

THE GRADUATE MANAGEMENT ADMISSION COUNCIL®

WEBCAST AND WEBINAR SERIES



**GMAT Trends –
B-School Pipelines Across the
Asia-Pacific Region**

November 18, 2009

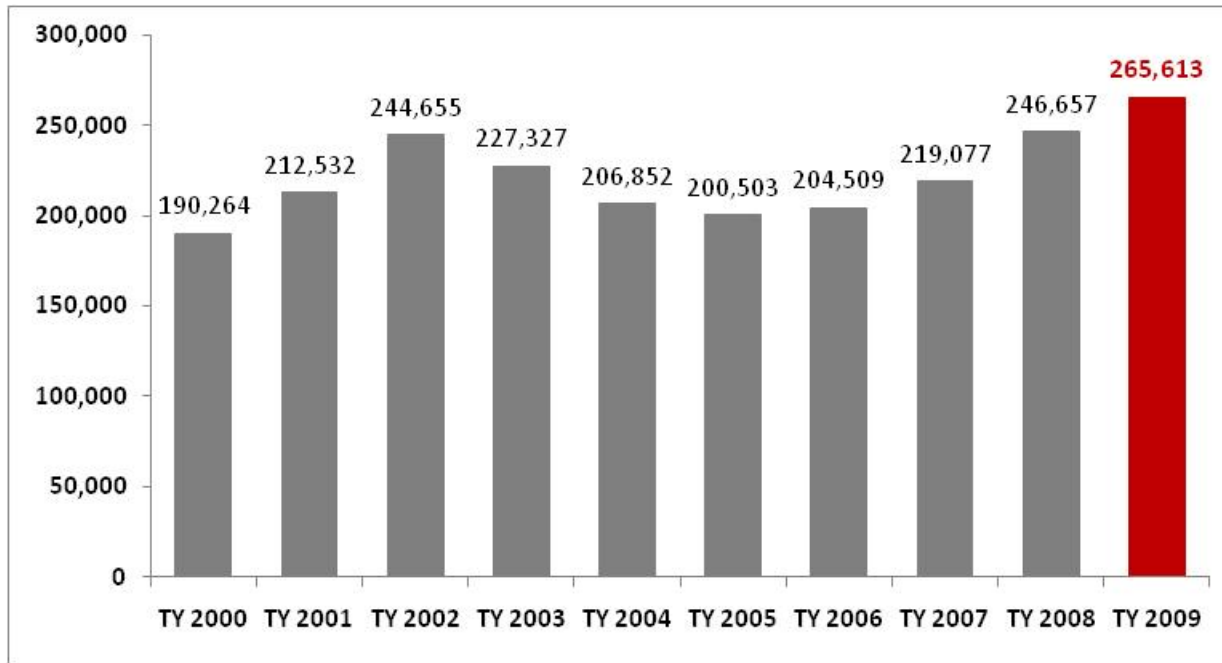
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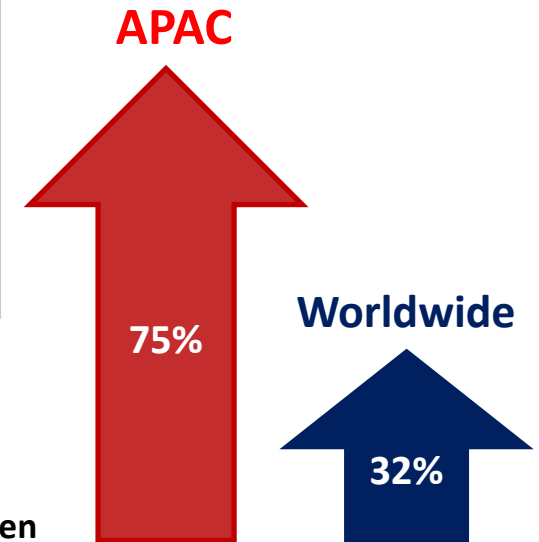
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Globally, demand for GME is growing...



GMAT® Exams Taken Worldwide;
 TY = Testing Year runs July 1 through June 30.
 Source: GMAC®

...even faster among
APAC citizens.



GMAT®
 Exams Taken

TY2009	80,193	265,613
TY2005	45,854	200,503

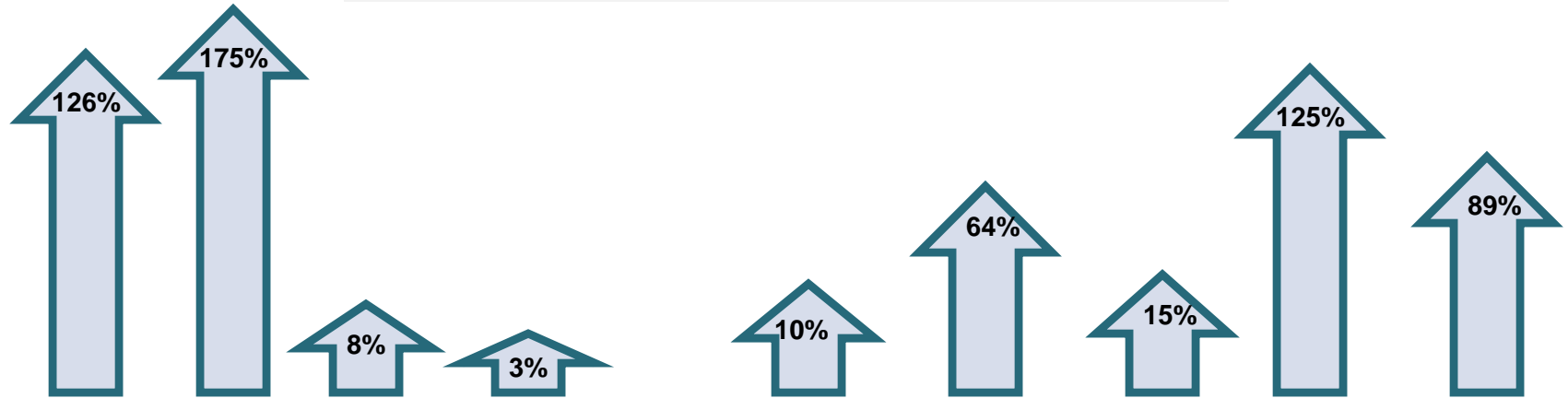


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W E B C A S T A N D W E B I N A R S E R I E S

In Asia, demand for GME continues to grow...

More than 80,000 GMAT Exams were taken by APAC citizens in TY2009



Year	India	China	South Korea	Taiwan	Japan	Thailand	Singapore	Pakistan	Viet Nam	Australia
TY2009	30,633	23,550	7,045	5,172	2,938	2,280	1,454	1,173	982	915
TY2005	13,544	8,554	6,511	5,032	4,168	2,075	889	1,020	436	484



GMAT® Exams Taken by Citizenship;
 TY = Testing Year runs July 1 through June 30.
 Source: GMAC®



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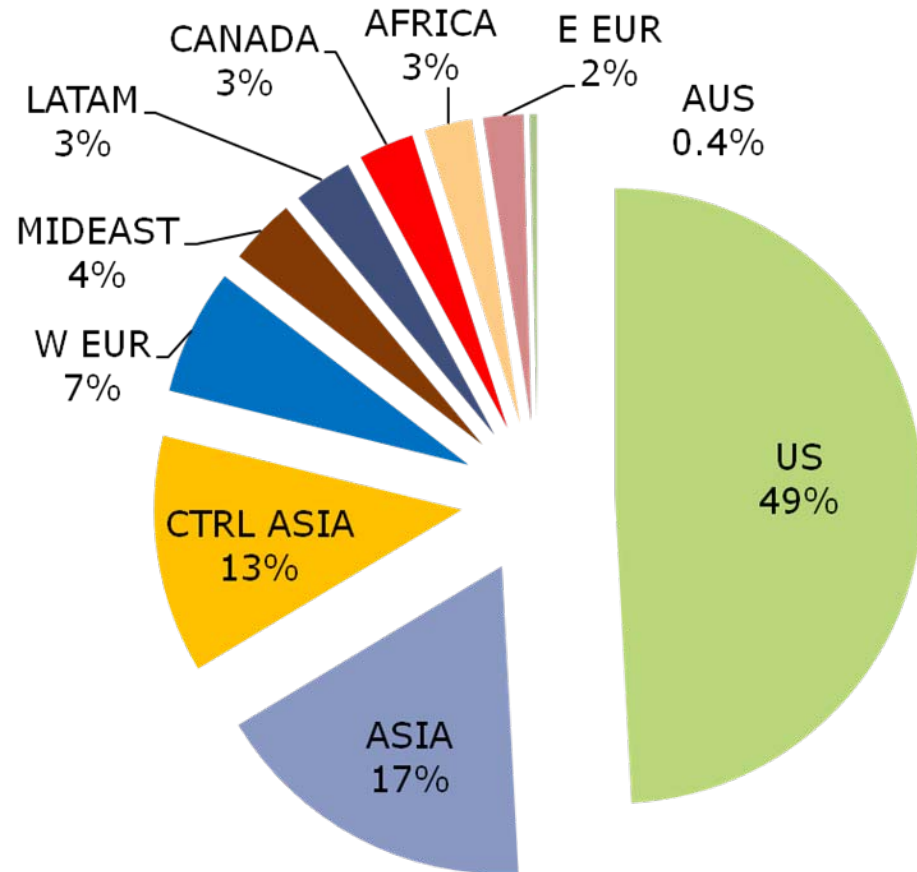
W E B C A S T A N D W E B I N A R S E R I E S

Global Business Student Pipeline

Distribution of TY2009 GMAT Examinees, by Citizenship Group

TY2009

- 265,613 total GMAT® exams
- 7.5% increase from '08
- 39% Women
- 40% Younger than 25yrs



Tools and resources for schools and students

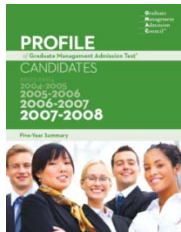
gmac.com
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GMAT®



The first and only test designed especially for business schools.

Online Score Reporting



GMAC® Survey Reports

GMASS®
GRADUATE MANAGEMENT ADMISSION SEARCH SERVICE®



GMAT® Interactive Profile



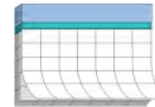
GMAT® Validity Study Service

mba.com

Calendar of Events

How do you learn more about schools? Go to an event and talk to the people who really have the inside scoop.

→ [Search for Events](#)



mba.com school search service

Use the box below to search for programs using a keyword search such as Name or Location of program.

 →

Or click [advanced search](#) to search on other attributes, such as Area of Study or Program Type.



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GMAC Research Helps You Make Data-Driven Decisions

Employer Perspectives

- Read about hiring plans/strategies for 2010.
- Compare your employer feedback with that of other schools.



Corporate Recruiters Survey

Class of 2010

- Get feedback from your graduating students.
- Benchmark your student responses against those of peer schools.

Global Management Education Graduate Survey

Reports and benchmarking are FREE for participants.

Sign up today at www.gmac.com/surveys



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**GMAT Trends –
B-School Pipelines Across the
Asia-Pacific Region**

November 18, 2009

Welcome to today's discussion...

B-School Pipelines Across the Asia Pacific Region

Moderator

Amy Orlov

- GMAC® Professional Development
- 12 + years in GME
- Responsible for program creation and content development for GMAC conferences and events



B-School Pipelines Across the Asia Pacific Region

Webinar Agenda

- Introductions
- Getting to Know You
- **Program Focus**
 - Demand for GME Across APAC
 - Changing Pipelines, Changing Preferences
 - Macro Dynamics Across APAC
- Summary
- Your Questions



B-School Pipelines across the Asia Pacific Region

R&D Speakers



Alex Chisholm



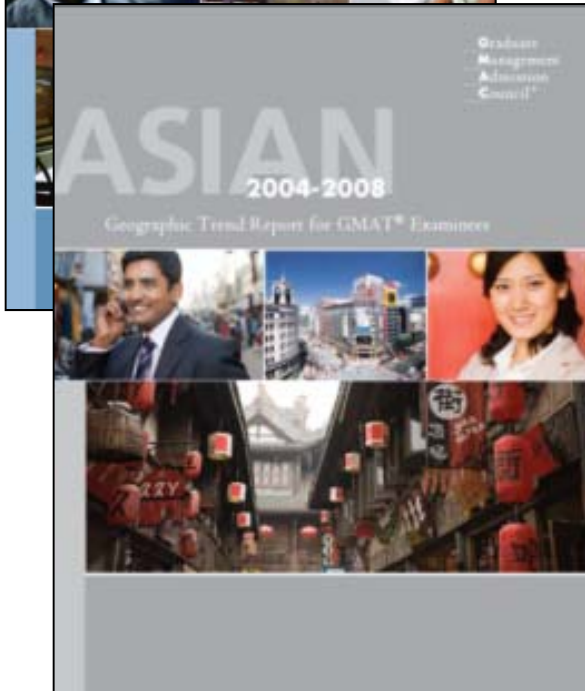
Michelle Sparkman Renz



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W E B C A S T A N D W E B I N A R S E R I E S

APAC Outreach



Country Spotlight: China's B-School Pipeline

Macro Realities and Micro Considerations: The Graduate Management Education Market

Key Questions

- How has China's student pipeline changed in recent years?
- What demographic changes are expected for the future?
- Which destinations attract Chinese students today?

OME 2008 Stats

- There were 246,957 total GMAT® exams taken worldwide in FY2008 (new record).
- Chinese citizens took 17,420 exams that year (new record).
- Among examinees, China's citizens are the third largest group (after the US and India).
- The number of Chinese citizens taking the GMAT exam has nearly doubled in the last five years.
- Women account for 65% of China examinees, much higher than the Asia-Pacific regional average (39%) and the average for the US and Canada (41%).

The transformation of higher education was identified as a key component of the industrialization and modernization policies adopted by the People's Republic of China (PRC), which observes its 60th anniversary in 2009. In efforts to uphold these policies, China has implemented comprehensive changes to its educational system, including dramatic enrollment expansion and increased internationalization of its student population. Graduate management education (GME) programs and business schools in China have grown along with the overall higher education market. The number of university graduates and MBA graduates in China has increased significantly since the early 1990s. Consequently, the management education student pipeline today looks very different than it did just a few years ago.

Figure 1: GMAT Exams Taken by Chinese Citizens from FY2004 to FY2008

Fiscal Year (FY)	Exams Taken
FY2004	8,514
FY2005	8,514
FY2006	9,482
FY2007	11,648
FY2008	17,420

*Fiscal Year (FY) run from July 1 of previous year to June 30 of current year.

