Europe: Demand for Graduate Business Degrees

Regional Report

Prospective Students Survey 2023 Data Report

May 2023
Demand for Graduate Business Degrees: Prospective Students Survey is a product of the Graduate Management Admission Council (GMAC), a global, mission-driven association of 226 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 is dedicated to creating access to and disseminating information about graduate management education that business schools and candidates need to learn, connect, and evaluate each other. School and industry leaders rely on the Council as the premier provider of reliable data about the graduate management education industry.
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Introduction

Over 2,700 individuals responded to the Prospective Students Survey in 2022

The Prospective Students Survey is one of the Graduate Management Admission Council’s (GMAC) keystone research programs. The global graduate management education (GME) community has relied on data from this survey to gain insights about candidates’ decision-making processes when considering and applying to graduate business schools since 2009.

The findings detailed in this report are based on responses from a total of 2,710 individuals surveyed between January and December 2022.

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 other specialized business master’s programs.

Responses used for analysis included candidates who are at different stages of the GME journey, including those who actively applying to business schools or currently doing research about graduate business degrees.

Additional information on the survey methodology and analytical procedures supporting this report can be found on page 26.

Explore the Data for Yourself

An Interactive Data Research Tool accompanies the Prospective Students Survey and available for all readers with a valid gmac.com account. The tool empowers users to customize data searches by multiple survey response variables, such as preferred study destination, preferred program type, citizenship, residence, gender, age, and more. Access the tool with your gmac.com login at: gmac.com/prospectivestudents

Business School Participation in GMAC Research

Graduate business schools around the world are invited to take advantage of 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: gmac.com/surveyssignup
Introduction

More information available

This year, the rich information gleaned from the Prospective Students Survey is being released in a nine-part series for easier consumption and improved user experience.

2 Overview Reports

5 Regional Reports

2 Program Reports

Visit gmac.com to access all nine reports.
## Introduction

### Countries highlighted in Regional reports

Each regional report showcases results from the Prospective Students Survey by candidates’ country of citizenship, residence, and preferred destination of study.

<table>
<thead>
<tr>
<th>Asia &amp; Pacific Islands</th>
<th>Europe</th>
<th>Latin America</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>France</td>
<td>Brazil</td>
</tr>
<tr>
<td>Greater China</td>
<td>Germany</td>
<td>Mexico</td>
</tr>
<tr>
<td>India</td>
<td>Italy</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Middle East &amp; Africa</th>
<th>North America</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ghana</td>
<td>Canada</td>
</tr>
<tr>
<td>Kenya</td>
<td>United States</td>
</tr>
<tr>
<td>Nigeria</td>
<td></td>
</tr>
</tbody>
</table>
Candidate Profiles by Citizenship

This section features data by candidate country of citizenship, including:

- Program considerations
- Top 10 program types considered
- Top program types preferred
- Application plans by relative location
- Application plans by program world region
- Preferred study destination by program country
- Post-GME career goals
- Post-GME industries of interest
- Post-GME job functions of interest
Candidate Profiles by Citizenship

France

Program Considerations

- MBA program types only: 37%
- Business master’s program types only: 38%
- Both: 25%

Top 10 Program Types Considered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-time 1YR MBA</td>
<td>45%</td>
</tr>
<tr>
<td>Master of finance</td>
<td>39%</td>
</tr>
<tr>
<td>Full-time 2YR MBA</td>
<td>35%</td>
</tr>
<tr>
<td>Master of int’l management</td>
<td>31%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>27%</td>
</tr>
<tr>
<td>Master of management</td>
<td>22%</td>
</tr>
<tr>
<td>Flexible MBA</td>
<td>20%</td>
</tr>
<tr>
<td>Master of entrepreneurship</td>
<td>16%</td>
</tr>
<tr>
<td>Master of data analytics</td>
<td>14%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>14%</td>
</tr>
</tbody>
</table>

