

STATISTICAL BRIEFS

The Statistical Data Briefs for the 2013 Corporate Recruiters Survey provide simple, descriptive statistics on a variety of indicators collected from employers of graduate business students. With support from partner organizations EFMD and MBA Career Services Council, 158 business schools contributed to the 2013 study that drew responses from 935 employers in 50 countries around the world, including adequate samples to report details for the Asia-Pacific region (with Central Asia), Europe, and the United States.

Employers can use this information to compare their hiring practices with those of other companies in their world region. Career services offices can utilize this data to inform students about the job market.

Statistical Briefs for Geographic Regions

Each set of reports is based on geographic region of employer location. The following geographic regions are presented:

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Each Statistical Brief includes the following analyses:

- **Propensity and Magnitude of Hiring, 2012 and 2013**—describes the percentage of employers who hired recent graduates in 2012, and who have plans to hire in 2013, by candidate type. Additionally, the mean and median numbers of new hires in 2012 and expected hires in 2013 are reported.
- **Propensity to Hire, by Industry, 2012 and 2013**—describes the percentage of employers who hired (2012) and plan to hire (2013) by candidate type and industry.
- **Propensity to Hire, by Company Size, 2012 and 2013**—describes the percentage of employers who hired (2012) and plan to hire (2013) by candidate type and company size.
- **Business Interns in 2012**—describes the percentage of companies that had MBA interns, non-MBA business interns in 2012.
- **2012 Internships, by Degree**—the mean and median number of interns companies had in 2012, and the number of interns that companies hired as full-time employees in 2012.
- **Salary, in US Dollars, by Candidate Type**—the projected median starting salary, along with the 25th and 75th percentiles by candidate type.

- **Change in Base Salary, by Candidate Type**—the percentage of companies that plan to increase base salaries for new hires above the rate of inflation, increase base salaries with the rate of inflation, maintain 2012 salary levels, or decrease salaries by candidate type.
- **Benefits Companies to Offer to Business Graduate Hires in 2013**—the types of benefits companies plan to offer new graduate business hires.
- **Percentage of Companies Hiring Business Candidates, by Function and Level**—the job levels (entry-, mid-, senior- and executive) and job functions at which companies plan to place new business graduates.
- **Employer Organizational Goals**—the organizational goals of employers. Goals are categorized as efficiency (overcome economic challenges, reduce costs, improve customer service and improve performance/productivity) and growth (expand geographically, expand customer base, complete or integrate a merge, diversify the organization and launch new product(s)/services) goals.
- **Recruitment Strategies**—the types of recruitment strategies employers use to recruit new graduate business students.



The 2013 Corporate Recruiters Survey Comprehensive Interactive Report allows users to delve deeper into the data to view hiring by demographic groupings. This tool allows users to customize the analysis by a variety of characteristics, including geographic region, industry, program type, and employment history. Use of the tool is limited to participating schools. Participating schools and employers also receive access to benchmark reports to allow comparison of their students and employers against those at other schools of their choosing.

World Geographic Regions

All world geographic regions mentioned in the 2013 Corporate Recruiters Survey Statistical Data Briefs use the following country classifications:

- **Asia-Pacific (including Central Asia):** Australia, China, Hong Kong, India, Japan, Malaysia, Philippines, Singapore, South Korea, Thailand, and Vietnam.
- **Europe:** Austria, Belgium, Bosnia and Herzegovina, Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Lithuania, Netherlands, Norway, Poland, Portugal, Republic of Moldova, Russian Federation, Slovenia, Spain, Switzerland, Ukraine, and the United Kingdom of Great Britain and Northern Ireland.
- **United States:** United States of America.

More information about projected hiring of master-level business graduates in 2013 is available in the *Hiring Report* summary report on gmac.com/corporaterecruiters. Schools that participated in the 2013 Corporate Recruiters Survey will receive notice of any new reports available from the survey findings in 2013.

For survey methodology, including the respondent profile, please visit our website at gmac.com/corporaterecruiters.

In addition to receiving individual summary reports and the Statistical Briefs, participating schools also have access to the Comprehensive Interactive Report and an online tool they can use to create individualized benchmark reports to compare aggregated responses from their students and employers with those for their peer schools. Participating schools can download all public reports at gmac.com/gmacresearchlibrary. Individual participant links to benchmark reports and the Comprehensive Interactive Report are sent via email.

For question or comments regarding the study findings, methodology, or data, please contact the GMAC Research and Development Department at research@gmac.com.

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This statistical brief presents simple, descriptive statistics on a variety of indicators for employers of business school graduates. Each table provides information about key characteristics reported in the 2013 Corporate Recruiters Survey, conducted by the Graduate Management Admission Council. A total of 935 employers participated in the survey.¹

Propensity and Magnitude of Hiring²

| Candidate Type | 2012 (Actual) | | | 2013 (Expected) | | |
|---------------------------------------|---------------|-----------|-----|-----------------|-----------|-----|
| | Propensity | Magnitude | | Propensity | Magnitude | |
| | | Mean | Mdn | | Mean | Mdn |
| MBA | 71% | 11 | 3 | 75% | 15 | 5 |
| Master in Management | 42% | 6 | 2 | 43% | 8 | 3 |
| Master of Accounting | 34% | 17 | 2 | 38% | 34 | 3 |
| Master of Finance | 41% | 3 | 2 | 43% | 3 | 1 |
| Other specialized business master's | 46% | 8 | 1 | 51% | 5 | 2 |
| Nonbusiness master's | 52% | 9 | 2 | 54% | 17 | 3 |
| Bachelor's | 75% | 35 | 6 | 74% | 50 | 8 |
| Experienced direct hires ³ | 77% | 132 | 6 | 77% | 151 | 5 |

Propensity to Hire, by Industry, 2012 and 2013

| Candidate Type | Industry | | | | | | | | | | | | | | | |
|----------------|----------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| | C | | E/U | | F/A | | H/P | | T | | M | | N/G | | P/S | |
| | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 |
| MBA | 69% | 79% | 69% | 86% | 70% | 75% | 77% | 89% | 82% | 84% | 70% | 63% | 43% | 43% | 71% | 70% |
| MiM | 39% | 38% | 31% | — | 42% | 48% | 37% | 37% | 49% | 50% | 36% | 31% | 28% | 32% | 49% | 48% |
| MAcc | 24% | 28% | 44% | — | 45% | 54% | 29% | 31% | 44% | 43% | 29% | 33% | 34% | 26% | 30% | 37% |
| MFin | 34% | 31% | 31% | — | 57% | 61% | 41% | 36% | 41% | 44% | 41% | 41% | 27% | 33% | 35% | 40% |
| OBUS | 43% | 52% | 45% | 48% | 45% | 49% | 42% | 58% | 59% | 63% | 44% | 47% | 29% | 41% | 48% | 49% |
| NonBus | 47% | 52% | 61% | 59% | 40% | 46% | 60% | 67% | 76% | 70% | 54% | 50% | 59% | 65% | 48% | 50% |
| Bach | 71% | 69% | 74% | 71% | 75% | 81% | 77% | 68% | 88% | 78% | 73% | 76% | 67% | 62% | 76% | 75% |
| Exp | 78% | 78% | 79% | 78% | 77% | 82% | 82% | 68% | 86% | 83% | 69% | 72% | 59% | 68% | 76% | 76% |

Propensity to Hire, by Company Size, 2012 and 2013

| Candidate Type | Company Size | | | | | | | | | |
|----------------|--------------|------|---------|------|-------------|------|---------------|------|---------|------|
| | < 100 | | 100–999 | | 1,000–9,999 | | 10,000–24,999 | | 25,000+ | |
| | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 |
| MBA | 40% | 51% | 53% | 57% | 73% | 77% | 89% | 91% | 94% | 92% |
| MiM | 22% | 28% | 32% | 30% | 46% | 46% | 62% | 65% | 59% | 59% |
| MAcc | 15% | 23% | 26% | 25% | 38% | 40% | 54% | 55% | 53% | 56% |
| MFin | 21% | 25% | 28% | 30% | 40% | 42% | 61% | 63% | 61% | 61% |
| OBUS | 21% | 29% | 35% | 42% | 49% | 54% | 64% | 69% | 67% | 66% |
| NonBus | 30% | 33% | 44% | 48% | 57% | 62% | 67% | 69% | 68% | 65% |
| Bach | 57% | 53% | 75% | 72% | 81% | 79% | 86% | 90% | 81% | 81% |
| Exp | 58% | 60% | 79% | 74% | 79% | 79% | 88% | 95% | 83% | 84% |

Business Interns in 2012⁴

| |
|--------------------------------------|
| 57% of companies had MBA interns |
| 26% of companies had non-MBA interns |
| 35% did not have business interns |

2012 Internships, by Degree⁵

| Candidate Type | Internships | | | |
|----------------|--------------|-----|--------------------|-----|
| | # of Interns | | # of Interns Hired | |
| | Mean | Mdn | Mean | Mdn |
| MBA | 15 | 5 | 8 | 2 |
| Non-MBA | 40 | 5 | 27 | 2 |

Program abbreviations: **MiM:** Master in Management; **MAcc:** Master of Accounting; **MFin:** Master of Finance; **OBUS:** Other specialized business master's; **NonBus:** Nonbusiness master's; **Bach:** Bachelor's; **Exp:** Experienced direct-from-industry hires.

Industry abbreviations: **C=**Consulting, **E/U:** Energy and Utilities; **F/A:** Finance and Accounting; **H/P:** Healthcare/Pharmaceuticals; **T:** Technology; **M:** Manufacturing; **N/G:** Nonprofit/Government; **P/S:** Products and Services.

This report is based on data collected from corporate recruiters between February 15 and March 20, 2013.

Salary, in US Dollars, by Candidate Type

| | MBA | MiM | Macc | MFin | OBus | NonBus | Bach | Exp |
|-----------------|-----------|----------|----------|----------|----------|----------|----------|-----------|
| 25th percentile | \$65,000 | \$37,500 | \$40,004 | \$40,791 | \$42,565 | \$48,000 | \$38,776 | \$50,000 |
| Median | \$90,000 | \$64,112 | \$58,304 | \$68,929 | \$65,060 | \$65,000 | \$50,000 | \$80,000 |
| 75th Percentile | \$101,710 | \$80,000 | \$75,241 | \$80,000 | \$76,243 | \$80,000 | \$60,000 | \$100,000 |

Change in Base Salary, by Candidate Type

| | MBA | MiM | Acct | Fin | Oth | Non | Bach | Exp |
|-------------------|-----|-----|------|-----|-----|-----|------|-----|
| Above inflation | 18% | 22% | 16% | 14% | 19% | 22% | 15% | 17% |
| With inflation | 24% | 27% | 28% | 31% | 25% | 25% | 22% | 27% |
| Same as last year | 57% | 50% | 55% | 53% | 54% | 52% | 61% | 53% |
| Decrease | 1% | 1% | 1% | 2% | 2% | 1% | 2% | 3% |

Percentage of Companies Hiring Business Candidates, by Function and Level⁶

| | Entry | Mid | Senior | Exe | None |
|----------------------|-------|-----|--------|-----|------|
| Accounting | 24% | 22% | 9% | 3% | 56% |
| Consulting | 19% | 22% | 13% | 4% | 58% |
| Business dev. | 15% | 25% | 14% | 4% | 53% |
| Investment banking | 16% | 17% | 6% | 3% | 68% |
| Finance | 24% | 29% | 9% | 2% | 49% |
| General mgt | 15% | 23% | 11% | 6% | 54% |
| Organizational mgt | 17% | 19% | 9% | 2% | 62% |
| IT | 19% | 21% | 11% | 3% | 62% |
| Operations/logistics | 20% | 22% | 7% | 2% | 60% |