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港人考 GMAT 急增兩成

【本報專訊】全球 246,957 名考生參加的 2008 年 GMAT 考試，其中來自香港的考生人數急增兩成，由 2007 年的 14,600 人增加至 17,420 人。香港考生人數增加，顯示香港考生對 GMAT 考試的興趣大增，也顯示香港考生對 GMAT 考試的信心大增。GMAT 考試是美國 MBA 課程的入學考試，也是全球 MBA 課程的入學考試。香港考生人數增加，顯示香港考生對 GMAT 考試的興趣大增，也顯示香港考生對 GMAT 考試的信心大增。

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School Services	The GMAT®	Research & Trends	News & Events
GMAT® Stats	Home > Research & Trends > Survey Research > Corporate Recruiters Survey > 公司招聘人員調查		
GMAT® Geographic Trends			
2009 GMAT® Conference on CAT			
Survey Research			
Application Trends Survey			
> Corporate Recruiters Survey			
Global Graduate Survey			
Alumni Perspectives Survey			
Participating in GMAC® Surveys			
mba.com Registrants Survey			
Research Report Series			
MERInstitute			
Tools & Services			

公司招聘人員調查

本年表展主調查的主要目的如下：

- 评估当前的就业情况
- 测算商学院研究生的市场需求
- 了解雇主对招聘商学院毕业生过程中相关机会和困难的观点
- 为雇主提供机会分享招聘和雇用员工的挑战性问题和最佳做法。

去年，157 所商学院参与了调查，包括 172 家《财富》500 强企业和 147 家全球财富 500 强企业在内的 2092 个雇主为该研究作出了贡献。

逆市齊增值 GMAT 報考升 7.5%

配合亞太發展 明年港設發展總部

GMAC 總裁及行政總裁 David Whitcomb 表示，今年共有 246,957 名考生參加了 GMAT 考試，其中來自香港的考生人數急增兩成，由 2007 年的 14,600 人增加至 17,420 人。香港考生人數增加，顯示香港考生對 GMAT 考試的興趣大增，也顯示香港考生對 GMAT 考試的信心大增。

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B-School Pipelines Across the Asia Pacific Region

Getting to Know You
Interactive Polling



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W E B C A S T A N D W E B I N A R S E R I E S

Demand for GME Across Asia Pacific

Marketplace Size and Growth
Application Trends by Program
Student Pipeline Characteristics



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Access to Global Talent

NA (52%)

Exams Taken: 138,129

Test Centers: 266

EUR (9%)

Exams Taken: 23,224

Test Centers: 67

MEA (6%)

Exams Taken: 15,733

Test Centers: 41

LATAM (3%)

Exams Taken: 8,334

Test Centers: 30

APAC (30%)

Exams Taken: 80,193

Test Centers: 74

2nd largest testing region in the world

5 of top 10 testing citizen groups

Worldwide: 265,613 GMAT Exams Taken in TY2009

Source: GMAT Examinee Data by Citizenship



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Top APAC Talent Pools

Global Rank	Citizenship Group	GMAT Exams Taken TY2009	% of APAC
2	India	30,633	38%
3	China	23,550	29%
5	South Korea	7,045	9%
6	Taiwan	5,172	6%
9	Japan	2,938	4%
-	APAC	80,193	100%

Source: GMAT Examinee Data by Citizenship



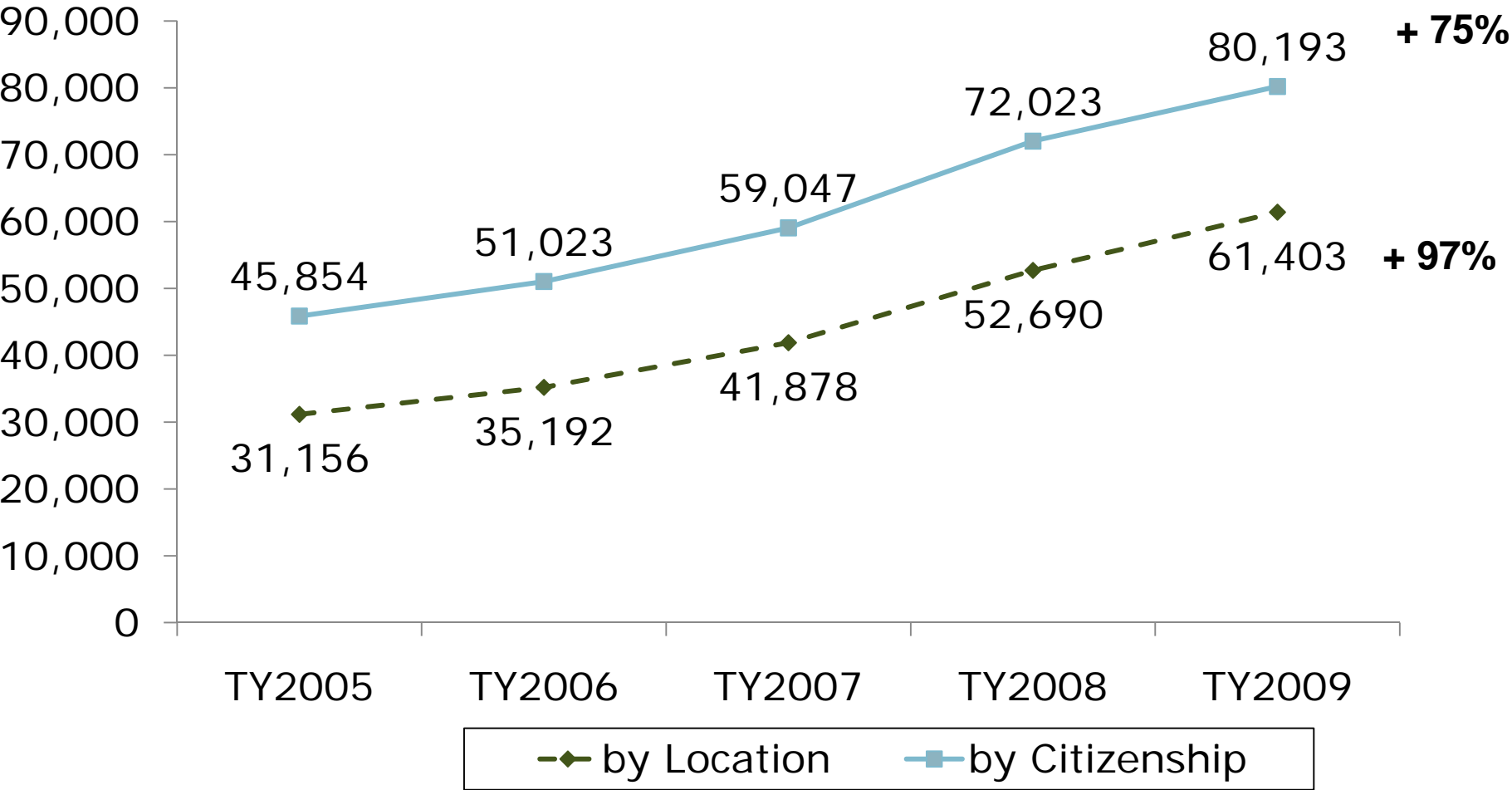
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Increasing Demand

% Growth
Since
TY2005

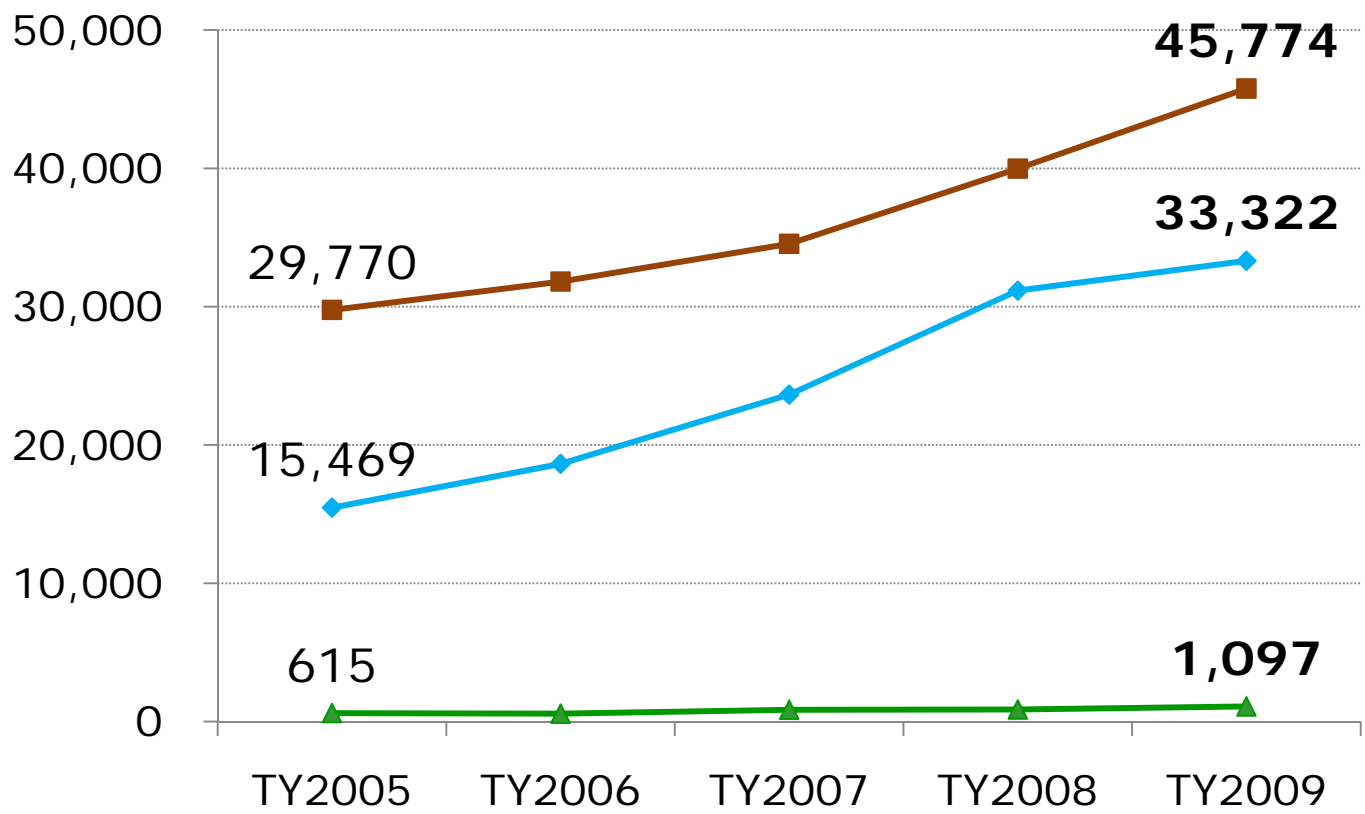
GMAT Exams Taken: APAC



Source: GMAT Examinee Data by Citizenship and Candidate Location

Growth in APAC by Sub-Region

GMAT Exams Taken by Citizenship



South & Southeast Asia: +115%

Central & South Asia: +54%

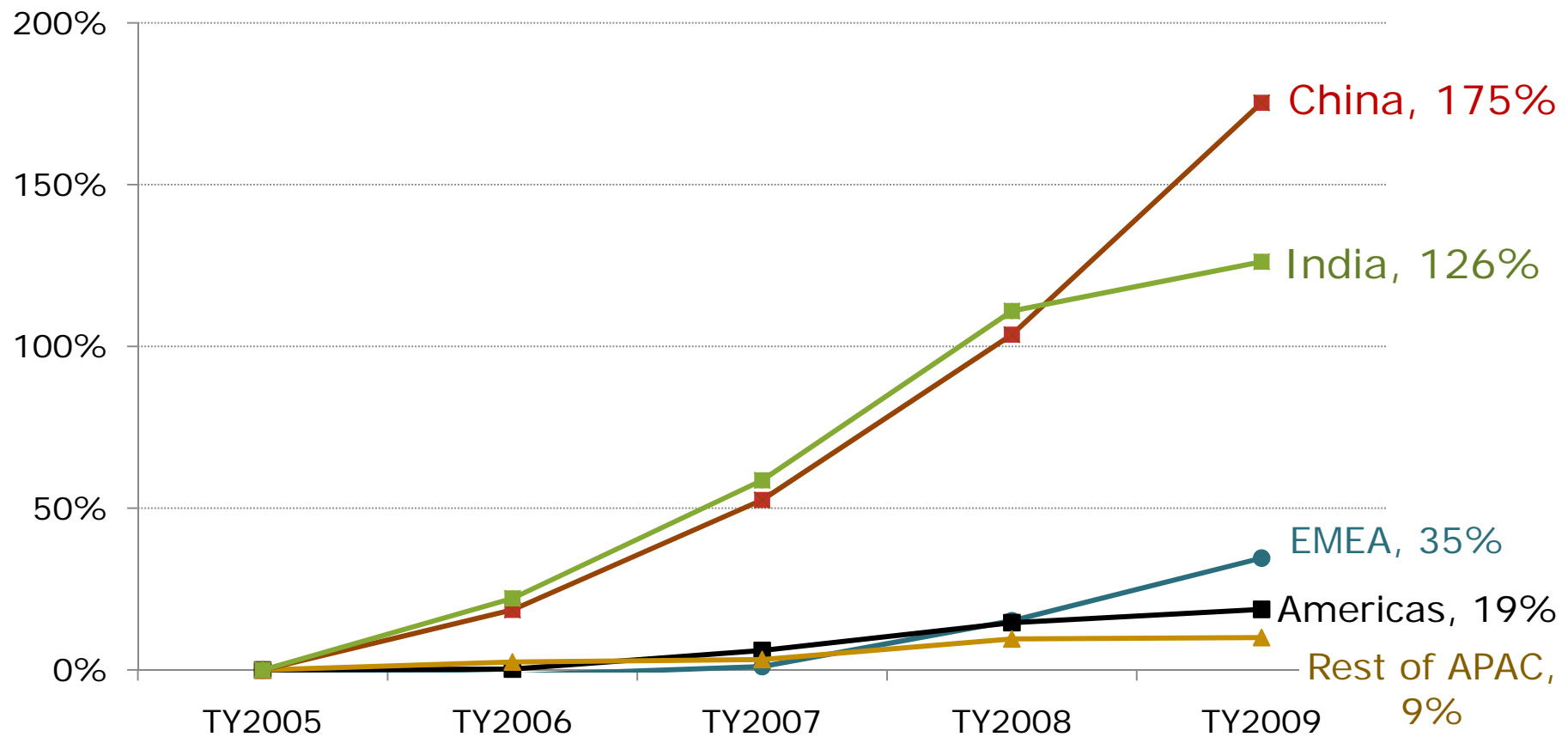
Australia & Pacific Islands: +78%

Source: GMAC Data by Citizenship, TY2005-TY2009.



