



2013 Graduate Management Education in Canada

Demand for GME in Canada

- Business Schools in Canada Attracting Talent
- Snapshot of GMAT® Examinees in Canada
- Where Canadian Residents Want to Study
- Admissions Landscape & School Recruitment

Jobs Report for Business Grads in Canada

- Industries of Employment
- The Job Search
- Evaluation of Graduate Management Education

This latest report in the GMAC® Data-to-Go Series provides an overview of trends in graduate management education in Canada and a brief look at jobs and employment trends for recent 2013 business school graduates in Canada.

Key themes of *internationalization*, *program portfolio*, and *student recruitment* appear in data throughout.

Data presented here come from various sources including GMAT® exam volume and the 2013 GMAC Application Trends and Global Management Education Graduates Surveys. Please use caution when comparing or combining data cited above, as this information is subject to source sampling variability and differences across testing, regional groupings, survey years, or data collection methodology. Visit gmac.com/research for more information.

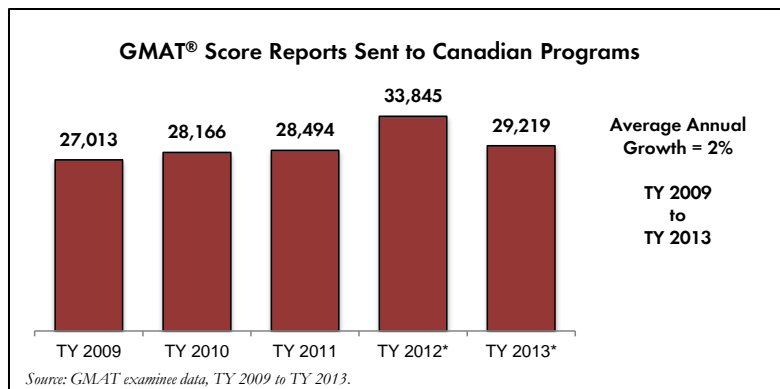
Demand for Graduate Management Education in Canada

Business Schools in Canada Attracting Talent

Canadian Schools as Global Study Destination

Canadian graduate business programs received 29,219 GMAT score reports in TY 2013, an increase of eight percent, or 2,206 more GMAT score reports, when compared with TY 2009.¹ A majority (63%) of GMAT scores that Canadian programs received in TY 2013 came from international students compared with 37 percent of scores from Canadian citizens, an indication of Canada's standing as a global talent destination.

Demand Remains Strong for Management Programs in Canada



¹ GMAT test volumes and score sending patterns in Canada were elevated in TY 2012 as examinees opted for a familiar test format before the launch of Integrated Reasoning section to the GMAT exam in June 2012. As expected, TY 2013 volume trended lower as some examinees who would have tested in TY 2013 chose to take the test the year prior. GMAT test years run from July 1 to June 30 of the following year. Hence, TY 2013 covers the period July 1, 2012 to June 30, 2013, mirroring the academic year.

Ontario Attracts Largest Share of GMAT Score Reports

Business programs in Ontario received 60 percent of all scores sent to Canada in TY 2013. Programs in British Columbia and Quebec received the next largest share of GMAT score reports, receiving 14 percent and 13 percent, respectively, of total score reports sent to Canada. Between TY 2009 and TY 2013, British Columbia surpassed Quebec to become the second largest GMAT score-receiving Canadian province.

Chinese Citizens Second Largest Talent Source

Nearly 42 percent of score reports sent to Canadian institutions in TY 2013 came from Chinese and Indian citizens (Table 1). Comparing data in the five-year view of TY 2009 and TY 2013, citizens of China now outnumber Indian citizens as the largest source of international talent for Canadian programs. The next largest sources of international talent for Canada are Nigerian and Iranian citizens. Both groups sent a greater number of scores to Canada in TY 2013 compared with five years ago.

Table 1. Top 10* Citizenship Groups Sending GMAT® Score Reports to Canadian Programs

TY 2009			TY 2013		
Score-Sender Citizenship	Scores Sent	Percentage	Score-Sender Citizenship	Scores Sent	Percentage
1. Canada	13,094	48.47%	1. Canada	10,808	36.99%
2. India	3,834	14.19%	2. China	6,745	23.08%
3. China	3,116	11.54%	3. India	5,401	18.48%
4. Iran	724	2.68%	4. Nigeria	653	2.23%
5. Pakistan	657	2.43%	5. Iran	584	2.00%
6. United States	515	1.91%	6. Pakistan	564	1.93%
7. Nigeria	336	1.24%	7. United States	323	1.11%
8. Mexico	305	1.13%	8. Bangladesh	302	1.03%
9. Bangladesh	235	0.87%	9. Egypt	258	0.88%
10. Saudi Arabia	228	0.84%	10. Lebanon	176	0.60%
Total Scores Received by Canadian Programs	27,013	100%	Total Scores Received by Canadian Programs	29,219	100%

