

State of Student Recruitment

MBA



Recruitment trends,
student preferences
and motivations for
students interested
in studying an MBA.

State of Student Recruitment 2024

Insights from students interested in MBA Study



Data and insights from 1,770 students who want to study an MBA, collected Feb–April 2024.

WHY MBA STUDENTS WANT TO STUDY INTERNATIONALLY

Motivations to study

- 1 Career progression 49%
- 2 Qualify for further study 40%
- 3 Challenge myself 30%
- 4 Qualify for a specific career 29%
- 5 To better my earnings 26%
- 6 To have an adventure 25%
- 7 Interest in my subject 19%



The biggest concern for MBA students is the cost – 60% were concerned about affordability.

ANALYSIS



Prospective MBA students are more motivated by **'bettering their earnings'** than students studying at Bachelors or Masters level. It is the 5th factor on the list for MBA, compared to 7th at other study levels.

To **'challenge myself'** is also more of a motivation for MBA – 3rd, compared to 5th for all study levels.



The **'ability to study online'** is in the top 5 factors for MBA students, compared to 7th for all study levels.

The **'ranking and reputation'** of the school is also more important to MBA students – top for MBA students compared to 49% of all students.



In your communications with prospective MBA students, make sure to include messages covering these benefits in your MBA program.

We asked MBA students:

What are the most important factors...

...in a school

53%
Employment outcomes

53%
Ranking & reputation

28%
Large international student community

27%
Unique/specialist programs

26%
Campus lifestyle

...in a program

52%
Work placement/ internships

47%
Affordable fees

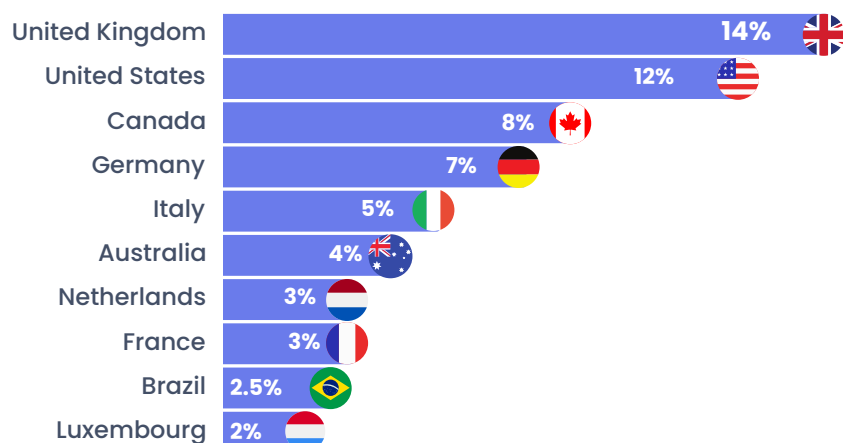
46%
Opportunities for academic networking

38%
Funding opportunities

23%
Ability to study online

WHERE DO STUDENTS WANT TO STUDY AN MBA

Top study destinations



ANALYSIS

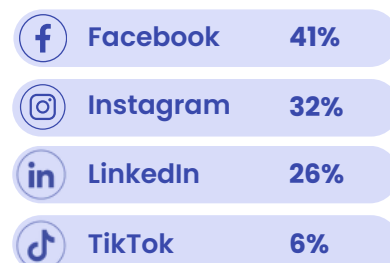
The top study destinations don't differ significantly for MBA students when comparing it to students across all study levels.

The only difference is **Brazil** enters the top 10 at MBA level, and it doesn't make the top 20 across all study levels.

We asked MBA students:

Do you follow a university on social media?

If yes, which channel?



It may seem students aren't on Facebook anymore, but 41% of students interested in MBA study said they follow a university on the platform.

We asked MBA students:

How many universities are you applying to?

	All students	MBA
1	16%	22%
2-3	42%	46%
4+	42%	32%

Compared to our data of students studying across all levels, prospective MBA students are **more likely to apply to 1-3 universities**. Across all study levels, students are 'spreading the net', and we have seen a **250% increase** in students applying to 4+ universities.

MBA students are seemingly more likely to know where they want to apply and are applying to fewer institutions.

63%

said **unclear or missing information** on the website would stop them from applying.

The biggest barrier for Masters students in general was 'application fees'.

COMMUNICATING WITH MBA STUDENTS



Email is the top channel – 65% of MBA students.



Instant messaging is the second most popular channel, with 12% of MBA students voting it as their top channel.



89% of students interested in a MBA expect a response to their initial inquiry **within 24 hours or less**.



The top 3 nationalities **interested in MBA studies** are:

- Indian
- Brazilian
- UK (British)



83%

said they planned to or wanted to do **an internship** while they studying their MBA.

If you offer internships, make sure to publicise it!

