

WHO IN S.KOREA IS HEADING TO BUSINESS SCHOOL?

WHO

8,204 South Korean residents took the GMAT exam

74%

Male

26%

Female

6%

Under 25

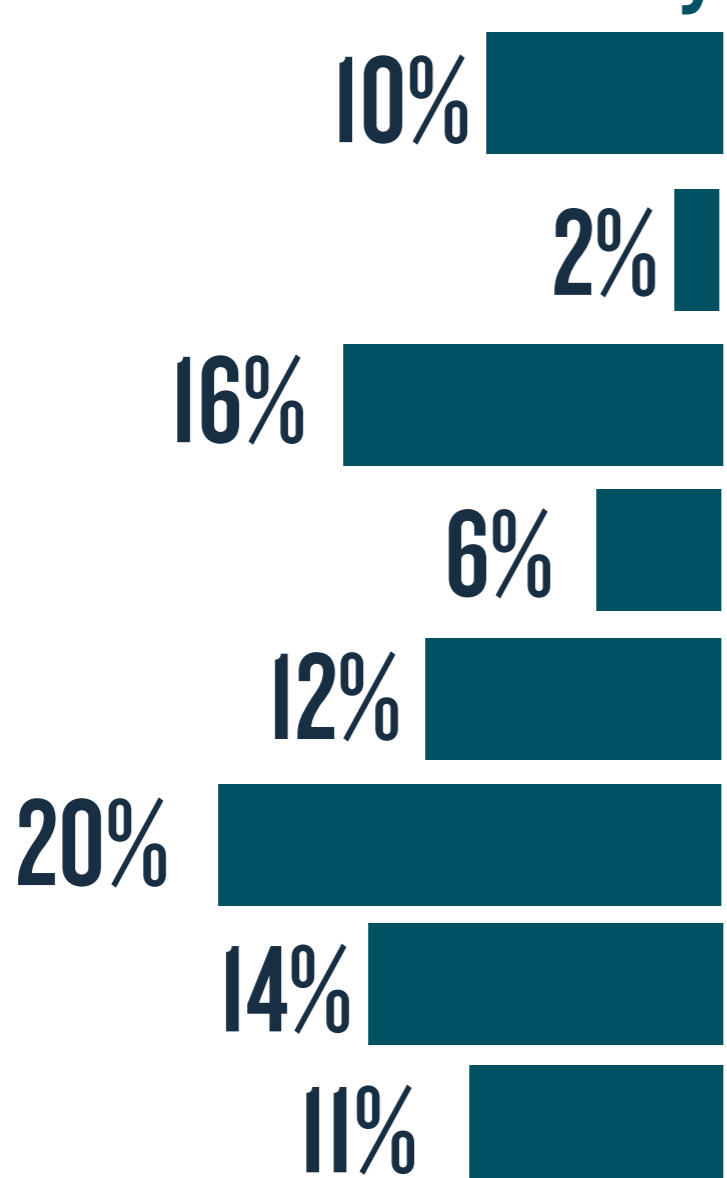
