

2022

# MBA CSEA Fall Recruiting Trends Survey

*Summary Report*



**MBA Career Services  
& Employer Alliance**

More than an association. A community.

# Introduction

The MBA CSEA Fall 2022 Recruiting Trends Survey provides key information about recruiting trends for Full-time MBA, Part-time MBA, and Specialty Master's students compared to the same timeframe the previous year.

The report is based on confidential surveys completed in January and February 2023 by 78 MBA Career Services & Employer Alliance (MBA CSEA) member schools. The full results from the survey are provided to participating schools, with this Summary Report available to the general public.

The survey was created, compiled and analyzed by MBA CSEA.

## DISCLAIMER

The statistical information contained in this report is believed to be representative of the individuals responding to the survey. All reasonable efforts were taken by MBA CSEA to assure data comparability within the limitations of reporting procedures. However, the data used in this report is not necessarily based on audited data. As such, the statistical validity of any given number varies depending upon sample sizes and the amount of consistency among responses for that particular figure. MBA CSEA, therefore, makes no representations or warranties with respect to the results of this study and shall not be liable to members or anyone else for any information inaccuracies, or errors or omissions in contents, regardless of the cause of such inaccuracy, error or omission. In no event shall MBA CSEA be liable for any consequential damages.

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## About This Report

This year's MBA CSEA 2022 Fall Recruiting Trends Survey Report provides information that will assist member schools with understanding recruiting trends for Full-time MBA, Part-time MBA and Specialty Master's students.

In January and February of 2023, confidential survey forms were made available to MBA CSEA member schools. A complete set of survey questions will be provided upon request. This report provides an abridged view of the survey results.

## How to Use This Report

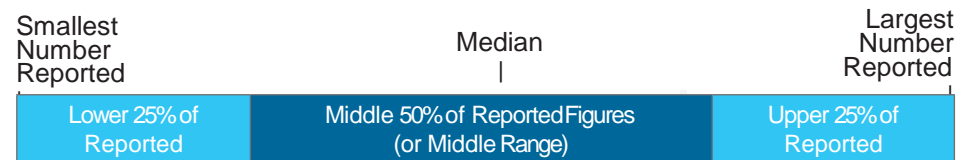
This MBA CSEA 2022 Fall Recruiting Trends Survey Report will help institutions evaluate recruiting trends relative to what similar institutions are observing. The statistics represent benchmarks against which an institution's recruiting trends can be compared. Using the information within this report, schools can compare their own institution's observations about the recruitment marketplace with the participants as a whole.

Please keep in mind:

1. A deviation between your organization's figures (for any particular measure) and numbers in the report is not necessarily good or bad. It merely indicates additional analysis may be required.
2. In situations where large deviations do exist, it may be helpful to go back and calculate the same measure over the past several years to identify any trends that may exist .
3. The information in this report should be used as a tool for informed decision-making rather than absolute standards. Since organizations differ as to their specialization, location, size and other factors, any two organizations can be successful yet have very different experiences with regards to certain benchmarks.
4. Many respondents used estimates for the data points provided, rather than absolute numbers. This should be considered when drawing conclusions about the data.

## Interpreting the Numbers

Most of the data points included in this study are reported as both medians and averages/means. The median value represents the mid-point of the data for a particular measure, with half of the organizations reporting figures above it and half below. Unlike the mean, the median is not distorted by a few unusually high or low values that may exist in the sample due to special circumstances. Each median was computed independently based on the organizations that reported for that item. As a result, mathematical relationships do not always exist when different ratios are used together in the calculation. **Also, please note, some items may not total exactly due to rounding.**



Figures reported were not used unless they were in accordance with the survey instructions and definitions. In cases where the number of organizations reporting was considered inadequate for the computation of a meaningful figure the survey question was omitted from the report. Additional context was also provided in cases where questions may be skewed toward a certain industry or other parameter.

## Definitions

<b>Number of Responses (N):</b>	The number of responses in a particular grouping.
<b>Average:</b>	The simple average of all responses for a particular item (e.g., it is the result of summing the values and dividing by the total number of responses).
<b>Median (or 50th percentile):</b>	The center value of the total distribution of the data that are reported (e.g., it is the value at which 50% of the responses are above and 50% are below). This measure is less likely than an average to be distorted by a few outlying responses.
<b>Lower Quartile (or 25th percentile):</b>	The observation point below which 25% of the responses lie (e.g., 25% of the responses are less than this amount and 75% are greater than this amount).
<b>Upper Quartile (or 75th Percentile):</b>	The observation point below which 75% of the responses lie (e.g., 75% of the responses are less than this amount and 25% are greater than this amount).

## Using Ratios

While it is important to analyze information in dollars and cents, it is essential that percentages and ratios be used if the data is to be compared with past data or with reported standards. For example, it is necessary to know your annual employee compensation expense, but it is even more essential to compare this expenditure with the value it produces.