*Based on number of score reports sent. *Source: GMAT examinee data, TY 2009 and TY 2013.*

Snapshot of GMAT Examinees in Canada

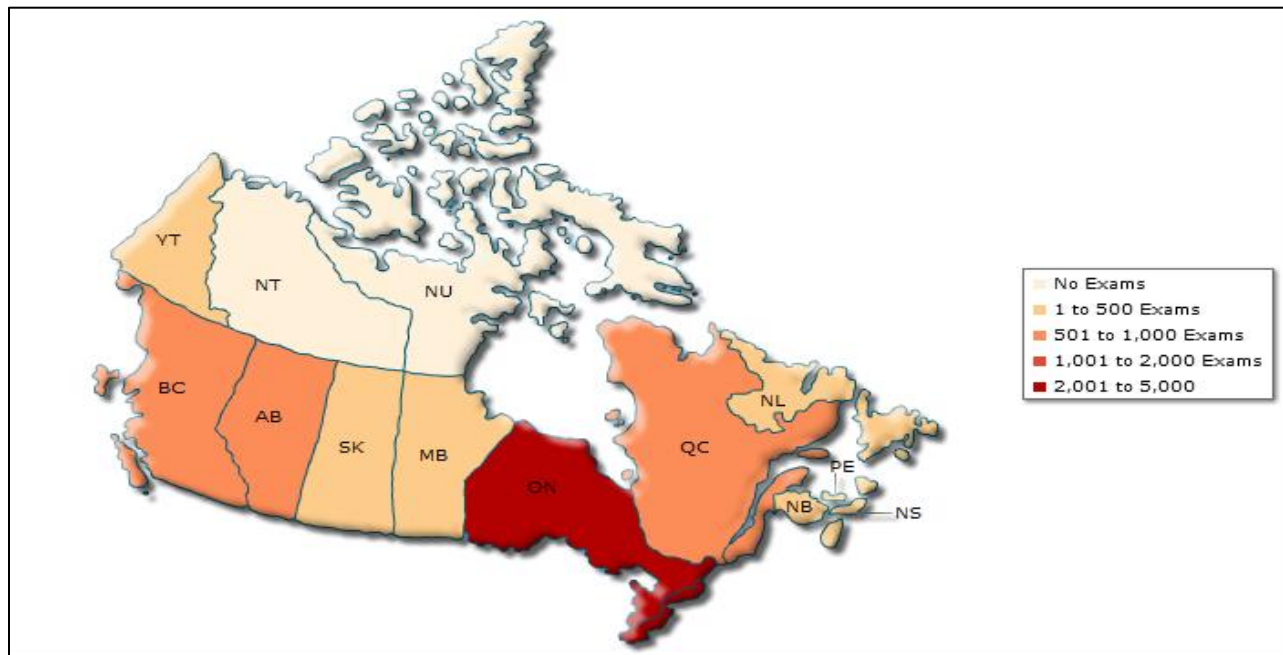
GMAT Testing in TY 2013

Prospective business school students residing in Canada took 7,969 GMAT exams in TY 2013. Of that total, 5,642 exams, or 71 percent, were taken by Canadian citizens.

Canada Is 4th Largest Business School Talent Pipeline in the World

In terms of total number of GMAT exams taken, Canadian residents represented the fourth largest business school talent pipeline in the world in TY 2013, after the United States, China, and India.

GMAT® Exams Taken by Canadian Residents in TY 2013



Source: GMAT examinee data, TY 2013.