Benefits Companies to Offer Business Graduate Hires in 2013

| Benefit | Percentage | Benefit | Percentage |
|--------------------------|------------|------------------|------------|
| Worklife balance | 86% | Other bonuses | 64% |
| Professional development | 68% | Stock plans | 25% |
| Education | 56% | Health benefits | 85% |
| Signing bonus | 43% | Retirement plans | 71% |

Employer Organizational Goals, 2013

| | Category/Goal | Percentage |
|------------|----------------------------------|------------|
| Efficiency | Overcome economic challenges | 31% |
| | Reduce costs | 49% |
| | Improve customer service | 44% |
| | Improve performance/productivity | 69% |
| Growth | Expand geographically | 34% |
| | Expand customer base | 54% |
| | Complete or integrate a merger | 14% |
| | Diversify the organization | 27% |
| | Launch new product(s)/services | 45% |

Recruitment Strategies

| Item | Percentage | Item | Percentage |
|----------------------|------------|---------------------|------------|
| On-campus | 58% | Print | 23% |
| Interns | 58% | Company website | 67% |
| Resume books | 42% | Employee referrals | 66% |
| Professional assns | 17% | Networking events | 53% |
| Alumni assns | 33% | Social media | 41% |
| Student Orgs | 46% | Univ. partnerships | 45% |
| Career fairs | 53% | Corp. presentations | 49% |
| Recruitment agencies | 25% | Virtual recruiting | 18% |
| Online search/boards | 47% | | |

Participating schools and recruiters have access to the 2013 Corporate Recruiters Survey Benchmark Report, which allows you to benchmark your results with aggregated results from other business schools. Additionally, all participating schools and respondents have access to the 2013 Corporate Recruiters Survey Comprehensive Data Report, which allows for question-by-question analysis of data. The tool allows you to customize the report by a variety of employer characteristics, including region, industry and company size. For details about the sample visit gmac.com/corporaterecruiterssurvey.

Data Notes

- ¹ Individual statistics are only reported when N>24. N size varies by cell, depending upon number of responses.
- ² Propensity is measured by the number of employers who reported plans to hire divided by the sum of all employers who knew hiring plans. Those who did not know hiring plans were excluded. Magnitude refers to the mean and median number of new hires employers plan to onboard in 2013.
- ³ 'Experienced-direct hires' refers to experienced candidates hired directly from the labor force, as opposed to recent graduates.
- ⁴ Percentages do not sum to 100 due to multiple selections.
- ⁵ Mean and median numbers represent only those companies that had interns in 2012.
- ⁶ Percentages represent only those companies with plans to hire business graduates in 2013.

This statistical brief presents simple, descriptive statistics on a variety of indicators for employers of business school graduates. Each table provides information about key characteristics reported in the 2013 Corporate Recruiters Survey, conducted by the Graduate Management Admission Council. A total of 495 employers from the United States participated in the survey.¹

Propensity and Magnitude of Hiring²

| Candidate Type | 2012 (Actual) | | | 2013 (Expected) | | |
|---------------------------------------|---------------|-----------|-----|-----------------|-----------|-----|
| | Propensity | Magnitude | | Propensity | Magnitude | |
| | | Mean | Mdn | | Mean | Mdn |
| MBA | 82% | 13 | 4 | 85% | 17 | 6 |
| Master in Management | 36% | 6 | 2 | 39% | — | — |
| Master of Accounting | 35% | 29 | 2 | 40% | — | — |
| Master of Finance | 35% | — | — | 41% | — | — |
| Other specialized business master's | 42% | 6 | 2 | 50% | — | — |
| Nonbusiness master's | 54% | 7 | 2 | 56% | 9 | 3 |
| Bachelor's | 79% | 52 | 10 | 81% | 69 | 10 |
| Experienced direct hires ³ | 81% | 190 | 5 | 84% | 229 | 5 |

Propensity to Hire, by Industry, 2012 and 2013

| Candidate Type | Industry | | | | | | | | | | | | | | | |
|----------------|----------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| | C | | E/U | | F/A | | H/P | | T | | M | | N/G | | P/S | |
| | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 |
| MBA | 77% | 80% | — | — | 79% | 83% | 81% | 100% | 91% | 88% | 90% | 86% | — | — | 84% | 84% |
| MiM | 24% | 23% | — | — | 39% | 42% | — | — | 51% | 51% | 43% | 39% | — | — | 42% | 47% |
| MAcc | 16% | 21% | — | — | 48% | 56% | — | — | 53% | 53% | 36% | 44% | — | — | 33% | 37% |
| MFin | 23% | 20% | — | — | 47% | 58% | — | — | 45% | 53% | 47% | 50% | — | — | 30% | 39% |
| OBUS | 33% | 43% | — | — | 42% | 47% | — | — | 64% | 70% | 57% | 57% | — | — | 43% | 47% |
| NonBus | 43% | 52% | — | — | 37% | 45% | 63% | — | 80% | 78% | 65% | 65% | — | — | 58% | 52% |
| Bach | 74% | 76% | — | — | 77% | 84% | 73% | — | 93% | 86% | 80% | 82% | — | — | 82% | 81% |
| Exp | 80% | 80% | — | — | 81% | 87% | 82% | — | 91% | 92% | 75% | 84% | — | — | 84% | 84% |

Propensity to Hire, by Company Size, 2012 and 2013

| Candidate Type | Company Size | | | | | | | | | |
|----------------|--------------|------|---------|------|-------------|------|---------------|------|---------|------|
| | < 100 | | 100–999 | | 1,000–9,999 | | 10,000–24,999 | | 25,000+ | |
| | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 |
| MBA | 48% | 61% | 66% | 72% | 83% | 87% | 88% | 93% | 96% | 93% |
| MiM | 13% | 23% | 24% | 28% | 40% | 39% | 39% | - | 51% | 51% |
| MAcc | 13% | 23% | 24% | 27% | 36% | 37% | 44% | 48% | 50% | 53% |
| MFin | 9% | 19% | 18% | 22% | 26% | 37% | 50% | 50% | 55% | 58% |
| OBUS | 13% | 23% | 32% | 38% | 39% | 48% | 48% | 62% | 63% | 63% |
| NonBus | 29% | 30% | 48% | 54% | 57% | 62% | 69% | 68% | 63% | 61% |
| Bach | 60% | 65% | 83% | 85% | 85% | 84% | 85% | 89% | 81% | 79% |
| Exp | 68% | 73% | 82% | 82% | 85% | 87% | 89% | 97% | 82% | 82% |

Business Interns in 2012⁴

| |
|--------------------------------------|
| 73% of companies had MBA interns |
| 25% of companies had non-MBA interns |
| 22% did not have business interns |

2012 Internships, by Degree⁵

| Candidate Type | Internships | | | |
|----------------|--------------|-----|--------------------|-----|
| | # of Interns | | # of Interns Hired | |
| | Mean | Mdn | Mean | Mdn |
| MBA | 17 | 5 | 10 | 2 |
| Non-MBA | 53 | 4 | 44 | 1 |

Program abbreviations: **MiM:** Master in Management; **MAcc:** Master of Accounting; **MFin:** Master of Finance; **OBUS:** Other specialized business master's; **NonBus:** Nonbusiness master's; **Bach:** Bachelor's; **Exp:** Experienced direct-from-industry hires.

Industry abbreviations: **C=**Consulting, **E/U:** Energy and Utilities; **F/A:** Finance and Accounting; **H/P:** Healthcare/Pharmaceuticals; **T:** Technology; **M:** Manufacturing; **N/G:** Nonprofit/Government; **P/S:** Products and Services.

This report is based on data collected from corporate recruiters between February 15 and March 20, 2013.

Salary, in US Dollars, by Candidate Type

| | MBA | MiM | Macc | MFin | OBus | NonBus | Bach | Exp |
|-----------------|-----------|----------|----------|----------|----------|----------|----------|-----------|
| 25th percentile | \$80,000 | \$59,000 | \$51,000 | \$60,000 | \$55,000 | \$60,000 | \$45,000 | \$62,500 |
| Median | \$95,000 | \$75,000 | \$60,000 | \$72,500 | \$70,000 | \$70,000 | \$52,000 | \$85,000 |
| 75th Percentile | \$105,000 | \$85,000 | \$80,000 | \$88,000 | \$85,000 | \$85,000 | \$60,000 | \$100,000 |

Change in Base Salary, by Candidate Type

| | MBA | MiM | Acct | Fin | Oth | Non | Bach | Exp |
|-------------------|-----|-----|------|-----|-----|-----|------|-----|
| Above inflation | 11% | 17% | 11% | 10% | 14% | 20% | 14% | 16% |
| With inflation | 23% | 28% | 19% | 25% | 24% | 16% | 21% | 24% |
| Same as last year | 65% | 55% | 68% | 65% | 62% | 64% | 63% | 57% |
| Decrease | 1% | 0% | 2% | 0% | 0% | 0% | 2% | 4% |

Percentage of Companies Hiring Business Candidates, by Function and Level⁶

| | Entry | Mid | Senior | Exe | None |
|----------------------|-------|-----|--------|-----|------|
| Accounting | 22% | 22% | 5% | 1% | 60% |
| Consulting | 17% | 23% | 8% | 3% | 63% |
| Business dev. | 14% | 24% | 9% | 3% | 60% |
| Investment banking | 15% | 17% | 4% | 2% | 72% |
| Finance | 23% | 31% | 6% | 2% | 51% |
| General mgt | 15% | 26% | 8% | 3% | 56% |
| Organizational mgt | 17% | 17% | 5% | 1% | 69% |
| IT | 17% | 19% | 6% | 2% | 68% |
| Operations/logistics | 17% | 23% | 4% | 1% | 66% |

Benefits Companies to Offer Business Graduate Hires in 2013

| Benefit | Percentage | Benefit | Percentage |
|--------------------------|------------|------------------|------------|
| Worklife balance | 90% | Other bonuses | 71% |
| Professional development | 68% | Stock plans | 31% |
| Education | 62% | Health benefits | 96% |
| Signing bonus | 62% | Retirement plans | 92% |

Employer Organizational Goals, 2013

| | Category/Goal | Percentage |
|------------|----------------------------------|------------|
| Efficiency | Overcome economic challenges | 30% |
| | Reduce costs | 50% |
| | Improve customer service | 44% |
| | Improve performance/productivity | 68% |
| Growth | Expand geographically | 37% |
| | Expand customer base | 61% |
| | Complete or integrate a merger | 16% |
| | Diversify the organization | 34% |
| | Launch new product(s)/services | 51% |

Recruitment Strategies

| Item | Percentage | Item | Percentage |
|----------------------|------------|---------------------|------------|
| On-campus | 75% | Print | 10% |
| Interns | 70% | Company website | 71% |
| Resume books | 56% | Employee referrals | 72% |
| Professional assns | 18% | Networking events | 65% |
| Alumni assns | 37% | Social media | 40% |
| Student Orgs | 58% | Univ. partnerships | 52% |
| Career fairs | 62% | Corp. presentations | 61% |
| Recruitment agencies | 20% | Virtual recruiting | 20% |
| Online search/boards | 46% | | |

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- ³ 'Experienced-direct hires' refers to experienced candidates hired directly from the labor force, as opposed to recent graduates.
- ⁴ Percentages do not sum to 100 due to multiple selections.
- ⁵ Mean and median numbers represent only those companies that had interns in 2012.
- ⁶ Percentages represent only those companies with plans to hire business graduates in 2013.

This statistical brief presents simple, descriptive statistics on a variety of indicators for employers of business school graduates. Each table provides information about key characteristics reported in the 2013 Corporate Recruiters Survey, conducted by the Graduate Management Admission Council. A total of 123 employers from United States, West participated in the survey.¹

Employers located in the following US-West states participated in the survey: Arizona, California, Colorado, Nevada, Oregon, Utah and Washington.

