Corporate Recruiters Survey 2024
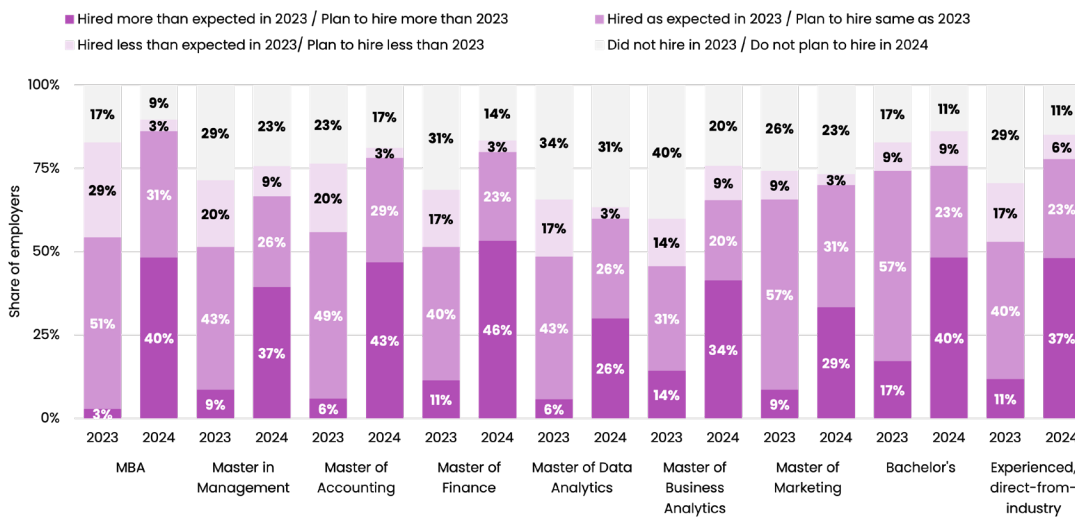## Regional Profile | **Africa**
n=35

African employers are much more optimistic about their plans to expand hiring across degree types in 2024 compared to their actual 2023 hiring.
MBAs are projected to be the most hired candidate, even compared to bachelor's and industry candidates.

Actual 2023 hiring and projected 2024 hiring by degree in Africa

Legend:
- ■ Hired more than expected in 2023 / Plan to hire more than 2023
- ■ Hired as expected in 2023 / Plan to hire same as 2023
- ■ Hired less than expected in 2023/ Plan to hire less than 2023
- ☐ Did not hire in 2023 / Do not plan to hire in 2024

Y-axis: Share of employers (0% to 100%)

Degree	Year	Did not hire (top)	Hired less	Hired as expected	Hired more (bottom)
MBA	2023	17%	29%	51%	3%
MBA	2024	9%	3% + 31%	40%	—
Master in Management	2023	29%	20%	43%	9%
Master in Management	2024	23%	9% + 26%	37%	—
Master of Accounting	2023	23%	20%	49%	6%
Master of Accounting	2024	17%	3% + 29%	43%	—
Master of Finance	2023	31%	17%	40%	11%
Master of Finance	2024	14%	3% + 23%	46%	—
Master of Data Analytics	2023	34%	17%	43%	6%
Master of Data Analytics	2024	31%	3% + 26%	26%	—
Master of Business Analytics	2023	40%	14%	31%	14%
Master of Business Analytics	2024	20%	9% + 20%	34%	—
Master of Marketing	2023	26%	9%	57%	9%
Master of Marketing	2024	23%	3% + 31%	29%	—
Bachelor's	2023	17%	9%	57%	17%
Bachelor's	2024	11%	9% + 23%	40%	—
Experienced, direct-from-industry	2023	29%	17%	40%	11%
Experienced, direct-from-industry	2024	11%	6% + 23%	37%	—

Importance of artificial intelligence

20th in current skills

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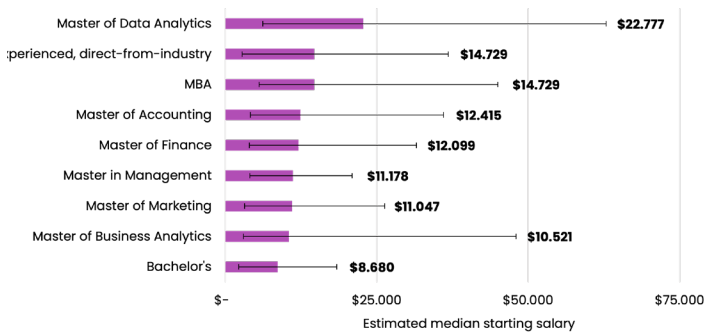
2nd in future skills

Master of Data Analytics graduates are projected to take home the highest median salaries in 2024.
All GME graduates are expected to earn more than hires from bachelor's programs.

Africa median salary (in USD) by degree type, projected 2024

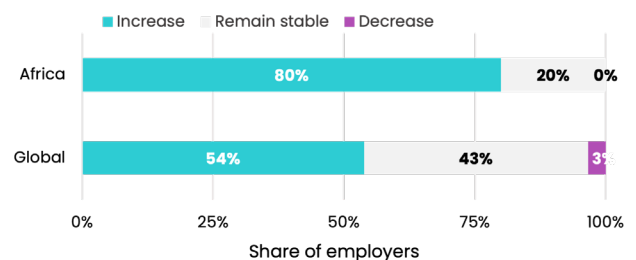| Degree type	Estimated median starting salary
Master of Data Analytics	$22.777
Experienced, direct-from-industry	$14.729
MBA	$14.729
Master of Accounting	$12.415
Master of Finance	$12.099
Master in Management	$11.178
Master of Marketing	$11.047
Master of Business Analytics	$10.521
Bachelor's	$8.680

X-axis: $- , $25.000, $50.000, $75.000

Four-fifths of employers in Africa think the demand for GME talent in the region will grow in the next five years.
No employers in Africa think the demand will decrease.

Projected demand for GME graduates in Africa in the next five years

Legend: ■ Increase   ☐ Remain stable   ■ Decrease

Region	Increase	Remain stable	Decrease
Africa	80%	20%	0%
Global	54%	43%	3%

X-axis: Share of employers (0% to 100%)

Graduate Management Admission Council™

Access the full report at gmac.com/corporaterecruiters