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Business Schools Continue to Report Stable Recruiting Environment for Masters Level Jobs

Majority of schools sees an increase in employer use of virtual recruiting

May 2, 2019 – According to the latest research released today by the MBA Career Services & Employer Alliance, business schools are seeing a stable recruiting market for MBA and Masters programs compared with the same time 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.

“The recruiting market for MBA and Specialty Masters students remains solid, reflecting the strength seen in the global marketplaces. We continue to see changes in how employers are choosing to recruit, in terms of on/off campus and live vs. virtual recruiting, but the important thing is that they employers are still finding value in hiring students with MBA and other graduate business degrees,” says Rebecca Cook, Executive Director of the MBA Program at the Kelley School of Business, Indiana University and President of MBA CSEA.

Overview of the Survey Results

Full-Time MBA Students

- Nearly 30% reported an increase in on-campus opportunities for full-time MBAs in the Fall 2018 versus last year (37% reported an increase in the 2017 survey).
- Large-sized Companies overtook Startup Companies to represent the largest increase in recruiting activity based on type of organization. Startup Companies represented the largest increase in each of the last two surveys, but has decreased significantly by year, 50%, 47%, and 38% in 2016, 2017, and 2018, respectively.
- Over 78% of schools reported an increase in employer use of virtual interviewing technologies, 54% reported an increase in Alumni-initiated hiring, and 45% reported an increase in Hiring activity from US Diversity Conferences. Resume book requests saw the largest decrease in recruiting activity.

Recruiting Trends for International Full-Time MBA Students

- Full-time job opportunities for full-time international MBA students decreased for over 57% of the responding institutions, compared with 68% of schools experiencing a decrease in the 2017 survey.
- Technology continues to be the industry experiencing the largest increase in recruiting for International students, with 35% of schools experiencing an increase (compared to 43% in last year’s survey).

Part-Time MBA Students

- On-campus opportunities for Part-time MBAs compared YTD versus last year increased for 29% of

the institutions (35% reported an increase in the 2017 survey).

Specialized Masters Students

- The top three most common Specialized Masters programs offered by responding institutions were Data Analytics (75%), Accounting (75%) and Finance (72.5%). Accounting and Data Analytics both saw a significant increase from 57% in last year's survey.
- Similar to with full-time MBA programs, 61% of schools experienced an increase in virtual recruiting from employers.
- Start-ups remain popular for Specialized Masters students, with 50% of schools indicating an increase in recruiting activity. Large-sized companies also saw an increase (46%).

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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