

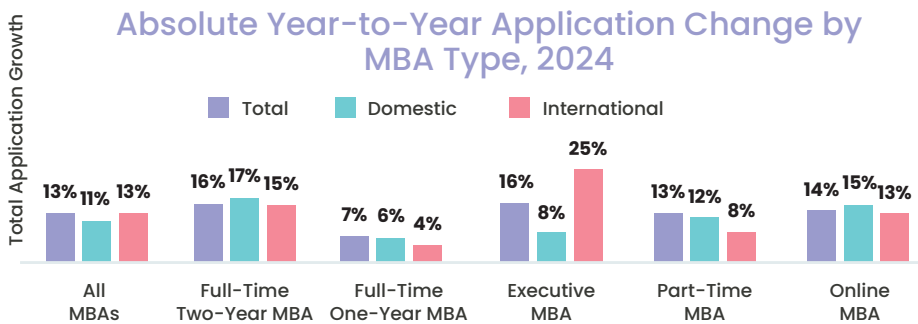
Application Trends Survey 2024

The Renaissance of the MBA

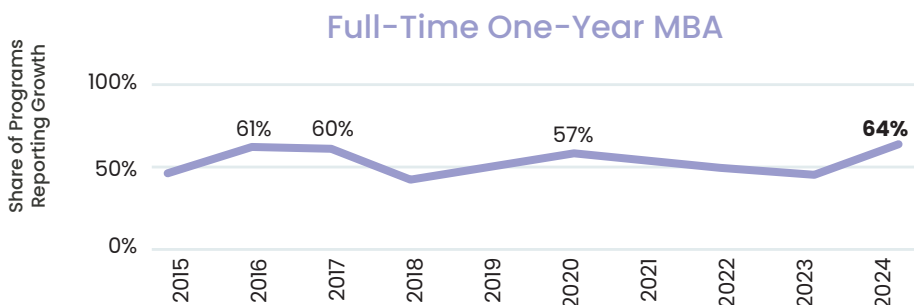
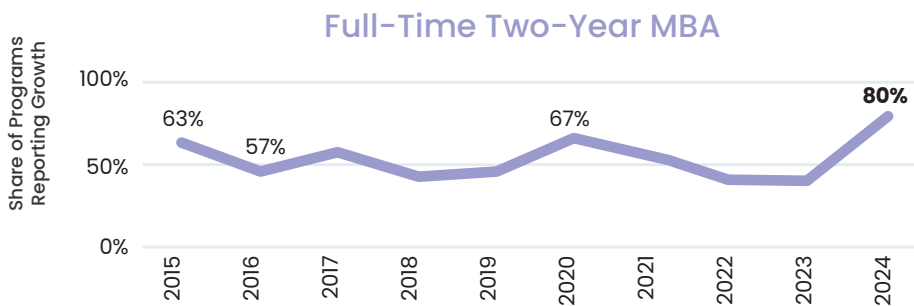
Access the full report at [gmac.com/applicationtrends](https://www.gmac.com/applicationtrends)

Across our research surveys, GMAC tracks data on different business master's degrees and various delivery formats like part-time, online, and hybrid programs. But in this application cycle, the MBA—particularly those offered full-time—experienced a resurgence in popularity among global applicants.

Total applications grew among all MBA program types, including from domestic and international candidates.



2024 saw the largest share of full-time two-year and one-year MBA programs reporting application growth in the past 10 years.



More than half of each MBA type reported growth in applications from women.



70%

Application Growth to Flex MBA



69%

Application Growth to Full-Time Two-Year MBA



63%

Application Growth to Full-Time One-Year MBA



61%

Application Growth to Online MBA



58%

Application Growth to Executive MBA



53%

Application Growth to Part-Time MBA