

The Student Market: African Prospective Students



GMAC[®] Data-to-Go Series

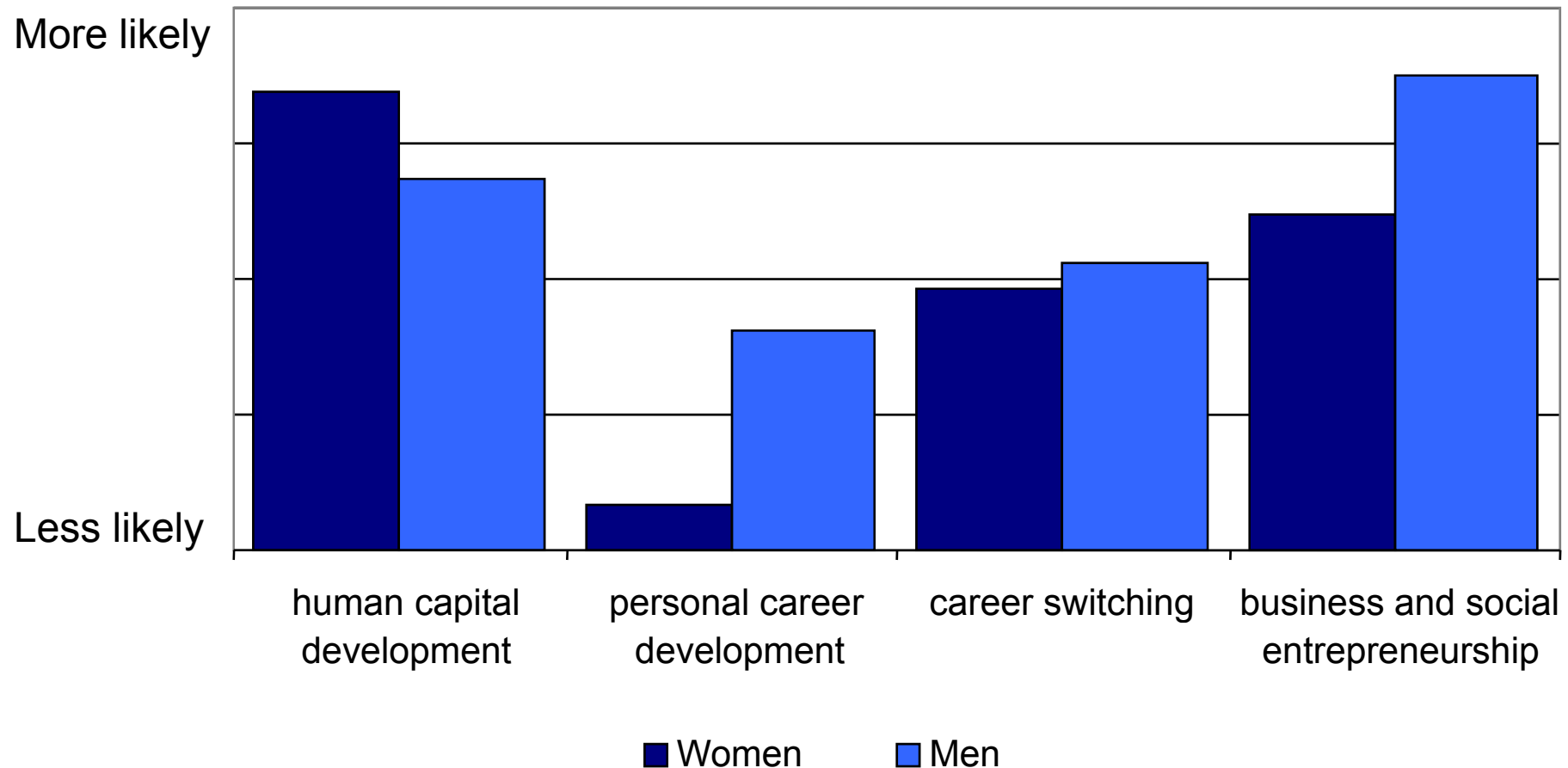
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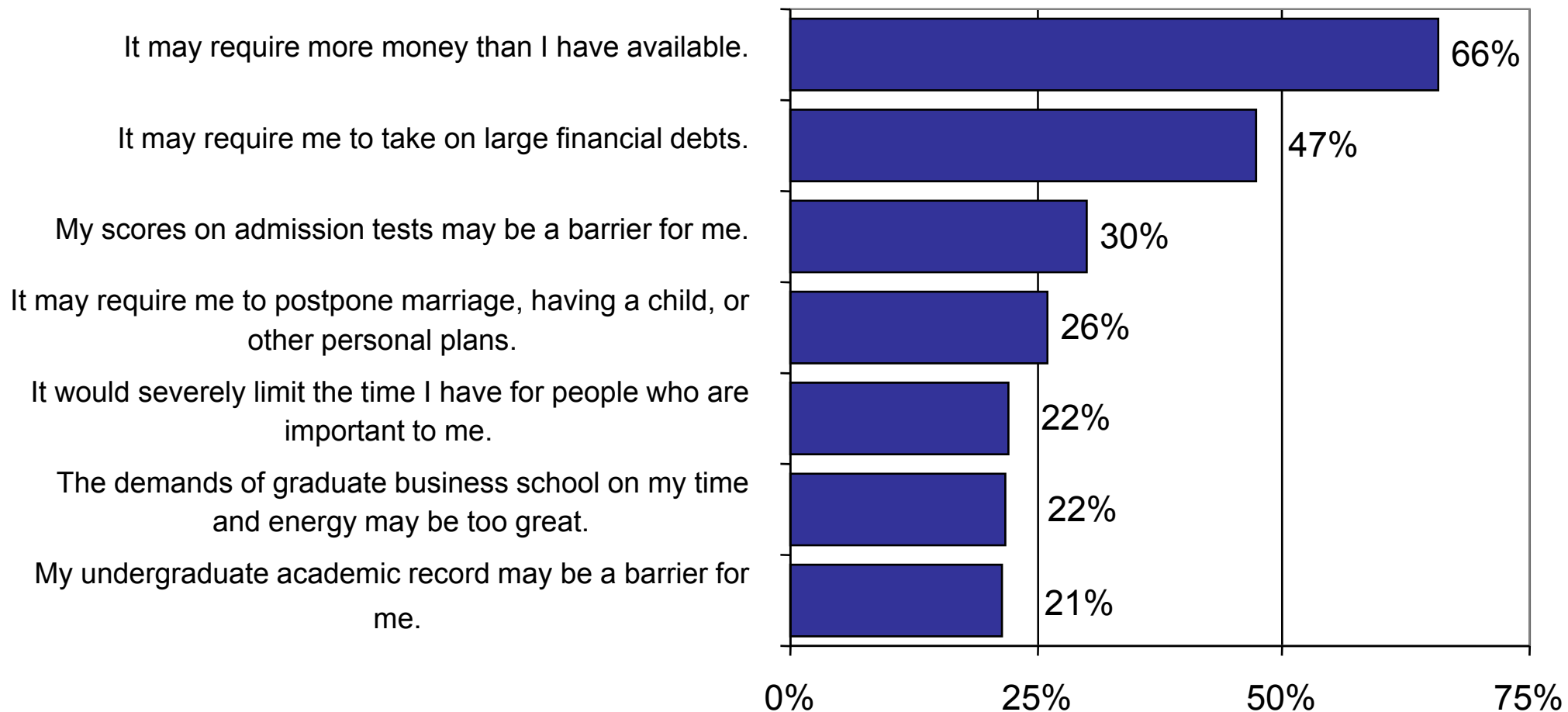
Motivation to Pursue Degree

African women were slightly more likely than men to be motivated by human capital development. African men were more motivated by personal career development or business and social entrepreneurship.



