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Demand for Specialized Masters Student Recruiting Holds Steady

Schools increase Accounting and Data Analytics program offerings

May 7, 2019 – According to the latest research released by the MBA Career Services & Employer Alliance, business schools are reporting increased demand for Specialized Masters program students compared with the same period last fall.

The *2018 MBA CSEA Fall Recruiting Trends Survey*, published by the MBA Career Services & Employer Alliance, presents key information about the recruiting trends for full-time and part-time MBA students, as well as for specialized masters program students. The report is based on confidential surveys completed between January and February 2019 by 84 [MBA Career Services & Employer Alliance](#) (MBA CSEA) member schools.

Key highlights from the study include:

- The top three most common Specialized Masters programs offered by responding institutions were Accounting (75%), Data Analytics (75%), and Finance (72.5%). Accounting and Data Analytics had the greatest increase from the previous year's survey, with both having 57% in 2017.
- Nearly 42% of the responding institutions reported an increase in overall postings (off-campus opportunities) compared to last year. 56% of schools reported an increase in the 2017 survey.
- Over one-third (39%) reported an increase in on campus opportunities for Specialized Masters compared YTD versus last year. 41% reported an increase in the 2017 survey.
- Over one-quarter (27%) of the responding institutions reported an increase in overall internship postings (off-campus opportunities) compared to last year. This is a decrease from 2017, where 52% indicated that there was an increase in overall internship postings.
- Financial Services, Consulting and Technology reported strong increases in recruiting activity of Specialized Masters students.
- Start-ups companies represented the largest increase in recruiting activity based on type of organizations with 50% reporting an increase. In the 2017 survey, large businesses showed the largest increase (at 45%).
- 61% of schools reported an increase in employers using virtual recruiting as a hiring tool. 59% reported an increase in alumni-initiated hiring.

About the MBA Career Services & Employer Alliance

Founded in 1994, the MBA Career Services & Employer Alliance is a global professional association for individuals in the fields of graduate business career services and employers. There are more than 800 members representing a diverse group of more than 200 business schools and corporations located around the world. MBA CSEA provides a direct link between Business School Career Services offices, corporate graduate business recruiting professionals and the media. MBA CSEA sets MBA employment data reporting standards for business schools and monitors media rankings surveys for survey interpretation and alignment. www.mbacsea.org



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The *2018 MBA CSEA Fall Recruiting Trends Survey* was compiled, tabulated and analyzed by Industry Insights (www.industryinsights.com), an independent, professional research and analytics firm that specializes in conducting customized research for associations.

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