China and India Leading The Way

GMAT Exam Growth
Cumulative % change from TY2005

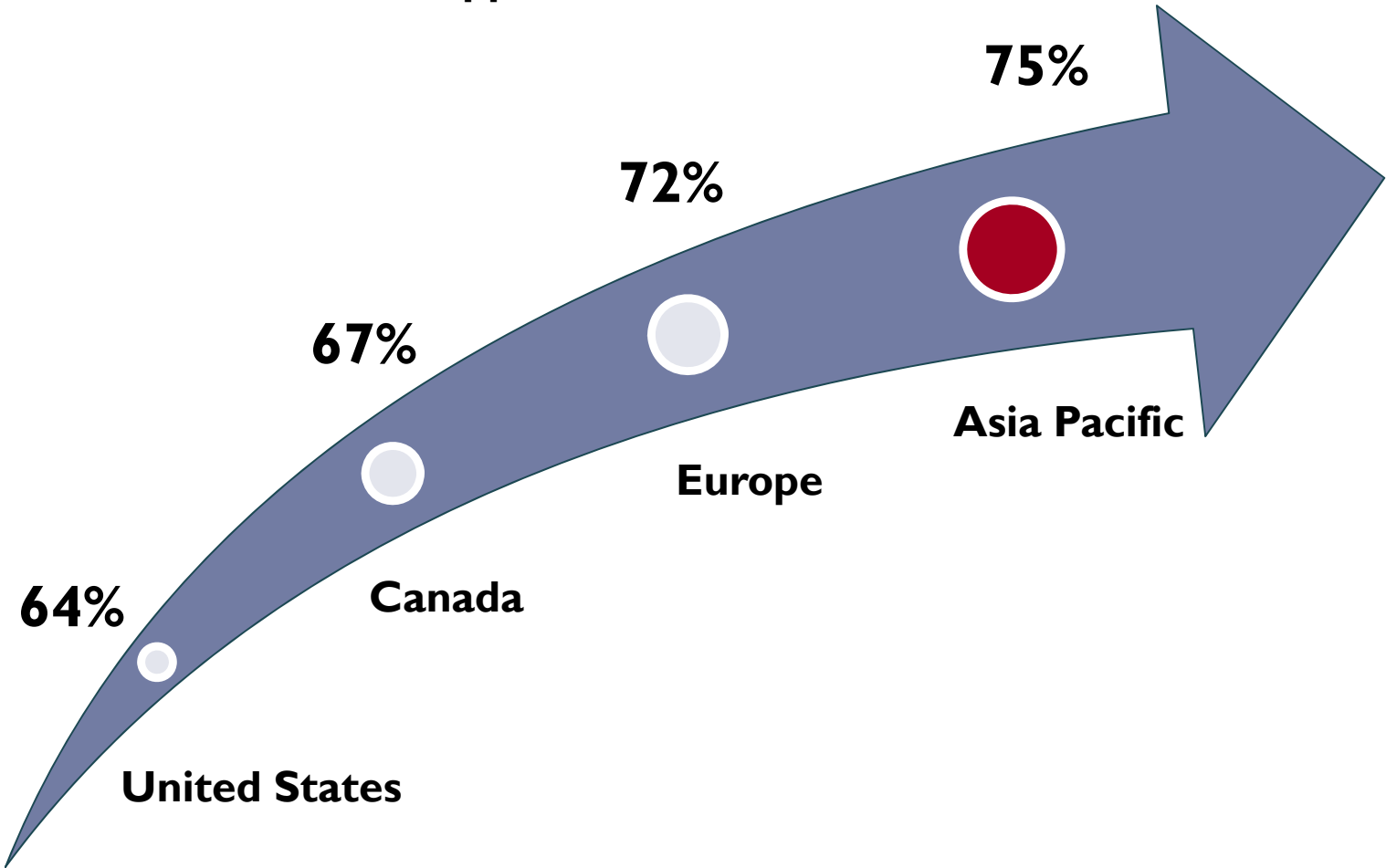


Source: GMAT Examinee Data by Citizenship



Corresponding Application Growth

% of Full-Time MBA Programs Reporting an Increase in Application Volume in 2009



Source: GMAC 2009 Application Trends Survey



Diversity of the Student Pipeline

Changing Pipeline Characteristics

GMAT[®] Examinees and Prospective Students

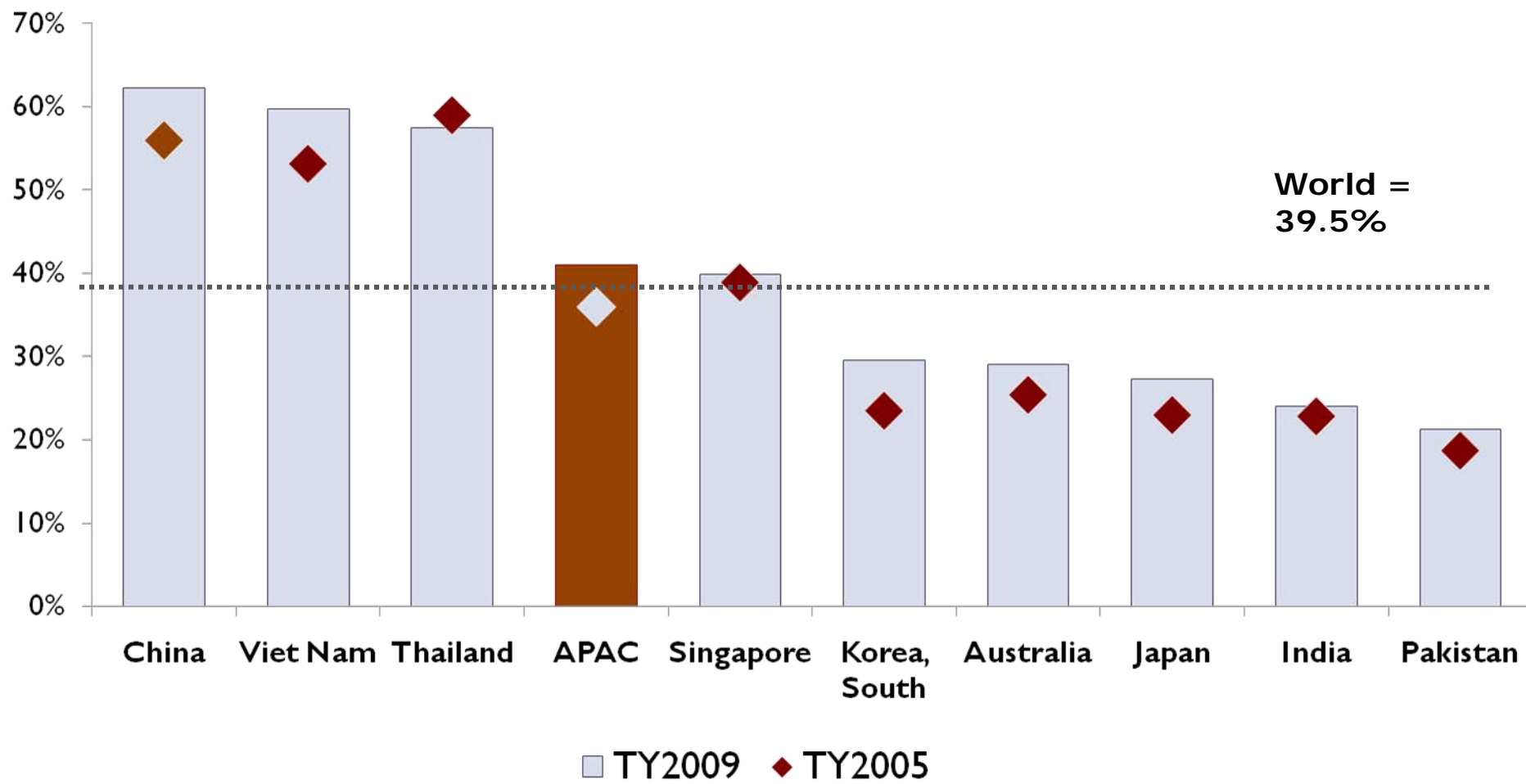


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More Women

% of Exams Taken by Females



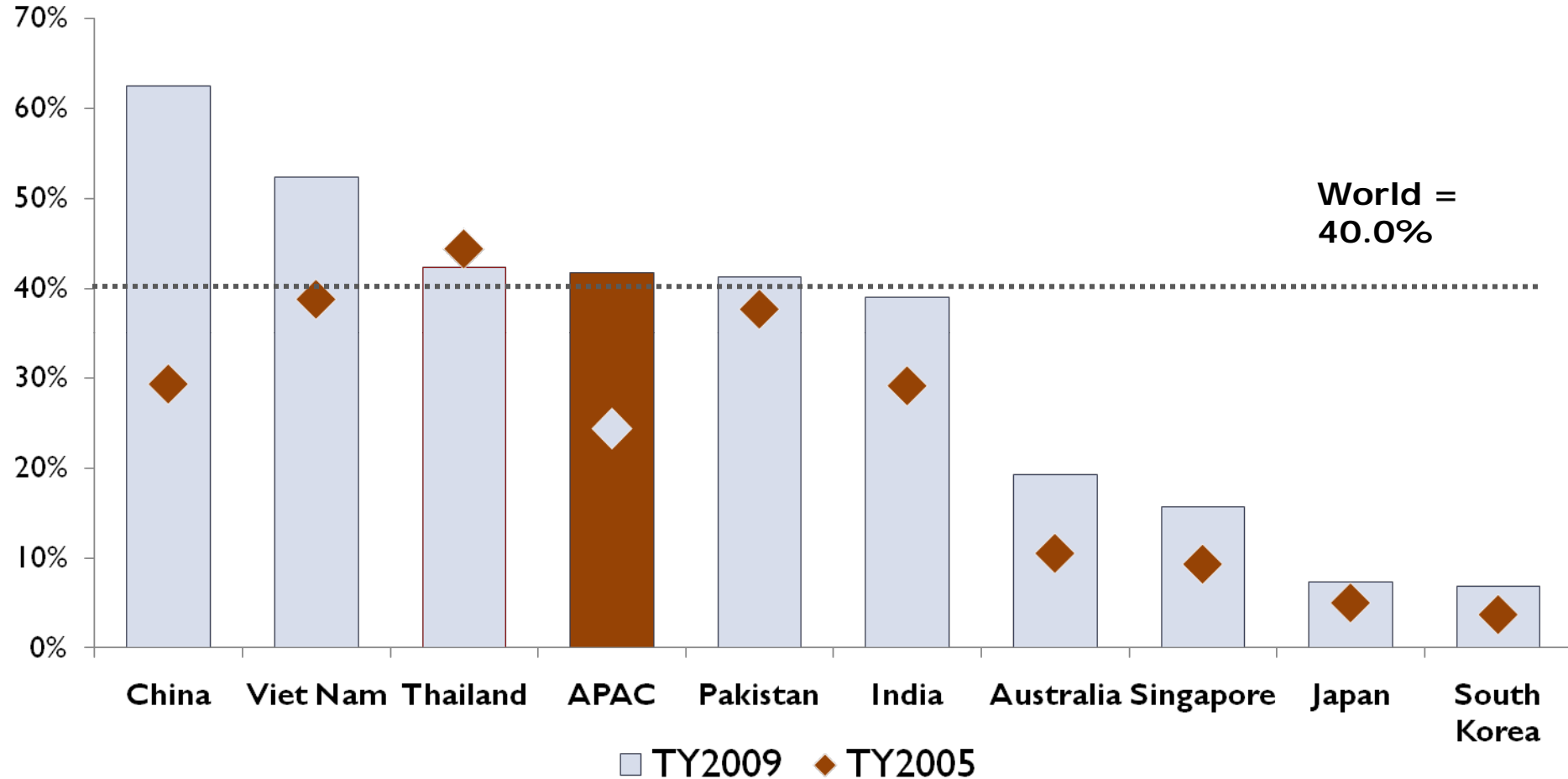
World = 39.5%

Source: GMAC Data by Citizenship



Younger Candidates

% of examinees younger than 25



Source: GMAC Data by Citizenship

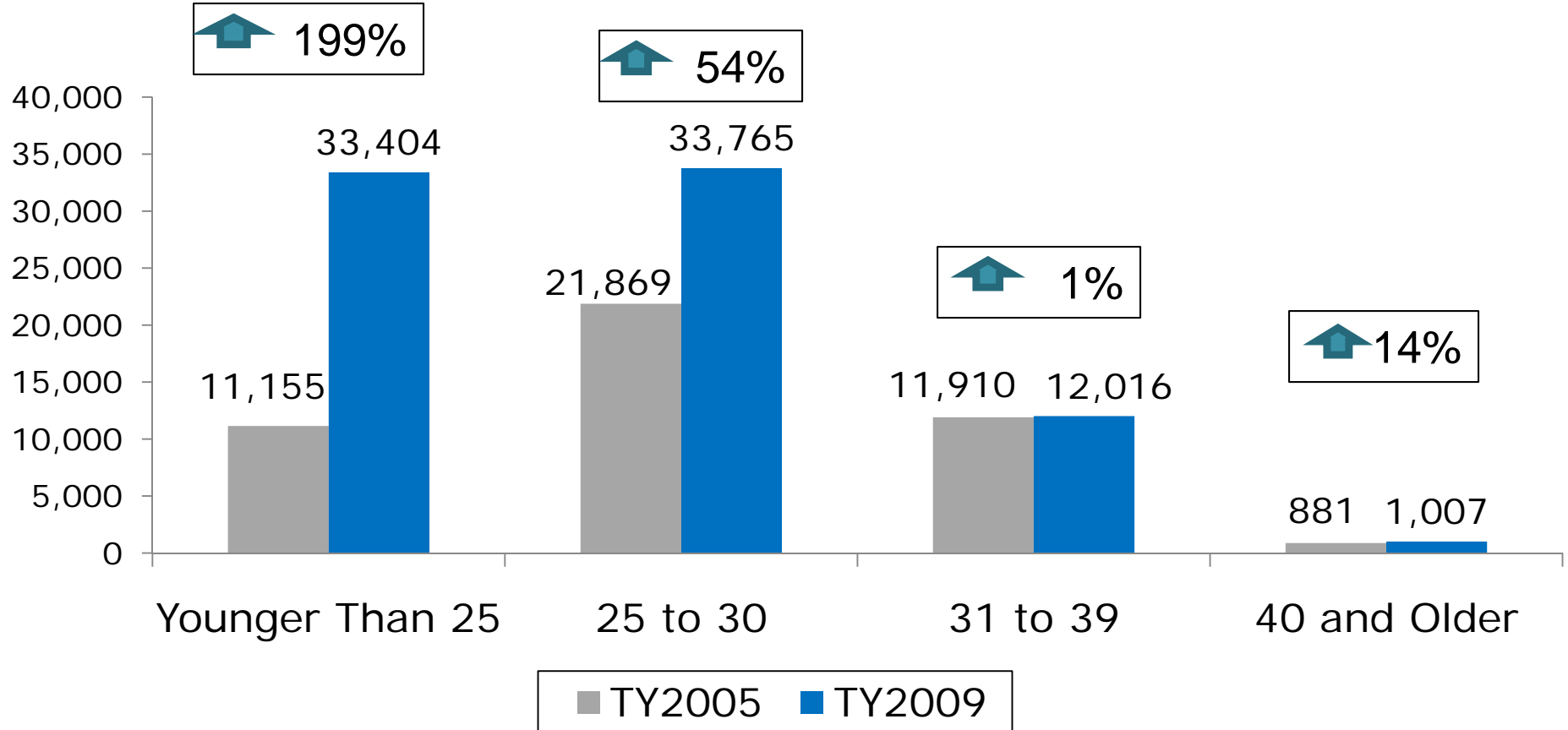


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APAC Growth Fueled by Younger Examinees

