

The Student Market: Eastern European Prospective Students



GMAC[®] Data-to-Go Series

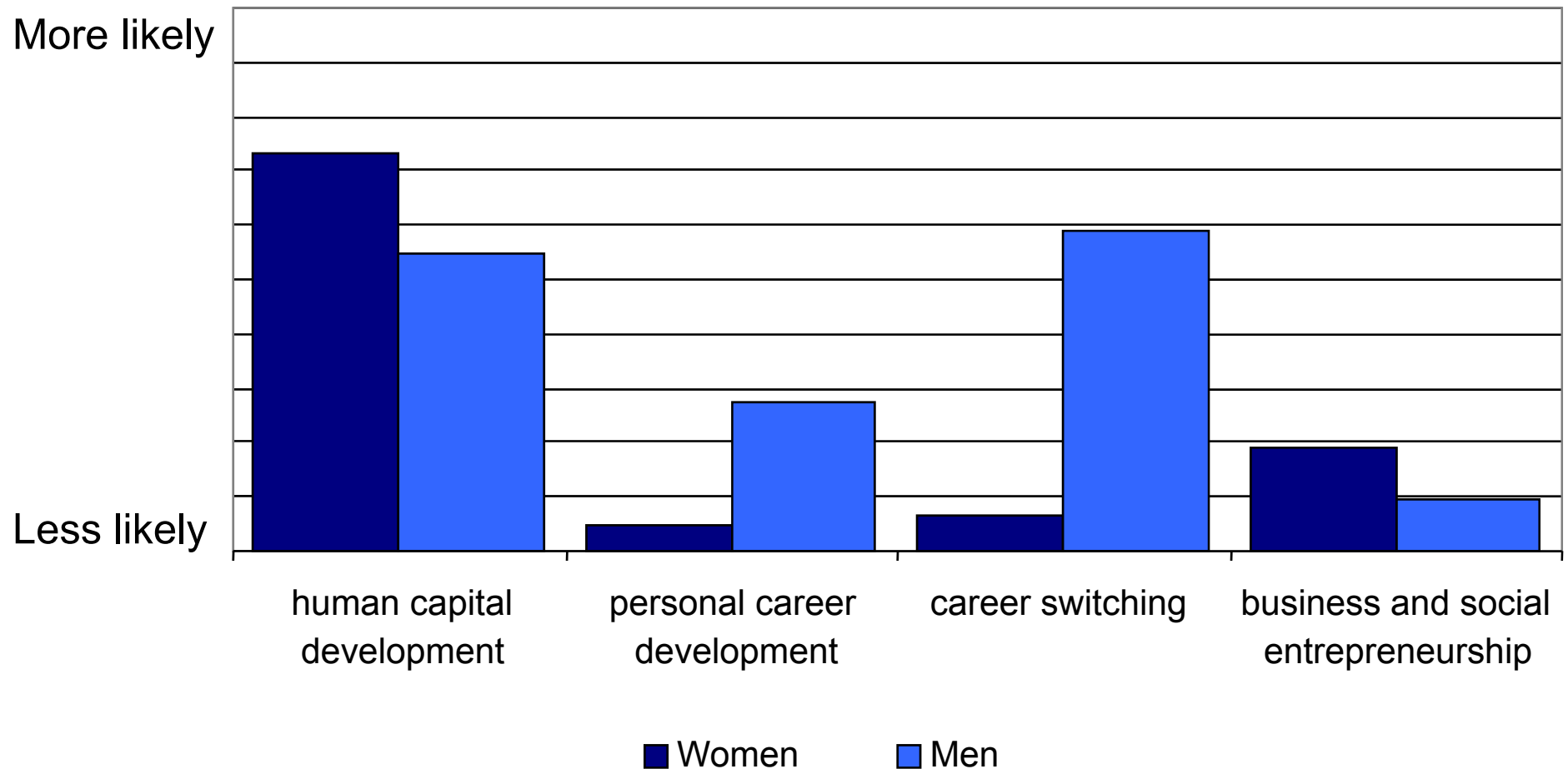
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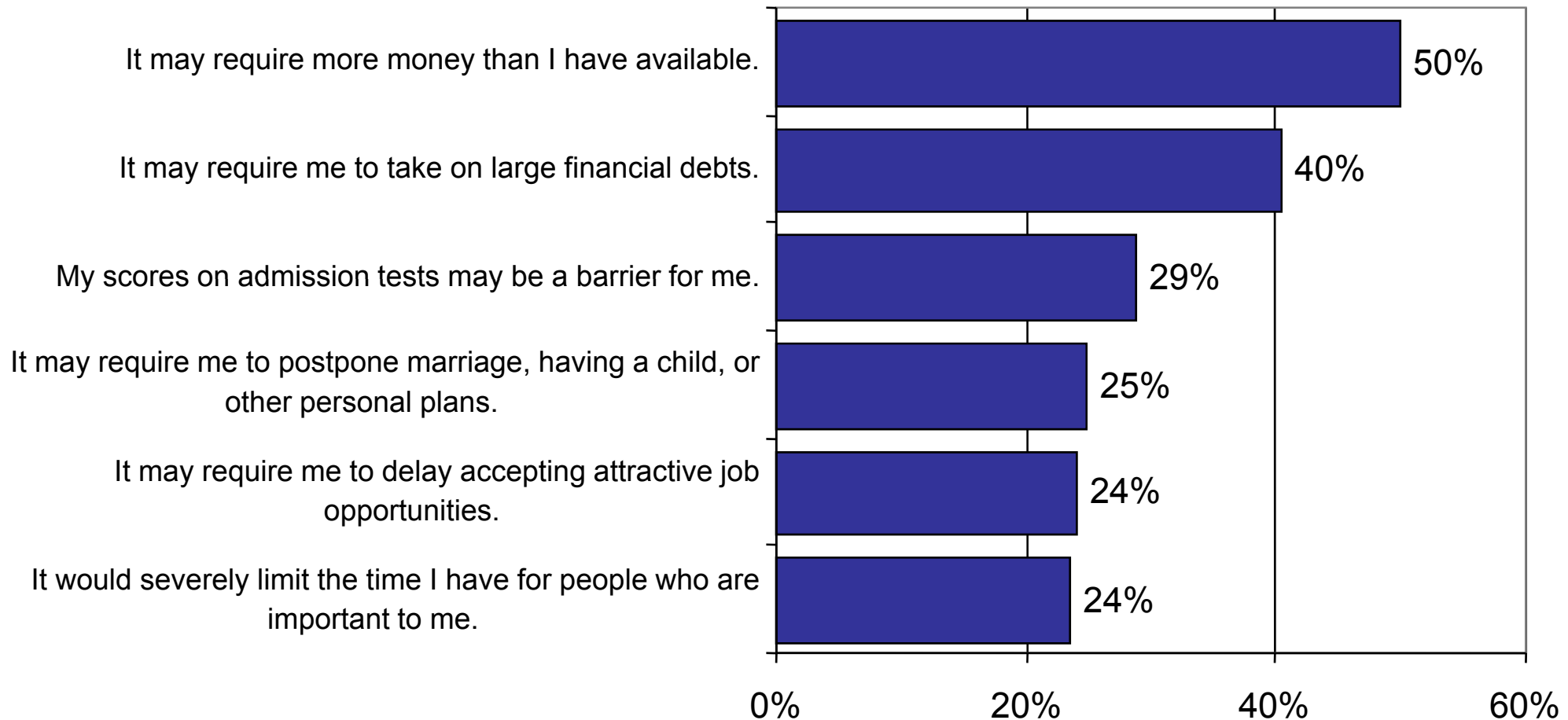
Motivation to Pursue Degree

Women of Eastern Europe were slightly more likely than men to be motivated by human capital development. Men of Eastern Europe were more motivated by career switching and personal career development.