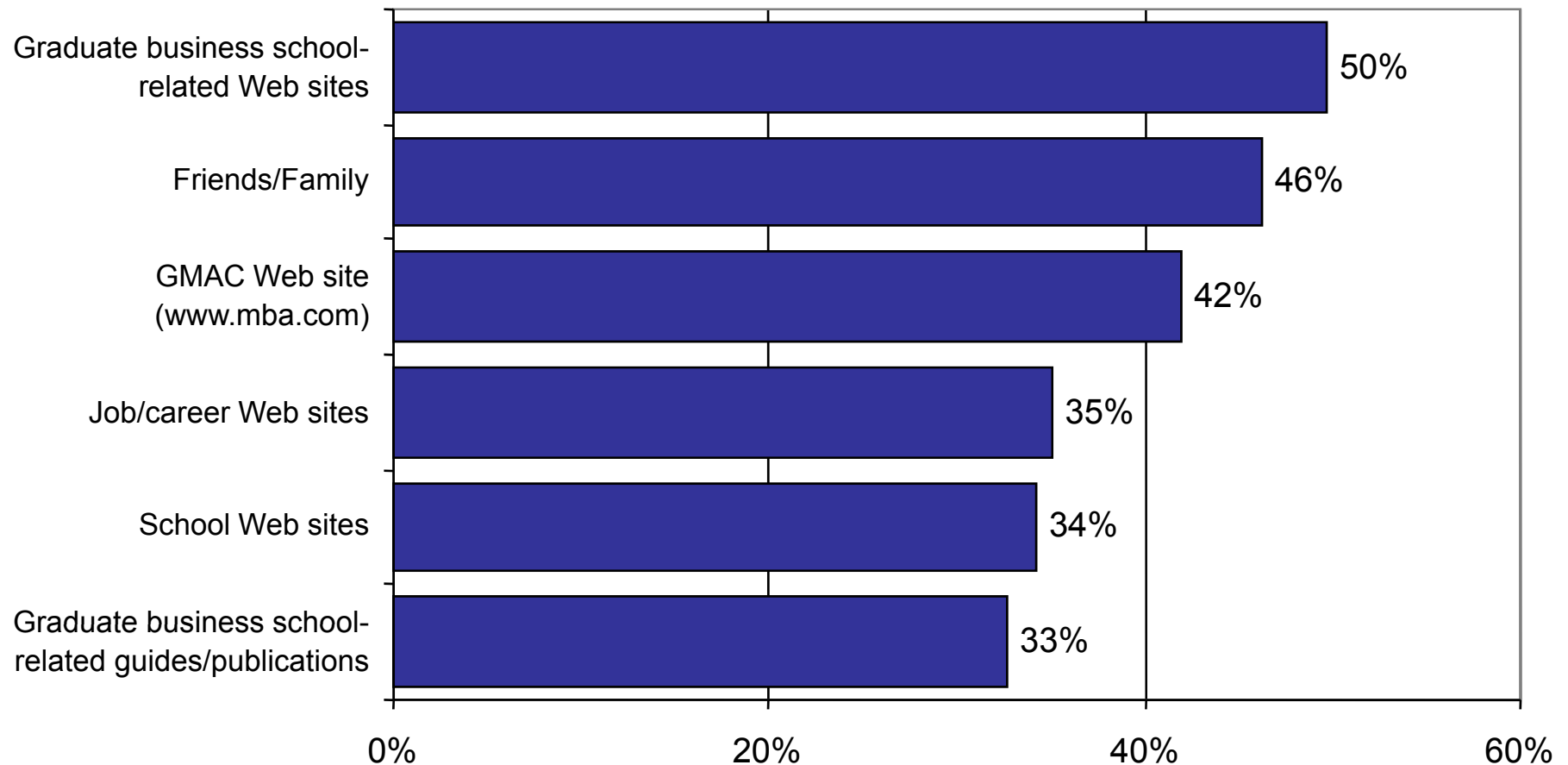
Reservations about Pursuing a Degree

Financial issues were the most common reservations among African respondents.