Top Program Types Preferred

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of finance</td>
<td>24%</td>
</tr>
<tr>
<td>Full-time 1 YR MBA</td>
<td>14%</td>
</tr>
<tr>
<td>Full-time 2 YR MBA</td>
<td>8%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>8%</td>
</tr>
<tr>
<td>Master of data analytics</td>
<td>8%</td>
</tr>
<tr>
<td>Master of management</td>
<td>8%</td>
</tr>
</tbody>
</table>

Application Plans by Relative Location

- Local: 33%
- Regional: 22%
- National: 37%
- Int’l: 80%

Application Plans by Program World Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>W Europe</td>
<td>94%</td>
</tr>
<tr>
<td>USA</td>
<td>43%</td>
</tr>
<tr>
<td>Canada</td>
<td>24%</td>
</tr>
<tr>
<td>E Europe</td>
<td>14%</td>
</tr>
<tr>
<td>E&amp;SE Asia</td>
<td>6%</td>
</tr>
<tr>
<td>C&amp;S Asia</td>
<td>4%</td>
</tr>
<tr>
<td>Aus/PI</td>
<td>4%</td>
</tr>
</tbody>
</table>

Preferred Study Destination

- France: 55%
- United States: 12%
- United Kingdom: 10%
- Switzerland: 8%
- Spain: 6%

Notes:
1. Total percentages do not sum to 100 percent because of multiple selections.
2. Graphs display only categories where greater than or equal to five percent of candidates indicated their preference.
### Candidate Profiles by Citizenship

#### France

**Post-GME Career Goals**

- Manage projects: 40%
- Work for a company where I can travel internationally: 34%
- Work outside my country of citizenship: 32%
- Manage people: 28%
- Obtain an entry level position: 24%
- Get a raise/salary increase: 24%
- Become CEO of a company: 22%
- Be self-employed/entrepreneur: 22%
- Live outside my country of citizenship: 22%
- Get a job with a different company: 20%
- Obtain an executive level position: 20%
- Change job functions/occupation: 20%
- Obtain a senior level position: 18%
- Obtain a mid-level position: 16%
- Change job industries: 16%
- Obtain a C-suite position: 10%
- Work for a startup company: 10%
- Get a promotion: 6%
- Manage products: 6%
- Work in my country of citizenship: 2%

**Post-GME Industries of Interest**

- Finance/Accounting: 50%
- Consulting: 38%
- Products/Services: 36%
- Technology: 32%
- Nonprofit/Government: 24%
- Energy/Utilities: 14%
- Health Care: 10%
- Manufacturing: 2%

**Post-GME Job Functions of Interest**

- Consulting: 68%
- General management: 44%
- Finance/Accounting: 36%
- Marketing/Sales: 32%
- IT/MIS: 20%
- Operations/Logistics: 8%
- Human resources: 6%
Candidate Profiles by Citizenship

Germany

Program Considerations

- MBA program types only: 16%
- Business master’s program types only: 48%
- Both: 36%

Top 10 Program Types Considered

- Master of int’l management: 40%
- Master of management: 40%
- Master of finance: 37%
- Full-time 2YR MBA: 32%
- Master of data analytics: 23%
- Full-time 1YR MBA: 19%
- Master of business IT: 18%
- Part-time MBA: 14%
- Master of entrepreneurship: 14%
- Master of supply chain mgmt: 11%

Top Program Types Preferred

- Master of finance: 22%
- Master of management: 16%
- Master of international management: 13%
- Full-time 1YR MBA: 11%
- Other business master degree: 7%

Application Plans by Relative Location

- Local: 5%
- Regional: 12%
- National: 18%
- Int’l: 82%

Application Plans by Program World Region

- W Europe: 93%
- USA: 40%
- Canada: 9%
- E&SE Asia: 5%
- E Europe: 4%
- Aus/PI: 4%

Preferred Study Destination

- United Kingdom: 19%
- Germany: 19%
- United States: 14%
- Sweden: 9%
- Netherlands: 9%
- Italy: 7%
- France: 5%
- Spain: 5%

Notes:
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Candidate Profiles by Citizenship

