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# FALL 2016 RECRUITING TRENDS SURVEY

# Methodology

- The survey was fielded via Qualtrics from January 9 – January 31, 2017.
- 87 programs responded to the survey.
- Results are compared to the Fall 2015 survey fielded in December 2015 and January 2016, when 83 schools responded.
- [Click here to view the full list of survey questions.](#)

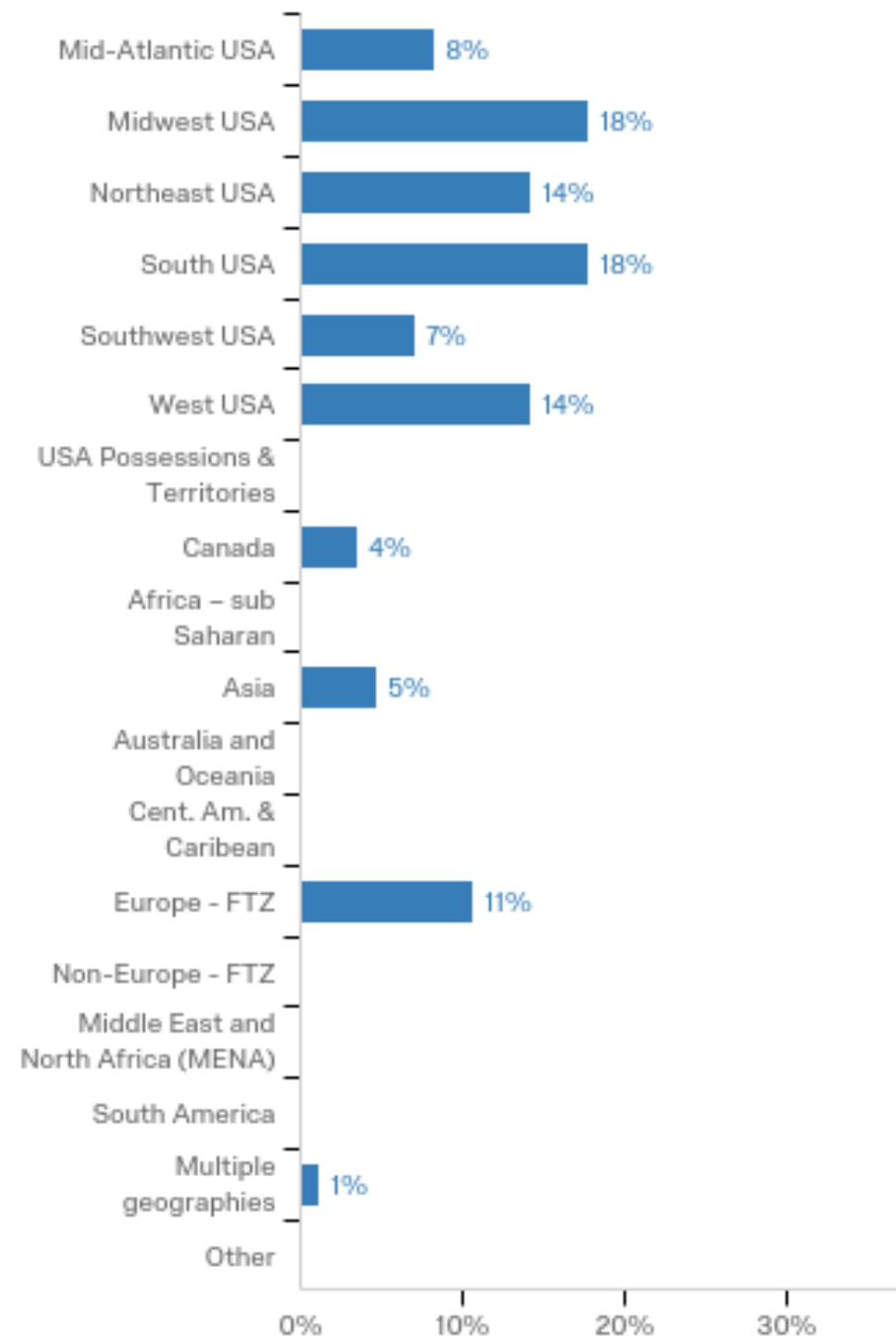
# Respondent Profile



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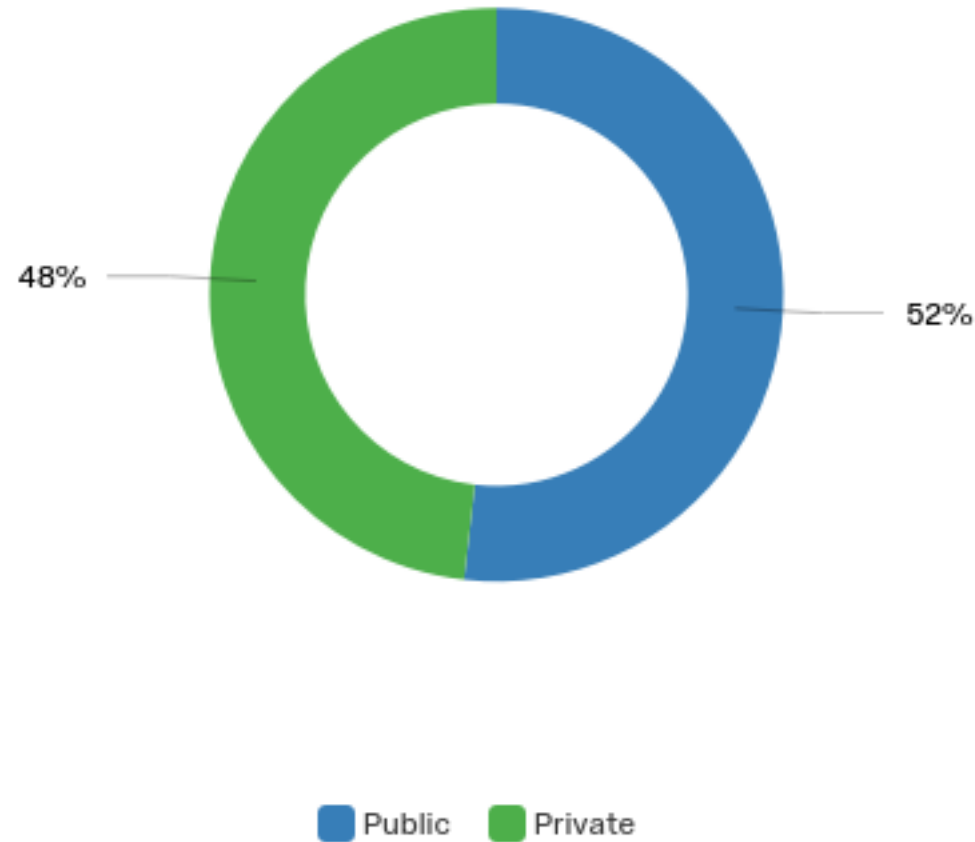
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83% of respondents were North American universities.

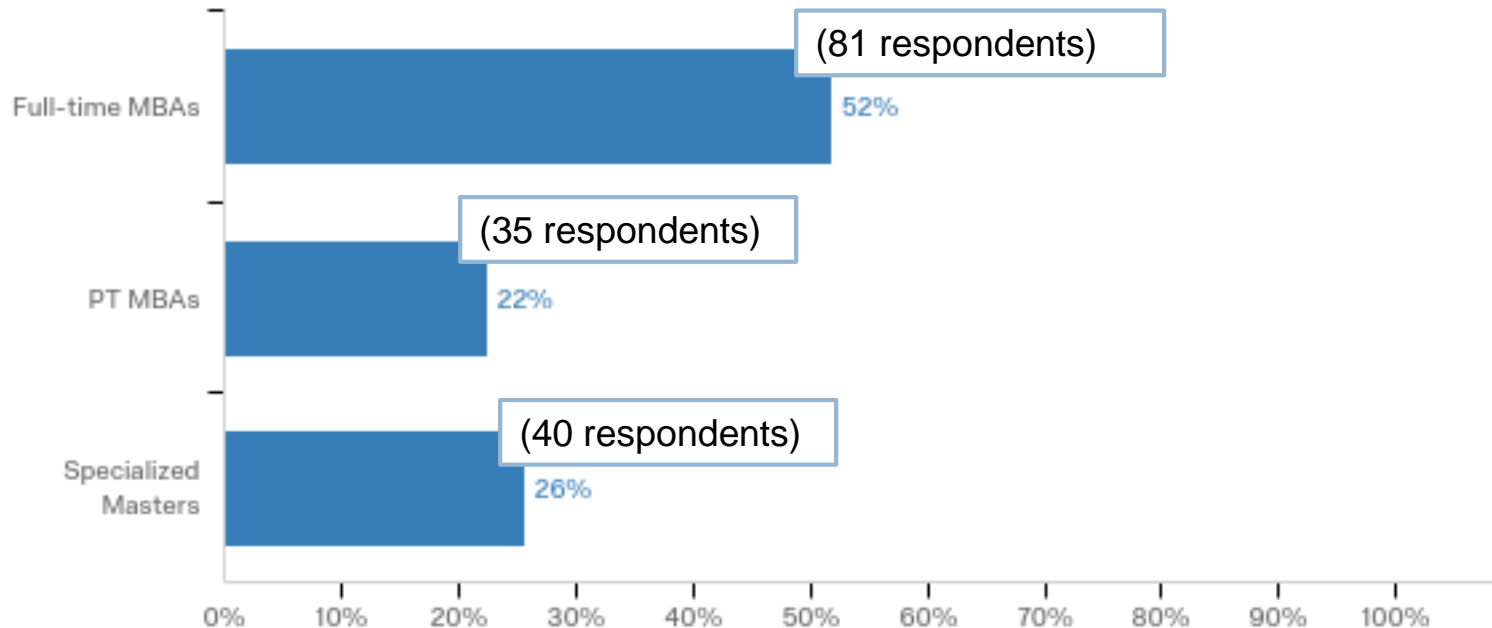


*Total may not add up to 100% due to rounding.*

A slight majority of responding programs were from public universities.



# A majority of respondents serve FT MBA programs



*PT MBAs includes working professional programs, excluding Executive MBAs*

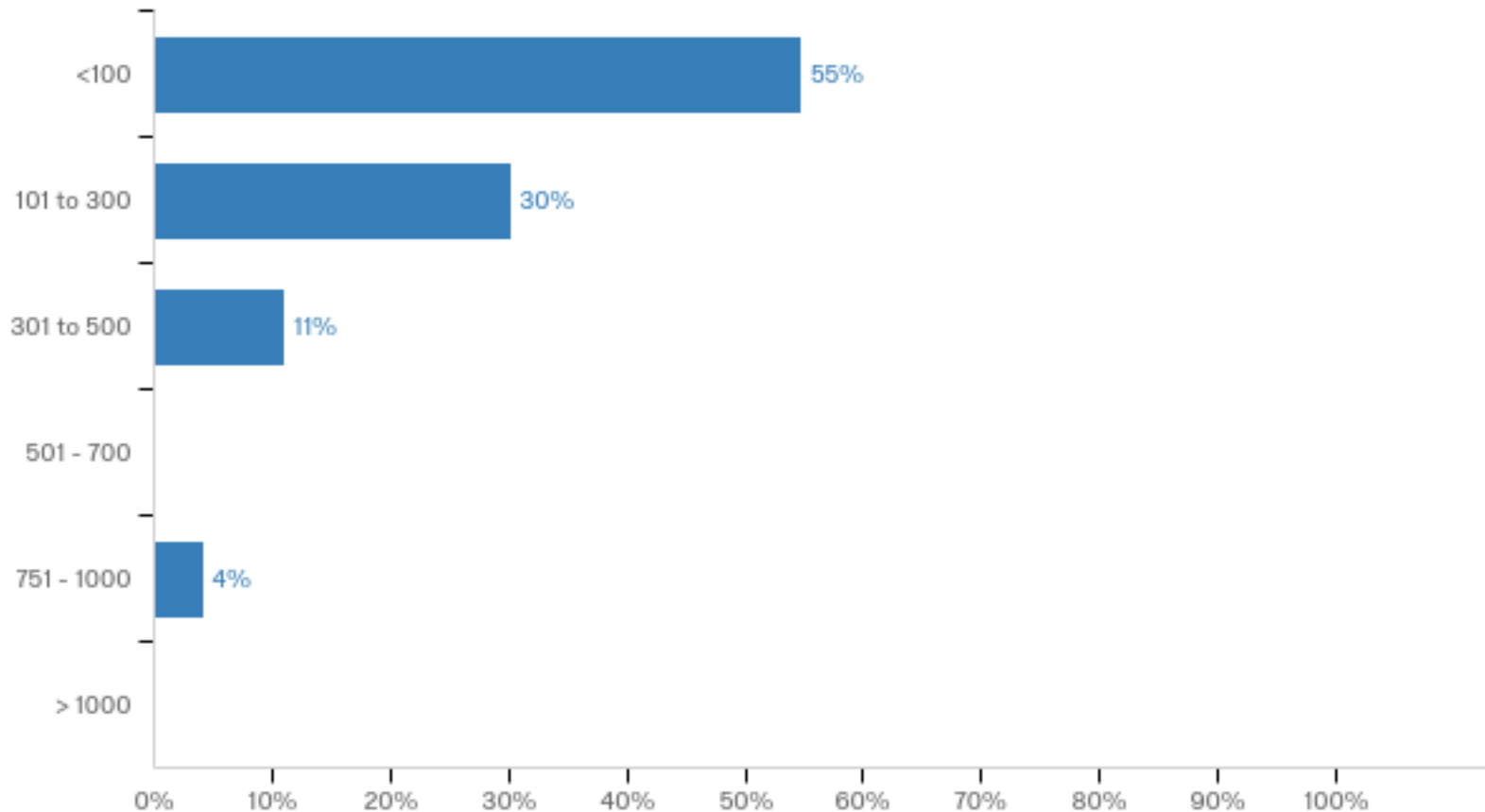
# Full-time MBA Students



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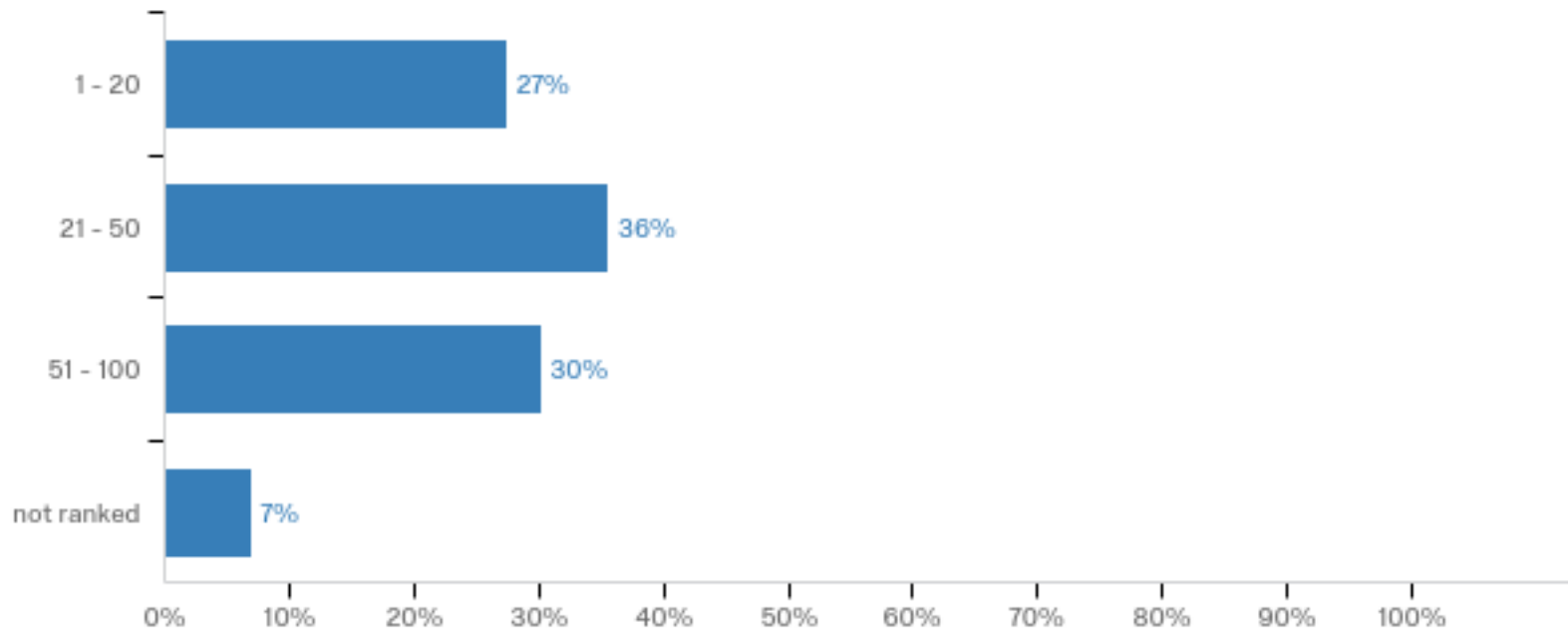
85% of respondents will graduate 300 or fewer FT MBA students this year.



