

WHO IN S.KOREA IS HEADING TO BUSINESS SCHOOL?

WHO

7,498

South Korean residents took the GMAT exam

73%

Male

27%

Female

6%

Under 25

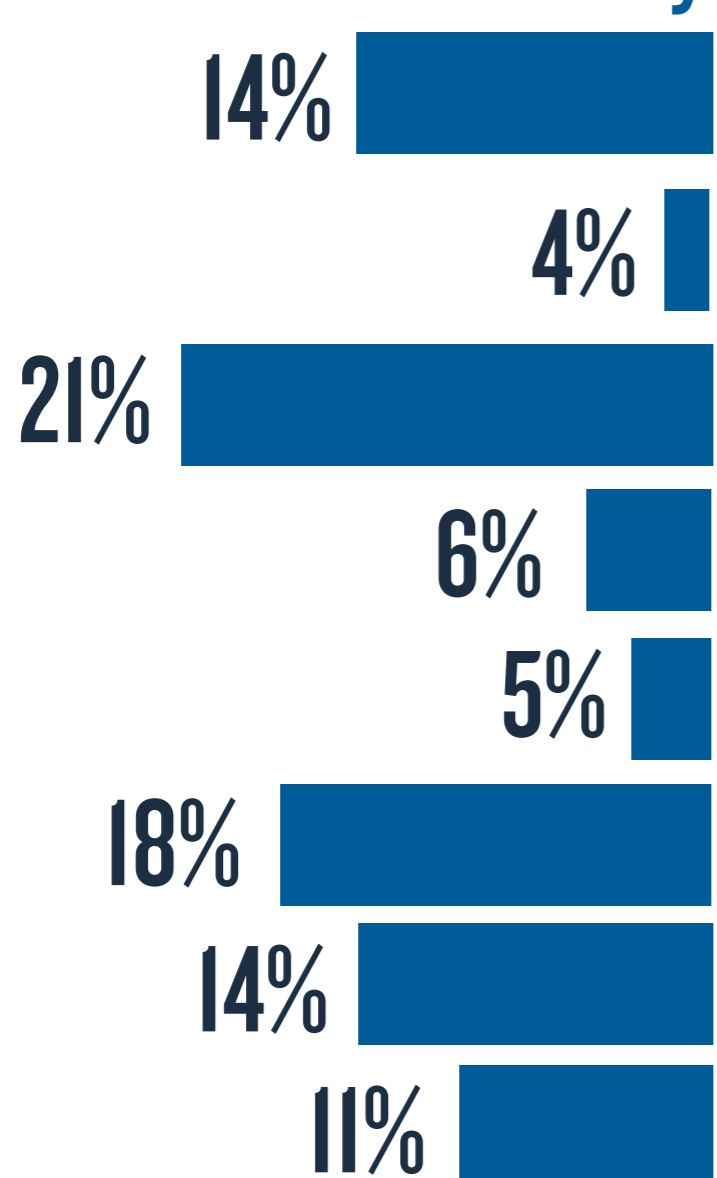
44%

Between 25 & 30

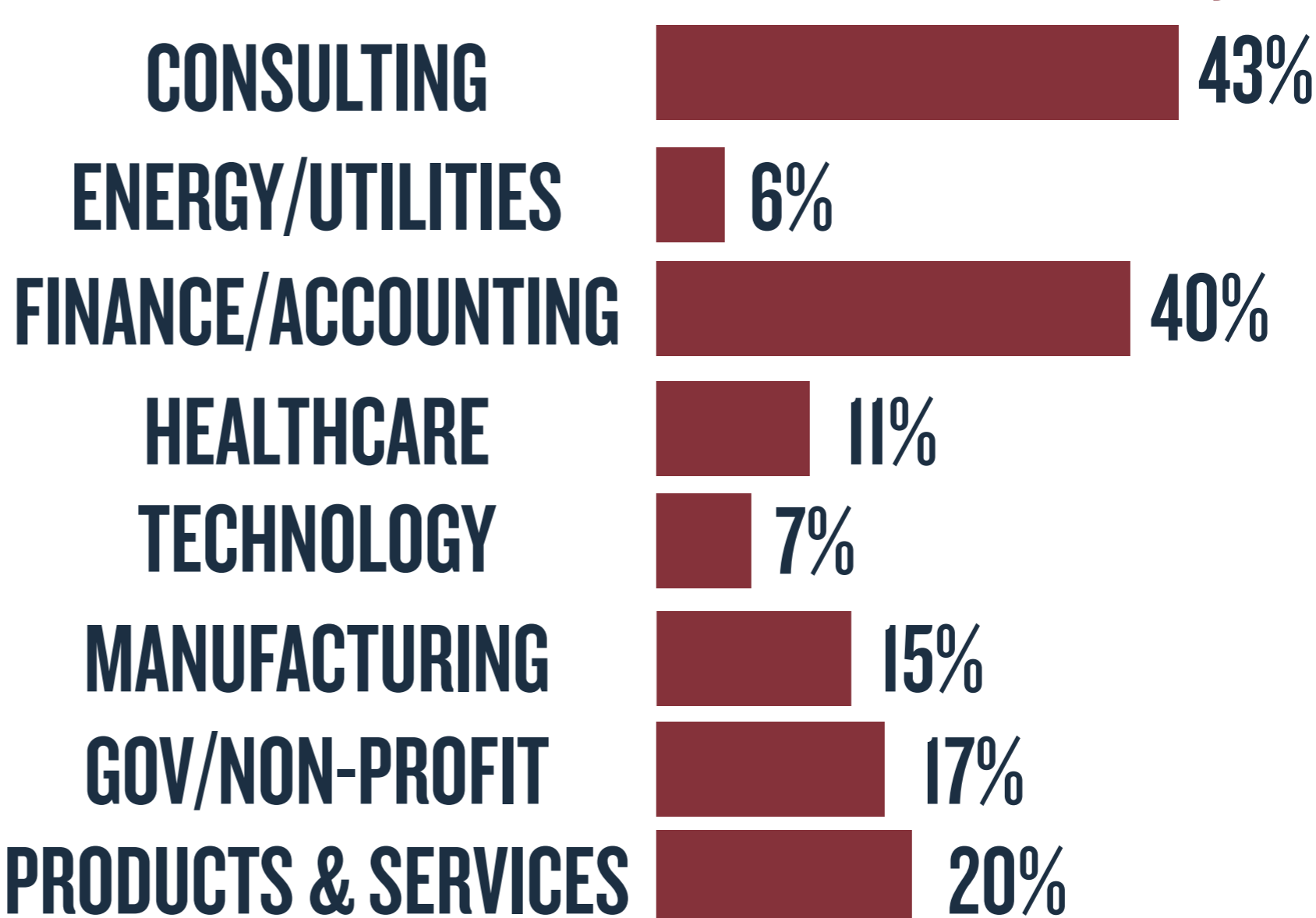
50%

31 & Older

Current Industry



Intended Industry*



75% of South Korean residents would prefer to study in the US, 12% in Europe, and 10% in Asia/Pacific Islands. 89% are considering international programs, and 8% are considering local programs.

