

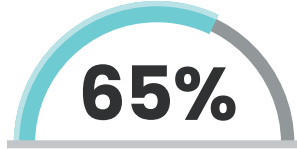
Perspectives on Micro-Credentials, Certificates, and Non-Degree Offerings

Candidate view

Who is considering non-degree options, based on highlights from the [GMAC Prospective Students Survey](#) and [Profiles in the Pipeline: Graduate Management Education Global Segmentation Study](#)



of prospective students prefer to pursue a **credential or certificate** compared to 42% of global candidates who want to pursue an MBA



of prospective students say they probably or definitely will pursue a credential or certificate from a **university provider** compared to 49% who said they would seek the credential or certificate from a **non-university provider**



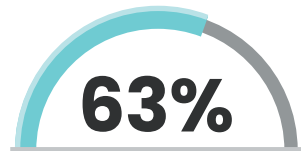
of **millennials** considered professional certifications as alternatives to full degree programs compared to 29% of **Gen Z candidates**

Employer perspectives

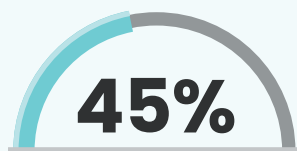
How employers think micro-credentials stack up to full degree programs, based on highlights from the [Corporate Recruiters Survey](#)



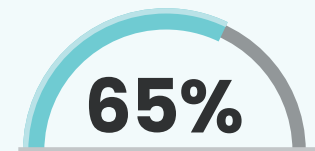
Appreciation for micro-credentials is warming in the United States but cooling in Western Europe



of employers say their employees with **graduate business degrees** are more likely to be successful in their organizations than those with **micro-credentials** or **professional certificates** only



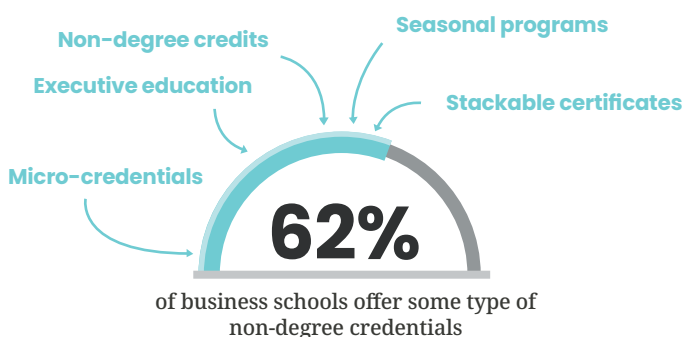
of **U.S. employers in 2024** say employees with full degrees will be more successful than those with micro-credentials only compared to 59% in 2022



of **Western European employers in 2024** say employees with full degrees will be more successful than those with micro-credentials only compared to 52% in 2022

Business school trends

What non-degree offerings are provided by business schools, based on highlights from the [Application Trends Survey](#)



of business schools offer some type of non-degree credentials

Share of Business Schools Offering Non-Degree Credentials by Region, 2024