Germany

Post-GME Career Goals

- Manage people: 40%
- Manage projects: 35%
- Become CEO of a company: 33%
- Work outside my country of citizenship: 32%
- Work for a company where I can travel internationally: 30%
- Obtain an entry level position: 28%
- Obtain an executive level position: 26%
- Obtain a senior level position: 25%
- Work for a startup company: 25%
- Get a raise/salary increase: 23%
- Live outside my country of citizenship: 23%
- Be self-employed/entrepreneur: 23%
- Change job industries: 21%
- Obtain a C-suite position: 21%
- Get a job with a different company: 19%
- Get a promotion: 16%
- Obtain a mid-level position: 16%
- Manage products: 12%
- Change job functions/occupation: 11%
- Work in my country of citizenship: 5%
- Continue to work for my current employer: 4%

Post-GME Industries of Interest

- Products/Services: 61%
- Consulting: 56%
- Finance/Accounting: 49%
- Technology: 40%
- Health Care: 16%
- Manufacturing: 16%
- Nonprofit/Government: 12%
- Energy/Utilities: 7%

Post-GME Job Functions of Interest

- Consulting: 72%
- General management: 42%
- Marketing/Sales: 33%
- Finance/Accounting: 30%
- IT/MIS: 14%
- Operations/Logistics: 7%
- Human resources: 5%
Candidate Profiles by Citizenship

Italy

Program Considerations

- MBA program types only: 23%
- Both master's program types only: 32%
- Business master's program types only: 45%

Top 10 Program Types Considered

1. Master of finance: 40%
2. Full-time 1YR MBA: 31%
3. Master of int'l management: 24%
4. Master of management: 22%
5. Full-time 2YR MBA: 18%
6. Master of data analytics: 15%
7. Executive MBA: 15%
8. Master of marketing: 14%
9. Part-time MBA: 12%
10. Flexible MBA: 9%

Top Program Types Preferred

1. Master of finance: 26%
2. Master of int'l management: 12%
3. Full-time 1YR MBA: 11%
4. Master of management: 9%
5. Master of marketing: 9%
6. Executive MBA: 7%
7. Master of data analytics: 7%
8. Full-time 2YR MBA: 7%

Application Plans by Relative Location

1. Local: 15%
2. Regional: 8%
3. National: 26%
4. Int'l: 78%

Application Plans by Program World Region

1. W Europe: 88%
2. USA: 32%
3. E Europe: 8%
4. Canada: 7%
5. Aus/PI: 3%
6. E&SE Asia: 3%
7. Middle East: 2%

Preferred Study Destination

1. Italy: 26%
2. United States: 17%
3. United Kingdom: 16%
4. France: 14%
5. Netherlands: 10%

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Candidate Profiles by Citizenship

Italy

**Post-GME Career Goals**

- Work for a company where I can travel internationally: 36%
- Obtain a senior level position: 31%
- Become CEO of a company: 28%
- Work outside my country of citizenship: 27%
- Get a raise/salary increase: 26%
- Manage projects: 26%
- Manage people: 23%
- Live outside my country of citizenship: 22%
- Change job functions/occupation: 20%
- Obtain an executive level position: 20%
- Get a job with a different company: 15%
- Obtain a mid-level position: 15%
- Obtain an entry level position: 15%
- Be self-employed/entrepreneur: 13%
- Work for a startup company: 12%
- Change job industries: 9%
- Obtain a C-suite position: 7%
- Get a promotion: 7%
- Manage products: 6%
- Work in my country of citizenship: 3%
- Continue to work for my current employer: 2%

**Post-GME Industries of Interest**

- Finance/Accounting: 51%
- Products/Services: 41%
- Consulting: 40%
- Technology: 35%
- Health Care: 22%
- Nonprofit/Government: 18%
- Manufacturing: 12%
- Energy/Utilities: 9%

**Post-GME Job Functions of Interest**

- Consulting: 63%
- General Management: 41%
- Finance/Accounting: 41%
- Marketing/Sales: 31%
- IT/MIS: 19%
- Operations/Logistics: 11%
- Human Resources: 4%
Candidate Profiles by Residence

