Graduate Management Admission Council™

RESEARCH SNAPSHOT

mba.com Prospective Students Survey 2019

gmac.com/prospectivestudents

What are candidates post-GME career goals?

Top 5 industries targeted



24%







Consulting

Finance/ Accounting

Products/ Services

Technology

Nonprofit/ Gov't

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



46% Respect Seeker



45% Global Striver



47%

Balanced Careerist



59%

Career Revitalizer



44%

Socio-Economic Climber



34%

Skill Upgrader



46%

Impactful Innovator

What subjects are MBA candidates most excited by?

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



69% Strategy



59%
Leadership/Change management



57%Data analytics



55% Int'l management/

Business



54% Entrepreneurship/ Innovation

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%

What are candidates program preferences?

19%

Program format

Full-time 77%

Part-time 22%

Program length

<12 months 24%

18 months **28**%

13-18 months

Master of Data Analytics

Coursework delivery (avg. %)

Online 24%

Classroom 76%

48%