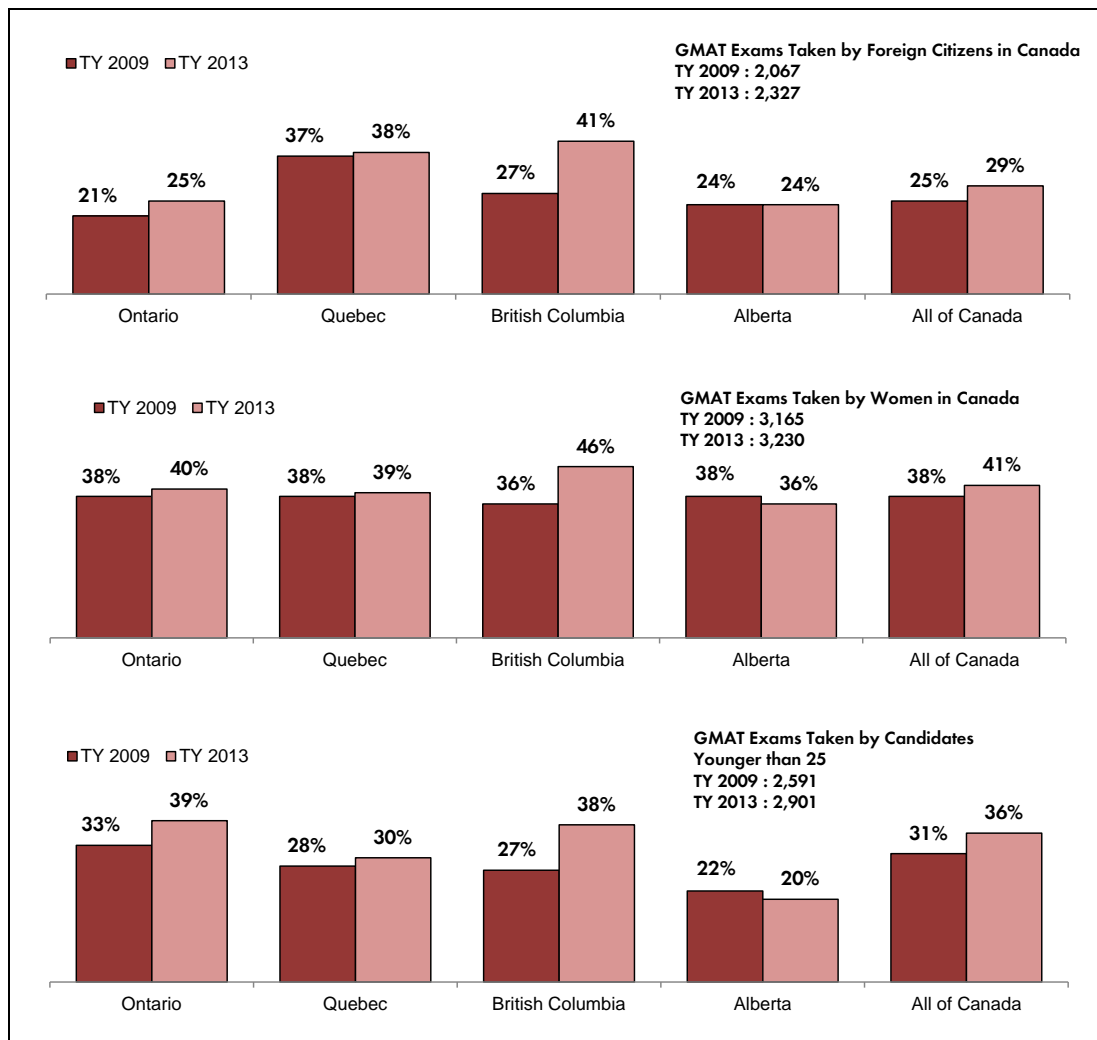
Ontario Drives GMAT Testing in the Region

In TY 2013, examinees residing in Ontario accounted for 58 percent of GMAT exams taken in Canada, although Quebec (12%), British Columbia (12%), and Alberta (10%) also recorded large numbers of GMAT examinees. Combined, these four provinces represent 9 out of 10 GMAT exams taken in Canada in TY 2013 (Table 2).

Province	TY 2009	TY 2010	TY 2011	TY 2012*	TY 2013*	Percentage of all exams taken by Canadian residents in TY 2013
1. Ontario	4,717	4,952	4,829	5,479	4,604	57.77%
2. Quebec	1,179	1,105	1,089	1,170	985	12.36%
3. British Columbia	1,148	1,252	1,184	1,185	976	12.25%
4. Alberta	746	790	814	801	772	9.69%
5. Nova Scotia	202	215	196	234	232	2.91%
6. Saskatchewan	88	64	87	134	122	1.53%
7. Newfoundland	98	106	122	112	94	1.18%
8. Manitoba	109	106	112	110	91	1.14%
9. New Brunswick	58	54	71	66	75	0.94%
10. Other	21	18	27	22	18	0.23%
Total Number of Exams Taken by Canadian Residents	8,366	8,662	8,531	9,313	7,969	100%

*GMAT test volumes and score sending patterns in Canada were elevated in TY 2012 as examinees opted for a familiar test format before the launch of Integrated Reasoning section to the GMAT exam in June 2012. As expected, TY 2013 volume trended lower as some examinees who would have tested in TY 2013 chose to take the test the year prior. Source: GMAT® examinee data, TY 2009 to TY 2013.