This section features data by candidate country of residence, including:

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- Preferred study destination by program country
- Post-GME career goals
- Post-GME industries of interest
- Post-GME job functions of interest
Candidate Profiles by Residence

France

Program Considerations
- MBA program types only: 30%
- Business master's program types only: 32%
- Both: 38%

Top 10 Program Types Considered
1. Full-time 1YR MBA: 44%
2. Master of finance: 38%
3. Full-time 2YR MBA: 34%
4. Master of int'l management: 30%
5. Executive MBA: 30%
6. Master of management: 22%
7. Master of entrepreneurship: 20%
8. Part-time MBA: 20%
9. Flexible MBA: 18%
10. Master of project mgmt: 18%

Application Plans by Program World Region
1. W Europe: 86%
2. USA: 40%
3. Canada: 22%
4. E Europe: 18%
5. Aus/PI: 6%
6. Middle East: 2%
7. E&SE Asia: 2%
8. C&S Asia: 2%

Top Program Types Preferred
1. Master of finance: 20%
2. Full-time 1 YR MBA: 17%
3. Master of entrepreneurship: 11%
4. Executive MBA: 9%
5. Master of data analytics: 9%
6. Master of management: 9%
7. Master of marketing: 6%
8. Full-time 2 YR MBA: 6%

Application Plans by Relative Location
1. Local: 30%
2. Regional: 28%
3. National: 40%
4. Int'l: 78%

Preferred Study Destination
1. France: 60%
2. United States: 16%
3. Canada: 6%

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Candidate Profiles by Residence

France

**Post-GME Career Goals**

- Manage projects: 37%
- Get a raise/salary increase: 31%
- Work for a company where I can travel internationally: 31%
- Work outside my country of citizenship: 29%
- Become CEO of a company: 29%
- Manage people: 27%
- Be self-employed/entrepreneur: 25%
- Obtain an executive level position: 25%
- Change job functions/occupation: 25%
- Live outside my country of citizenship: 22%
- Obtain a senior level position: 20%
- Change job industries: 20%
- Obtain a C-suite position: 20%
- Get a job with a different company: 18%
- Obtain a mid-level position: 16%
- Obtain an entry level position: 16%
- Work for a startup company: 14%
- Get a promotion: 12%
- Manage products: 10%
- Work in my country of citizenship: 4%

**Post-GME Industries of Interest**

- Finance/Accounting: 51%
- Products/Services: 39%
- Consulting: 37%
- Technology: 29%
- Nonprofit/Government: 25%
- Energy/Utilities: 16%
- Health Care: 10%
- Manufacturing: 4%

**Post-GME Job Functions of Interest**

- Consulting: 75%
- General management: 43%
- Marketing/Sales: 31%
- Finance/Accounting: 31%
- IT/MIS: 24%
- Human resources: 8%
- Operations/Logistics: 8%
Candidate Profiles by Residence

Germany

Program Considerations

- MBA program types only: 23%
- Both MBA and other master's program types: 31%
- Business master's program types only: 46%

Top 10 Program Types Considered

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Considered %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of management</td>
<td>36%</td>
</tr>
<tr>
<td>Full-time 2YR MBA</td>
<td>35%</td>
</tr>
<tr>
<td>Master of int'l management</td>
<td>35%</td>
</tr>
<tr>
<td>Master of finance</td>
<td>33%</td>
</tr>
<tr>
<td>Full-time 1YR MBA</td>
<td>20%</td>
</tr>
<tr>
<td>Master of data analytics</td>
<td>19%</td>
</tr>
<tr>
<td>Part-time MBA</td>
<td>14%</td>
</tr>
<tr>
<td>Master of business IT</td>
<td>14%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>12%</td>
</tr>
<tr>
<td>Master of supply chain mgmt</td>
<td>12%</td>
</tr>
</tbody>
</table>

