

WELCOME TO GMAC @ ICAM GRADUATE MANAGEMENT ADMISSION COUNCIL SAN DIEGO 2012

April 29 – May 1, 2012

GMAC shared **three short presentations** in the exhibit hall during the 2012 ICAM conference hosted by the Association to Advance Collegiate Schools of Business.

The slides that follow are slightly modified versions of what was presented to inform non-attendees about the conversations.

For more information on the GMAT[®] exam or GMAC research, visit gmac.com or contact research@gmac.com with questions.

Key Trends in the GMAT[®] Student Pipeline

Alex Chisholm | Senior Manager, Statistical Analysis

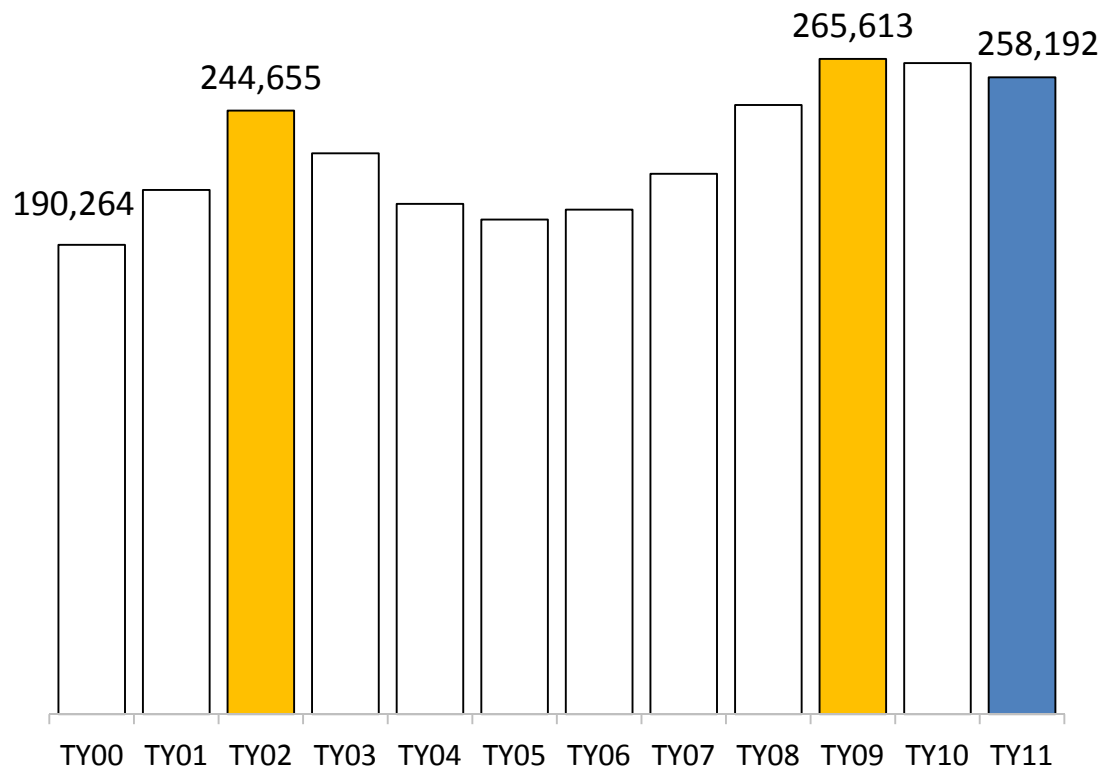
Graduate Management Admission Council[®]



► Learn more at [gmac.com/Research](https://www.gmac.com/Research)

Global Demand for Graduate Management Degrees

GMAT Exams Taken Worldwide Since Testing Year 2000



258,192

Exams Taken TY2011

Source: Profile of GMAT® Candidates 2011, www.gmac.com/profile

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Discovering Talent Worldwide

258,192 GMAT Exams Taken in TY2011



North American

123,869 Exams Taken
Flat from '07

European

24,298, ↑40%

Asian-Pacific

86,567, ↑47%

Mexican & Latin American

7,733, ↑10%

Middle Eastern & African

15,725, ↑32%

Source: GMAT Exams Taken by Citizenship. Profile of GMAT® Candidates, www.gmac.com/profile

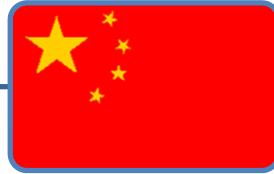
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GMAT Exam Growth Since TY2007



