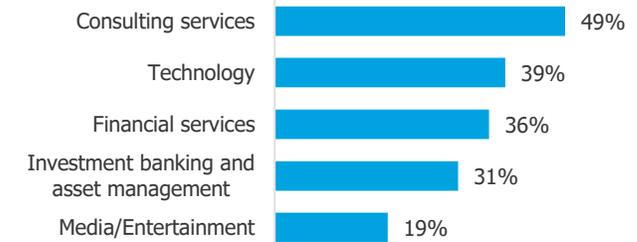
Impact of COVID-19 **, By Gender and Preferred Study Destination



Post-GME Career Goals (Top-5) **



Industries of Interest (Top-5) **



Functions of Interest (Top-5) **

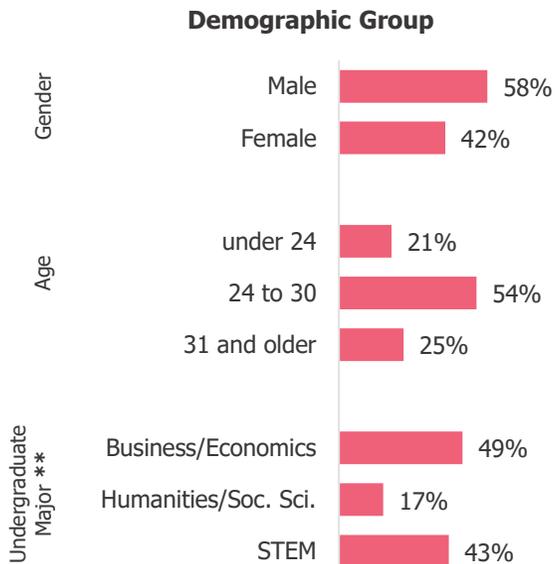


* N = 515

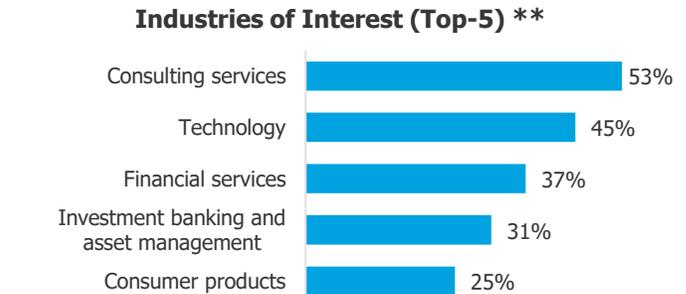
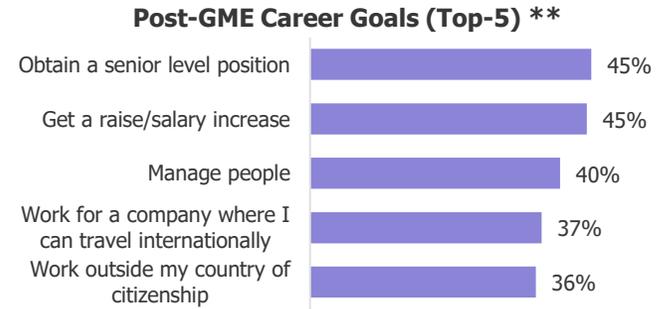
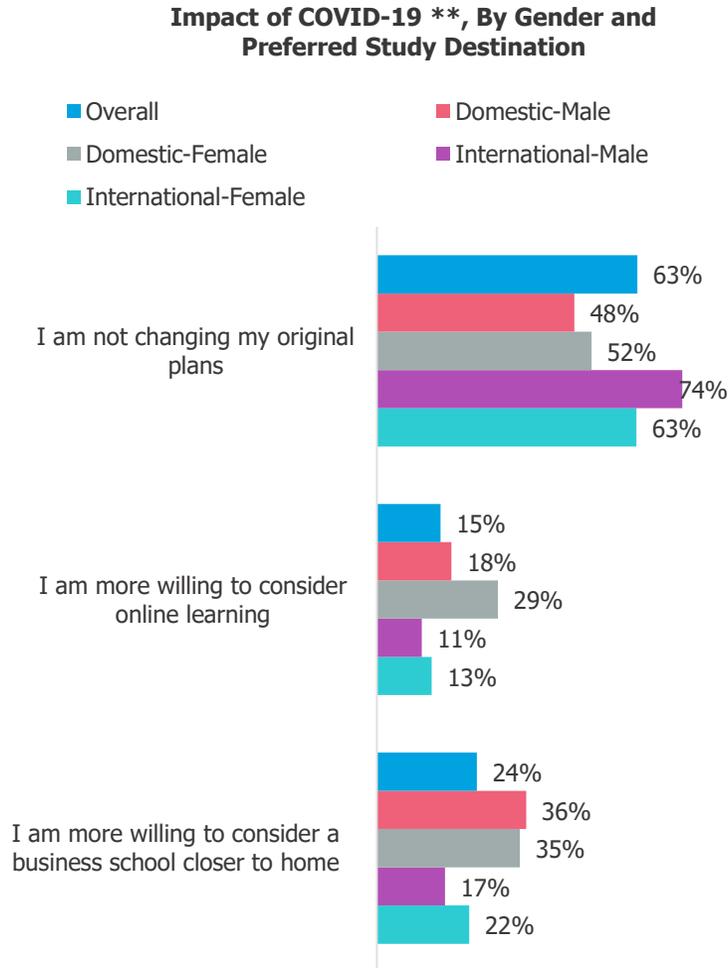
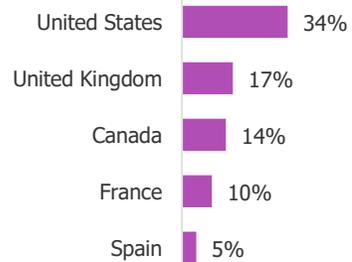
** May add up to more than 100 percent due to multiple selections.

Full-Time One-Year MBA

Preferred program type



Preferred Study Destination (Top-5)

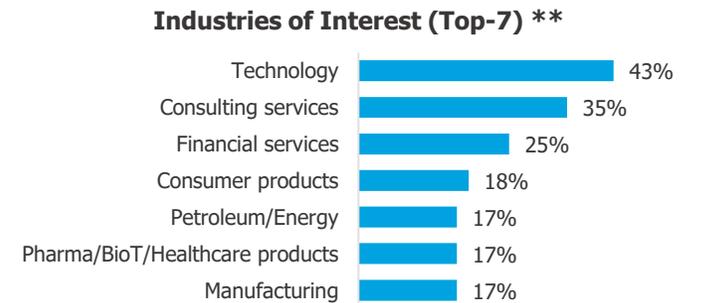
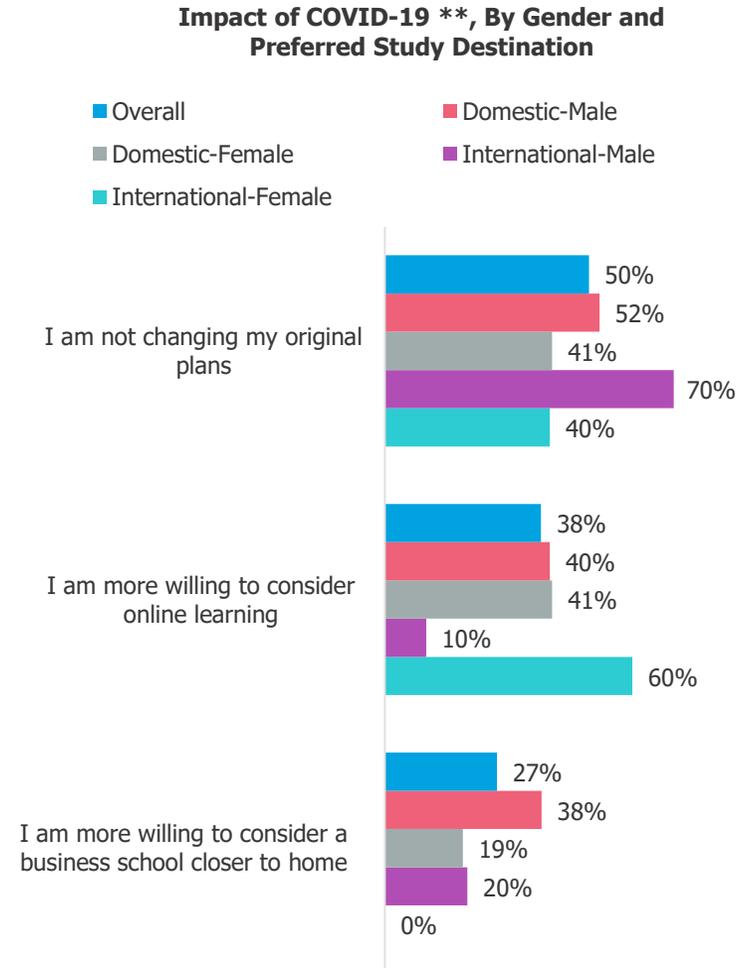
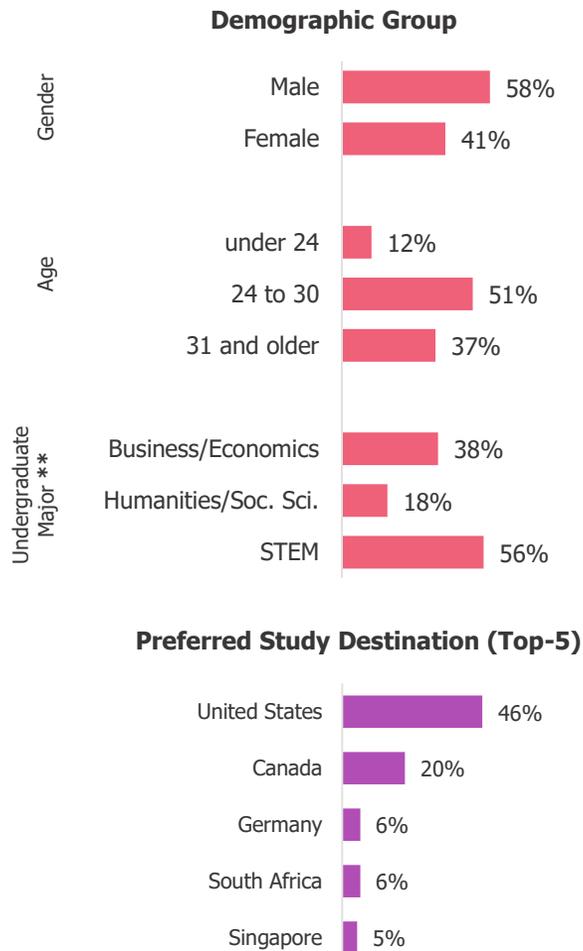


* N = 537

** May add up to more than 100 percent due to multiple selections.

Part-Time MBA

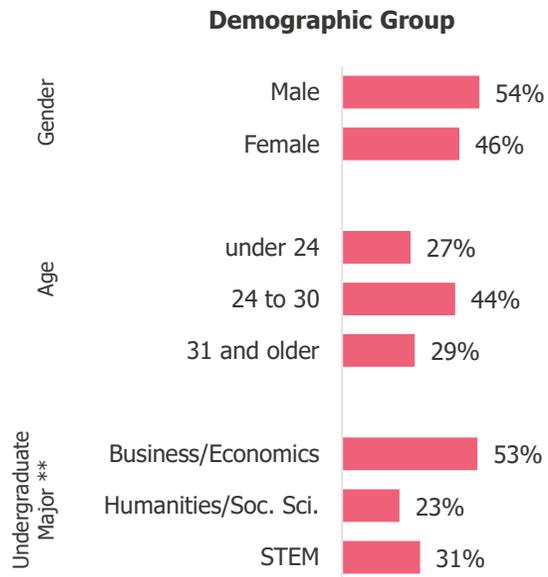
Preferred program type



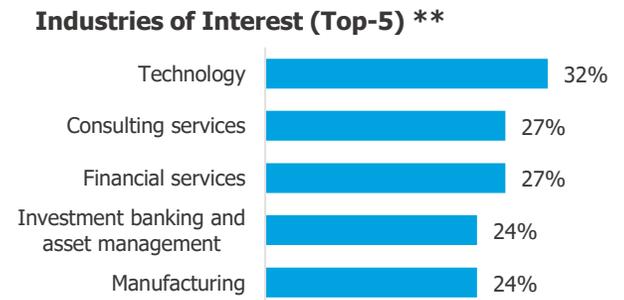
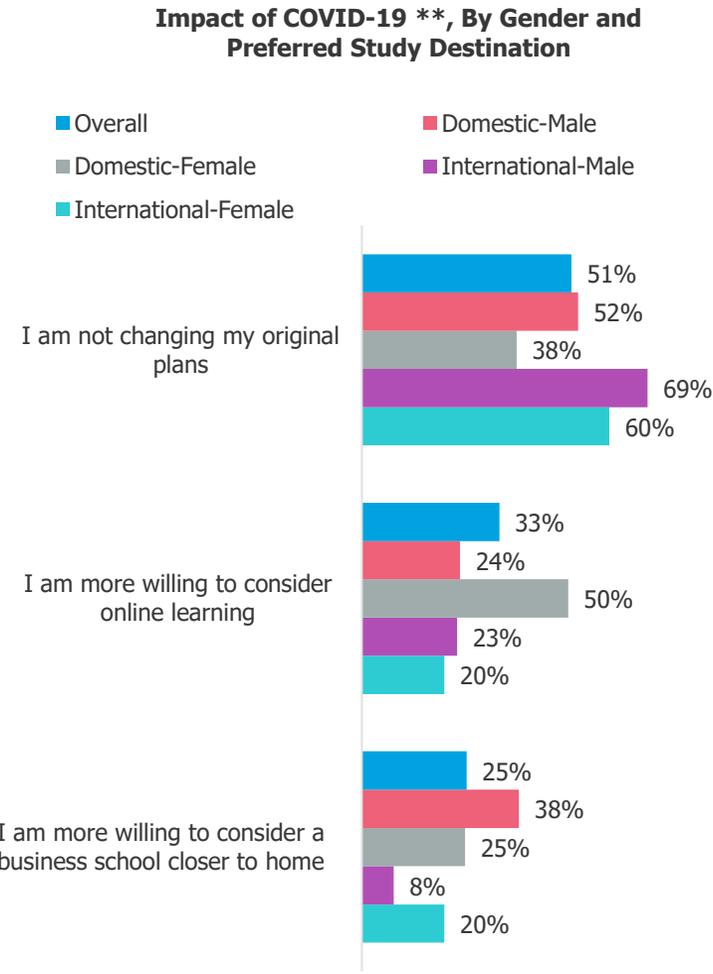
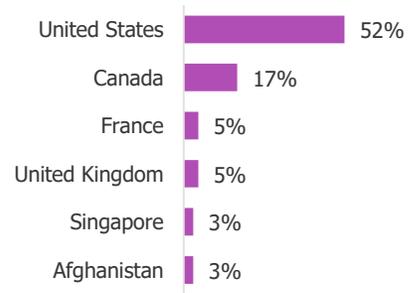
* N = 103
 ** May add up to more than 100 percent due to multiple selections.

Flexible MBA

Preferred program type



Preferred Study Destination (Top-6)

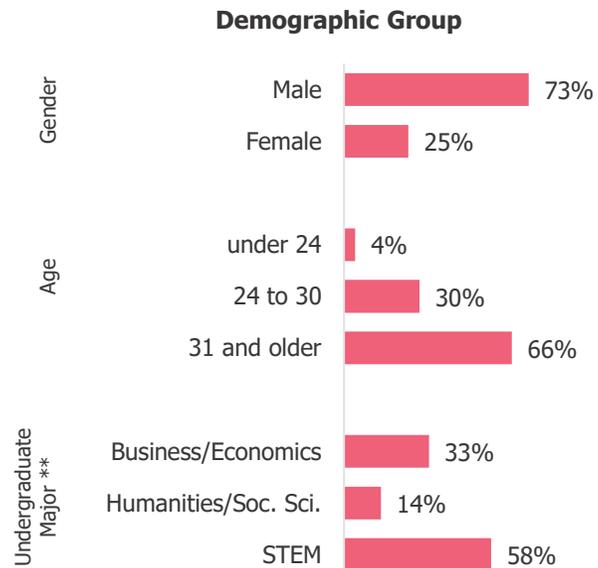


* N = 63
 ** May add up to more than 100 percent due to multiple selections.