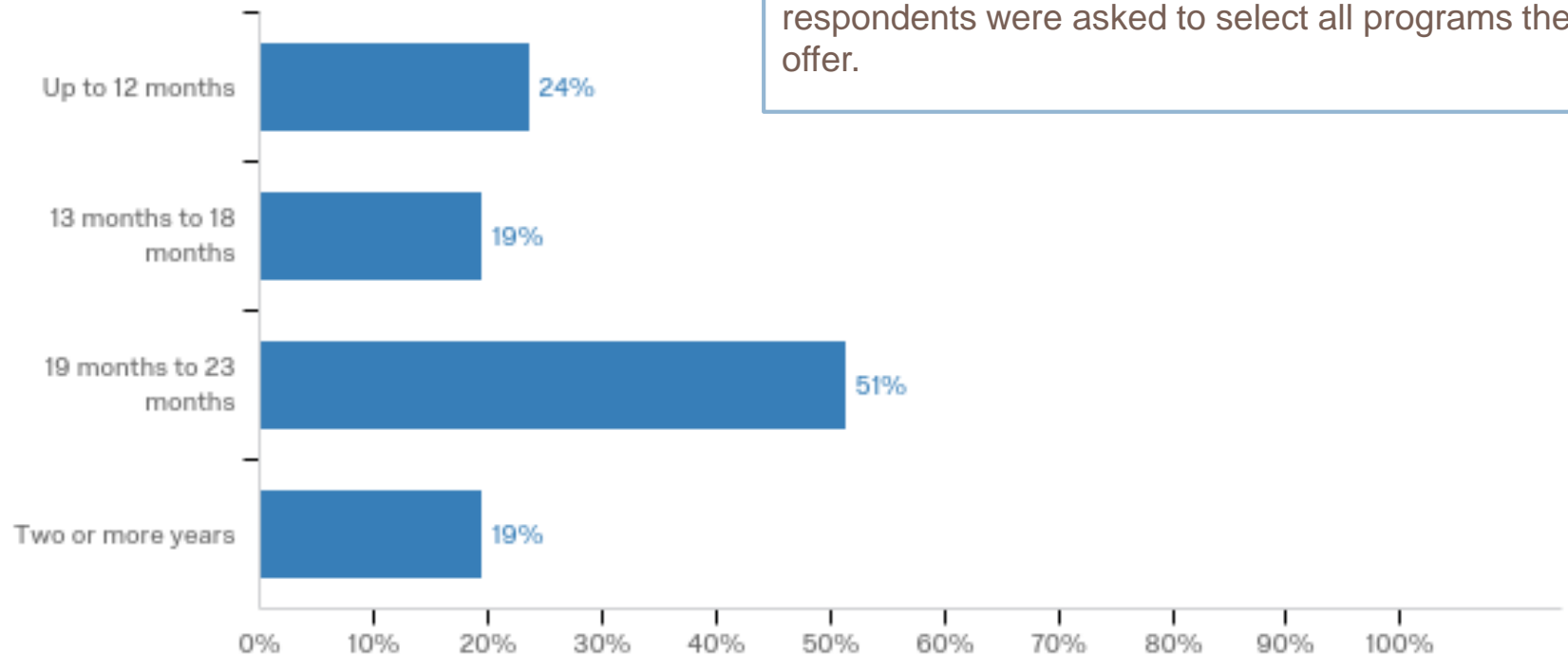


# 93% of respondents said their FT program was ranked in recent media rankings.

*Where was your full-time MBA program ranked in any of the most recent national/international rankings? (Bloomberg Business Week, U.S. News, Forbes, Financial Times, The Economist)*

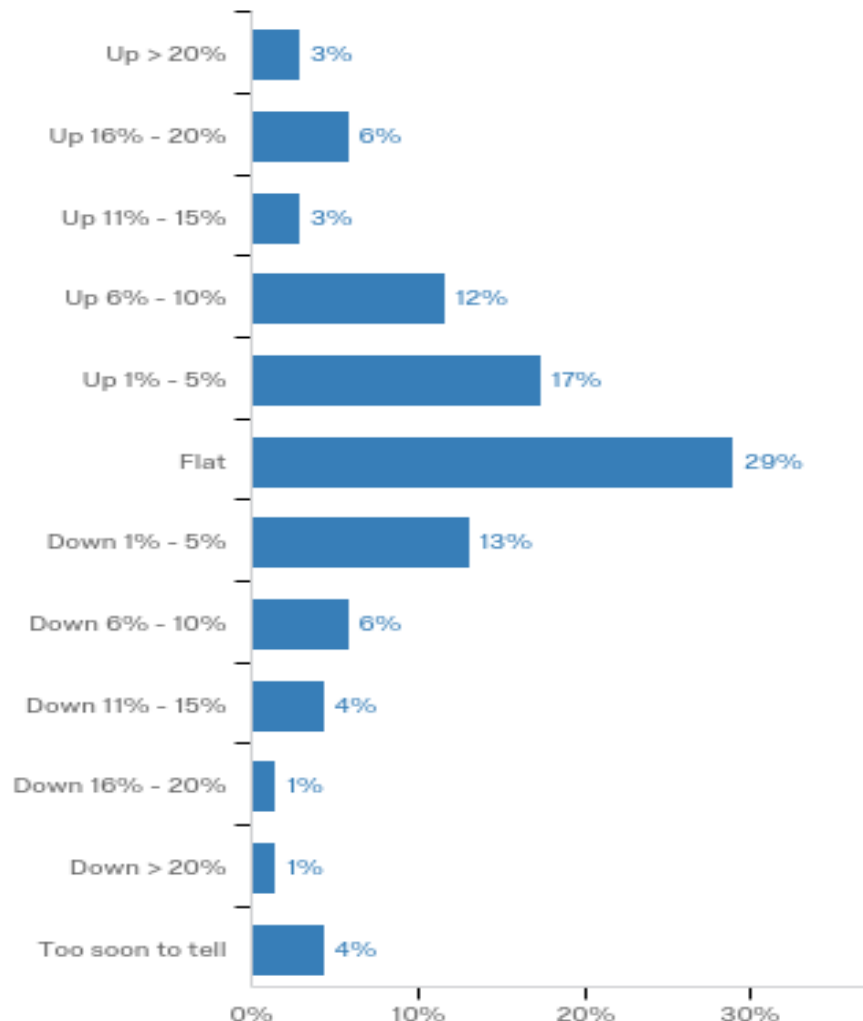


# A majority of schools have FT MBA programs that are two years or less in length.



Totals will add up to more than 100% because respondents were asked to select all programs they offer.

41% of respondents experienced increased on-campus recruiting this year compared to the same time last year; 29% indicated recruiting was flat. 65% experienced an increase in the Fall 2015 survey.



*Overall, how do full-time, on-campus opportunities for FT MBA students compare YTD versus last year?*

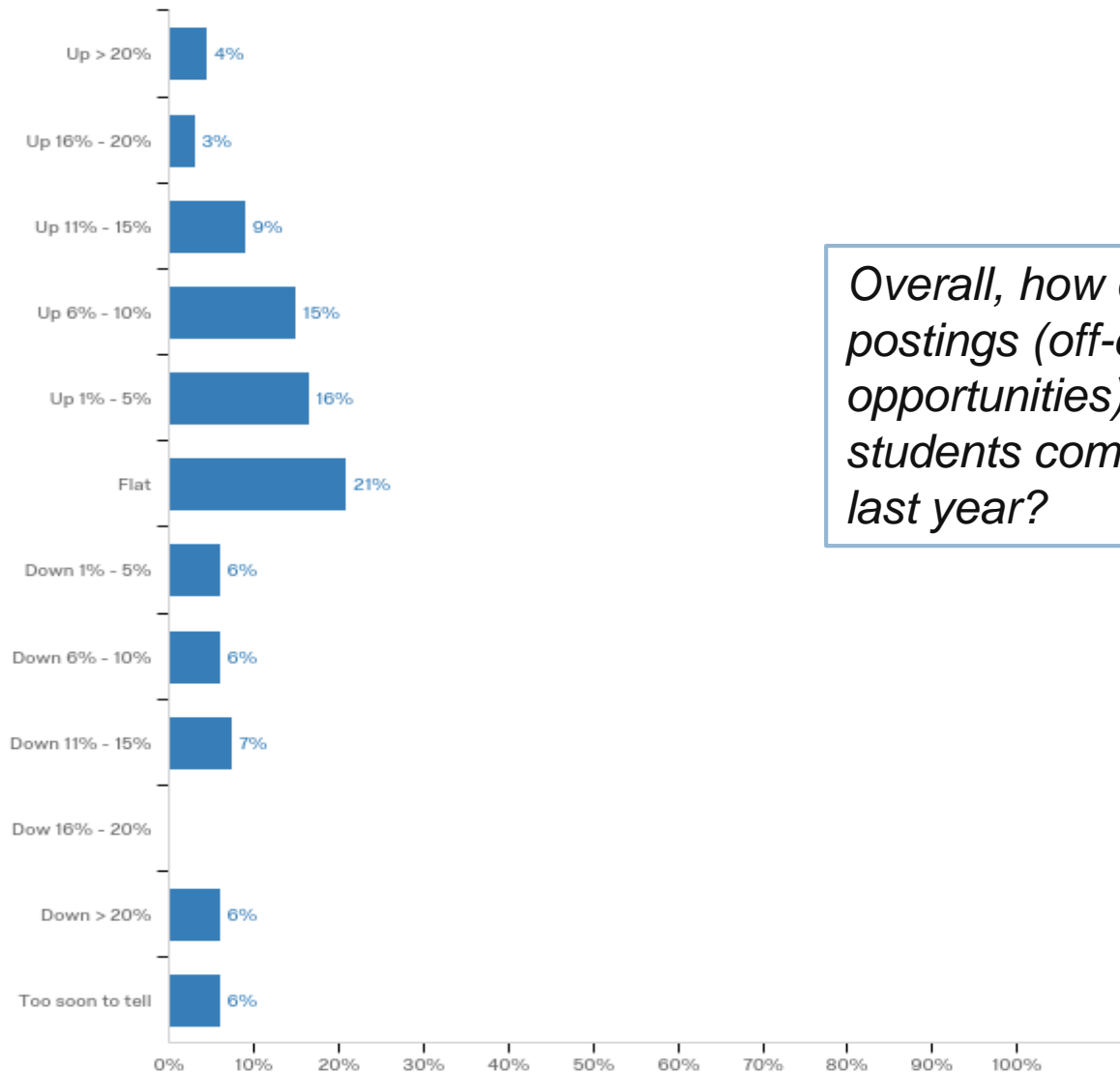
No direct correlations appear to exist between school rank and changes in on-campus recruiting opportunities.

% Reporting Change in On-campus Recruiting*	School Rank			
	1 to 20	21 to 50	51 to 100	Not ranked
Up	36%	37%	47%	40%
Flat	32%	21%	33%	40%
Down	32%	42%	10%	0%
Too soon to tell	0%	0%	10%	20%
Total respondents	19	24	21	5

*\*Percentages based on the number of respondents for each question.*

MBA Career Services & Employer Alliance, March 2017

32% of respondents reported increased full-time postings this fall, while 21% indicated that recruiting is flat. 61% experienced an increase in the Fall 2015 survey.



*Overall, how do full-time postings (off-campus opportunities) for FT MBA students compare YTD versus last year?*

# Full-time postings increased for FT MBAs across all categories of rankings.

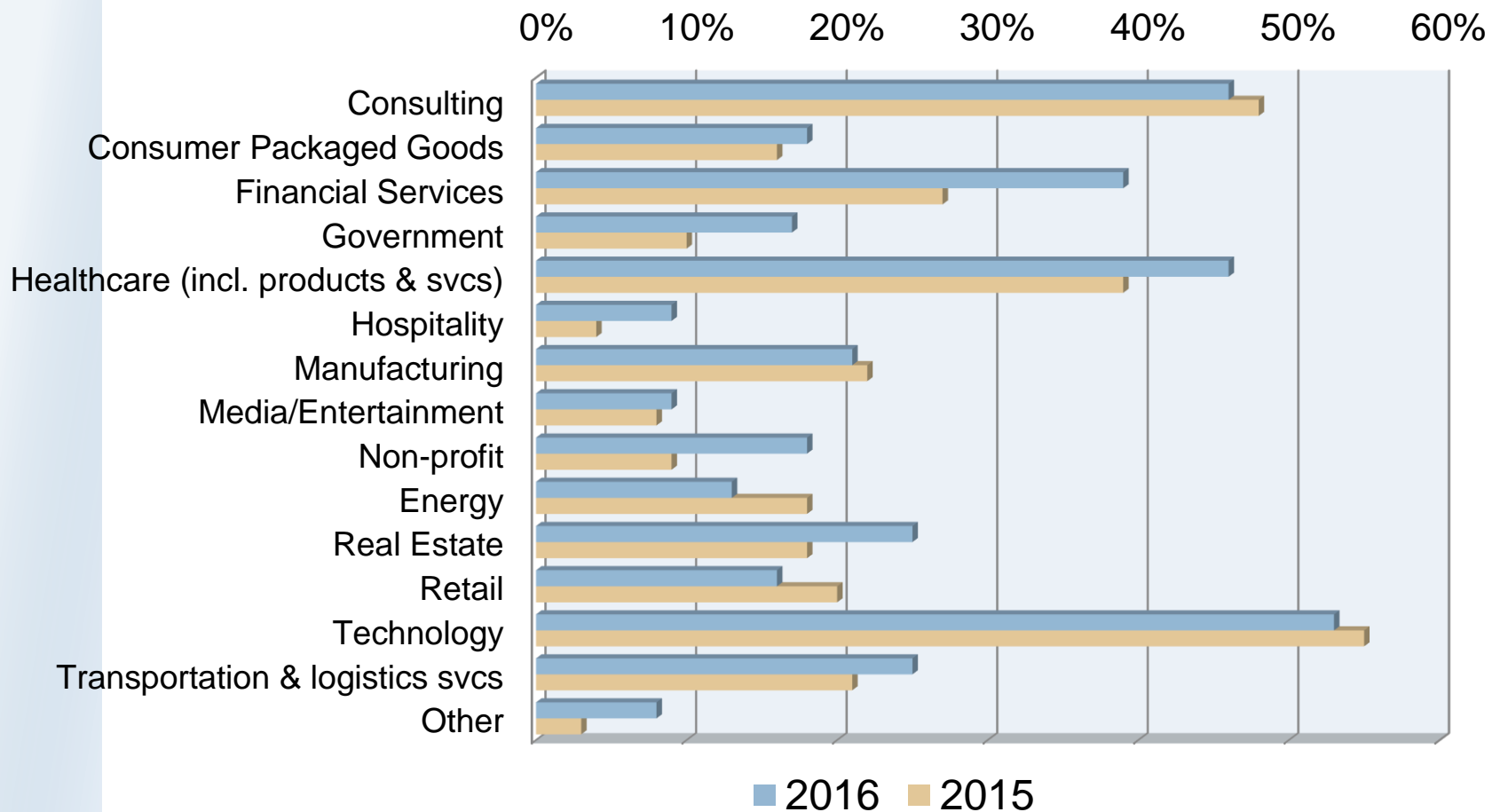
% Reporting Change in Full-time Postings*	School Rank			
	1 to 20	21 to 50	51 to 100	Not ranked
Up	39%	53%	52%	40%
Flat	17%	17%	24%	40%
Down	44%	30%	10%	0%
Too soon to tell	0%	0%	14%	20%
Total respondents	18	23	21	5

*\*Percentages based on the number of respondents for each question.*

MBA Career Services & Employer Alliance, March 2017

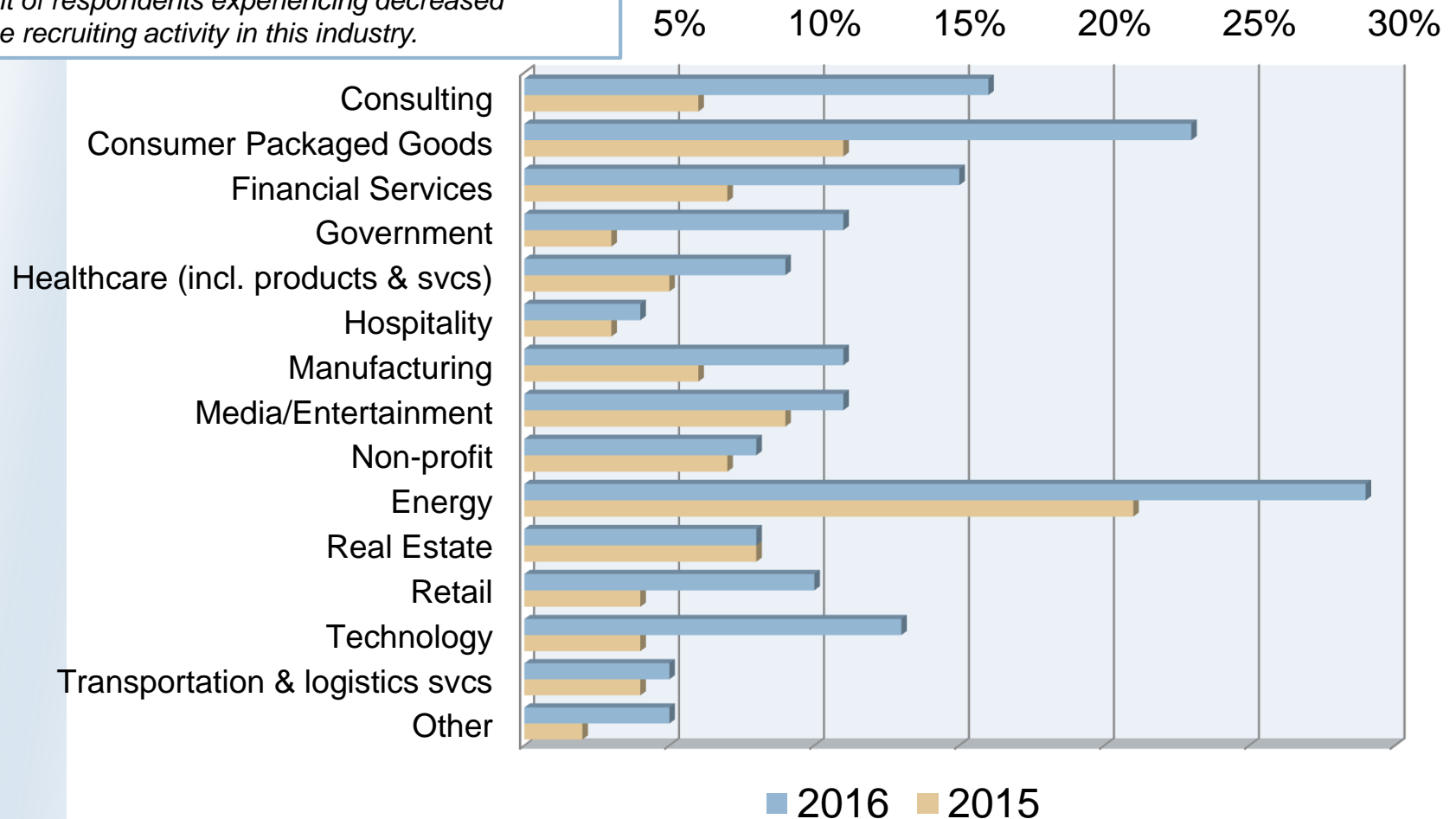
The largest increase compared to last year was seen in the Financial Services industry. Year-over-year increases were also seen in Consulting and Technology.

*Percent of respondents experiencing increased full-time recruiting activity in this industry.*



The biggest decreases compared with 2015 were in Consulting, Consumer Packaged Goods, Financial Services, Energy and Technology.

*Percent of respondents experiencing decreased full-time recruiting activity in this industry.*

