

# The Student Market: Chinese Prospective Students



## GMAC<sup>®</sup> Data-to-Go Series

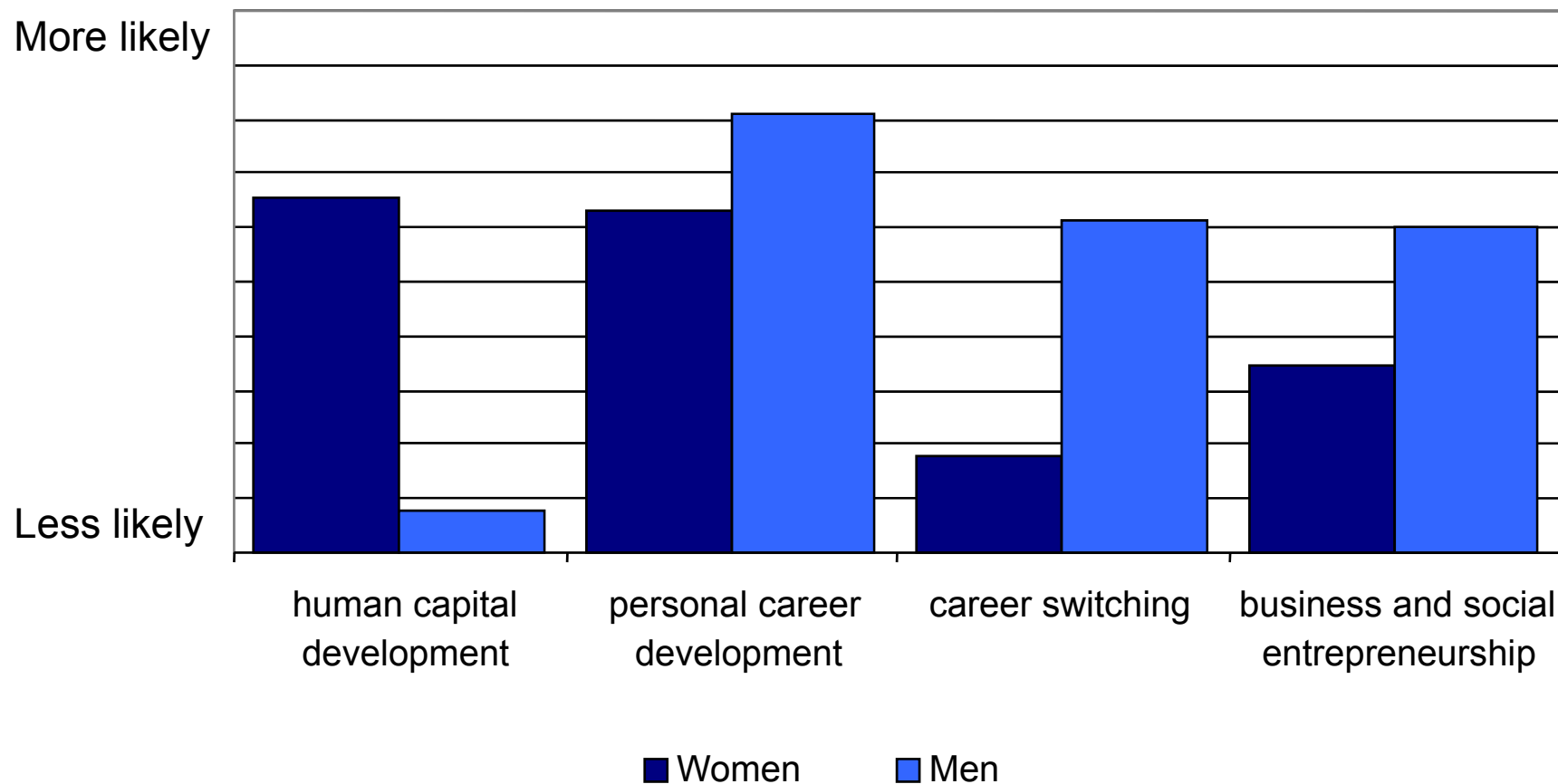
