

Developing a Short List

Once prospects have decided to pursue a graduate management degree, they start to research and narrow down their list of desirable schools. With the help of online resources and good self-assessment, they do this very efficiently, finding schools that match their needs and interests. Once prospects have focused on the schools they are interested in, they are not easily influenced to consider other schools.

The typical respondent planned to apply to three schools total, including applications already submitted and those yet to be submitted. Thirty-two percent of respondents who had applied to business school at the time of the survey had applied to only one school and did not plan to apply to any others.

Part-time and executive program applicants are more decisive in their process of developing a list of schools in which they are interested. Applicants to these types of programs apply to an average of two schools, whereas applicants to full-time programs apply to an average of four schools.