Sources Consulted in Decision Making

When making the decision on whether to apply to graduate business schools, African respondents consult a variety of Web sites as well as their friends and family.

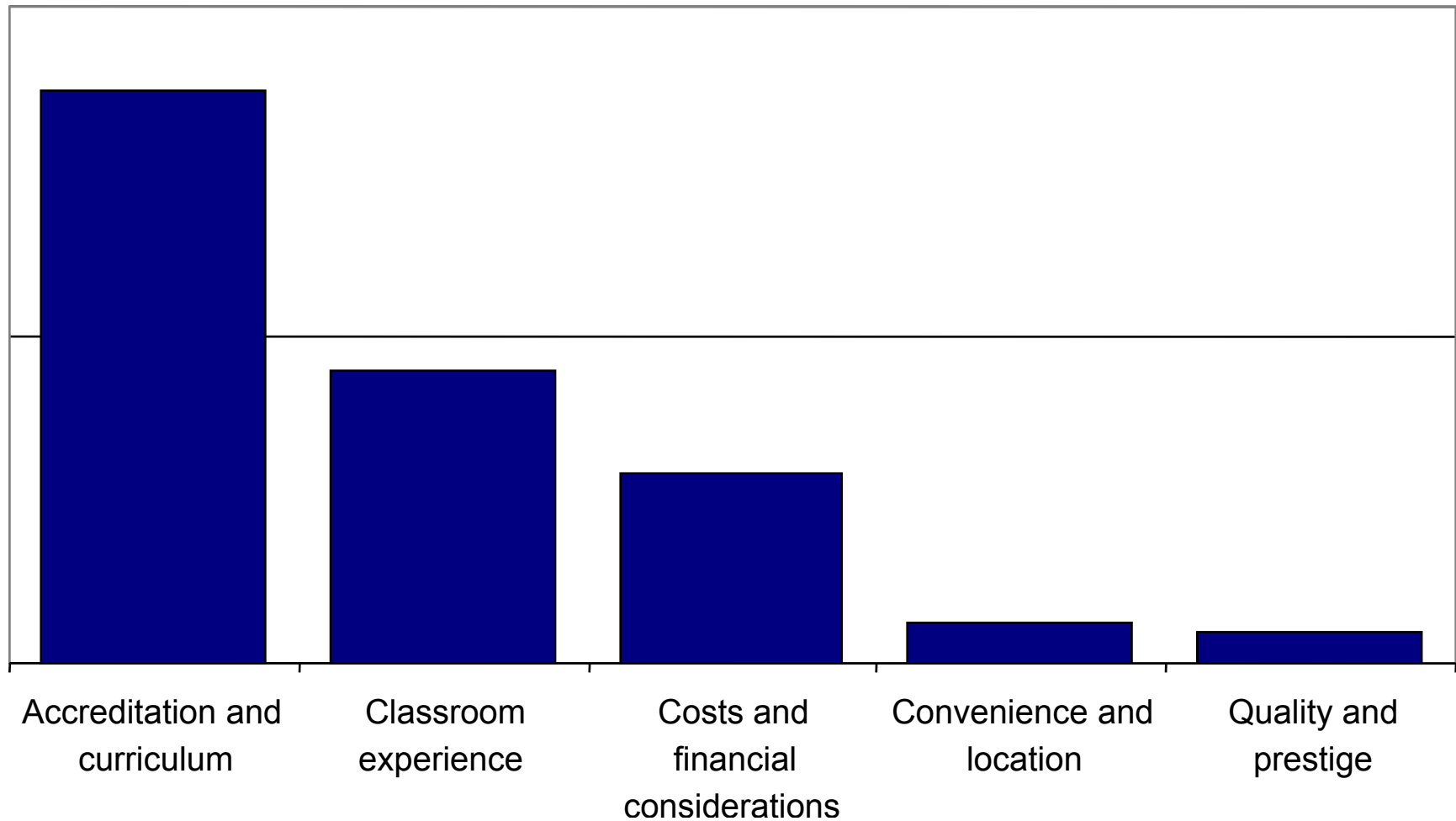


School Selection Criteria

When selecting schools for which to apply, African respondents considered accreditation and curriculum to be of greatest importance.

