

WHO IN TAIWAN

IS HEADING TO BUSINESS SCHOOL?

WHO

6,423 Taiwan residents took the GMAT exam

59%

Female

41%

Male

50%

Under 25

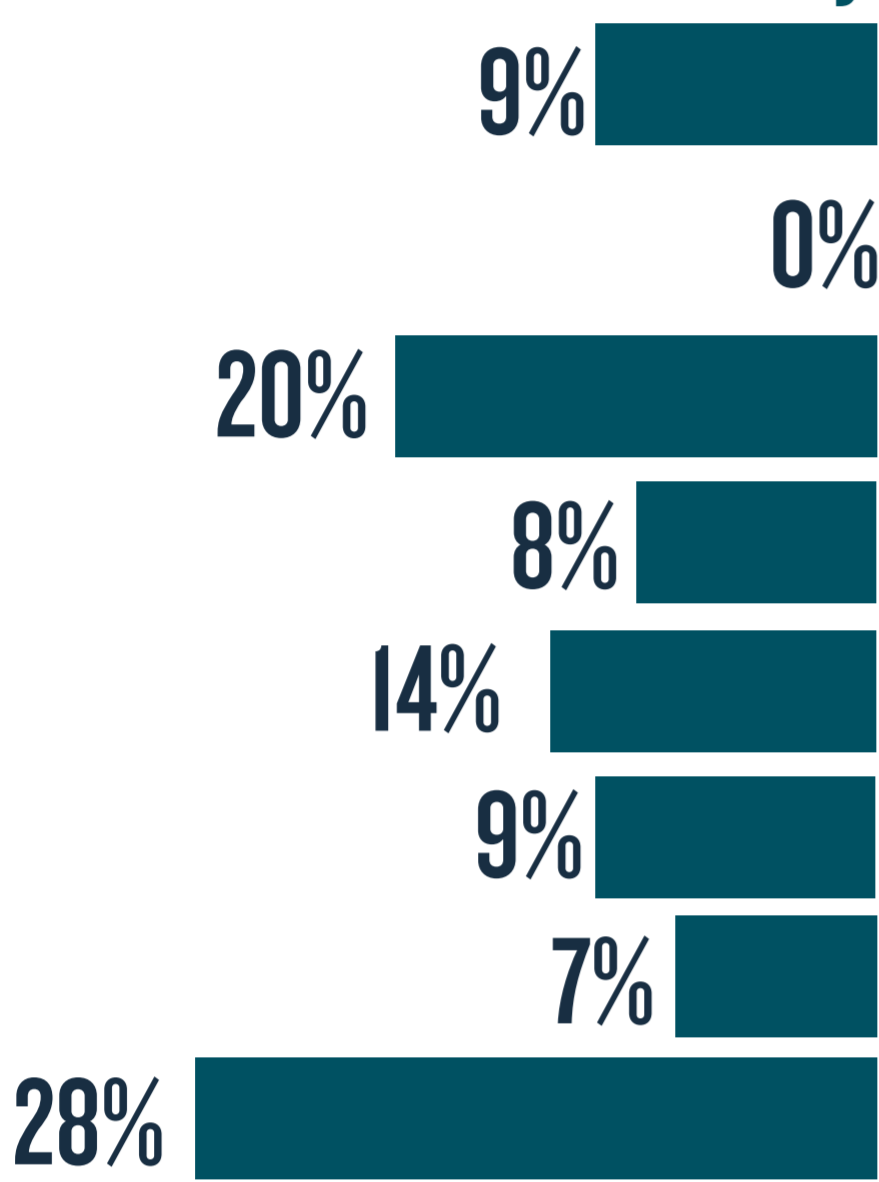