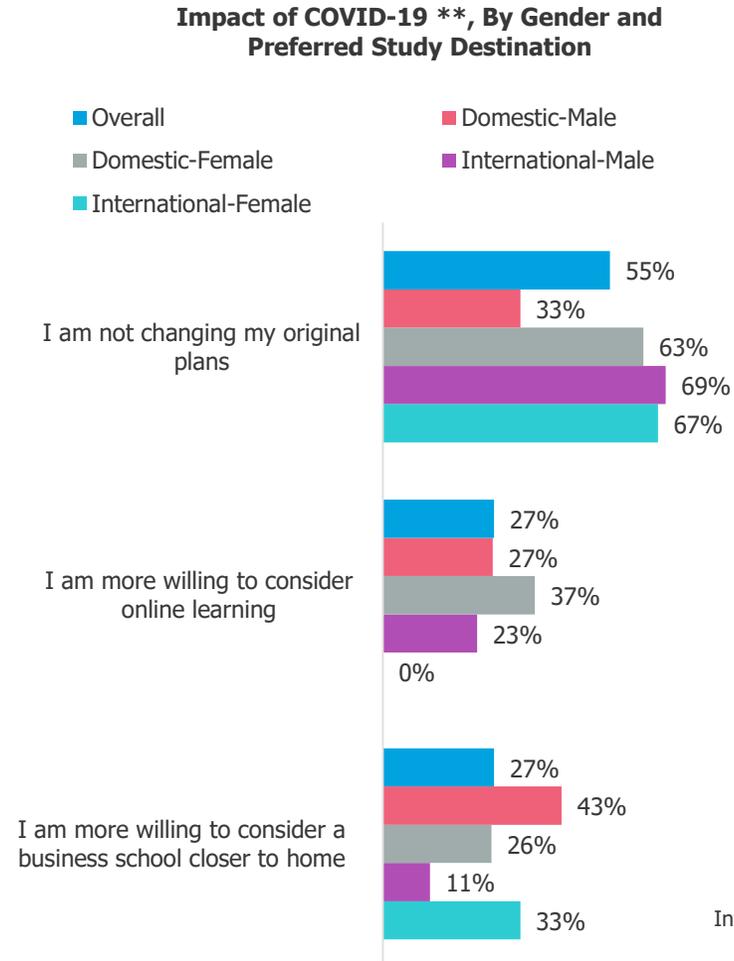
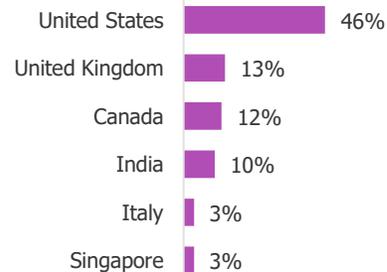


Executive MBA

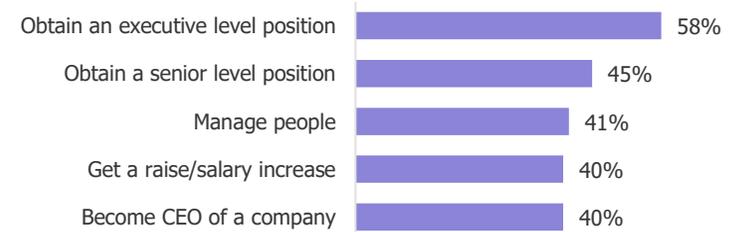
Preferred program type



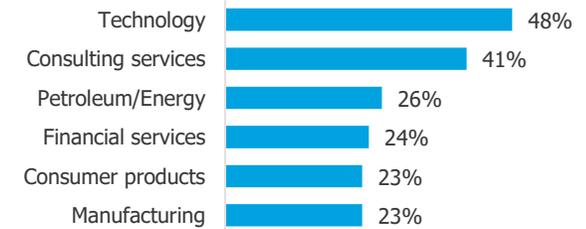
Preferred Study Destination (Top-6)



Post-GME Career Goals (Top-5) **



Industries of Interest (Top-6) **



Functions of Interest (Top-6) **

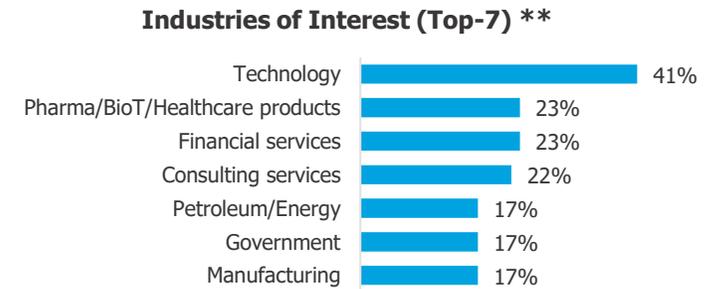
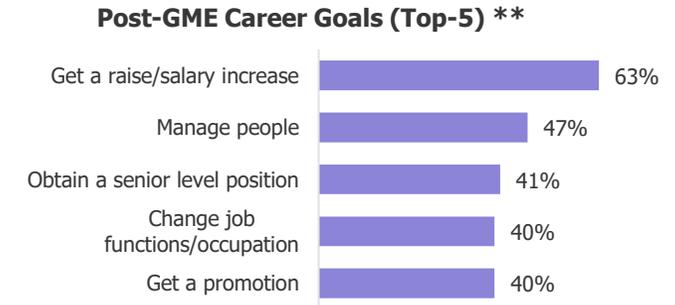
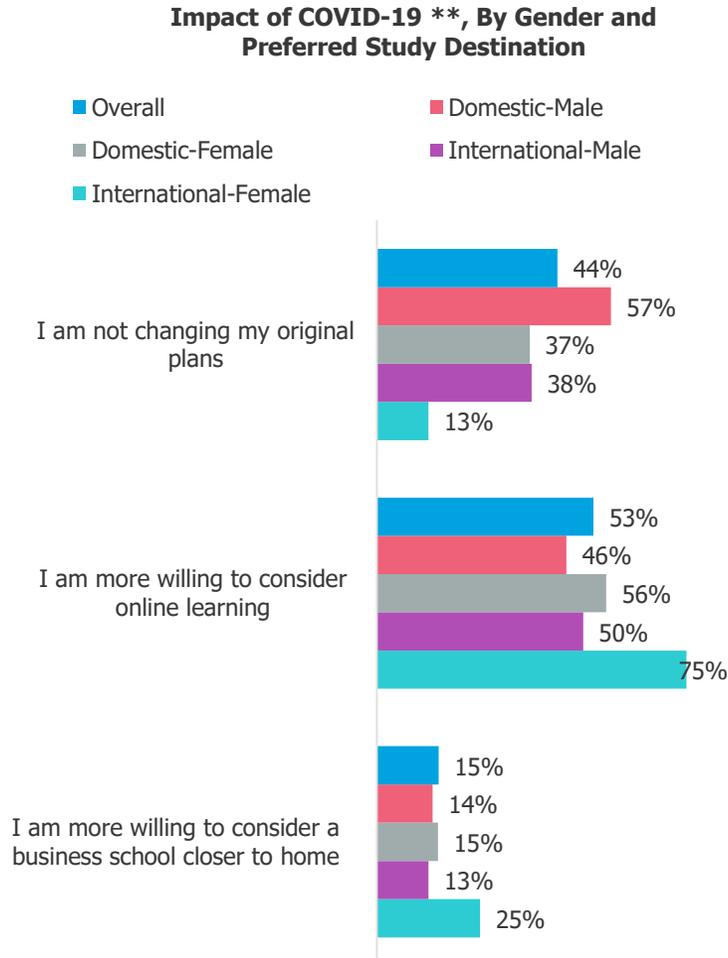
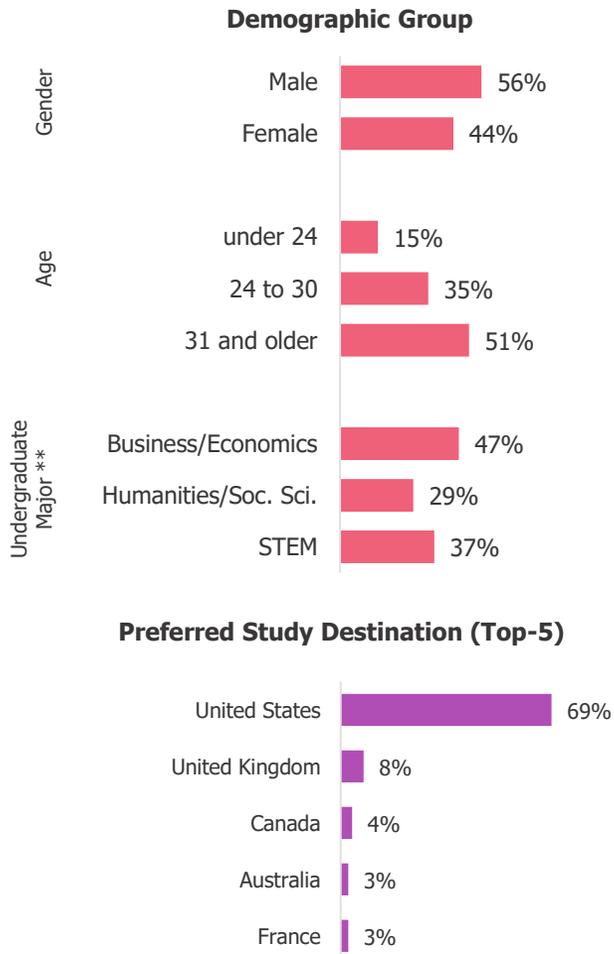


* N = 91

** May add up to more than 100 percent due to multiple selections.

Online MBA

Preferred program type

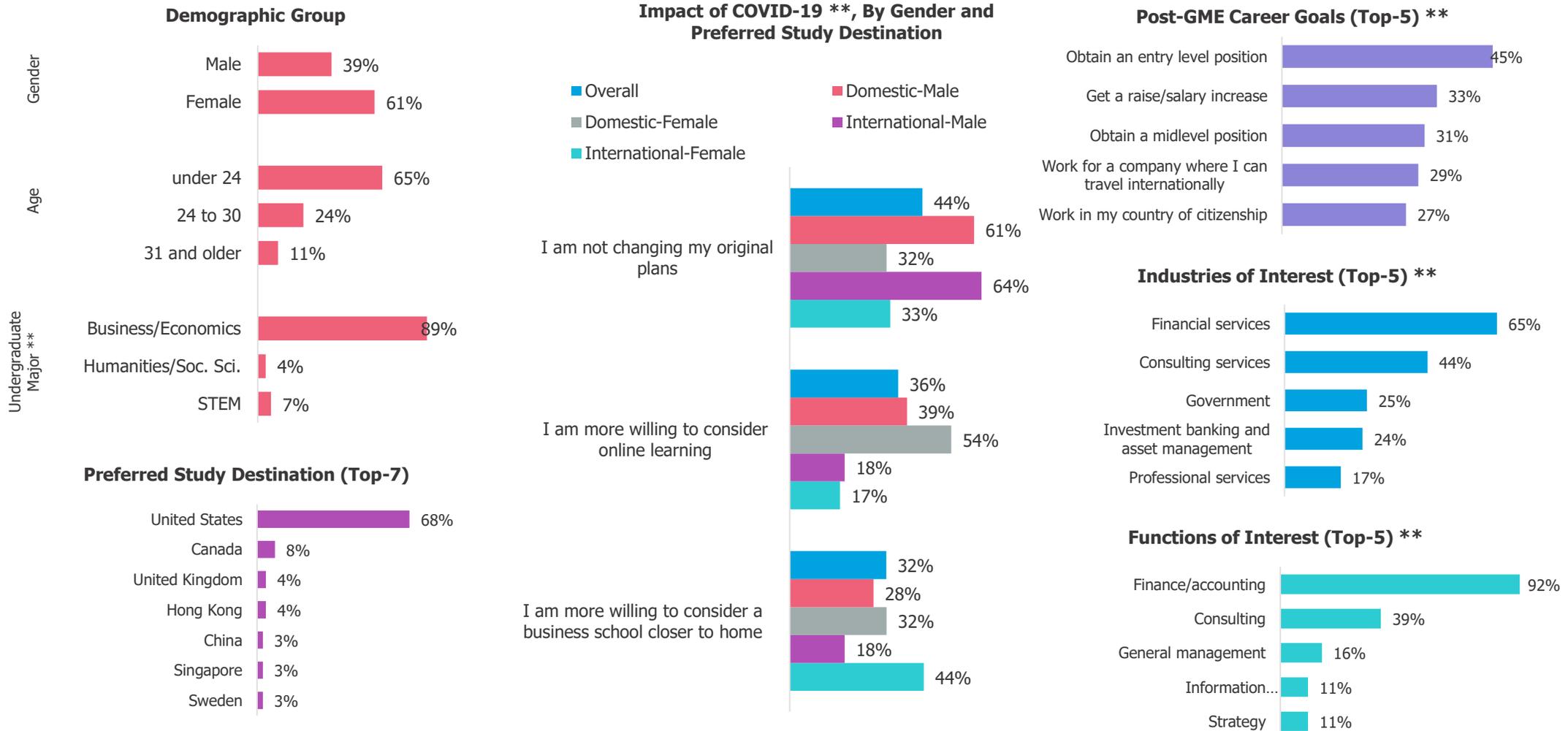


* N = 81

** May add up to more than 100 percent due to multiple selections.

Master of Accounting

Preferred program type

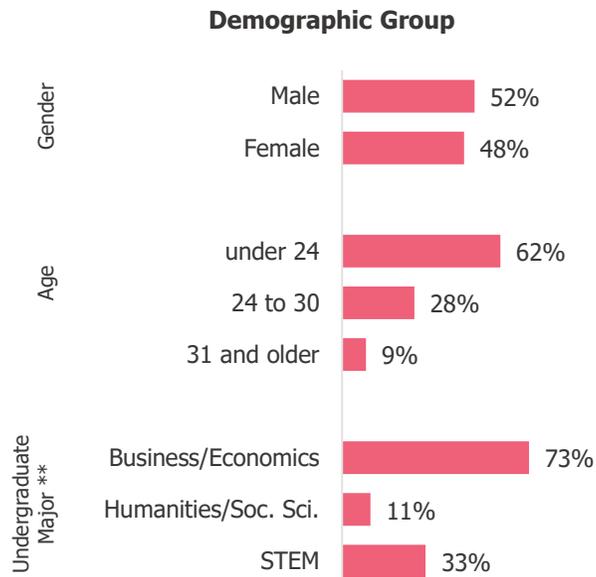


* N = 75

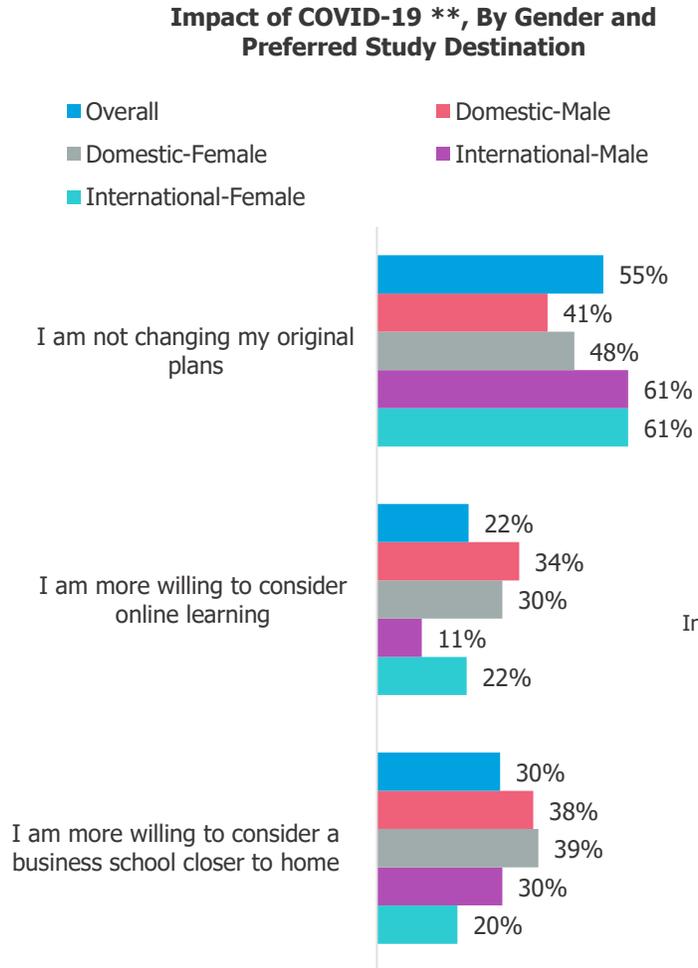
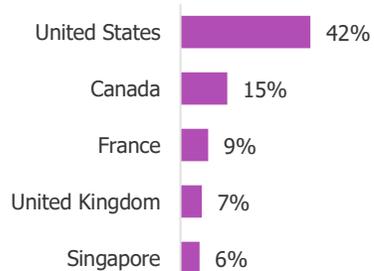
** May add up to more than 100 percent due to multiple selections.