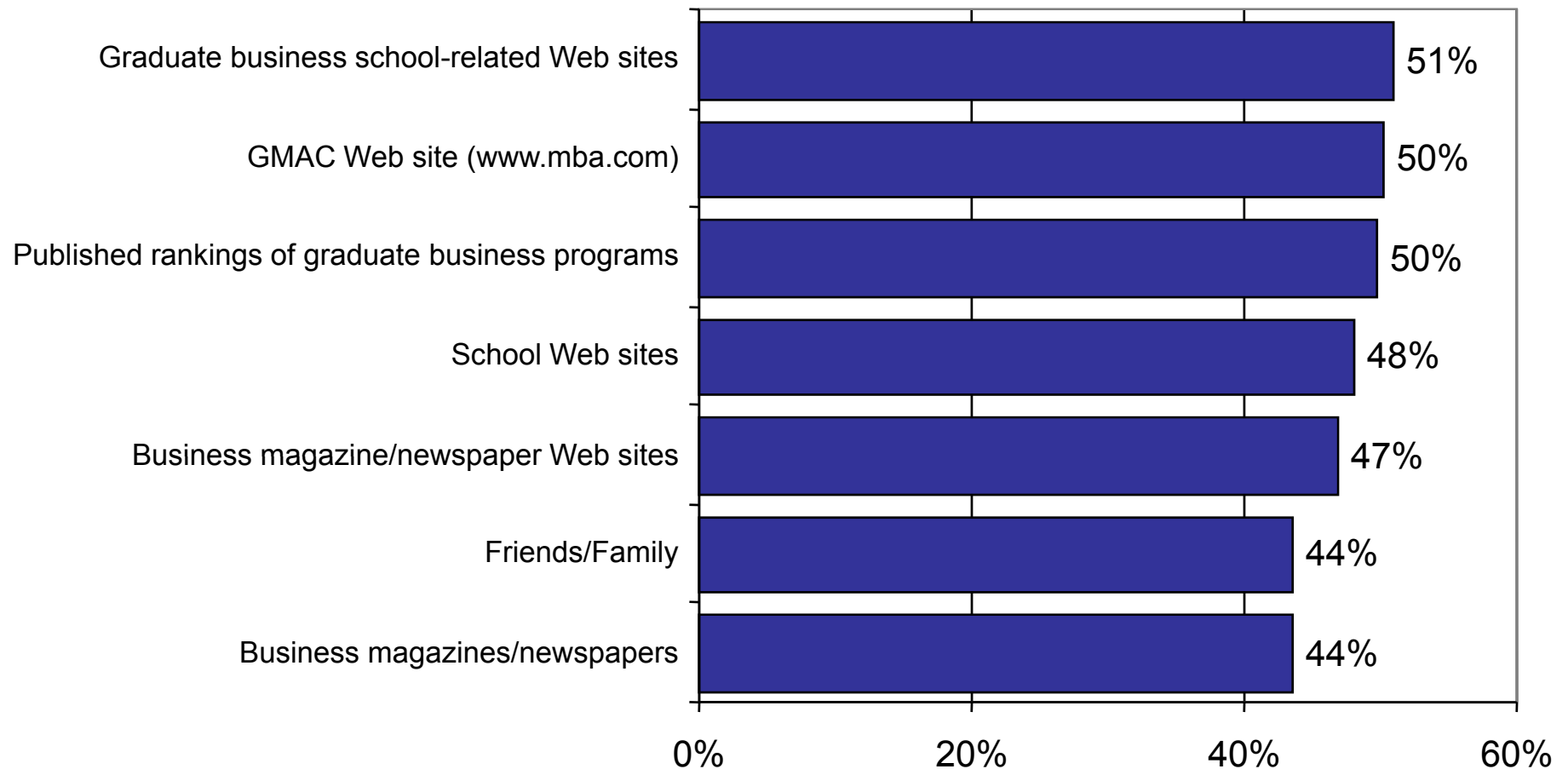
Reservations about Pursuing a Degree

Financial issues were the most common reservations among Eastern European respondents.



