**What are candidates post-GME career goals?**

Top 5 industries targeted

- Consulting: 29%
- Finance/Accounting: 24%
- Products/Services: 18%
- Technology: 12%
- Nonprofit/Gov’t: 8%

**What subjects are MBA candidates most excited by?**

Top 5 subjects full-time MBA candidates say are a “must-have” in their ideal curriculum

- Strategy: 69%
- Leadership/Change management: 59%
- Data analytics: 57%
- Int’l management/Business: 55%
- Entrepreneurship/Innovation: 54%

**What program types are candidates considering?**

Top 5 program types considered

- Full-time one-year MBA: 47%
- Full-time two-year MBA: 45%
- Master of Finance: 24%
- Part-time MBA: 22%
- Master of Data Analytics: 19%

**What are candidates program preferences?**

Program format

- Full-time: 77%
- Part-time: 22%

Program length

- <12 months: 48%
- 13-18 months: 44%
- >18 months: 28%

Coursework delivery (avg. %)

- Online: 24%
- Classroom: 76%

**Which segments are the most likely to want to change jobs or industries?**

For more on the Global GME candidate segments, visit gmac.com/segments

- Respect Seeker: 46%
- Global Striver: 45%
- Balanced Careerist: 47%
- Career Revitalizer: 59%
- Socio-Economic Climber: 44%
- Skill Upgrader: 34%
- Impactful Innovator: 46%