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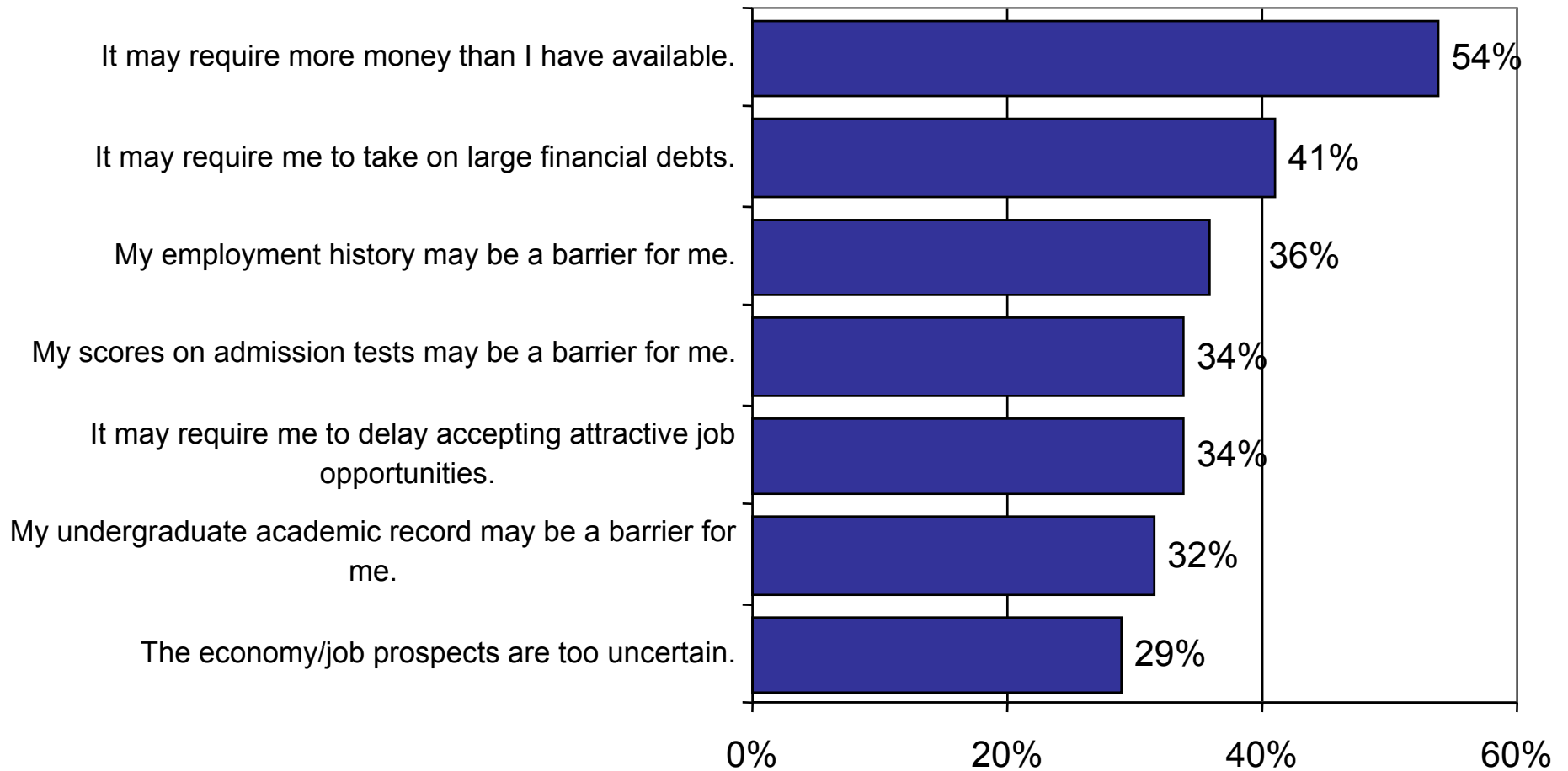
# Motivation to Pursue Degree