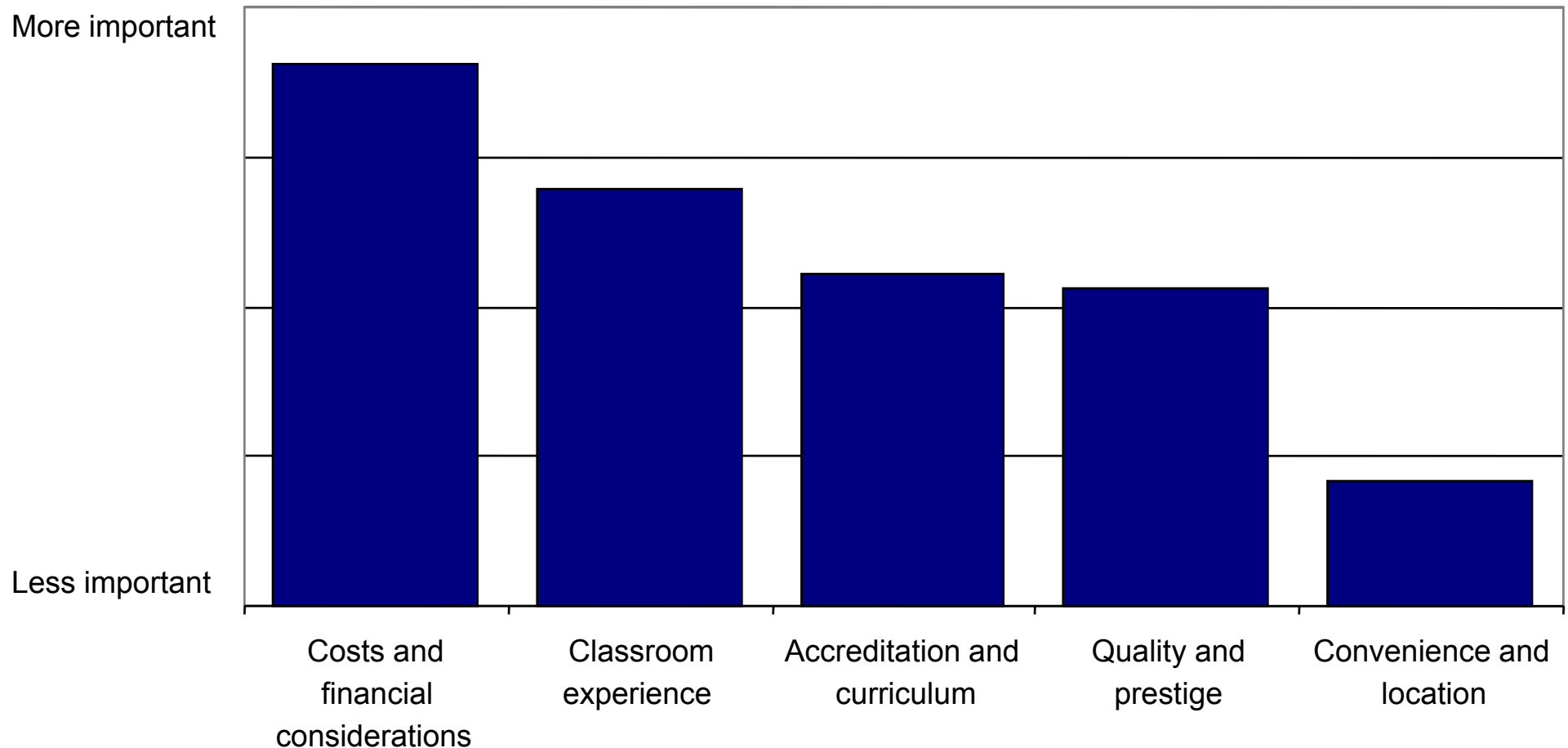
Sources Consulted in Decision Making

When making the decision on whether to apply to graduate business schools, Eastern European respondents consult a variety of Web sites as well as published rankings.