# Executive Summary

MBA CSEA conducts the Fall Recruiting Trends Survey annually to assist member schools with benchmarking and strategic decision making. The following items of note appeared in this year's survey results:

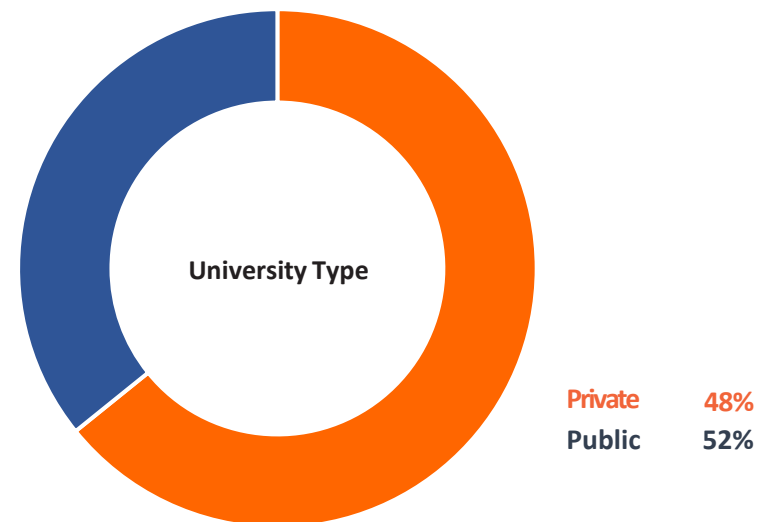
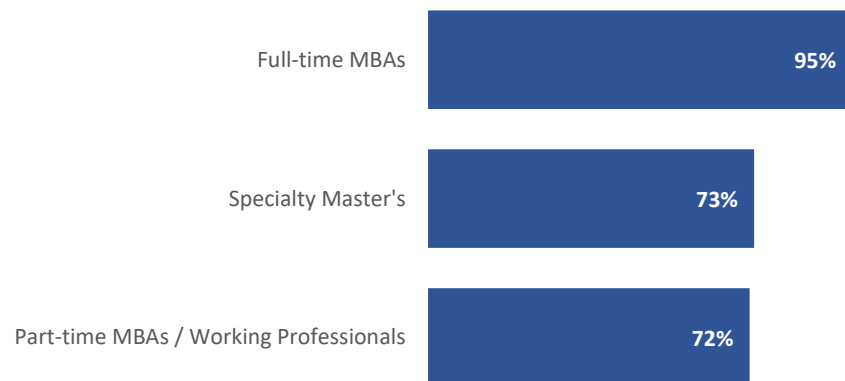
- Fewer schools saw an increase in off-campus opportunities (full-time job postings) this year compared with last year; while slightly more schools saw an increase in on-campus opportunities (school-scheduled interview). This could be an indication that on-campus recruiting is making a slow recovery post-pandemic.
- Consulting and Financial Services showed the largest increase in recruiting activity amongst industry groups for most student and program categories. Real Estate, Healthcare, and Retail also saw increases in recruiting activity, while Hospitality and Arts/Entertainment saw decreases.
- Technology had the most significant decline in recruiting activity for Full-time and Part-time MBA populations after experiencing one of the strongest increases in recent years. However, the tech sector did see increase recruiting for specialty masters program candidates in 2022. This could be because tech-related specialty masters programs are more specialized and are providing individual skills that are highly sought after, such as data analytics.
- In-person career fairs have seen a significant increase in prevalence, while virtual career fairs have declined slightly. This may be a sign that recruiters are demonstrating value in large scale in-person event opportunities post-pandemic, as well as a result of significant increases in virtual fair activity in recent years that are now starting to stabilize.
- When it comes to types of firms, firms not headquartered in the geographic location of the school showed the most increase in recruiting activity for Full-time MBA programs. This could be an effect of companies increasing outreach post-pandemic as well as increasing their diversity hiring efforts.

# Respondent Profile

# Respondent Profile

The respondent sample for the survey this year included 78 schools. Most of the responding institutions (95%) serve Full-time MBA students. A majority also serve Specialty Master's (73%) and Part-time MBAs (72%). This includes working professional programs but excludes Executive MBAs. There was a relatively even split of public (52%) and private (48%) institutions represented.

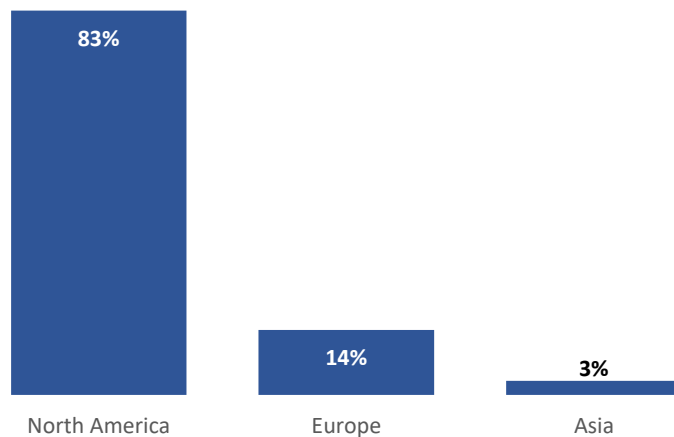
**Student Populations Served**



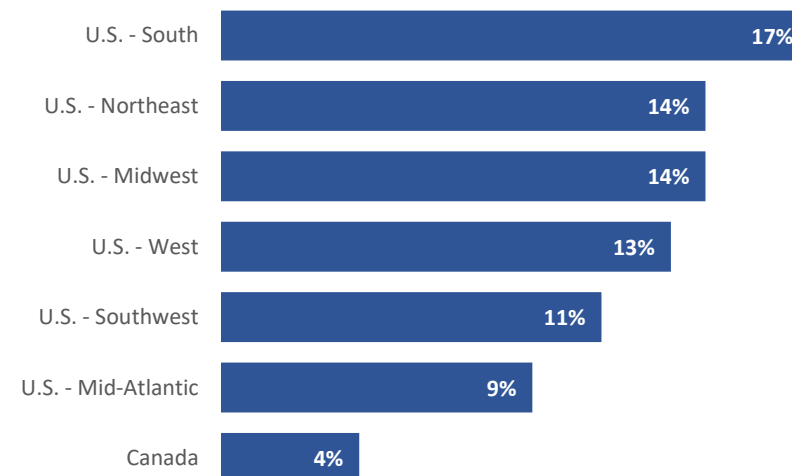
# Respondent Profile cont.