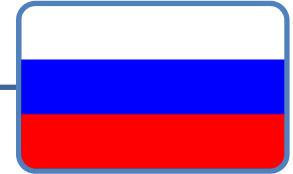
+27,021



+1,000 to
+4,000



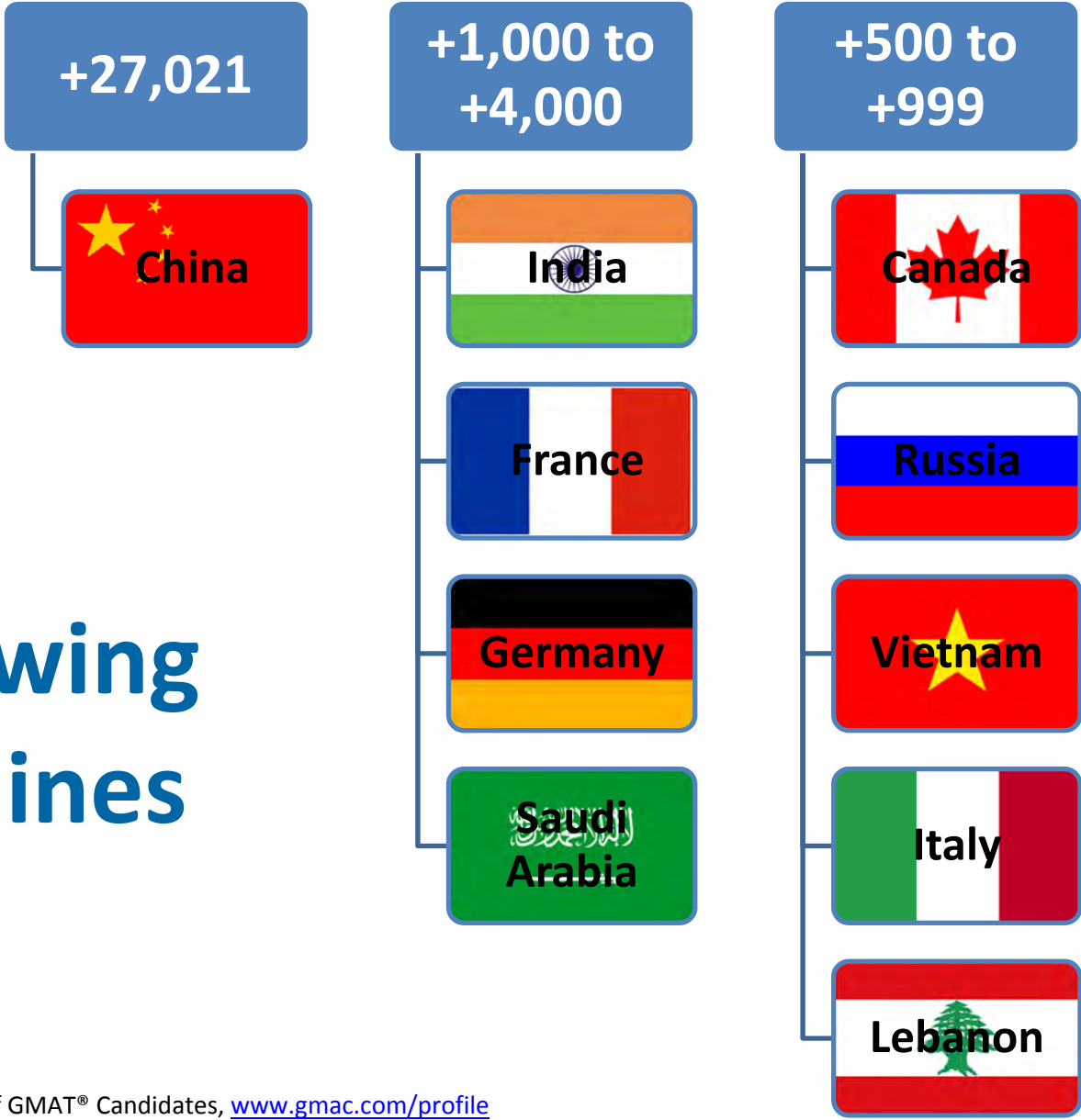
+500 to
+999



Top 10 Fastest Growing GMAT Pipelines

Source: GMAT Exams Taken by Citizenship. Profile of GMAT® Candidates, www.gmac.com/profile

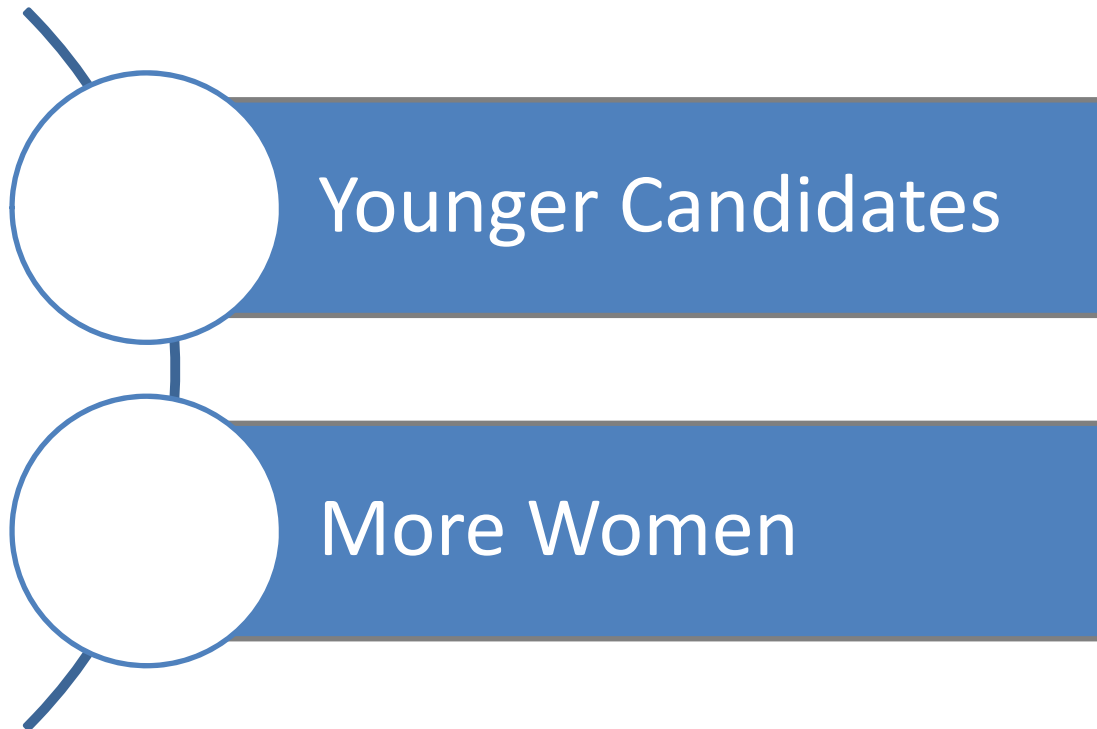
GMAT Exam Growth Since TY2007



Top 10 Fastest Growing GMAT Pipelines

Source: GMAT Exams Taken by Citizenship. Profile of GMAT® Candidates, www.gmac.com/profile