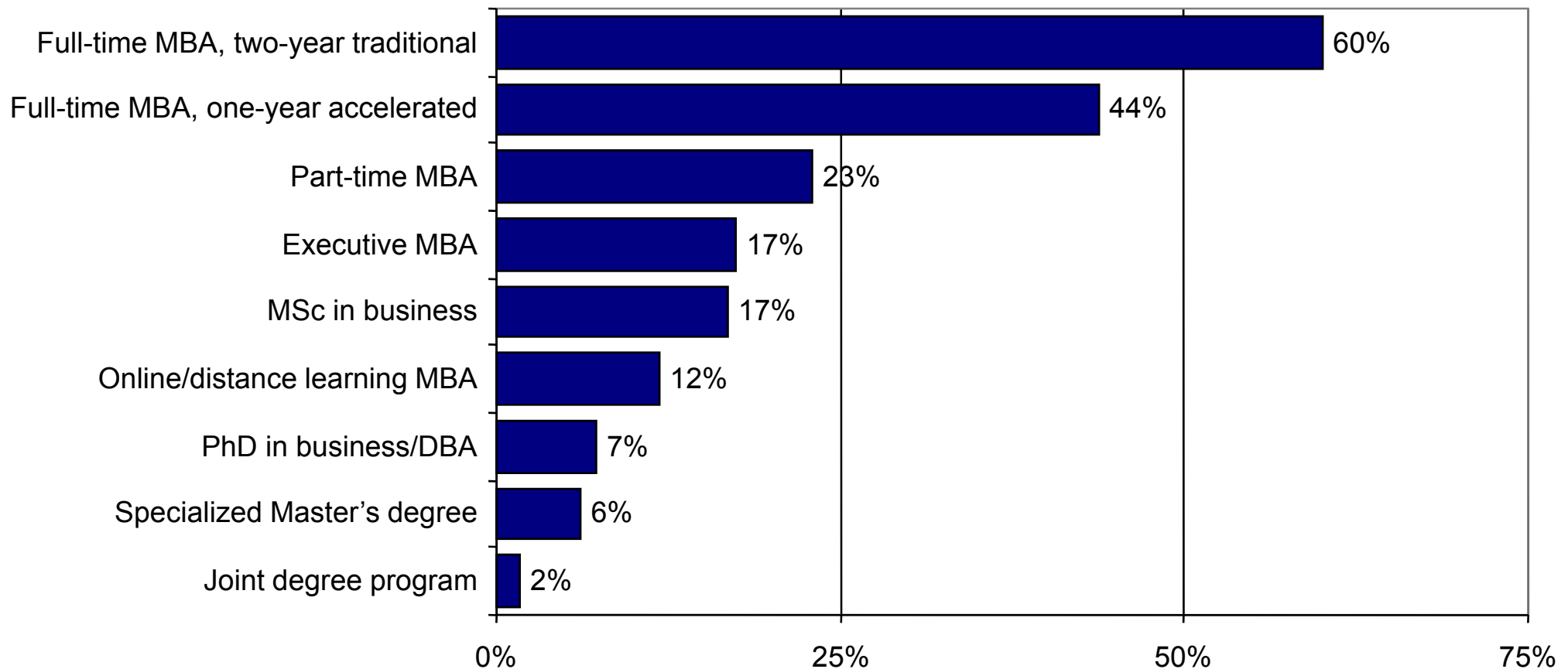
School Selection Criteria

When selecting schools for which to apply, Eastern European respondents consider costs and financial considerations to be the most important, followed by the classroom experience.