Although many respondents have a global reach, the sample primarily consists of universities whose main campus is based in the US. The majority of responding universities (83%) reported their main campuses were located in North America, with 17% located in other regions.

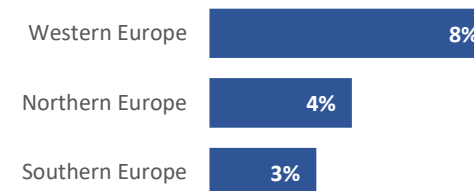
Geographic Location of University's Main Campus



Regions in North America



Regions in Europe



Regions in Asia



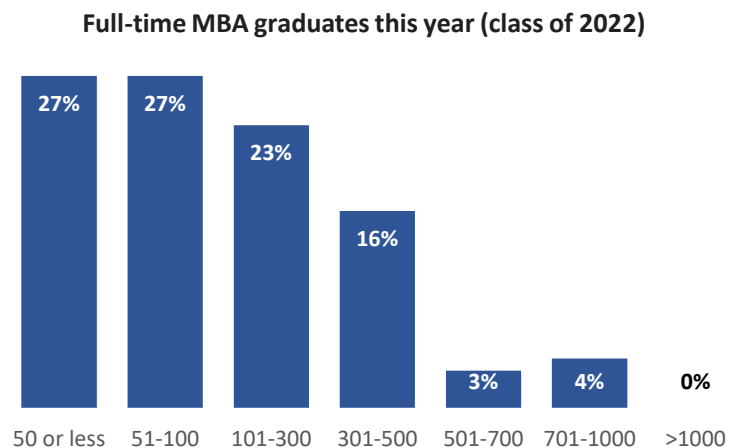


# Full-time MBA Programs

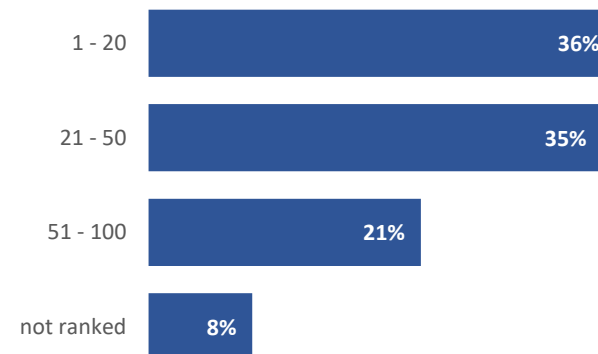
# Full-time MBA Programs

The institutions reporting recruiting trends for their Full-time MBA programs had a strong representation of top ranked MBA programs in the results. Over two-thirds (71%) of the respondents were ranked as one of the top 50 MBA programs in one of the most recent national/international rankings (BusinessWeek, US News & World Report, Financial Times, Economist, Forbes, etc.). This includes 36% that were ranked in the top 20.

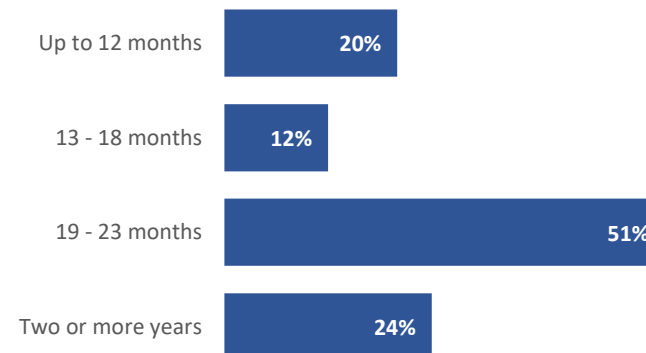
Over three quarters of the institutions (77%) have less than 300 students graduating from their Full-time MBA program this year (compared with 89% in 2021 and 90% in 2020). Over half of the schools (51%) have a program length that lasts between 19 and 23 months.