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



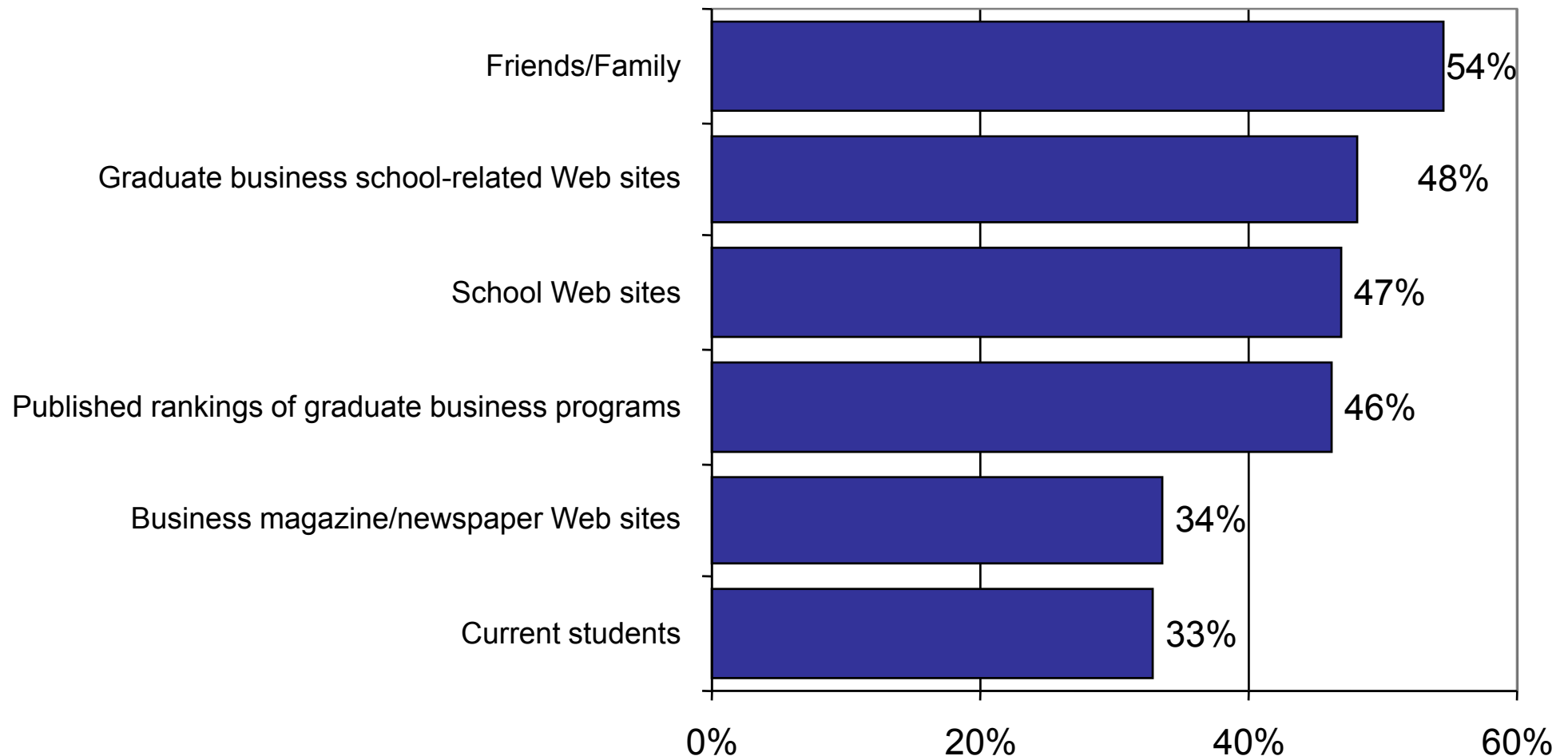
# Reservations about Pursuing a Degree

Financial issues were the most common reservations among Chinese respondents.