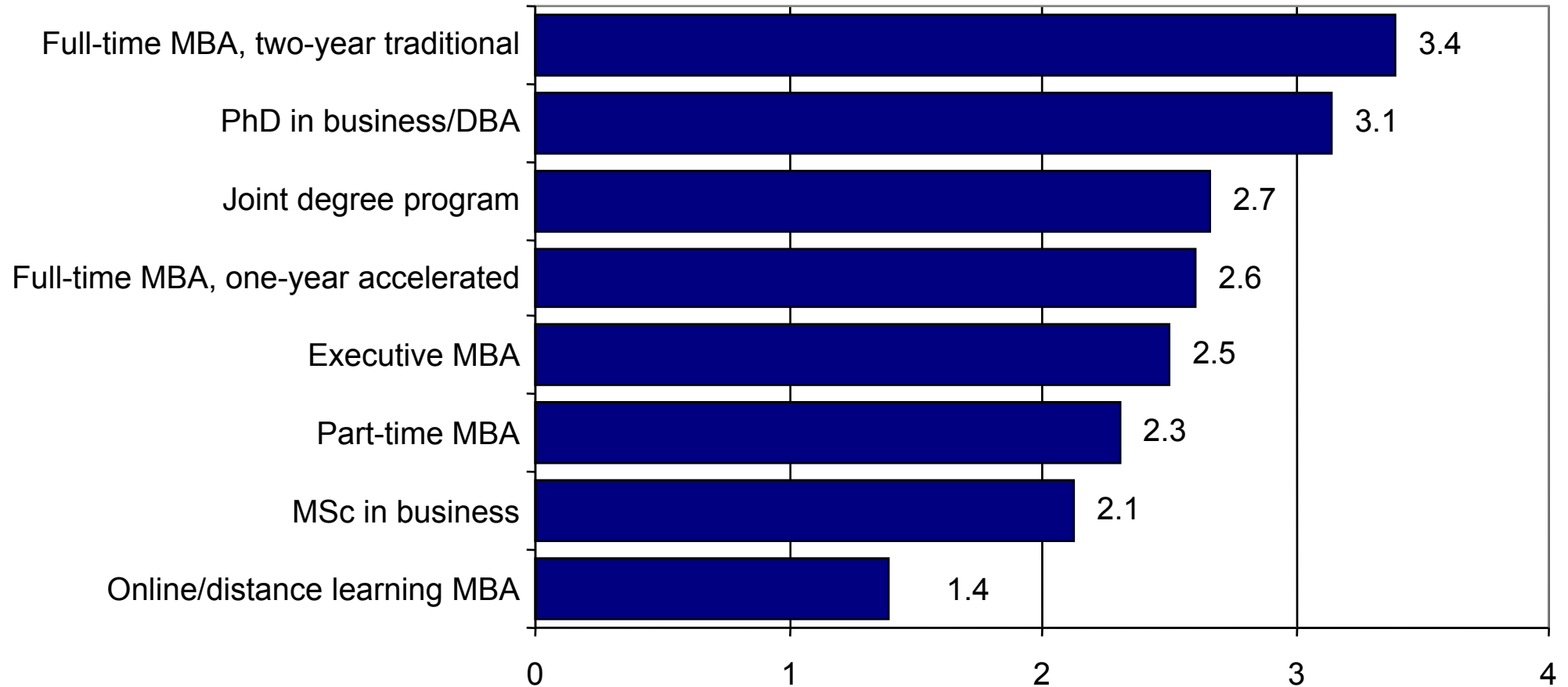
Program Types Considered

A majority of Eastern Europeans considered a traditional full-time MBA program, and about two-fifths considered an accelerated full-time MBA program.



