

FOR IMMEDIATE RELEASE

Business School Insight into the pre-COVID-19 and Current Job Market

Schools saw stable market before global health pandemic; remain optimistic in uncertain times

April 17, 2020 – According to the latest research released today by the MBA Career Services & Employer Alliance, business schools saw a stable recruiting market for MBA and Masters programs when looking at fall 2019 data compared with the previous year. While the job market is currently experiencing unprecedented uncertainty, schools continue to serve students and partner with employers through this ever-changing environment across the globe.

The *2019 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 master's program students. The report is based on confidential surveys completed between January and February 2020 by 74 [MBA Career Services & Employer Alliance](#) (MBA CSEA) member schools.

Overview of the Survey Results

Full-Time MBA Students

- 49% reported an increase in on-campus opportunities for full-time MBAs in the Fall 2019 versus last year. This is a slight increase from the 47% who reported an increase in the 2018 survey. 23% reported an increase in on-campus opportunities (companies interviewing at school), compared with 27% in the previous survey.
- Over half (56%) reported an increase in recruiting in the technology sector (compared to 65% reporting an increase in the 2018 survey). The hospitality sector saw a downward shift, with 3% of schools reporting an increase compared with 17% last year. This may reflect the timing of when the survey was conducted, as some companies may have already started to see an impact from COVID19 in January/February.
- Schools continued to see use of virtual interviewing techniques even before COVID-19, with 71% reporting an increase. 63% of schools reported an increase in companies using AI-empowered pre-interview screening tools (a new question this year).

Recruiting Trends for International Full-Time MBA Students

- Full-time job opportunities for full-time international MBA students decreased for over 55% of the responding institutions, compared with 57% of schools experiencing a decrease in the 2018 survey. This compares with 65% who experienced a decrease in 2017, suggesting some stability for this student population.
- Technology continues to be the industry experiencing the largest increase in recruiting for International students, with 35% of schools experiencing an increase. Last year's survey yielded the same results.

Part-Time MBA Students

- Off-campus opportunities for Part-time MBAs compared YTD verses last year increased for 27% of institutions (26% reported an increase in last year's survey).
- Technology was once again the sector that experienced the largest increase in recruiting, with 52% of schools reporting an increase (the same amount reported an increase last year).

Specialized Masters Students (Master in Finance, Data Analytics, Accounting, Marketing, etc.)

- 55% of schools reported an increase in on-campus recruiting, compared with 41% last year. On-campus recruiting remained stable, with 39% of schools reporting an increase (the same number as last year).
- Similar to MBA programs, technology experienced the largest increase in recruiting, with 72% of schools

reporting an increase, a 36% increase from last year's survey.

Updates from Career Services

The survey results provide an important look at the status of the job market at the beginning of the impact of COVID-19. Current and future job markets stand to benefit from the relative stability at the beginning of this year, providing hope that the economy will return to a sense of normalcy once the pandemic subsides.

Overall, companies seem to be taking a "wait and see" approach in the current environment, with some delaying start dates for full-time employment and others adjusting program offerings. Hiring continues among some sectors, including technology, healthcare, consumer packaged goods and financial services (which includes insurance). Industries that have seen recent decreases in hiring activity include hospitality and transportation (which includes airlines).

Schools are working one-on-one with students, assisting some with adjusting their job search strategy to consider different positions within their chosen industry, others with considering a new career function all together. Alumni connections are more important than ever, with many assisting their alma mater with advice and job leads. Some schools have facilitated short-term projects to provide real-world experience for students whose internship programs were cancelled, allowing them to work with non-profits and small businesses to lend assistance with things such as resiliency plans and re-evaluation.

"There's a strong market for the skills that MBA and graduate business talent bring when the economy is solid.-Equally important are the talents that these students bring to employers in the current situation, such as problem solving, entering new markets, resiliency planning, and strategy," says Beth Ursin, Assistant Dean and Director of Career Management at Willamette University MBA in Oregon and MBA CSEA President. "When the global market reopens, I suspect the new normal will include many more virtual interactions as employers and candidates find success this summer with virtual recruiting, onboarding and managing remote interns."

A recent [quick survey](#) of 59 member schools provides additional insight into the current summer internship market. MBA CSEA will continue to survey our member schools and employers to provide insight into the job market and strategies being used to address challenges.

About the MBA Career Services & Employer Alliance

Founded in 1994, the MBA Career Services & Employer Alliance is a global association for individuals in the fields of graduate business career services and employers. There are more than 880 members representing a diverse group of more than 230 business schools and corporations. MBA CSEA provides a direct link between business school career services offices, graduate business recruiting professionals and the media. MBA CSEA sets employment data reporting standards for business schools and monitors media rankings surveys for survey interpretation and alignment. www.mbacsea.org

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