Student Characteristic Shifts



Younger Candidates

✓ **44% Under 25 in '11, up from 37% in '07**

More Women

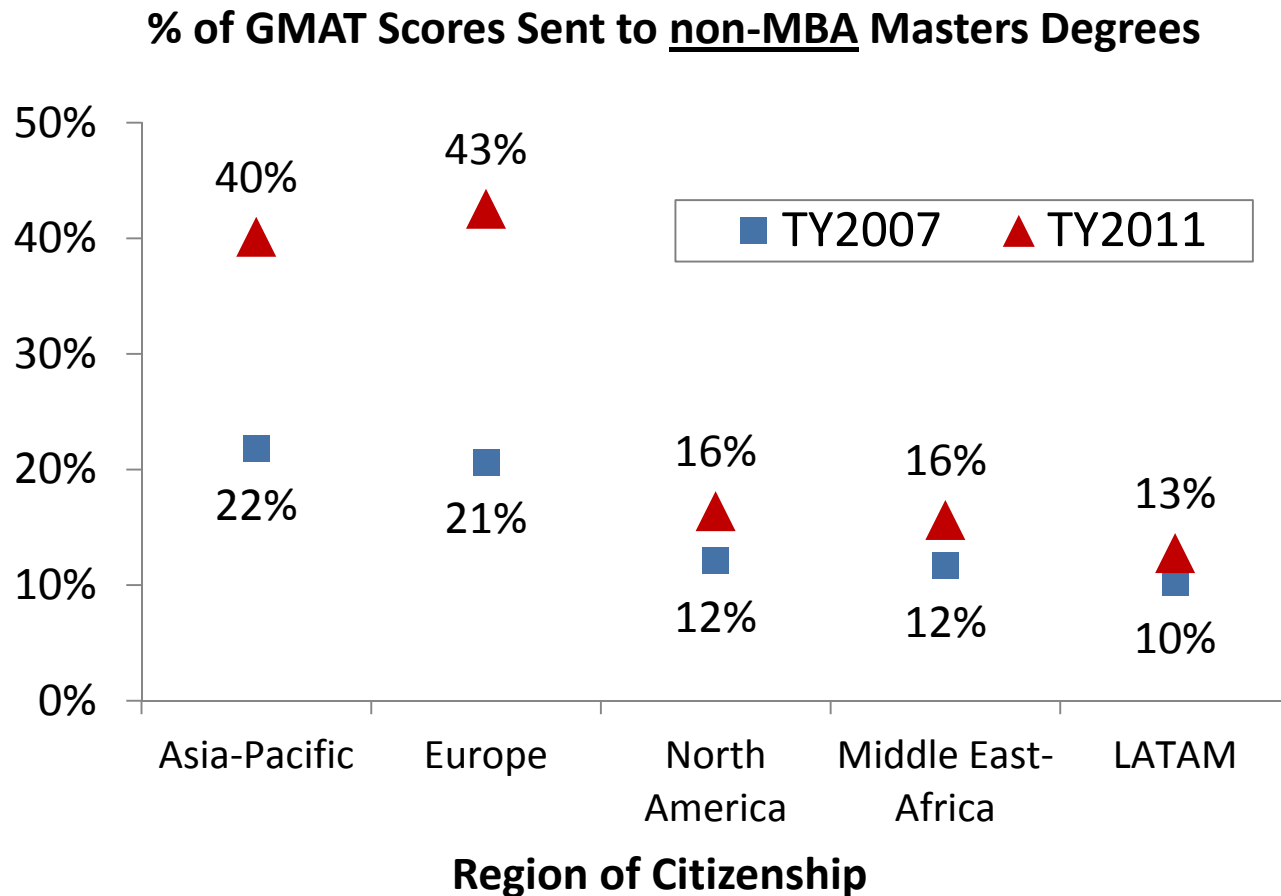
✓ **Women reached 41% of total testing in '11**

Source: GMAT Exams Taken by Citizenship. Profile of GMAT® Candidates, www.gmac.com/profile

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Growing Interest in non-MBA Masters Degrees (e.g., Finance, Acct, Mgmt)



Source: Internal GMAC® Data

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Two Distinct Pipelines

MBA Programs

500,000 Scores Sent in '11

- Older & More Work Experience
- Fewer Women
- Diverse Academic Backgrounds



Masters Programs

200,000 Scores Sent in '11

- Younger & Less Work Experience
- More Women
- Majority Business Undergrads



Source: Internal GMAC® Data

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GRADUATE MANAGEMENT
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Learn more about your school's position in the market

- ✓ **Identify** competitor programs
- ✓ **Compare** your score-senders with theirs
- ✓ **Monitor** trends in quality & characteristics over time

Any GMAT Related Inquiry:

research@gmac.com



[@gmacResearchers](https://twitter.com/gmacResearchers)

GMAC Surveys & Benchmark Reports

Michelle Sparkman Renz | Director, Research Communications

Graduate Management Admission Council®



► Learn more at [gmac.com/Surveys](https://www.gmac.com/Surveys)

GMAC research surveys yield powerful **market intelligence** to help navigate the competition and monitor trends.