WHAT

Top Specific Programs Considered*

79%
of prospective business school students are considering MBA programs

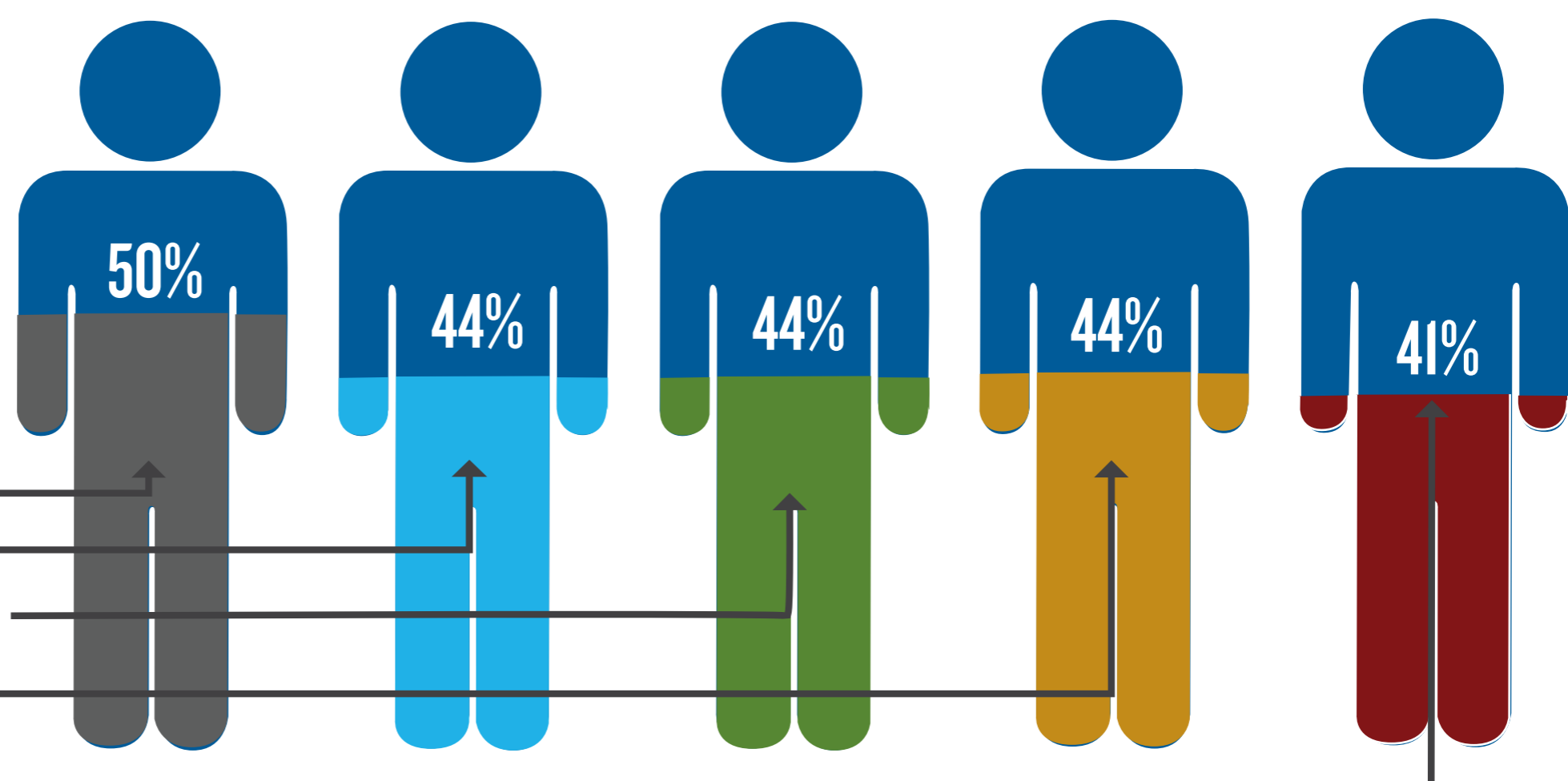
36%
are considering specialized master's degrees in business*