45%

Between 25 & 30

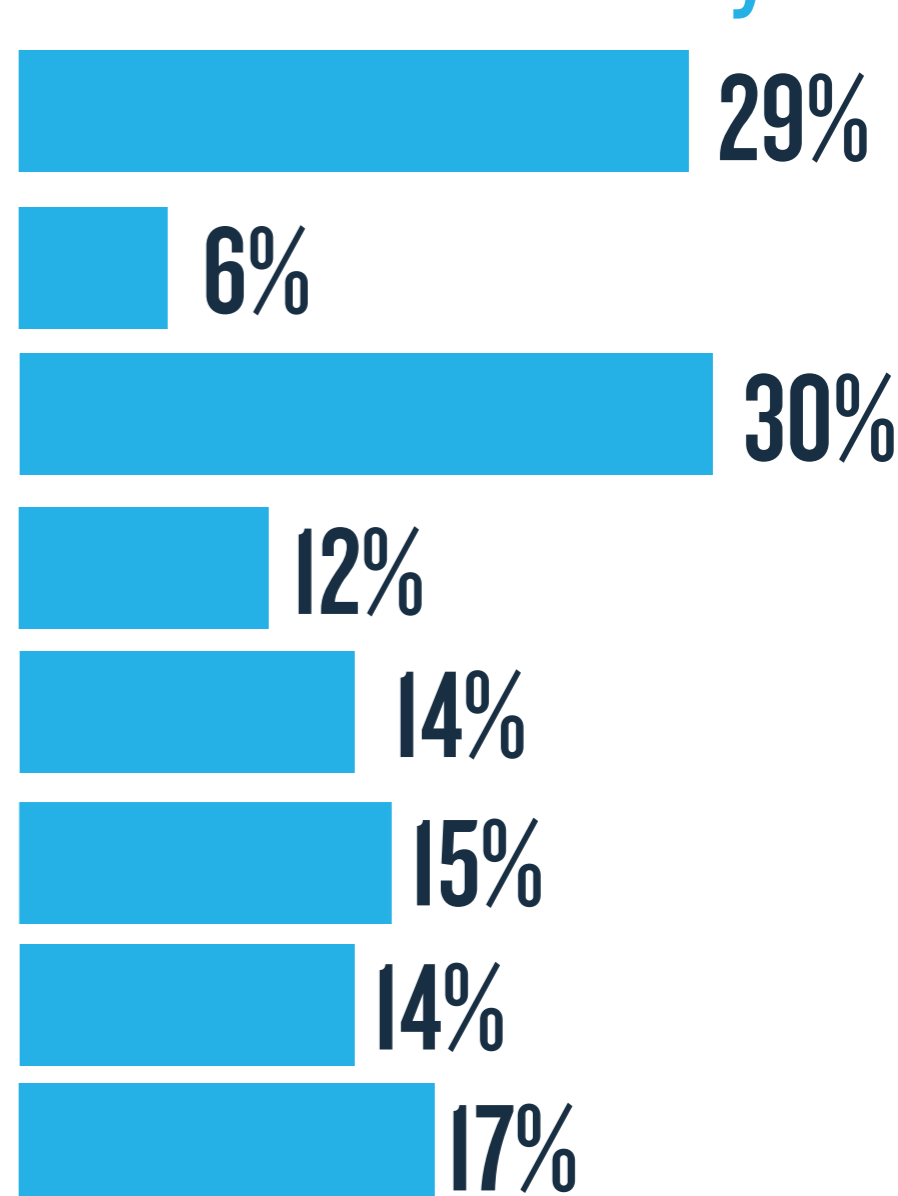
50%

31 & Older

Current Industry



Intended Industry*



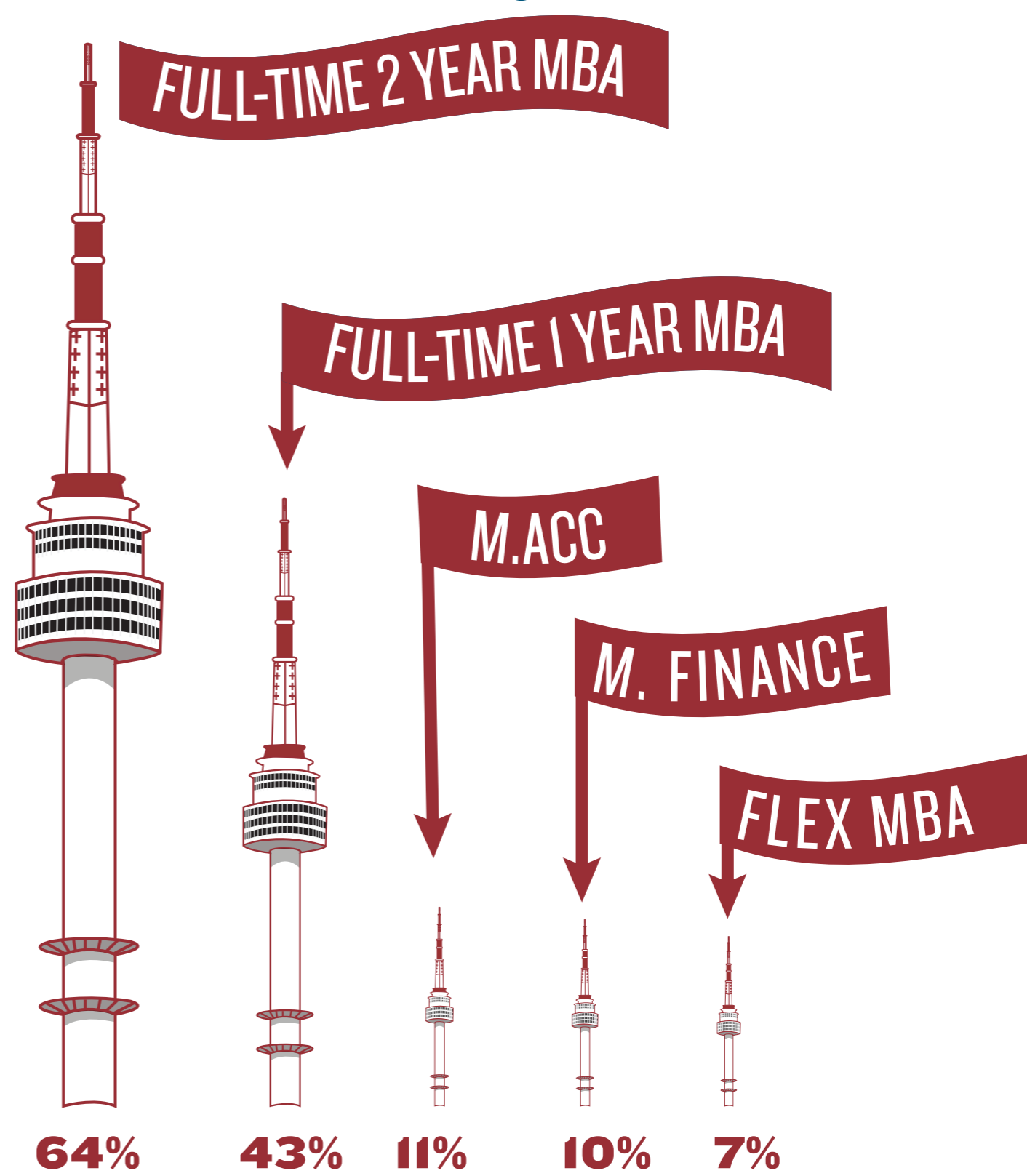
73% of South Korean residents would prefer to study in the US, 18% in Europe, and 8% in Asia/Pacific Islands. 89% are considering international programs, and 6% are considering local programs.