Employer Organizational Goals, 2013

| | Category/Goal | Percentage |
|-------------------|----------------------------------|------------|
| Efficiency | Overcome economic challenges | 24% |
| | Reduce costs | 44% |
| | Improve customer service | 37% |
| | Improve performance/productivity | 65% |
| Growth | Expand geographically | 38% |
| | Expand customer base | 60% |
| | Complete or integrate a merger | 13% |
| | Diversify the organization | 36% |
| | Launch new product(s)/services | 56% |

Propensity and Magnitude of Hiring²

| Candidate Type | 2012 (Actual) | | | 2013 (Expected) | | |
|---------------------------------------|---------------|-----------|-----|-----------------|-----------|-----|
| | Propensity | Magnitude | | Propensity | Magnitude | |
| | | Mean | Mdn | | Mean | Mdn |
| MBA | 80% | 9 | 4 | 85% | 13 | 5 |
| Master in Management | 40% | — | — | 38% | — | — |
| Master of Accounting | 35% | — | — | 40% | — | — |
| Master of Finance | 26% | — | — | 37% | — | — |
| Other specialized business master's | 36% | — | — | 48% | — | — |
| Nonbusiness master's | 59% | — | — | 59% | — | — |
| Bachelor's | 77% | 19 | 8 | 75% | — | — |
| Experienced direct hires ³ | 77% | 115 | 9 | 83% | — | — |

Business Interns in 2012⁴

| |
|--------------------------------------|
| 71% of companies had MBA interns |
| 21% of companies had non-MBA interns |
| 24% did not have business interns |

2012 Internships, by Degree⁵

| Candidate Type | Internships | | | |
|----------------|--------------|-----|--------------------|-----|
| | # of Interns | | # of Interns Hired | |
| | Mean | Mdn | Mean | Mdn |
| MBA | 8 | 5 | 4 | 2 |
| Non-MBA | — | — | — | — |

Propensity to Hire, by Company Size, 2012 and 2013

| Candidate Type | Company Size | | | | | |
|----------------|--------------|------|-------------|------|-------------|------|
| | < 1000 | | 1000–24,999 | | 1,000–9,999 | |
| | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 |
| MBA | 51% | 69% | 95% | 92% | 100% | 96% |
| MiM | 26% | 29% | 52% | 41% | — | — |
| MAcc | 21% | 29% | 41% | 43% | — | — |
| MFin | 5% | 23% | 34% | 41% | — | — |
| OBus | 23% | 32% | 32% | 52% | — | — |
| NonBus | 49% | 57% | 64% | 63% | — | — |
| Bach | 67% | 68% | 89% | 85% | 76% | — |
| Exp | 68% | 79% | 91% | 93% | 72% | — |

Percentage of Companies Hiring Business Candidates, by Function and Level⁶

| | Entry | Mid | Senior | Exe | None |
|----------------------|-------|-----|--------|-----|------|
| Accounting | 25% | 32% | 5% | 2% | 50% |
| Consulting | 17% | 21% | 10% | 4% | 61% |
| Business dev. | 12% | 25% | 10% | 4% | 61% |
| Investment banking | 13% | 16% | 4% | 4% | 73% |
| Finance | 20% | 37% | 5% | 4% | 50% |
| General mgt | 14% | 28% | 10% | 4% | 52% |
| Organizational mgt | 11% | 23% | 7% | 1% | 64% |
| IT | 14% | 17% | 11% | 4% | 66% |
| Operations/logistics | 15% | 33% | 7% | 1% | 59% |

Program abbreviations: MiM: Master in Management; MAcc: Master of Accounting; MFin: Master of Finance; OBus: Other specialized business master's; NonBus: Nonbusiness master's; Bach: Bachelor's; Exp: Experienced direct-from-industry hires.

Industry abbreviations: C=Consulting, E/U: Energy and Utilities; F/A: Finance and Accounting; H/P: Healthcare/Pharmaceuticals; T: Technology; M: Manufacturing; N/G: Nonprofit/Government; P/S: Products and Services.

Salary, in US Dollars, by Candidate Type

| | MBA | Bach | Exp |
|-----------------|-----------|----------|-----------|
| 25th percentile | \$80,000 | \$50,000 | \$75,000 |
| Median | \$95,000 | \$55,000 | \$90,000 |
| 75th Percentile | \$110,000 | \$62,000 | \$100,000 |

Change in Base Salary, by Candidate Type

| | MBA | MiM | Acct | Fin | Oth | Non | Bach | Exp |
|-----------------|-----|-----|------|-----|-----|-----|------|-----|
| Above inflation | 13% | — | — | — | — | — | 24% | 25% |
| With inflation | 25% | — | — | — | — | — | 24% | 28% |
| Same as 2012 | 61% | — | — | — | — | — | 50% | 48% |
| Decrease | 2% | — | — | — | — | — | 2% | 0% |

Benefits Companies to Offer Business Graduate Hires in 2013

| Benefit | Percentage | Benefit | Percentage |
|--------------------------|------------|------------------|------------|
| Worklife balance | 91% | Other bonuses | 70% |
| Professional development | 68% | Stock plans | 34% |
| Education | 65% | Health benefits | 96% |
| Signing bonus | 56% | Retirement plans | 96% |

Recruitment Strategies

| Item | Percentage | Item | Percentage |
|----------------------|------------|---------------------|------------|
| On-campus | 67% | Print | 13% |
| Interns | 59% | Company website | 77% |
| Resume books | 47% | Employee referrals | 78% |
| Professional assns | 18% | Networking events | 62% |
| Alumni assns | 41% | Social media | 46% |
| Student Orgs | 55% | Univ. partnerships | 44% |
| Career fairs | 58% | Corp. presentations | 56% |
| Recruitment agencies | 22% | Virtual recruiting | 16% |
| Online search/boards | 53% | | |

Companies that Actively Recruit MBA Graduates, by Program Format⁷

| | FT | PT | EMBA | Online |
|---------|-----|-----|------|--------|
| Recruit | 76% | 40% | 28% | 8% |
| Employ | 67% | 60% | 42% | 26% |
| Sponsor | 20% | 28% | 22% | 16% |

Participating schools and recruiters have access to the 2013 Corporate Recruiters Survey Benchmark Report, which allows you to benchmark your results with aggregated results from other business schools. Additionally, all participating schools and respondents have access to the 2013 Corporate Recruiters Survey Comprehensive Data Report, which allows for question-by-question analysis of data. The tool allows you to customize the report by a variety of employer characteristics, including region, industry and company size. For details about the sample visit gmac.com/corporaterecruiterssurvey.

Data Notes

- ¹Individual statistics are only reported when N>24. N size varies by cell, depending upon number of responses.
- ²Propensity is measured by the number of employers who reported plans to hired divided by the sum of all employers who knew hiring plans. Those who did not know hiring plans were excluded. Magnitude refers to the mean and median number of new hires employers plan to onboard in 2013.
- ³'Experienced-direct hires' refers to experienced candidates hired directly from the labor force, as opposed to recent graduates.
- ⁴Percentages do not sum to 100 due to multiple selections.
- ⁵Mean and median numbers represent only those companies that had interns in 2012.
- ⁶Percentages represent only those companies with plans to hire business graduates in 2013.
- ⁷FT: Full-time MBAs, PT: Part-time MBAs, EMBA: Executive MBAs, Online: Online/distance learning MBA programs

This statistical brief presents simple, descriptive statistics on a variety of indicators for employers of business school graduates. Each table provides information about key characteristics reported in the 2013 Corporate Recruiters Survey, conducted by the Graduate Management Admission Council. A total of 151 employers from United States, South participated in the survey.¹ Employers located in the following US-South states participated in the survey: Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas and Virginia.

Employer Organizational Goals, 2013

| | Category/Goal | Percentage |
|-------------------|----------------------------------|------------|
| Efficiency | Overcome economic challenges | 27% |
| | Reduce costs | 49% |
| | Improve customer service | 46% |
| | Improve performance/productivity | 64% |
| Growth | Expand geographically | 34% |
| | Expand customer base | 58% |
| | Complete or integrate a merger | 11% |
| | Diversify the organization | 31% |
| | Launch new product(s)/services | 43% |

Propensity and Magnitude of Hiring²

| Candidate Type | 2012 (Actual) | | | 2013 (Expected) | | |
|---------------------------------------|---------------|-----------|-----|-----------------|-----------|-----|
| | Propensity | Magnitude | | Propensity | Magnitude | |
| | | Mean | Mdn | | Mean | Mdn |
| MBA | 78% | 9 | 3 | 77% | 9 | 5 |
| Master in Management | 36% | — | — | 42% | — | — |
| Master of Accounting | 38% | — | — | 44% | — | — |
| Master of Finance | 42% | — | — | 48% | — | — |
| Other specialized business master's | 44% | — | — | 49% | — | — |
| Nonbusiness master's | 49% | — | — | 55% | — | — |
| Bachelor's | 79% | 20 | 7 | 82% | — | — |
| Experienced direct hires ³ | 84% | 8 | 3 | 86% | — | — |

Business Interns in 2012⁴

| |
|--------------------------------------|
| 71% of companies had MBA interns |
| 26% of companies had non-MBA interns |
| 24% did not have business interns |

2012 Internships, by Degree⁵

| Candidate Type | Internships | | | |
|----------------|--------------|-----|--------------------|-----|
| | # of Interns | | # of Interns Hired | |
| | Mean | Mdn | Mean | Mdn |
| MBA | 19 | 4 | 11 | 2 |
| Non-MBA | — | — | — | — |

Propensity to Hire, by Company Size, 2012 and 2013

| Candidate Type | Company Size | | | | | |
|----------------|--------------|------|-------------|------|---------|------|
| | < 1000 | | 1000–24,999 | | 25,000+ | |
| | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 |
| MBA | 50% | 50% | 83% | 89% | 93% | 84% |
| MiM | 17% | 21% | 36% | 44% | 51% | 56% |
| MAcc | 23% | 30% | 42% | — | 50% | 54% |
| MFin | 24% | 26% | 41% | — | 57% | 61% |
| OBus | 26% | 28% | 52% | — | 55% | 60% |
| NonBus | 32% | 37% | 63% | 72% | 54% | 57% |
| Bach | 71% | 82% | 88% | 92% | 78% | 74% |
| Exp | 81% | 80% | 89% | 97% | 82% | 83% |

Percentage of Companies Hiring Business Candidates, by Function and Level⁶

| | Entry | Mid | Senior | Exe | None |
|----------------------|-------|-----|--------|-----|------|
| Accounting | 23% | 22% | 6% | 0% | 62% |
| Consulting | 17% | 24% | 6% | 1% | 62% |
| Business dev. | 15% | 23% | 5% | 2% | 63% |
| Investment banking | 17% | 23% | 5% | 1% | 68% |
| Finance | 24% | 34% | 8% | 1% | 49% |
| General mgt | 14% | 28% | 6% | 3% | 61% |
| Organizational mgt | 18% | 18% | 1% | 1% | 70% |
| IT | 17% | 23% | 5% | 1% | 68% |
| Operations/logistics | 16% | 25% | 4% | 2% | 68% |

Program abbreviations: **MiM:** Master in Management; **MAcc:** Master of Accounting; **MFin:** Master of Finance; **OBus:** Other specialized business master's; **NonBus:** Nonbusiness master's; **Bach:** Bachelor's; **Exp:** Experienced direct-from-industry hires.

Industry abbreviations: **C=**Consulting, **E/U:** Energy and Utilities; **F/A:** Finance and Accounting; **H/P:** Healthcare/Pharmaceuticals; **T:** Technology; **M:** Manufacturing; **N/G:** Nonprofit/Government; **P/S:** Products and Services.