Top Program Types Preferred

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Preferred %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of finance</td>
<td>19%</td>
</tr>
<tr>
<td>Master of management</td>
<td>15%</td>
</tr>
<tr>
<td>Full-time 1YR MBA</td>
<td>12%</td>
</tr>
<tr>
<td>Master of int'l management</td>
<td>12%</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>6%</td>
</tr>
<tr>
<td>Master of data analytics</td>
<td>6%</td>
</tr>
<tr>
<td>Other business master degree</td>
<td>6%</td>
</tr>
</tbody>
</table>

Application Plans by Relative Location

- Local: 6%
- Regional: 17%
- National: 20%
- Int'l: 81%

Application Plans by Program World Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Considered %</th>
</tr>
</thead>
<tbody>
<tr>
<td>W Europe</td>
<td>90%</td>
</tr>
<tr>
<td>USA</td>
<td>38%</td>
</tr>
<tr>
<td>Canada</td>
<td>7%</td>
</tr>
<tr>
<td>E&amp;SE Asia</td>
<td>4%</td>
</tr>
<tr>
<td>E Europe</td>
<td>3%</td>
</tr>
<tr>
<td>Aus/PI</td>
<td>3%</td>
</tr>
<tr>
<td>C&amp;S Asia</td>
<td>1%</td>
</tr>
</tbody>
</table>

Preferred Study Destination

<table>
<thead>
<tr>
<th>Country</th>
<th>Preferred %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>25%</td>
</tr>
<tr>
<td>United States</td>
<td>17%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>15%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>9%</td>
</tr>
<tr>
<td>Sweden</td>
<td>9%</td>
</tr>
<tr>
<td>Italy</td>
<td>7%</td>
</tr>
<tr>
<td>France</td>
<td>6%</td>
</tr>
</tbody>
</table>

Notes:
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Candidate Profiles by Residence

Germany

**Post-GME Career Goals**

- Manage people: 42%
- Manage projects: 38%
- Work for a company where I can travel internationally: 29%
- Work outside my country of citizenship: 29%
- Become CEO of a company: 29%
- Obtain an executive level position: 26%
- Obtain an entry level position: 25%
- Be self-employed/entrepreneur: 23%
- Obtain a senior level position: 23%
- Get a raise/salary increase: 22%
- Obtain a C-suite position: 19%
- Live outside my country of citizenship: 19%
- Obtain a mid-level position: 19%
- Get a job with a different company: 17%
- Work for a startup company: 17%
- Get a promotion: 16%
- Change job industries: 16%
- Change job functions/occupation: 13%
- Manage products: 12%
- Continue to work for my current employer: 6%
- Work in my country of citizenship: 4%

**Post-GME Industries of Interest**

- Products/Services: 59%
- Consulting: 52%
- Finance/Accounting: 46%
- Technology: 39%
- Manufacturing: 22%
- Health Care: 13%
- Nonprofit/Government: 10%
- Energy/Utilities: 6%

**Post-GME Job Functions of Interest**

- Consulting: 77%
- General management: 48%
- Marketing/Sales: 38%
- Finance/Accounting: 33%
- IT/MIS: 17%
- Operations/Logistics: 13%
- Human resources: 6%
Candidate Profiles by Residence

Italy

Program Considerations
- MBA program types only 19%
- Both 34%
- Business master’s program types only 47%

Top 10 Program Types Considered
1. Master of finance 45%
2. Full-time 1YR MBA 29%
3. Master of int'l mgmt 27%
4. Master of mgmt 23%
5. Full-time 2YR MBA 17%
6. Master of data analytics 15%
7. Executive MBA 13%
8. Master of marketing 13%
9. Part-time MBA 12%
10. Flexible MBA 10%

Top Program Types Preferred
1. Master of finance 26%
2. Full-time 1 YR MBA 12%
3. Master of int'l management 12%
4. Master of management 10%
5. Executive MBA 7%
6. Master of data analytics 7%
7. Master of marketing 7%
8. Full-time 2 YR MBA 5%

Application Plans by Relative Location
1. Local 14%
2. Regional 8%
3. National 28%
4. Int'l 78%