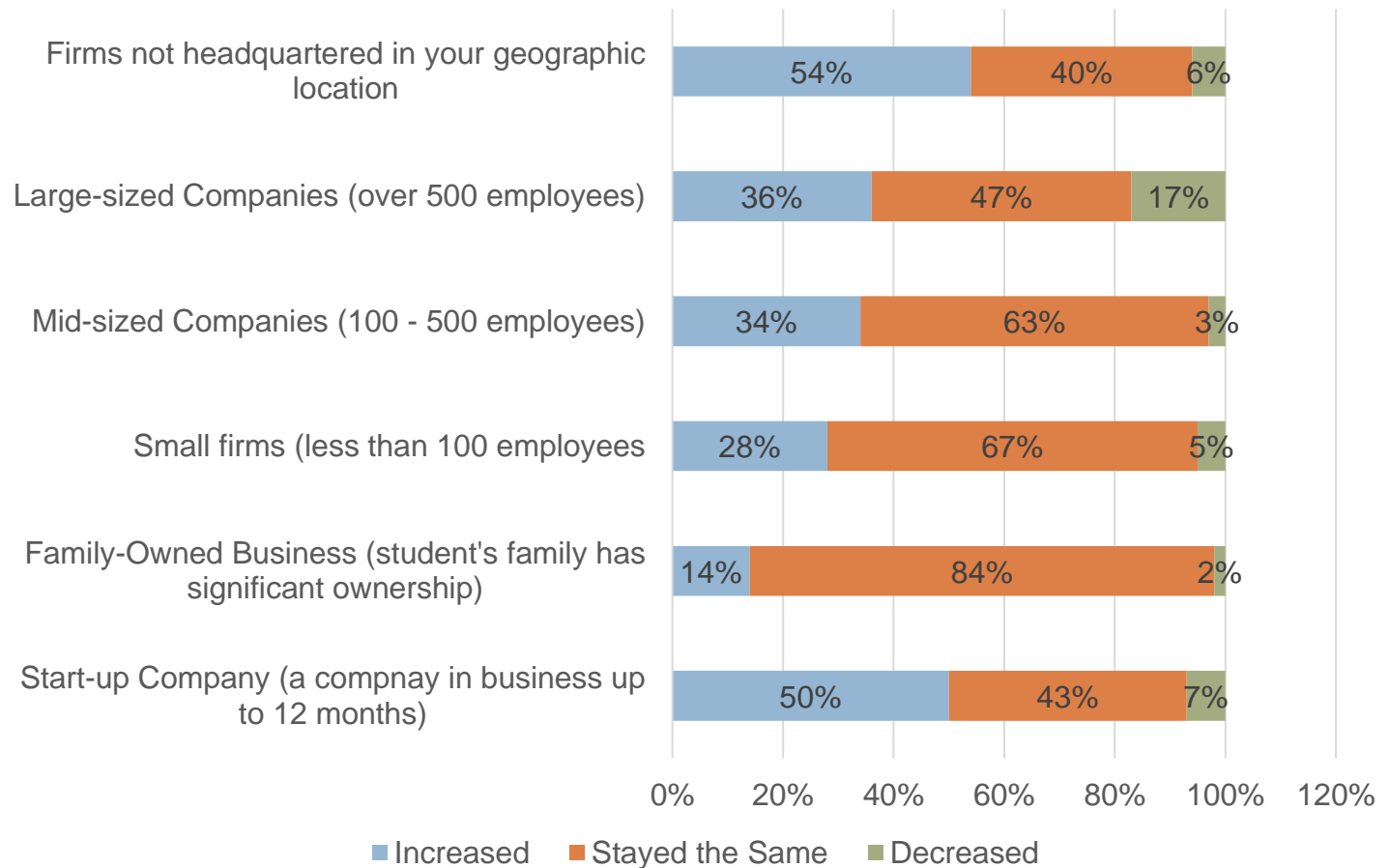


■ 2016 ■ 2015

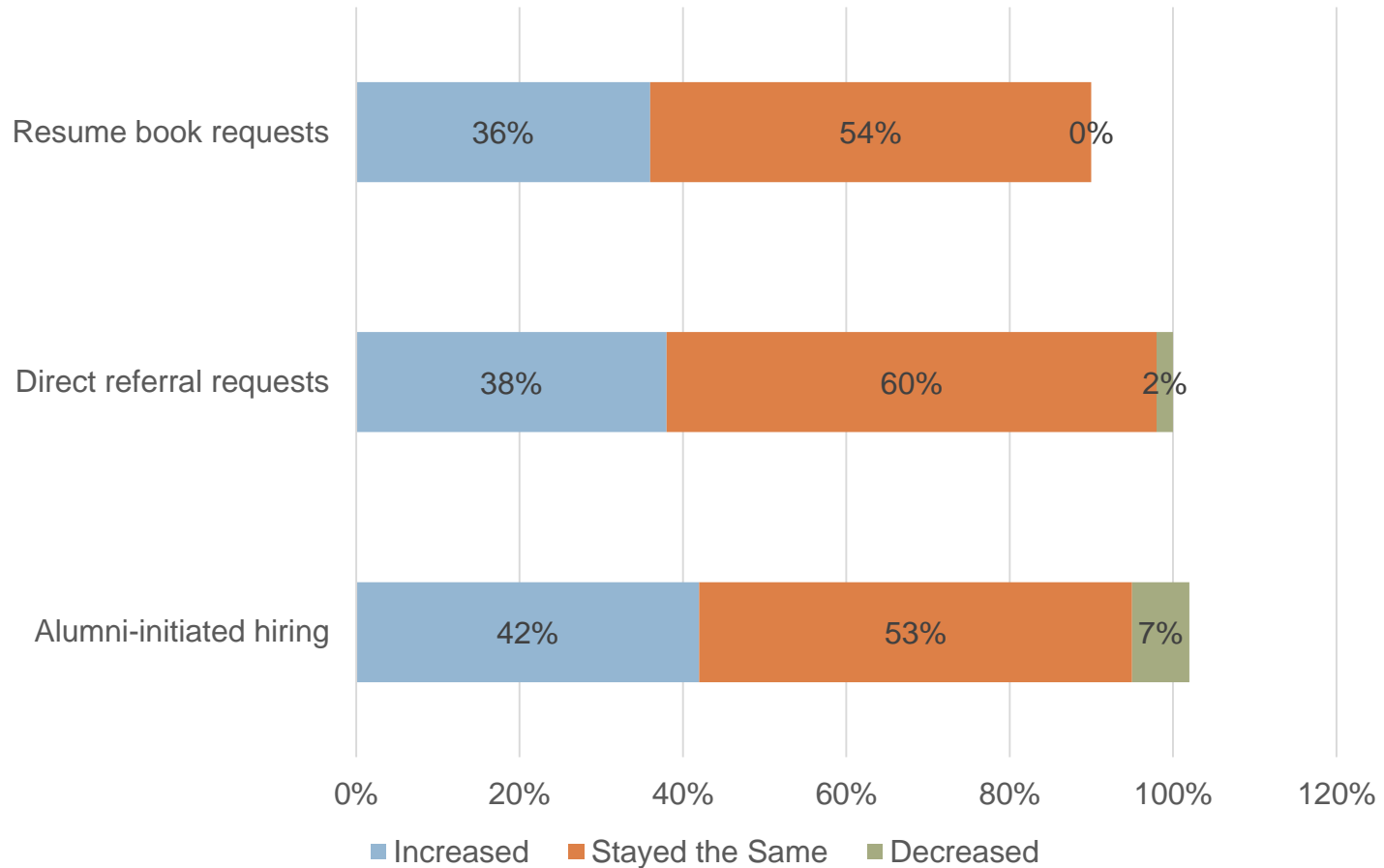
MBA Career Services & Employer Alliance, March 2017



The largest increases by organization type were seen in Startups and Firms not headquartered in the school's geographic location.



The largest increase by activity type was seen in alumni-initiated hiring.



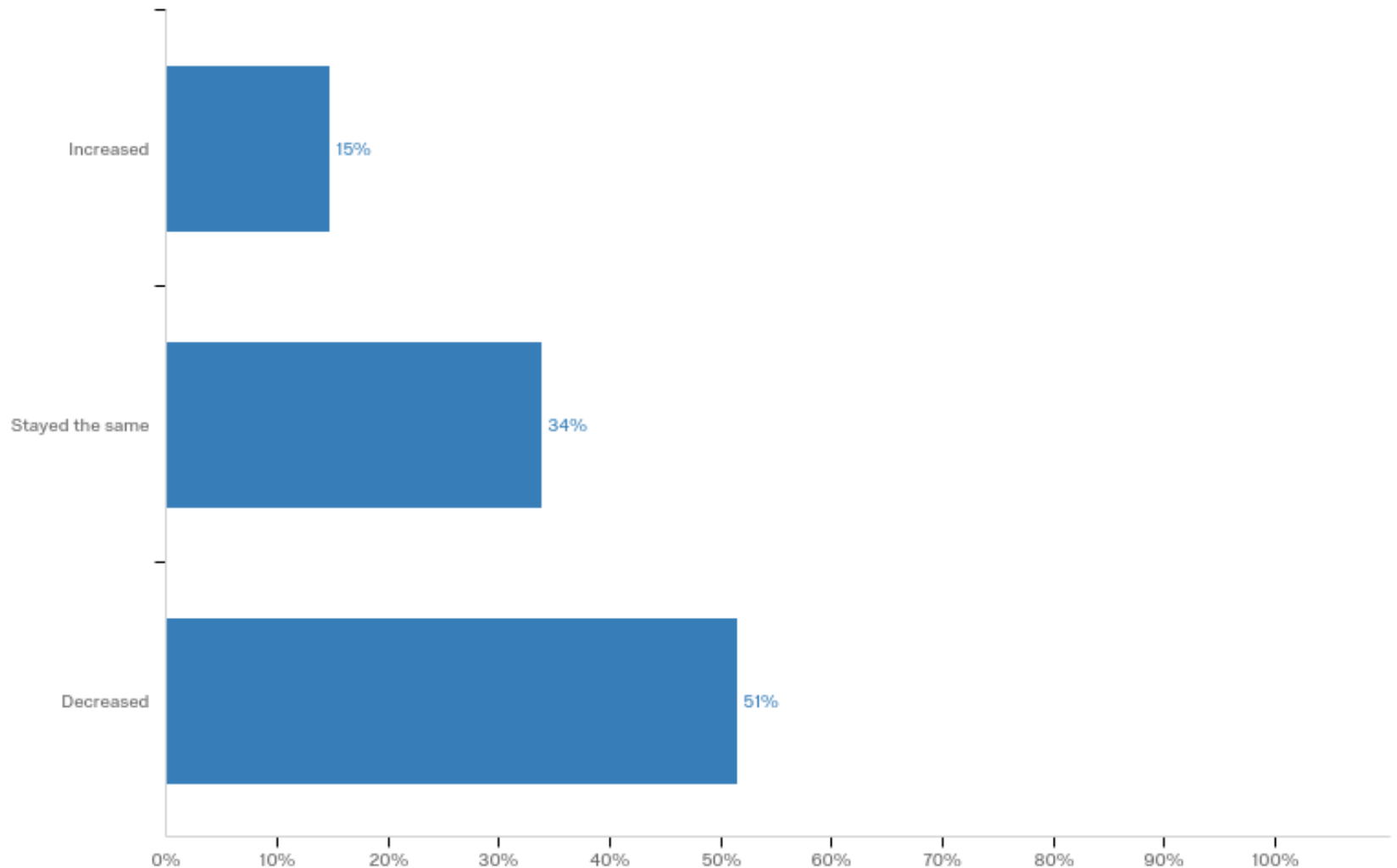
# Full-time MBA Students: *International Student Recruiting*



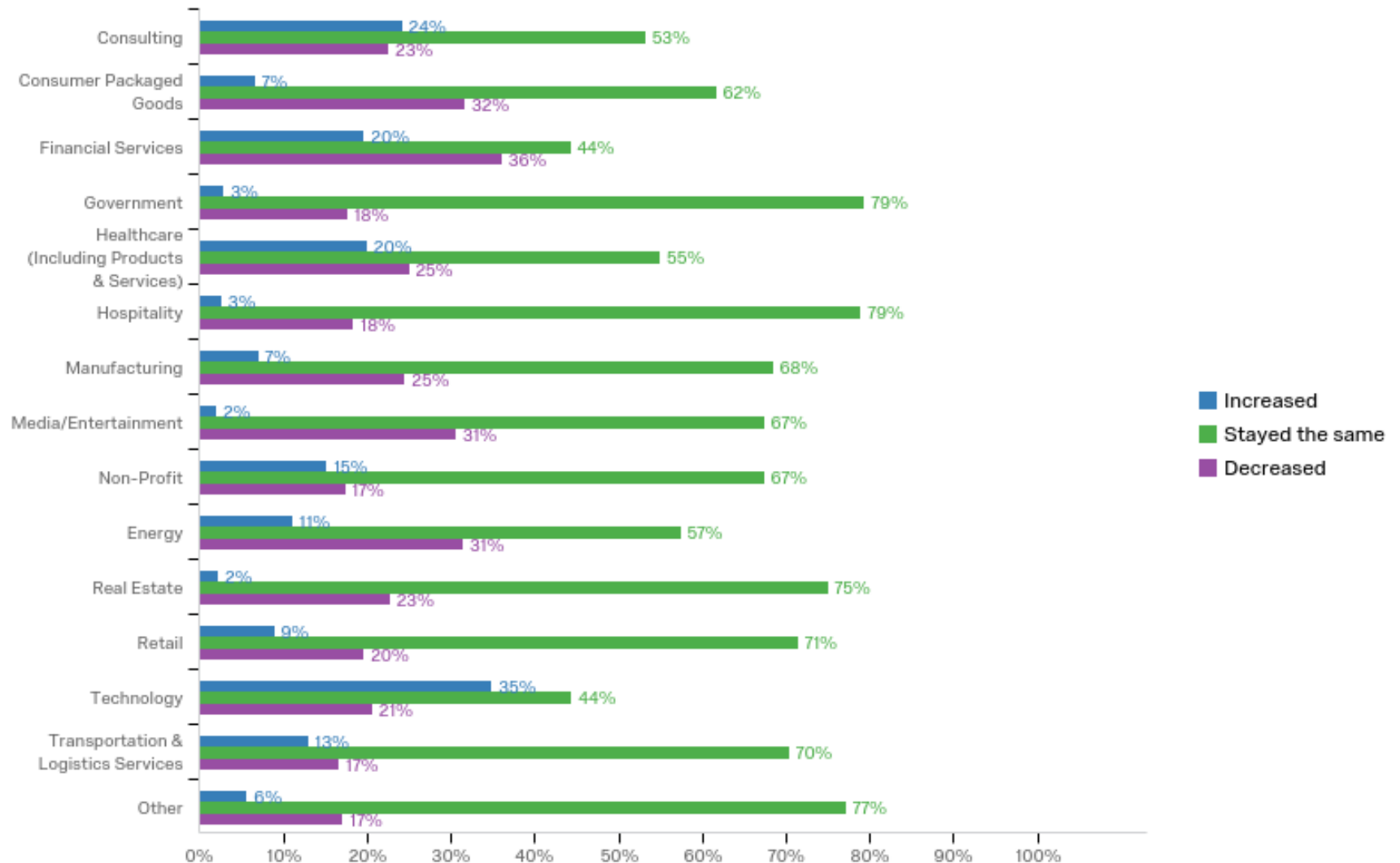
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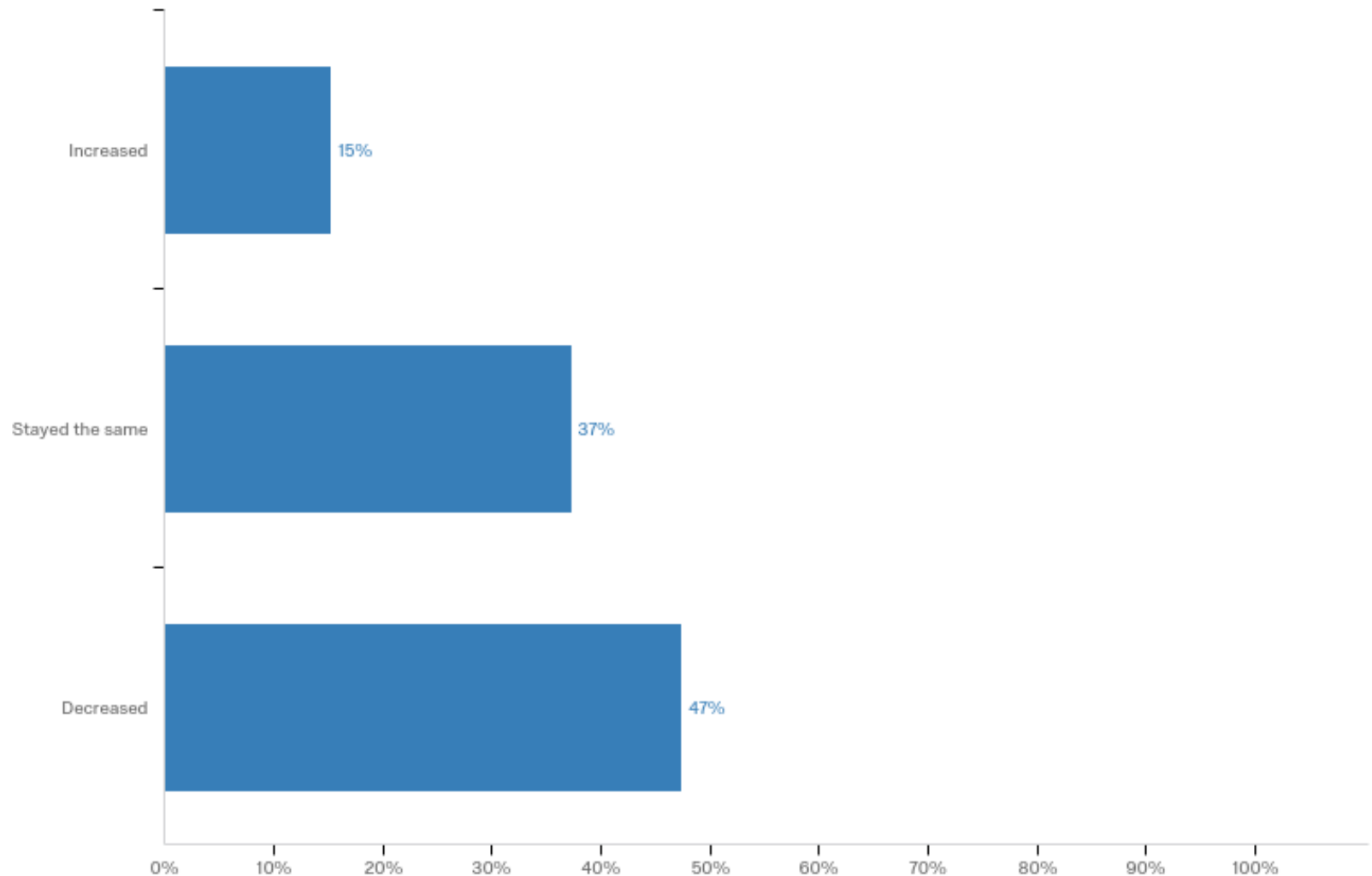
Full-time job opportunities for FT International MBA students decreased or stayed the same for most schools.



For FT International students, recruiting remained the same in most industries.



Internship opportunities for FT International MBA students decreased or stayed the same for most schools.



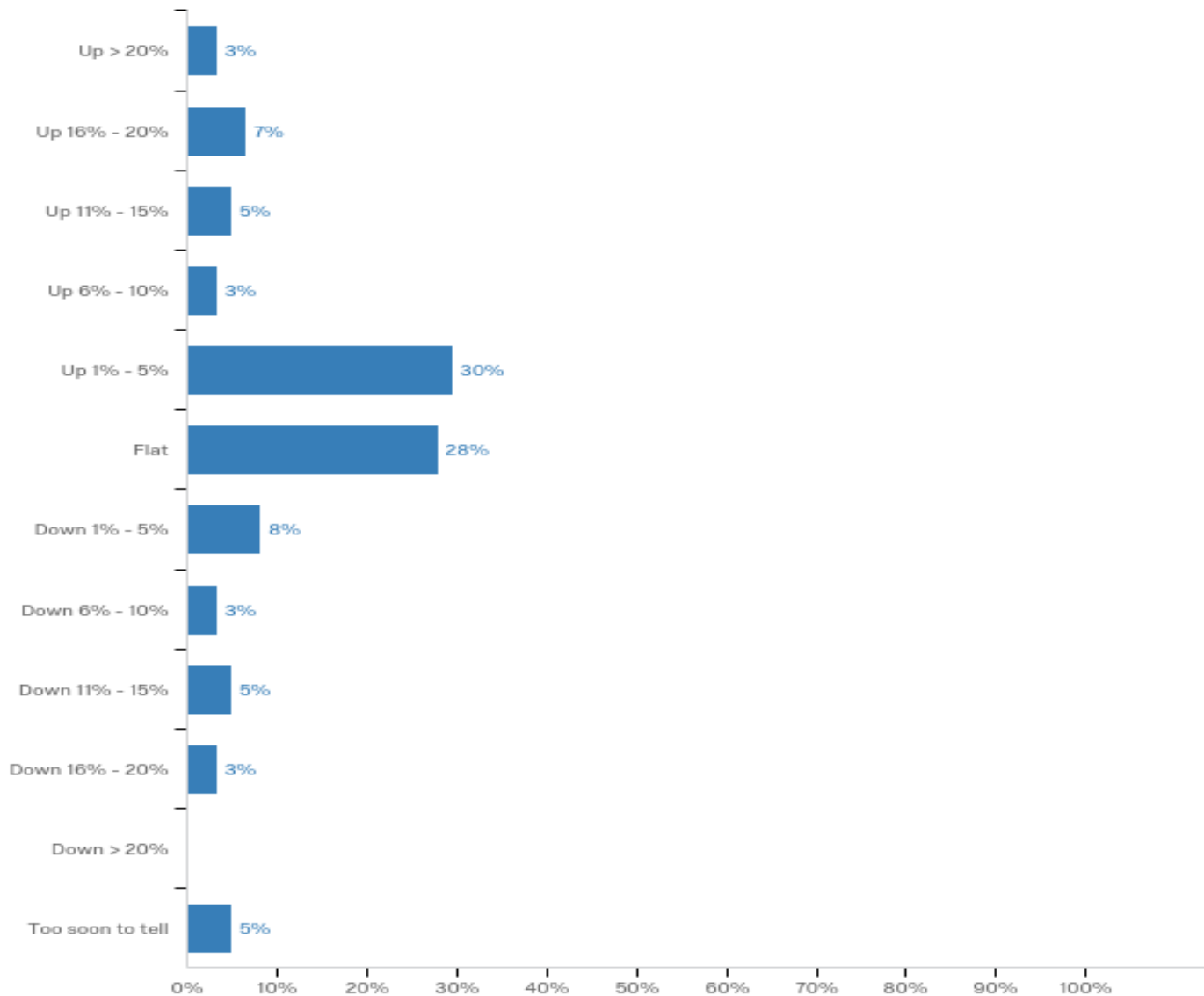
# Full-time MBA Students: *Internship Recruiting*