Salary, in US Dollars, by Candidate Type

| | MBA | Bach | Exp |
|-----------------|-----------|----------|-----------|
| 25th percentile | \$75,000 | \$44,000 | \$60,000 |
| Median | \$92,000 | \$50,000 | \$80,000 |
| 75th Percentile | \$100,000 | \$60,000 | \$100,000 |

Change in Base Salary, by Candidate Type

| | MBA | MiM | Acct | Fin | Oth | Non | Bach | Exp |
|-----------------|-----|-----|------|-----|-----|-----|------|-----|
| Above inflation | 8% | — | — | — | — | 26% | 7% | 15% |
| With inflation | 34% | — | — | — | — | 33% | 33% | 29% |
| Same as 2012 | 57% | — | — | — | — | 41% | 54% | 48% |
| Decrease | 2% | — | — | — | — | 0% | 5% | 8% |

Benefits Companies to Offer Business Graduate Hires in 2013

| Benefit | Percentage | Benefit | Percentage |
|--------------------------|------------|------------------|------------|
| Worklife balance | 90% | Other bonuses | 71% |
| Professional development | 70% | Stock plans | 30% |
| Education | 65% | Health benefits | 96% |
| Signing bonus | 63% | Retirement plans | 92% |

Recruitment Strategies

| Item | Percentage | Item | Percentage |
|----------------------|------------|---------------------|------------|
| On-campus | 76% | Print | 7% |
| Interns | 72% | Company website | 66% |
| Resume books | 60% | Employee referrals | 68% |
| Professional assns | 13% | Networking events | 60% |
| Alumni assns | 36% | Social media | 34% |
| Student Orgs | 54% | Univ. partnerships | 54% |
| Career fairs | 64% | Corp. presentations | 54% |
| Recruitment agencies | 19% | Virtual recruiting | 15% |
| Online search/boards | 41% | | |

Companies that Actively Recruit MBA Graduates, by Program Format⁷

| | FT | PT | EMBA | Online |
|---------|-----|-----|------|--------|
| Recruit | 82% | 32% | 24% | 10% |
| Employ | 67% | 61% | 47% | 27% |
| Sponsor | 19% | 28% | 28% | 16% |

Participating schools and recruiters have access to the 2013 Corporate Recruiters Survey Benchmark Report, which allows you to benchmark your results with aggregated results from other business schools. Additionally, all participating schools and respondents have access to the 2013 Corporate Recruiters Survey Comprehensive Data Report, which allows for question-by-question analysis of data. The tool allows you to customize the report by a variety of employer characteristics, including region, industry and company size. For details about the sample visit gmac.com/corporaterecruiterssurvey.

Data Notes

- ¹Individual statistics are only reported when N>24. N size varies by cell, depending upon number of responses.
- ²Propensity is measured by the number of employers who reported plans to hired divided by the sum of all employers who knew hiring plans. Those who did not know hiring plans were excluded. Magnitude refers to the mean and median number of new hires employers plan to onboard in 2013.
- ³'Experienced-direct hires' refers to experienced candidates hired directly from the labor force, as opposed to recent graduates.
- ⁴Percentages do not sum to 100 due to multiple selections.
- ⁵Mean and median numbers represent only those companies that had interns in 2012.
- ⁶Percentages represent only those companies with plans to hire business graduates in 2013.
- ⁷FT: Full-time MBAs, PT: Part-time MBAs, EMBA: Executive MBAs, Online: Online/distance learning MBA programs

This statistical brief presents simple, descriptive statistics on a variety of indicators for employers of business school graduates. Each table provides information about key characteristics reported in the 2013 Corporate Recruiters Survey, conducted by the Graduate Management Admission Council. A total of 117 employers from United States, Northeast participated in the survey.¹

Employers located in the following US Northeast States participated: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, and Rhode Island.

Employer Organizational Goals, 2013

| | Category/Goal | Percentage |
|-------------------|----------------------------------|------------|
| Efficiency | Overcome economic challenges | 35% |
| | Reduce costs | 55% |
| | Improve customer service | 43% |
| | Improve performance/productivity | 74% |
| Growth | Expand geographically | 38% |
| | Expand customer base | 63% |
| | Complete or integrate a merger | 21% |
| | Diversify the organization | 38% |
| | Launch new product(s)/services | 51% |

Propensity and Magnitude of Hiring²

| Candidate Type | 2012 (Actual) | | | 2013 (Expected) | | |
|---------------------------------------|---------------|-----------|-----|-----------------|-----------|-----|
| | Propensity | Magnitude | | Propensity | Magnitude | |
| | | Mean | Mdn | | Mean | Mdn |
| MBA | 83% | 26 | 4 | 92% | 31 | 7 |
| Master in Management | 35% | — | — | 40% | — | — |
| Master of Accounting | 25% | — | — | 32% | — | — |
| Master of Finance | 32% | — | — | 36% | — | — |
| Other specialized business master's | 39% | — | — | 47% | — | — |
| Nonbusiness master's | 53% | — | — | 53% | — | — |
| Bachelor's | 81% | — | — | 87% | — | — |
| Experienced direct hires ³ | 82% | — | — | 87% | — | — |

Business Interns in 2012⁴

| |
|--------------------------------------|
| 80% of companies had MBA interns |
| 21% of companies had non-MBA interns |
| 18% did not have business interns |

2012 Internships, by Degree⁵

| Candidate Type | Internships | | | |
|----------------|--------------|-----|--------------------|-----|
| | # of Interns | | # of Interns Hired | |
| | Mean | Mdn | Mean | Mdn |
| MBA | 20 | 5 | 11 | 3 |
| Non-MBA | — | — | — | — |

Propensity to Hire, by Company Size, 2012 and 2013

| Candidate Type | Company Size | | | | | |
|----------------|--------------|------|-------------|------|---------|------|
| | < 1000 | | 1000–24,999 | | 25,000+ | |
| | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 |
| MBA | — | — | 81% | 90% | 93% | 95% |
| MiM | — | — | — | — | 50% | 42% |
| MAcc | — | — | — | — | 28% | 38% |
| MFin | — | — | — | — | 44% | — |
| OBus | — | — | — | — | 59% | 54% |
| NonBus | — | — | — | — | 57% | 54% |
| Bach | — | — | 88% | 96% | 81% | 84% |
| Exp | — | — | 86% | — | 84% | 87% |

Percentage of Companies Hiring Business Candidates, by Function and Level⁶

| | Entry | Mid | Senior | Exe | None |
|----------------------|-------|-----|--------|-----|------|
| Accounting | 11% | 15% | 7% | 1% | 73% |
| Consulting | 15% | 21% | 9% | 4% | 70% |
| Business dev. | 10% | 22% | 10% | 3% | 61% |
| Investment banking | 15% | 9% | 3% | 1% | 75% |
| Finance | 17% | 26% | 4% | 1% | 57% |
| General mgt | 11% | 17% | 10% | 3% | 63% |
| Organizational mgt | 10% | 12% | 10% | 1% | 78% |
| IT | 15% | 16% | 6% | 1% | 74% |
| Operations/logistics | 13% | 17% | 4% | 1% | 73% |

Program abbreviations: **MiM:** Master in Management; **MAcc:** Master of Accounting; **MFin:** Master of Finance; **OBus:** Other specialized business master's; **NonBus:** Nonbusiness master's; **Bach:** Bachelor's; **Exp:** Experienced direct-from-industry hires.

Industry abbreviations: **C=**Consulting, **E/U:** Energy and Utilities; **F/A:** Finance and Accounting; **H/P:** Healthcare/Pharmaceuticals; **T:** Technology; **M:** Manufacturing; **N/G:** Nonprofit/Government; **P/S:** Products and Services.

Salary, in US Dollars, by Candidate Type

| | MBA | Bach | Exp |
|-----------------|-----------|----------|-----------|
| 25th percentile | \$80,000 | \$40,000 | \$65,000 |
| Median | \$100,000 | \$60,000 | \$85,000 |
| 75th Percentile | \$110,000 | \$65,000 | \$110,000 |

Change in Base Salary, by Candidate Type

| | MBA | MiM | Acct | Fin | Oth | Non | Bach | Exp |
|-----------------|-----|-----|------|-----|-----|-----|------|-----|
| Above inflation | 11% | — | — | — | — | — | 16% | 10% |
| With inflation | 18% | — | — | — | — | — | 8% | 17% |
| Same as 2012 | 69% | — | — | — | — | — | 76% | 70% |
| Decrease | 2% | — | — | — | — | — | 0% | 3% |

Benefits Companies to Offer Business Graduate Hires in 2013

| Benefit | Percentage | Benefit | Percentage |
|--------------------------|------------|------------------|------------|
| Worklife balance | 87% | Other bonuses | 72% |
| Professional development | 65% | Stock plans | 28% |
| Education | 49% | Health benefits | 95% |
| Signing bonus | 61% | Retirement plans | 89% |

Recruitment Strategies

| Item | Percentage | Item | Percentage |
|----------------------|------------|---------------------|------------|
| On-campus | 79% | Print | 9% |
| Interns | 68% | Company website | 68% |
| Resume books | 54% | Employee referrals | 66% |
| Professional assns | 16% | Networking events | 62% |
| Alumni assns | 30% | Social media | 34% |
| Student Orgs | 57% | Univ. partnerships | 50% |
| Career fairs | 60% | Corp. presentations | 64% |
| Recruitment agencies | 21% | Virtual recruiting | 22% |
| Online search/boards | 41% | | |

Companies that Actively Recruit MBA Graduates, by Program Format⁷

| | FT | PT | EMBA | Online |
|---------|-----|-----|------|--------|
| Recruit | 82% | 31% | 21% | 8% |
| Employ | 62% | 46% | 38% | 17% |
| Sponsor | 14% | 23% | 17% | 9% |

Participating schools and recruiters have access to the 2013 Corporate Recruiters Survey Benchmark Report, which allows you to benchmark your results with aggregated results from other business schools. Additionally, all participating schools and respondents have access to the 2013 Corporate Recruiters Survey Comprehensive Data Report, which allows for question-by-question analysis of data. The tool allows you to customize the report by a variety of employer characteristics, including region, industry and company size. For details about the sample visit gmac.com/corporaterecruiterssurvey.

Data Notes

- ¹Individual statistics are only reported when N>24. N size varies by cell, depending upon number of responses.
- ²Propensity is measured by the number of employers who reported plans to hire divided by the sum of all employers who knew hiring plans. Those who did not know hiring plans were excluded. Magnitude refers to the mean and median number of new hires employers plan to onboard in 2013.
- ³'Experienced-direct hires' refers to experienced candidates hired directly from the labor force, as opposed to recent graduates.
- ⁴Percentages do not sum to 100 due to multiple selections.
- ⁵Mean and median numbers represent only those companies that had interns in 2012.
- ⁶Percentages represent only those companies with plans to hire business graduates in 2013.
- ⁷FT: Full-time MBAs, PT: Part-time MBAs, EMBA: Executive MBAs, Online: Online/distance learning MBA programs

This statistical brief presents simple, descriptive statistics on a variety of indicators for employers of business school graduates. Each table provides information about key characteristics reported in the 2013 Corporate Recruiters Survey, conducted by the Graduate Management Admission Council. A total of 104 employers from United States, Midwest participated in the survey.¹

Employers located in the following US Midwest states participated: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio, and Wisconsin.