Application Plans by Program World Region
1. W Europe 88%
2. USA 36%
3. Canada 11%
4. E Europe 10%
5. E&SE Asia 4%
6. Aus/PI 4%
7. Middle... 3%
8. C&S Asia 1%

Preferred Study Destination
1. Italy 26%
2. United States 19%
3. United Kingdom 15%
4. France 13%
5. Netherlands 10%

Notes:
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Candidate Profiles by Residence

Italy

Post-GME Career Goals

- Work for a company where I can travel internationally: 39%
- Become CEO of a company: 29%
- Work outside my country of citizenship: 28%
- Obtain a senior level position: 28%
- Manage projects: 27%
- Get a raise/salary increase: 24%
- Live outside my country of citizenship: 24%
- Manage people: 23%
- Obtain an executive level position: 21%
- Change job functions/occupation: 18%
- Obtain a mid-level position: 15%
- Obtain an entry level position: 15%
- Be self-employed/entrepreneur: 14%
- Get a job with a different company: 13%
- Work for a startup company: 11%
- Change job industries: 9%
- Get a promotion: 7%
- Obtain a C-suite position: 7%
- Manage products: 7%
- Work in my country of citizenship: 4%
- Continue to work for my current employer: 1%

Post-GME Industries of Interest

- Finance/Accounting: 52%
- Product/Services: 40%
- Consulting: 39%
- Technology: 36%
- Nonprofit/Government: 20%
- Health Care: 20%
- Manufacturing: 12%
- Energy/Utilities: 11%

Post-GME Job Functions of Interest

- Consulting: 61%
- Finance/Accounting: 43%
- General Management: 40%
- Marketing/Sales: 32%
- IT/MIS: 16%
- Operations/Logistics: 11%
- Human Resources: 4%
Preferred Study Destination

This section features data by candidate preferred study destination country, including:

• Top 10 program types considered
• Top program types preferred
• Citizenship of candidates preferring this study destination
• Preferred program delivery by candidates preferring this study destination
Preferred Study Destination
France

Top 10 Program Types Considered
- Full-time 1YR MBA: 53%
- Full-time 2YR MBA: 35%
- Master of finance: 24%
- Master of int'l management: 24%
- Master of data analytics: 21%
- Executive MBA: 19%
- Master of management: 18%
- Master of entrepreneurship: 13%
- Master of project mgmt: 12%
- Master of marketing: 12%

Top Program Types Preferred
- Full-time 1 YR MBA: 31%
- Full-time 2 YR MBA: 11%
- Master of finance: 9%
- Master of int'l management: 7%
- Master of data analytics: 6%
- Master of management: 6%

Notes:
1. Total percentages do not sum to 100 percent because of multiple selections.
2. Graphs display only categories where greater than or equal to five percent of candidates indicated their preference.
Preferred Study Destination

Germany

Top 10 Program Types Considered ¹

- Full-time 2YR MBA: 46%
- Full-time 1YR MBA: 33%
- Master of management: 33%
- Master of int'l management: 25%
- Master of business IT: 24%
- Master of finance: 21%
- Master of data analytics: 21%
- Master of entrepreneurship: 19%
- Master of project mgmt: 19%
- Master of supply chain mgmt: 18%

Citizenship of Candidates Preferring This Study Destination

- Domestic: 13%
- International: 87%

Region of Citizenship of International Candidates ¹

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>23%</td>
</tr>
<tr>
<td>C &amp; S Asia</td>
<td>36%</td>
</tr>
<tr>
<td>Canada</td>
<td>1%</td>
</tr>
<tr>
<td>E &amp; SE Asia</td>
<td>14%</td>
</tr>
<tr>
<td>E. Europe</td>
<td>6%</td>
</tr>
<tr>
<td>LATAM</td>
<td>6%</td>
</tr>
<tr>
<td>Middle East</td>
<td>6%</td>
</tr>
<tr>
<td>USA</td>
<td>1%</td>
</tr>
<tr>
<td>W. Europe</td>
<td>8%</td>
</tr>
</tbody>
</table>