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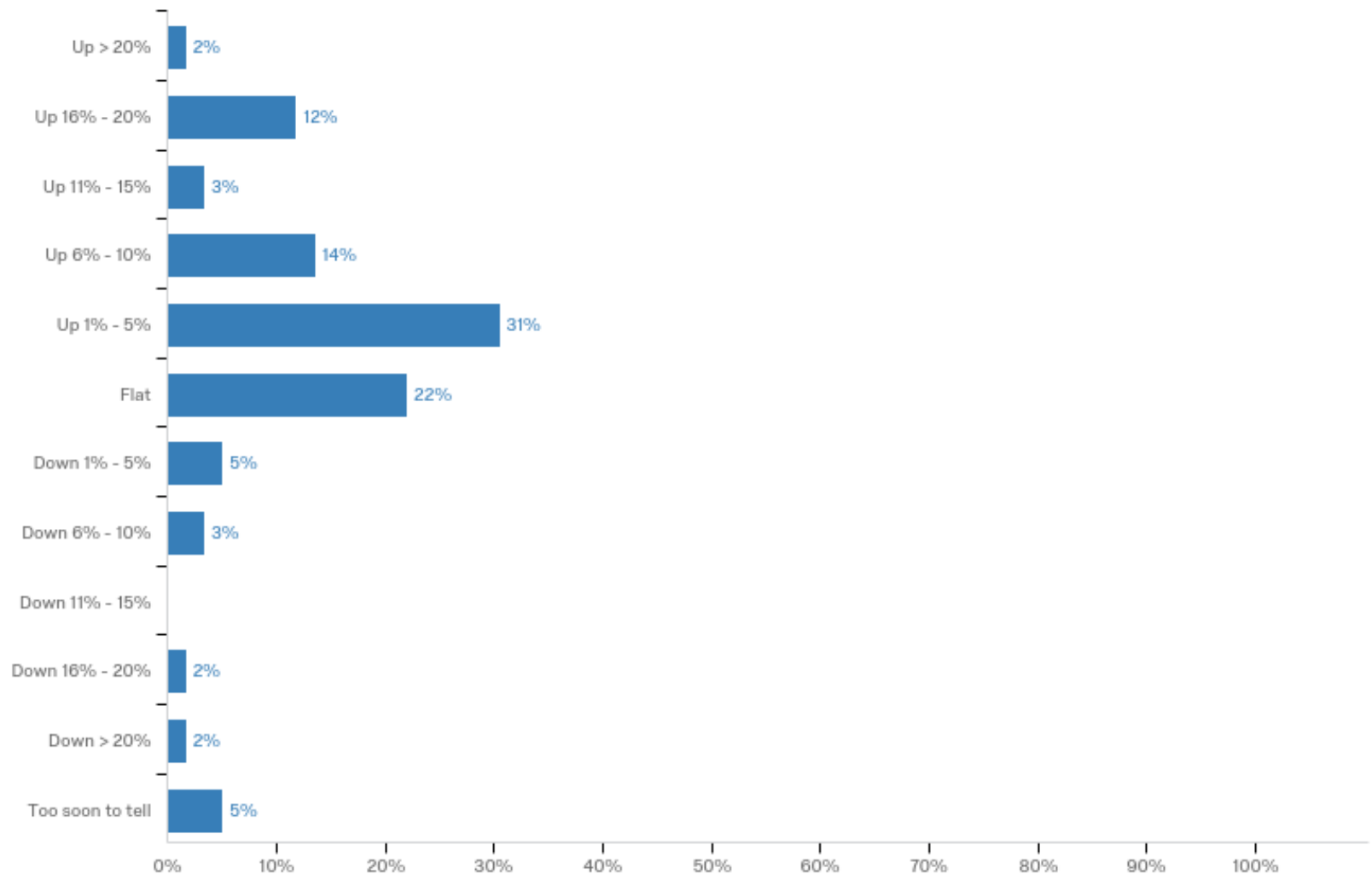
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# On-campus recruiting for internships for FT MBAs increased for 48% of schools.

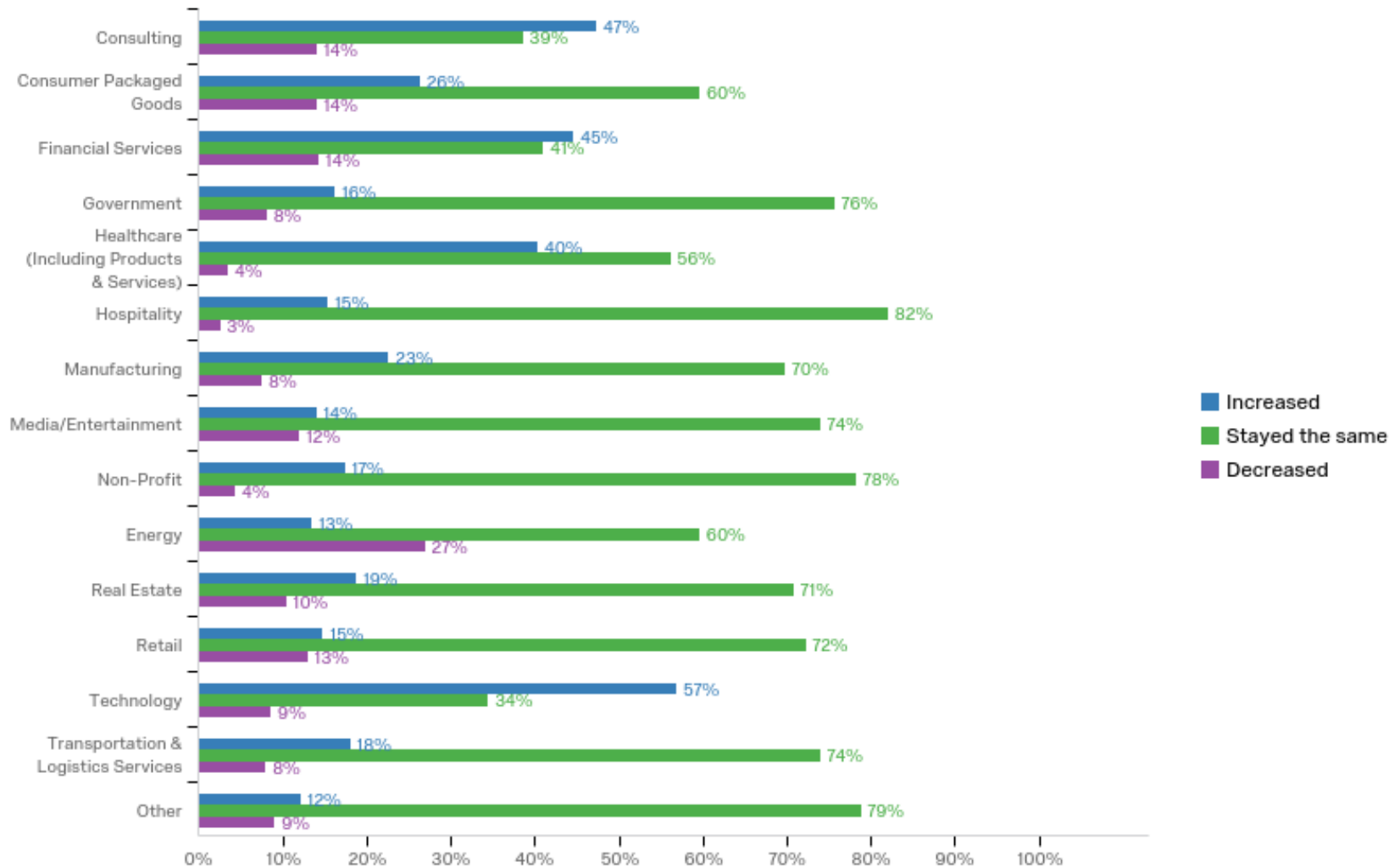




Job postings (off-campus recruiting) for internships for FT MBAs increased for 62% of schools.



Recruiting for internships for FT MBAs stayed the same for most industries, with Technology and Consulting seeing the largest increase.



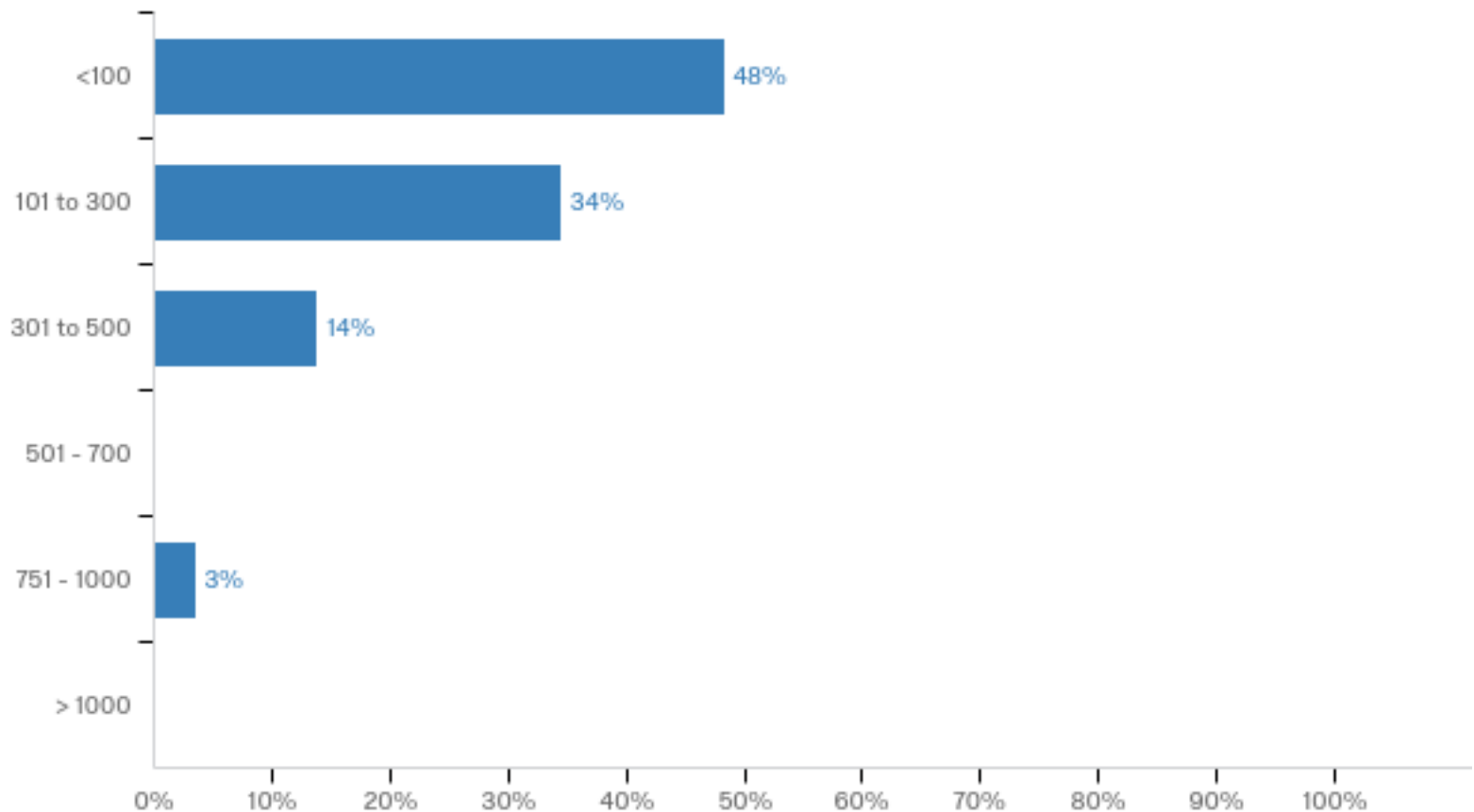
# Part-time MBA Students/Working Professionals (not including EMBA's)



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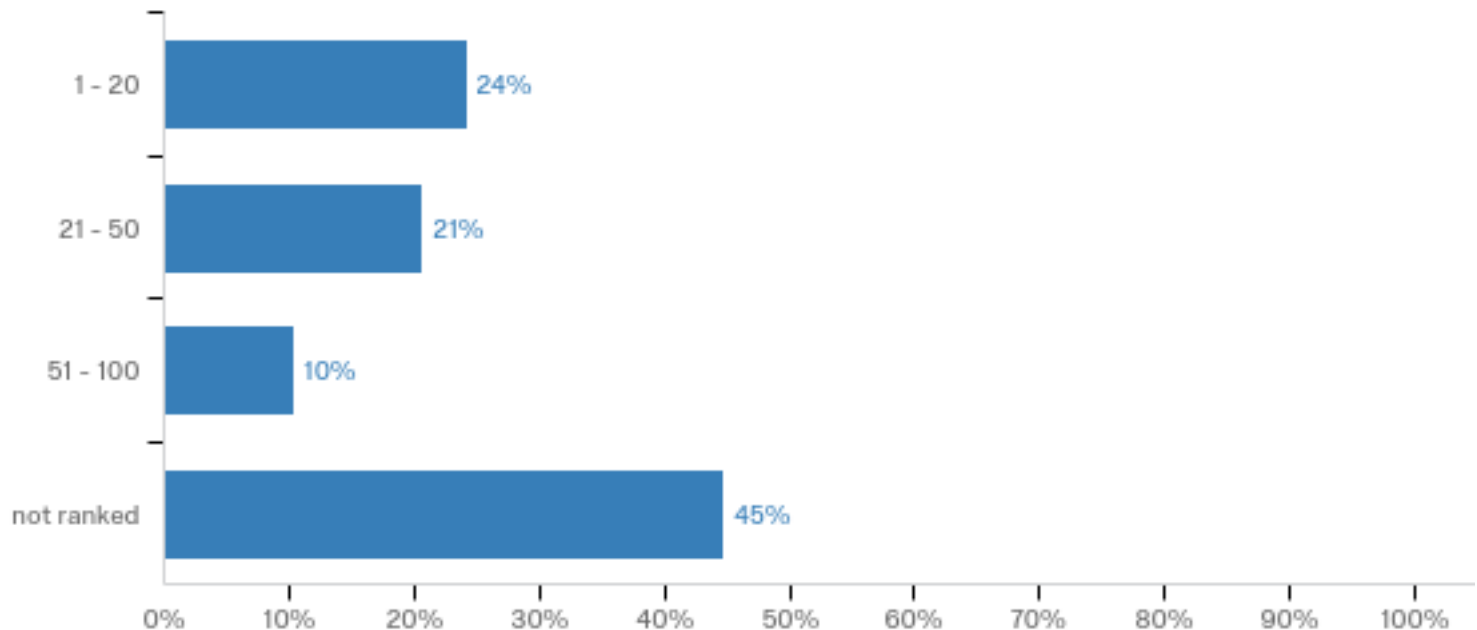
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82% of respondents will graduate 300 or fewer PT MBA students this year.

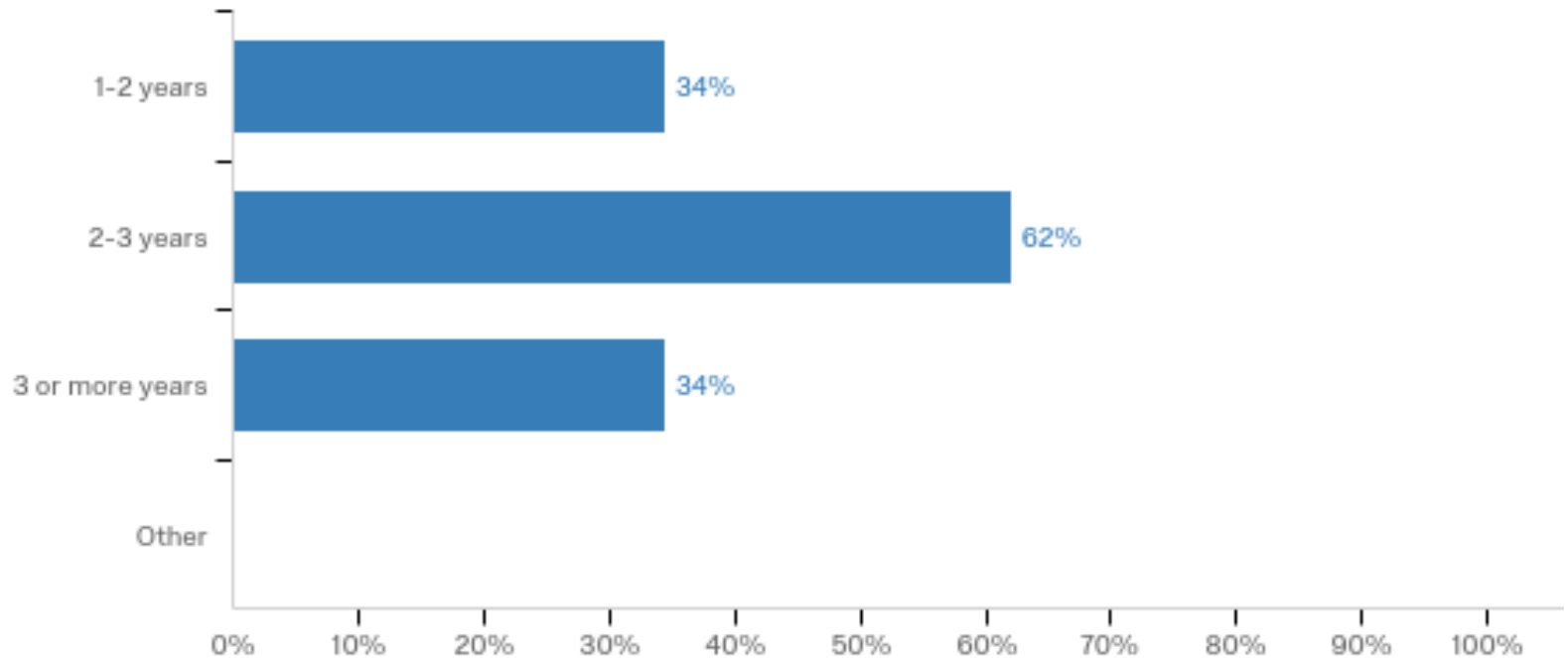


# 55% of respondents said their PT MBA program was ranked in recent media rankings.

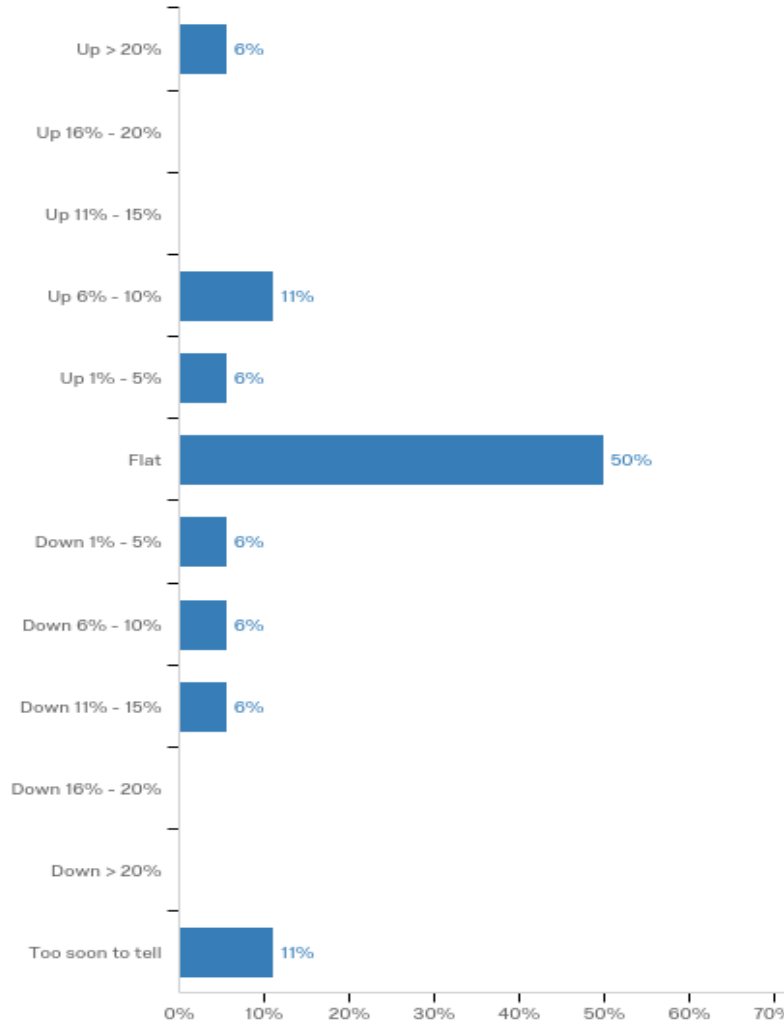
*Where was your part-time MBA program ranked in any of the most recent national/international rankings? (Bloomberg Business Week, U.S. News, Forbes, Financial Times, The Economist)*