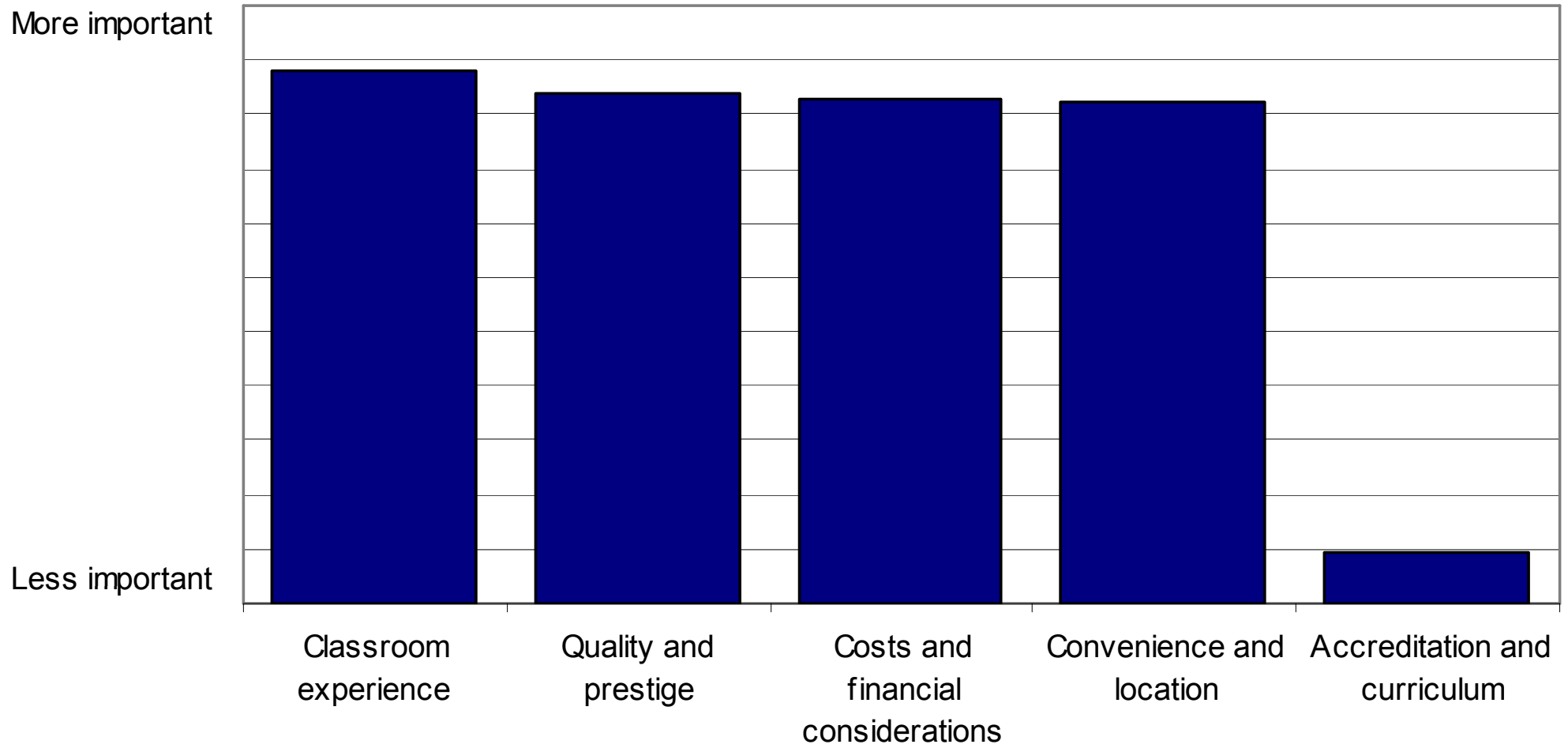
# Sources Consulted in Decision Making

When making the decision on whether to apply to graduate business schools, Chinese respondents consult their friends and family, school-related Web sites, school Web sites, and published rankings most often.