Pipeline of GMAT® Examinees, by Canadian Residence



Source: GMAT examinee data, TY 2009 and TY 2013.

British Columbia Pipeline Most Diverse Internationally With Greatest Growth in Women Test Takers

- As seen in the figure above, British Columbia overtook Quebec as the most internationally diverse testing location in Canada—non-Canadian citizens represented 41 percent of the testing pipeline in British Columbia for TY 2013, compared with a 38 percent share of test-takers in Quebec for the same period.
- In TY 2013, British Columbia also experienced the greatest growth in the proportion of women taking the GMAT exam, compared with other provinces. Women represented 36 percent of all GMAT test takers in British Columbia in TY 2009; in TY 2013 that figure grew to 46 percent—nearly half of British Columbia examinees.

More Women and Younger Test Takers in Talent Pipeline

- Across Canada, the percentage of women taking the GMAT exam grew from 38 percent in TY 2009 to 41 percent in TY 2013.
- The business school talent pipeline also is trending younger with increased demand for business school from examinees under the age of 25. The share of GMAT exams they sat for over the last five testing years increased from 31 percent in TY 2009 to 36 percent in TY 2013.
- Ontario had the greatest percentage of test takers younger than 25 years of age (39%) when compared across provinces in TY 2013.

Where Canadian Residents Want to Study

Canada Remains Primary Score-Sending Destination for Residents

The majority of Canadian examinees in TY 2013 stuck close to home for their graduate business studies, keeping 69 percent of their TY 2013 score reports within national borders. Of the 20,493 GMAT score reports that Canadian residents sent in TY 2013, 54 percent went to programs within their province of residence, 15 percent went to business programs elsewhere in Canada, and the remaining 31 percent were sent to international programs. The proportion of residents sending scores to schools within Canada fell slightly from 72 percent in TY 2009, with the difference offset by an increase in score reports going to international programs from 28 percent in TY 2009 to 31 percent in TY 2013.

British Columbia & Quebec Residents Sent Highest Percentage of Scores Overseas

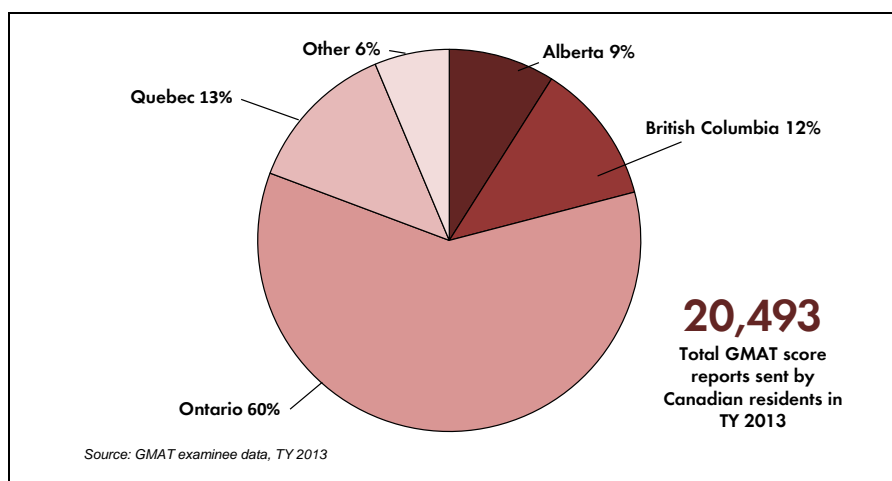
Examinees from British Columbia and Quebec were more likely to send their GMAT scores to international programs when compared with examinees from other Canadian provinces. Test takers residing in British Columbia sent 43 percent of their GMAT score reports internationally, and Quebec residents sent the next highest share of score reports (33 %) in TY 2013 to business programs outside of Canada.

Ontario Residents Keep It Local, Sending 63% of GMAT Scores to Programs Within Province

Ontario residents sent 63 percent of their score reports to programs located in Ontario in TY 2013, making them the most likely to send score reports within their province.

Residents of Ontario sent the greatest number of score reports (2.7), on average, with 12,235 score reports sent in TY 2013, representing 60 percent of all scores sent by Canadian residents..