Master of Data Analytics

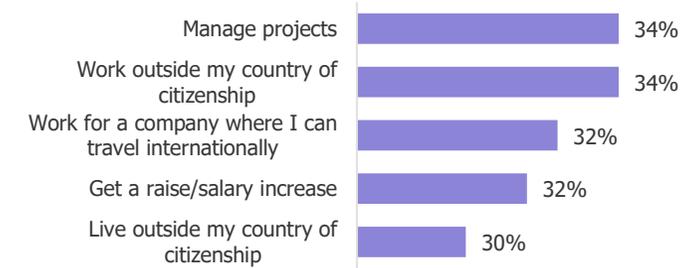
Preferred program type



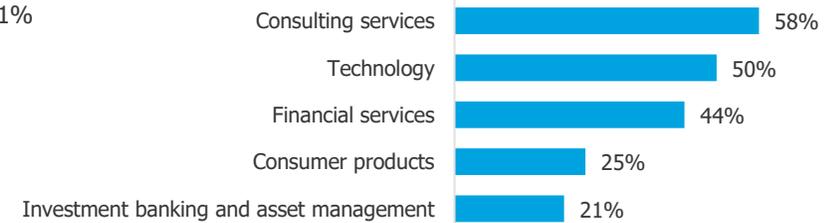
Preferred Study Destination (Top-5)



Post-GME Career Goals (Top-5) **



Industries of Interest (Top-5) **



Functions of Interest (Top-5) **

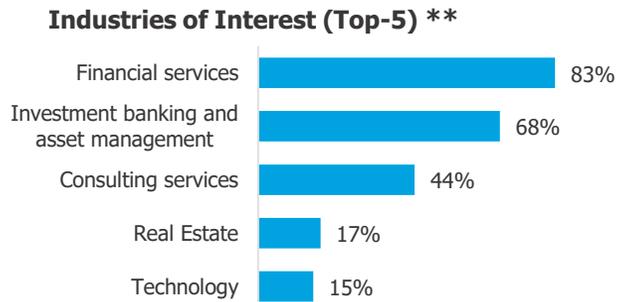
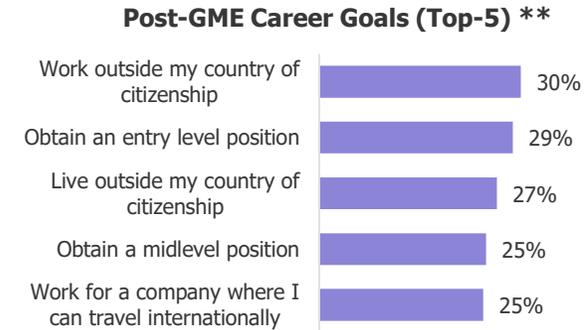
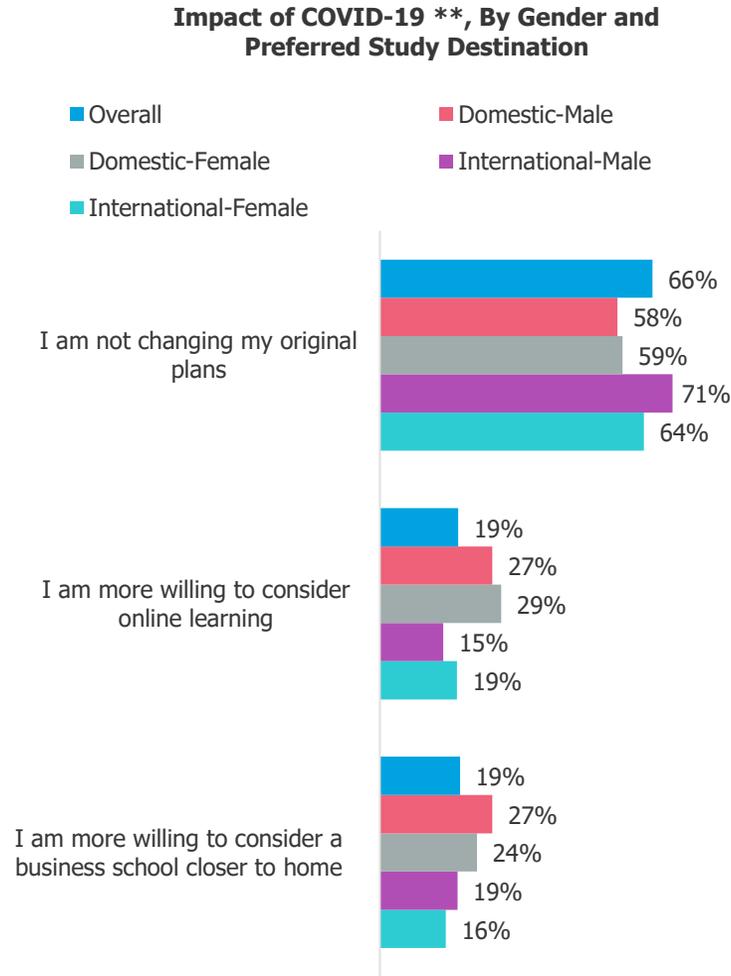
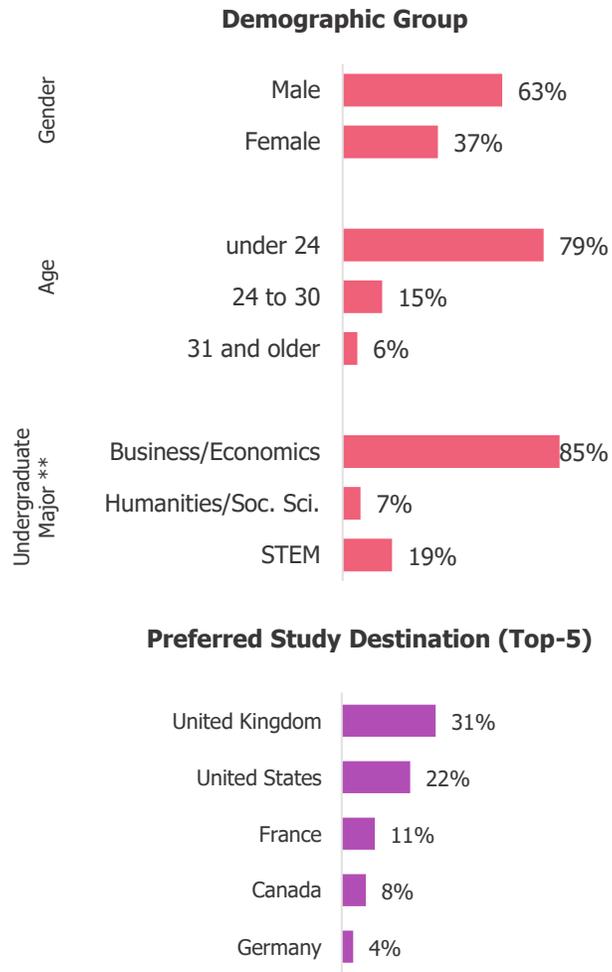


* N = 148

** May add up to more than 100 percent due to multiple selections.

Master of Finance

Preferred program type

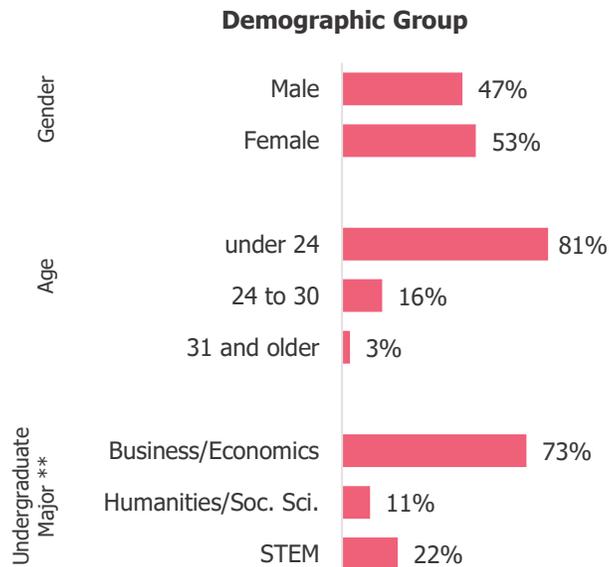


* N = 246

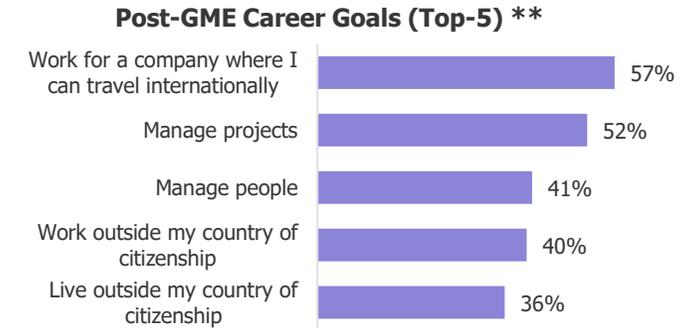
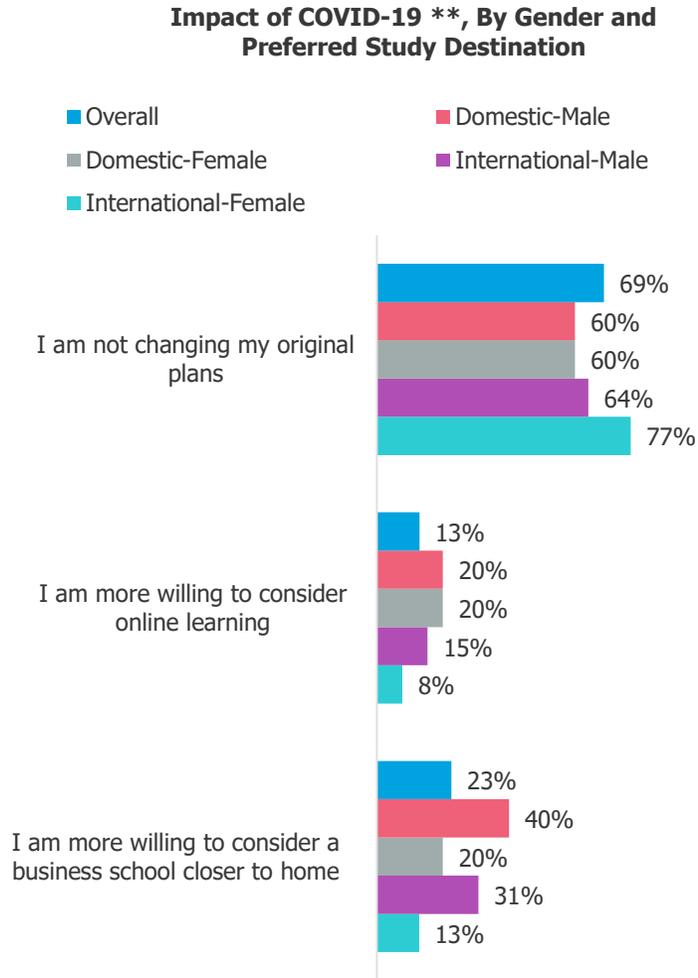
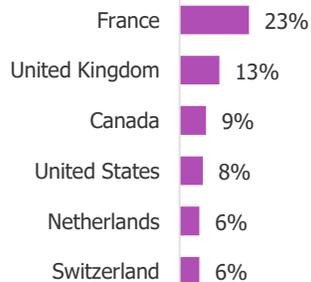
** May add up to more than 100 percent due to multiple selections.

Master in International Management

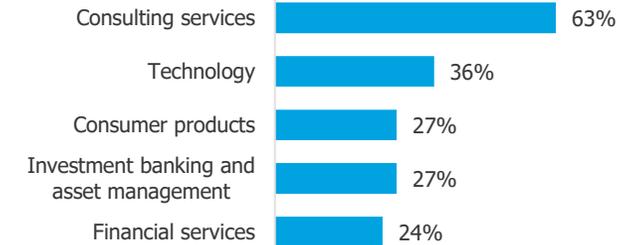
Preferred program type



Preferred Study Destination (Top-6)



Industries of Interest (Top-5) **



Functions of Interest (Top-5) **

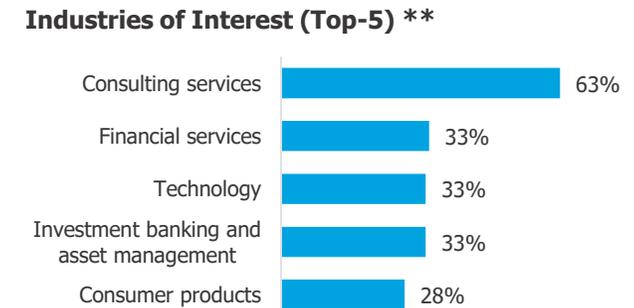
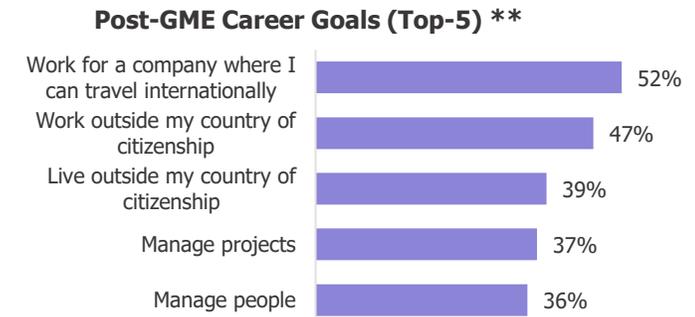
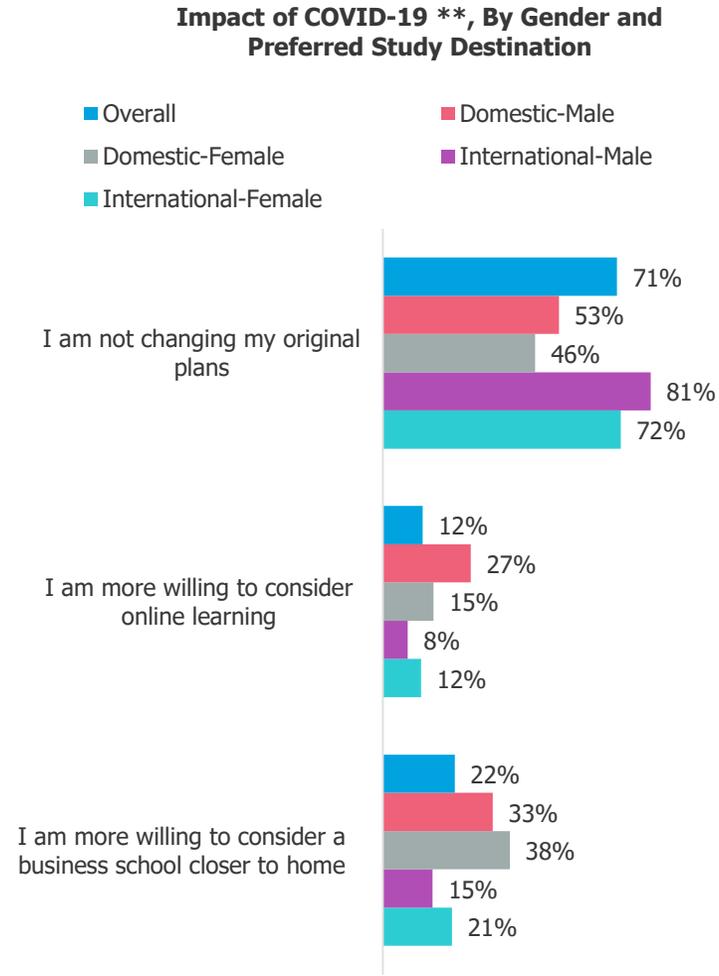
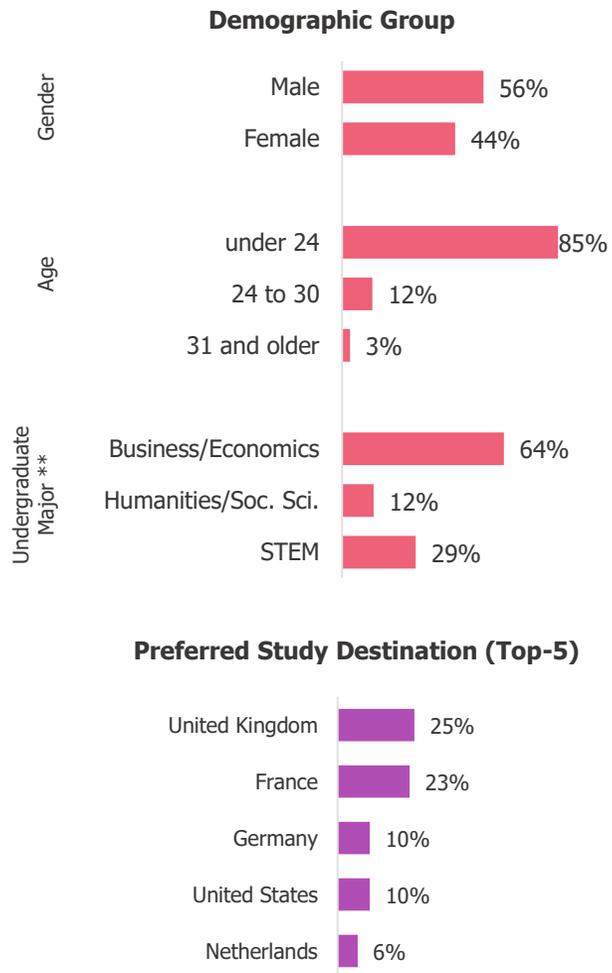


