GMAC Prospective Students Survey 2026

GMAC

Candidates' top skills to cultivate in business school
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Artificial intelligence is now a common curricular expectation across most degree types, joining topics like strategy and business analytics in widespread appeal to candidates seeking different GME programs.

Top skills by preferred degree type, 2025

Full-time MBA
1. Strategy (69%)
2. *Artificial intelligence (56%)*
3. Business analytics/data science (55%)
3. Leadership/change management (55%)
5. Corporate finance (52%)
5. Consulting (52%)

Master of Finance
1. Corporate finance (85%)
2. Economics (67%)
3. Business analytics/data science (53%)
4. Risk management/insurance (50%)
5. Accounting and taxation (45%)
5. *Artificial intelligence (45%)*

Professional MBA
1. Strategy (65%)
2. Leadership/change management (59%)
3. Business analytics/data science (54%)
4. *Artificial intelligence (50%)*
5. International management/business (46%)
5. Corporate finance (46%)

Master of Marketing
1. Marketing and communications (89%)
2. Marketing research (76%)
3. Brand/product management (71%)
4. Strategy (59%)
5. *Artificial intelligence (56%)*

Master in Management
1. Strategy (64%)
2. International management/business (59%)
3. General management (53%)
4. Project management (52%)
5. Leadership/change management (48%)
5. Consulting (48%)

Master of Entrepreneurship
1. Entrepreneurship/innovation (83%)
2. Strategy (60%)
3. Marketing and communications (55%)
4. Brand/product management (51%)
5. *Artificial intelligence (50%)*

Master in International Management/Business
1. International management/business (84%)
2. Strategy (65%)
3. Project management (51%)
4. Leadership/change management (50%)
5. Business analytics/data science (48%)

Master of Business Analytics
1. Business analytics/data science (80%)
2. *Artificial intelligence (64%)*
3. Strategy (56%)
4. Consulting (46%)
5. Project management (42%)

Master of Accounting
1. Accounting and taxation (81%)
2. Corporate finance (49%)
3. Business analytics/data science (43%)
4. Law/ethics (40%)
5. *Artificial intelligence (34%)*

Other business degrees
1. Strategy (60%)
2. Business analytics/data science (52%)
3. *Artificial Intelligence (48%)*
4. Project management (43%)
5. Entrepreneurship/innovation (43%)