**Full-time MBA Program Ranking**



**Full-time MBA Program Length**

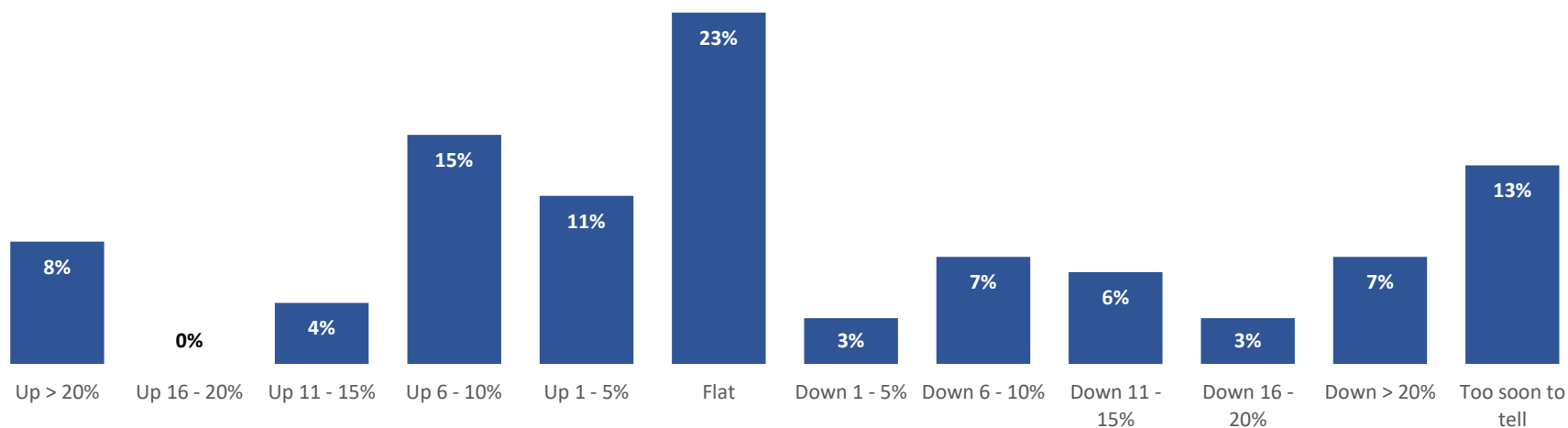


# Full-time MBA Programs

Overall, full-time job postings (off-campus opportunities/postings by employers through a school's job posting platform(s)) were down compared to last year. This year, 26% of respondents indicated that postings were down, compared to 6% in 2021.

	Indicated that postings were UP	Flat	Indicated that postings were DOWN	Too soon to tell
<b>2019</b>	49%	26%	15%	10%
<b>2020</b>	22%	32%	40%	7%
<b>2021</b>	74%	11%	6%	9%
<b>2022</b>	38%	23%	26%	13%

Overall, how do full-time job postings (off-campus opportunities/postings by employers through your school's job posting platform(s)) for FT MBAs compare YTD versus last year?

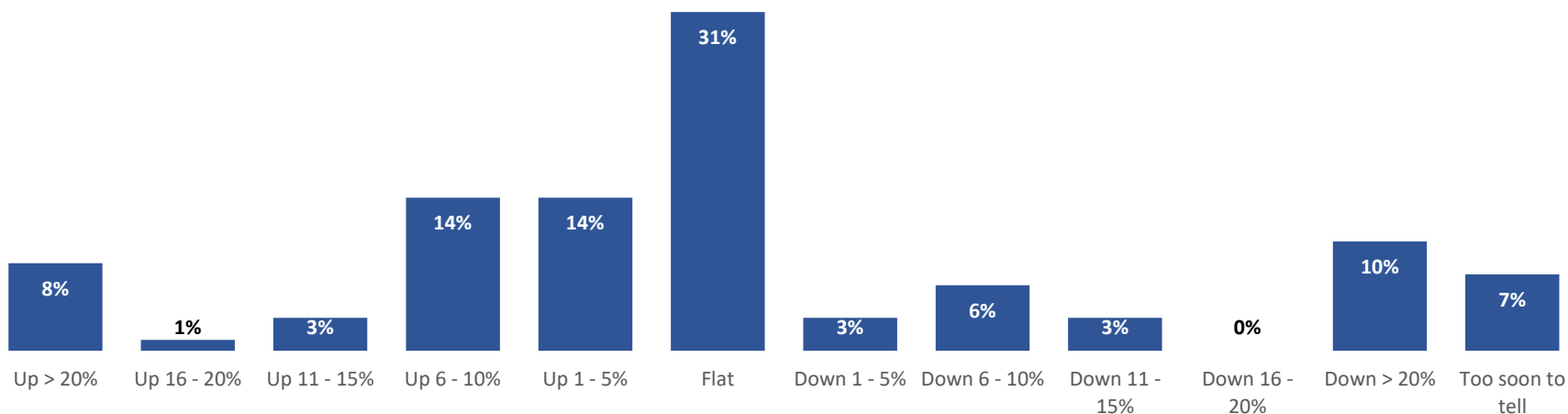


# Full-time MBA Programs

On-campus opportunities (companies interviewing at a school either on-campus or coordinated virtually via campus recruiting process) were up compared to last year. This year, 40% of respondents indicated that postings were up, compared to 35% in 2021.

	Indicated that postings were UP	Flat	Indicated that postings were DOWN	Too soon to tell
<b>2019</b>	22%	40%	31%	7%
<b>2020</b>	21%	24%	47%	8%
<b>2021</b>	35%	29%	27%	9%
<b>2022</b>	40%	31%	22%	7%

Overall, how have on-campus opportunities (companies interviewing at your school either on campus or coordinated virtually via a campus recruiting process) for FT MBAs compare YTD versus last year?