Top Program Types Preferred ²

- Full-time 1 YR MBA: 18%
- Master of management: 13%
- Master of finance: 10%
- Full-time 2 YR MBA: 8%
- Master of int'l management: 6%
- Master of marketing: 6%

Preferred Program Delivery by Candidates Preferring This Study Destination ¹

- Primarily in-person: Domestic 64%, International 79%
- Hybrid: Domestic 36%, International 17%
- Primarily online: Domestic 0%, International 4%

Notes:
1. Total percentages do not sum to 100 percent because of multiple selections.
2. Graphs display only categories where greater than or equal to five percent of candidates indicated their preference.
Preferred Study Destination

Italy

Top 10 Program Types Considered ¹
- Full-time 1YR MBA: 33%
- Master of finance: 31%
- Master of int'l management: 29%
- Full-time 2YR MBA: 24%
- Master of management: 20%
- Master of marketing: 18%
- Master of data analytics: 16%
- Executive MBA: 16%
- Master of business IT: 13%
- Master of project mgmt: 13%
- Part-time MBA: 13%

Top Program Types Preferred ²
- Master of finance: 19%
- Full-time 1YR MBA: 15%
- Master of int'l management: 11%
- Master of marketing: 11%

Citizenship of Candidates Preferring This Study Destination
- International: 44%
- Domestic: 56%

Region of Citizenship of International Candidates ¹
- C & S Asia: 5%
- E & SE Asia: 5%
- E. Europe: 35%
- LATAM: 10%
- Middle East: 10%
- W. Europe: 35%

Preferred Program Delivery by Candidates Preferring This Study Destination ¹
- Primarily in-person: 76% Domestic, 78% International
- Hybrid: 24% Domestic, 22% International
- Primarily online: 0% Domestic, 0% International

Notes:
1. Total percentages do not sum to 100 percent because of multiple selections.
2. Graphs display only categories where greater than or equal to five percent of candidates indicated their preference.
## Respondent Demographic Profile

<table>
<thead>
<tr>
<th>Citizenship Region</th>
<th>Overall</th>
<th>Gender</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Global</td>
<td>2,710</td>
<td>1,598</td>
<td>1,089</td>
</tr>
<tr>
<td>Africa</td>
<td>543</td>
<td>322</td>
<td>218</td>
</tr>
<tr>
<td>Australia &amp; Pacific Islands</td>
<td>21</td>
<td>13</td>
<td>8</td>
</tr>
<tr>
<td>Canada</td>
<td>91</td>
<td>46</td>
<td>45</td>
</tr>
<tr>
<td>Central &amp; South Asia</td>
<td>648</td>
<td>432</td>
<td>212</td>
</tr>
<tr>
<td>East &amp; Southeast Asia</td>
<td>337</td>
<td>154</td>
<td>179</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>55</td>
<td>25</td>
<td>27</td>
</tr>
<tr>
<td>Latin America</td>
<td>160</td>
<td>102</td>
<td>56</td>
</tr>
<tr>
<td>Middle East</td>
<td>55</td>
<td>27</td>
<td>28</td>
</tr>
<tr>
<td>United States</td>
<td>467</td>
<td>258</td>
<td>205</td>
</tr>
<tr>
<td>Western Europe</td>
<td>333</td>
<td>219</td>
<td>111</td>
</tr>
</tbody>
</table>

**Note:**

1. Cells with less than 5 respondents were suppressed.
### Methodology

#### Population & Sampling Methods

In 2022, the Graduate Management Admission Council™ (GMAC™) surveyed all individuals who registered on mba.com—the GMAC website for prospective graduate business students — about their demand for GME. Prospective students who attended events hosted by GMAC Tours (formerly The MBA Tour), visited the BusinessBecause website, or registered for the NMAT by GMAC exam in India were also invited to participate in the survey to expand the representation of survey respondents across all regions of the world. In total, over 2,700 prospective students from 131 countries or regions in all 10 populated world regions completed the survey.