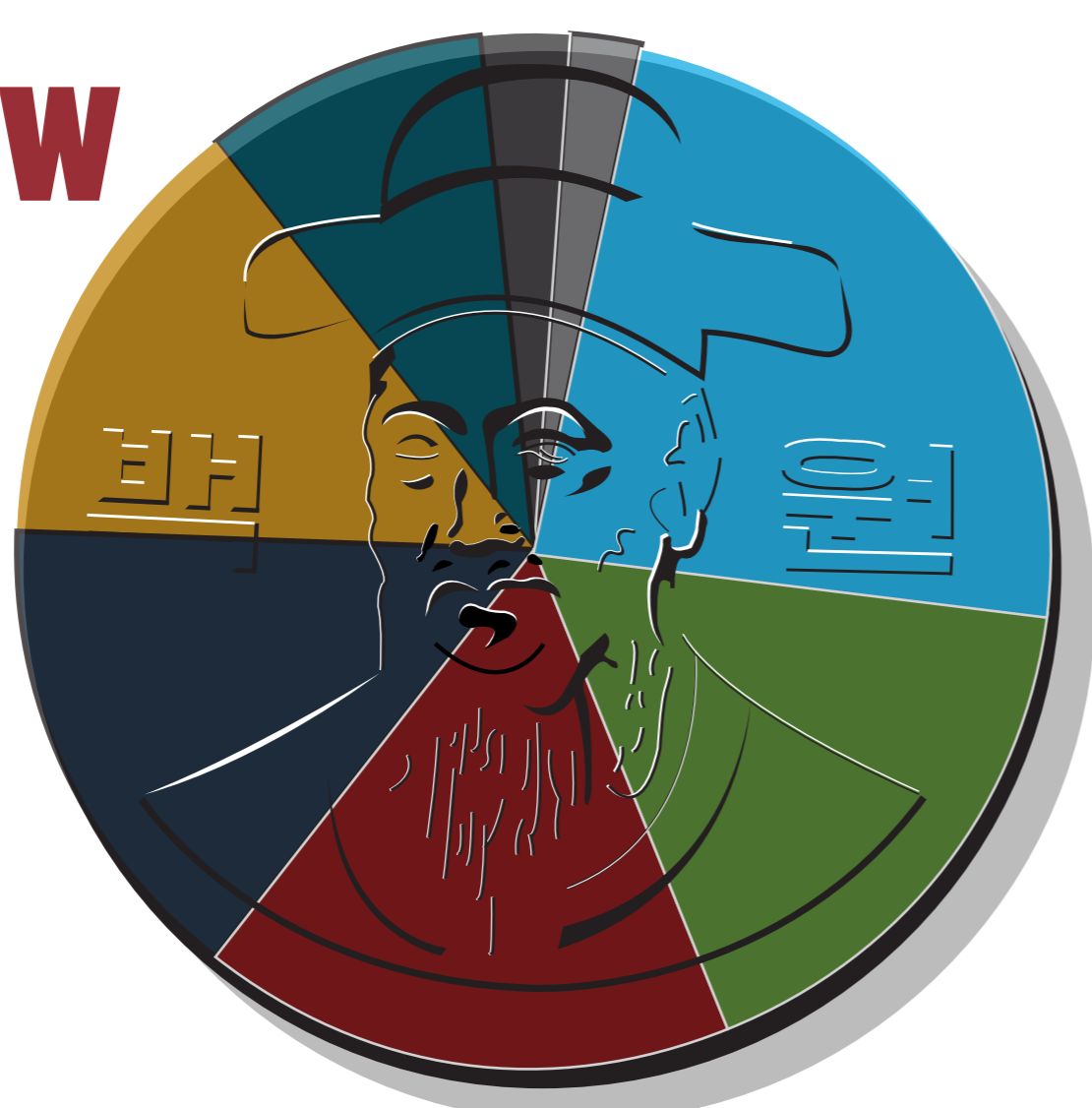
WHY

Top 5
Reasons why South Korean residents are considering business school*

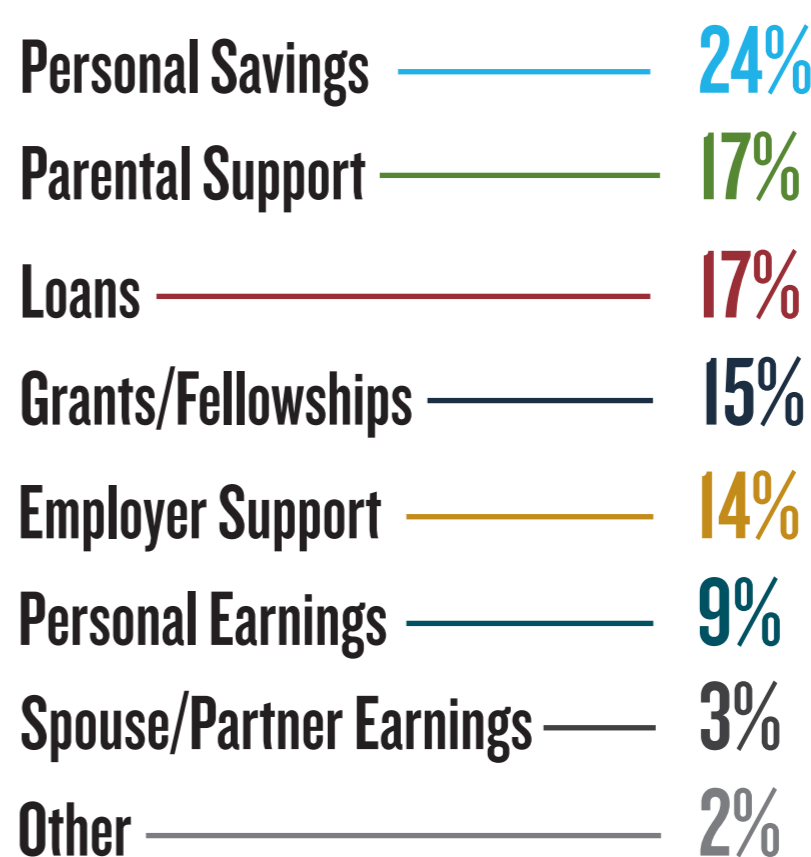
1. Change Careers
2. Accelerate Career
3. International Employment
4. Job Opportunities
5. Increased Salary/Challenging Work



HOW



Expected Financing Mix to cover 100% of educational costs



*Respondents could choose more than one answer

Sources: © 2015, Graduate Management Admission Council. Sources: Graduate Management Admission Council. GMAT exams taken between July 1, 2012-June 30, 2014; mba.com Prospective Students Survey of 103 candidates living in South Korea considering graduate management business school from January 2013 to December 2014. For more, see mba.com or gmac.com