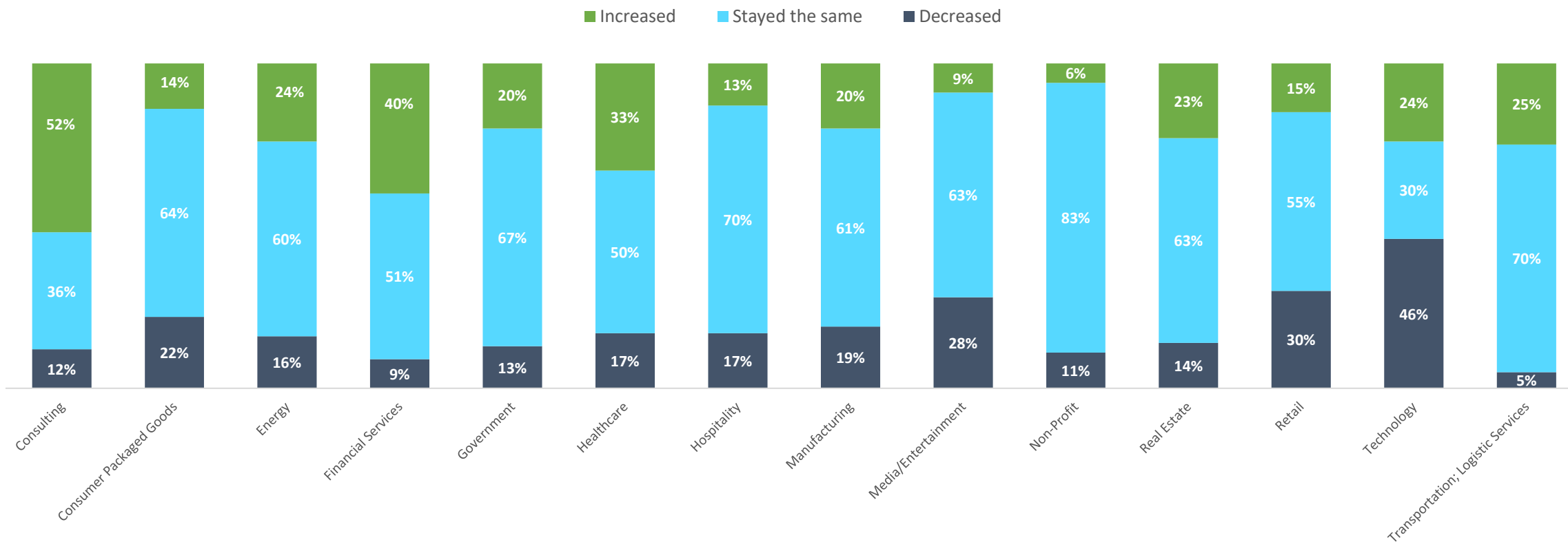


# Full-time MBA Programs

The Consulting sector saw the largest increase, with 52% of schools reporting an increase in recruiting activity. This is slightly lower than increase that we saw in this industry in 2021 when 84% of schools reported an increase. Financial Services (40%) and Healthcare (33%) were the other industries that saw the highest reported increases from respondents.

The sectors where the largest numbers of schools saw a decrease include Technology (46%), Retail (30%), and Media / Entertainment (28%). The reported decrease in the Technology industry in 2022 follows reports of large increases in this industry from respondents in 2021 (82%).

What changes in recruiting activity for FT MBAs have you seen in the following industries?



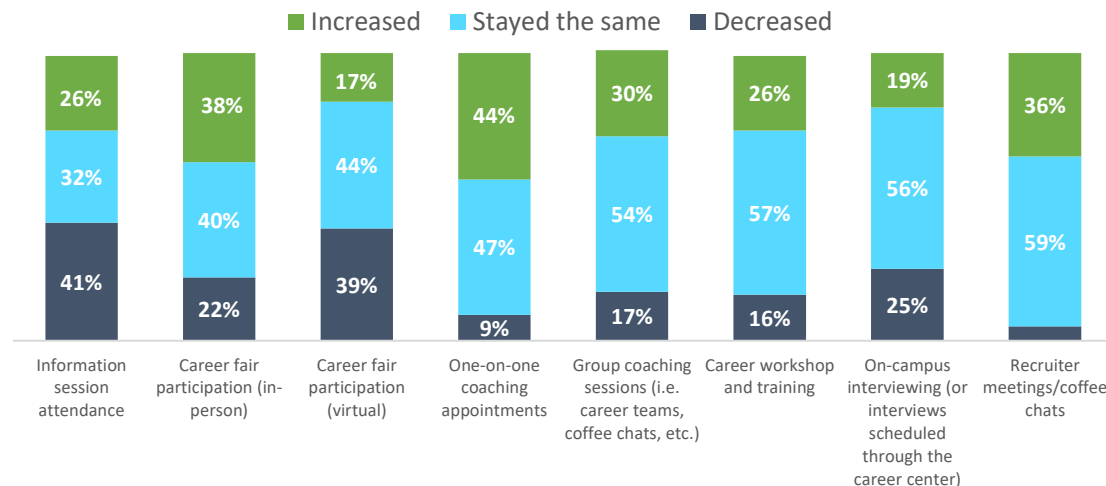
# Full-time MBA Programs

The largest reported increase in student engagement, by 44% of schools, was seen with one-on-one coaching appointments, although it was not as large of an increase that was reported in 2021 (50%). In-person career fair participation (38%) and recruiter meetings / coffee chats (36%) were the second and third activities where respondents reported large increases. In 2021, 48% of respondents reported an increase in virtual career fair participation, while in 2022 there was a smaller increase (17% of schools).