44%

Between 25 & 30

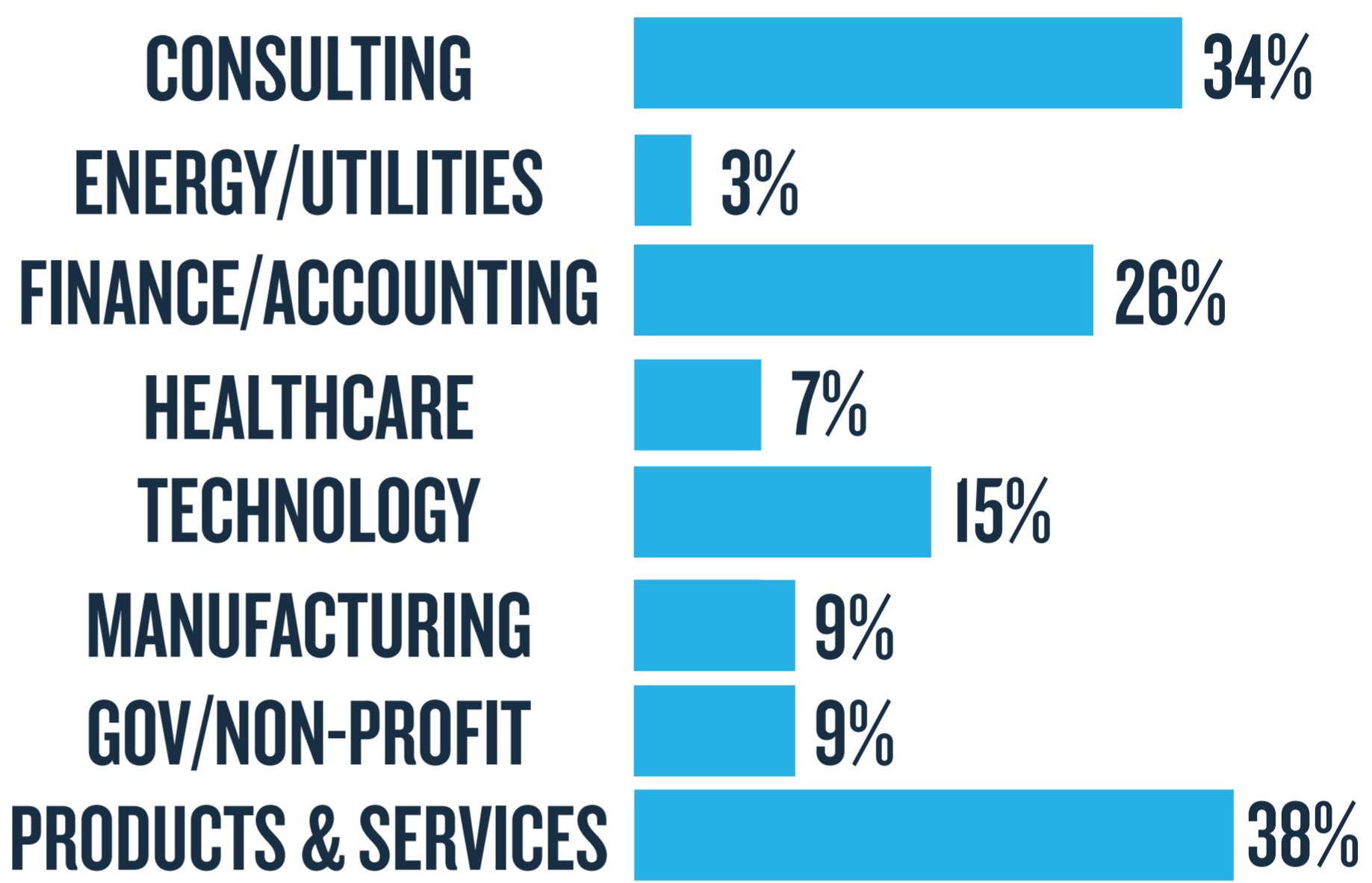
7%

31 & Older

Current Industry



Intended Industry*



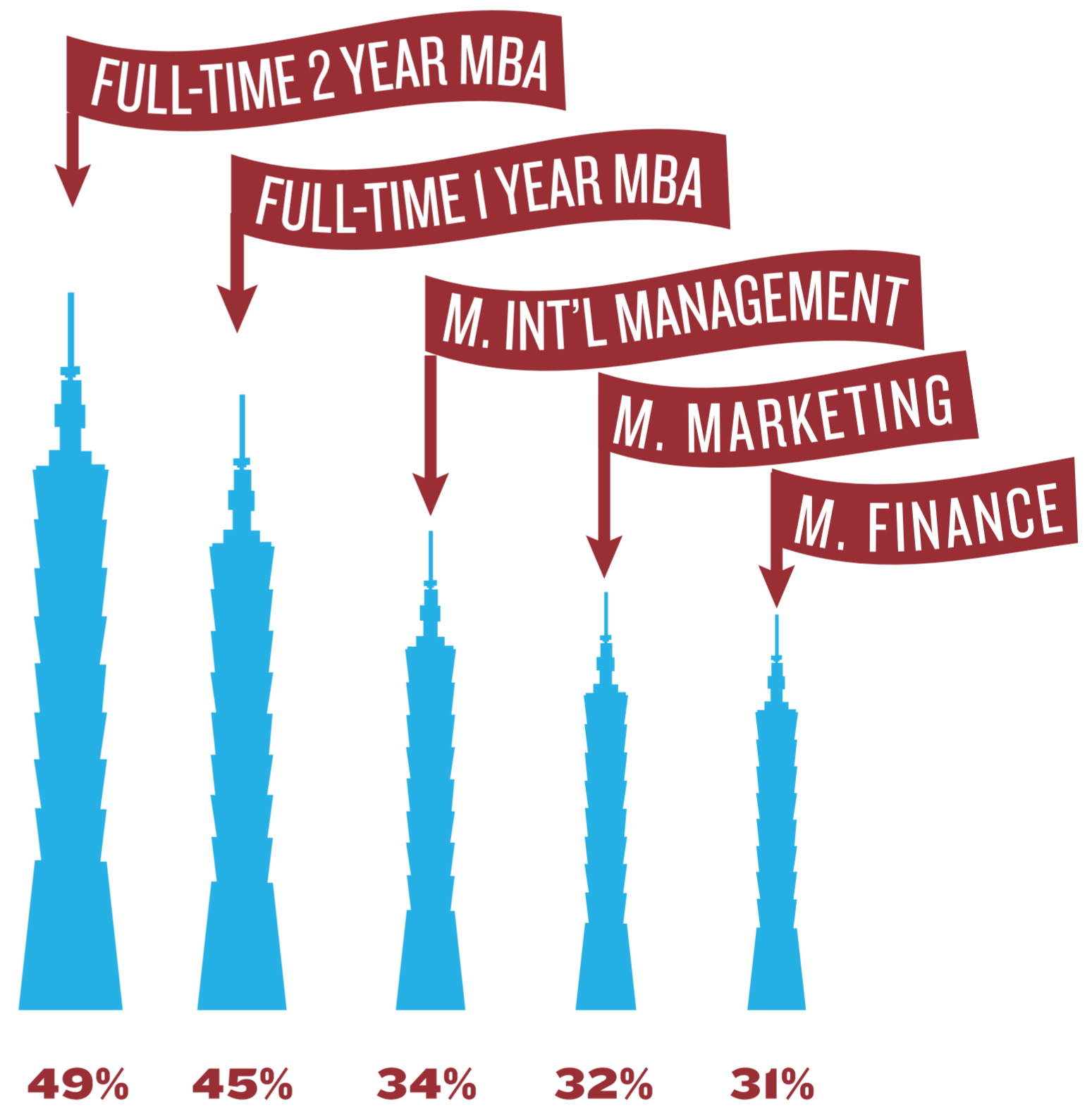
79% of Taiwan residents prefer to study in the US, 14% in Europe, and 7% in Asia/Pacific Islands. A total of 93% are considering international programs and 6% are considering local programs.