Employer Organizational Goals, 2013

| | Category/Goal | Percentage |
|-------------------|----------------------------------|------------|
| Efficiency | Overcome economic challenges | 33% |
| | Reduce costs | 54% |
| | Improve customer service | 52% |
| | Improve performance/productivity | 68% |
| Growth | Expand geographically | 39% |
| | Expand customer base | 63% |
| | Complete or integrate a merger | 22% |
| | Diversify the organization | 33% |
| | Launch new product(s)/services | 56% |

Propensity and Magnitude of Hiring²

| Candidate Type | 2012 (Actual) | | | 2013 (Expected) | | |
|---------------------------------------|---------------|-----------|-----|-----------------|-----------|-----|
| | Propensity | Magnitude | | Propensity | Magnitude | |
| | | Mean | Mdn | | Mean | Mdn |
| MBA | 87% | 11 | 6 | 89% | 15 | 10 |
| Master in Management | 33% | — | — | 35% | — | — |
| Master of Accounting | 42% | — | — | 42% | — | — |
| Master of Finance | 37% | — | — | 39% | — | — |
| Other specialized business master's | 52% | — | — | 55% | — | — |
| Nonbusiness master's | 56% | — | — | 56% | — | — |
| Bachelor's | 80% | 54 | 20 | 80% | — | — |
| Experienced direct hires ³ | 81% | — | — | 78% | — | — |

Business Interns in 2012⁴

| |
|--------------------------------------|
| 72% of companies had MBA interns |
| 34% of companies had non-MBA interns |
| 22% did not have business interns |

2012 Internships, by Degree⁵

| Candidate Type | Internships | | | |
|----------------|--------------|-----|--------------------|-----|
| | # of Interns | | # of Interns Hired | |
| | Mean | Mdn | Mean | Mdn |
| MBA | 21 | 5 | 16 | 3 |
| Non-MBA | — | — | — | — |

Propensity to Hire, by Company Size, 2012 and 2013

| Candidate Type | Company Size | | | | | |
|----------------|--------------|------|-------------|------|---------|------|
| | < 1000 | | 1000–24,999 | | 25,000+ | |
| | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 |
| MBA | — | — | 79% | 83% | 100% | 100% |
| MiM | — | — | — | — | — | — |
| MAcc | — | — | 36% | — | — | — |
| MFin | — | — | 32% | — | — | 72% |
| OBus | — | — | — | — | 76% | 76% |
| NonBus | — | — | 54% | — | 77% | 74% |
| Bach | — | — | 74% | 69% | 88% | 90% |
| Exp | — | — | 80% | — | 86% | 82% |

Percentage of Companies Hiring Business Candidates, by Function and Level⁶

| | Entry | Mid | Senior | Exe | None |
|----------------------|-------|-----|--------|-----|------|
| Accounting | 31% | 19% | 3% | 0% | 56% |
| Consulting | 21% | 26% | 8% | 3% | 58% |
| Business dev. | 17% | 29% | 10% | 1% | 53% |
| Investment banking | 14% | 18% | 3% | 0% | 74% |
| Finance | 31% | 27% | 5% | 0% | 47% |
| General mgt | 23% | 30% | 4% | 0% | 45% |
| Organizational mgt | 29% | 14% | 1% | 0% | 61% |
| IT | 23% | 19% | 3% | 0% | 64% |
| Operations/logistics | 26% | 17% | 1% | 0% | 62% |

Program abbreviations: **MiM:** Master in Management; **MAcc:** Master of Accounting; **MFin:** Master of Finance; **OBus:** Other specialized business master's; **NonBus:** Nonbusiness master's; **Bach:** Bachelor's; **Exp:** Experienced direct-from-industry hires.

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Salary, in US Dollars, by Candidate Type

| | MBA | Bach | Exp |
|-----------------|-----------|----------|-----|
| 25th percentile | \$90,000 | \$44,000 | — |
| Median | \$95,000 | \$50,000 | — |
| 75th Percentile | \$100,000 | \$55,000 | — |

Change in Base Salary, by Candidate Type

| | MBA | MiM | Acct | Fin | Oth | Non | Bach | Exp |
|-----------------|-----|-----|------|-----|-----|-----|------|-----|
| Above inflation | 15% | — | — | — | — | — | 12% | 11% |
| With inflation | 13% | — | — | — | — | — | 12% | 17% |
| Same as 2012 | 73% | — | — | — | — | — | 76% | 69% |
| Decrease | 0% | — | — | — | — | — | 0% | 3% |

Benefits Companies to Offer Business Graduate Hires in 2013

| Benefit | Percentage | Benefit | Percentage |
|--------------------------|------------|------------------|------------|
| Worklife balance | 95% | Other bonuses | 71% |
| Professional development | 71% | Stock plans | 33% |
| Education | 67% | Health benefits | 95% |
| Signing bonus | 69% | Retirement plans | 89% |

Recruitment Strategies

| Item | Percentage | Item | Percentage |
|----------------------|------------|---------------------|------------|
| On-campus | 80% | Print | 13% |
| Interns | 81% | Company website | 73% |
| Resume books | 63% | Employee referrals | 77% |
| Professional assns | 28% | Networking events | 79% |
| Alumni assns | 42% | Social media | 49% |
| Student Orgs | 69% | Univ. partnerships | 63% |
| Career fairs | 69% | Corp. presentations | 72% |
| Recruitment agencies | 18% | Virtual recruiting | 29% |
| Online search/boards | 50% | | |

Companies that Actively Recruit MBA Graduates, by Program Format⁷

| | FT | PT | EMBA | Online |
|---------|-----|-----|------|--------|
| Recruit | 76% | 29% | 21% | 9% |
| Employ | 62% | 55% | 43% | 32% |
| Sponsor | 17% | 43% | 37% | 17% |

Participating schools and recruiters have access to the 2013 Corporate Recruiters Survey Benchmark Report, which allows you to benchmark your results with aggregated results from other business schools. Additionally, all participating schools and respondents have access to the 2013 Corporate Recruiters Survey Comprehensive Data Report, which allows for question-by-question analysis of data. The tool allows you to customize the report by a variety of employer characteristics, including region, industry and company size. For details about the sample visit gmac.com/corporaterecruiterssurvey.

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- ¹Individual statistics are only reported when N>24. N size varies by cell, depending upon number of responses.
- ²Propensity is measured by the number of employers who reported plans to hired divided by the sum of all employers who knew hiring plans. Those who did not know hiring plans were excluded. Magnitude refers to the mean and median number of new hires employers plan to onboard in 2013.
- ³'Experienced-direct hires' refers to experienced candidates hired directly from the labor force, as opposed to recent graduates.
- ⁴Percentages do not sum to 100 due to multiple selections.
- ⁵Mean and median numbers represent only those companies that had interns in 2012.
- ⁶Percentages represent only those companies with plans to hire business graduates in 2013.
- ⁷FT: Full-time MBAs, PT: Part-time MBAs, EMBA: Executive MBAs, Online: Online/distance learning MBA programs

This statistical brief presents simple, descriptive statistics on a variety of indicators for employers of business school graduates. Each table provides information about key characteristics reported in the 2013 Corporate Recruiters Survey, conducted by the Graduate Management Admission Council. A total of 235 employers from Europe participated in the survey.¹

Propensity and Magnitude of Hiring²

| Candidate Type | 2012 (Actual) | | | 2013 (Expected) | | |
|---------------------------------------|---------------|-----------|-----|-----------------|-----------|-----|
| | Propensity | Magnitude | | Propensity | Magnitude | |
| | | Mean | Mdn | | Mean | Mdn |
| MBA | 54% | 4 | 2 | 54% | 5 | 2 |
| Master in Management | 48% | 7 | 1 | 41% | — | — |
| Master of Accounting | 33% | — | — | 29% | — | — |
| Master of Finance | 49% | 3 | 2 | 42% | — | — |
| Other specialized business master's | 51% | 5 | 1 | 51% | — | — |
| Nonbusiness master's | 53% | 17 | 4 | 51% | — | — |
| Bachelor's | 65% | 24 | 5 | 58% | 24 | 5 |
| Experienced direct hires ³ | 73% | 83 | 10 | 66% | 53 | 5 |

Propensity to Hire, by Industry, 2012 and 2013

| Candidate Type | Industry | | | | | | | | | | | | | | | |
|----------------|----------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| | C | | E/U | | F/A | | H/P | | T | | M | | N/G | | P/S | |
| | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 |
| MBA | 54% | — | — | — | 54% | 53% | — | — | — | — | — | — | — | — | 60% | 51% |
| MiM | 54% | — | — | — | 51% | 53% | — | — | — | — | — | — | — | — | 53% | 43% |
| MAcc | 32% | — | — | — | 47% | 45% | — | — | — | — | — | — | — | — | 22% | 31% |
| MFin | 59% | — | — | — | 71% | 65% | — | — | — | — | — | — | — | — | 35% | 38% |
| OBUS | 67% | — | — | — | 54% | 50% | — | — | — | — | — | — | — | — | 48% | 48% |
| NonBus | 50% | — | — | — | 50% | 45% | — | — | — | — | — | — | — | — | 46% | 44% |
| Bach | 57% | — | — | — | 62% | 63% | — | — | — | — | — | — | — | — | 60% | 61% |
| Exp | 84% | — | — | — | 67% | 65% | — | — | — | — | — | — | — | — | 73% | 70% |

Propensity to Hire, by Company Size, 2012 and 2013

| Candidate Type | Company Size | | | | | | | | | |
|----------------|--------------|------|---------|------|-------------|------|---------------|------|---------|------|
| | < 100 | | 100–999 | | 1,000–9,999 | | 10,000–24,999 | | 25,000+ | |
| | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 |
| MBA | 32% | 32% | 40% | 40% | 56% | 56% | — | — | 87% | 86% |
| MiM | 28% | 24% | 34% | 27% | 54% | 43% | — | — | 74% | 75% |
| MAcc | 20% | 18% | 25% | 18% | 41% | 31% | — | — | 54% | 56% |
| MFin | 41% | 36% | 30% | 28% | 55% | 41% | — | — | 72% | 66% |
| OBUS | 34% | 31% | 34% | 41% | 59% | 59% | — | — | 79% | 73% |
| NonBus | 38% | 35% | 40% | 40% | 61% | 57% | — | — | 79% | 73% |
| Bach | 41% | 29% | 60% | 46% | 78% | 67% | — | — | 80% | 90% |
| Exp | 54% | 46% | 72% | 61% | 71% | 62% | — | — | 88% | 91% |

Business Interns in 2012⁴

| |
|--------------------------------------|
| 42% of companies had MBA interns |
| 35% of companies had non-MBA interns |
| 42% did not have business interns |

2012 Internships, by Degree⁵

| Candidate Type | Internships | | | |
|----------------|--------------|-----|--------------------|-----|
| | # of Interns | | # of Interns Hired | |
| | Mean | Mdn | Mean | Mdn |
| MBA | 8 | 3 | 2 | 1 |
| Non-MBA | 32 | 5 | 12 | 2 |

Program abbreviations: **MiM:** Master in Management; **MAcc:** Master of Accounting; **MFin:** Master of Finance; **OBUS:** Other specialized business master's; **NonBus:** Nonbusiness master's; **Bach:** Bachelor's; **Exp:** Experienced direct-from-industry hires.

Industry abbreviations: **C=**Consulting, **E/U:** Energy and Utilities; **F/A:** Finance and Accounting; **H/P:** Healthcare/Pharmaceuticals; **T:** Technology; **M:** Manufacturing; **N/G:** Nonprofit/Government; **P/S:** Products and Services.

This report is based on data collected from corporate recruiters between February 15 and March 20, 2013.