#### Analysis

Descriptive analyses were conducted on survey responses to examine prospective students’ program of study preferences, program delivery preference, application plans, and career goals. Analyses were conducted on all respondents and by respondents’ region of citizenship, region of residence and preferred study destination.
Country-World Region Assignment

All geographic regions mentioned in this report use the following country-region classifications:

**Africa:** Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, French Southern Territories, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast (Cote D'Ivoire), Kenya, Lesotho, Liberia, Libyan Arab, Jamahiriya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mayotte, Morocco, Mozambique, Namibia, Niger, Nigeria, Republic of Congo, Reunion, Rwanda, Sao Tome and Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, South Sudan, Sudan, Svalbard and Jan Mayen, Swaziland, Tanzania, Togo, Tunisia, Uganda, Western Sahara, Zambia, Zimbabwe

**Australia and Pacific Islands:** American Samoa, Australia, Christmas Island, Cocos (Keeling) Islands, Cook Islands, Fiji, French Polynesia, Guam, Heard Island and McDonald Islands, Kiribati, Marshall Islands, Micronesia, Nauru, New Caledonia, New Zealand, Niue, Norfolk Island, Northern Mariana Islands, Palau, Papua New Guinea, Pitcairn, Samoa, Solomon Islands, Tokelau, Tonga, Tuvalu, Vanuatu, Wallis and Futuna Islands

**Canada**

**Central & South Asia:** Afghanistan, Bangladesh, Bhutan, British Indian Ocean Territory, India, Kazakhstan, Kyrgyzstan, Nepal, Pakistan, Tajikistan, Turkmenistan, Uzbekistan

**East & Southeast Asia:** Brunei Darussalam, Cambodia, China, East Timor, Hong Kong SAR, Indonesia, Japan, North Korea, South Korea, Laos, Macao SAR, Malaysia, Maldives, Mongolia, Myanmar, Philippines, Singapore, Sri Lanka, Taiwan, China, Thailand, Vietnam

**Eastern Europe:** Albania, Armenia, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Georgia, Hungary, Latvia, Lithuania, Macedonia, Moldova, Montenegro, Poland, Republic of Kosovo, Romania, Serbia, Serbia and Montenegro, Slovakia, Slovenia

**Latin America:** Anguilla, Antigua and Barbuda, Argentina, Aruba, Bahamas, Barbados, Belize, Bermuda, Bolivia, Bonaire, Saint Eustatius and Saba, Brazil, Cayman Islands, Chile, Colombia, Costa Rica, Cuba, Curacao, Dominica, Dominican Republic, Ecuador, El Salvador, Falkland Islands, French Guiana, Grenada, Guadeloupe, Guatemala, Guyana, Haiti, Honduras, Jamaica, Martinique, Mexico, Montserrat, Netherlands Antilles, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Saint Barthelemy, Saint Kitts and Nevis, Saint Lucia, Sint Maarten, South Georgia-Sandwich Islands, St. Helena, St. Martin, St. Vincent and Grenadines, Suriname, Trinidad and Tobago, Turks and Caicos Islands, Uruguay, US Minor Outlying Islands, Venezuela, British Virgin Islands, US Virgin Islands

**Middle East:** Bahrain, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestinian, Territory, Qatar, Saudi Arabia, Syrian Arab Republic, Turkey, United Arab Emirates, Yemen

**United States**

**Western Europe:** Aland Islands, Andorra, Austria, Belgium, Bouvet Island, Cyprus, Denmark, Faroe Islands, Finland, France, Germany, Gibraltar, Greece, Greenland, Guernsey, Iceland, Ireland, Isle of Man, Italy, Jersey, Liechtenstein, Luxembourg, Malta, Monaco, Netherlands, Norway, Portugal, San Marino, Spain, Sweden, Switzerland, United Kingdom, Vatican City State

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Prospective Students Survey 2023
Contributors & Contact Information

Contributors

The following individuals made significant contributions to the publication of this report:

Quan Yuan, Associate Manager of Survey Research, data analysis, manuscript drafting, sample development, survey management; Alexandria Williams, Manager of Survey Research, survey management, manuscript design; Kun Yuan, Director of Research & Data Science, manuscript review.

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