WHAT

Top Specific Programs Considered*

70%
of prospective business school students are considering MBA programs

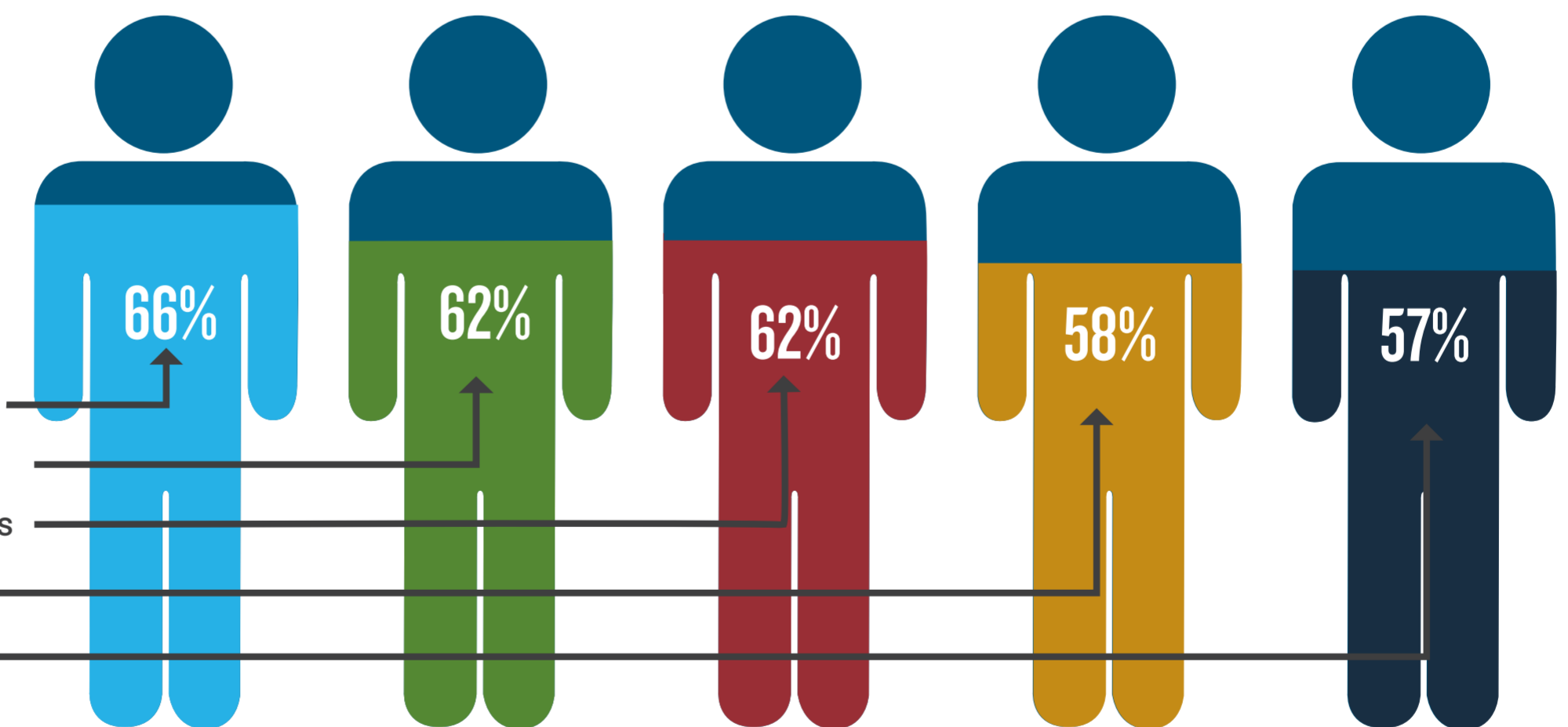
68%
are considering specialized master's degrees in business*