* N = 95

** May add up to more than 100 percent due to multiple selections.

Master in Management

Preferred program type

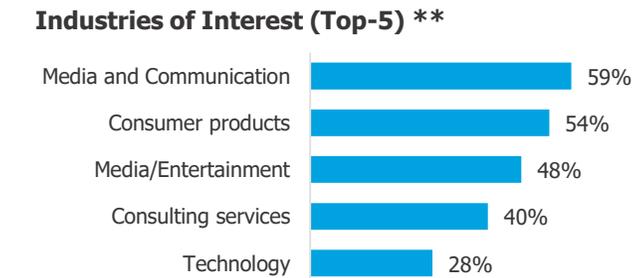
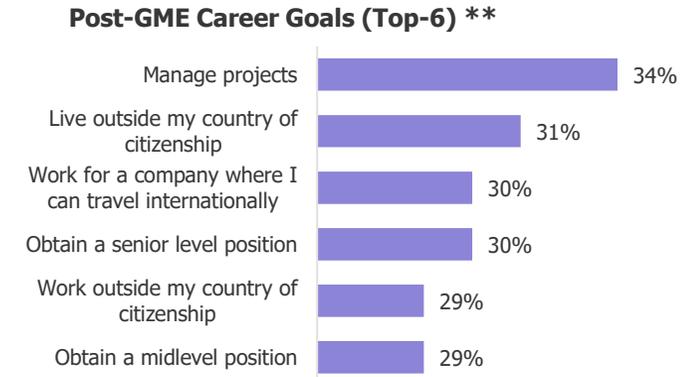
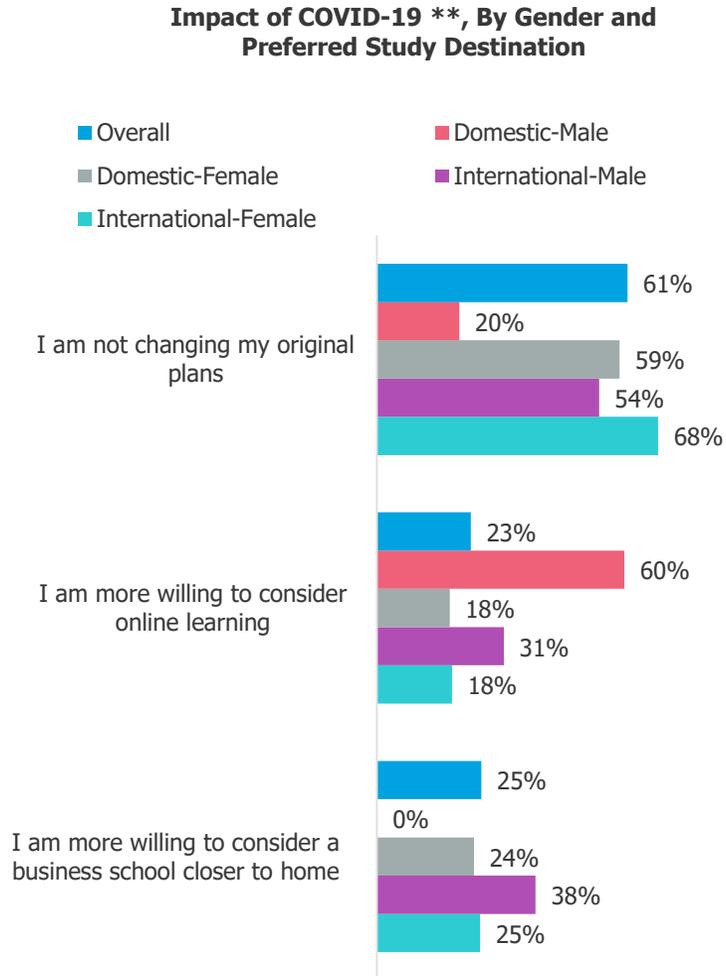
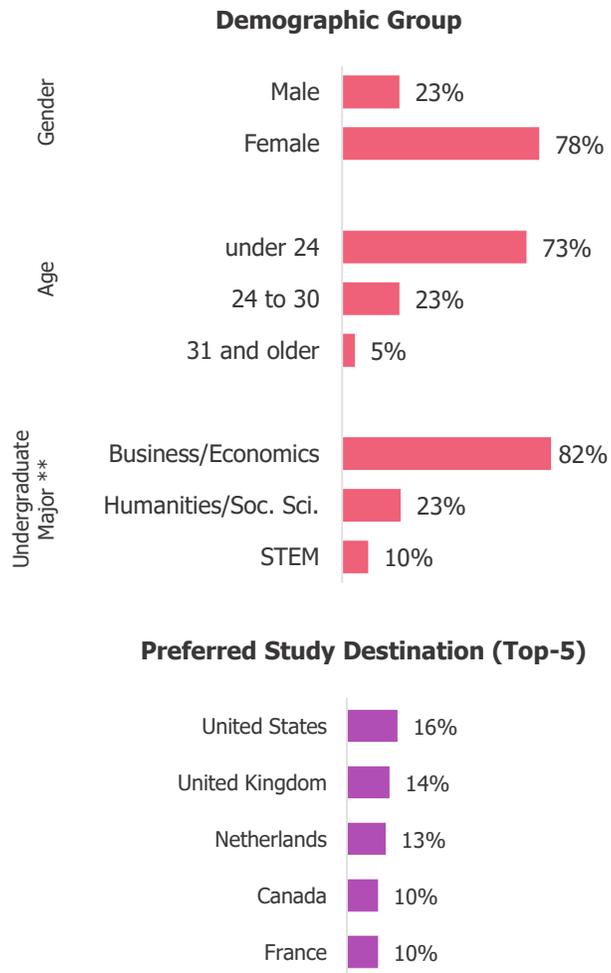


* N = 126

** May add up to more than 100 percent due to multiple selections.

Master of Marketing

Preferred program type



* N = 80

** May add up to more than 100 percent due to multiple selections.



Appendix B: Analyses by Candidate Citizenship

The following section focuses on individuals planning to enroll in a GME program in 2021 and summarizes the variations by candidate citizenship.

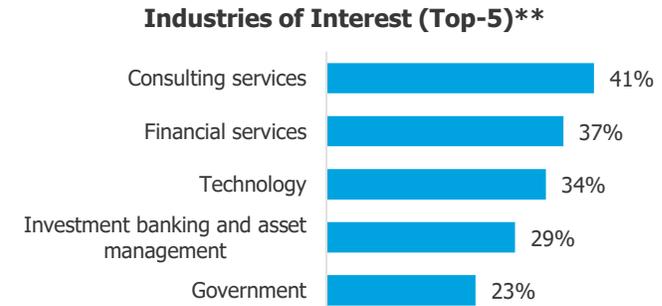
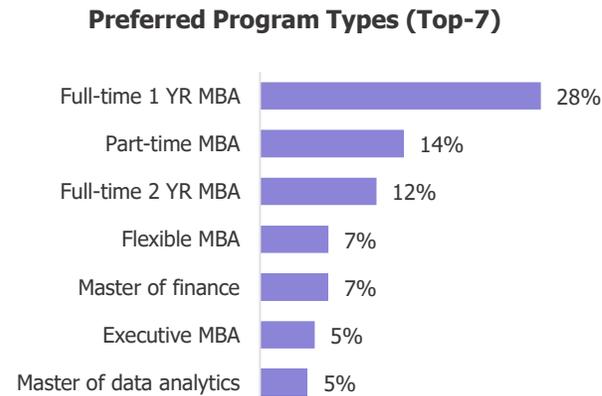
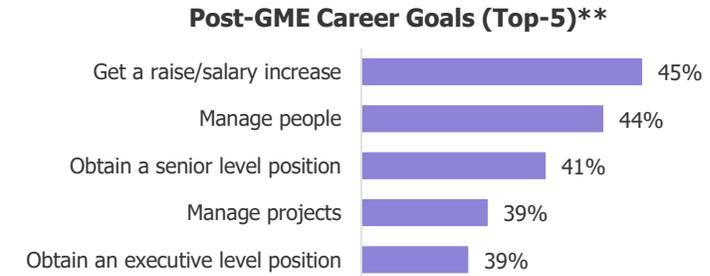
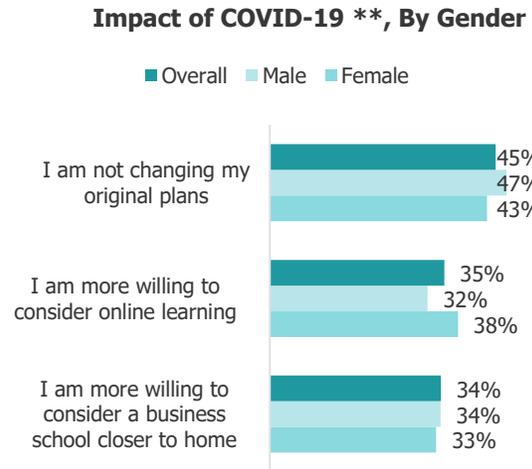
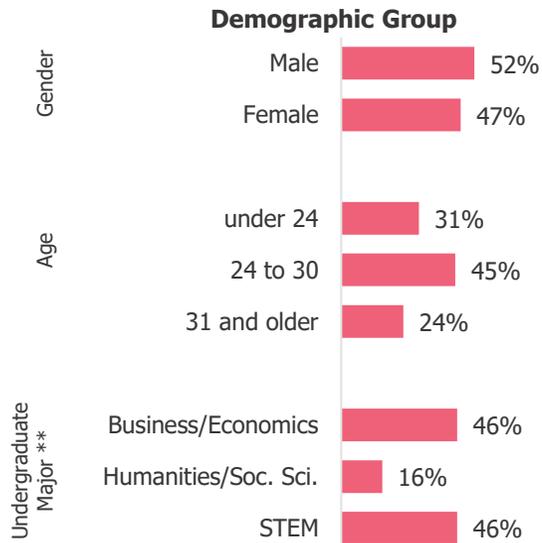
Countries/Regions reported in this section include:

- Canada
- France
- Germany
- Greater China
- India
- Italy
- Nigeria
- United Kingdom
- United States
- United States – Underrepresented Populations (URPs)

[Back to Table of Contents](#)

Canada

Country of citizenship

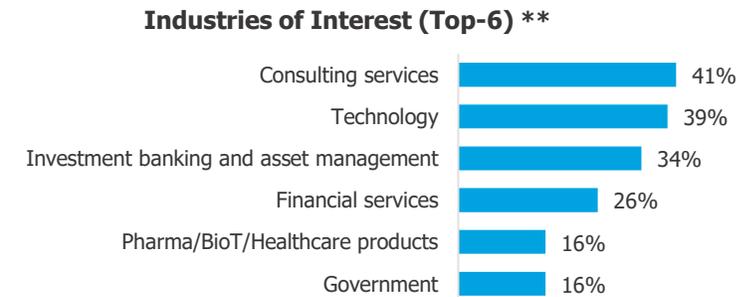
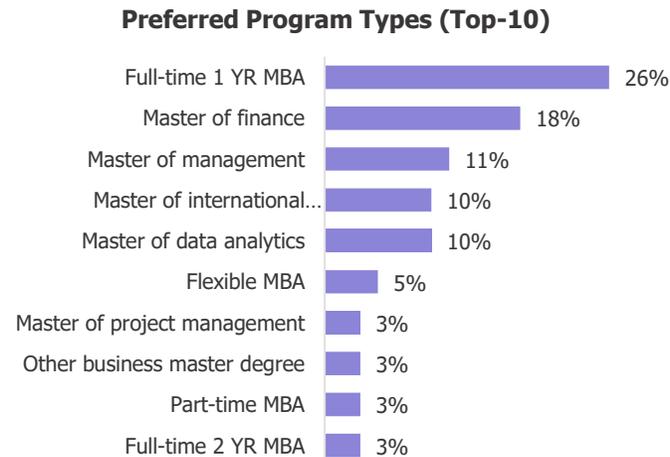
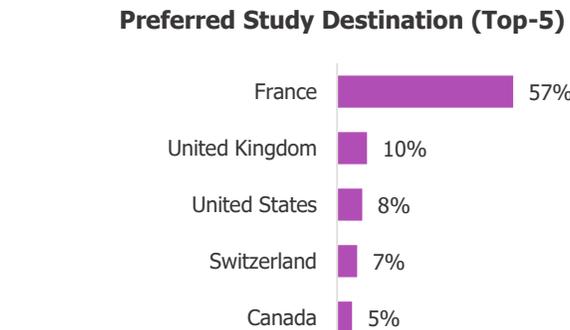
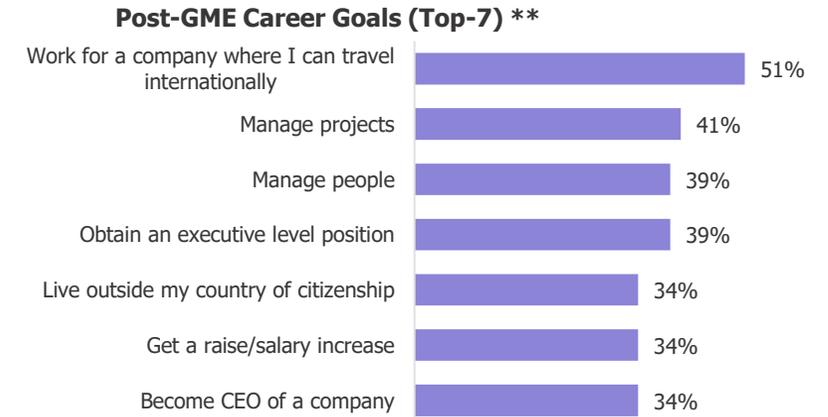
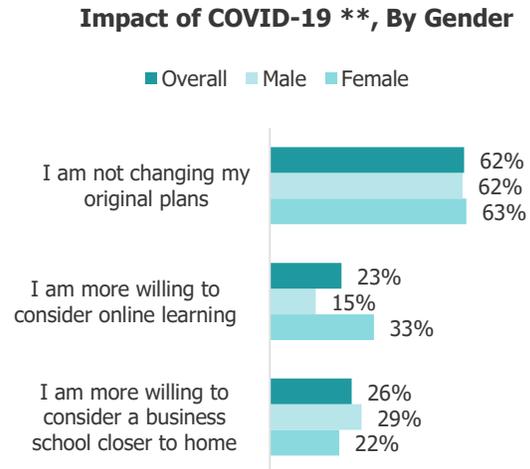
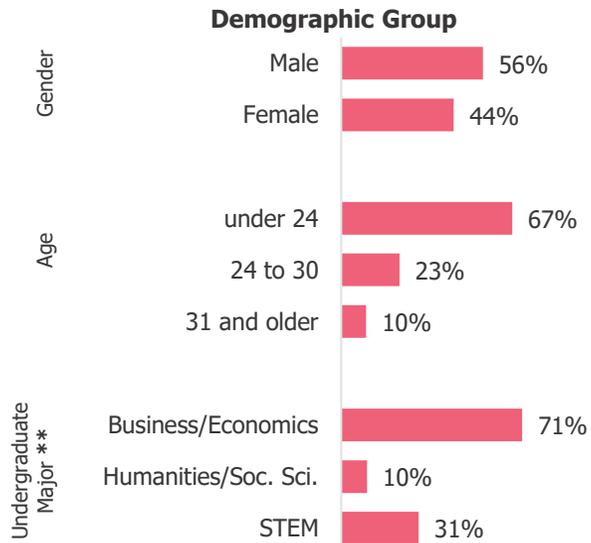