# A majority of PT MBA programs are 2 – 3 years in length.

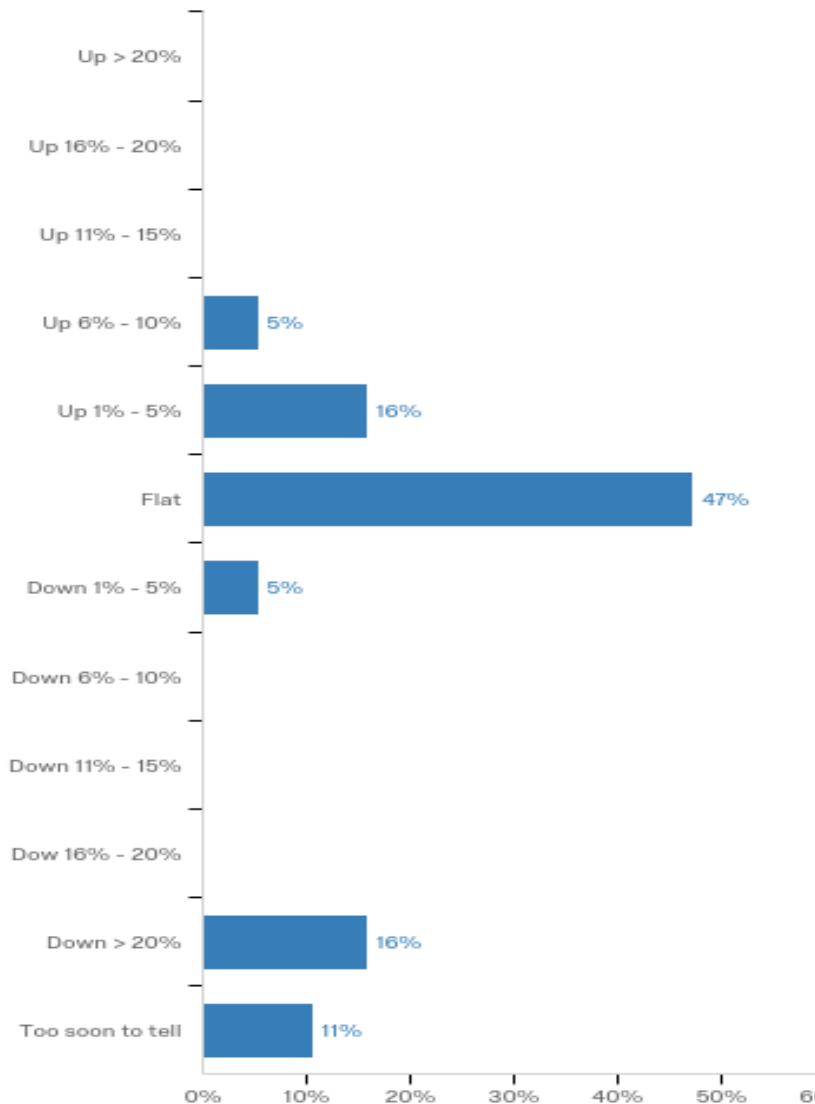


23% of respondents experienced increased on-campus recruiting this year compared to the same time last year. Most respondents indicated recruiting was flat. 46% experienced an increase in the Fall 2015 survey.



*Overall, how do full-time, on-campus opportunities (companies interviewing at your school) for PT MBA students compare YTD versus last year?*

21% of respondents reported increased full-time postings this fall compared to the same time last year. 64% reported an increase in the Fall 2015 survey.

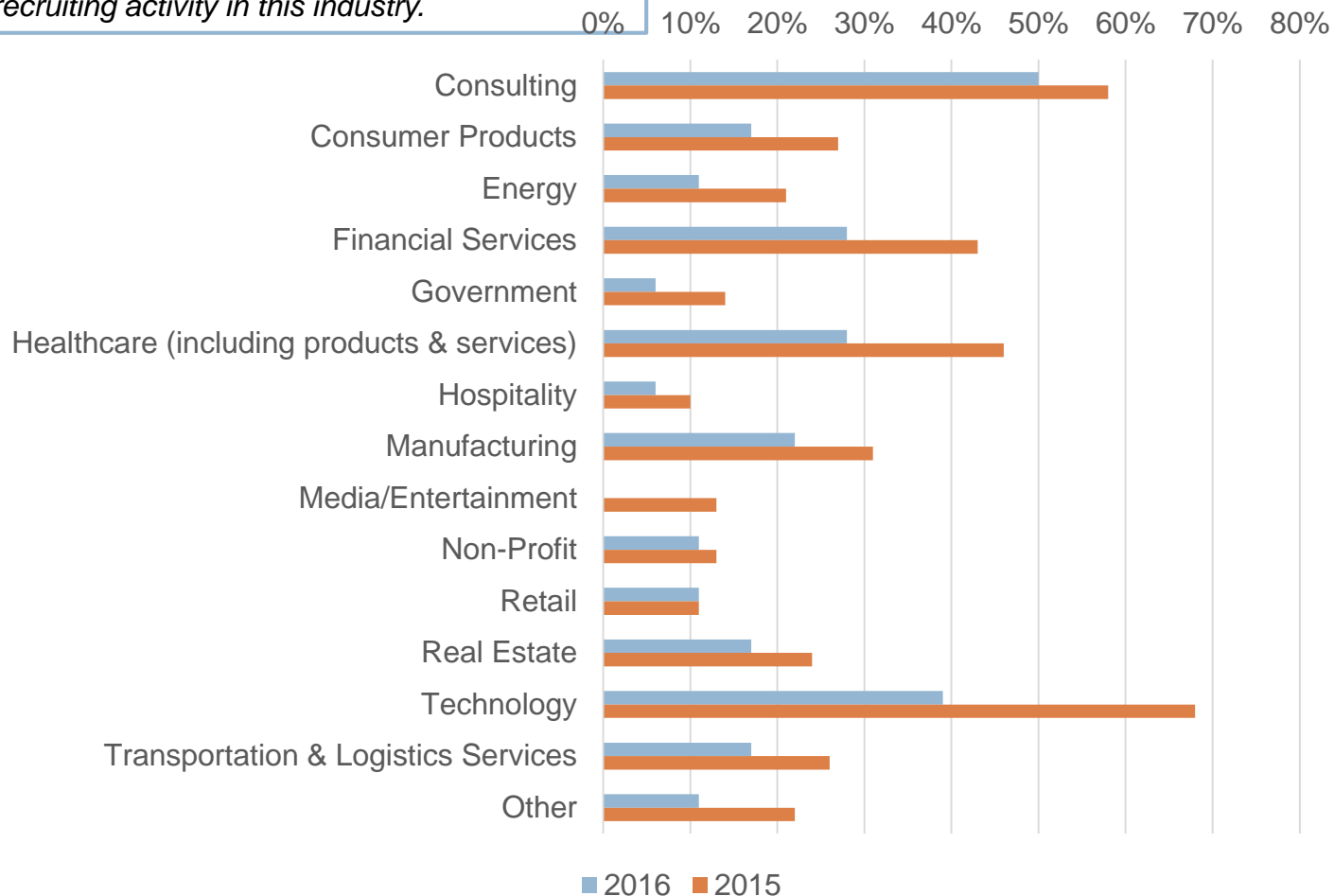


*Overall, how do full-time postings (off-campus opportunities) for PT MBA students compare YTD versus last year?*



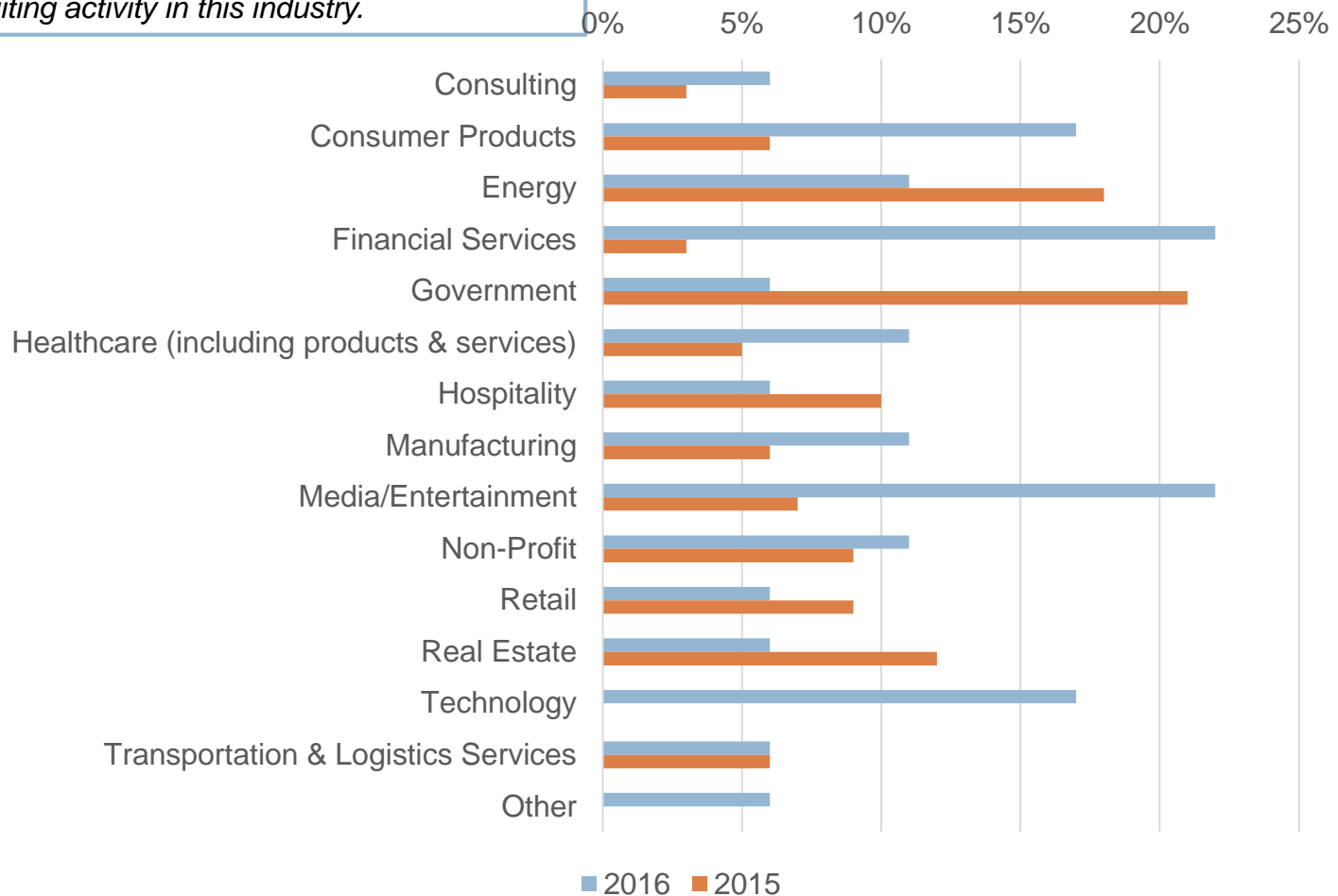
# The industries that experienced the largest increase in recruiting activity were Technology and Consulting.

*Percent of respondents experiencing increased full-time recruiting activity in this industry.*

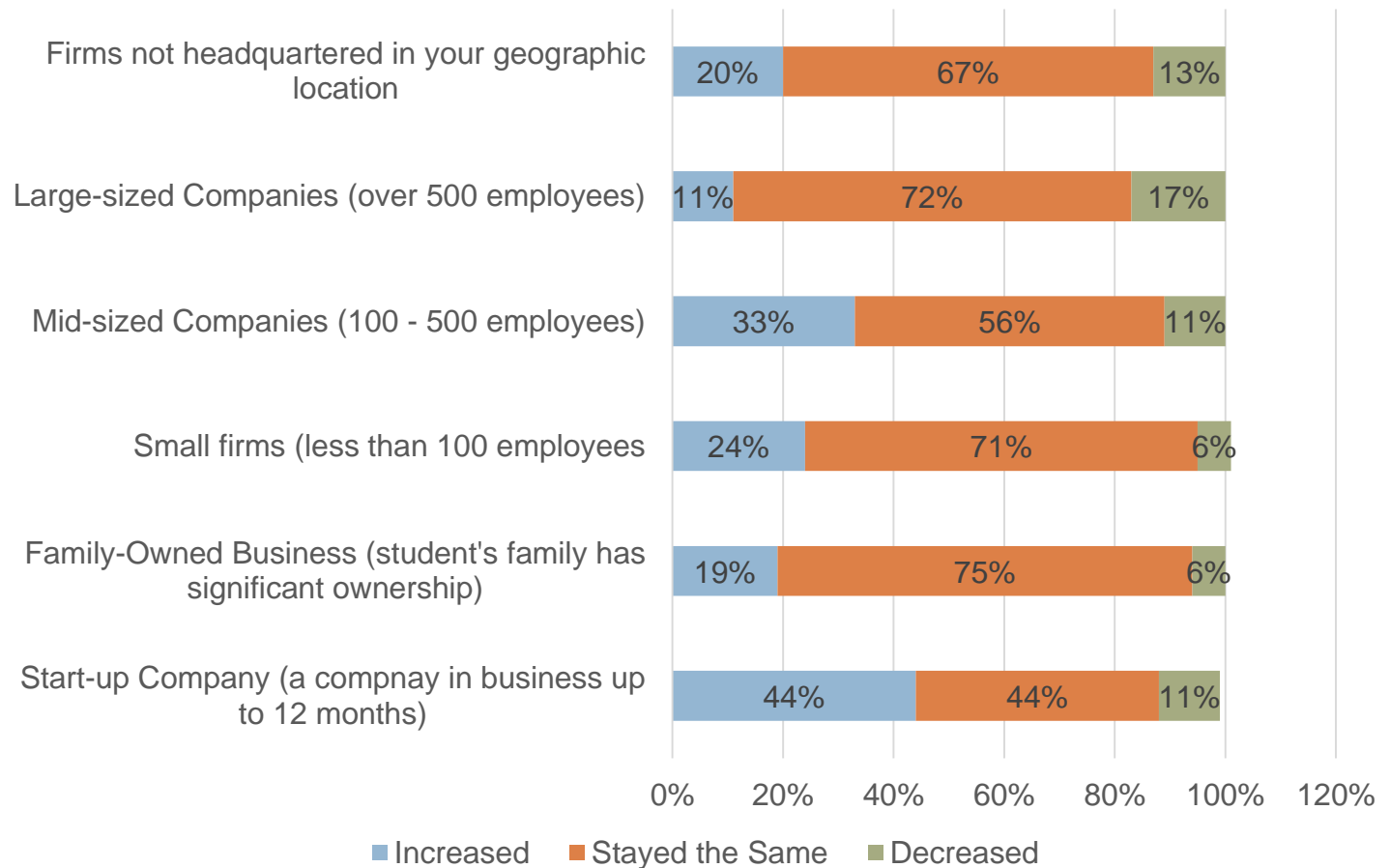


# The industries that experienced the largest decrease in recruiting activity were Financial Services and Media/Entertainment.

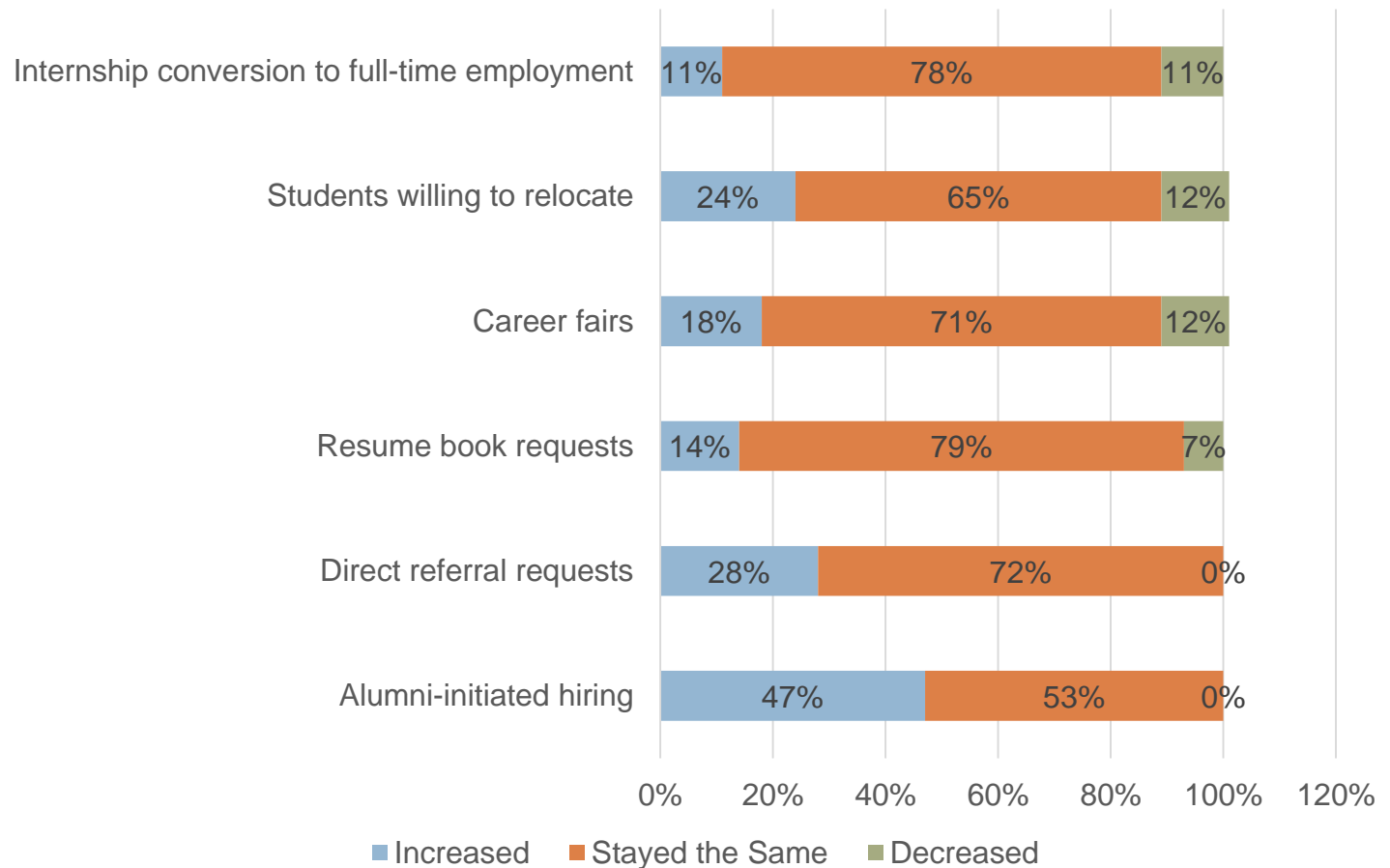
*Percent of respondents experiencing decreased full-time recruiting activity in this industry.*



# The largest increase by organization type was seen in start-ups.



Slight increase by recruiting activity was seen in alumni initiated-hiring.