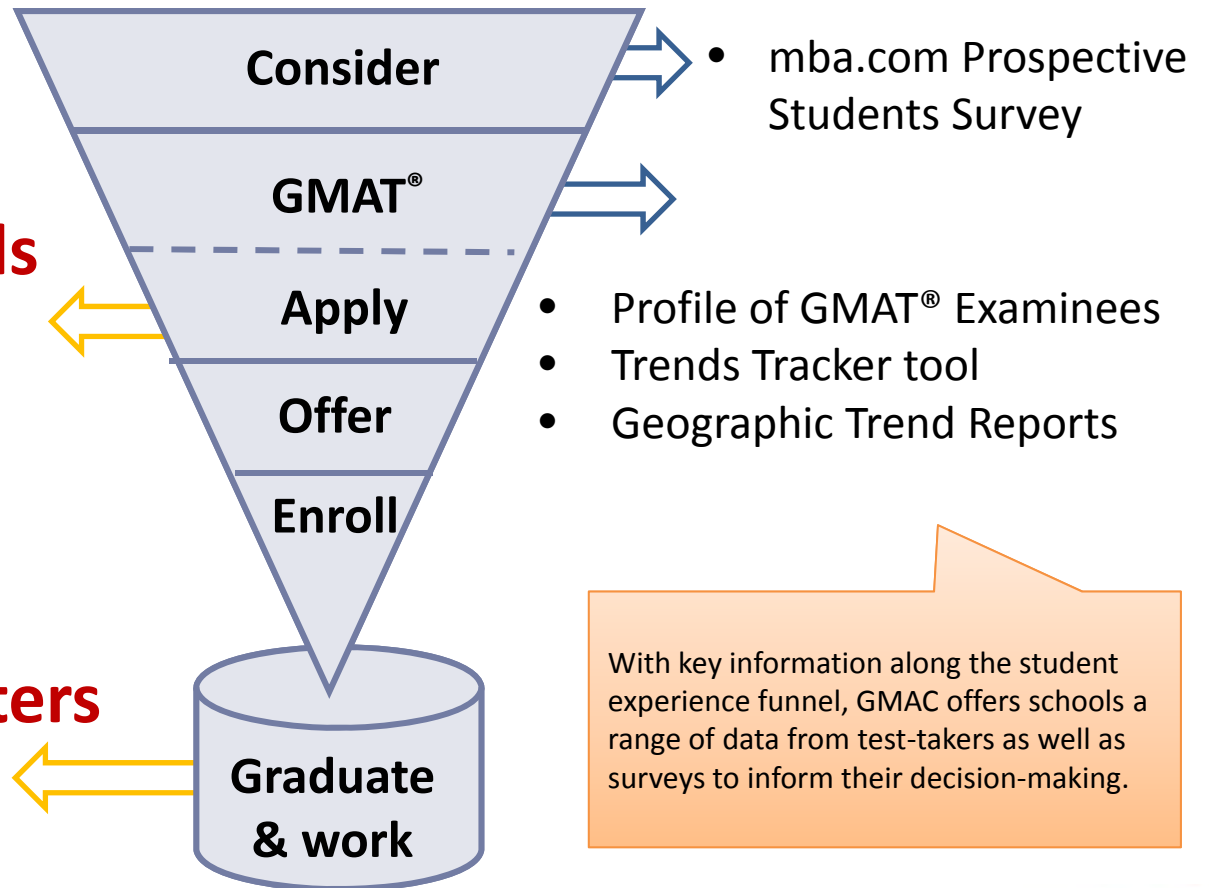


Leverage data from **key stakeholders**

Surveys

- **Application Trends**

- **Graduates**
- **Corporate Recruiters**
- **Alumni**



Register your school to participate at gmac.com/SurveySignUp

...incorporate data into complex **decision making**

Applications

- Changes in volumes for each program type

Graduates

- Skills & learning feedback and career plans

Employers

- Demand from employers & what they want in new hires

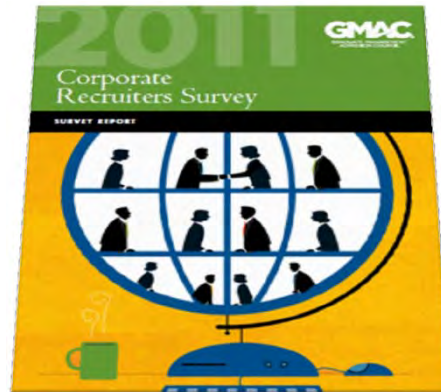
Examples of the types of data that become building blocks of information for school professionals as they design programs and craft strategy.