* N = 147

** May add up to more than 100 percent due to multiple selections.

France

Country of citizenship

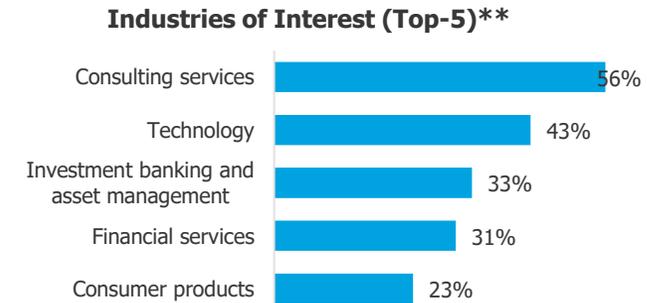
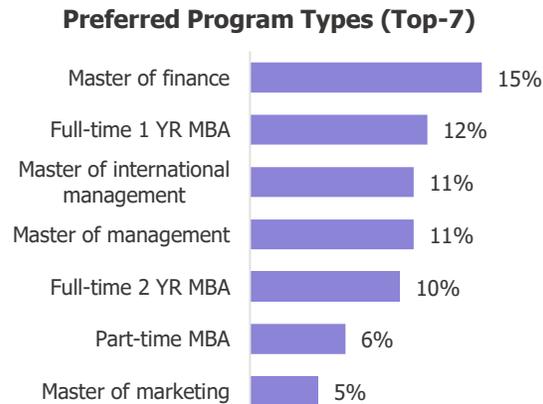
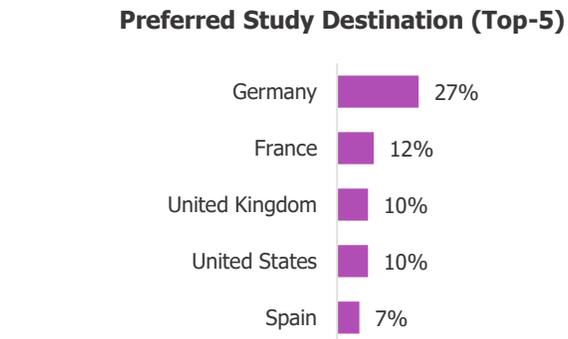
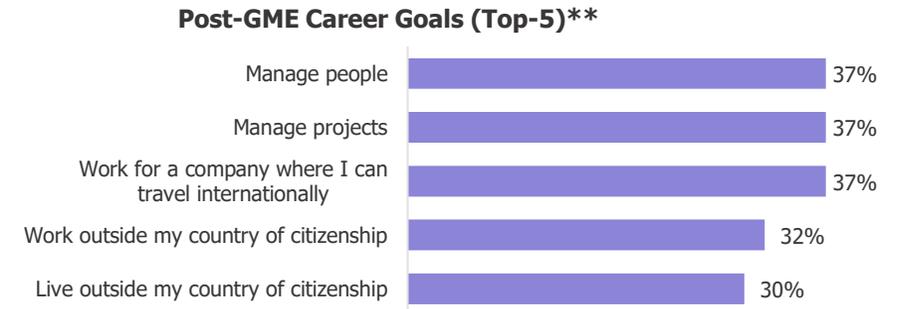
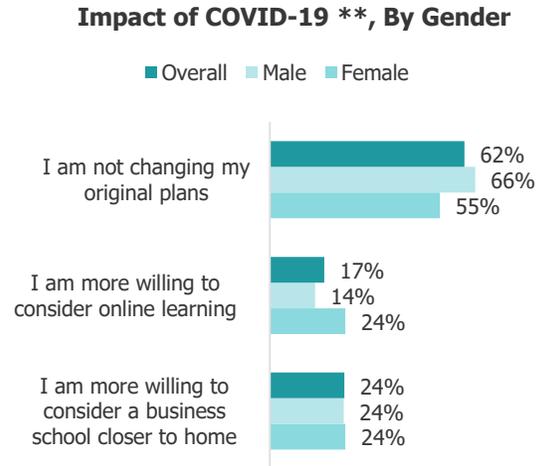
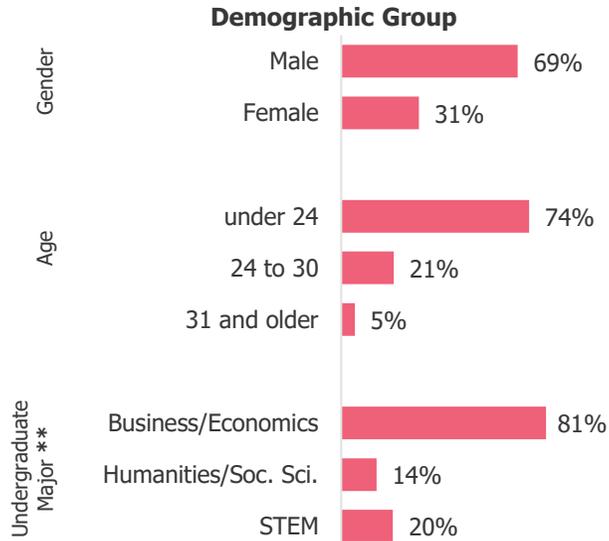


* N = 61

** May add up to more than 100 percent due to multiple selections.

Germany

Country of citizenship

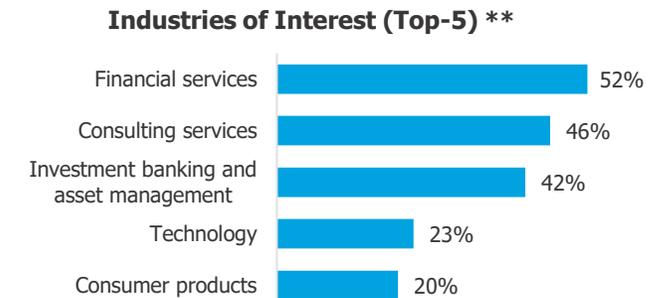
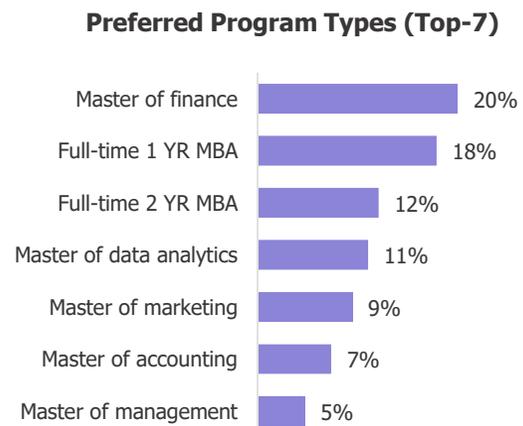
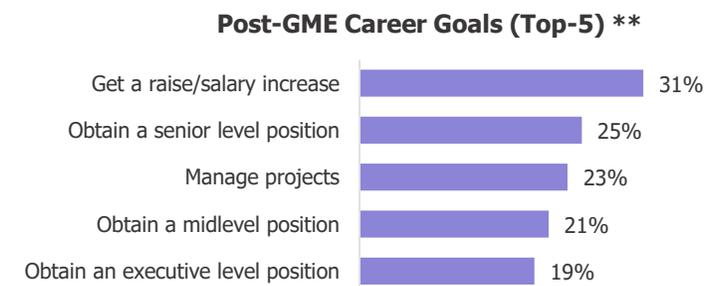
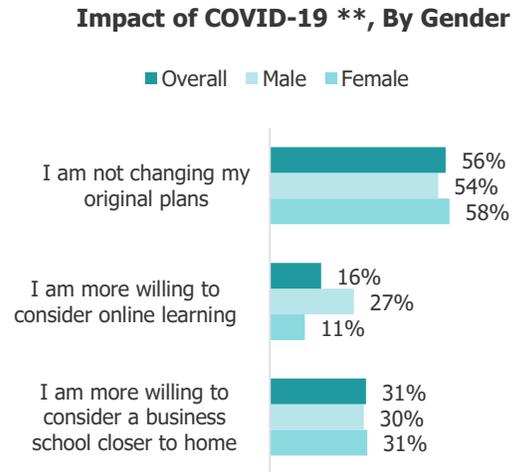
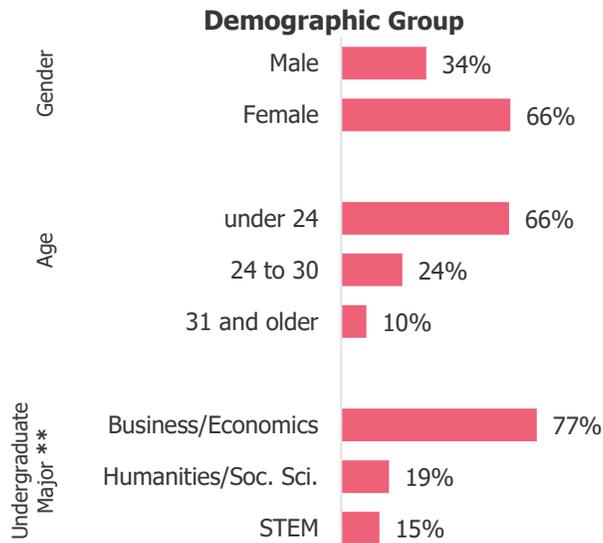


* N = 111

** May add up to more than 100 percent due to multiple selections.

Greater China#

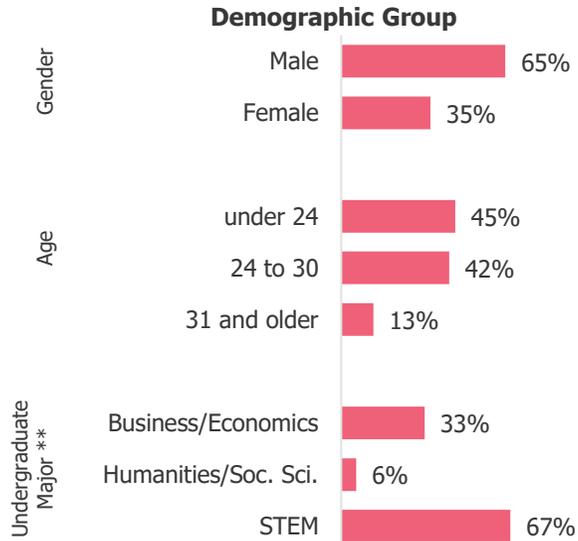
Country of citizenship



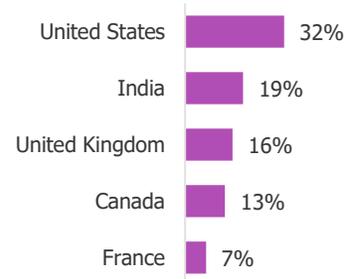
* N = 191 #Greater China region includes Mainland China, Hong Kong, Taiwan and Macao
 ** May add up to more than 100 percent due to multiple selections.

India

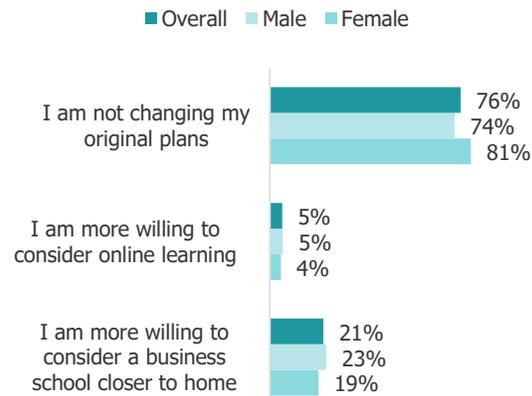
Country of citizenship



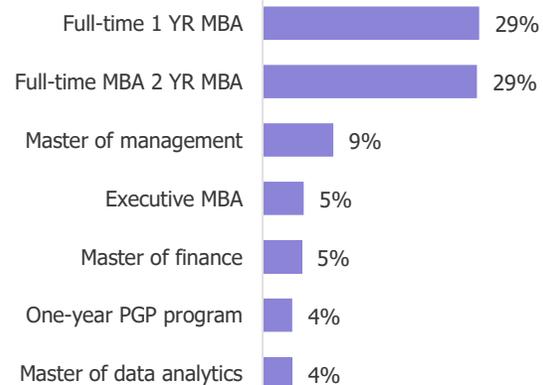
Preferred Study Destination (Top-5)



Impact of COVID-19 **, By Gender



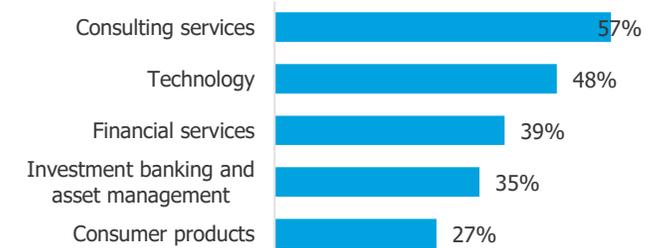
Preferred Program Types (Top-7)



Post-GME Career Goals (Top-5)**



Industries of Interest (Top-5)**



Functions of Interest (Top-5)**

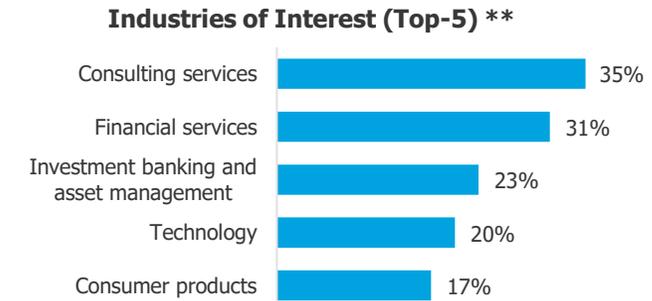
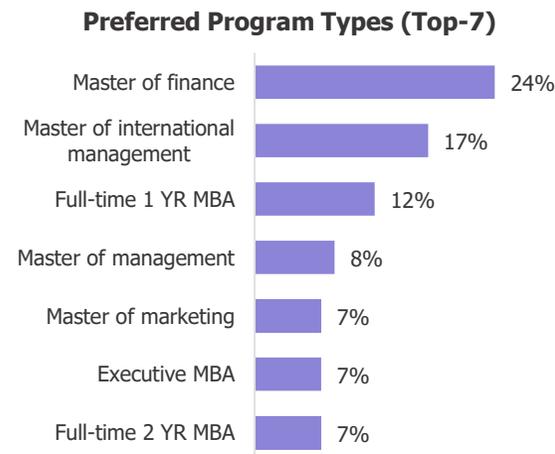
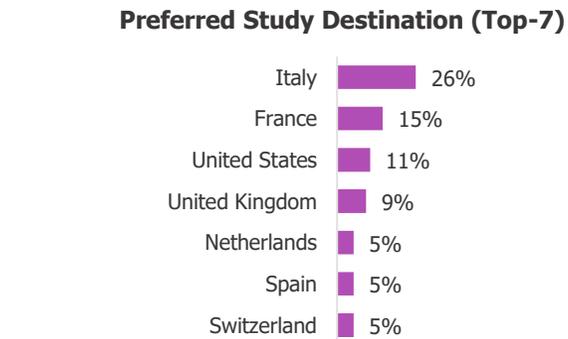
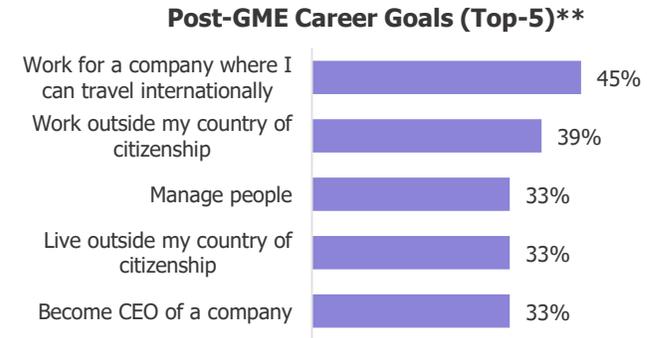
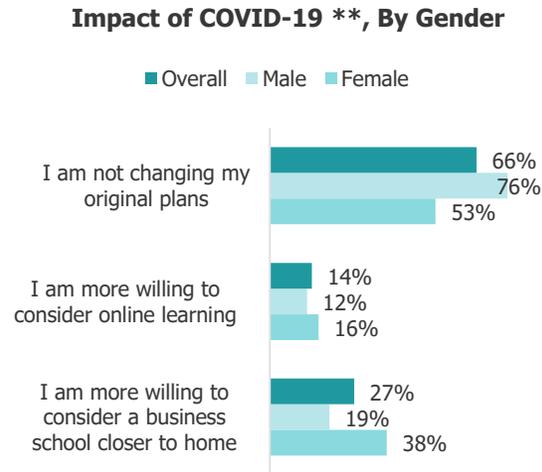
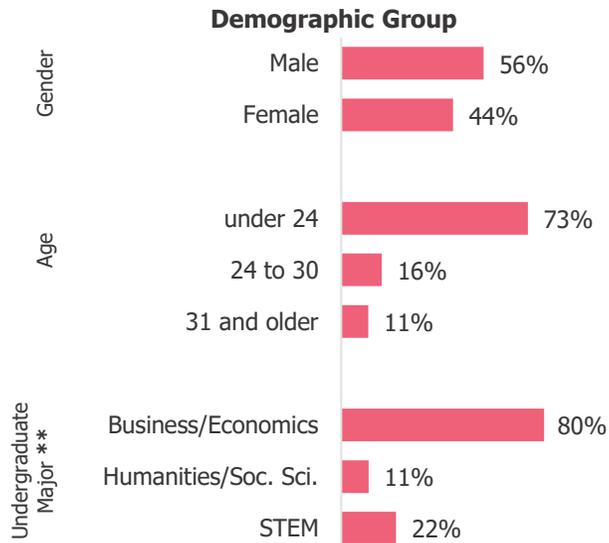