GMAT Exams Taken by Age Group: APAC Citizens



Source: GMAT Examinee Data by Citizenship



Student Pipelines in Asia Pacific

Motivations, Expectations, and Reservations

Programs of Interest and School Selection

Sources of Information and Financing Plans



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Profile and Characteristics: APAC

- 80,193 exams taken by citizens
- 41% Women
 - range from China to Pakistan
- 26 = mean age
 - ▣ 42% < 25 yrs old
 - range from China to South Korea
- 3.6 = mean yrs work exp
 - ▣ 60% with 0-3 yrs work exp
- 283,982 total scores sent globally by APAC citizens
 - average score reports sent = 3.5

Source: GMAT examinee data for TY2009



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Motivations to Pursue GME (select examples)



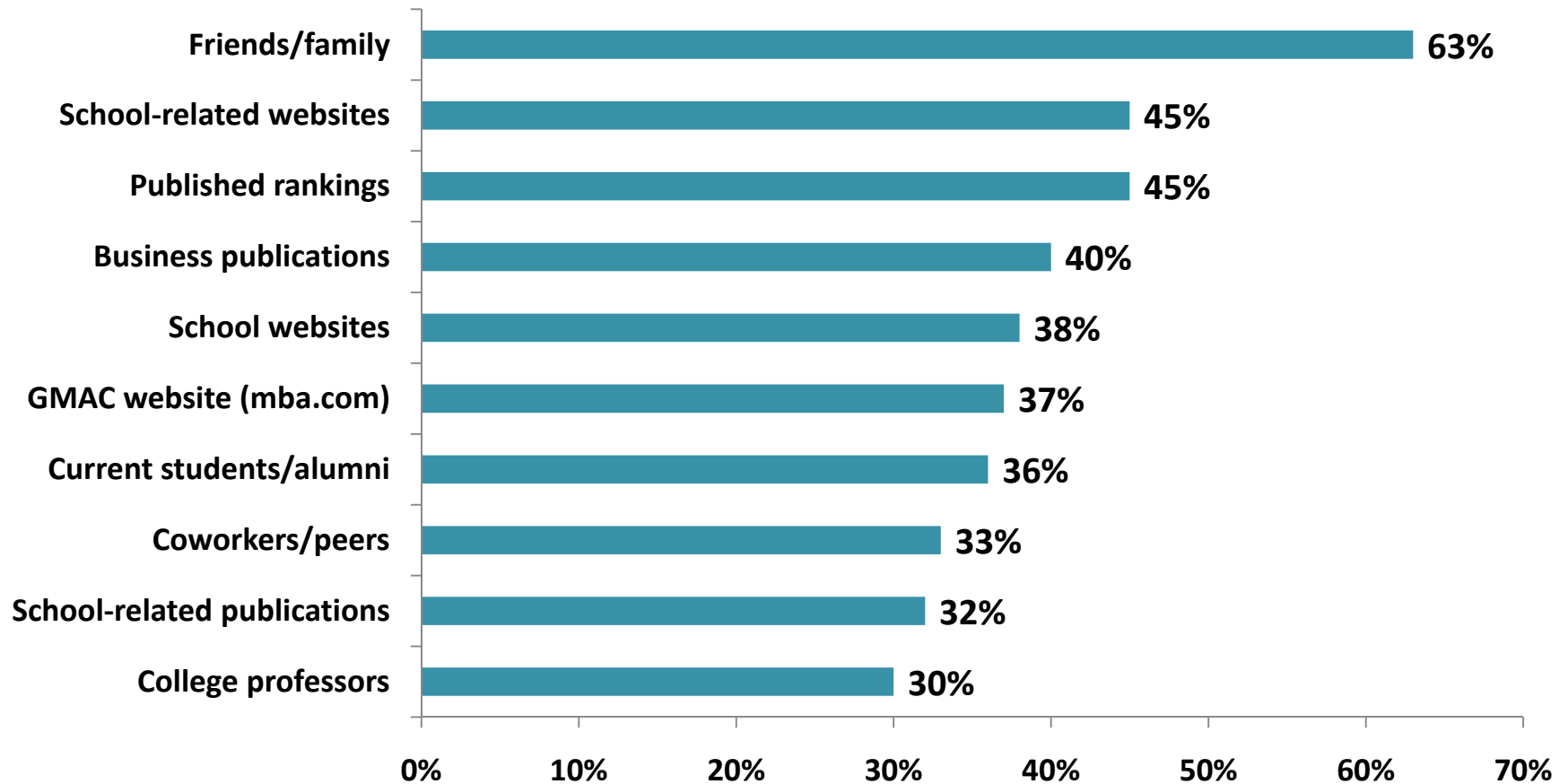
Source: GMAC® mba.com Registrants Survey, Q1-Q3 (by Residency) 2009



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Sources Consulted by Prospective APAC Students



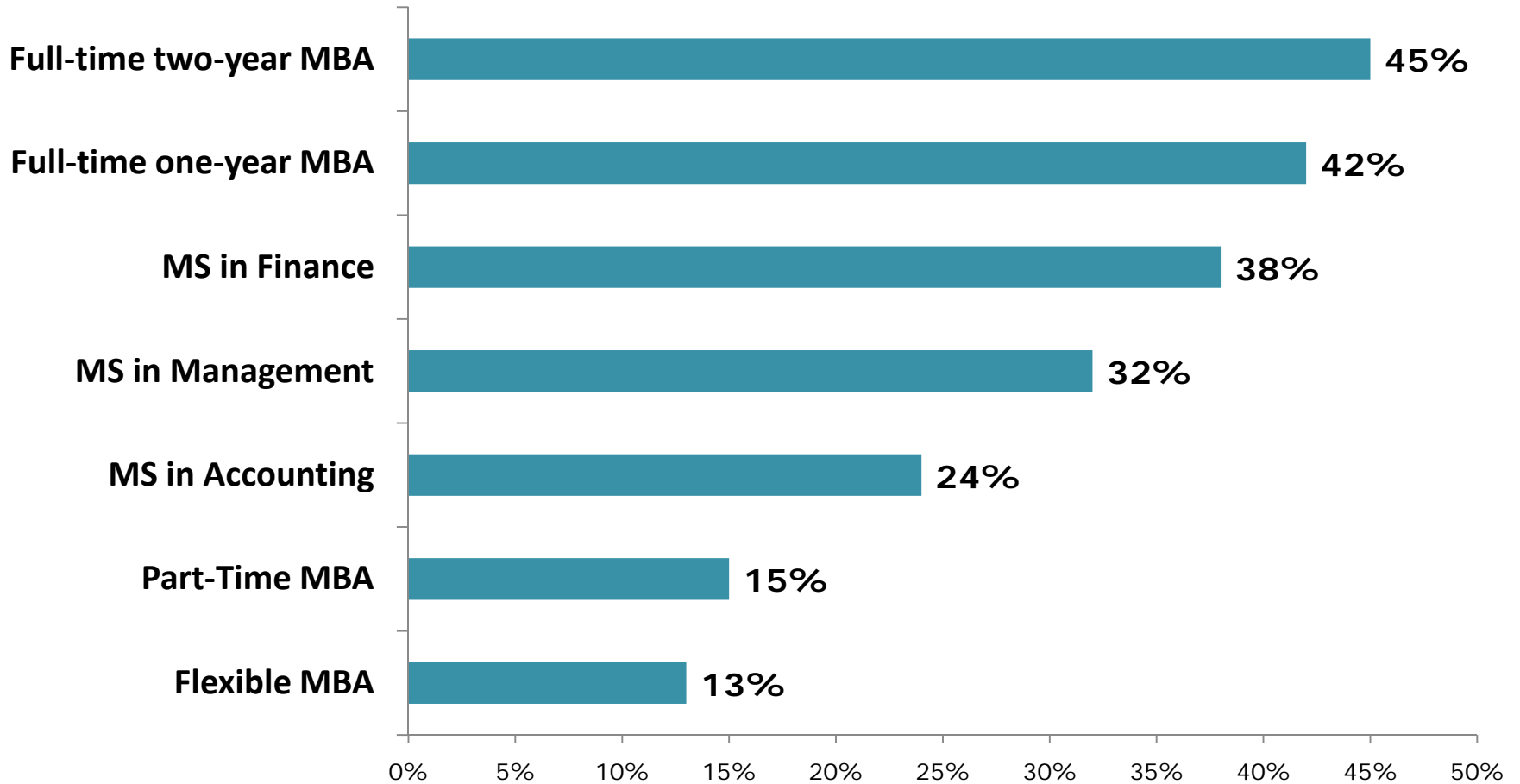
Source: GMAC® mba.com Registrants Survey, 2009 Q1-Q3 (Residency)



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Prospective APAC Students



Source: Data by Citizenship for APAC (Asia, Australia and Pacific Island) citizens; multiple selection.
GMAC mba.com Registrants Survey, Q1-Q3 2009



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Prospective APAC Students

Program Type Enrolled	Citizenship			
	US	Europe	China	India
Full-Time MBA, Two-Year	2.0	1.5	3.0	5.0
Full-Time MBA, One-Year	1.0	1.0	1.5	2.0
Part-Time MBA	1.0	1.0	0.0	1.5
Executive MBA	1.0	1.0	1.5	2.0
MSc in Business	2.0	2.0	4.0	1.0
Specialized Master's Degree	1.0	1.0	3.0	1.5

Median Number of Applications Submitted to Various Programs, by Citizenship

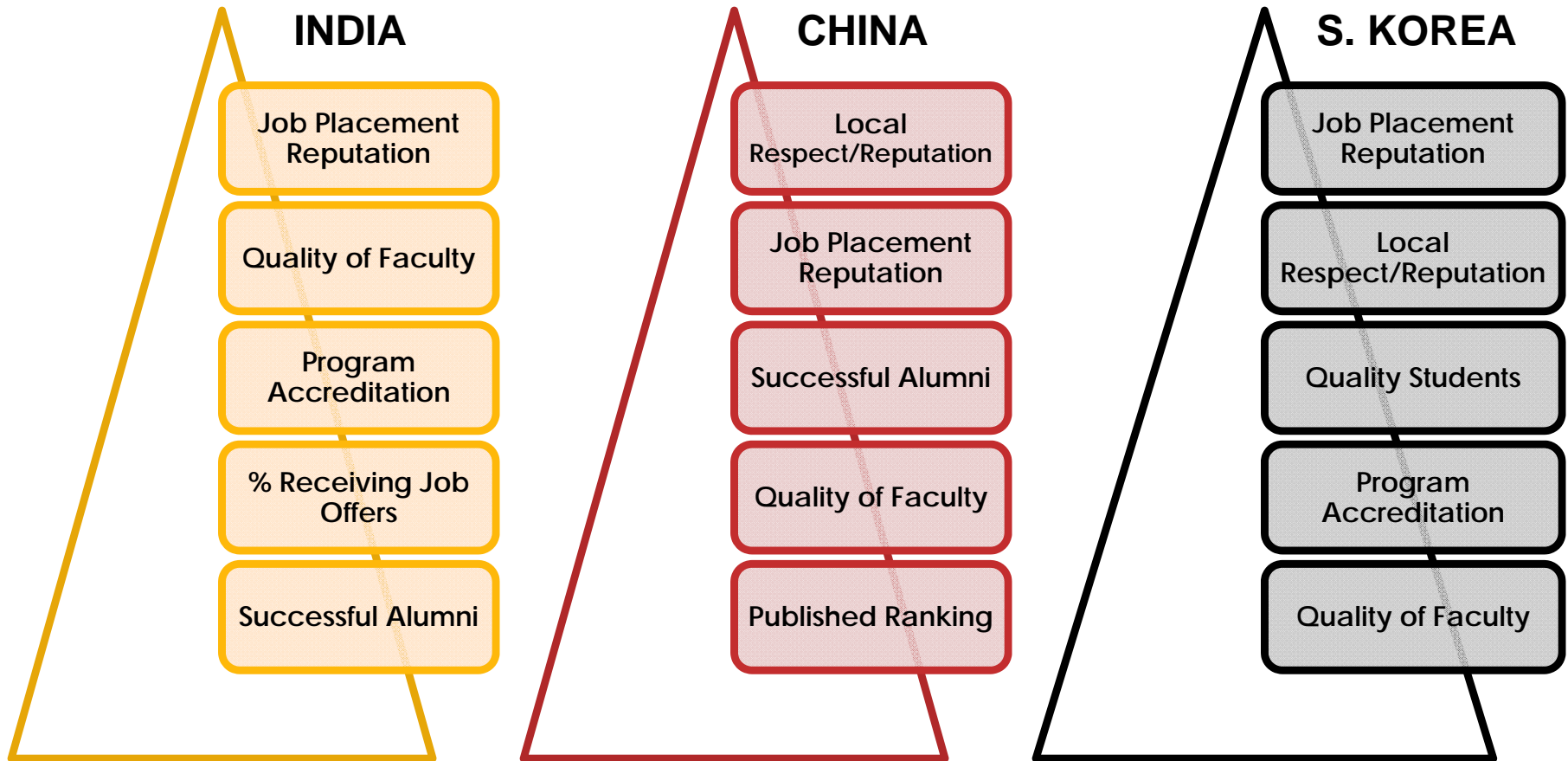
GMAC 2009 mba.com Registrants Survey Report



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School Selection Criteria (select examples)