...good decisions require **good data**

649
PROGRAMS

1,509
EMPLOYERS

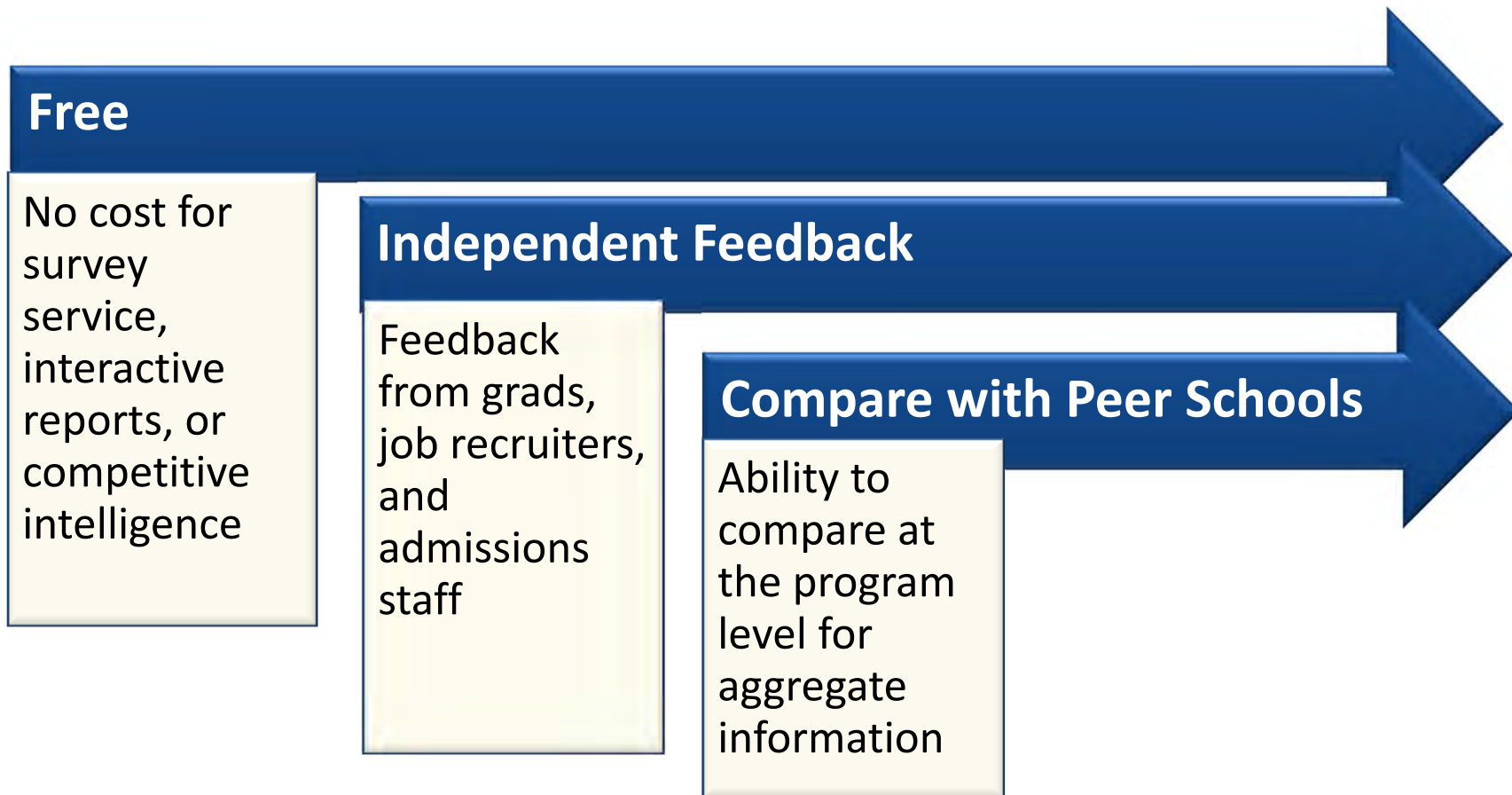
4,794
GRADS



Benchmark reports available to schools from these annual surveys.
Register to participate at gmac.com/SurveySignUp



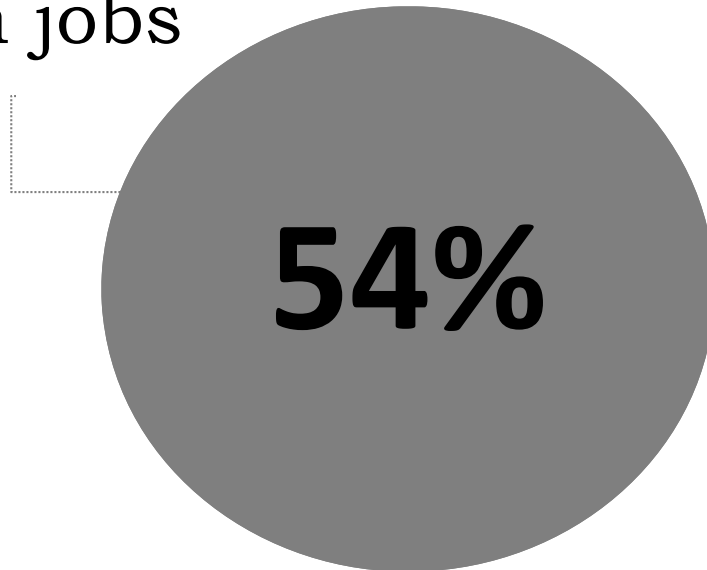
Benefits of **participating** in surveys



Register to participate at gmac.com/SurveySignUp

...contribute to **industry knowledge** for business schools

% of MBA grads
with jobs



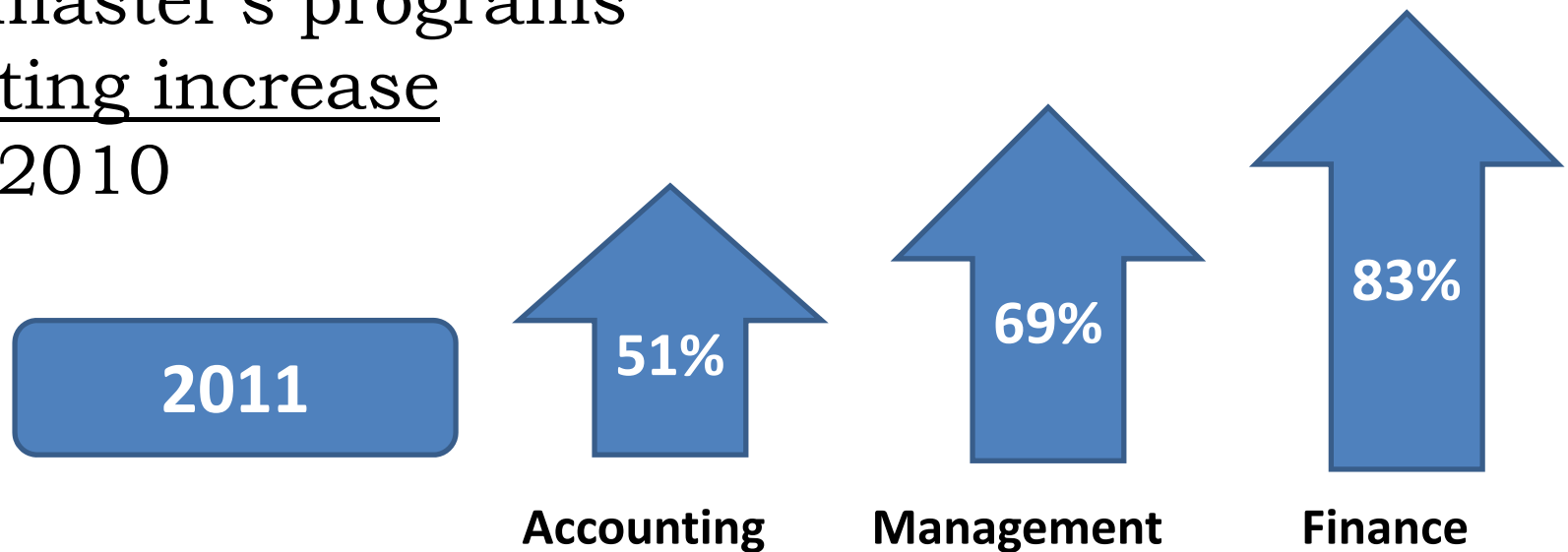
% of *your program's*
MBA grads with jobs