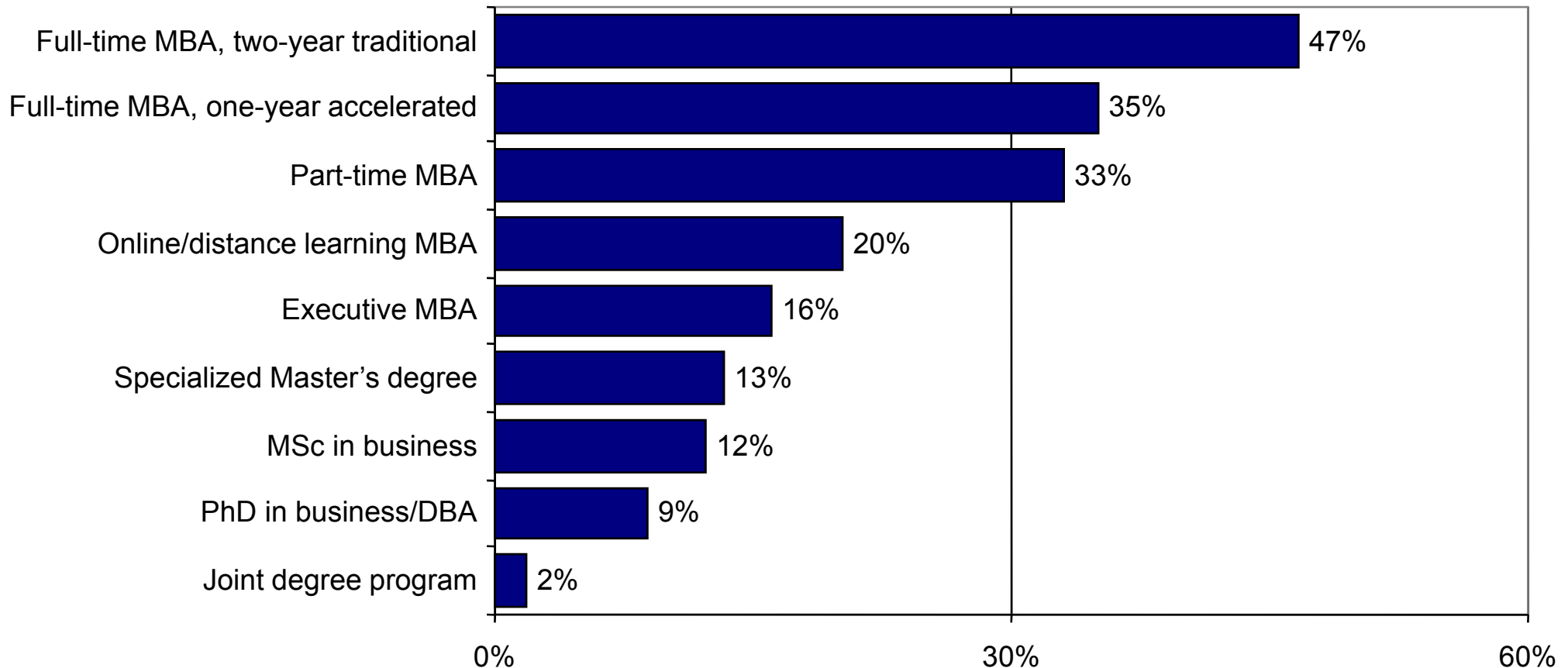
More important

Less important



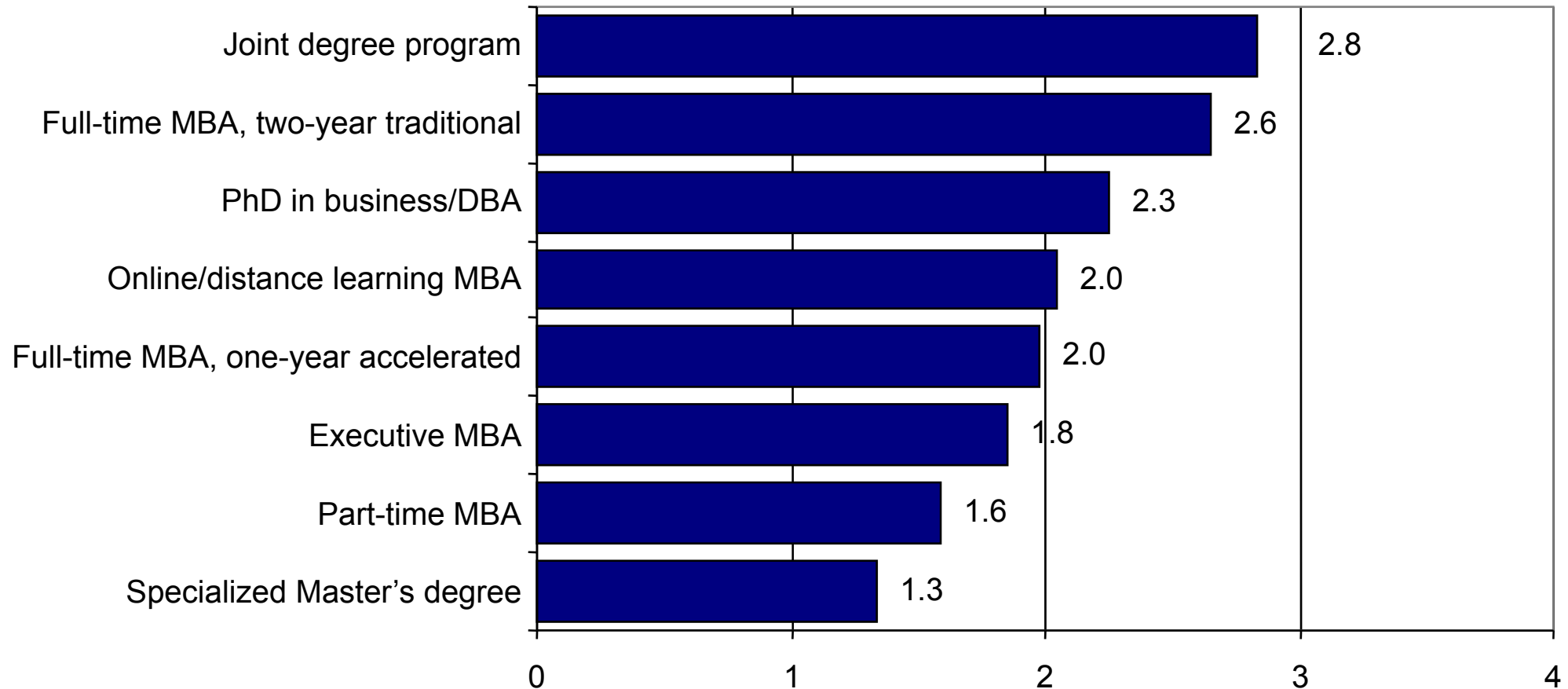
Program Types Considered

Nearly half of the African respondents considered a traditional full-time MBA program, and about a third considered an accelerated full-time MBA or part-time MBA program.