Source: GMAC® mba.com Registrants Survey, Q1-Q2 2009

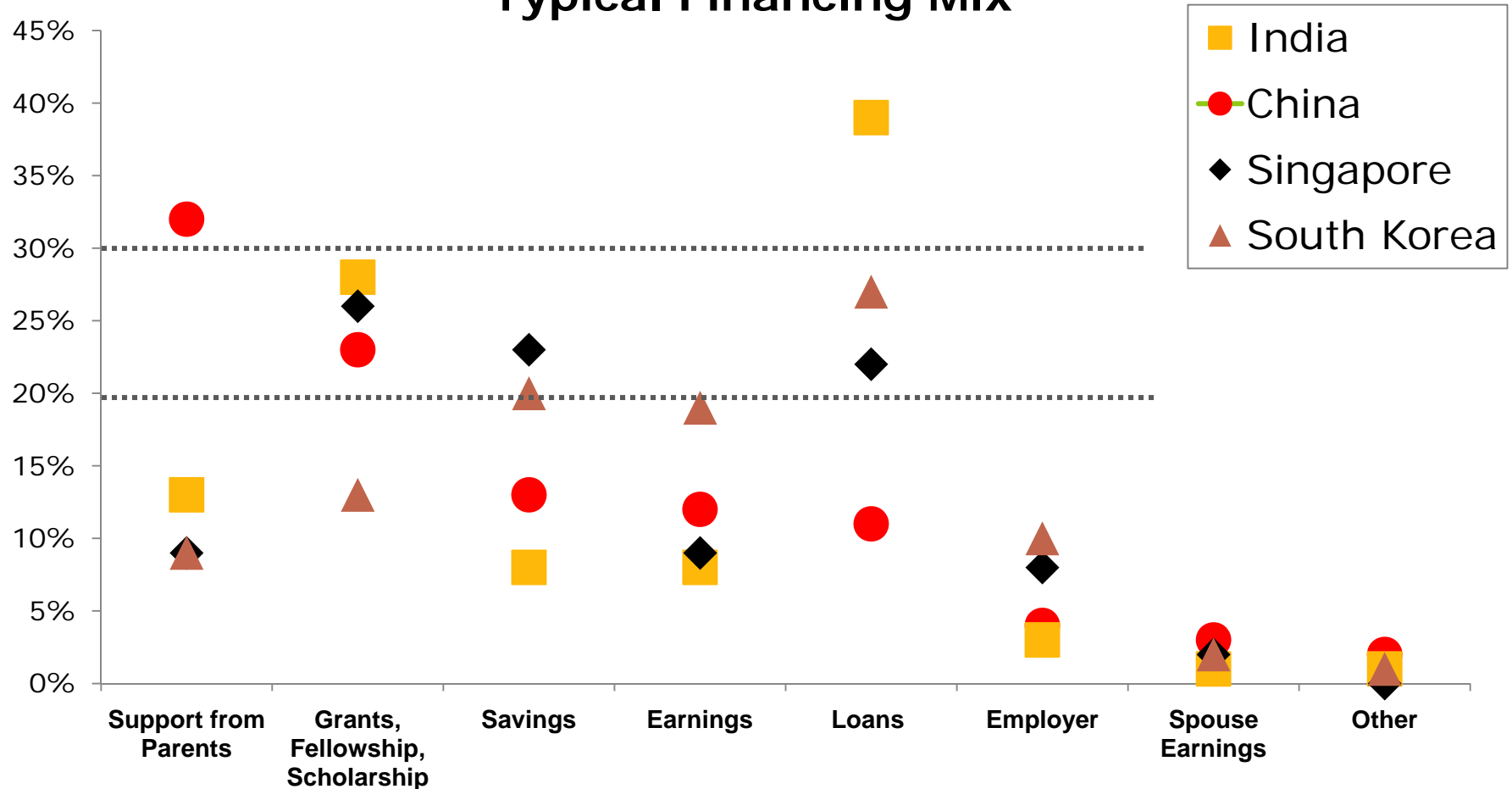


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Typical Financing Mix (select examples)

Typical Financing Mix



Source: GMAC® mba.com Registrants Survey, Q1-Q3 (Residency) 2009



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Competitive Study Destinations

Attracting Domestic and Foreign Talent

Preferred Study Destinations

Global Competition



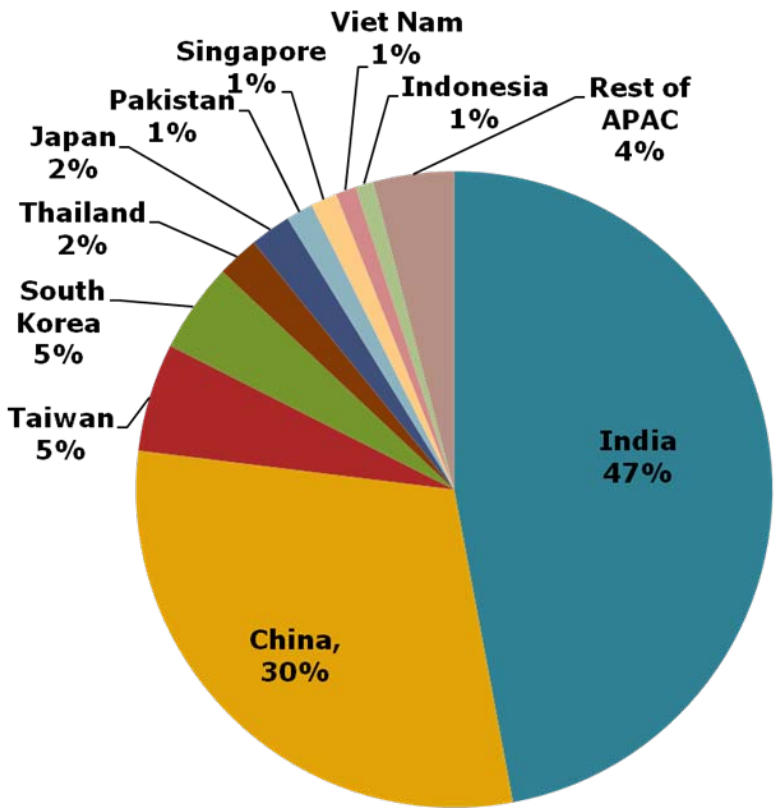
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Mobility of Citizens

APAC citizens sent ~287,000 total GMAT scores in TY2009.

APAC Citizens Top 10 GMAT Score Report Destinations	
1	United States (67%)
2	India (8%)
3	United Kingdom (6%)
4	Singapore (4%)
5	France (3%)
6	Canada (3%)
7	Hong Kong (2%)
8	Australia (2%)
9	China (1%)
10	Spain (1%)

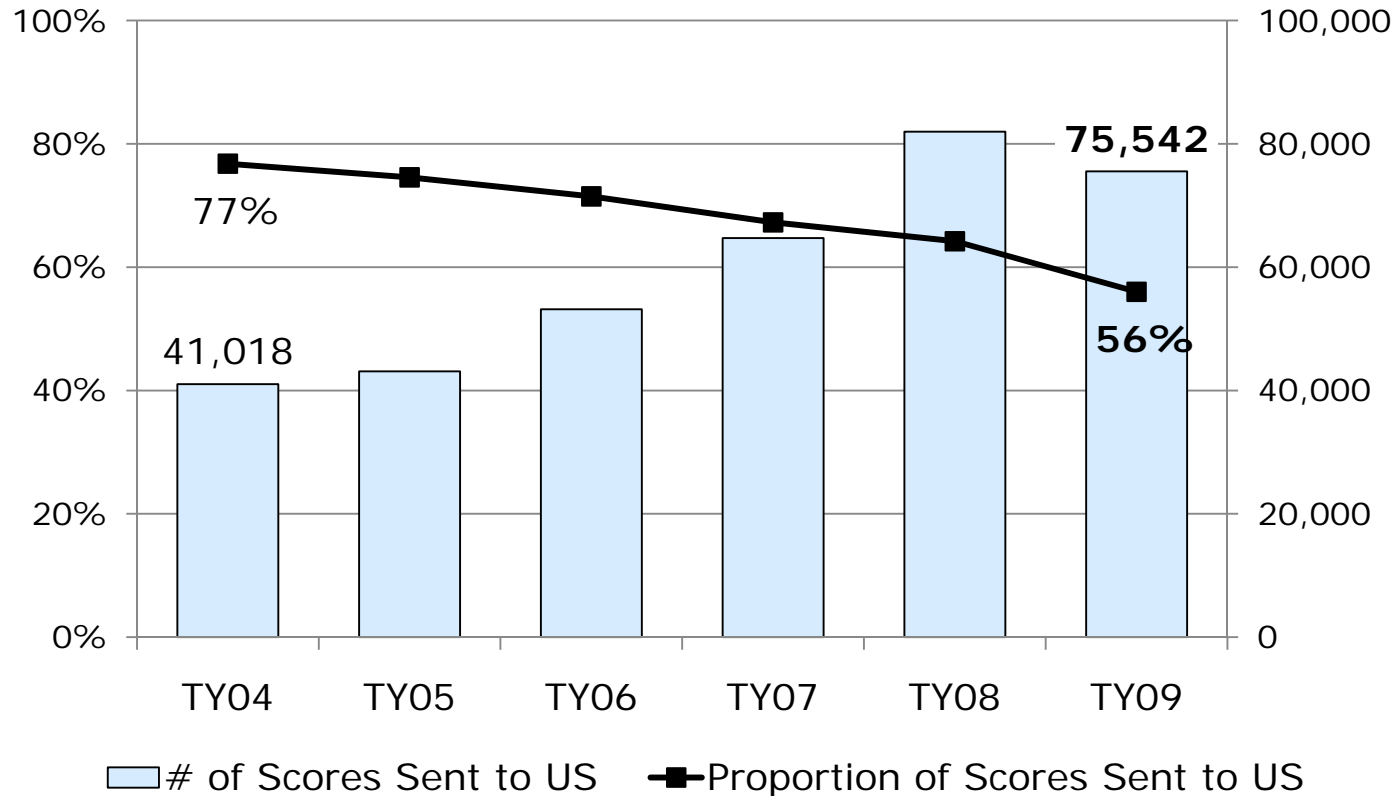


Source: Preliminary data from the upcoming 2009 GMAC Asian Geographic Trend Report.



India: Absolute vs. Proportion

GMAT Scores Sent to US Schools by Indian Citizens



Source: GMAC Data, TY2009.

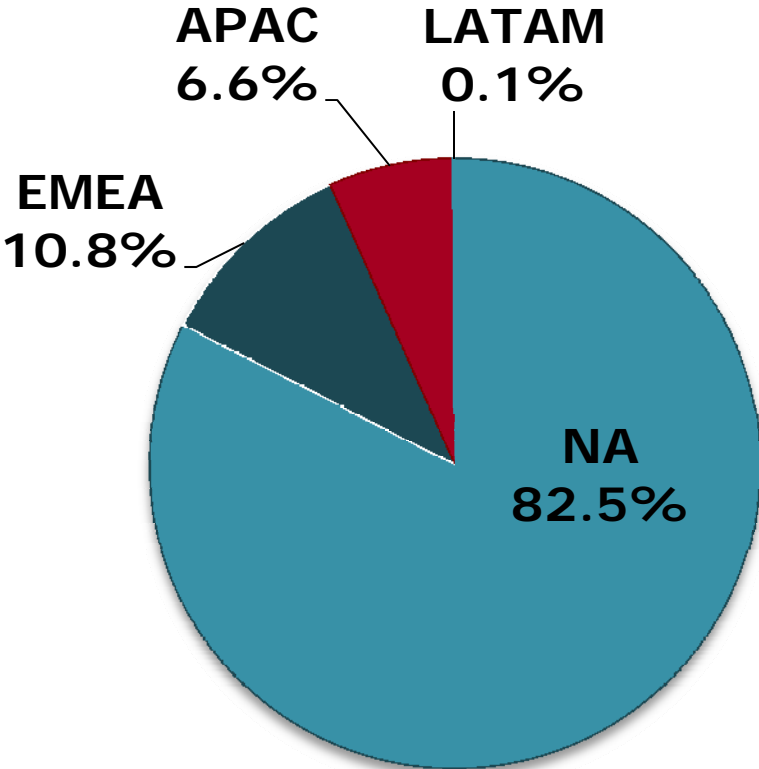


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Global Talent Destinations

TY2009 Score Reports
Sent by Regional Destination



801,504 total GMAT scores sent

Top 10 Locations

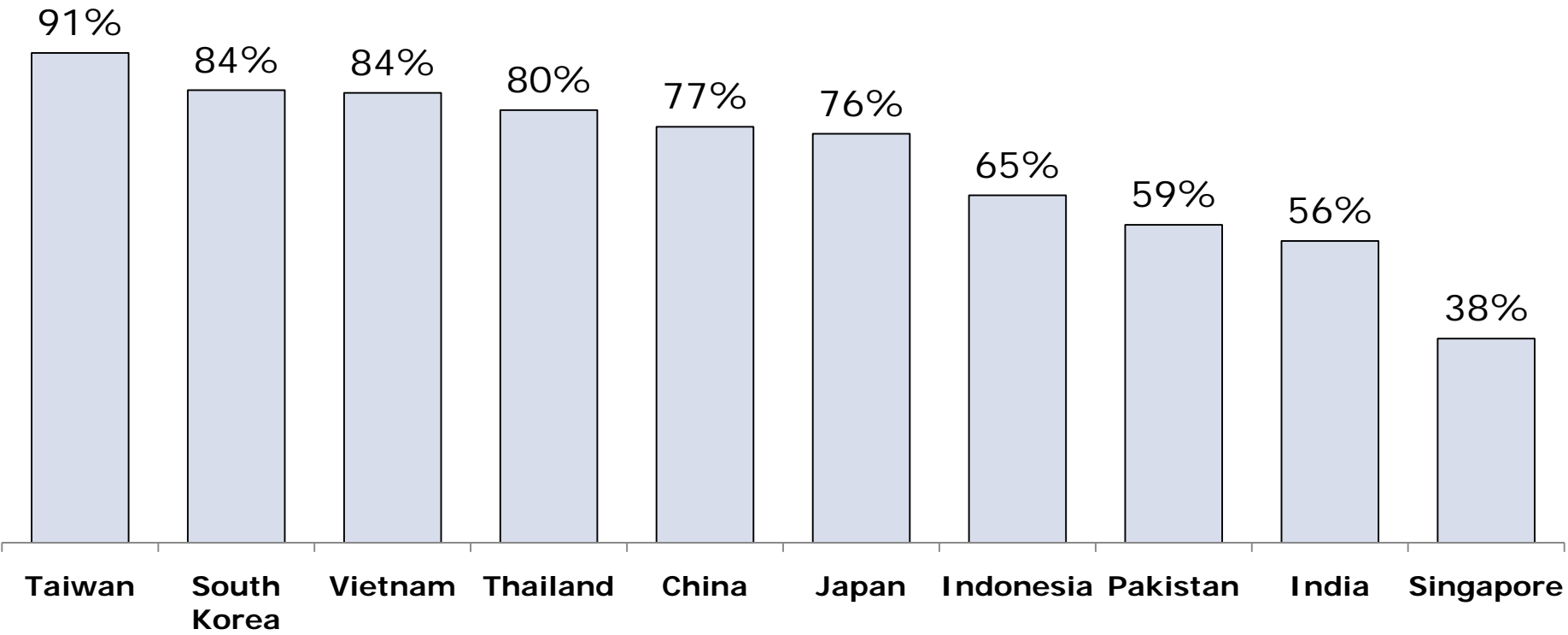
- 1. United States (79%)
- 2. United Kingdom (4%)
- 3. Canada (3%)
- 4. **India (3%)**
- 5. France (2%)
- 6. **Singapore (1%)**
- 7. Israel (1%)
- 8. **Hong Kong (1%)**
- 9. Spain (1%)
- 10. **Australia (1%)**

Source: Preliminary data from the upcoming 2009 GMAC Asian Geographic Trend Report.