Source: GMAC 2011 Global Management Education Graduate Survey

...monitor trends for **all programs**

% of master's programs
reporting increase
from 2010



Source: GMAC 2011 Application Trends Survey

...gauge against the **competition**

- Avg. number of schools visited for on-campus recruiting, **9**
- Avg. salaries expected for MBAs in 2011, US **\$91,433**



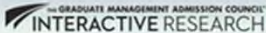
**Avg. expected by
your program's
job recruiters, ?**




Salary data presented in US Dollars and available by global region.
Salary shown above based only on US companies reported salaries.
Source: GMAC 2011 Corporate Recruiters Survey

...**data visualization** helps to share information effectively beyond printed reports

2010 Application Trends Benchmark Report Prepared for
Estrada College, Graduate School of Business (Two-year MBA)

Home  INTERACTIVE RESEARCH

Welcome, Estrada College, Graduate School of Business (Two-year MBA)



GMAC® 2010 Application Trends Survey Benchmark Report

Benchmark Request Form - Exclusively for Survey Participants

GMAC is pleased to offer you this new interactive tool for creating benchmark reports from our annual surveys. This tool replaces the print reports that we have generated in the past for survey participants. The advantages of this online format are instant results and multiple data export options.

In the next window you will find a list of all schools with your program type that responded to the survey questionnaire. The list can be sorted alphabetically by school or program name and can be filtered by world region. From the list, you can select schools and programs from which to create customized benchmark reports. You may submit a maximum of five queries that will each generate its own separate report. You can select up to a maximum of 10 programs per query, [a minimum of 5 programs per query is required to produce a report]. Once you create a query, it will be saved and available to you within the tool each time you open it. Use these queries to compare your program with your direct competitors, programs you hope to compete with, or those in a particular region. The choices are yours.

Please note that data in the benchmark tool are aggregated across programs and that, for any given question, charts and data are only available for programs who provided a response to that question.

[Click Here to Begin!](#)

Explore benchmark report [demos](#) on our website

Note: Data for each benchmark group will be displayed in the aggregate. This program uses a sophisticated mathematical algorithm to ensure that complete responses from benchmarked programs are not individually identifiable. This is an experimental interactive report. Please report any problems or send suggestions to research@gmac.com.

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Find out more at gmac.com/SurveySignUp

- Sign up today for **Application Trends Survey 2012**
or for next year's surveys
- ***Non-participants = only a summary report***
- ***Participants = exclusive reports:***
 - *Early release version of summary report*
 - *Comprehensive data interactive report*
 - *Benchmark report interactive report*

Participants receive additional information not available to the general public.

The GMAT® Exam with Integrated Reasoning

Ashok Sarathy | Vice President, GMAT Program
Graduate Management Admission Council®