Salary, in US Dollars, by Candidate Type

| | MBA | MiM | Macc | MFin | OBus | NonBus | Bach | Exp |
|-----------------|----------|----------|------|----------|----------|----------|----------|-----------|
| 25th percentile | \$60,214 | \$39,932 | — | \$39,072 | \$39,932 | \$39,072 | \$31,059 | \$45,161 |
| Median | \$85,328 | \$57,660 | — | \$56,003 | \$58,963 | \$58,608 | \$40,611 | \$78,144 |
| 75th Percentile | \$97,848 | \$78,144 | — | \$78,993 | \$74,605 | \$72,000 | \$65,913 | \$104,192 |

Change in Base Salary, by Candidate Type

| | MBA | MiM | Acct | Fin | Oth | Non | Bach | Exp |
|-------------------|-----|-----|------|-----|-----|-----|------|-----|
| Above inflation | 24% | 17% | 14% | 11% | 17% | 17% | 9% | 14% |
| With inflation | 26% | 23% | 30% | 31% | 24% | 32% | 27% | 26% |
| Same as last year | 50% | 57% | 54% | 51% | 55% | 48% | 59% | 59% |
| Decrease | 0% | 2% | 2% | 6% | 5% | 3% | 4% | 1% |

Percentage of Companies Hiring Business Candidates, by Function and Level⁶

| | Entry | Mid | Senior | Exe | None |
|----------------------|-------|-----|--------|-----|------|
| Accounting | 27% | 18% | 10% | 2% | 56% |
| Consulting | 18% | 19% | 18% | 4% | 55% |
| Business dev. | 13% | 23% | 20% | 3% | 50% |
| Investment banking | 14% | 15% | 7% | 1% | 69% |
| Finance | 22% | 24% | 12% | 0% | 52% |
| General mgt | 14% | 13% | 14% | 11% | 56% |
| Organizational mgt | 18% | 16% | 12% | 1% | 60% |
| IT | 18% | 21% | 16% | 2% | 56% |
| Operations/logistics | 21% | 18% | 9% | 1% | 62% |

Benefits Companies to Offer Business Graduate Hires in 2013

| Benefit | Percentage | Benefit | Percentage |
|--------------------------|------------|------------------|------------|
| Worklife balance | 79% | Other bonuses | 53% |
| Professional development | 70% | Stock plans | 15% |
| Education | 59% | Health benefits | 69% |
| Signing bonus | 18% | Retirement plans | 52% |

Employer Organizational Goals, 2013

| | Category/Goal | Percentage |
|------------|----------------------------------|------------|
| Efficiency | Overcome economic challenges | 31% |
| | Reduce costs | 52% |
| | Improve customer service | 46% |
| | Improve performance/productivity | 68% |
| Growth | Expand geographically | 29% |
| | Expand customer base | 43% |
| | Complete or integrate a merger | 15% |
| | Diversify the organization | 16% |
| | Launch new product(s)/services | 40% |

Recruitment Strategies

| Item | Percentage | Item | Percentage |
|----------------------|------------|---------------------|------------|
| On-campus | 32% | Print | 48% |
| Interns | 49% | Company website | 66% |
| Resume books | 23% | Employee referrals | 54% |
| Professional assns | 18% | Networking events | 39% |
| Alumni assns | 24% | Social media | 46% |
| Student Orgs | 34% | Univ. partnerships | 36% |
| Career fairs | 46% | Corp. presentations | 41% |
| Recruitment agencies | 33% | Virtual recruiting | 14% |
| Online search/boards | 45% | | |

Participating schools and recruiters have access to the 2013 Corporate Recruiters Survey Benchmark Report, which allows you to benchmark your results with aggregated results from other business schools. Additionally, all participating schools and respondents have access to the 2013 Corporate Recruiters Survey Comprehensive Data Report, which allows for question-by-question analysis of data. The tool allows you to customize the report by a variety of employer characteristics, including region, industry and company size. For details about the sample visit gmac.com/corporaterecruiterssurvey.

Data Notes

- ¹ Individual statistics are only reported when N>24. N size varies by cell, depending upon number of responses.
- ² Propensity is measured by the number of employers who reported plans to hire divided by the sum of all employers who knew hiring plans. Those who did not know hiring plans were excluded. Magnitude refers to the mean and median number of new hires employers plan to onboard in 2013.
- ³ 'Experienced-direct hires' refers to experienced candidates hired directly from the labor force, as opposed to recent graduates.
- ⁴ Percentages do not sum to 100 due to multiple selections.
- ⁵ Mean and median numbers represent only those companies that had interns in 2012.
- ⁶ Percentages represent only those companies with plans to hire business graduates in 2013.

This statistical brief presents simple, descriptive statistics on a variety of indicators for employers of business school graduates. Each table provides information about key characteristics reported in the 2013 Corporate Recruiters Survey, conducted by the Graduate Management Admission Council. A total of 173 employers from Western Europe (East/West Division of Europe) participated in the survey.¹ Employers located in the following countries participated: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Switzerland and the United Kingdom.

Employer Organizational Goals, 2013

| | Category/Goal | Percentage |
|-------------------|----------------------------------|------------|
| Efficiency | Overcome economic challenges | 31% |
| | Reduce costs | 49% |
| | Improve customer service | 41% |
| | Improve performance/productivity | 66% |
| Growth | Expand geographically | 31% |
| | Expand customer base | 41% |
| | Complete or integrate a merger | 15% |
| | Diversify the organization | 19% |
| | Launch new product(s)/services | 35% |

Propensity and Magnitude of Hiring²

| Candidate Type | 2012 (Actual) | | | 2013 (Expected) | | |
|---------------------------------------|---------------|-----------|-----|-----------------|-----------|-----|
| | Propensity | Magnitude | | Propensity | Magnitude | |
| | | Mean | Mdn | | Mean | Mdn |
| MBA | 62% | 5 | 2 | 63% | — | — |
| Master in Management | 51% | — | — | 46% | — | — |
| Master of Accounting | 37% | — | — | 36% | — | — |
| Master of Finance | 52% | — | — | 45% | — | — |
| Other specialized business master's | 54% | — | — | 50% | — | — |
| Nonbusiness master's | 59% | — | — | 58% | — | — |
| Bachelor's | 65% | 36 | 6 | 57% | — | — |
| Experienced direct hires ³ | 74% | 77 | 9 | 66% | — | — |

Business Interns in 2012⁴

| |
|--------------------------------------|
| 46% of companies had MBA interns |
| 37% of companies had non-MBA interns |
| 35% did not have business interns |

2012 Internships, by Degree⁵

| Candidate Type | Internships | | | |
|----------------|--------------|-----|--------------------|-----|
| | # of Interns | | # of Interns Hired | |
| | Mean | Mdn | Mean | Mdn |
| MBA | 8 | 3.5 | 2 | 1 |
| Non-MBA | 33 | 5 | 33 | 5 |

Propensity to Hire, by Company Size, 2012 and 2013

| Candidate Type | Company Size | | | | | |
|----------------|--------------|------|-------------|------|---------|------|
| | < 1000 | | 1000–24,999 | | 25,000+ | |
| | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 |
| MBA | 39% | 42% | 70% | 73% | 94% | 91% |
| MiM | 31% | 25% | 68% | 59% | 73% | 76% |
| MAcc | 25% | 22% | 55% | 48% | — | — |
| MFin | 36% | 30% | 65% | 56% | 72% | 65% |
| OBus | 30% | 34% | 74% | 66% | 79% | 69% |
| NonBus | 43% | 45% | 72% | 68% | 79% | 74% |
| Bach | 47% | 33% | 84% | 70% | 81% | 93% |
| Exp | 60% | 48% | 82% | 71% | 90% | 93% |

Percentage of Companies Hiring Business Candidates, by Function and Level⁶

| | Entry | Mid | Senior | Exe | None |
|----------------------|-------|-----|--------|-----|------|
| Accounting | 26% | 20% | 8% | 2% | 55% |
| Consulting | 18% | 24% | 18% | 4% | 52% |
| Business dev. | 13% | 25% | 20% | 3% | 49% |
| Investment banking | 14% | 18% | 8% | 2% | 65% |
| Finance | 21% | 26% | 12% | 0% | 53% |
| General mgt | 13% | 16% | 15% | 10% | 56% |
| Organizational mgt | 17% | 18% | 13% | 0% | 59% |
| IT | 17% | 21% | 15% | 1% | 59% |
| Operations/logistics | 19% | 21% | 11% | 1% | 60% |

Program abbreviations: **MiM:** Master in Management; **MAcc:** Master of Accounting; **MFin:** Master of Finance; **OBus:** Other specialized business master's; **NonBus:** Nonbusiness master's; **Bach:** Bachelor's; **Exp:** Experienced direct-from-industry hires.

Industry abbreviations: **C=**Consulting, **E/U:** Energy and Utilities; **F/A:** Finance and Accounting; **H/P:** Healthcare/Pharmaceuticals; **T:** Technology; **M:** Manufacturing; **N/G:** Nonprofit/Government; **P/S:** Products and Services.

Salary, in US Dollars, by Candidate Type

| | MBA | Bach | Exp |
|-----------------|-----------|----------|-----------|
| 25th percentile | \$71,632 | \$33,600 | \$65,120 |
| Median | \$87,515 | \$58,608 | \$87,575 |
| 75th Percentile | \$100,000 | \$67,741 | \$105,324 |

Change in Base Salary, by Candidate Type

| | MBA | MiM | Acct | Fin | Oth | Non | Bach | Exp |
|-----------------|-----|-----|------|-----|-----|-----|------|-----|
| Above inflation | 22% | 18% | 13% | 8% | 18% | 19% | 11% | 17% |
| With inflation | 29% | 30% | 41% | 38% | 30% | 35% | 34% | 35% |
| Same as 2012 | 49% | 48% | 44% | 46% | 45% | 42% | 49% | 46% |
| Decrease | 0% | 3% | 3% | 8% | 8% | 4% | 6% | 2% |

Benefits Companies to Offer Business Graduate Hires in 2013

| Benefit | Percentage | Benefit | Percentage |
|--------------------------|------------|------------------|------------|
| Worklife balance | 81% | Other bonuses | 54% |
| Professional development | 66% | Stock plans | 16% |
| Education | 53% | Health benefits | 72% |
| Signing bonus | 20% | Retirement plans | 55% |

Recruitment Strategies

| Item | Percentage | Item | Percentage |
|----------------------|------------|---------------------|------------|
| On-campus | 39% | Print | 43% |
| Interns | 47% | Company website | 69% |
| Resume books | 26% | Employee referrals | 55% |
| Professional assns | 16% | Networking events | 43% |
| Alumni assns | 27% | Social media | 49% |
| Student Orgs | 38% | Univ. partnerships | 36% |
| Career fairs | 50% | Corp. presentations | 46% |
| Recruitment agencies | 34% | Virtual recruiting | 16% |
| Online search/boards | 46% | | |

Companies that Actively Recruit MBA Graduates, by Program Format⁷

| | FT | PT | EMBA | Online |
|---------|-----|-----|------|--------|
| Recruit | 33% | 11% | 9% | 3% |
| Employ | 43% | 30% | 40% | 14% |
| Sponsor | 10% | 22% | 17% | 6% |

Participating schools and recruiters have access to the 2013 Corporate Recruiters Survey Benchmark Report, which allows you to benchmark your results with aggregated results from other business schools. Additionally, all participating schools and respondents have access to the 2013 Corporate Recruiters Survey Comprehensive Data Report, which allows for question-by-question analysis of data. The tool allows you to customize the report by a variety of employer characteristics, including region, industry and company size. For details about the sample visit gmac.com/corporaterecruiterssurvey.

