

Business Master's Degrees

Candidate Interest and Application Trends

Business master's degrees are an important fixture of graduate management education (GME), catering to diverse learners in different places. This infographic shares the latest in candidate consideration of and applications to some of the most popular business master's programs.

Candidate Interest

According to the 2024 [GMAC Prospective Students Survey](#), nearly two-thirds of global GME candidates consider applying to pursue a business master's degree, with the popularity of specific degrees varying by region.

62%

Global candidates consider a **Business Master's Degree**
Including **72%** in Africa

8%

Global candidates consider a **Master of Accounting**
Including **18%** in East & Southeast Asia

18%

Global candidates consider a **Master of Data Analytics**
Including **24%** in the Middle East

22%

Global candidates consider a **Master of Finance**
Including **33%** in Western Europe

20%

Global candidates consider a **Master in Management**
Including **33%** in Western Europe

9%

Global candidates consider a **Master in Marketing**
Including **16%** in Eastern Europe

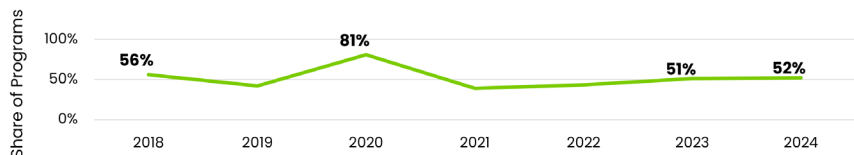
Application Trends

According to the 2024 [Application Trends Survey](#), programs with longer legacies at business schools—like the Master of Accounting—experienced a resurgence in popularity. Meanwhile, falling international applications revealed the reliance of some programs—such as the Master of Business Analytics—on talent from abroad.

19%

Growth in total applications to **accounting programs**
Including **18%** international growth and **21%** domestic growth

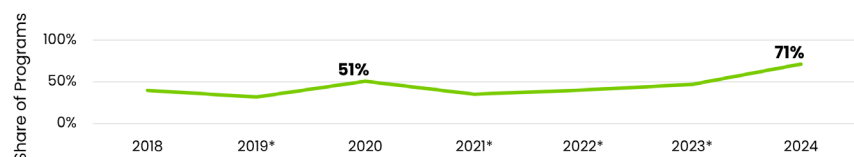
Share of Master of Finance Programs Reporting Application Growth



1%

Growth in total applications to **finance programs**
Including **2%** international decline and **24%** domestic growth

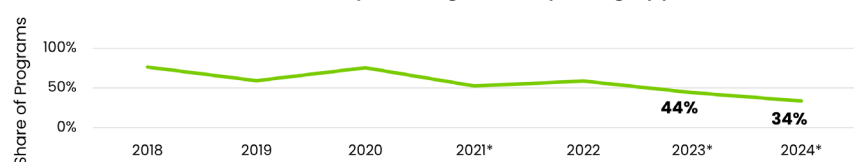
Share of Master of Accounting Programs Reporting Application Growth



5%

Decline in total applications to **business analytics programs**
Including **6%** international decline and **23%** domestic growth

Share of Master of Business Analytics Programs Reporting Application Growth**



*Note: The weighted sample size is less than 30, and caution is warranted when drawing conclusions from samples where the total is less than 30.

**Note: The Application Trends Survey separated the Master of Business Analytics from the Master of Data Analytics in 2023, and prior data is from a combined "Master of Data Analytics" category.
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