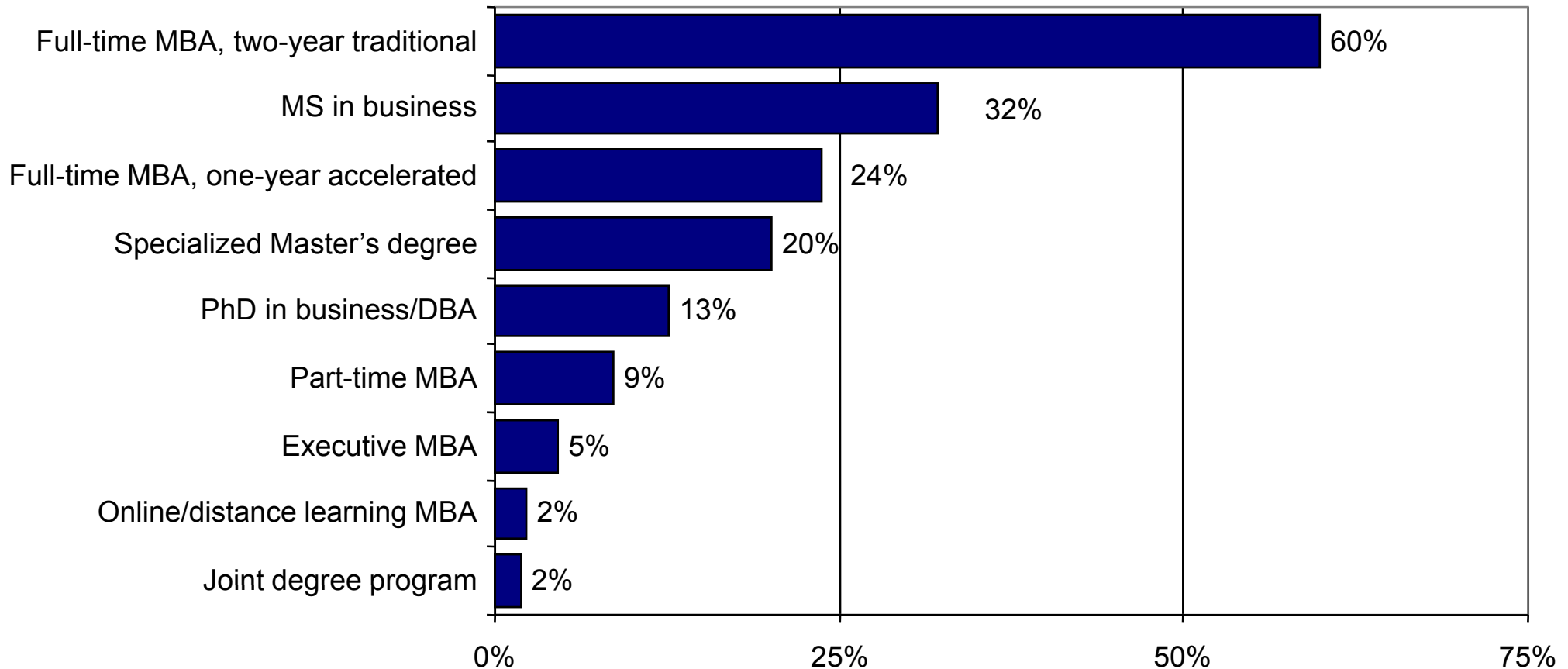
# School Selection Criteria

When selecting schools for which to apply, Chinese respondents consider the classroom experience, quality/prestige, costs, and convenience/location to be important.