Data Notes

- ¹Individual statistics are only reported when N>24. N size varies by cell, depending upon number of responses.
- ²Propensity is measured by the number of employers who reported plans to hire divided by the sum of all employers who knew hiring plans. Those who did not know hiring plans were excluded. Magnitude refers to the mean and median number of new hires employers plan to onboard in 2013.
- ³'Experienced-direct hires' refers to experienced candidates hired directly from the labor force, as opposed to recent graduates.
- ⁴Percentages do not sum to 100 due to multiple selections.
- ⁵Mean and median numbers represent only those companies that had interns in 2012.
- ⁶Percentages represent only those companies with plans to hire business graduates in 2013.
- ⁷FT: Full-time MBAs, PT: Part-time MBAs, EMBA: Executive MBAs, Online: Online/distance learning MBA programs

This statistical brief presents simple, descriptive statistics on a variety of indicators for employers of business school graduates. Each table provides information about key characteristics reported in the 2013 Corporate Recruiters Survey, conducted by the Graduate Management Admission Council. A total of 62 employers from Eastern Europe (East/West Division) participated in the survey.¹

Employers located in the following Eastern European countries participated: Bosnia and Herzegovina, Czech Republic, Lithuania, Poland, Republic of Moldova, Russia, Slovenia, and Ukraine.

Employer Organizational Goals, 2013

| | Category/Goal | Percentage |
|-------------------|----------------------------------|------------|
| Efficiency | Overcome economic challenges | 31% |
| | Reduce costs | 61% |
| | Improve customer service | 61% |
| | Improve performance/productivity | 75% |
| Growth | Expand geographically | 21% |
| | Expand customer base | 49% |
| | Complete or integrate a merger | 13% |
| | Diversify the organization | 10% |
| | Launch new product(s)/services | 54% |

Propensity and Magnitude of Hiring²

| Candidate Type | 2012 (Actual) | | | 2013 (Expected) | | |
|---------------------------------------|---------------|-----------|-----|-----------------|-----------|-----|
| | Propensity | Magnitude | | Propensity | Magnitude | |
| | | Mean | Mdn | | Mean | Mdn |
| MBA | 36% | — | — | 31% | — | — |
| Master in Management | 40% | — | — | 28% | — | — |
| Master of Accounting | 25% | — | — | 14% | — | — |
| Master of Finance | 40% | — | — | 34% | — | — |
| Other specialized business master's | 44% | — | — | 53% | — | — |
| Nonbusiness master's | 39% | — | — | 35% | — | — |
| Bachelor's | 65% | — | — | 60% | — | — |
| Experienced direct hires ³ | 72% | 90 | 10 | 67% | — | — |

Business Interns in 2012⁴

| |
|--------------------------------------|
| 31% of companies had MBA interns |
| 28% of companies had non-MBA interns |
| 62% did not have business interns |

2012 Internships, by Degree⁵

| Candidate Type | Internships | | | |
|----------------|--------------|-----|--------------------|-----|
| | # of Interns | | # of Interns Hired | |
| | Mean | Mdn | Mean | Mdn |
| MBA | — | — | — | — |
| Non-MBA | — | — | — | — |

Propensity to Hire, by Company Size, 2012 and 2013

| Candidate Type | Company Size | | | | | |
|----------------|--------------|------|-------------|------|---------|------|
| | < 1000 | | 1000–24,999 | | 25,000+ | |
| | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 |
| MBA | 33% | 26% | — | — | — | — |
| MiM | 34% | 25% | — | — | — | — |
| MAcc | 18% | 10% | — | — | — | — |
| MFin | 32% | 32% | — | — | — | — |
| OBUS | 42% | 43% | — | — | — | — |
| NonBus | 32% | 27% | — | — | — | — |
| Bach | 62% | 52% | — | — | — | — |
| Exp | 75% | 67% | — | — | — | — |

Percentage of Companies Hiring Business Candidates, by Function and Level⁶

| | Entry | Mid | Senior | Exe | None |
|----------------------|-------|-----|--------|-----|------|
| Accounting | 30% | 11% | 16% | 3% | 59% |
| Consulting | 16% | 5% | 19% | 5% | 65% |
| Business dev. | 14% | 19% | 19% | 3% | 51% |
| Investment banking | 14% | 5% | 5% | 0% | 78% |
| Finance | 24% | 19% | 14% | 0% | 49% |
| General mgt | 16% | 5% | 11% | 14% | 57% |
| Organizational mgt | 22% | 11% | 8% | 3% | 65% |
| IT | 22% | 22% | 19% | 5% | 49% |
| Operations/logistics | 24% | 11% | 3% | 3% | 68% |

Program abbreviations: **MiM:** Master in Management; **MAcc:** Master of Accounting; **MFin:** Master of Finance; **OBUS:** Other specialized business master's; **NonBus:** Nonbusiness master's; **Bach:** Bachelor's; **Exp:** Experienced direct-from-industry hires.

Industry abbreviations: **C=**Consulting, **E/U:** Energy and Utilities; **F/A:** Finance and Accounting; **H/P:** Healthcare/Pharmaceuticals; **T:** Technology; **M:** Manufacturing; **N/G:** Nonprofit/Government; **P/S:** Products and Services.

Salary, in US Dollars, by Candidate Type

| | MBA | Bach | Exp |
|-----------------|-----|------|-----|
| 25th percentile | — | — | — |
| Median | — | — | — |
| 75th Percentile | — | — | — |

Change in Base Salary, by Candidate Type

| | MBA | MiM | Acct | Fin | Oth | Non | Bach | Exp |
|-----------------|-----|-----|------|-----|-----|-----|------|-----|
| Above inflation | — | — | — | — | 15% | — | 7% | 9% |
| With inflation | — | — | — | — | 15% | — | 15% | 12% |
| Same as 2012 | — | — | — | — | 69% | — | 78% | 79% |
| Decrease | — | — | — | — | 0% | — | 0% | 0% |

Benefits Companies to Offer Business Graduate Hires in 2013

| Benefit | Percentage | Benefit | Percentage |
|--------------------------|------------|------------------|------------|
| Worklife balance | 74% | Other bonuses | 51% |
| Professional development | 80% | Stock plans | 11% |
| Education | 74% | Health benefits | 60% |
| Signing bonus | 11% | Retirement plans | 43% |

Recruitment Strategies

| Item | Percentage | Item | Percentage |
|----------------------|------------|---------------------|------------|
| On-campus | 13% | Print | 63% |
| Interns | 52% | Company website | 55% |
| Resume books | 15% | Employee referrals | 52% |
| Professional assns | 23% | Networking events | 27% |
| Alumni assns | 16% | Social media | 39% |
| Student Orgs | 24% | Univ. partnerships | 37% |
| Career fairs | 35% | Corp. presentations | 27% |
| Recruitment agencies | 31% | Virtual recruiting | 10% |
| Online search/boards | 42% | | |

Companies that Actively Recruit MBA Graduates, by Program Format⁷

| | FT | PT | EMBA | Online |
|---------|-----|-----|------|--------|
| Recruit | 15% | 8% | 10% | 5% |
| Employ | 39% | 24% | 29% | 13% |
| Sponsor | 10% | 16% | 21% | 6% |

Participating schools and recruiters have access to the 2013 Corporate Recruiters Survey Benchmark Report, which allows you to benchmark your results with aggregated results from other business schools. Additionally, all participating schools and respondents have access to the 2013 Corporate Recruiters Survey Comprehensive Data Report, which allows for question-by-question analysis of data. The tool allows you to customize the report by a variety of employer characteristics, including region, industry and company size. For details about the sample visit gmac.com/corporaterecruiterssurvey.

Data Notes

- ¹Individual statistics are only reported when N>24. N size varies by cell, depending upon number of responses.
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- ³'Experienced-direct hires' refers to experienced candidates hired directly from the labor force, as opposed to recent graduates.
- ⁴Percentages do not sum to 100 due to multiple selections.
- ⁵Mean and median numbers represent only those companies that had interns in 2012.
- ⁶Percentages represent only those companies with plans to hire business graduates in 2013.
- ⁷FT: Full-time MBAs, PT: Part-time MBAs, EMBA: Executive MBAs, Online: Online/distance learning MBA programs

This statistical brief presents simple, descriptive statistics on a variety of indicators for employers of business school graduates. Each table provides information about key characteristics reported in the 2013 Corporate Recruiters Survey, conducted by the Graduate Management Admission Council. A total of 117 employers from the Asia-Pacific region (including Central Asia) participated in the survey.¹

Propensity and Magnitude of Hiring²

| Candidate Type | 2012 (Actual) | | | 2013 (Expected) | | |
|---------------------------------------|---------------|-----------|-----|-----------------|-----------|-----|
| | Propensity | Magnitude | | Propensity | Magnitude | |
| | | Mean | Mdn | | Mean | Mdn |
| MBA | 54% | 19 | 5 | 61% | — | — |
| Master in Management | 51% | — | — | 57% | — | — |
| Master of Accounting | 42% | — | — | 49% | — | — |
| Master of Finance | 46% | — | — | 50% | — | — |
| Other specialized business master's | 49% | — | — | 49% | — | — |
| Nonbusiness master's | 50% | — | — | 54% | — | — |
| Bachelor's | 76% | 11 | 3 | 69% | — | — |
| Experienced direct hires ³ | 73% | — | — | 71% | — | — |

Propensity to Hire, by Industry, 2012 and 2013

| Candidate Type | Industry | | | | | | | | | | | | | | | | | |
|----------------|----------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|-----|-----|
| | C | | E/U | | F/A | | H/P | | T | | M | | N/G | | P/S | | | |
| | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 | | |
| MBA | 58% | — | — | — | — | — | — | — | — | — | — | — | — | — | — | — | 54% | — |
| MiM | 60% | — | — | — | 35% | — | — | — | — | — | — | — | — | — | — | — | 62% | — |
| MAcc | 32% | — | — | — | 44% | — | — | — | — | — | — | — | — | — | — | — | 48% | — |
| MFin | 35% | — | — | — | 62% | — | — | — | — | — | — | — | — | — | — | — | 46% | — |
| OBUS | 46% | — | — | — | 40% | — | — | — | — | — | — | — | — | — | — | — | 67% | — |
| NonBus | 58% | — | — | — | — | — | — | — | — | — | — | — | — | — | — | — | 40% | — |
| Bach | 74% | — | — | — | 80% | — | — | — | — | — | — | — | — | — | — | — | 76% | 72% |
| Exp | 72% | — | — | — | — | 80% | — | — | — | — | — | — | — | — | — | — | 68% | — |

Propensity to Hire, by Company Size, 2012 and 2013

| Candidate Type | Company Size | | | | | |
|----------------|--------------|------|--------------|------|---------|------|
| | < 100 | | 1,000–24,999 | | 25,000+ | |
| | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 |
| MBA | 32% | 50% | 71% | 74% | — | — |
| MiM | 21% | 31% | 71% | 82% | — | — |
| MAcc | 15% | 28% | 56% | 67% | — | — |
| MFin | 22% | 27% | 64% | 73% | — | — |
| OBUS | 21% | - | 75% | 69% | — | — |
| NonBus | 23% | 31% | 69% | 71% | — | — |
| Bach | 69% | 48% | 79% | 78% | — | — |
| Exp | 48% | 46% | 76% | 80% | — | — |

Business Interns in 2012⁴

| |
|--------------------------------------|
| 33% of companies had MBA interns |
| 19% of companies had non-MBA interns |
| 58% did not have business interns |

2012 Internships, by Degree⁵

| Candidate Type | Internships | | | |
|----------------|--------------|-----|--------------------|-----|
| | # of Interns | | # of Interns Hired | |
| | Mean | Mdn | Mean | Mdn |
| MBA | 13 | 5 | 3 | 1 |
| Non-MBA | — | — | — | — |

Program abbreviations: **MiM:** Master in Management; **MAcc:** Master of Accounting; **MFin:** Master of Finance; **OBUS:** Other specialized business master's; **NonBus:** Nonbusiness master's; **Bach:** Bachelor's; **Exp:** Experienced direct-from-industry hires.