* N = 330

** May add up to more than 100 percent due to multiple selections.

Italy

Country of citizenship

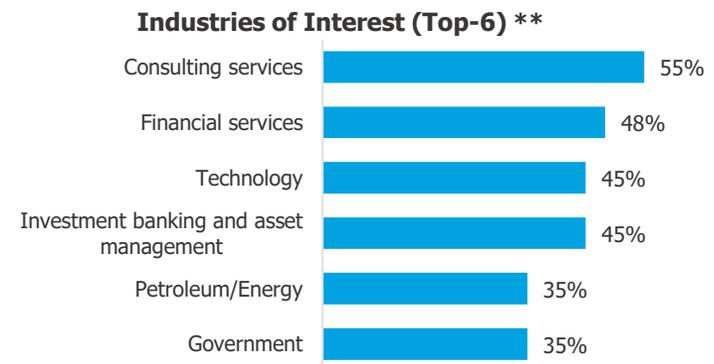
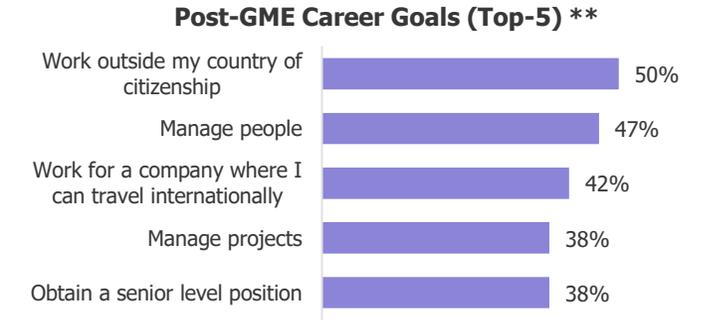
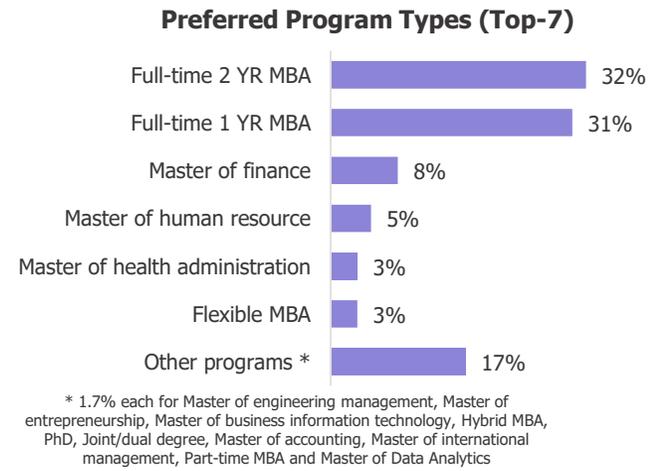
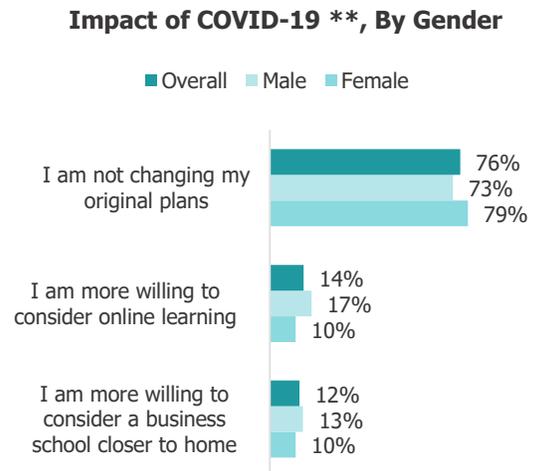
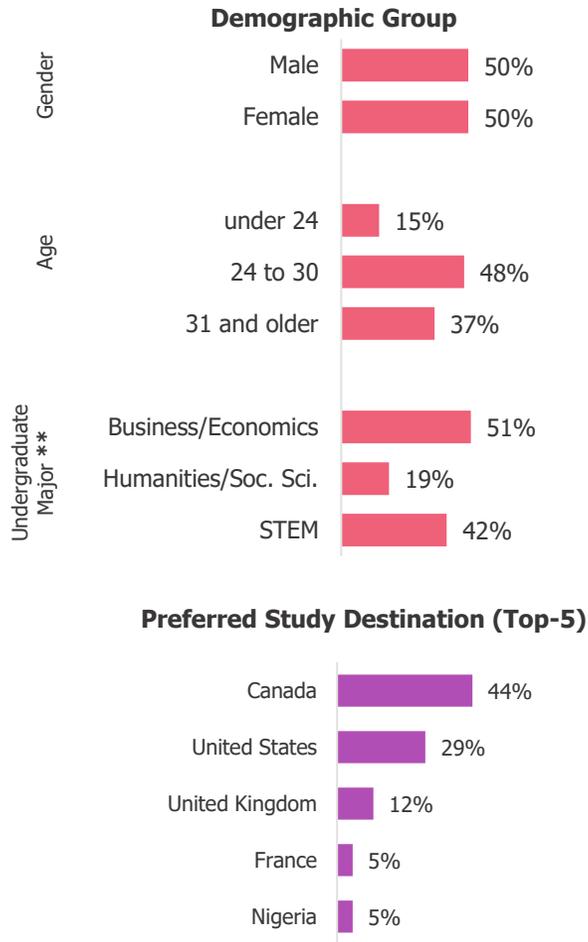


* N = 75

** May add up to more than 100 percent due to multiple selections.

Nigeria

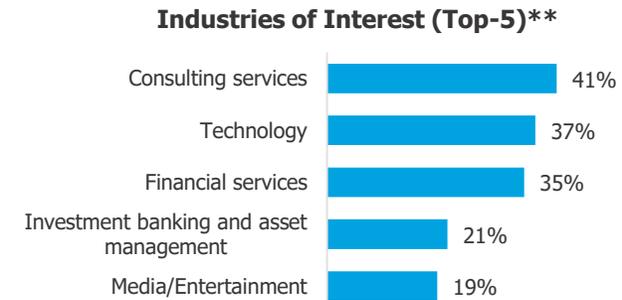
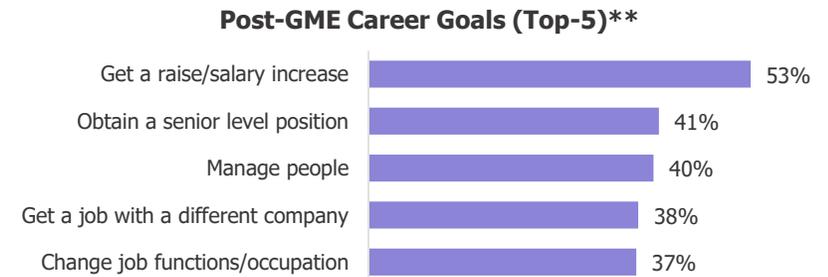
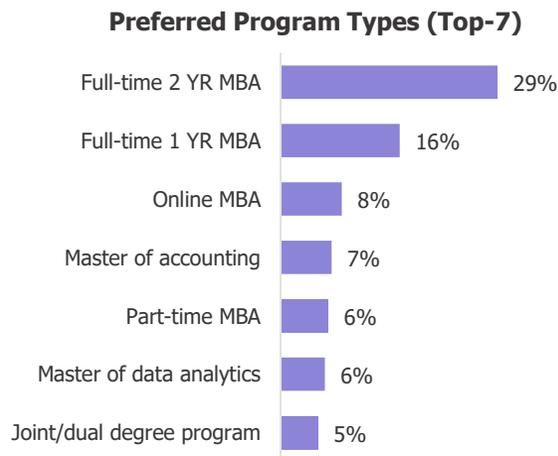
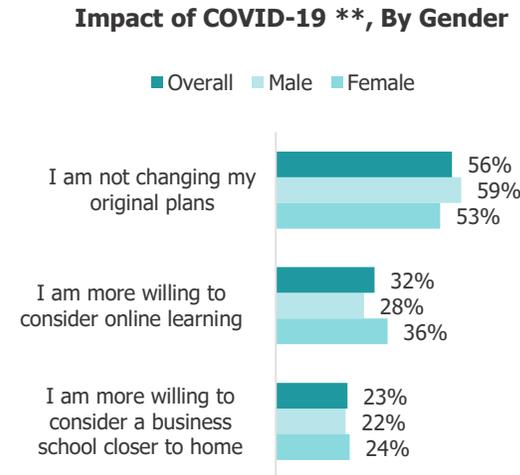
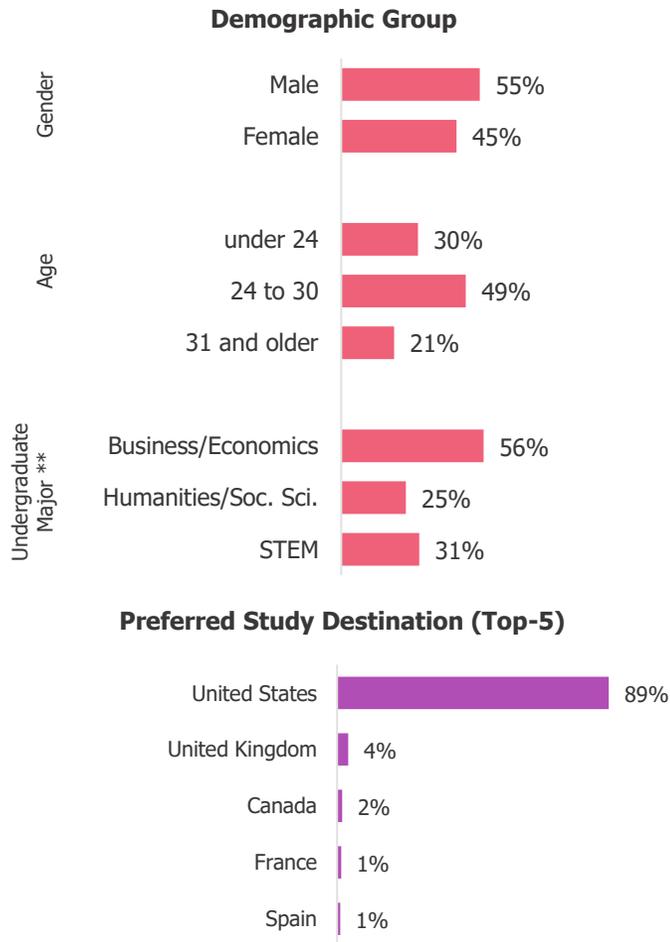
Country of citizenship



* N = 60
 ** May add up to more than 100 percent due to multiple selections.

United States

Country of citizenship

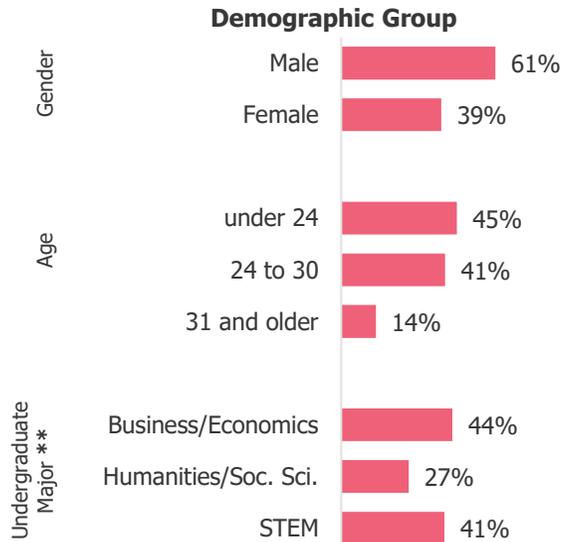


* N = 662

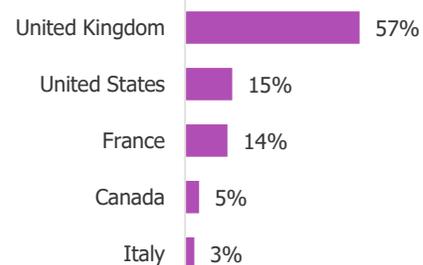
** May add up to more than 100 percent due to multiple selections.

United Kingdom

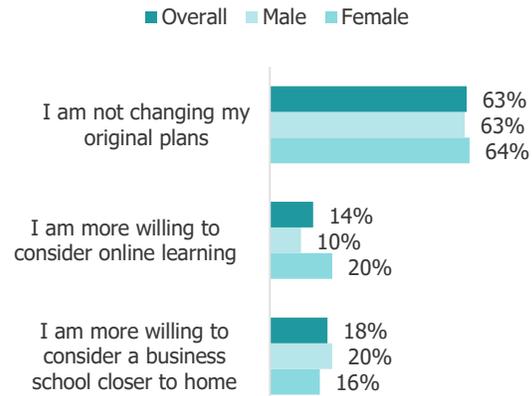
Country of citizenship



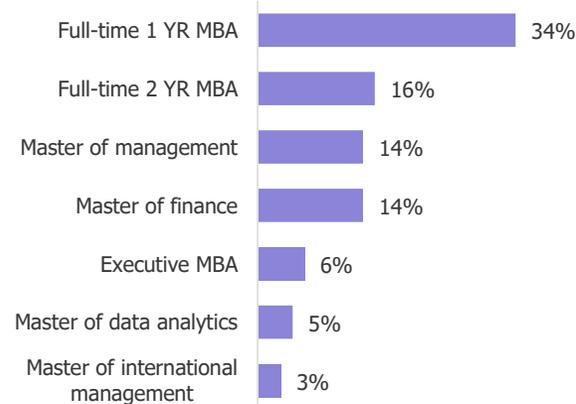
Preferred Study Destination (Top-5)



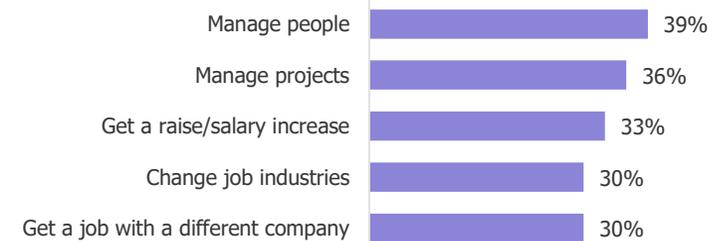
Impact of COVID-19 **, By Gender



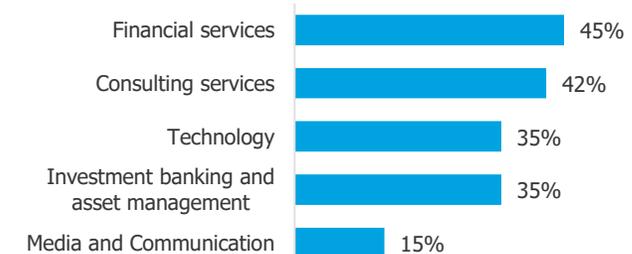
Preferred Program Types (Top-7)