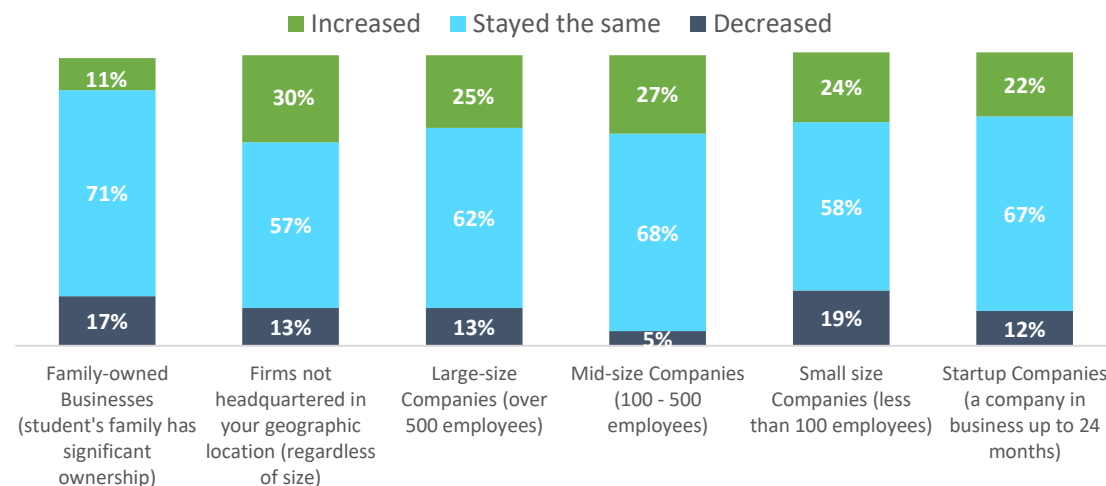
The largest reported increase in recruiting activity by respondents, when it comes to organization type, was seen with companies not headquartered in the geographic location (30%), as was the case in the 2020 survey (32%). In 2021, large-size companies held the top spot (76% of schools).

In 2022, the largest decreases were in small-size companies (reported by 19% of schools) and family-owned businesses (reported by 17% of schools).

How did FT MBA student engagement in the following activities compare to the same time period last year?



What changes in recruiting activity for FT MBAs have you seen with the following types of organizations?

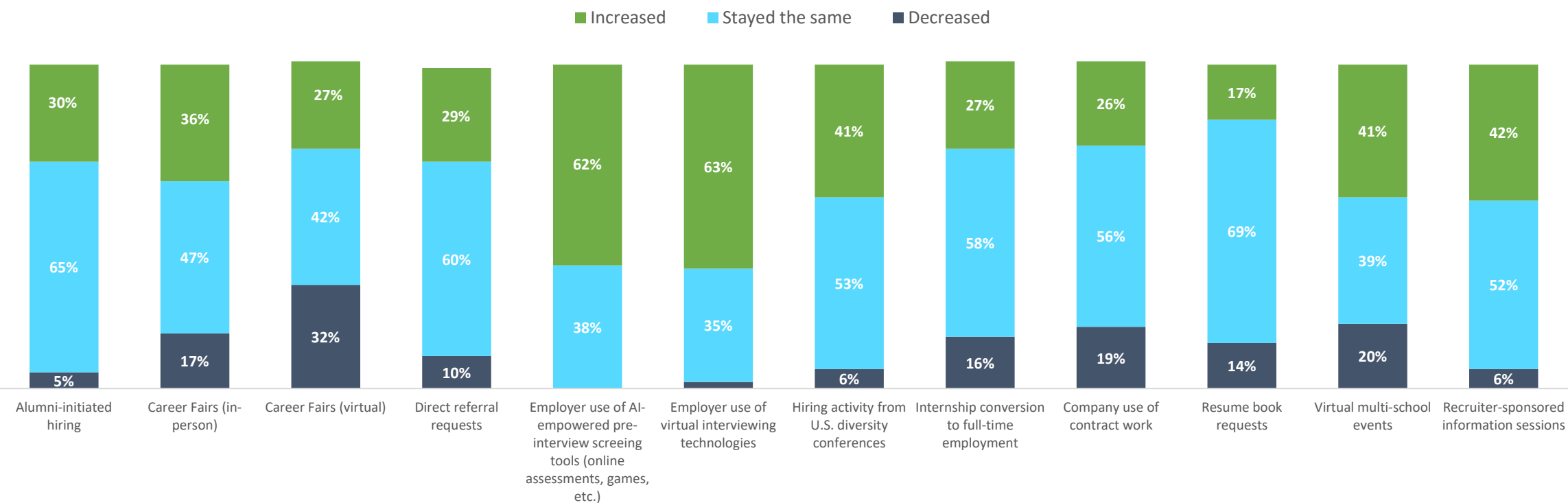


# Full-time MBA Programs

Nearly two-thirds (63%) of schools saw an increase in employer use of virtual interview technologies. However, in the 2020 survey, this amount was 93% and in 2021 it was 90%. Employer use of AI-empowered pre-interview screening tools also saw strong increases, with 62% of schools reporting an increase. However, in 2021, increases were reported by 75% of schools. In 2020, 65% of schools reported increases in the use of this technology, which is also higher than the increases reported in the 2022 survey.

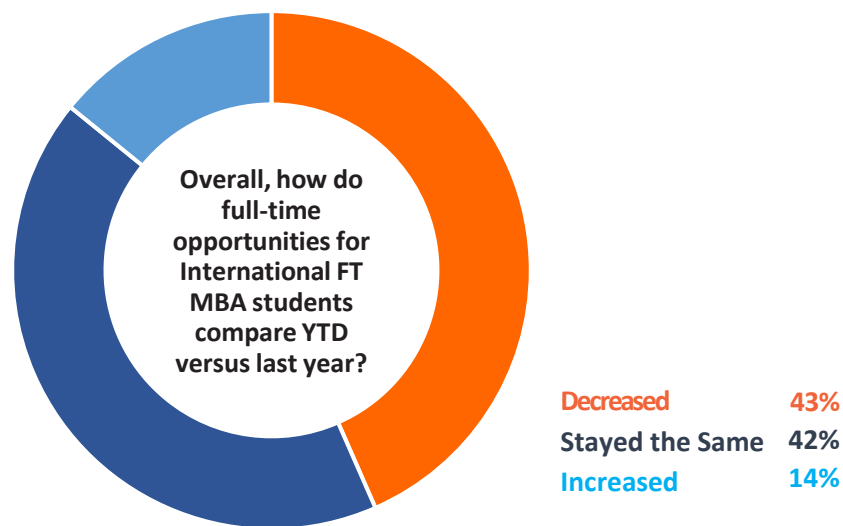
Respondents reported the largest decreases in recruiting activity for virtual career fairs (32%) and virtual multi-school events (20%). This shows a shift from 2021 when 64% of schools reported a decrease in in-person career fairs.