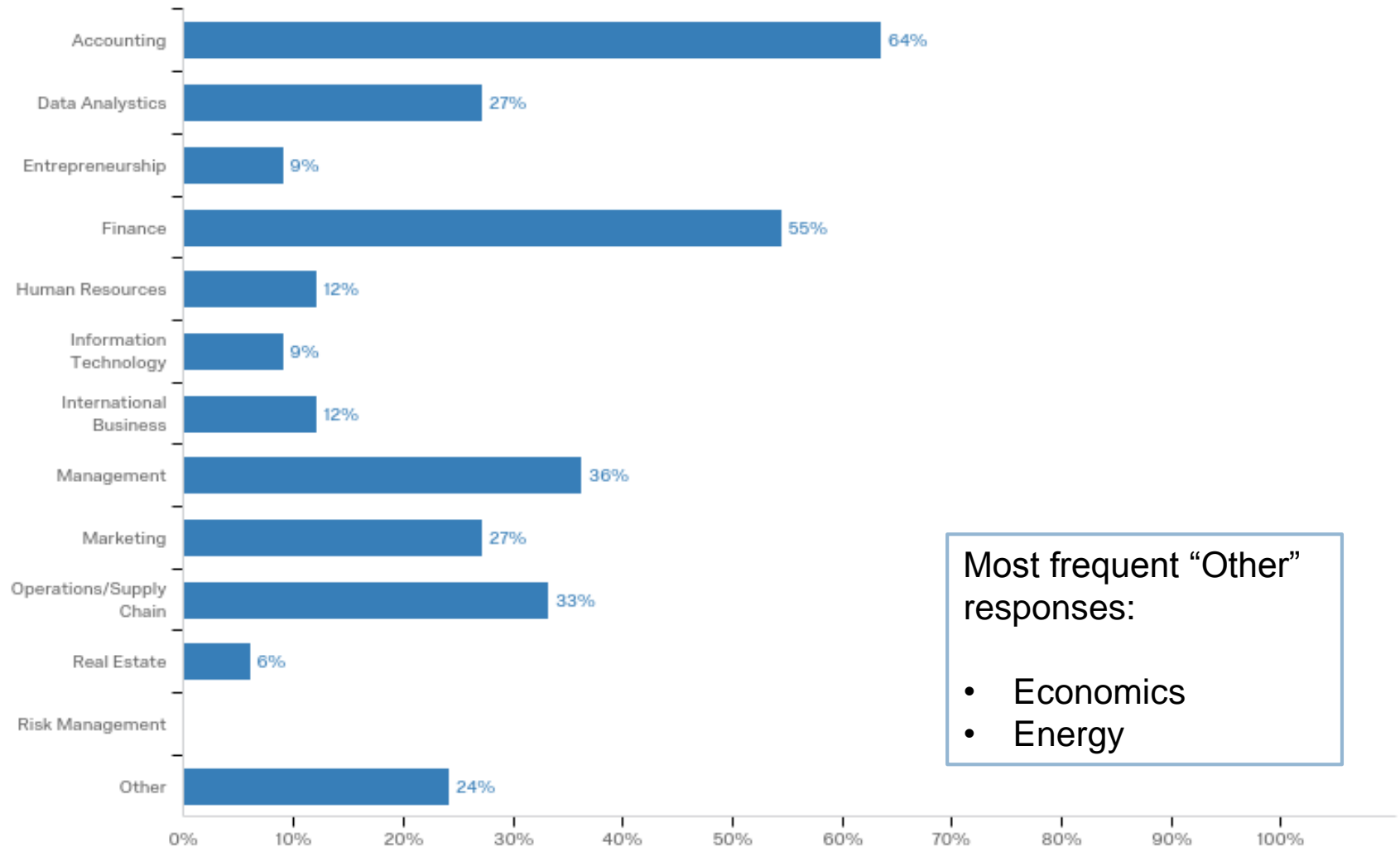
# Specialized Masters Students



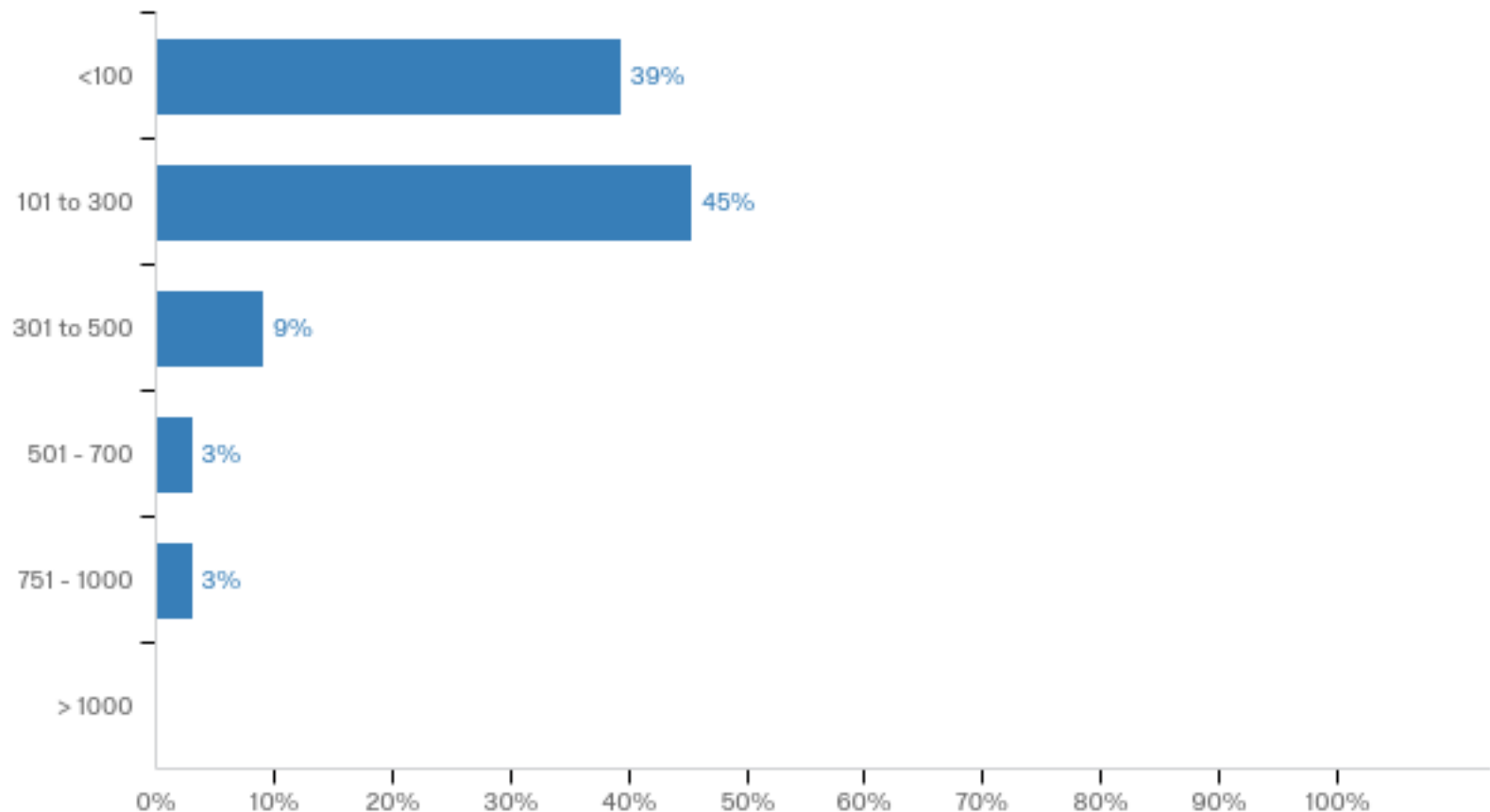
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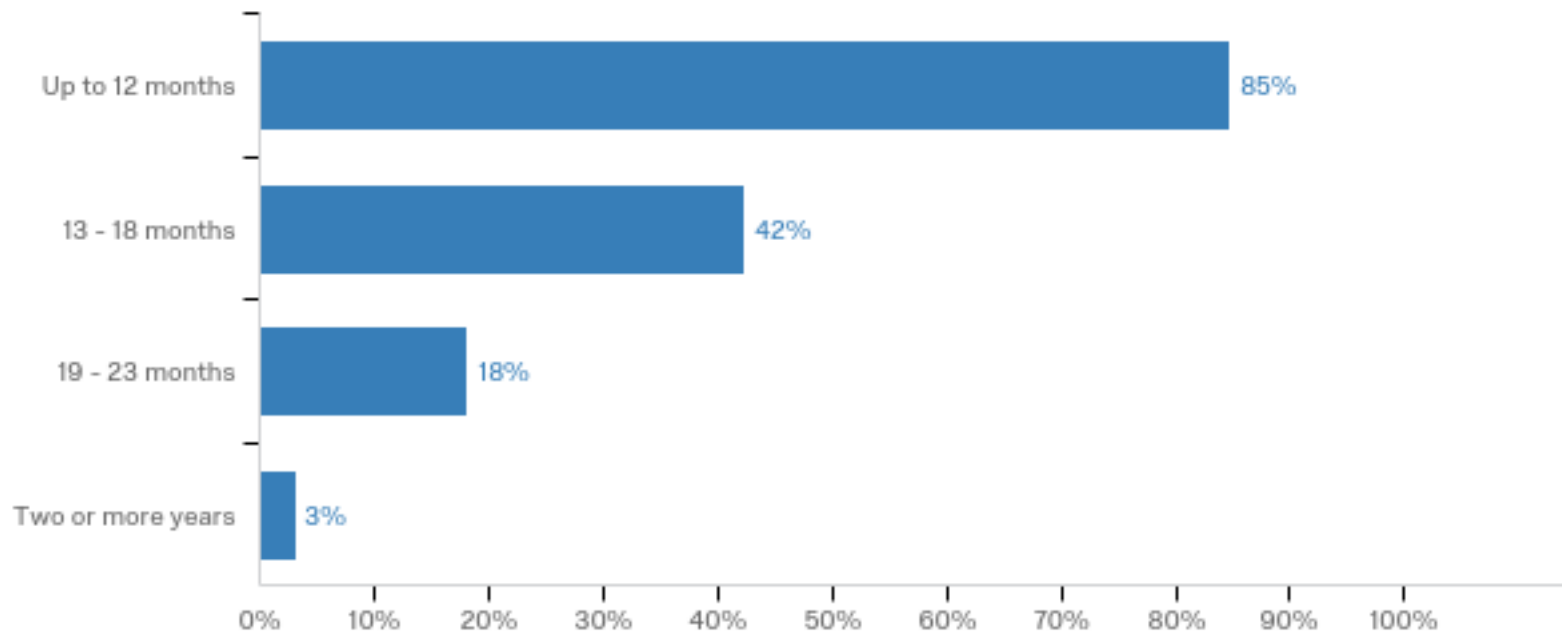
# The most popular Specialized Masters Programs are Accounting and Finance



84% of respondents will graduate 300 or fewer Specialized Masters program students this year.



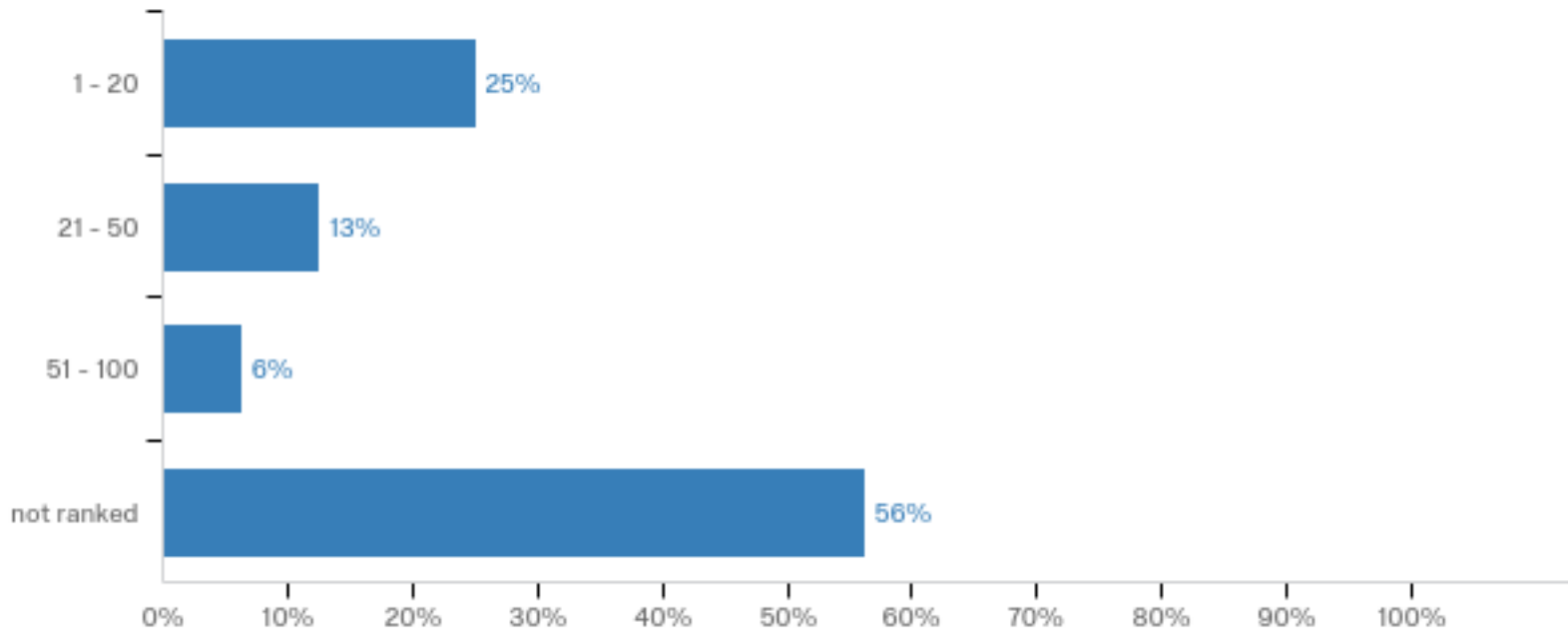
# Most Specialized Masters programs are up to 12 months in length.



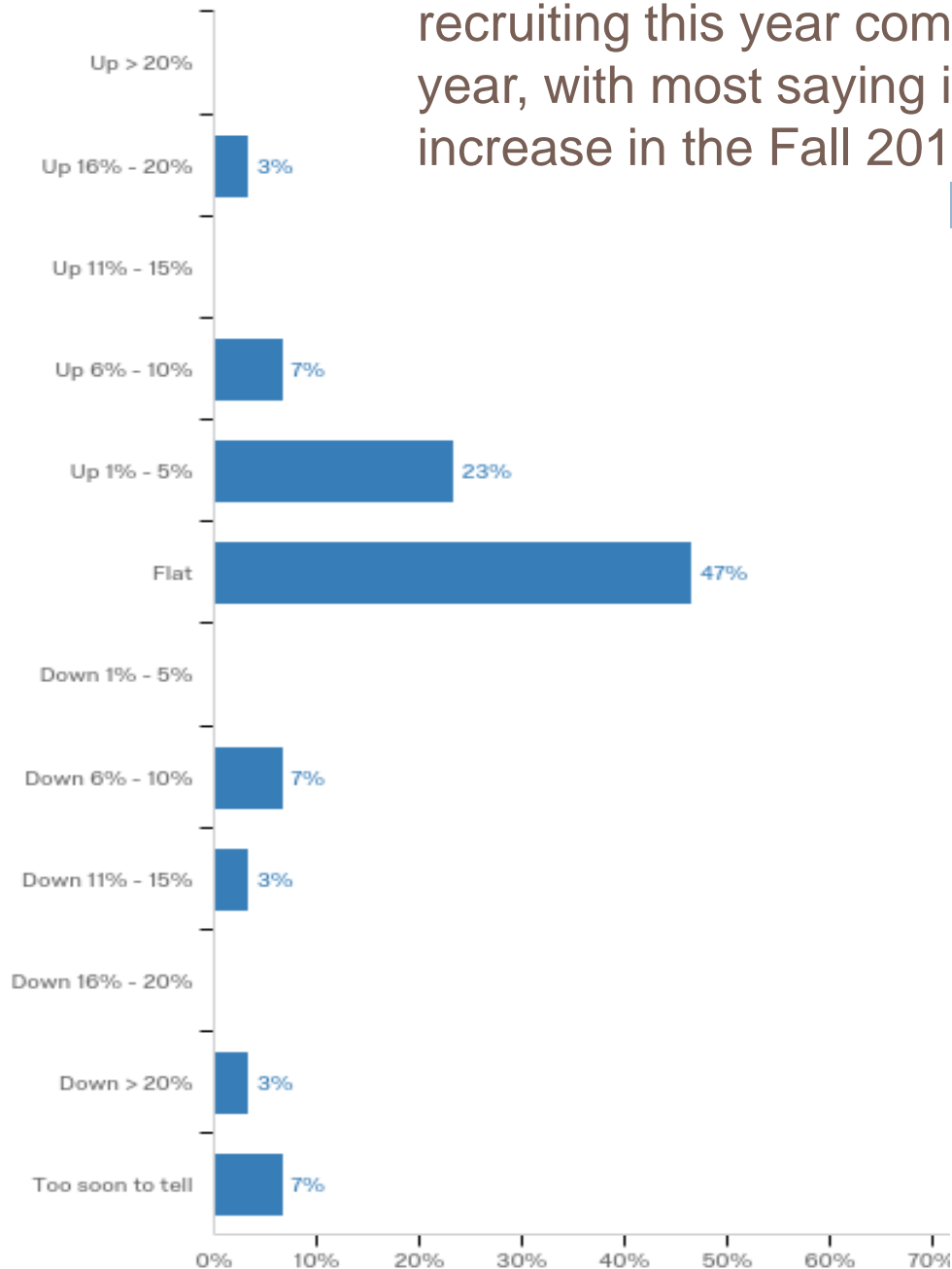


# Most respondents said their Specialized Masters program(s) was not ranked in recent media rankings.

*Were any of your Specialized Masters programs ranked in any of the most recent national/international rankings? (Bloomberg Business Week, U.S. News, Forbes, Financial Times, The Economist)*

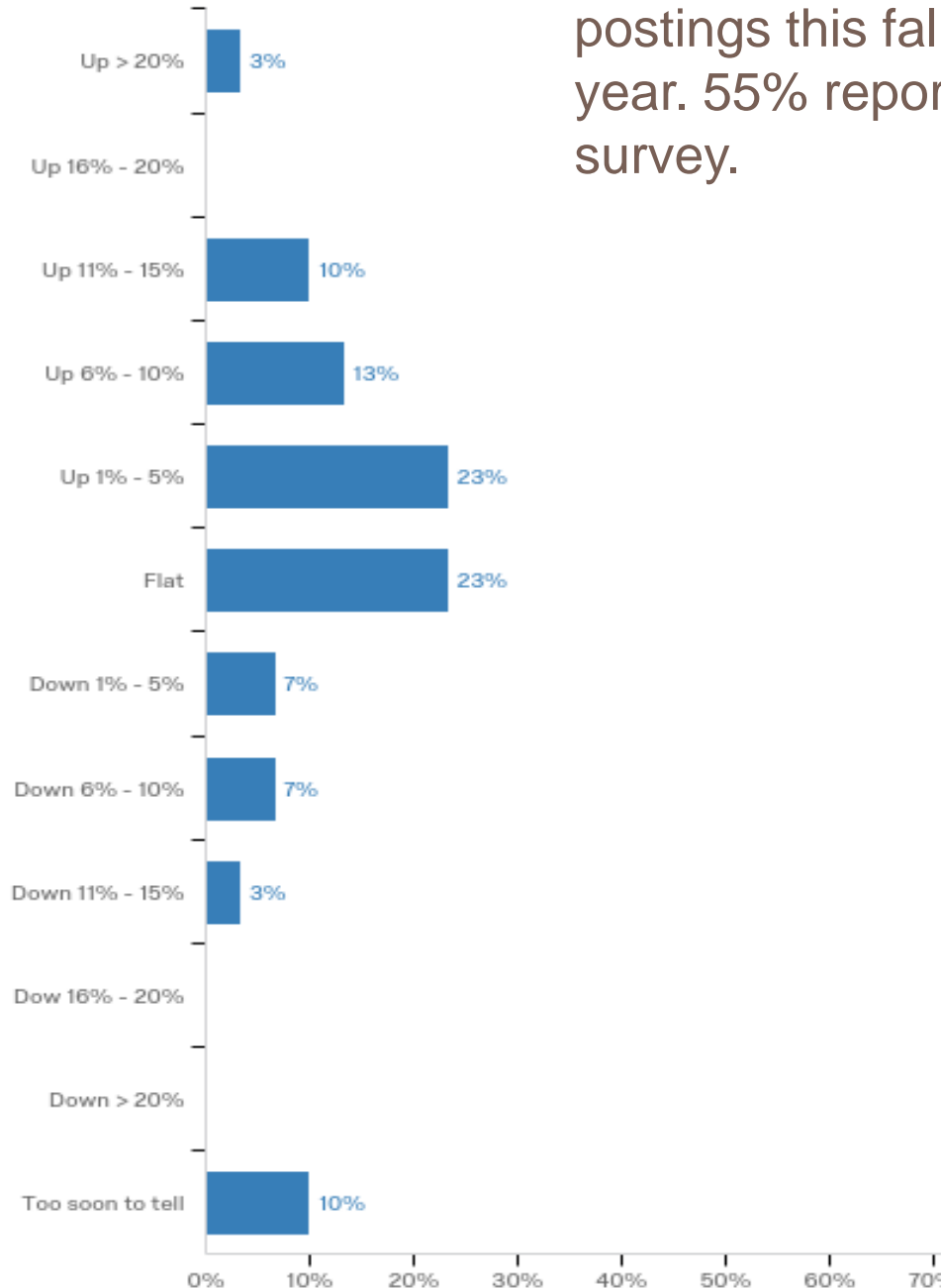


23% of respondents experienced increased on-campus recruiting this year compared to the same time last year, with most saying it was flat. 55% experienced an increase in the Fall 2015 survey.