Interest in US as Study Destination

% of GMAT Score Reports Sent to US in TY2009



Source: Preliminary data from the upcoming 2009 GMAC Asian Geographic Trend Report.

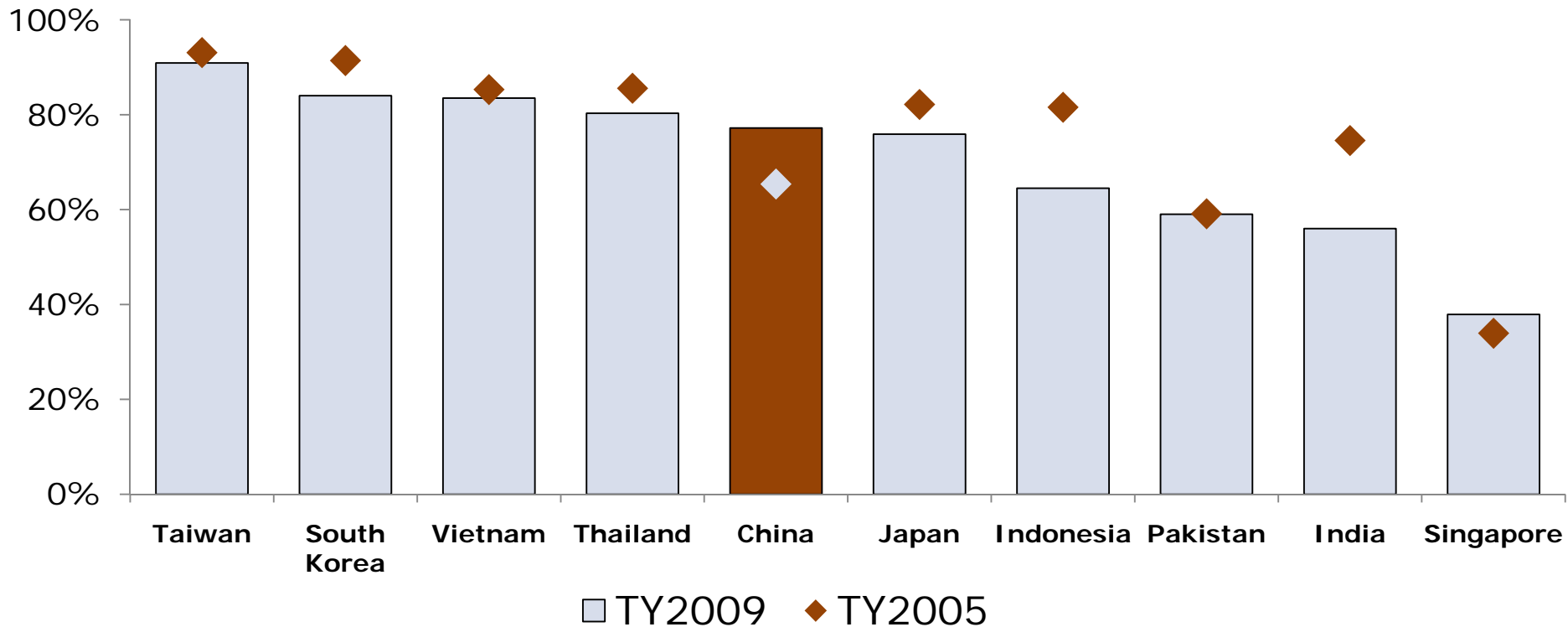


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Shift in Preference for US B-Schools

% of GMAT Score Reports Sent to US in TY2009



Source: Preliminary data from the upcoming 2009 GMAC Asian Geographic Trend Report.



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Destination USA and Global Mobility

Score Reports Sent to US Schools by Examinee Citizenship

TY 2009, All Examinees

Examinee Citizenship	Scores Sent	Percent
1. United States	369,946	58.87%
2. India	75,499	12.01%
3. China	66,205	10.53%
4. Taiwan	14,327	2.28%
5. South Korea	10,968	1.75%
6. Canada	6,084	0.97%
7. Thailand	4,916	0.78%
8. Japan	4,521	0.72%
9. Mexico	4,377	0.70%
10. Turkey	3,758	0.60%
Total Number of Score Reports Sent to US: 628,431		
* Based on number of score reports received		

According to Institute of International Education (IIE), data for int'l students studying in the US in 2008-09:

Largest source countries are India (103k), China (98k), and South Korea (76k).

APAC top 10 accounted for 51.7% of int'l stdnts in the US

Largest increases from APAC are China (+21%) and Vietnam (+46%)

Source: Preliminary data from the upcoming 2009 GMAC World Geographic Trend Report.
IIE data from Open Doors study cited by Inside Higher Ed, 16 November 2009.

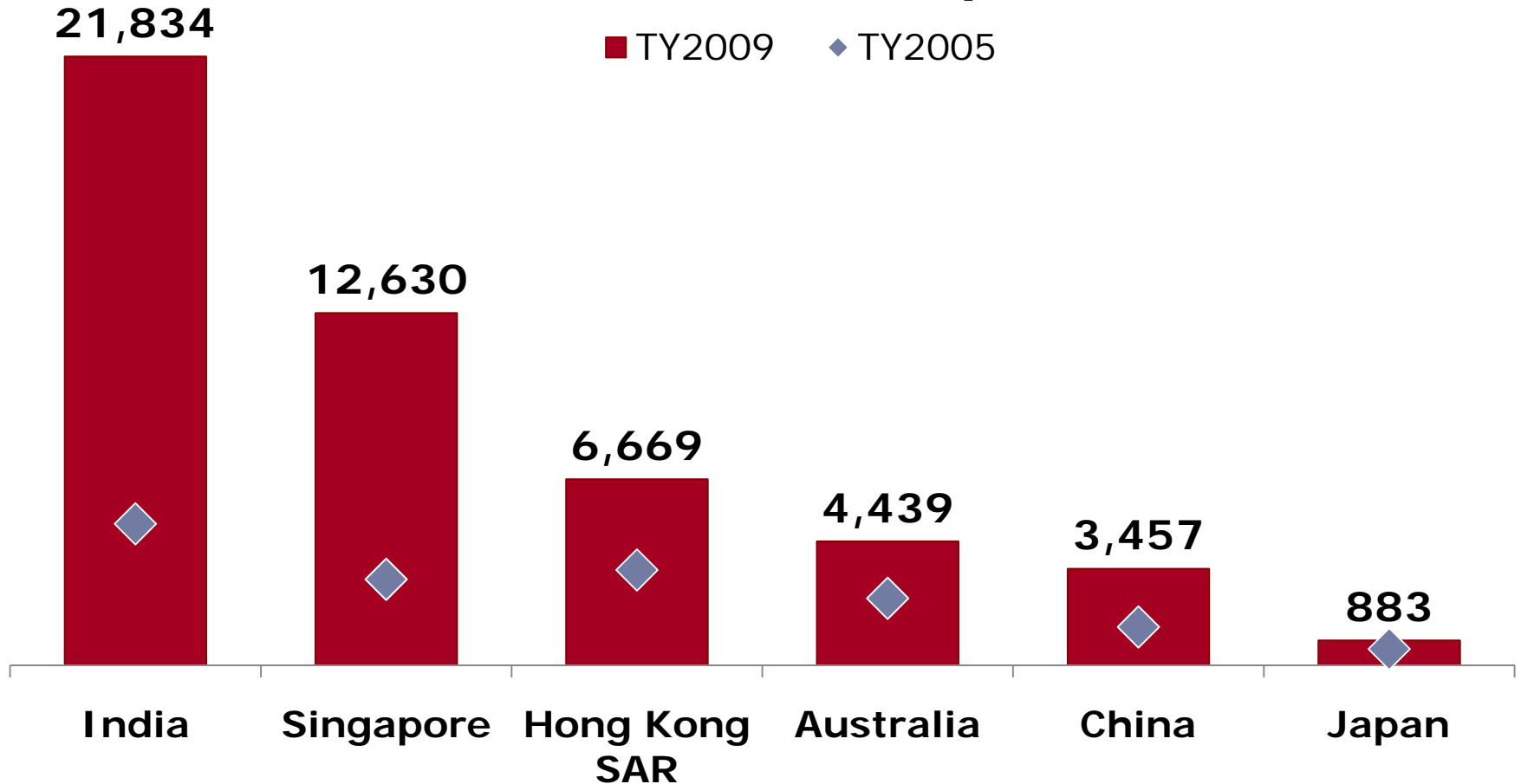


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Talent Destinations in Asia

of GMAT Score Reports Received



Source: GMAC Data by Citizenship. TY2009

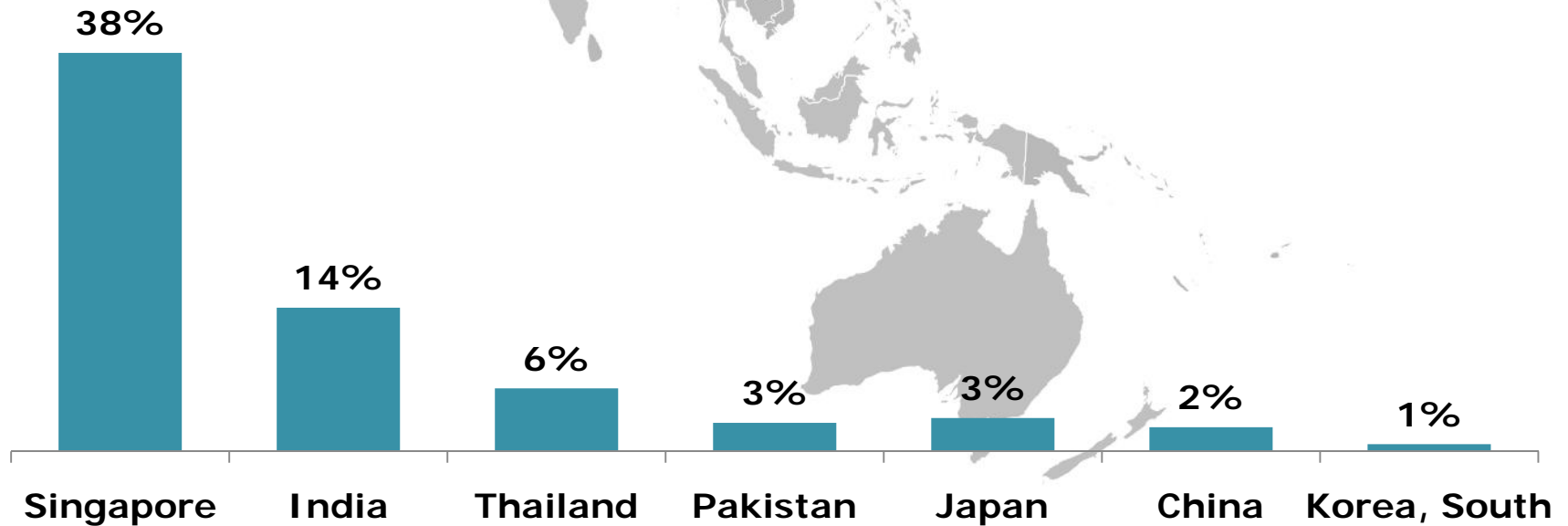


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Capturing Domestic Talent

% of score reports sent domestically
(select examples)



Source: GMAT® Data by Citizenship, TY2009.



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W E B C A S T A N D W E B I N A R S E R I E S

Drivers of Asia Pacific Demand



- **Government Focus on Education**
- **International Recognition of Schools**
- **Recent Population Growth**
- **Economic Growth and Job Creation**
- **Need for Skilled Labor & Managers**

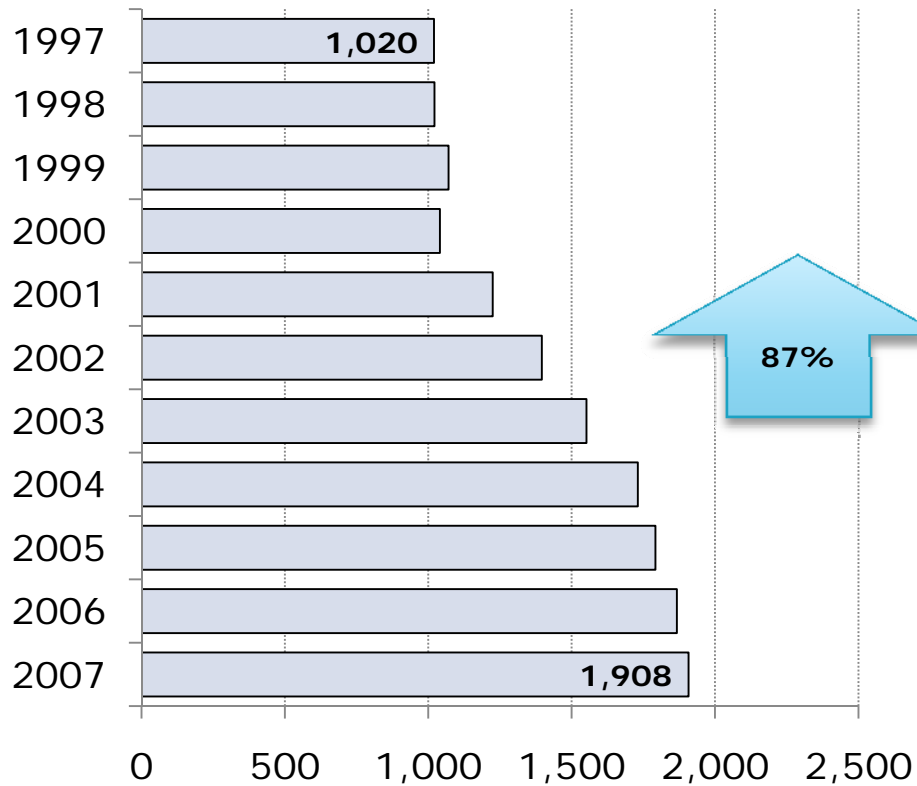


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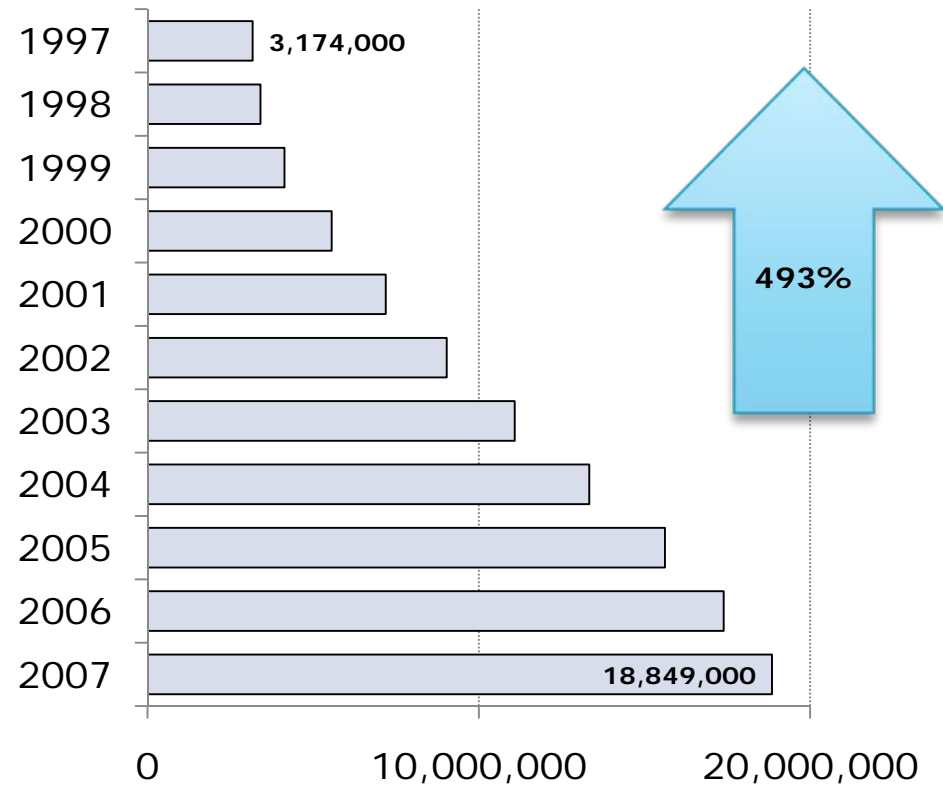
W E B C A S T A N D W E B I N A R S E R I E S