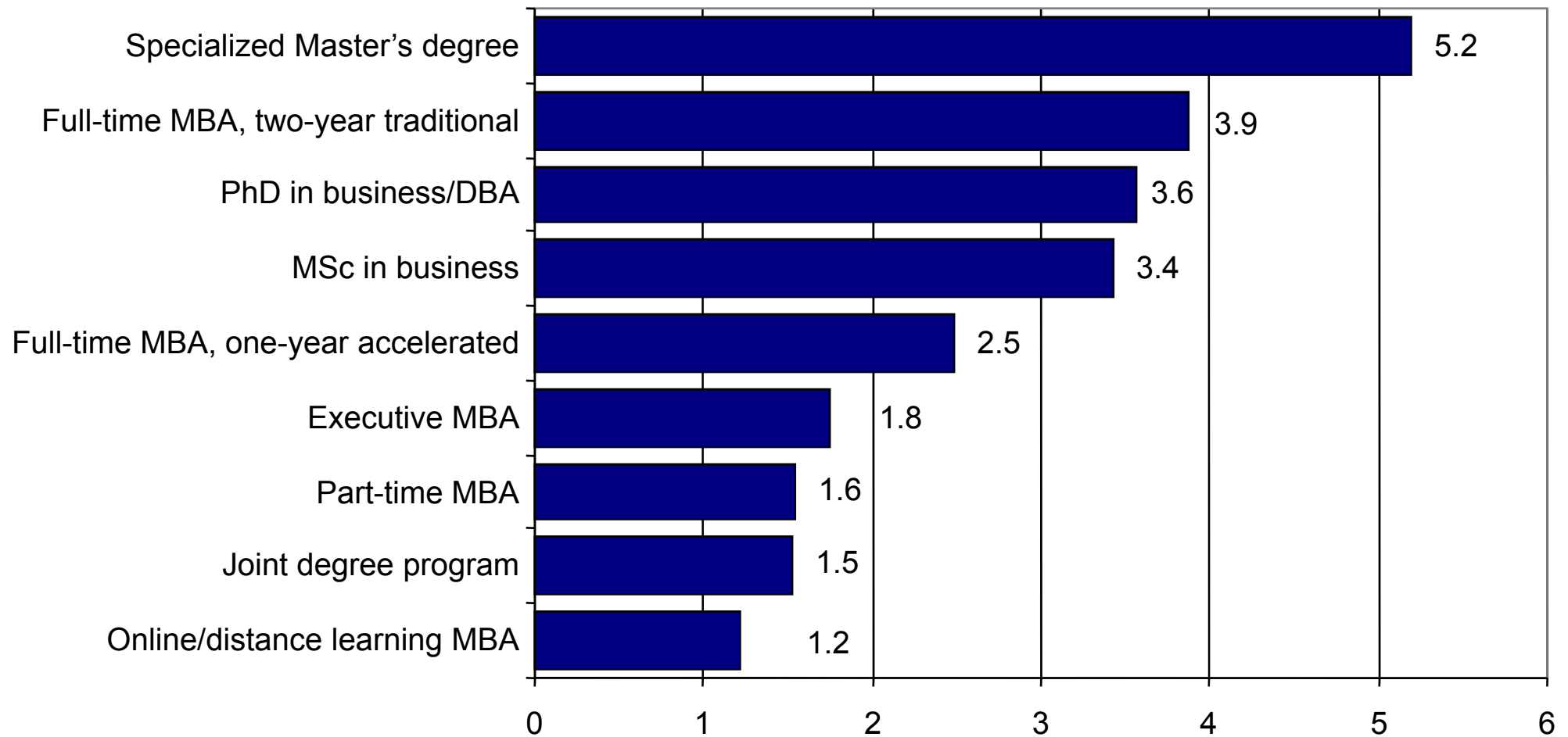
# Program Types Considered

**Two-year traditional full-time MBA programs were most often considered among Chinese respondents.**



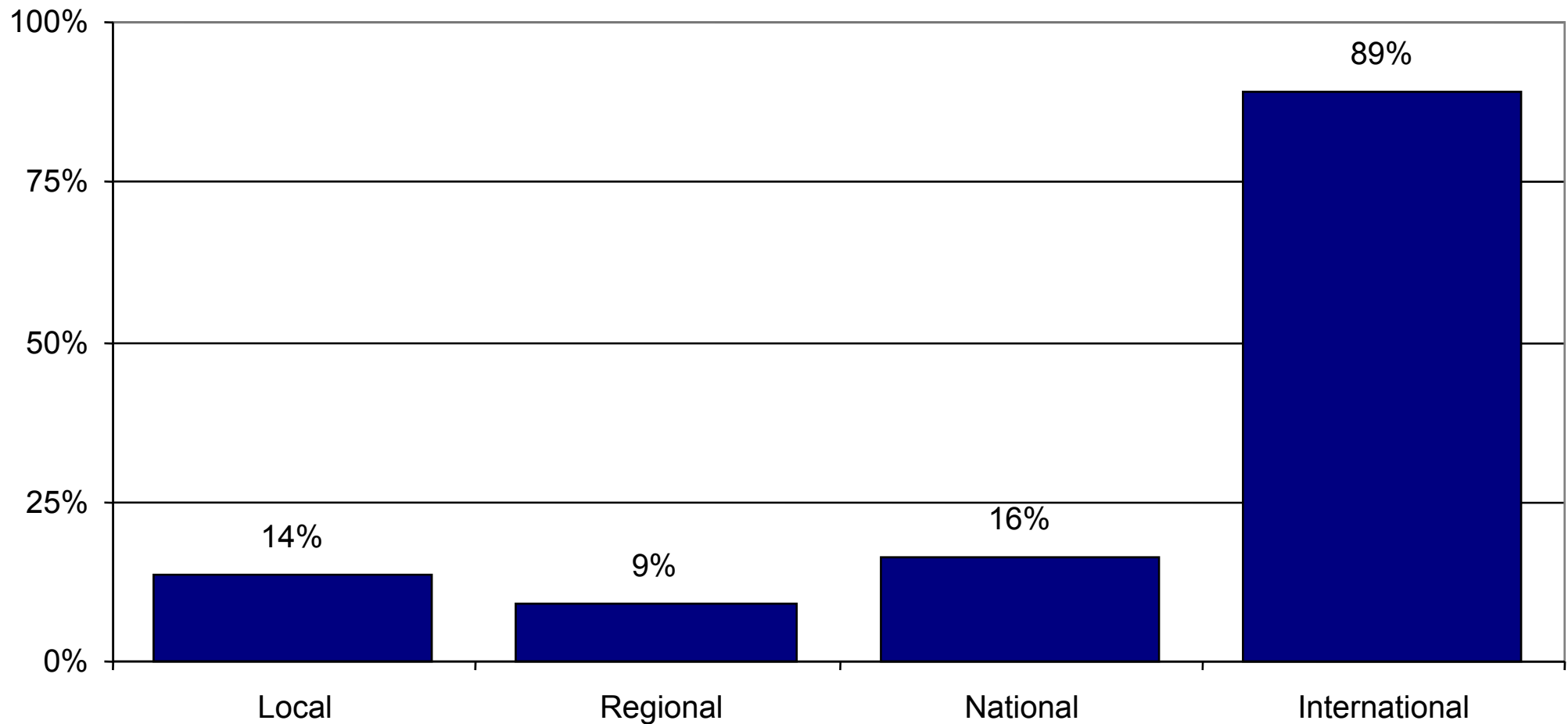
# Average Number of Applications Submitted

Chinese applicants to specialized master's degree programs sent the greatest number of applications on average, followed by those to traditional full-time MBA, doctoral, and MSc in business programs.