Total GMAT® Score Reports Sent by Canadian Residents, TY 2013



Canada, US, and UK Are Top Study Destinations

As shown below in Table 3, across all age and gender cohorts, the top three score-sending destinations for Canadian residents in TY 2013 were Canada (#1), the United States (#2), and the United Kingdom (#3).

Europe Continues to Attract Canadian Talent

Although North America remains the top score-sending destination for Canadian residents, business programs in Western Europe—especially in the United Kingdom, France, and Spain—have continued to attract Canadian talent over the last five years.

Table 3. Top 10* Countries or Regions to Which Canadian Residents Sent GMAT® Score Reports

TY 2009			TY 2013		
Country/Region	Scores Sent	Percentage	Country/Region	Scores Sent	Percentage
1. Canada	16,691	71.87%	1. Canada	14,181	69.20%
2. United States	4,566	19.66%	2. United States	4,345	21.20%
3. United Kingdom	633	2.73%	3. United Kingdom	638	3.11%
4. France	455	1.96%	4. France	519	2.53%
5. Spain	179	0.77%	5. Hong Kong	157	0.77%
6. Hong Kong	109	0.47%	6. Spain	134	0.65%
7. India	95	0.41%	7. China	72	0.35%
8. Australia	66	0.28%	8. Switzerland	66	0.32%
9. Switzerland	66	0.28%	9. India	63	0.31%
10. Netherlands	66	0.28%	10. Australia	54	0.26%
Total Scores Sent by Canadian Residents	23,225	100%	Total Scores Sent by Canadian Residents	20,493	100%

*Based on number of score reports received. Average score reports sent per exam taken: 2.8 in TY 2009; 2.6 in TY 2013.

Admissions Landscape and School Recruitment

Application trends for the incoming 2013–2014 class were shared by a total of 24 graduate management programs at 18 Canadian business schools in the GMAC Application Trends Survey conducted June–July 2013, representing five percent of 328 participating schools globally.

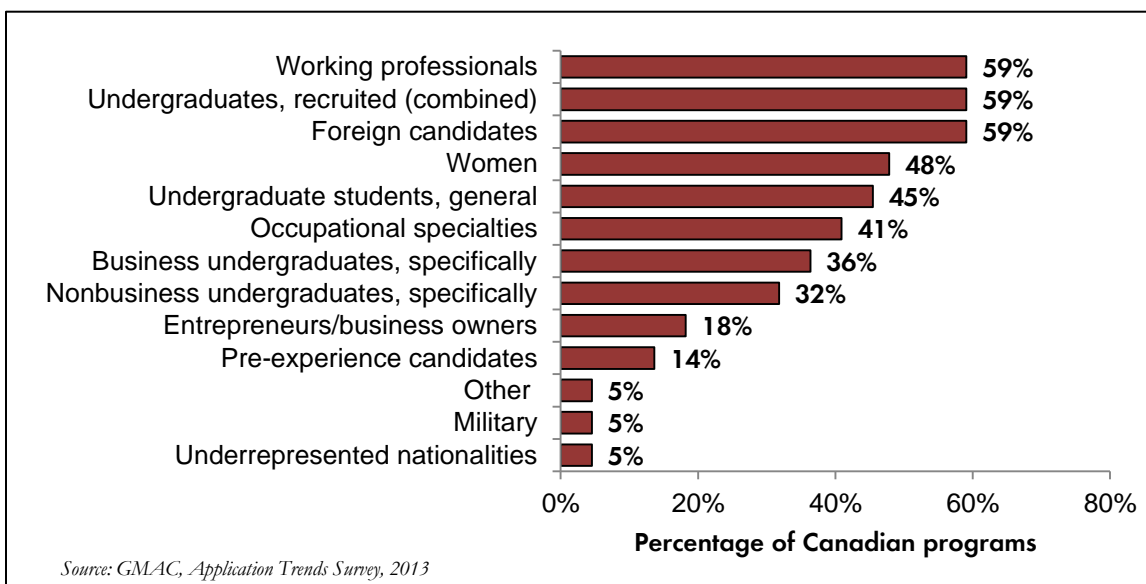
Findings below offer insight into targeted candidate outreach Canadian schools conducted this year, who is applying to Canadian business schools, and the competitive landscape for admissions recruiting in Canada and other world regions. Data are presented as findings based on all degrees combined rather than by specific program/degree type due to insufficient response.

Working Professionals, Undergrads, and Foreign Candidates Most Targeted for Recruitment

The majority of Canadian business programs engaged in special outreach activities in 2013 to recruit from working professionals, undergraduate students, and foreign students (59% of programs, each). These candidate types were the top three out of 13 population groups that Canadian business programs reported targeting for recruitment, and were the top candidate types recruited by business schools globally in 2013.