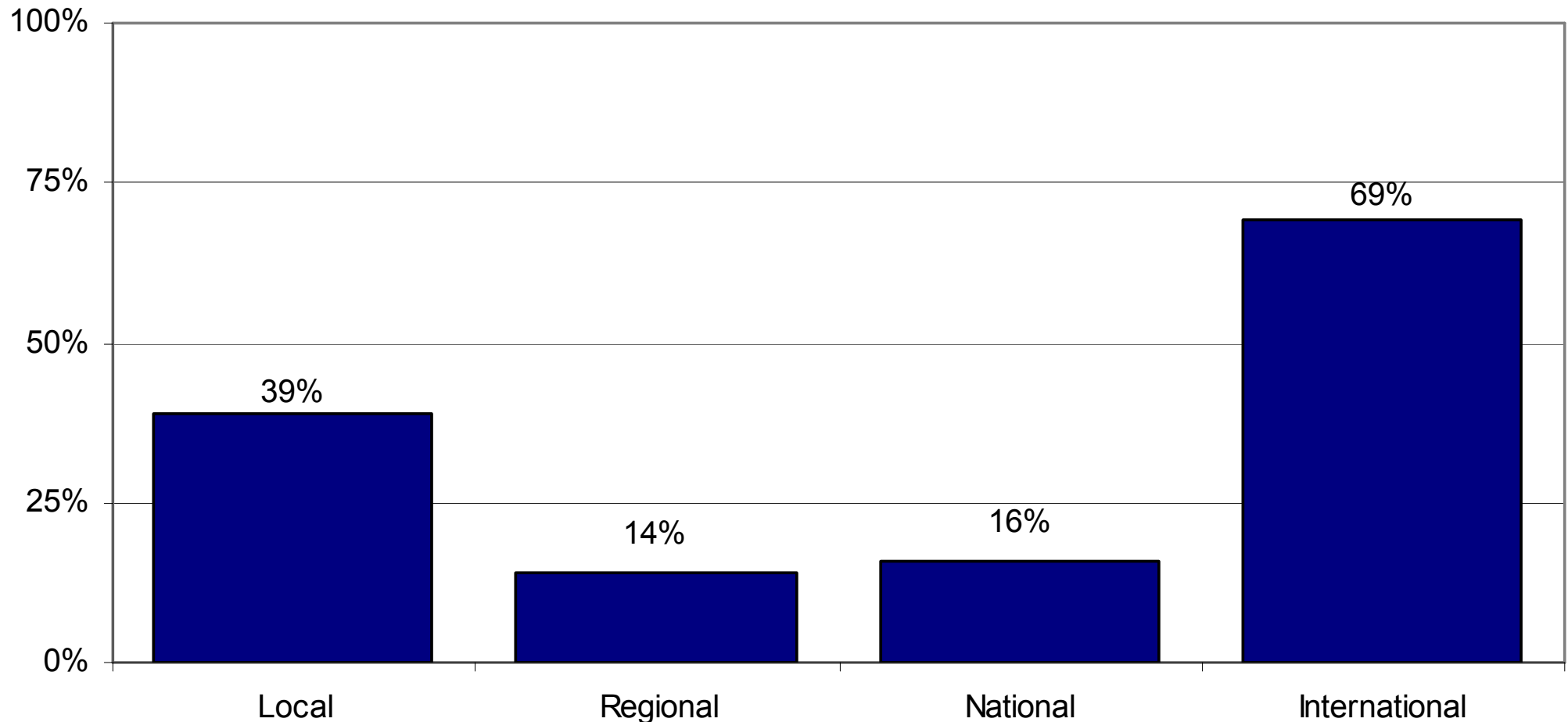
Average Number of Applications Submitted

African applicants interested in joint and traditional full-time MBA degree programs sent the greatest number of applications on average.