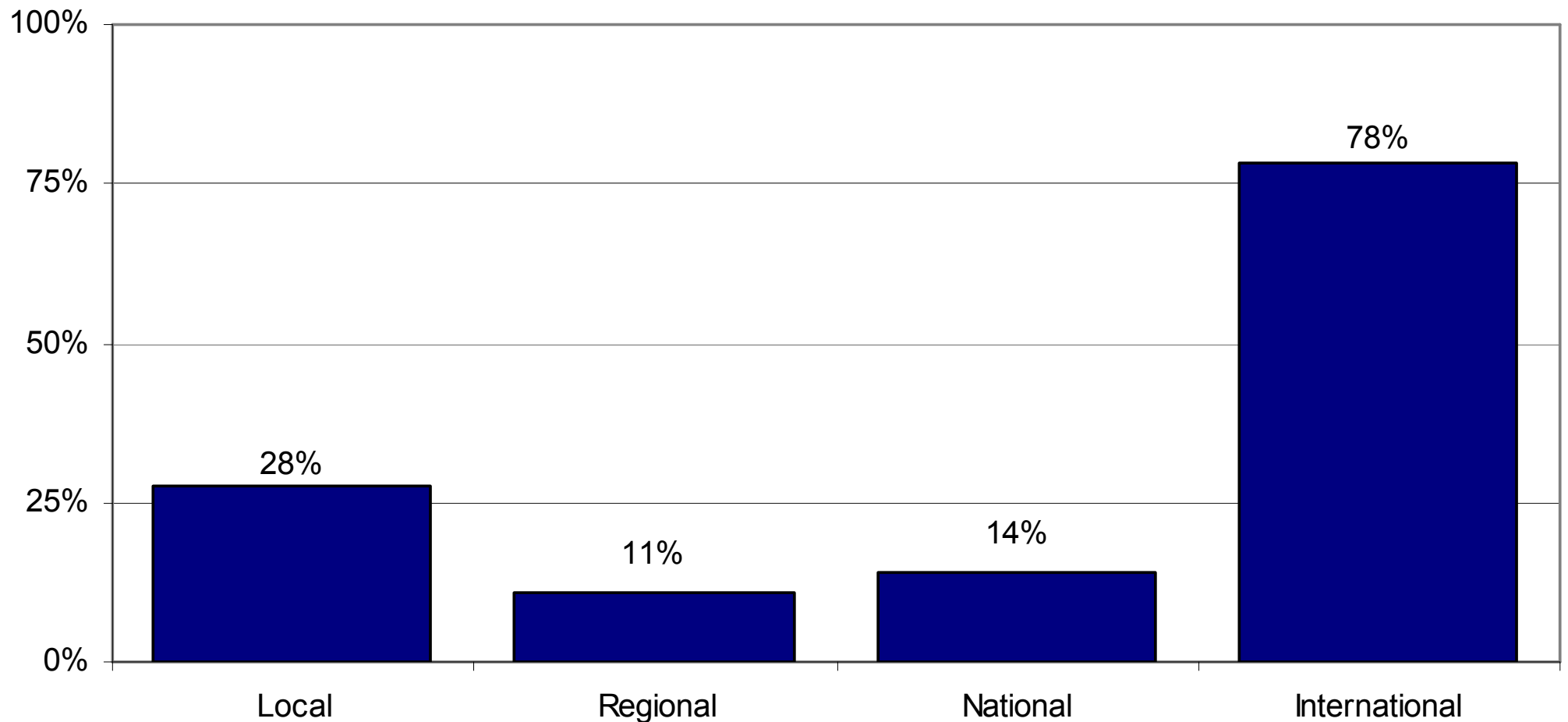
Average Number of Applications Submitted

Eastern European applicants to traditional full-time MBA and doctoral programs sent the greatest number of applications on average.