Source: GMAC, *Application Trends Survey, 2013*

Percentage of Canadian Programs Targeting Special Groups for Outreach



Foreign Candidates Are Majority of MBA and Master’s Applicant Pool in Canada

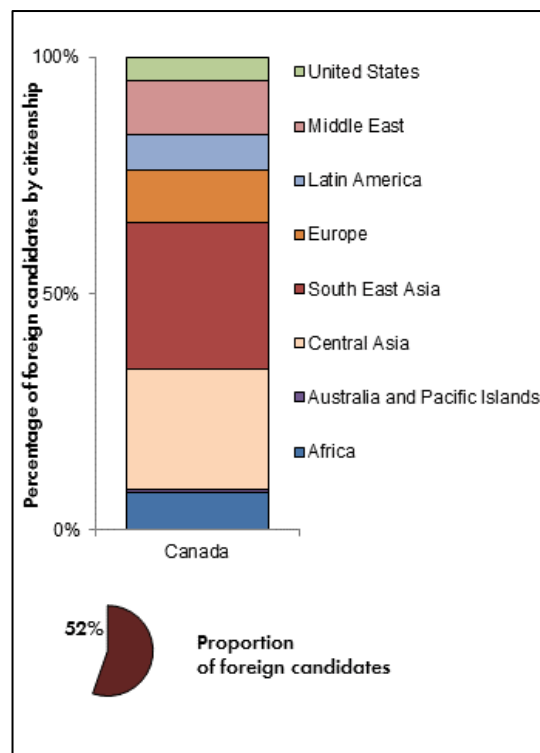
Across all graduate management education (GME) program types combined, foreign candidates² made up 52 percent of the applicant pool for the class of 2013–2014 at Canadian business schools, with candidates from the Asia-Pacific region constituting the majority of these applicants.³

Canada as a Source for Foreign Applicants

A majority of full-time MBA programs in every world region recruited foreign candidates in 2013. The graph at right shows the distribution of world regions, where full-time MBA programs were most likely to conduct recruiting efforts for foreign candidates in 2013.

Canada was a targeted recruiting location for eight percent of the world’s programs seeking future full-time MBA applicants. These findings are not surprising given the fact that Canada has the fourth largest volume of aspiring business school students sitting for the GMAT exam.

Regional Citizenship of Foreign Applicants for All Canadian MBA and Master’s Programs, 2013

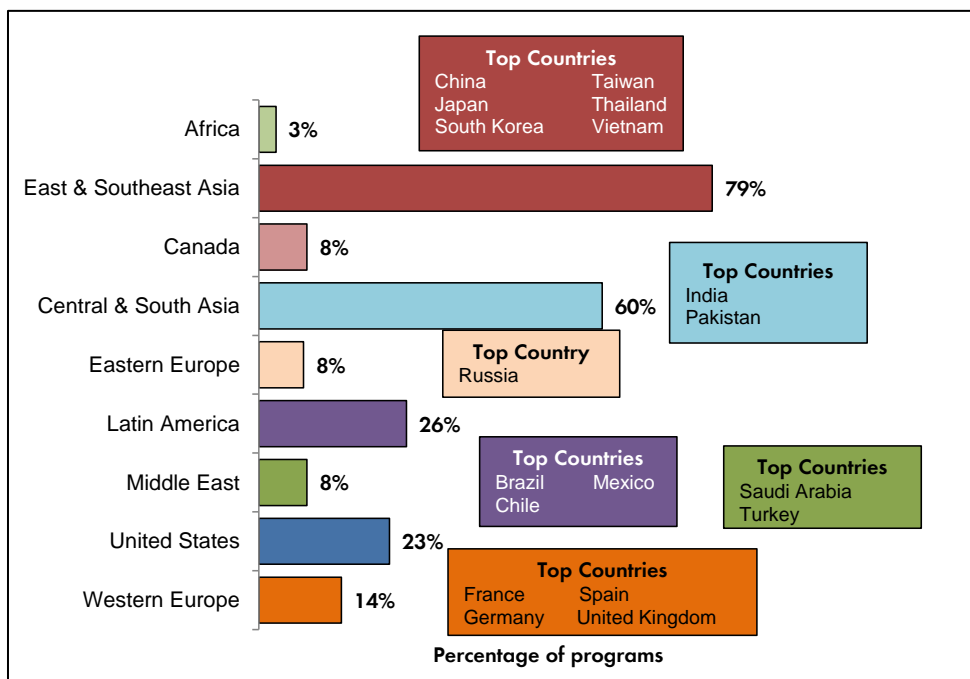


Source: GMAC, Application Trends Survey, 2013

² In regional analyses throughout this report, foreign and domestic are country-specific terms. For example, a citizen of China studying at a school in Canada would be considered a “foreign student.” The term “domestic students” refers to students studying in their country of citizenship.