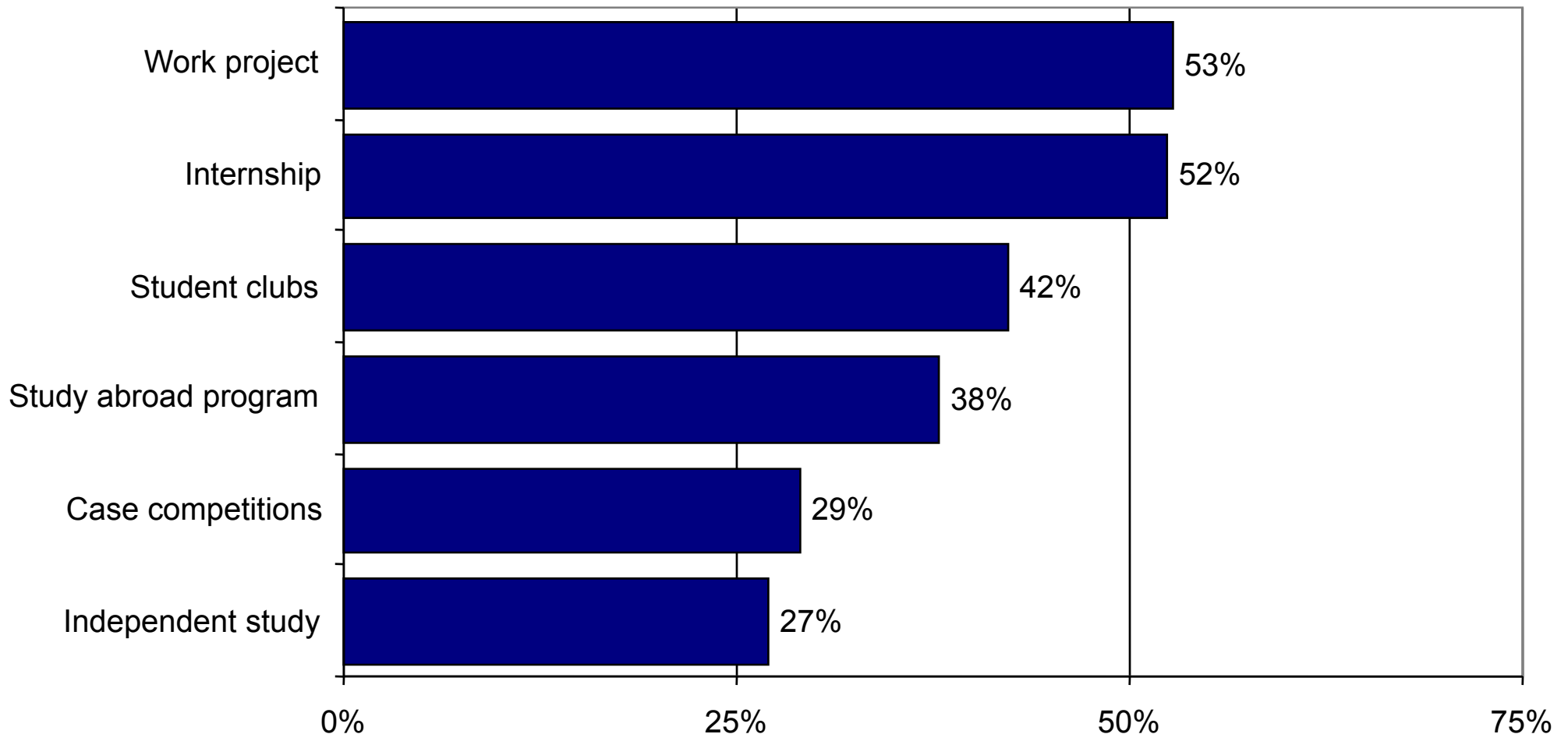
Location of Submitted Applications

The majority of African respondents sent applications to schools outside their country of citizenship. About two-fifths sent applications to local schools.



Planned Activities During Business School

About half of the African respondents intend to participate in work projects or an internship program. Additionally, 33% plan to work full time and 50% plan to work part time.



Planned Method of Financing Degree

African respondents plan to finance a third of their degree with grants, fellowships, scholarships, or government benefits.