Post-GME Career Goals (Top-5) **



Industries of Interest (Top-5) **



Functions of Interest (Top-5) **

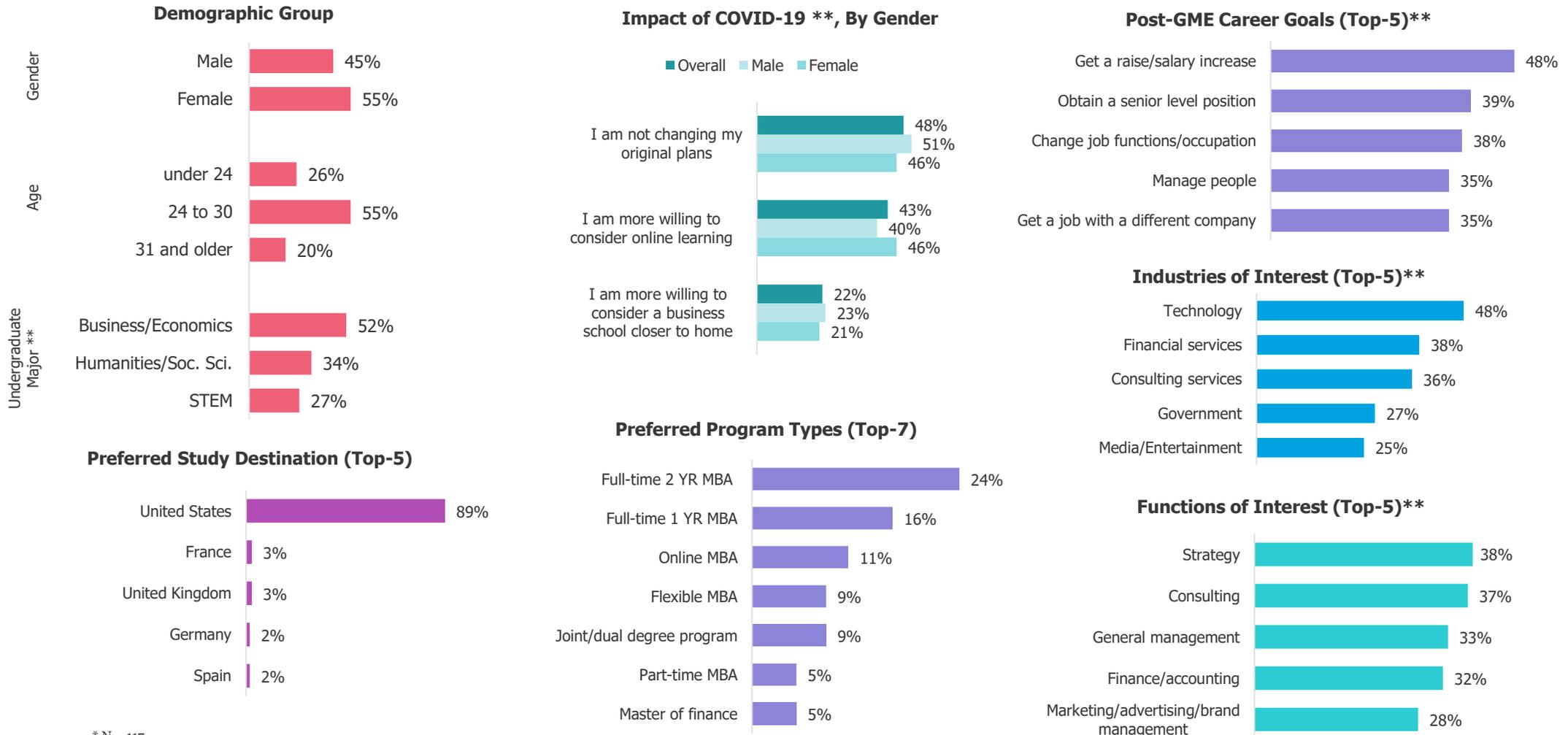


* N = 66

** May add up to more than 100 percent due to multiple selections.

United States – Underrepresented Populations (URPs)*

Country of citizenship



* N = 117

** May add up to more than 100 percent due to multiple selections.



Appendix C: Analyses by Study Destination

The following section focuses on individuals planning to enroll in a GME program in 2021 and summarizes the variations by preferred study destination.

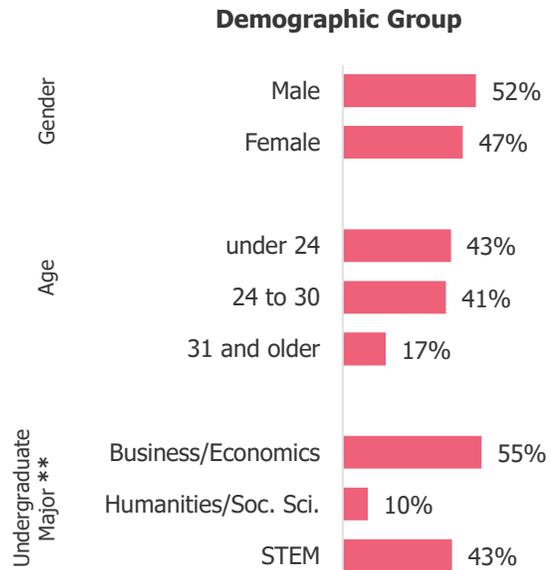
Countries/Regions reported in this section include:

- Asia Pacific
- Europe
- Canada
- France
- Spain
- United Kingdom
- United States

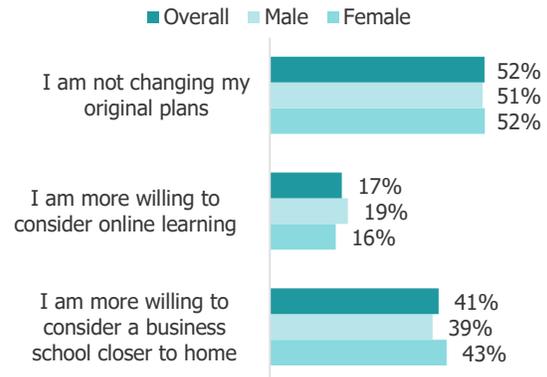
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Asia Pacific

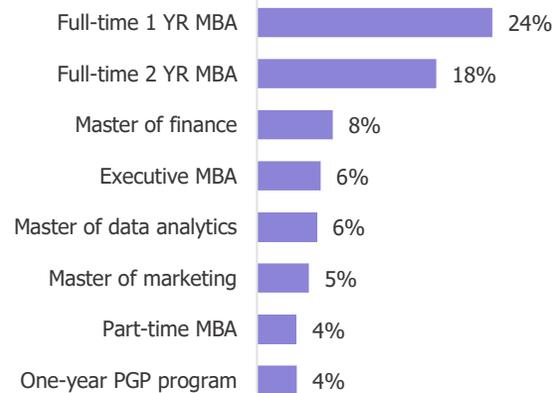
Preferred study destination



Impact of COVID-19 **, By Gender



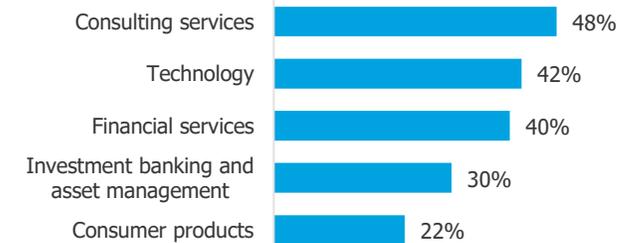
Preferred Program Types (Top-8)



Post-GME Career Goals (Top-5) **



Industries of Interest (Top-5) **



Functions of Interest (Top-5) **

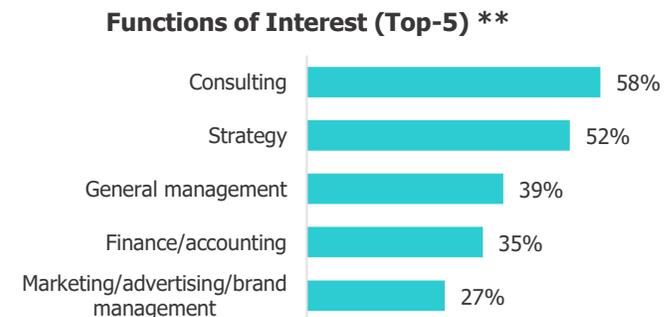
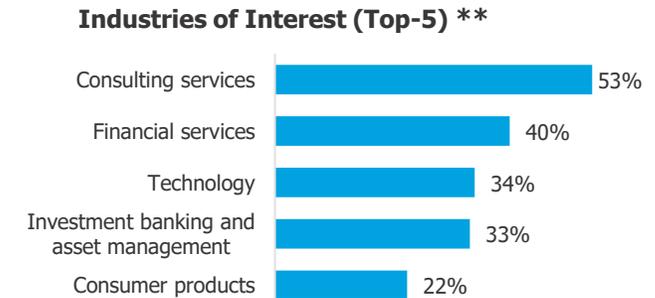
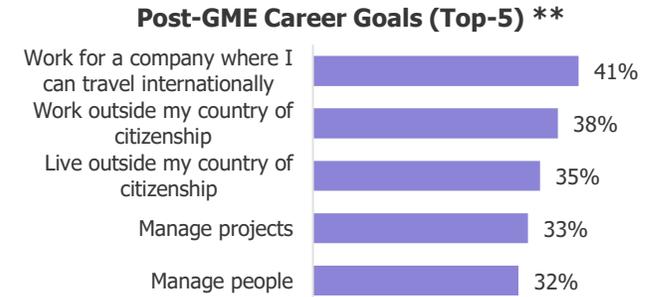
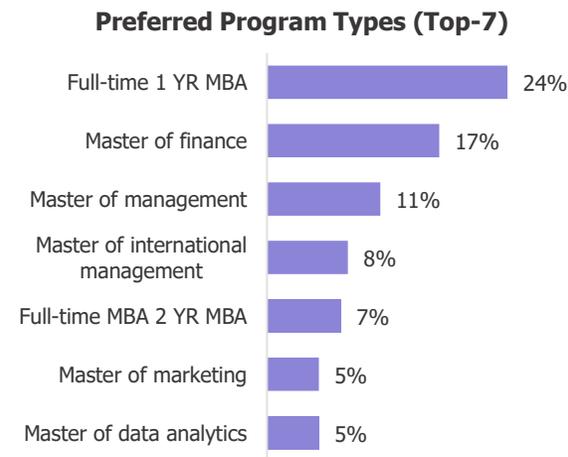
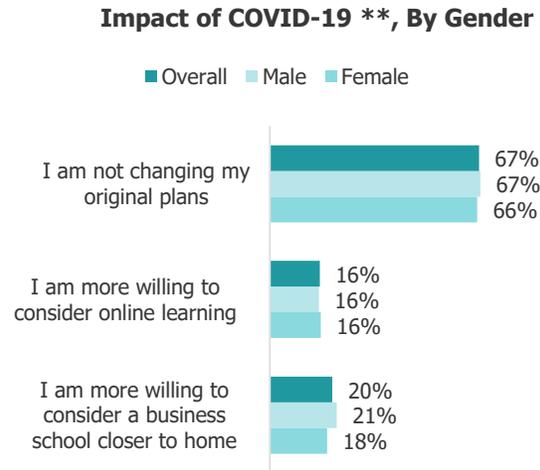
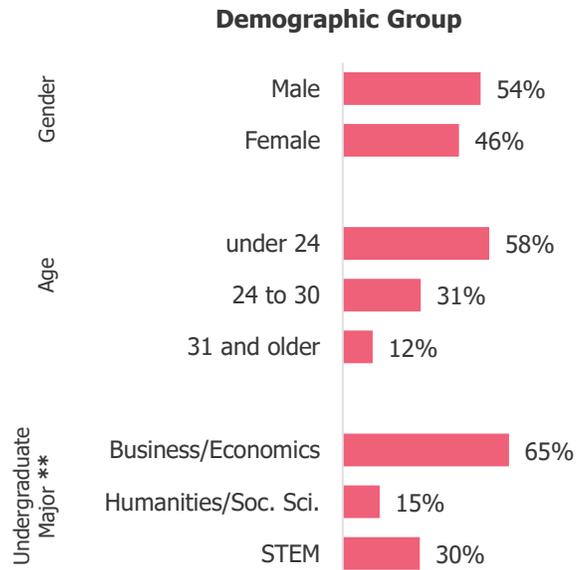


* N = 189

** May add up to more than 100 percent due to multiple selections.

Europe

Preferred study destination

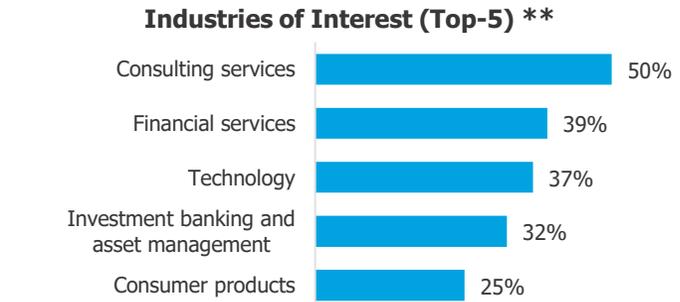
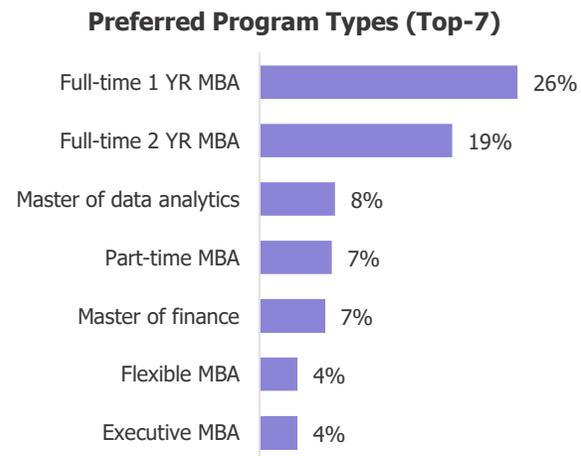
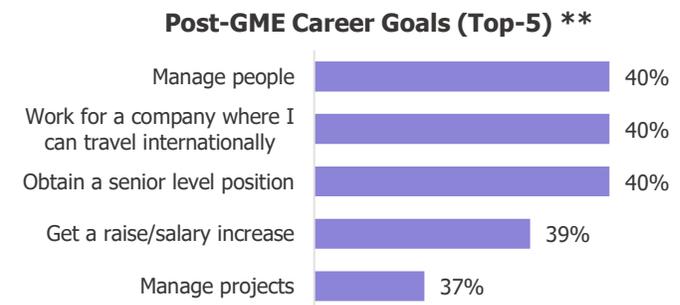
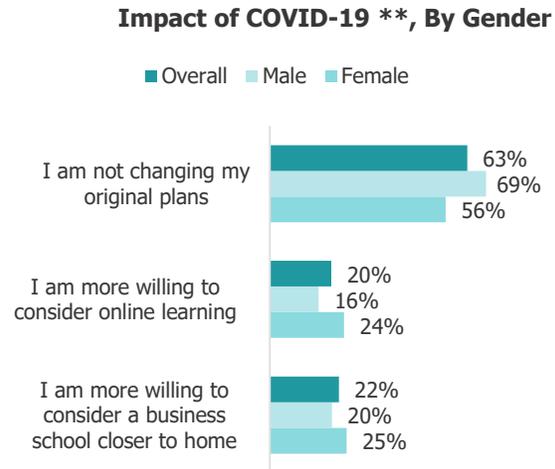
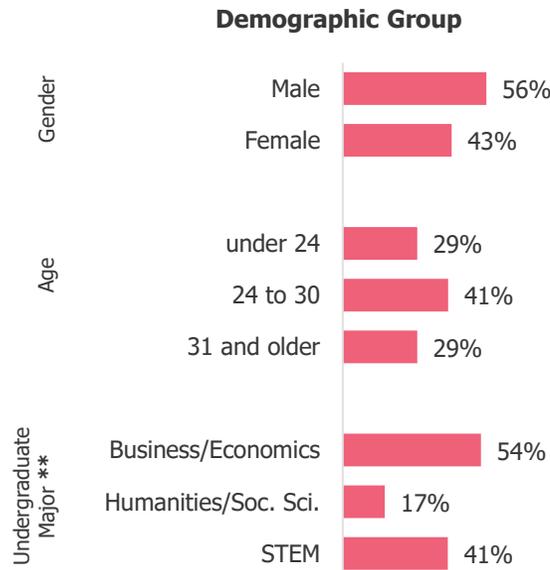