WHAT

Top Specific Programs Considered*

84%
of prospective business school students are considering MBA programs

29%
are considering specialized master's degrees in business*

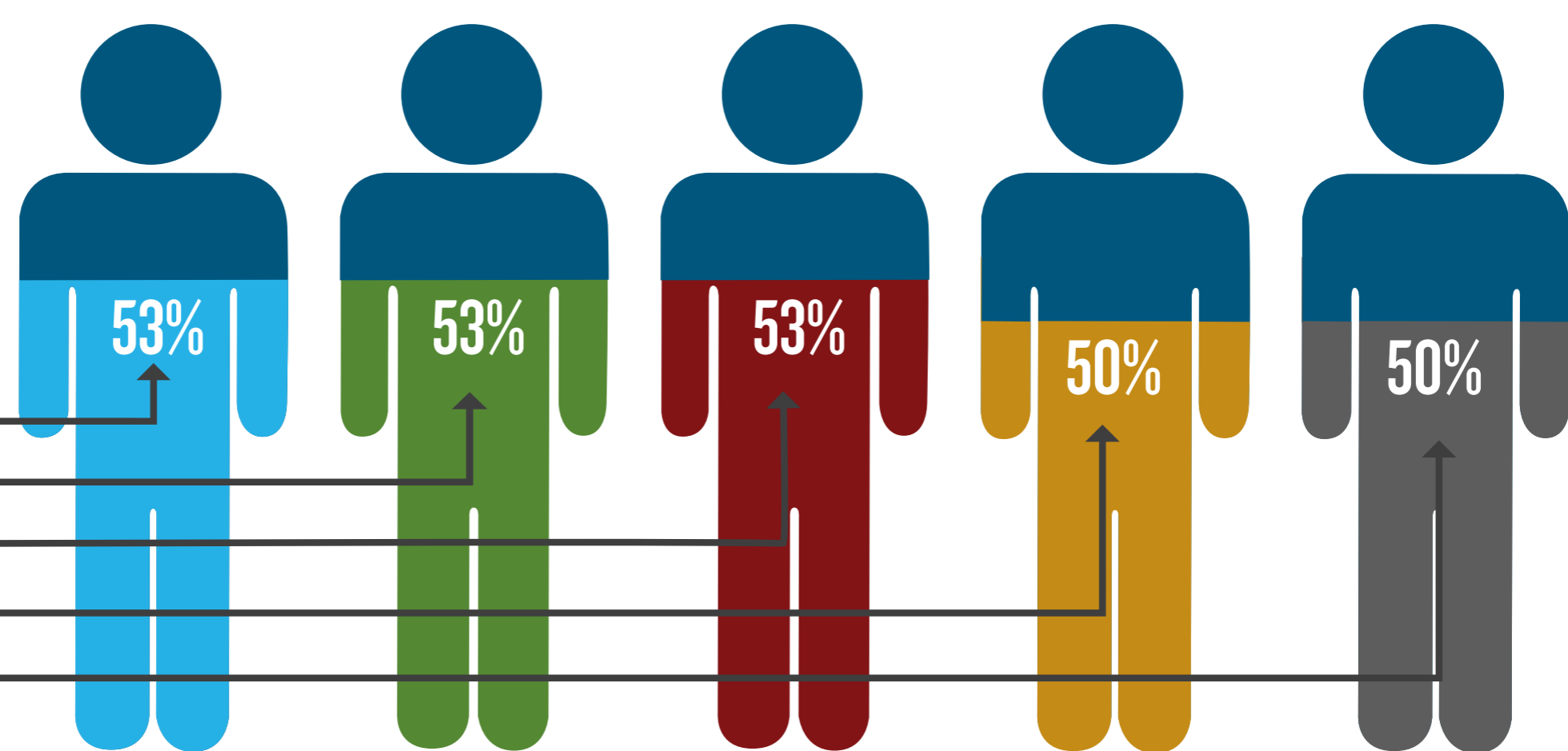


WHY

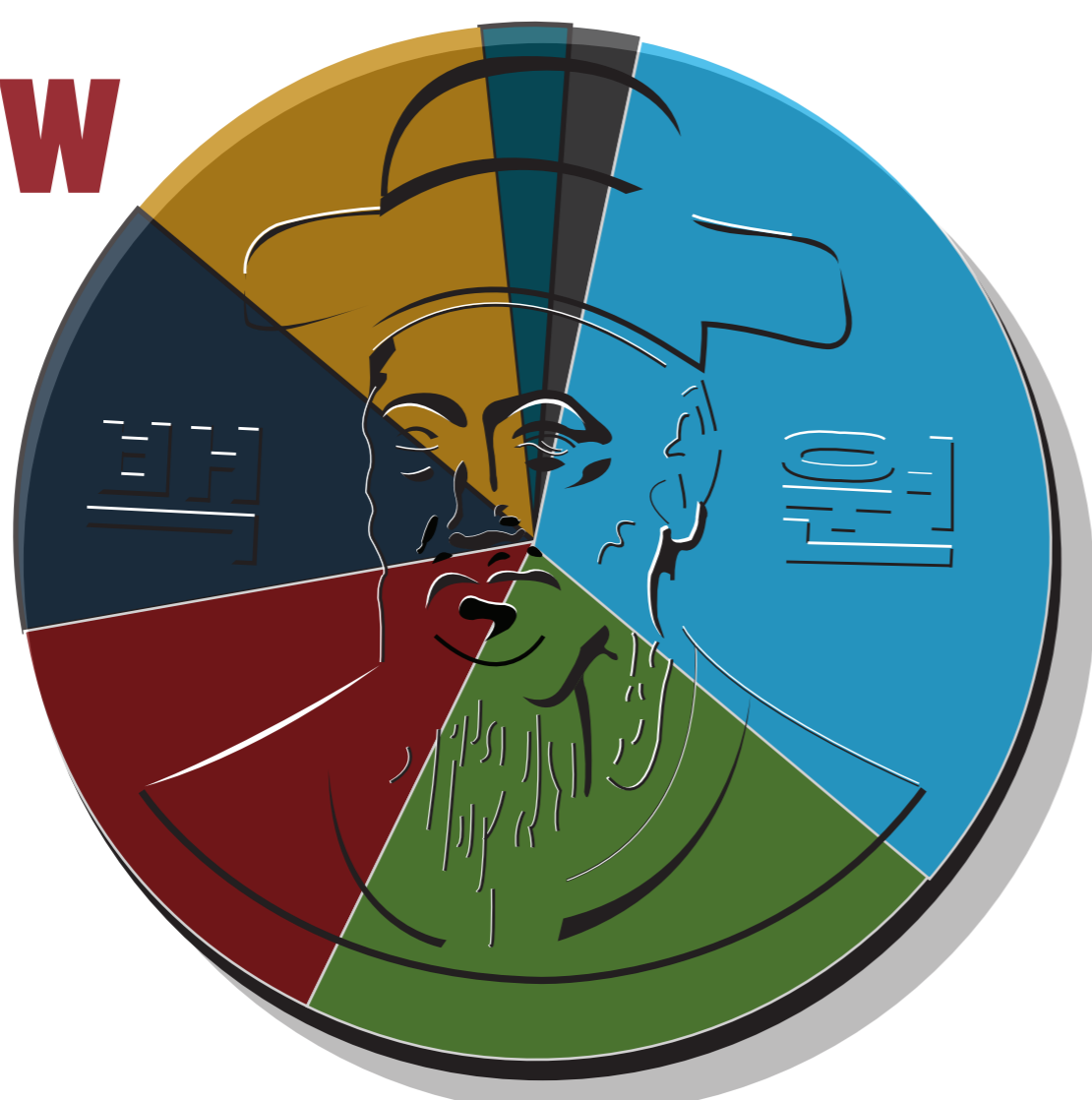
Top 5

Reasons why South Korean residents are considering business school*

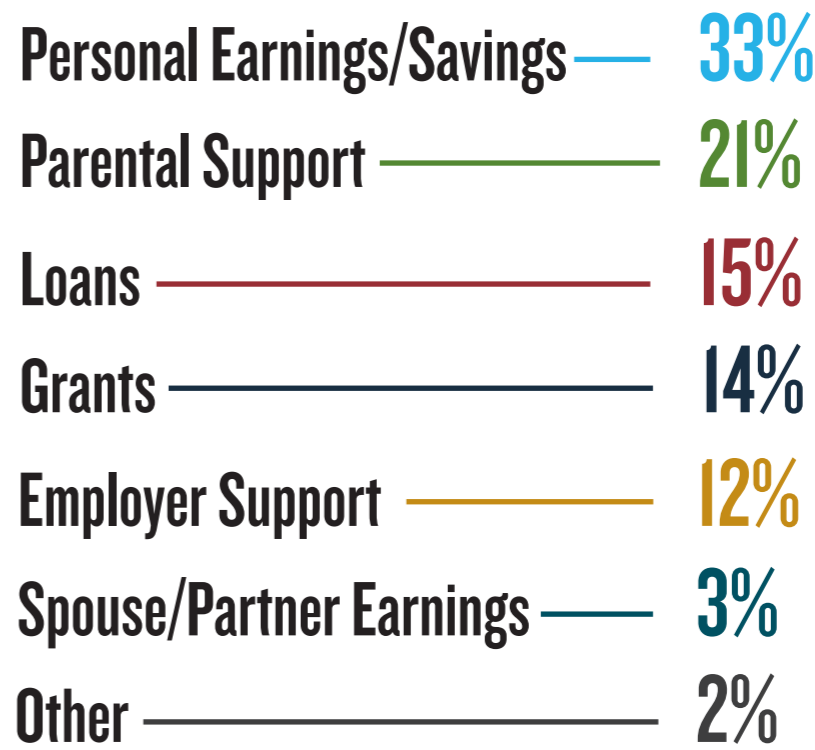
1. Accelerate Career
2. International Employment
3. Challenging Work
4. Salary Potential
5. Change Careers



HOW



Expected Financing Mix to cover 100% of educational costs



*Respondents could choose more than one answer

Sources: © 2014, Graduate Management Admission Council. Sources: Graduate Management Admission Council. GMAT exams taken between July 1, 2011-June 30, 2013; mba.com Prospective Students Survey of 129 candidates living in South Korea considering graduate management business school in 2012-2013. For more, see mba.com or gmac.com