► Learn more at gmac.com/NextGen

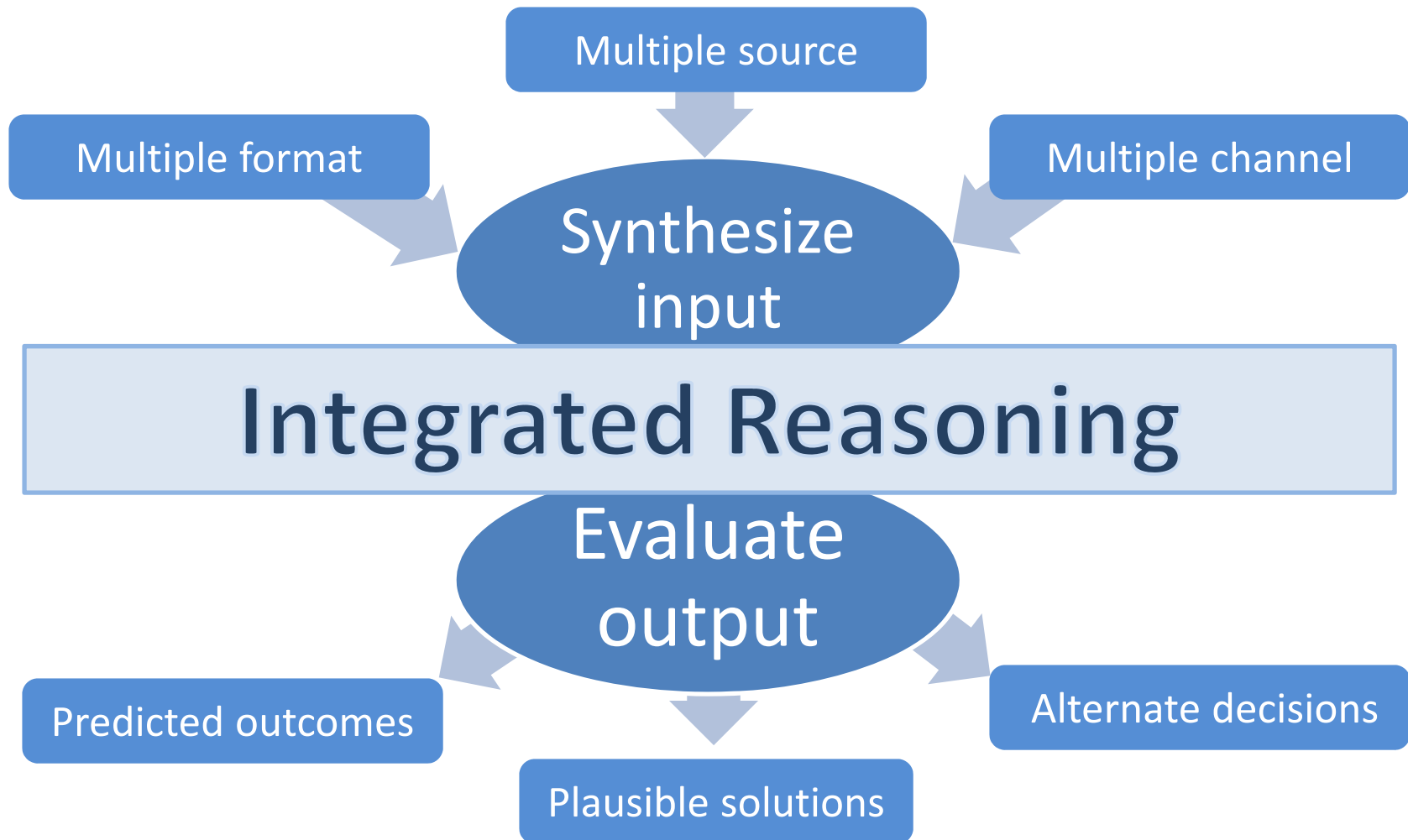
Surveys to inform development of GMAT® Exam with Integrated Reasoning

740
FACULTY
MEMBERS

180
BUSINESS
SCHOOLS

In 2009, a survey of 740 management faculty worldwide identified the skills important for incoming management students.

New Skills and Integrated Reasoning



With many different skills identified, they were collectively called “Integrated Reasoning” skills.

Calculator

Techniques Artifacts Budget

Island Museum analyzes historical artifacts using one or more techniques described below—all but one of which is performed by an outside laboratory—to obtain specific information about an object’s creation. For each type of material listed, the museum uses only the technique described:

Animal teeth or bones: The museum performs *isotope ratio mass spectrometry* (IRMS) in-house to determine the ratios of chemical elements present, yielding clues as to the animal’s diet and the minerals in its water supply.

Metallic ores or alloys: *Inductively coupled plasma mass spectrometry* (ICP-MS) is used to determine the ratios of traces of metallic isotopes present, which differ according to where the sample was obtained.

Plant matter: While they are living, plants absorb carbon-14, which decays at a predictable rate after death; thus *radiocarbon dating* is used to estimate a plant’s date of death.

Fired-clay objects: *Thermoluminescence* (TL) *dating* is used to provide an estimate of the time since clay was fired to create the object.

Example 1 of 4 new test items in the IR section of the GMAT Exam.
[Watch the GMAT® Exam Multi-Source Reasoning Video.](#)

For each of the following artifacts in the museum’s Kaxna collection, select *Yes* if, based on the museum’s assumptions, a range of dates for the object’s creation can be obtained using one of the techniques in the manner described. Otherwise, select *No*.

- | Yes | No | |
|-----------------------|-----------------------|----------------------------|
| <input type="radio"/> | <input type="radio"/> | Bronze statue of a deer |
| <input type="radio"/> | <input type="radio"/> | Fired-clay pot |
| <input type="radio"/> | <input type="radio"/> | Wooden statue of a warrior |

Multi-Source Reasoning

Test takers will be asked to use text, charts, and/or tables from two to three sources of information to answer questions

Calculator

The table displays data on *Brazilian agricultural* products in 2009.

Sort
By:

Commodity	Production, world share (%)	Production, world rank	Exports, world share (%)	Exports, world rank
Beef	16	2	22	1
Chickens	15	3	38	1
Coffee	40	1	32	1
Corn	8	4	10	2
Cotton	5	5	10	4
Orange juice	56	1	82	1
Pork	4	4	12	4
Soybeans	27	2	40	2
Sugar	21	1	44	1

For each of the following statements, select *Yes* if the statement can be shown to be true based on the information in the table. Otherwise select *No*.

- | Yes | No | |
|-----------------------|-----------------------|--|
| <input type="radio"/> | <input type="radio"/> | No individual country produces more than one-fourth of the world's sugar. |
| <input type="radio"/> | <input type="radio"/> | If Brazil produces less than 20% of the world's supply of any commodity listed in the table, Brazil is not the world's top exporter of that commodity. |
| <input type="radio"/> | <input type="radio"/> | Of the commodities in the table for which Brazil ranks first in world exports, Brazil produces more than 20% of the world's supply. |

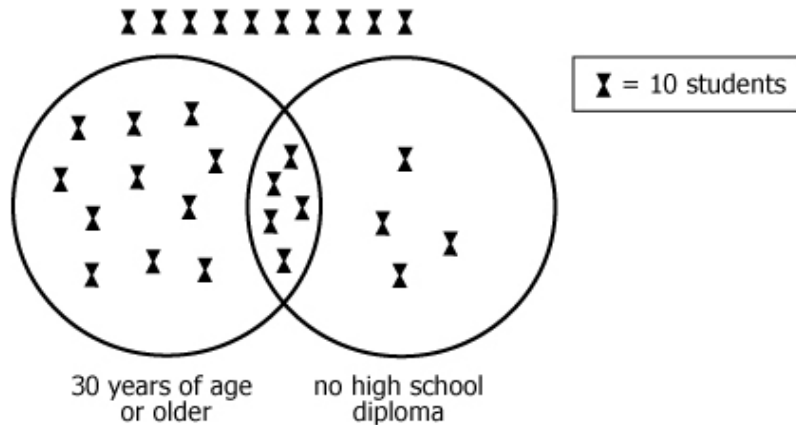
Example 2 of 4 new test items in the IR section of the GMAT Exam.