*Overall, how do full-time, on-campus opportunities for Specialized Masters students compare YTD versus last year?*

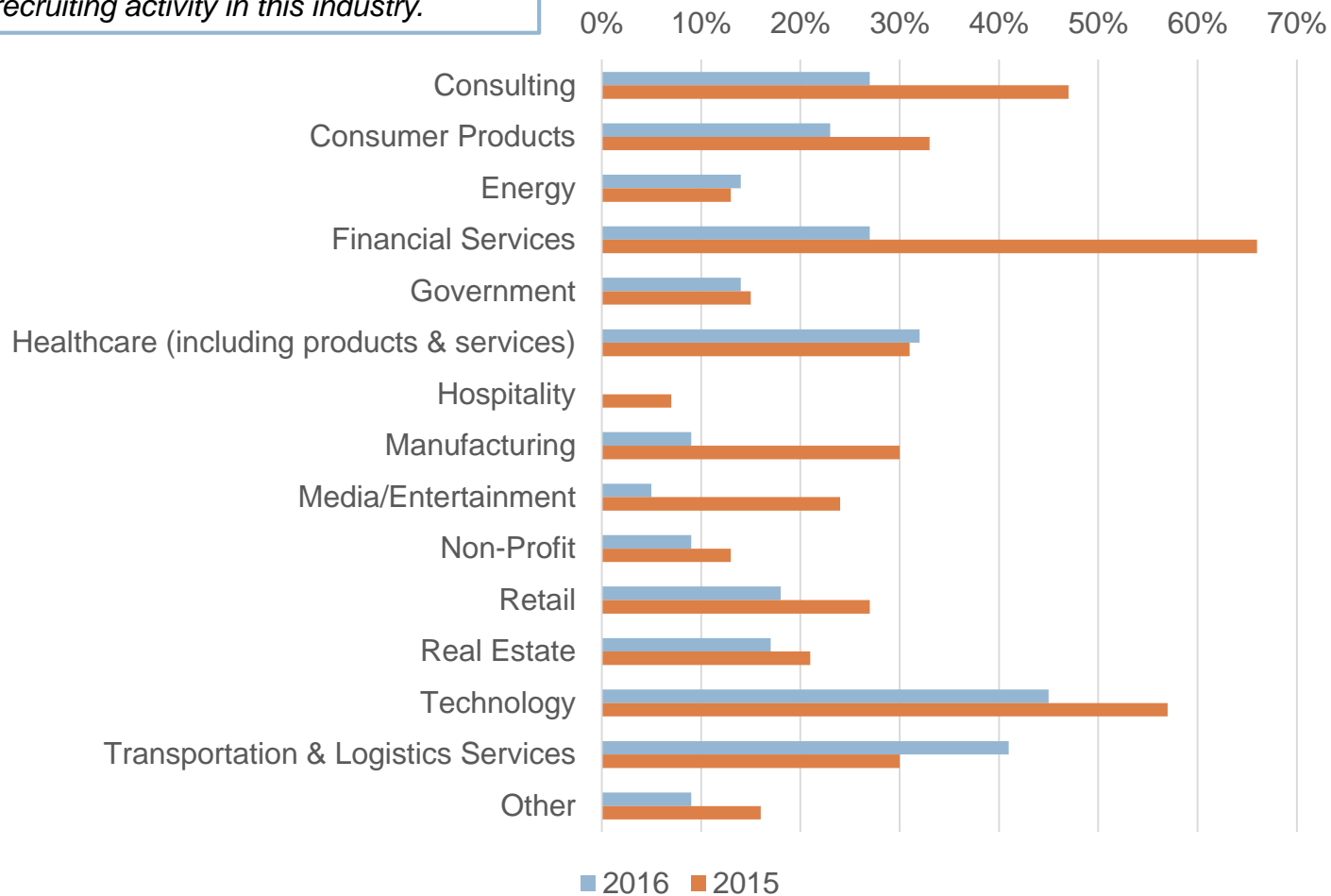
36% of respondents reported increased full-time postings this fall compared to the same time last year. 55% reported an increase in the Fall 2015 survey.



*Overall, how do full-time postings (off-campus opportunities) for Specialized Masters students compare YTD versus last year?*

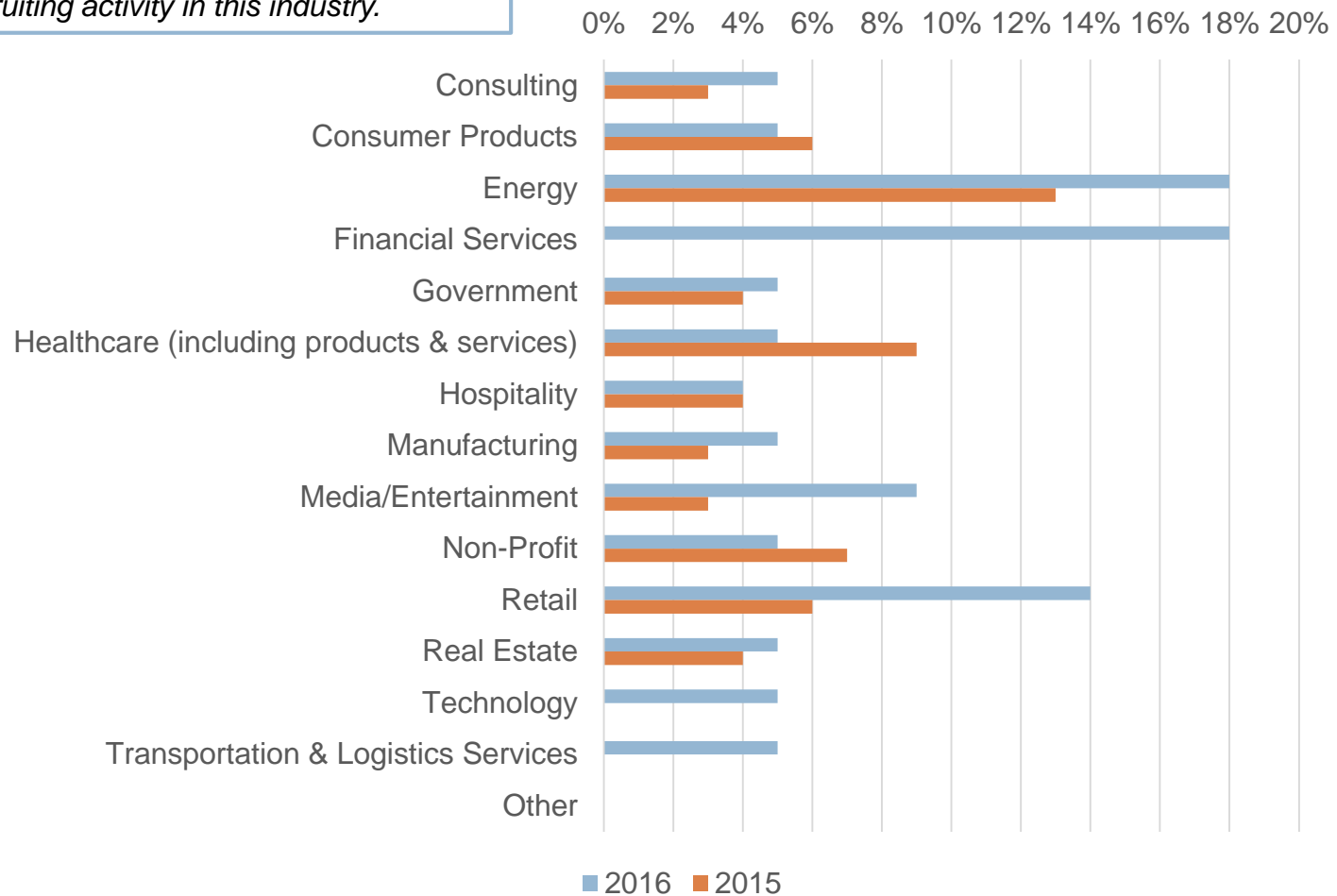
# The industries that experienced the largest increase in recruiting activity were Technology and Healthcare.

*Percent of respondents experiencing increased full-time recruiting activity in this industry.*

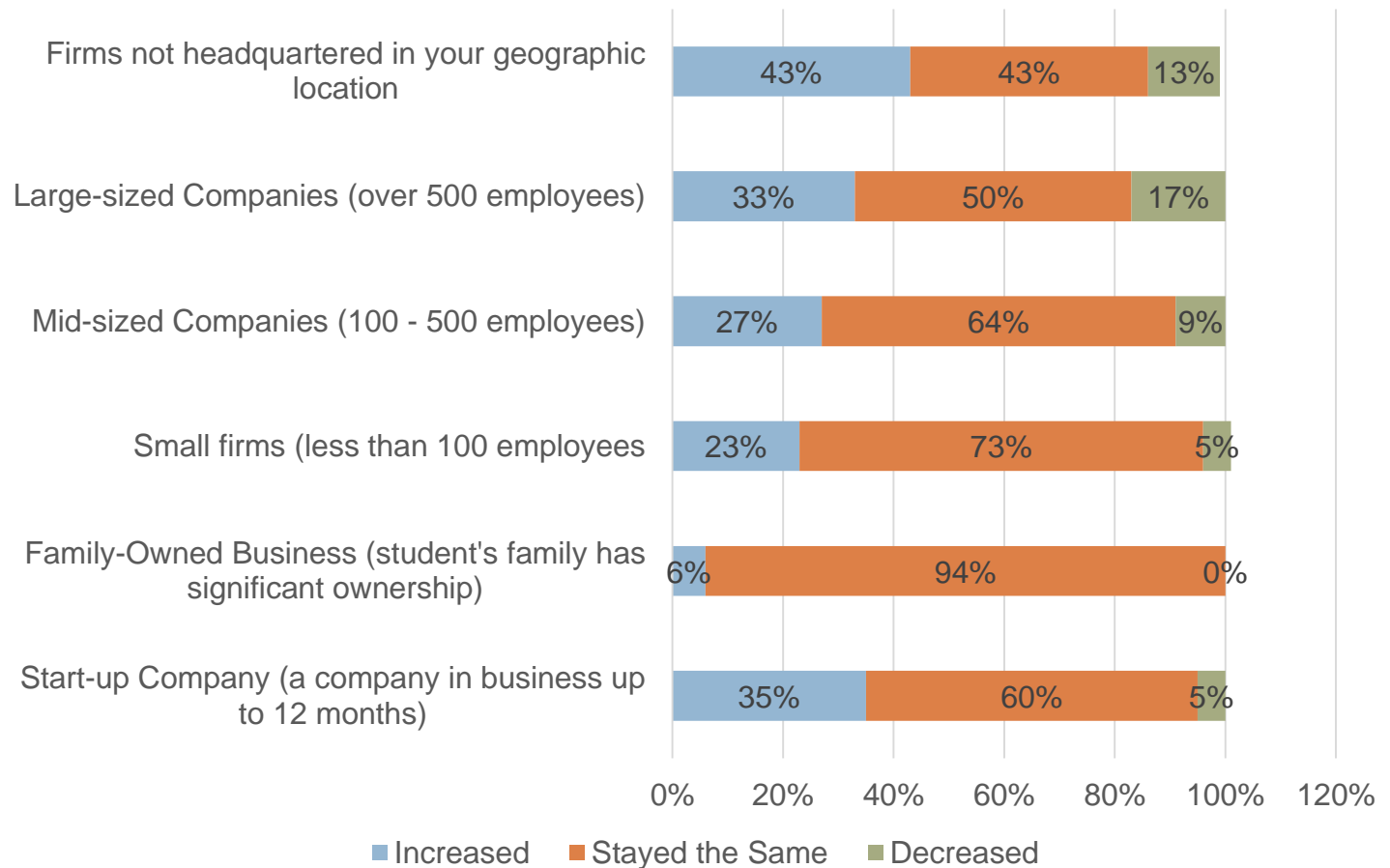


# The industries that experienced the biggest decrease in recruiting activity were Financial Services and Energy.

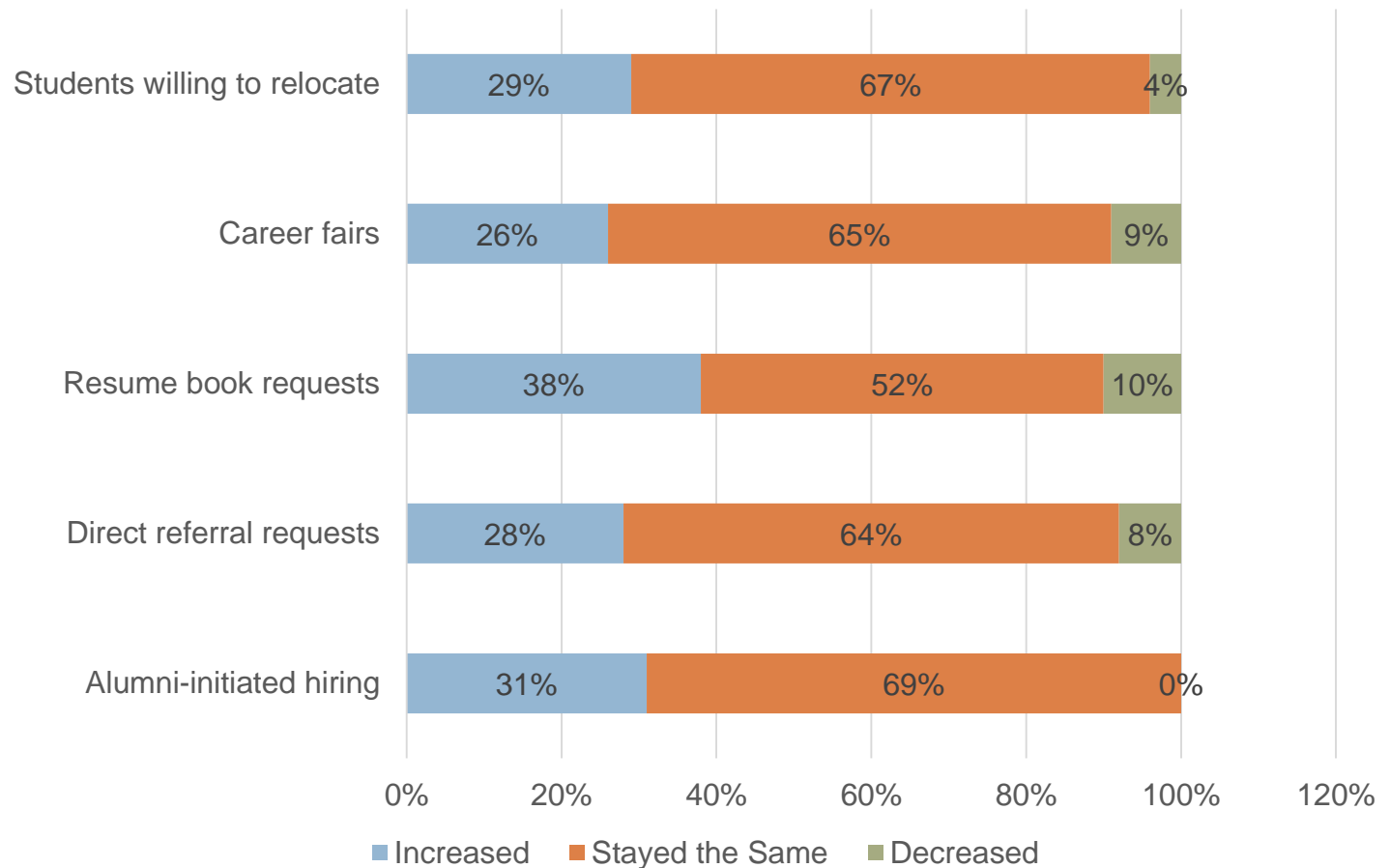
*Percent of respondents experiencing decreased full-time recruiting activity in this industry.*



The largest increase by organization type was seen in firms not headquartered in the school's geographic location.



The largest increase by recruiting activity was seen in resume book requests.