* N = 870

** May add up to more than 100 percent due to multiple selections.

Canada

Preferred study destination

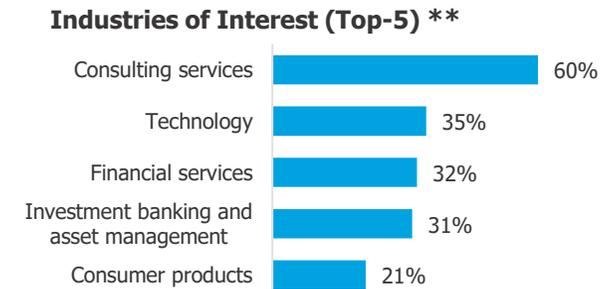
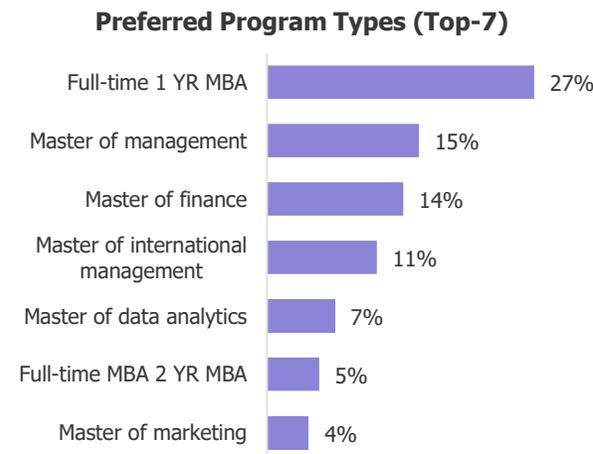
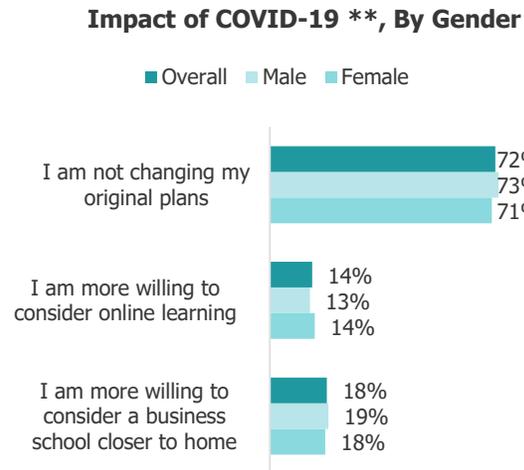
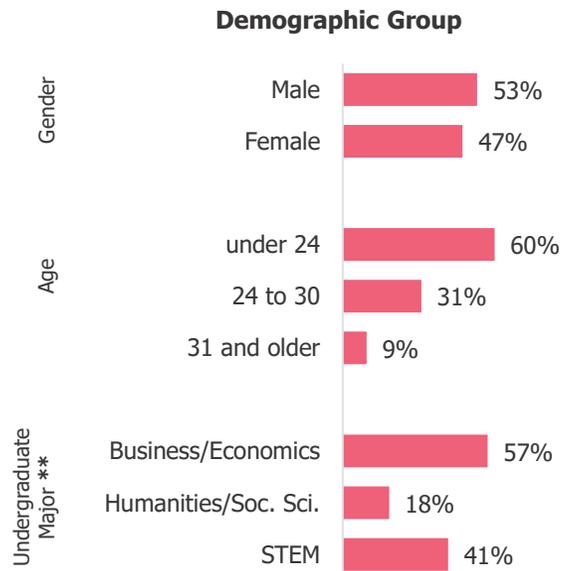


* N = 294

** May add up to more than 100 percent due to multiple selections.

France

Preferred study destination

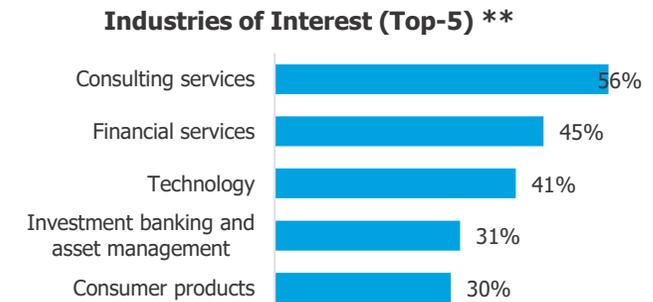
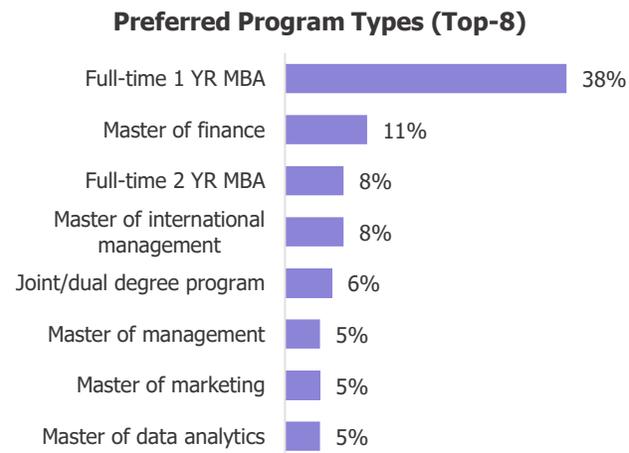
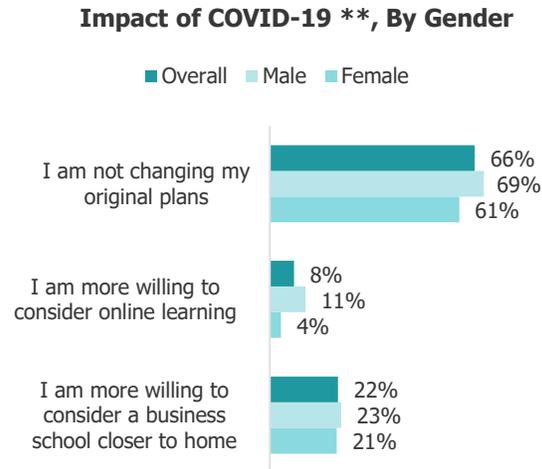
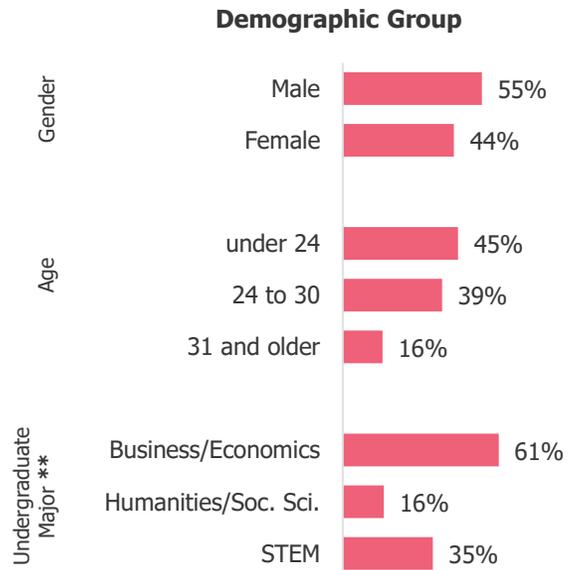


* N = 191

** May add up to more than 100 percent due to multiple selections.

Spain

Preferred study destination

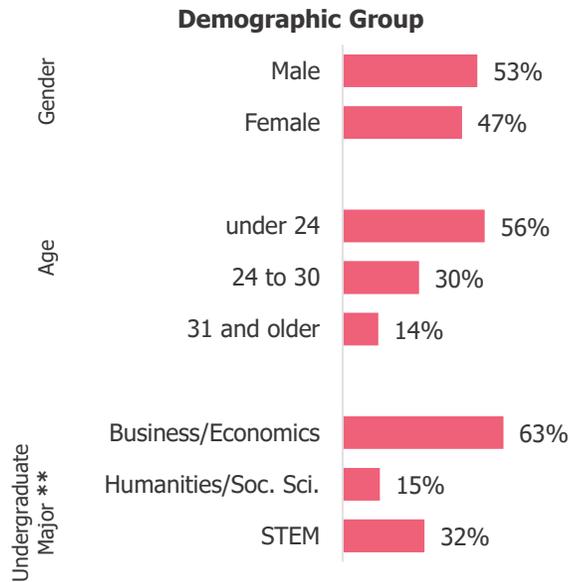


* N = 64

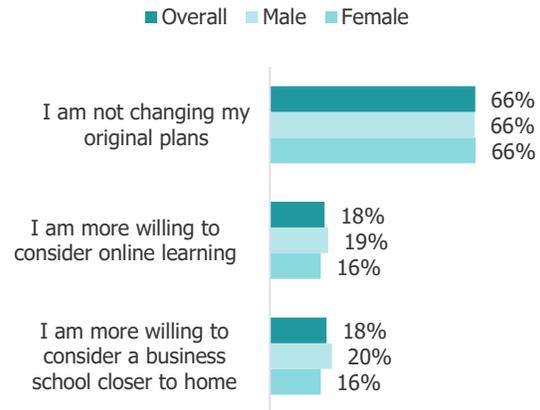
** May add up to more than 100 percent due to multiple selections.

United Kingdom

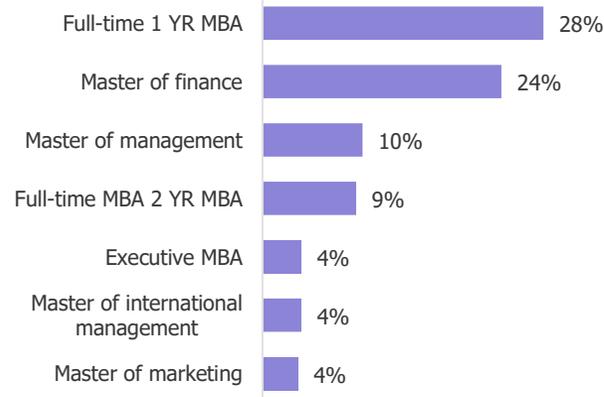
Preferred study destination



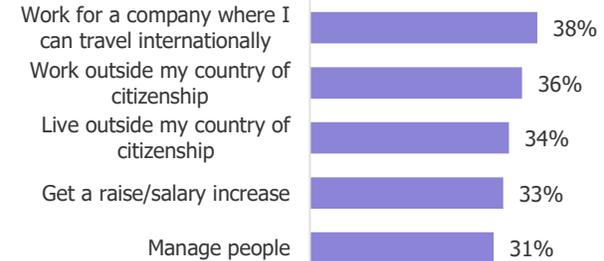
Impact of COVID-19 **, By Gender



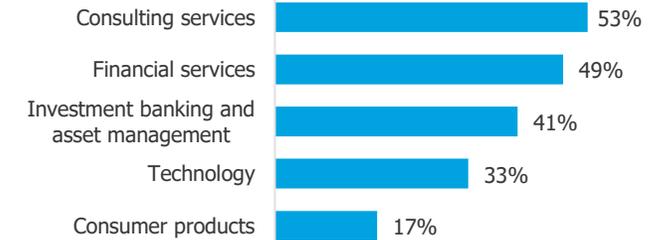
Preferred Program Types (Top-7)



Post-GME Career Goals (Top-5) **



Industries of Interest (Top-5) **



Functions of Interest (Top-5) **

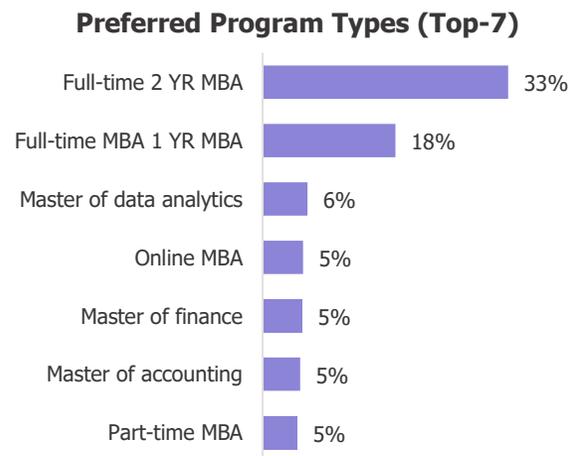
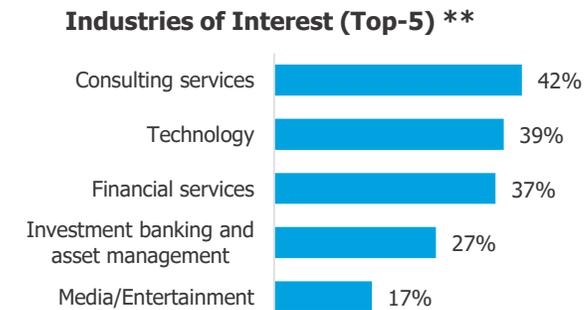
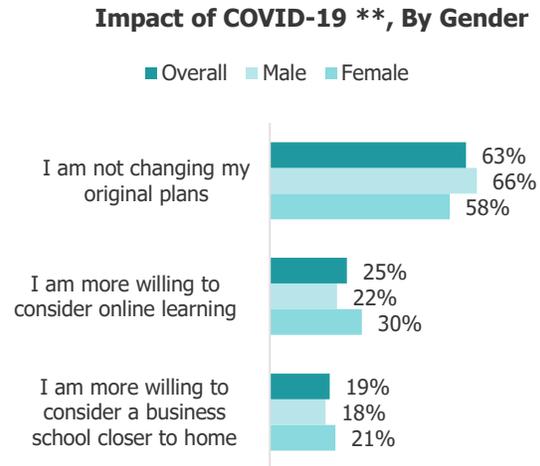
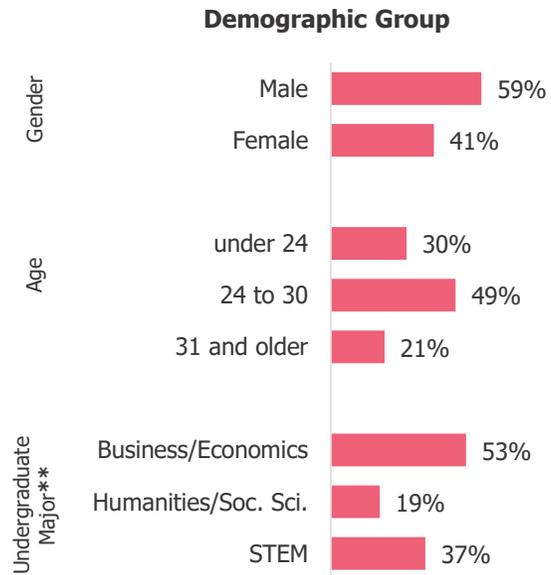


* N = 313

** May add up to more than 100 percent due to multiple selections.

United States

Preferred study destination



* N = 1,018

** May add up to more than 100 percent due to multiple selections.



About

GMAC, Respondent Summary & Contacts

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The Graduate Management Admission Council™ (GMAC™) is a mission-driven association of leading graduate business schools worldwide. Founded in 1953, we are committed to creating solutions for business schools and candidates to better discover, evaluate, and connect with each other. We work on behalf of the schools and the graduate management education community and guide candidates on their journey to higher education, to ensure that no talent goes undiscovered.

GMAC provides world-class research, professional development opportunities, and assessments for the graduate management education industry, designed to advance the art and science of admissions. Owned and administered by GMAC, the Graduate Management Admission Test™ (GMAT™) exam is the most widely used graduate business school assessment, recognized by more than 7,000 programs worldwide. Other GMAC assessments include the NMAT by GMAC™ (NMAT™) exam, for entrance into graduate management programs in India, Nigeria, the Philippines, and South Africa, and the Executive Assessment (EA), which supports the admissions needs of more than 160 programs around the world.

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GMAC is a global organization with offices in China, India, Singapore, United Kingdom, and the United States. To learn more about our work, please visit www.gmac.com.

<https://www.gmac.com/about-us>

Respondent Summary

		Overall
Global		2,515
Citizenship	Canada	147
	France	61
	Germany	111
	Greater China (Mainland China, Hong Kong, Taiwan and Macao)	191
	India	330
	Italy	75
	Nigeria	60
	United Kingdom	66
	United States	662
	United States – Underrepresented Populations (URPs)	117
Region of Citizenship	Africa	160
	Central & South Asia	360
	East & Southeast Asia	351
	Eastern Europe	71
	Mexico, Caribbean, & Latin America	149
	Middle East	100
	North America	809
	Western Europe	490

		Overall
Preferred Study Destination	Asia Pacific	189
	Europe	870
	Canada	294
	France	191
	Spain	64
	United Kingdom	313
	United States	1,018
Preferred Program Type	Full-Time Two-Year MBA	515
	Full-Time One-Year MBA	537
	Part Time MBA	103
	Flexible MBA	63
	Executive MBA	91
	Online MBA	81
	Master of Finance	246
	Master of Data Analytics	148
	Master of International Management	95
	Master in Management	126
Master of Marketing	80	
Master of Accounting	75	

The findings detailed in this report are based on data collected between July and December 2020 from a total of 2,515 individuals worldwide who indicated plans to enroll in a GME program in 2021. International candidates are defined by their preference to study in a destination outside their country of citizenship. Nearly 60 percent of respondents are international. Only categories with a minimum of 50 responses are reported. This survey results reflect responses from prospective students who register on mba.com and should be interpreted with caution for generalizability to the global prospective student population.

Contributors and Contact Information

Contributors

Dr. Rahul Choudaha, Industry Insights and Research Communications Director, author and researcher; **Olivia Hilton**, Consultant, analysis and preparation of charts, **Devina Caruthers**, Associate Manager, analysis and interpretation of data; **Tacoma Williams**, Research Associate Manager, administrative work and quality assurance.

We appreciate feedback provided by several colleagues on various drafts of this report.

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For speaking opportunities, please contact Rahul Choudaha at rchoudaha@gmac.com

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