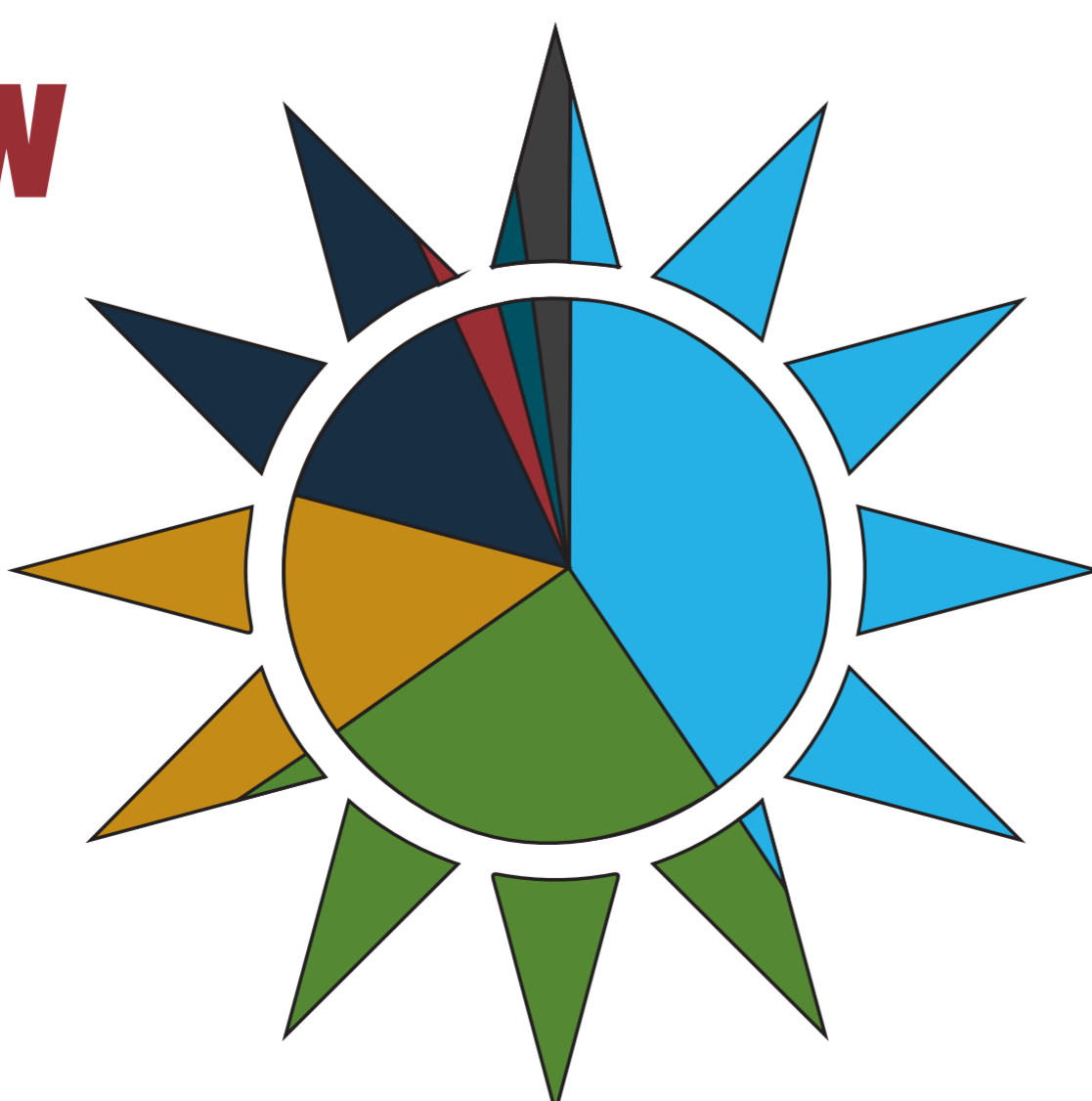
WHY

Top 5 Reasons why Taiwan residents are considering business school*

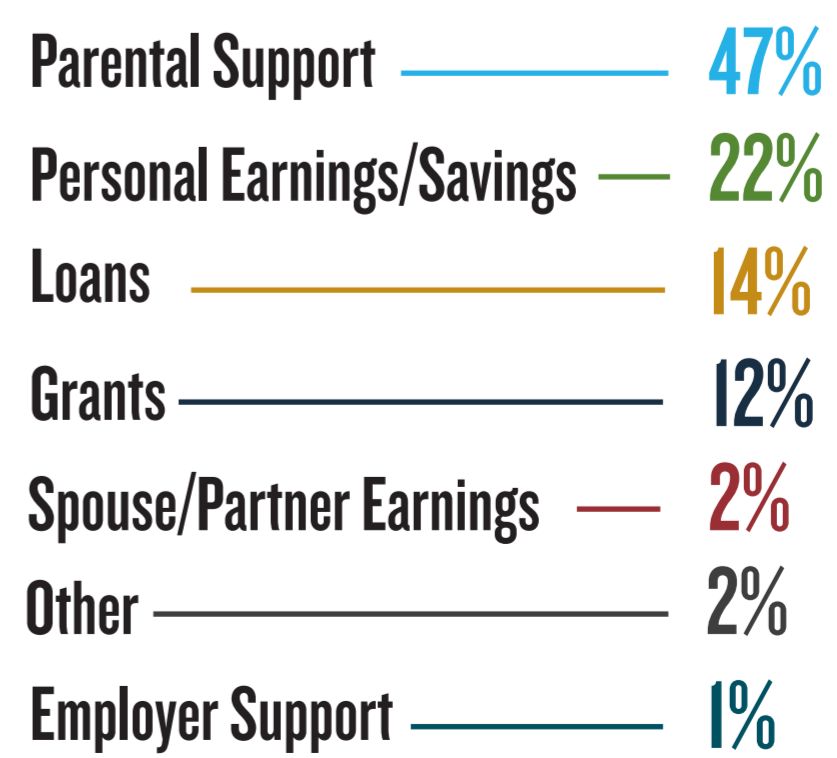
1. Salary Potential
2. International Employment
3. Increase Job Opportunities
4. Develop Business Skills
5. Challenging Work



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 251 candidates living in Taiwan considering graduate management business school in 2012-2013. For more, see mba.com or gmac.com