Industry abbreviations: **C=**Consulting, **E/U:** Energy and Utilities; **F/A:** Finance and Accounting; **H/P:** Healthcare/Pharmaceuticals; **T:** Technology; **M:** Manufacturing; **N/G:** Nonprofit/Government; **P/S:** Products and Services.

This report is based on data collected from corporate recruiters between February 15 and March 20, 2013.

Salary, in US Dollars, by Candidate Type

| | MBA | MiM | Macc | MFin | OBus | NonBus | Bach | Exp |
|-----------------|----------|-----|------|------|------|--------|----------|----------|
| 25th percentile | \$21,078 | — | — | — | — | — | \$10,431 | \$26,896 |
| Median | \$31,144 | — | — | — | — | — | \$41,069 | \$45,800 |
| 75th Percentile | \$55,738 | — | — | — | — | — | \$53,903 | \$77,004 |

Change in Base Salary, by Candidate Type

| | MBA | MiM | Acct | Fin | Oth | Non | Bach | Exp |
|-------------------|-----|-----|------|-----|-----|-----|------|-----|
| Above inflation | 37% | 29% | 26% | 23% | 26% | 29% | 20% | 23% |
| With inflation | 22% | 24% | 31% | 31% | 23% | 26% | 15% | 34% |
| Same as last year | 41% | 48% | 43% | 46% | 51% | 43% | 65% | 40% |
| Decrease | 0% | 0% | 0% | 0% | 0% | 3% | 0% | 2% |

Percentage of Companies Hiring Business Candidates, by Function and Level⁶

| | Entry | Mid | Senior | Exe | None |
|----------------------|-------|-----|--------|-----|------|
| Accounting | 35% | 30% | 15% | 9% | 34% |
| Consulting | 28% | 29% | 21% | 5% | 41% |
| Business dev. | 25% | 29% | 19% | 5% | 38% |
| Investment banking | 24% | 23% | 16% | 5% | 50% |
| Finance | 31% | 33% | 11% | 6% | 40% |
| General mgt | 13% | 30% | 13% | 6% | 50% |
| Organizational mgt | 23% | 24% | 14% | 4% | 50% |
| IT | 25% | 23% | 14% | 4% | 49% |
| Operations/logistics | 31% | 23% | 13% | 5% | 45% |

Benefits Companies to Offer Business Graduate Hires in 2013

| Benefit | Percentage | Benefit | Percentage |
|--------------------------|------------|------------------|------------|
| Worklife balance | 72% | Other bonuses | 57% |
| Professional development | 62% | Stock plans | 13% |
| Education | 29% | Health benefits | 61% |
| Signing bonus | 12% | Retirement plans | 30% |

Employer Organizational Goals, 2013

| | Category/Goal | Percentage |
|------------|----------------------------------|------------|
| Efficiency | Overcome economic challenges | 34% |
| | Reduce costs | 41% |
| | Improve customer service | 39% |
| | Improve performance/productivity | 72% |
| Growth | Expand geographically | 39% |
| | Expand customer base | 52% |
| | Complete or integrate a merger | 9% |
| | Diversify the organization | 26% |
| | Launch new product(s)/services | 37% |

Recruitment Strategies

| Item | Percentage | Item | Percentage |
|----------------------|------------|---------------------|------------|
| On-campus | 41% | Print | 28% |
| Interns | 38% | Company website | 62% |
| Resume books | 26% | Employee referrals | 61% |
| Professional assns | 10% | Networking events | 32% |
| Alumni assns | 24% | Social media | 30% |
| Student Orgs | 25% | Univ. partnerships | 35% |
| Career fairs | 34% | Corp. presentations | 28% |
| Recruitment agencies | 24% | Virtual recruiting | 12% |
| Online search/boards | 50% | | |

Participating schools and recruiters have access to the 2013 Corporate Recruiters Survey Benchmark Report, which allows you to benchmark your results with aggregated results from other business schools. Additionally, all participating schools and respondents have access to the 2013 Corporate Recruiters Survey Comprehensive Data Report, which allows for question-by-question analysis of data. The tool allows you to customize the report by a variety of employer characteristics, including region, industry and company size. For details about the sample visit gmac.com/corporaterecruiterssurvey.

Data Notes

- ¹ Individual statistics are only reported when N>24. N size varies by cell, depending upon number of responses.
- ² Propensity is measured by the number of employers who reported plans to hire divided by the sum of all employers who knew hiring plans. Those who did not know hiring plans were excluded. Magnitude refers to the mean and median number of new hires employers plan to onboard in 2013.
- ³ 'Experienced-direct hires' refers to experienced candidates hired directly from the labor force, as opposed to recent graduates.
- ⁴ Percentages do not sum to 100 due to multiple selections.
- ⁵ Mean and median numbers represent only those companies that had interns in 2012.
- ⁶ Percentages represent only those companies with plans to hire business graduates in 2013.

This statistical brief presents simple, descriptive statistics on a variety of indicators for employers of business school graduates. Each table provides information about key characteristics reported in the 2013 Corporate Recruiters Survey, conducted by the Graduate Management Admission Council. A total of 61 employers from East Asia participated in the survey.¹

Employers located in the following countries participated: China, Hong Kong, Japan, South Korea, Malaysia, Philippines, Singapore, Thailand and Vietnam.

NOTE: These countries are also included in the Asia-Pacific

Employer Organizational Goals, 2013

| | Category/Goal | Percentage |
|-------------------|----------------------------------|------------|
| Efficiency | Overcome economic challenges | 32% |
| | Reduce costs | 33% |
| | Improve customer service | 47% |
| | Improve performance/productivity | 73% |
| Growth | Expand geographically | 37% |
| | Expand customer base | 62% |
| | Complete or integrate a merger | 10% |
| | Diversify the organization | 25% |
| | Launch new product(s)/services | 40% |

Propensity and Magnitude of Hiring²

| Candidate Type | 2012 (Actual) | | | 2013 (Expected) | | |
|---------------------------------------|---------------|-----------|-----|-----------------|-----------|-----|
| | Propensity | Magnitude | | Propensity | Magnitude | |
| | | Mean | Mdn | | Mean | Mdn |
| MBA | 61% | — | — | 73% | — | — |
| Master in Management | 60% | — | — | 74% | — | — |
| Master of Accounting | 43% | — | — | 60% | — | — |
| Master of Finance | 55% | — | — | 65% | — | — |
| Other specialized business master's | 53% | — | — | 65% | — | — |
| Nonbusiness master's | 59% | — | — | 63% | — | — |
| Bachelor's | 81% | — | — | 79% | — | — |
| Experienced direct hires ³ | 77% | — | — | 75% | — | — |

Business Interns in 2012⁴

| |
|--------------------------------------|
| 35% of companies had MBA interns |
| 22% of companies had non-MBA interns |
| 55% did not have business interns |

2012 Internships, by Degree⁵

| Candidate Type | Internships | | | |
|----------------|--------------|-----|--------------------|-----|
| | # of Interns | | # of Interns Hired | |
| | Mean | Mdn | Mean | Mdn |
| MBA | — | — | — | — |
| Non-MBA | — | — | — | — |

Propensity to Hire, by Company Size, 2012 and 2013

| Candidate Type | Company Size | | | | | |
|----------------|--------------|------|-------------|------|---------|------|
| | < 1000 | | 1000–24,999 | | 25,000+ | |
| | 2012 | 2013 | 2012 | 2013 | 2012 | 2013 |
| MBA | 41% | — | — | — | — | — |
| MiM | 43% | — | — | — | — | — |
| MAcc | 22% | — | — | — | — | — |
| MFin | 37% | — | — | — | — | — |
| OBus | 33% | — | — | — | — | — |
| NonBus | 48% | — | — | — | — | — |
| Bach | 81% | — | — | — | — | — |
| Exp | 74% | — | — | — | — | — |

Percentage of Companies Hiring Business Candidates, by Function and Level⁶

| | Entry | Mid | Senior | Exe | None |
|----------------------|-------|-----|--------|-----|------|
| Accounting | 29% | 33% | 19% | 8% | 35% |
| Consulting | 27% | 40% | 23% | 6% | 35% |
| Business dev. | 23% | 29% | 25% | 8% | 33% |
| Investment banking | 23% | 29% | 21% | 6% | 46% |
| Finance | 27% | 38% | 13% | 6% | 38% |
| General mgt | 15% | 33% | 17% | 6% | 46% |
| Organizational mgt | 19% | 27% | 15% | 4% | 48% |
| IT | 25% | 29% | 10% | 4% | 46% |
| Operations/logistics | 29% | 23% | 13% | 6% | 46% |

Program abbreviations: **MiM**: Master in Management; **MAcc**: Master of Accounting; **MFin**: Master of Finance; **OBus**: Other specialized business master's; **NonBus**: Nonbusiness master's; **Bach**: Bachelor's; **Exp**: Experienced direct-from-industry hires.

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Salary, in US Dollars, by Candidate Type

| | MBA | Bach | Exp |
|-----------------|-----|------|-----|
| 25th percentile | — | — | — |
| Median | — | — | — |
| 75th Percentile | — | — | — |

Change in Base Salary, by Candidate Type

| | MBA | MiM | Acct | Fin | Oth | Non | Bach | Exp |
|-----------------|-----|-----|------|-----|-----|-----|------|-----|
| Above inflation | 33% | 26% | — | — | — | 27% | 25% | 28% |
| With inflation | 19% | 15% | — | — | — | 23% | 13% | 28% |
| Same as 2012 | 48% | 59% | — | — | — | 45% | 63% | 44% |
| Decrease | 0% | 0% | — | — | — | 5% | 0% | 0% |

Benefits Companies to Offer Business Graduate Hires in 2013

| Benefit | Percentage | Benefit | Percentage |
|--------------------------|------------|------------------|------------|
| Worklife balance | 75% | Other bonuses | 62% |
| Professional development | 61% | Stock plans | 23% |
| Education | 27% | Health benefits | 66% |
| Signing bonus | 14% | Retirement plans | 32% |

Recruitment Strategies

| Item | Percentage | Item | Percentage |
|----------------------|------------|---------------------|------------|
| On-campus | 43% | Print | 31% |
| Interns | 44% | Company website | 69% |
| Resume books | 38% | Employee referrals | 61% |
| Professional assns | 15% | Networking events | 41% |
| Alumni assns | 34% | Social media | 31% |
| Student Orgs | 33% | Univ. partnerships | 44% |
| Career fairs | 46% | Corp. presentations | 38% |
| Recruitment agencies | 31% | Virtual recruiting | 11% |
| Online search/boards | 51% | | |

Companies that Actively Recruit MBA Graduates, by Program Format⁷

| | FT | PT | EMBA | Online |
|---------|-----|-----|------|--------|
| Recruit | 54% | 38% | 25% | 16% |
| Employ | 49% | 36% | 21% | 13% |
| Sponsor | 2% | 10% | 16% | 0% |

Participating schools and recruiters have access to the 2013 Corporate Recruiters Survey Benchmark Report, which allows you to benchmark your results with aggregated results from other business schools. Additionally, all participating schools and respondents have access to the 2013 Corporate Recruiters Survey Comprehensive Data Report, which allows for question-by-question analysis of data. The tool allows you to customize the report by a variety of employer characteristics, including region, industry and company size. For details about the sample visit gmac.com/corporaterecruiterssurvey.

Data Notes

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- ³'Experienced-direct hires' refers to experienced candidates hired directly from the labor force, as opposed to recent graduates.
- ⁴Percentages do not sum to 100 due to multiple selections.
- ⁵Mean and median numbers represent only those companies that had interns in 2012.
- ⁶Percentages represent only those companies with plans to hire business graduates in 2013.
- ⁷FT: Full-time MBAs, PT: Part-time MBAs, EMBA: Executive MBAs, Online: Online/distance learning MBA programs