What changes in full-time recruiting activity for FT MBAs have you experienced on or off campus?



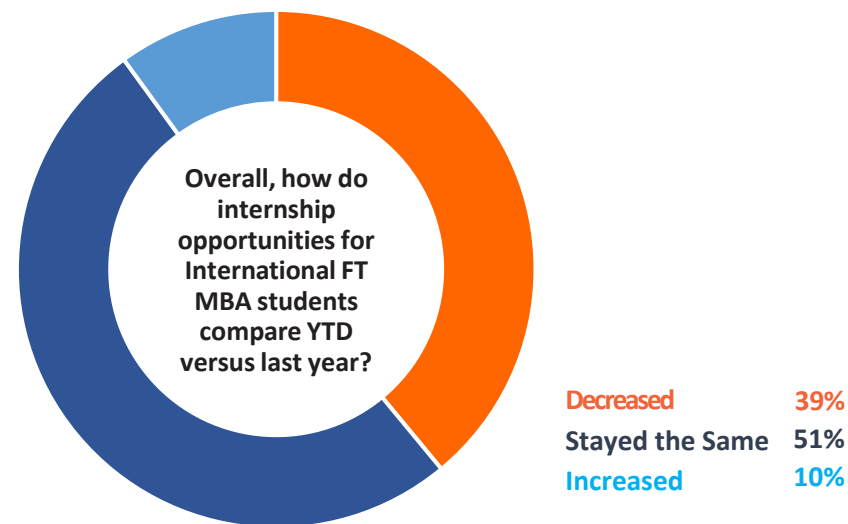
# Full-time MBA Programs

Trends for International Students  
(those with non-permanent work authorization)



In 2022, 43% of respondents reported a decrease in Full-time job opportunities for Full-time International MBA students. In 2021, only 18% of respondents reported decreases in opportunities for international students. However, this amount is not as large as in 2020 (65%).

Additionally, 39% of schools reported a decrease in the number of internship opportunities for International MBA students. This is more than the 16% decrease reported in 2021, but not as much as the 55% decrease reported in 2020.



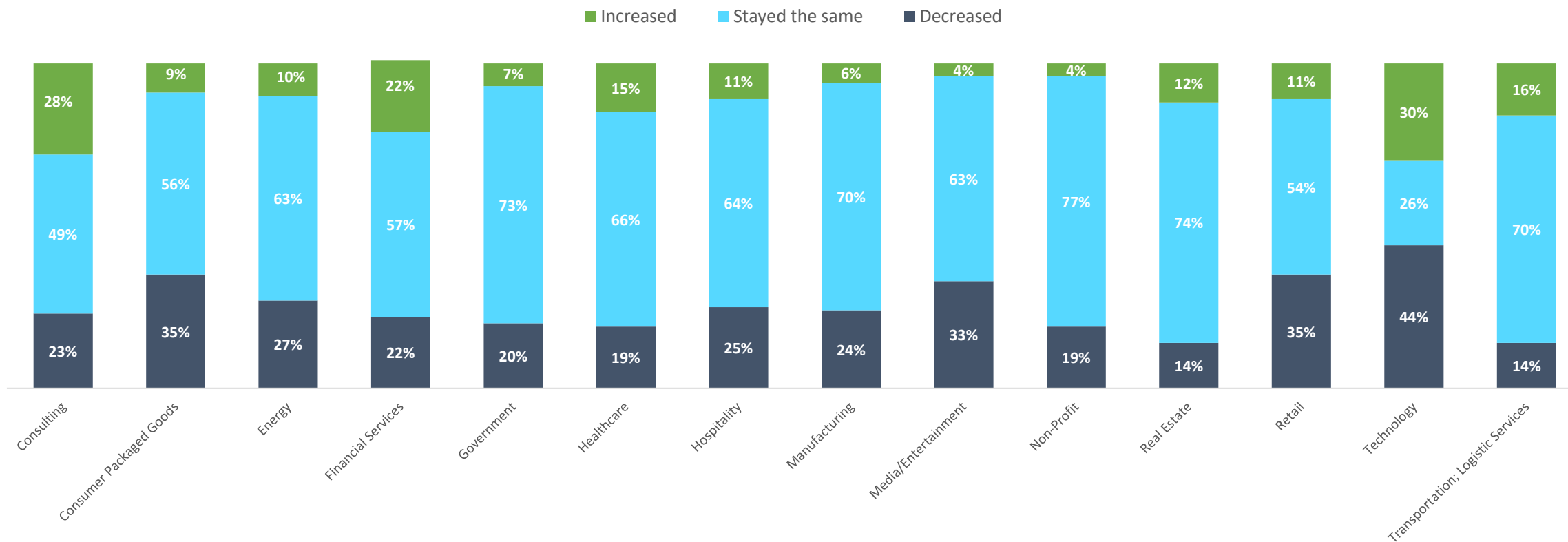


# Full-time MBA Programs

## Trends for International Students (those with non-permanent work authorization)

The Technology sector saw the largest increase for International FT MBA recruiting activity, with 30% of schools reporting an increase. However, the Technology sector was also where the largest number of schools saw a decrease (44% of schools reported a decrease in 2022, and 6% reported a decrease in 2021). In 2021, 63% of schools reported an increase in the Technology sector and 31% of schools reported an increase in 2020.