³ The Asia-Pacific region includes countries in East and Southeast Asia, Central and South Asia, and Australia and the Pacific Islands.

Regions and Countries* Where Global Full-Time MBA Programs Recruited Foreign Candidates, 2013**



*No full-time MBA programs reported conducting foreign recruitment in Australia or Pacific Islands.

**Top countries represent those mentioned by three or more full-time MBA programs and are listed in alphabetical order.

Source: GMAC, Application Trends Survey, 2013

Jobs Report for Business School Grads in Canada

In the Global Management Education Graduate Survey conducted in February and March of 2013, GMAC invited graduate business school students in their last year of school to share their opinions about their graduate management education, the value of their degree, and what they intend to do with their degrees after graduating. The survey also captured some post-graduation employment and jobs information.

Data are analyzed for Canadian citizens and by Canada as a school location, which includes survey responses for both domestic students (Canadian citizens) and foreign students studying at Canadian schools.⁴ Analysis of data by program type is not included due to insufficient response.

Industries of Employment

The top three industries of employment for Canadian citizens (studying in any country) who earned a graduate management degree in 2013 were products and services (24%), consulting (22%), and finance/accounting (17%; Table 4).

The top three industries of employment for those studying in Canada (by school location) were the same, with consulting slightly more preferred than finance and accounting among graduating students.

Source: GMAC, Global Management Education Graduate Survey, 2013.

⁴ See footnote 3.

Industry Employed	Canadian Citizens	Students at Schools in Canada
Consulting	22%	21%
Energy/utilities	7%	6%
Finance/accounting	17%	20%
Health care	7%	5%
Manufacturing	3%	6%
Nonprofit/government	10%	10%
Products and services	24%	23%
Technology	11%	9%

Source: GMAC, *Global Management Education Graduate Survey, 2013*. Further analysis by program type not available due to insufficient response.

The Job Search

More Than Half of Grads in the Job Hunt

Altogether, 56 percent of Canadian citizens who earned a graduate management degree in 2013 were involved in the job search before graduation (as of February/March of 2013). Similarly, among students attending business schools in Canada, 3 in 5 (60%) students continued to search for a job before graduation.

Industries Searched

In general, students typically look for job opportunities in multiple industries. The top industries where Canadian talent in the class of 2013 searched for jobs include consulting, finance and accounting, and products and services, with slight variations in findings between citizenship and school location (Table 5). Historically these three market sectors are the most preferred by business school graduates.

Industry Searched	Canadian Citizens	Students at Schools in Canada
Consulting	68%	63%
Energy/utilities	30%	20%
Finance/accounting	45%	43%
Health care	21%	17%
Manufacturing	15%	17%
Nonprofit/government	26%	21%
Products and services	43%	45%
Technology	22%	27%

*Responses add to more than 100% due to multiple selections.

Source: GMAC, *Global Management Education Graduate Survey, 2013*.

Job Search Methods

Globally, for the class of 2013, traditional job search methods yielded the most job offers overall, including internships and work projects and business school career services offices (Table 6). Graduates of schools in Canada were most successful in obtaining job offers through networking with classmates, family, and friends and use of social media; not surprising since the majority of Canadian business school graduates completed their studies at schools within country.

Table 6. Rating of Most Successful* Job Search Methods Used by Class of 2013, by School Location**

Rank	Global	China	India	Rest of APAC	Europe	Latin America	Canada	United States
1st	Career services 64%	Internship/ work project 58%	Career services 94%	Internship/ work project 76%	Internship/ work project 61%	Network w/ friends/ family 64%	Network w/ classmates 33%	Internship/ work project 70%
2nd	Internship/ work project 64%	Professional meetings 57%	Job boards on-campus 73%	Career services 56%	Career services 58%	Online job search sites 54%	Network w/ friends/ family 33%	Career services 54%
3rd	Job boards on-campus 47%	Online job search sites 57%	Career coach 40%	Job boards on-campus 44%	Network w/ friends/ family 45%	Professional meetings 48%	Social media 33%	Job boards on-campus 42%
4th	Network w/ classmates 36%	Network w/ friends/ family 49%	Internship/ work project 39%	Network w/ friends/ family 40%	Network w/ classmates 43%	Internship/ work project 44%	Apply to companies 28%	Network w/ classmates 37%
5th	Network w/ friends/ family 34%	Career services 46%	Professional meetings 36%	Apply to companies 37%	Apply to companies 38%	Career coach 44%	Professional meetings 26%	Job fairs 37%

*Success rates were calculated by dividing the percentage of method used by the percentage of job offers received.
 ** Table includes the top five methods for each region out of the 13 methods shown in the survey questionnaire.