Higher Education Growth in China

Institutions



Enrollments



Source: China Statistical Yearbook 2008

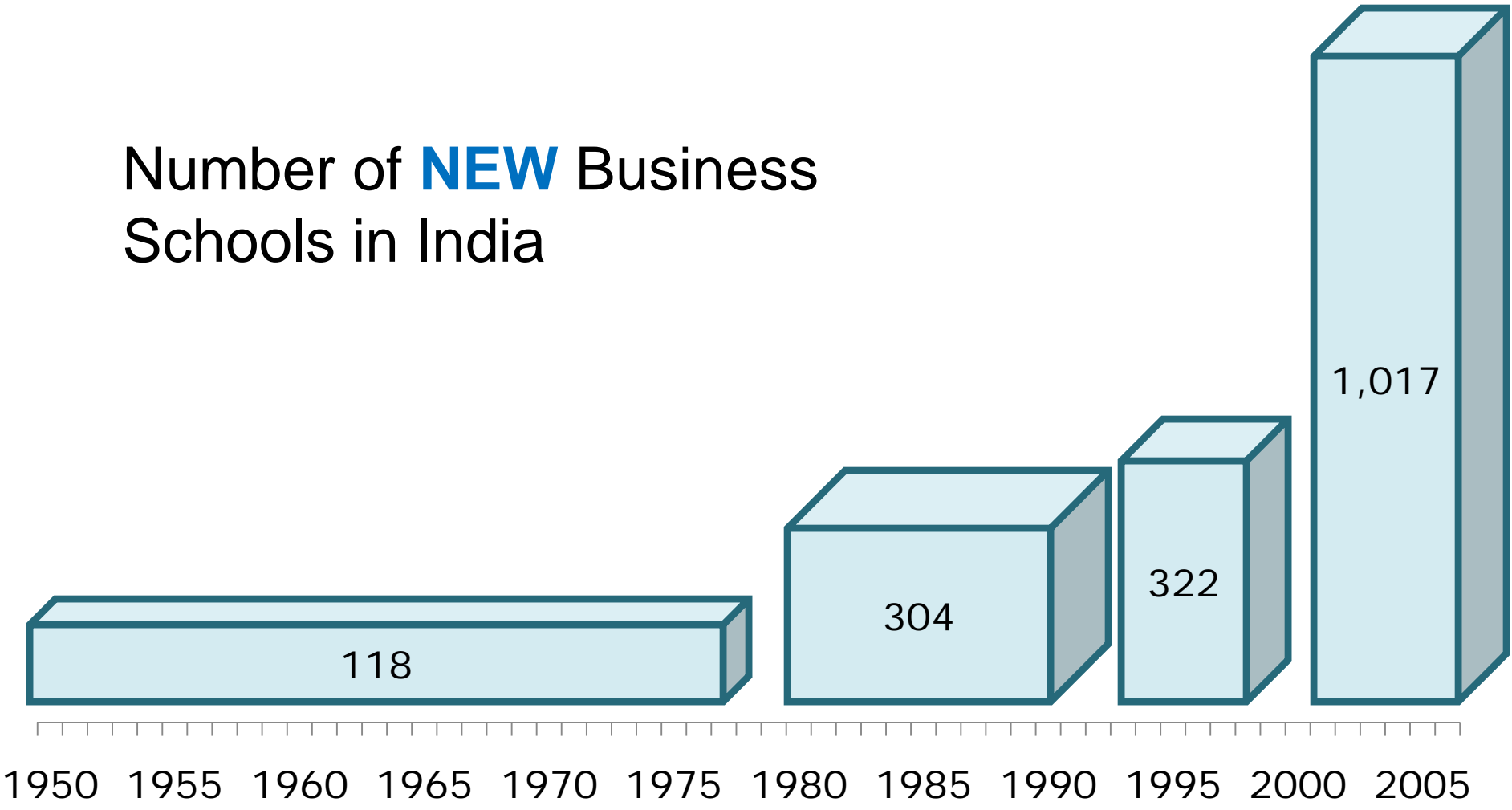


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W E B C A S T A N D W E B I N A R S E R I E S

Business Schools in India: 1950-2006

Number of **NEW** Business Schools in India

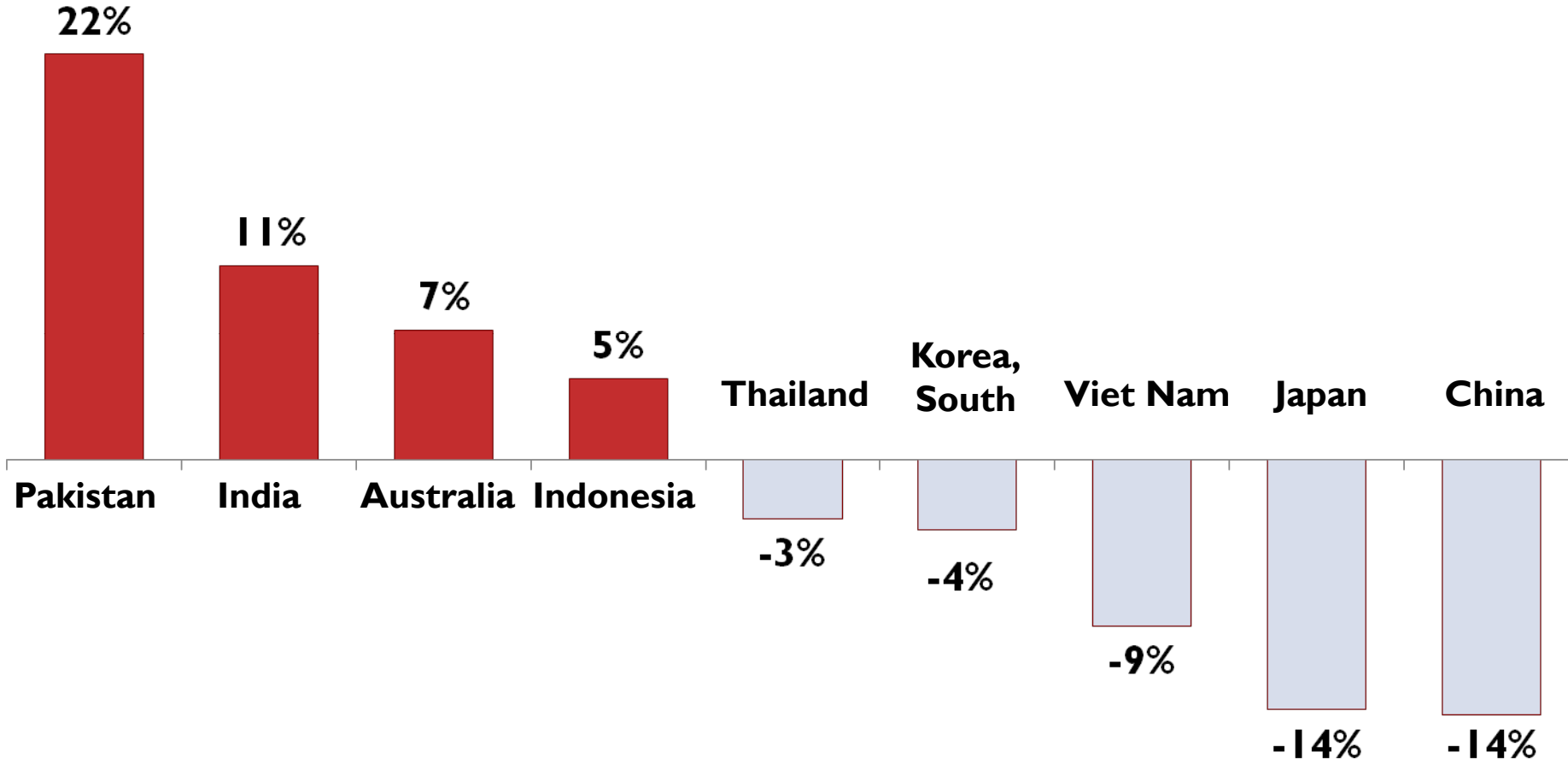


Source: Report of the Working Group on Management Education (2007), The National Knowledge Commission (NKC)India.



Expected Population Shifts in Asia

Student Age Population shifts: 2010-2020
% Change in # of 20-29 Year Olds

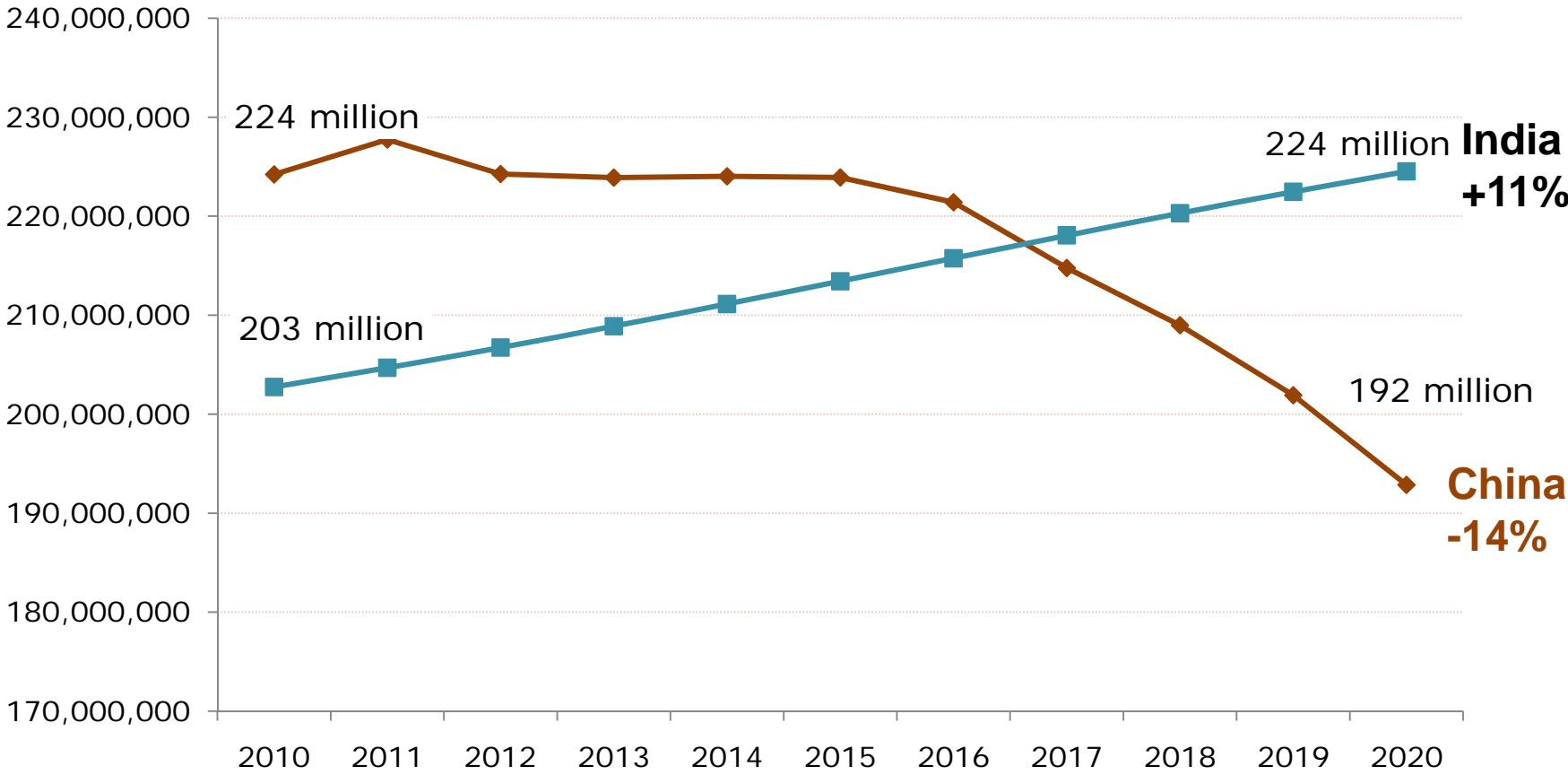


Source: US Census Bureau IDB



The China and India Divide

Projected Student Age Population (20-29 yr olds)

