

GMAC Application Trends Survey 2023

Building Inclusive Classes Infographic

Access the full report at gmac.com/applicationtrends



Part of graduate business school's duty to prepare the next generation of leaders is to ensure they can thrive in dynamic, multicultural workplaces. As such, the Application Trends Survey explores how GME programs enrich their student experience with exposure to different perspectives and experiences.

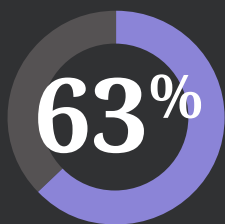
What's New?

First-generation candidates comprised 31 percent of the prospective student pipeline but only 13 percent of this year's total applicant pool in 2023.

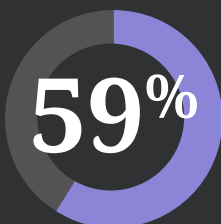


What's the Latest?

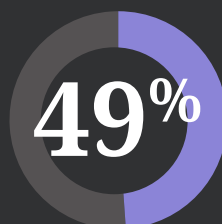
As U.S. programs are rethinking race-conscious admissions following the recent U.S. Supreme Court decision, more programs reported growth in applications from U.S. underrepresented candidates in 2023 compared to the past two years.



Part-time
MBA



Full-Time
Two-Year
MBA



Master of
Accounting

What's Trending?

40% of applications have been from women for about the past 10 years

The largest share of applications from women were sent to Master of Accounting and Master in Management programs in 2023.



54% Master of
Accounting



49% Master in
Management



42% Online MBA



39% Full-Time MBA