Source: GMAC, Global Management Education Graduate Survey, 2013.

Job seekers at Canadian schools in the class of 2013 submitted a median number of nine resumes and went on two job interviews for a return of one job offer, a little better but similar to job search experience of their counterparts in Europe, the United States, and most regions in Asia and the Pacific Islands (Table 7).

Table 7. Median Number of Resumes, Interviews, and Job Offers, by School Location

School Location	Number of Resumes	Number of Interviews	Number of Job Offers
China	12	5	2
Rest of Asia/Pacific Islands	10	3	2
Europe	10	3	2
United States	10	3	2
Canada	9	2	1
India	7	4	1
Latin America	5	2	2

Source: GMAC, Global Management Education Graduate Survey, 2013.

Evaluation of Graduate Management Education

Program Quality Good to Excellent

Canadian talent that responded to the graduate student survey gave high quality marks to the programs they attended, rating as good to outstanding program attributes including curriculum, faculty, admissions, career services, program management and structure, fellow students, and student services. A vast majority of respondents rated the value of their graduate management degrees as good to outstanding (89% of Canadian citizens; 83% of Canadian students).

Source: GMAC, *Global Management Education Graduate Survey, 2013*

Majority of Grads Feel Well-Prepared for Job Market

Business school graduates across world regions continue to give high marks to their programs' ability to prepare them for employment. Based on citizenship and school location, class of 2013 graduates in Canada provided their level of agreement with five specific aspects of career enhancement, shown in Table 8.

	Percentage Agree or Strongly Agree*	
	Canadian Citizens	Students at Schools in Canada
Prepared to meet job market challenges	74%	65%
Provided competitive advantage in job market	77%	73%
Empowered me to control employment outcomes	73%	66%
Improved chances of meeting job expectations	79%	72%
Introduced me to new career opportunities	76%	71%

*Satisfaction scale: 1 = Strongly disagree; 2 = Disagree; 3 = Neither agree nor disagree; 4 = Agree; 5 = Strongly agree.

Source: GMAC, *Global Management Education Graduate Survey, 2013*.

Additional information about the data or topics listed above can be found in several GMAC resources including:

Profile of Graduate Management Admission Test® Candidates, 2009–2013

gmac.com/Profile

Application Trends Survey, 2013

gmac.com/ApplicationTrends

Global Management Education Graduate Survey, 2013

gmac.com/GlobalGrads

Acknowledgements

GMAC Research wishes to thank the 20 survey partner institutions in Canada that contributed to at least one of our trend reports for applications, corporate recruiter hiring, and graduating student feedback in 2013.

- Athabasca University
- Brock University
- Concordia University
- Dalhousie University
- HEC Montréal
- McGill University
- McMaster University
- Simon Fraser University
- University of Alberta
- University of British Columbia
- University of Manitoba
- University of New Brunswick, Saint John
- University of Ottawa
- University of Quebec at Montréal
- University of Toronto
- University of Victoria
- University of Windsor
- Vancouver Island University
- Western University
- York University

In addition to these research partners, there are currently 208 programs representing 47 institutions in Canada that accept the GMAT exam in their admissions process that helps to make this research possible.

Contact Information

For questions or comments regarding the data, findings, or methodologies used in any of the surveys, please send an email to research@gmac.com.

© 2013 Graduate Management Admission Council® (GMAC®). All rights reserved.

The Graduate Management Admission Council (www.gmac.com) is a nonprofit education organization of leading graduate business schools worldwide dedicated to creating access to and disseminating information about graduate management education. GMAC is based in Reston, Virginia, and has regional offices in London, New Delhi, and Hong Kong. The GMAT exam—the only standardized test designed expressly for graduate business and management programs worldwide—is continuously available at more than 590 test centers in 112 countries. More information about the GMAT is available at www.mba.com.

The GMAC logo is a trademark and GMAC®, GMAT®, Graduate Management Admission Council®, and Graduate Management Admission Test® are registered trademarks of the Graduate Management Admission Council in the United States and other countries.