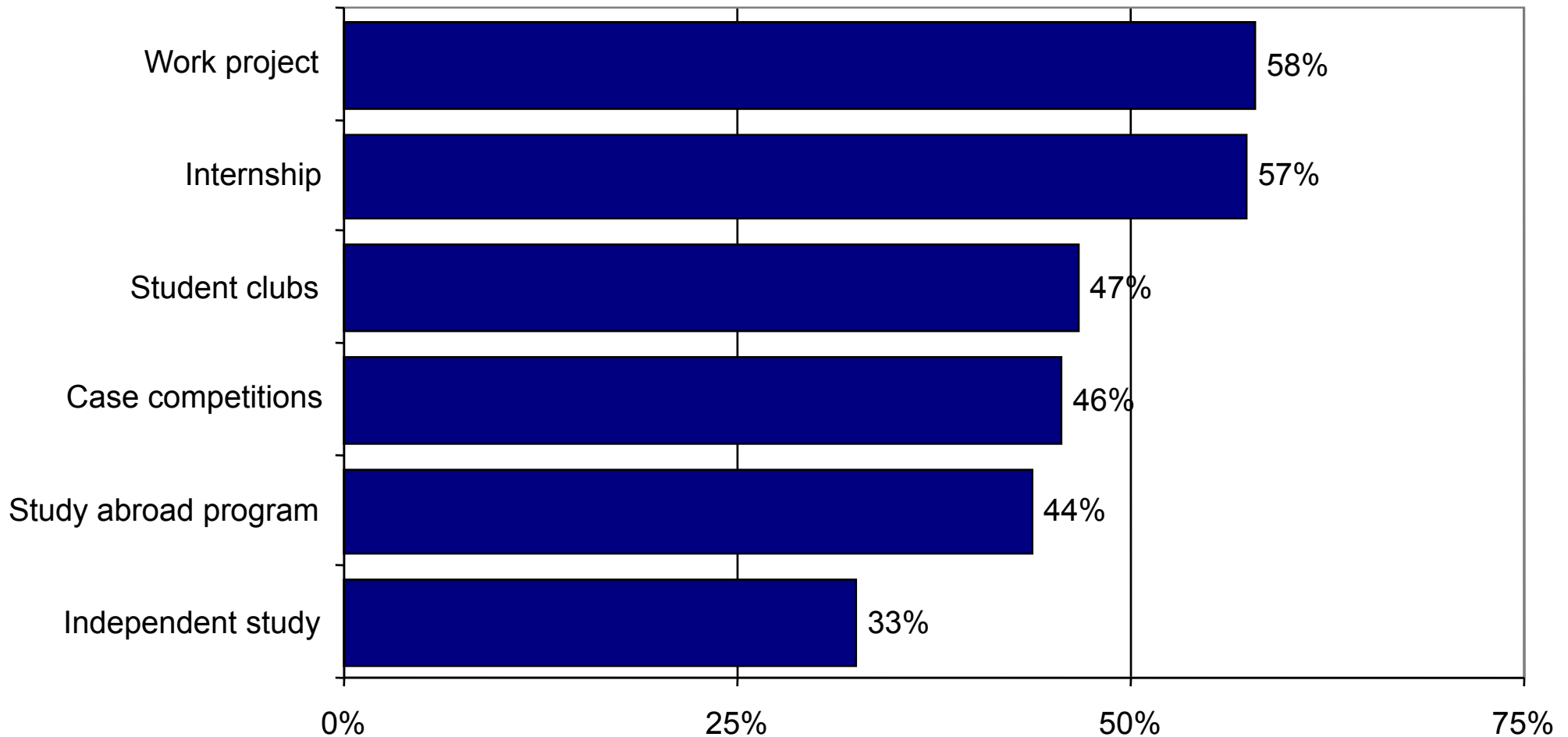
Location of Submitted Applications

A majority of Eastern European respondents submitted applications to schools outside their country of citizenship. About a quarter of the respondents sent applications to local schools.



Planned Activities During Business School

About three-fifths of the Eastern European respondents intend to participate in a work project and/or internship program. Additionally, 30% plan to work full time and 49% plan to work part time.



Planned Method of Financing Degree

Eastern European respondents plan to finance a majority of their degree with grants, fellowships, scholarships, or government benefits, and with loans.