# Specialized Masters Students: *International Student Recruiting*

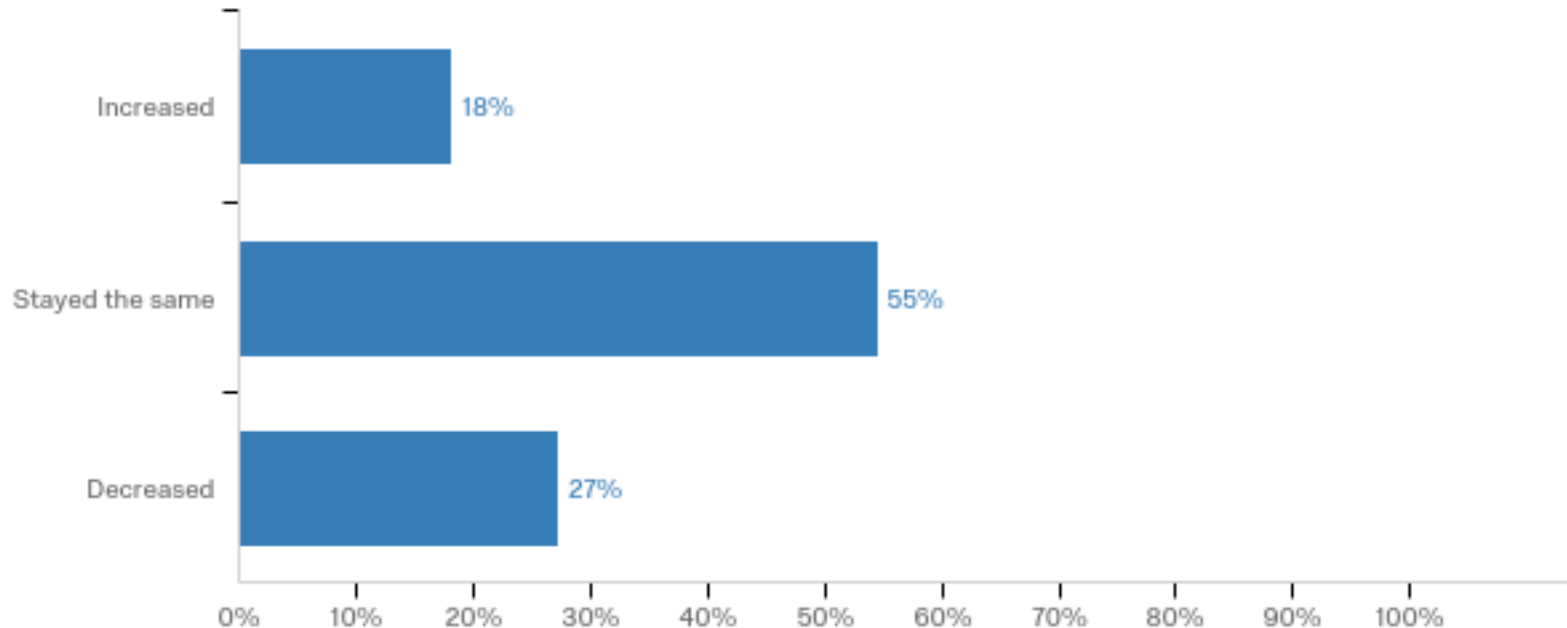


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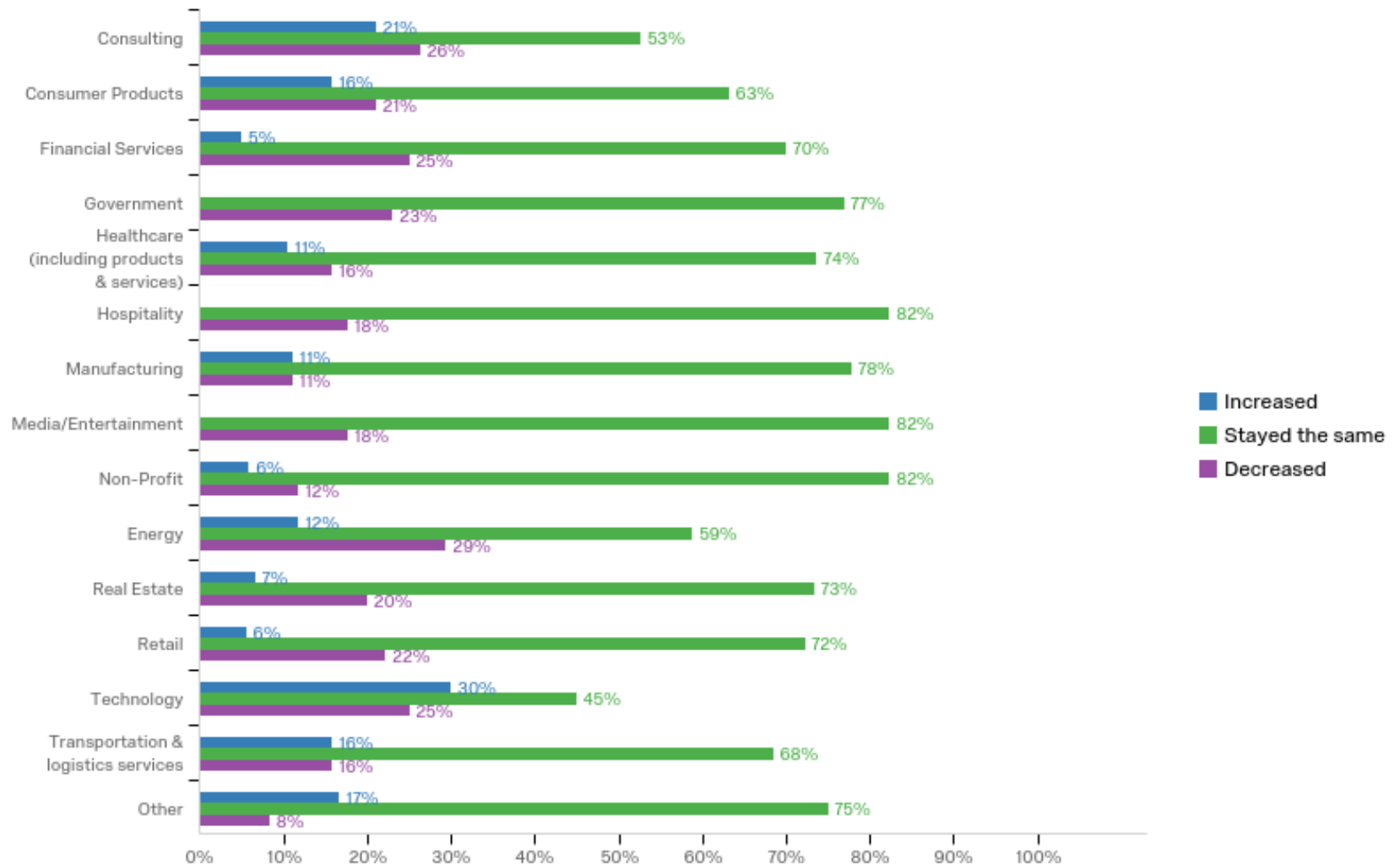


Recruiting for International\* students in Specialized Masters programs remained the same for most schools.



\*Defined as students who do not have permanent work authorization in the country or region where the school is located.

Recruiting remained the same for most industries  
Specialized Masters International students, with Consulting  
and Technology showing the largest increases.



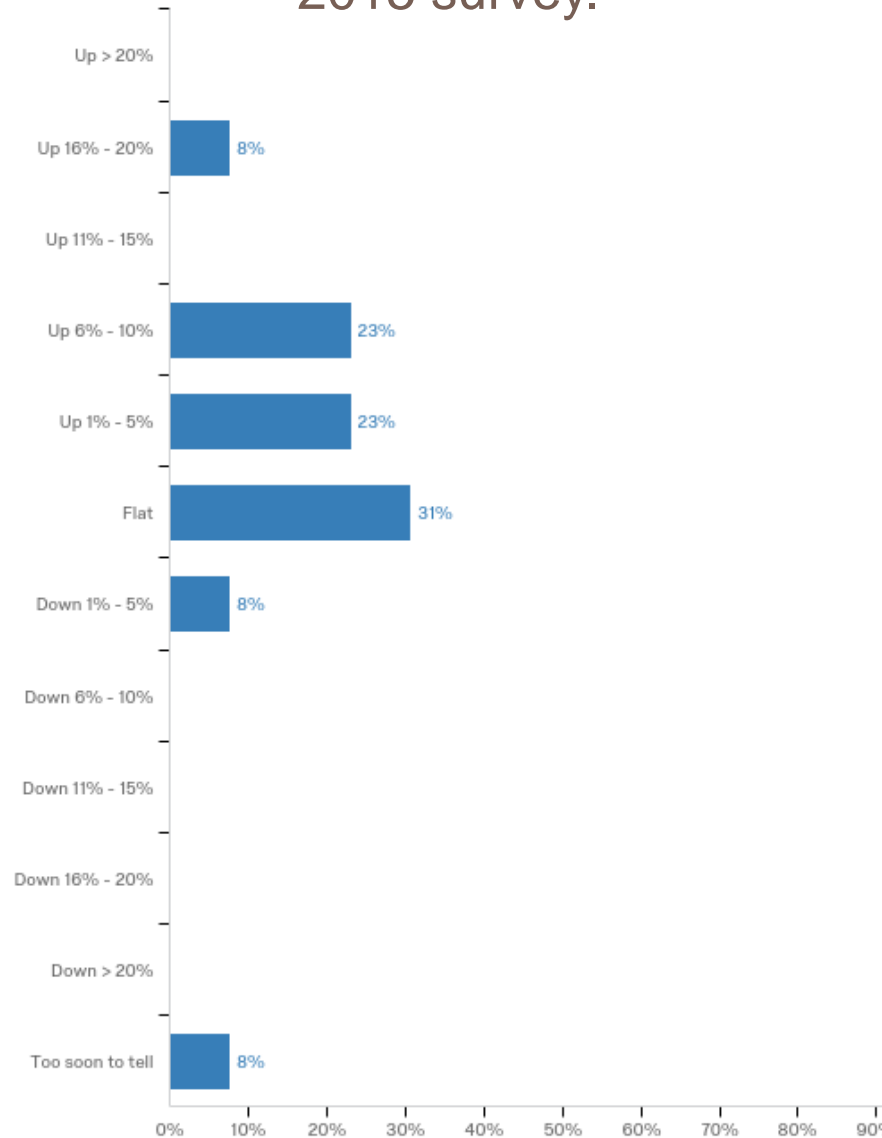
# Specialized Masters Students: *Internship Recruiting*



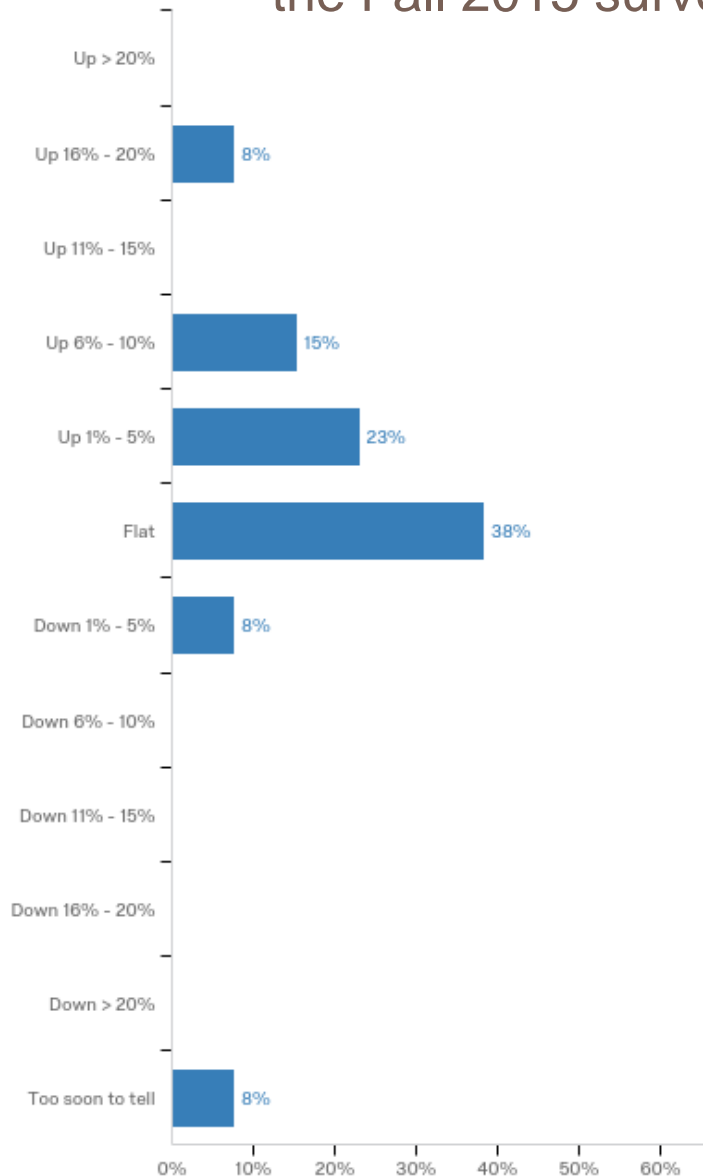
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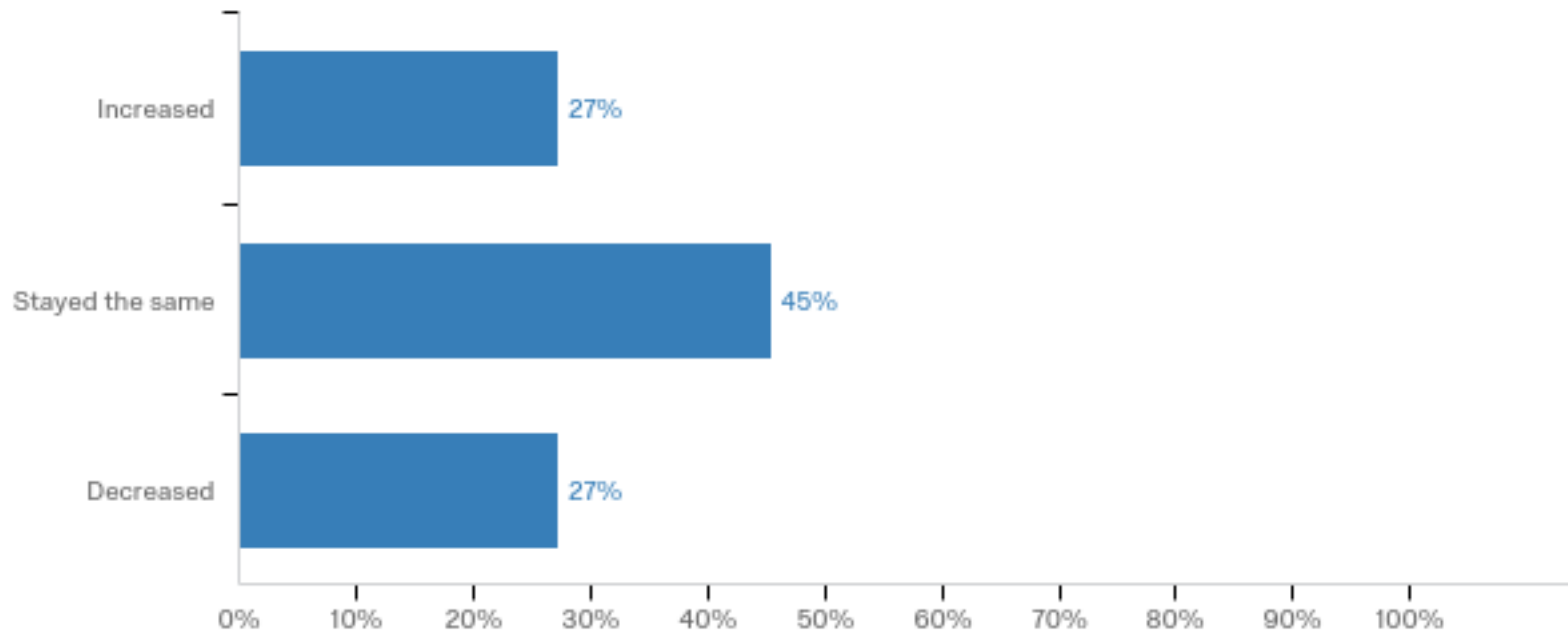
54% of respondents reported increased off-campus opportunities for internships for Specialized Masters students, compared with 63% seeing an increase in the Fall 2015 survey.



46% of respondents reported increased on-campus opportunities for internships for Specialized Masters students, compared with 53% seeing an increase in the Fall 2015 survey.

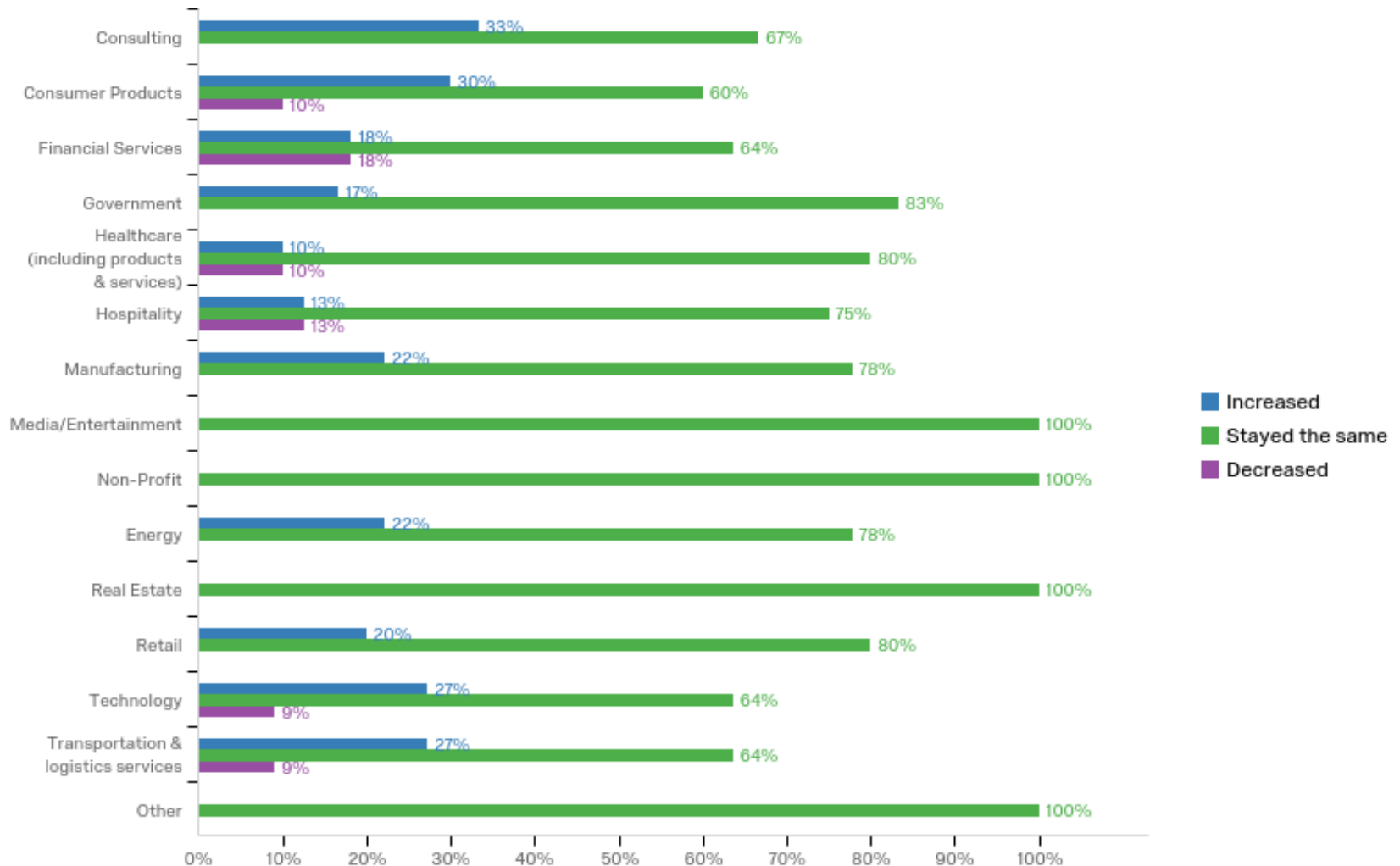


27% of respondents said internship opportunities for International Specialized Masters students increased, compared with 13% seeing an increase in the Fall 2015 survey.



\*Defined as students who do not have permanent work authorization in the country or region where the school is located.

The biggest increases for internship recruiting for Specialized Masters programs were Financial Services and Technology.



# Anecdotal Responses



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## Schools provided the following information to help frame the survey results:

- Recruiters are increasingly looking for candidates that combine business acumen and a technical background.
- Many schools are seeing an decrease in on-campus recruiting, with more companies focusing on job postings and virtual recruitment.
- After many years of moderate to high growth in recruiting since the recession, recruiting seems to have flatted out to a more stable pace

## Many U.S.-based schools commented on challenges regarding International student hiring:

- The number of opportunities for students requiring sponsorship continues to diminish.
- Many companies are more hesitant to consider international students.
- Companies are continuing to revise their policies on considering international candidates.
- There is increased uncertainty surrounding Visa policies (particularly in the U.S.) due to recent government programs.