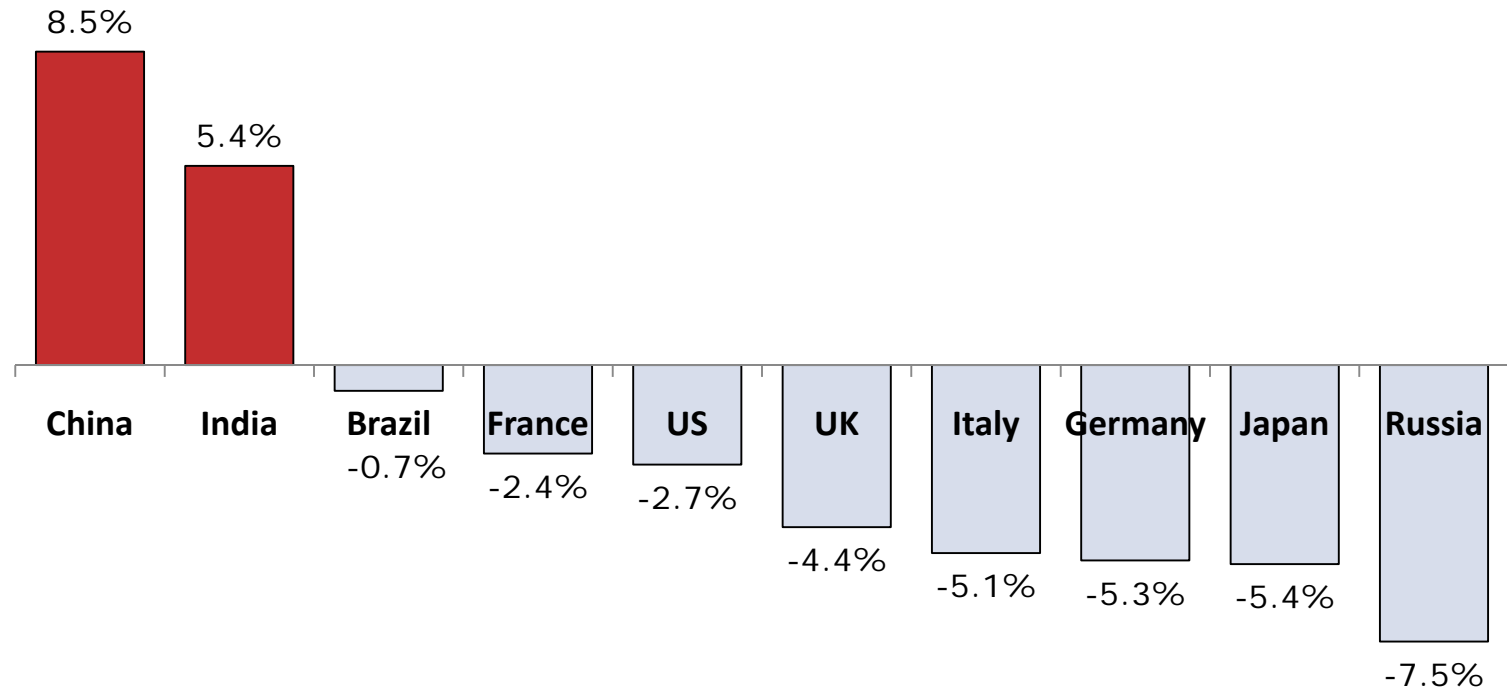


Source: US Census Bureau IDB



Continued Economic Growth in China and India

Projected 2009 Real GDP Growth Rate (%)



Source: IMF World Economic Outlook Database – October 2009

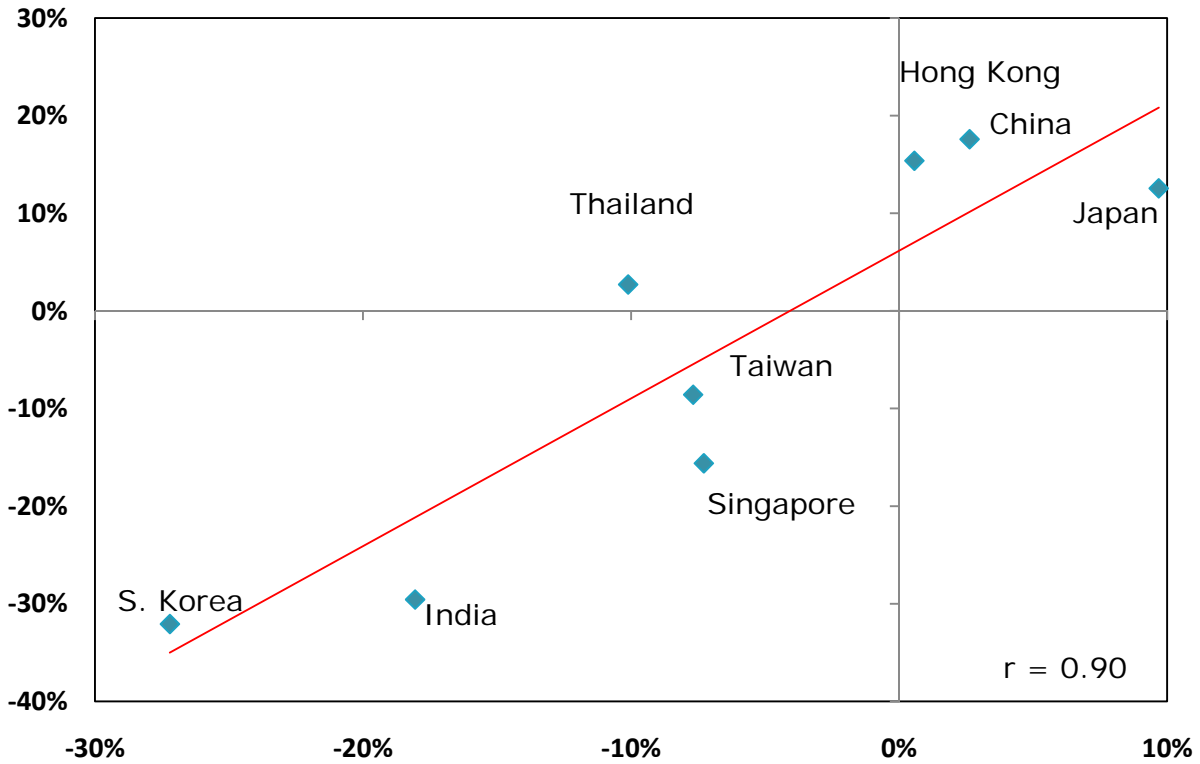


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Impact of Exchange Rates on GME Demand

GMAT Demand and Exchange Rate Fluctuations



GMAT Registration Volume



Domestic Currency vs. US \$

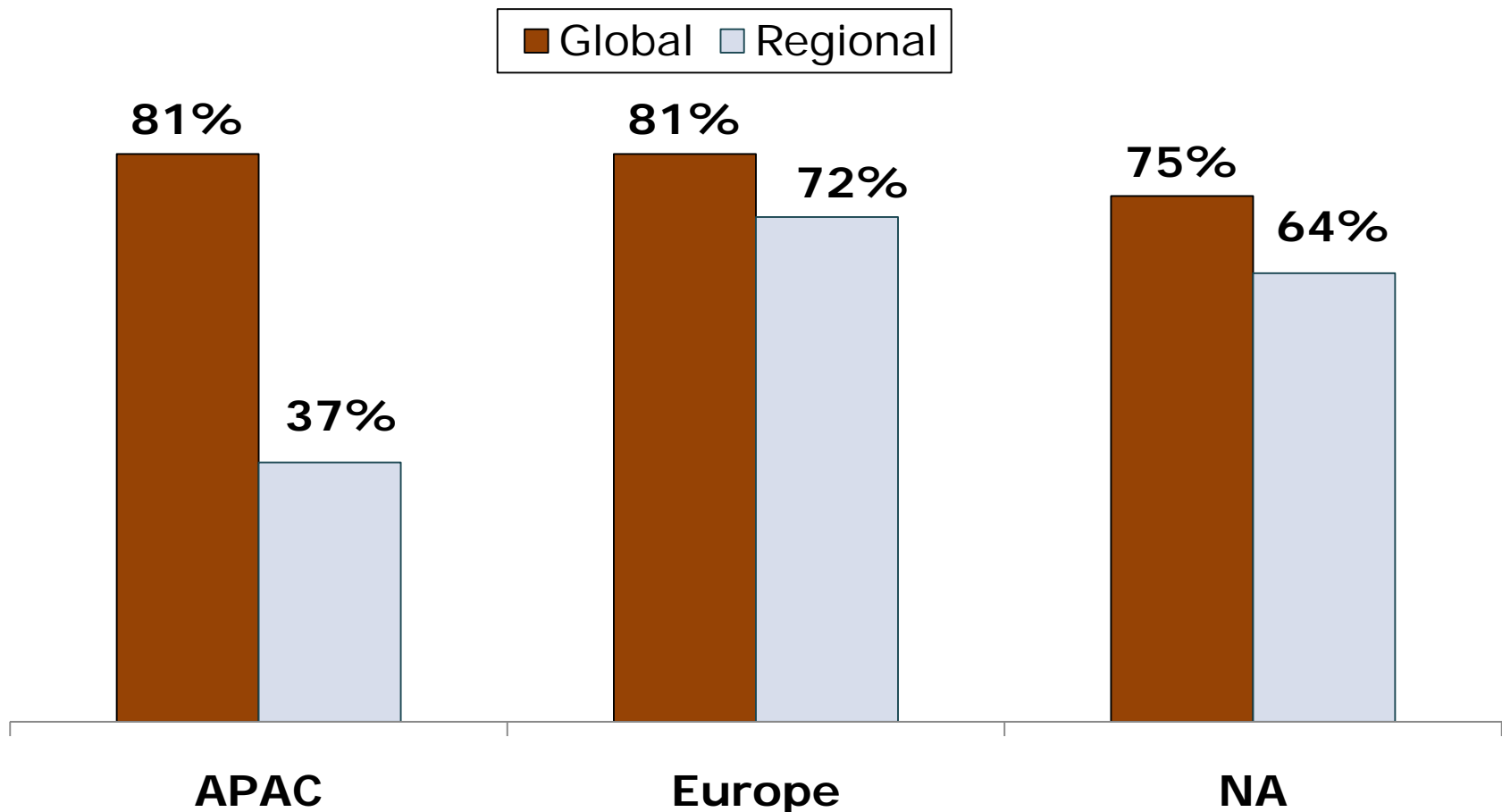


Source: GMAC and Yahoo Finance



APAC Students Least Pessimistic Today

Student Perspective on Economy, % Perceived as **Weak Today**

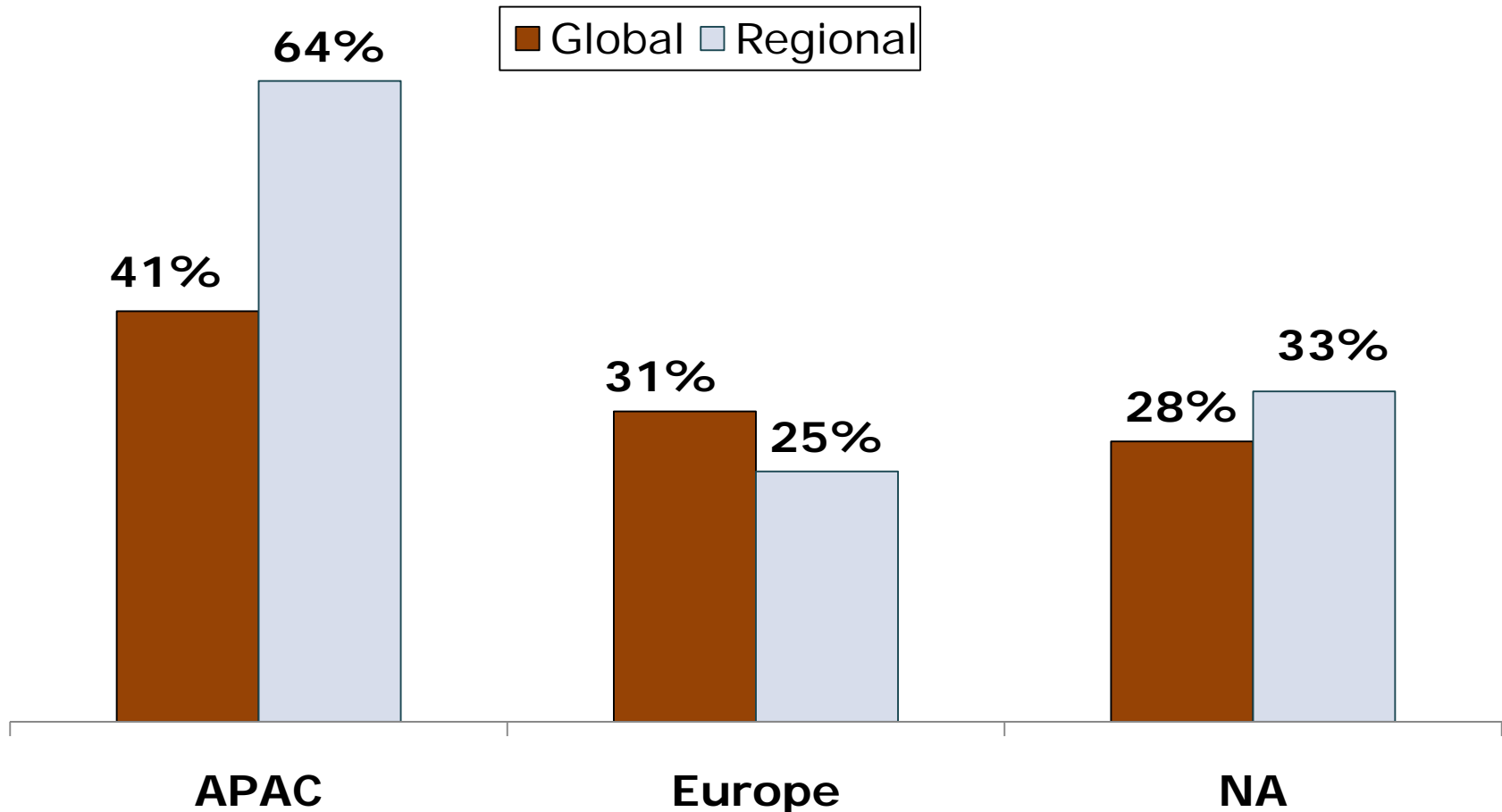


Source: GMAC mba.com Registrants Survey – Data from September 2009 Respondents



... And Most Optimistic About Tomorrow

Student Perspective on Economy, % Perceived as **Strong in 2 Years**



Source: GMAC mba.com Registrants Survey – Data from September 2009 Respondents



Summary, GMAT® Examinees TY 2009

APAC

- 80,193 exams taken
- 41% Women
- 26 = mean age
 - 42% < 25 yrs old
- 3.6 = mean yrs work exp
 - 60% with 0-3 yrs work exp
- 283,982 total scores sent globally

Worldwide

- 265,613 exams taken
- 39% Women
- 27 = mean age
 - 40% < 25 yrs old
- 4.5 = mean yrs work exp
 - 56% with 0-3 yrs work exp
- 801,504 total scores sent globally

Questions?



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