# Location of Submitted Applications

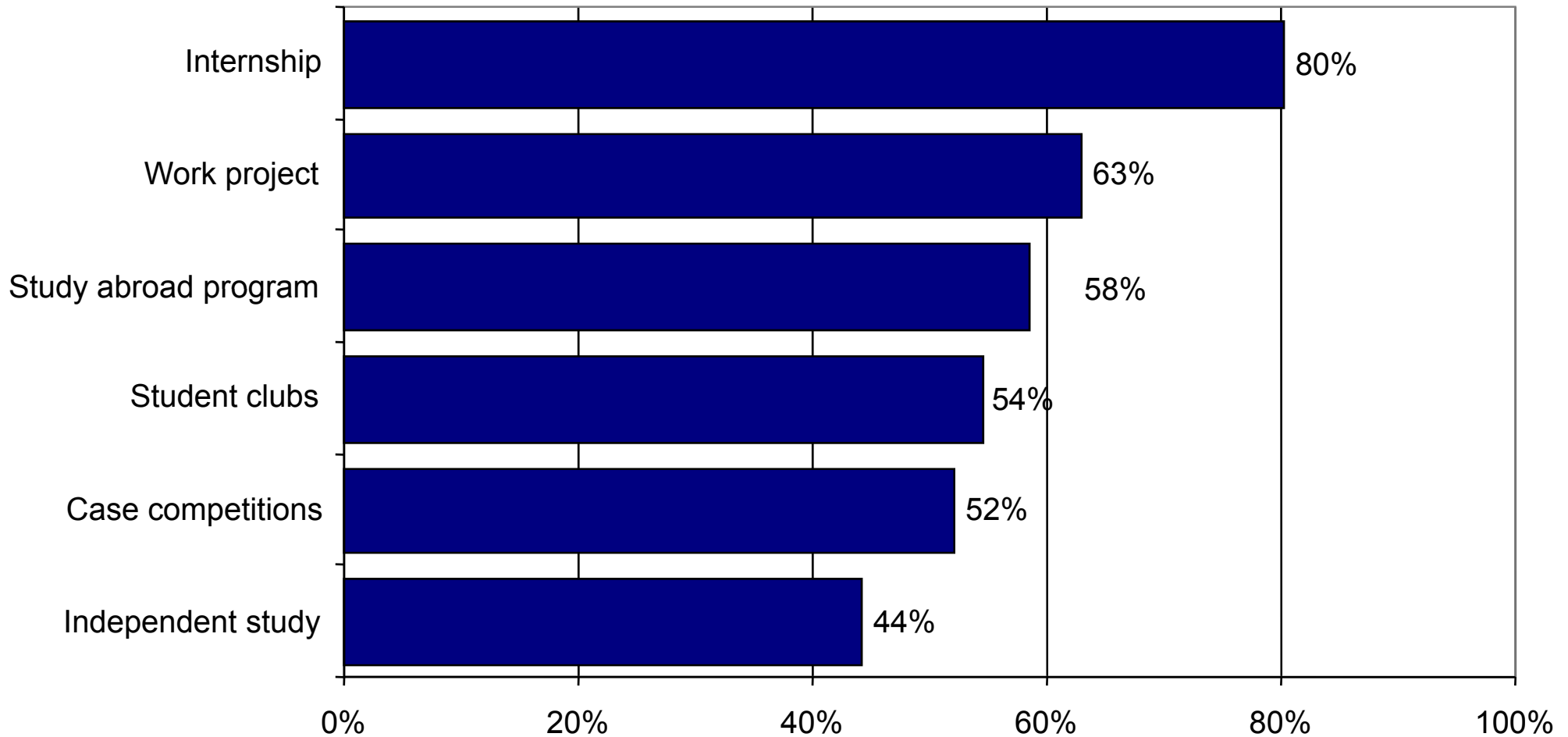
The majority of Chinese respondents sent applications to schools outside of China.





# Planned Activities During Business School

The majority of Chinese respondents intend to pursue an internship. Additionally, 20% plan to work full time and 60% plan to work part time.



# Planned Method of Financing Degree

Chinese respondents plan to finance a majority of their degree with the support of their parents and through grants, fellowships, scholarships, or government benefits other than loans.