[Watch the GMAT® Exam Table Analysis Video](#)

Table Analysis

Test takers will be presented with a sortable table of information, which has to be analyzed to determine if answer statements are accurate

Calculator



Refer to the pictograph of a survey of students at Central Community College. Each symbol represents 10 students in a sample of 300.

Use the drop-down menus to complete each statement according to the information presented in the diagram.

If one student is selected at random from the 300 surveyed, the chance that the student will be under 30 or a high school graduate or both is .

If one student is selected at random from the 300 surveyed, the chance that the student will be both under 30 and a high school graduate is .

Example 3 of 4 new test items in the IR section of the GMAT Exam.
[Watch the GMAT® Exam Graphics Interpretation Video.](#)

Graphics Interpretation

Test takers will be asked to interpret a graph or graphical image, and select from a drop-down list to make response statements accurate

Calculator

The Quasi JX is a new car model. Under ideal driving conditions, the Quasi JX's fuel economy is E kilometers per liter ($E \frac{\text{km}}{\text{L}}$) when its driving speed is constant at S kilometers per hour ($S \frac{\text{km}}{\text{h}}$).

In terms of the variables S and E , select the expression that represents the number of liters of fuel used in 1 hour of driving under ideal driving conditions at a constant speed S , and select the expression that represents the number of liters of fuel used in a 60 km drive under ideal driving conditions at a constant speed S . Make only two selections, one in each column.

Liters of fuel in 1 h	Liters of fuel in 60 km	
<input type="radio"/>	<input type="radio"/>	$\frac{S}{E}$
<input type="radio"/>	<input type="radio"/>	$\frac{E}{S}$
<input type="radio"/>	<input type="radio"/>	$\frac{60}{E}$
<input type="radio"/>	<input type="radio"/>	$\frac{60}{S}$
<input type="radio"/>	<input type="radio"/>	$\frac{S}{60}$
<input type="radio"/>	<input type="radio"/>	$\frac{E}{60}$

Two-Part Analysis

A question will involve two components for a solution. Possible answers will be given in a table format with a column for each component and rows with possible options; test takers have to choose one response per column.

Example 4 of 4 new test items in the IR section of the GMAT Exam.

[Watch the GMAT® Exam Two-Part Analysis Video](#)

New Test Structure

Current GMAT exam

AWA	
Argument	30 minutes
Issue	30 minutes

Quantitative	75 minutes
--------------	------------

Verbal	75 minutes
--------	------------

Total	3 hours, 30 minutes
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Next Generation GMAT exam

AWA Argument	30 minutes
--------------	------------

Integrated Reasoning	30 minutes
----------------------	------------

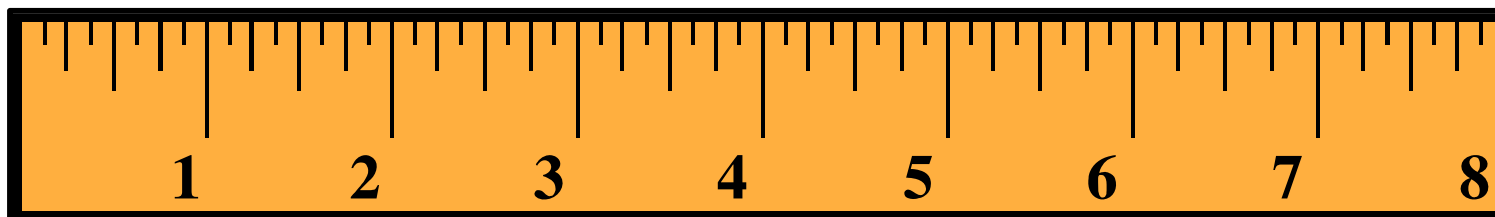
Quantitative	75 minutes
--------------	------------

Verbal	75 minutes
--------	------------

Total	3 hours, 30 minutes
-------	---------------------

IR Score Scale

- Scale of 1-8: Intervals of 1
- No Partial Credit
 - Must answer all parts to a question correctly to receive credit
- IR score depends on number of questions answered correctly
- 5 scores – Q, V, T, A, I (GMAT QVT unaffected)



Surveys on the importance of IR in the corporate world

97%
600+ EMPLOYERS

Read more in [Integrated Reasoning Skills in Demand by the Corporate World](#)

Early findings from GMAC's *Corporate Recruiters Survey* reveal the majority of employers believe Integrated Reasoning skills are **important** for new business degree hires to have. Results are based on responses of 636 global employers who plan to hire new MBAs and other master's business degree graduates in the coming year.

Source: Corporate Recruiters Survey 2012

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Keeping Schools Informed



Conferences



Webinars

The Next Generation GMAT Information Center
Integrated Reasoning Section Launching
June 2012



GMAT[®] with Integrated Reasoning
Launching June 2012

"I expect the new Integrated Reasoning section to be a valuable new data point for us to use in the admission process."

[Find Out What's Changing >](#)

Dawna Clarke | Director of Admissions | Dartmouth College | The Tuck School of Business at Dartmouth 1 2 3 4

Information Center on gmac.com



E-mails & social media

Schedule available at
gmac.com/ConferencesAndEvents