What changes in full-time recruiting activity have you seen in the following industries for FT International MBA students?



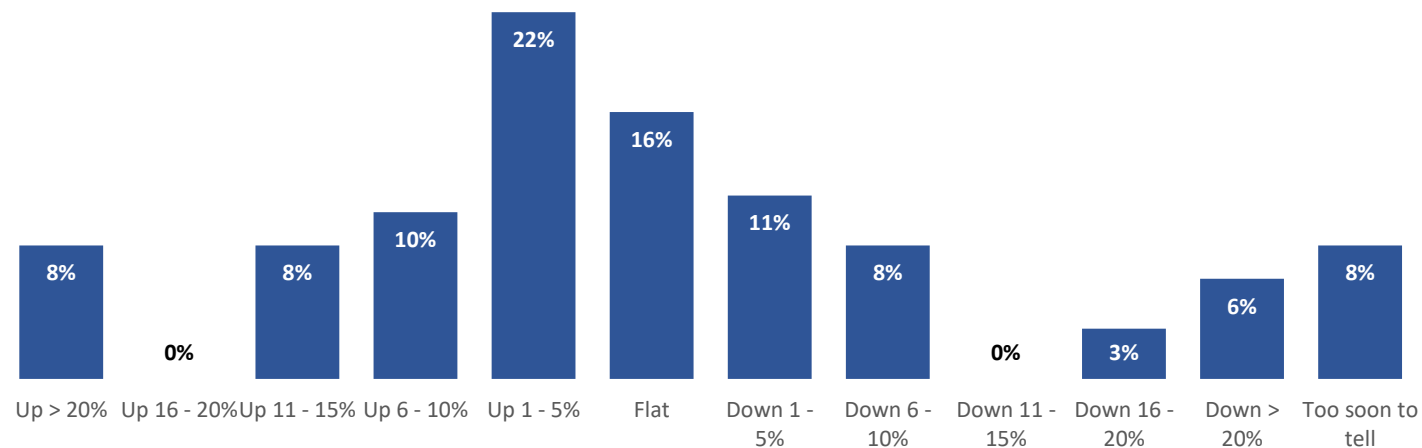
# Full-time MBA Programs

## Internship Recruiting Trends

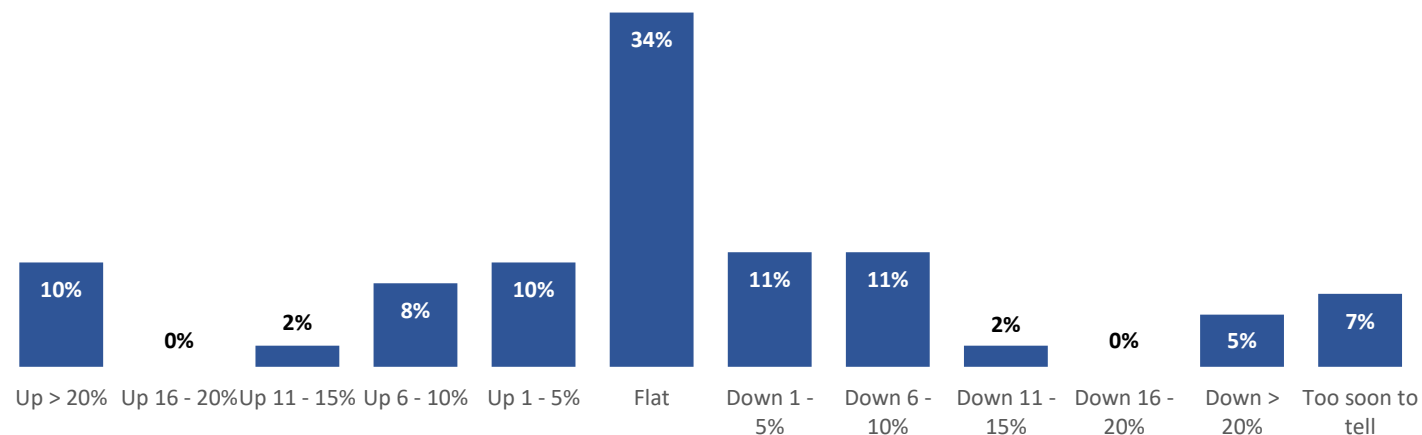
Overall, 2022 internship postings for FT MBAs have not increased as much as was reported by schools in 2021. In 2022, 48% of respondents indicated that off-campus opportunities for internships increased. In 2021, that increase was reported by 65% of schools. In 2020, the increase was reported by 30% of respondents. In 2022, 36% of respondents indicated a decrease, while 29% reported a decrease in 2021 and 34% reported a decrease in 2020.

In 2022, on-campus interviews are down as well compared to 2021. In 2022, 30% of schools reported an increase in opportunities for on-campus interviews, while 36% of schools reported an increase in 2021. However, only 16% of schools reported an increase in 2020. In 2022, 36% of schools reported a decrease in on-campus interview opportunities, which is almost identical to the 37% of schools that reported a decrease in 2021. In 2020, 46% of schools reported a decrease.

Overall, how do off-campus opportunities (internship postings) for internships for FT MBAs compare YTD versus last year?



Overall, how do on-campus opportunities (company interviews either conducted on campus or coordinated virtually via a campus recruiting process) for internships for FT MBAs compare YTD versus last year?



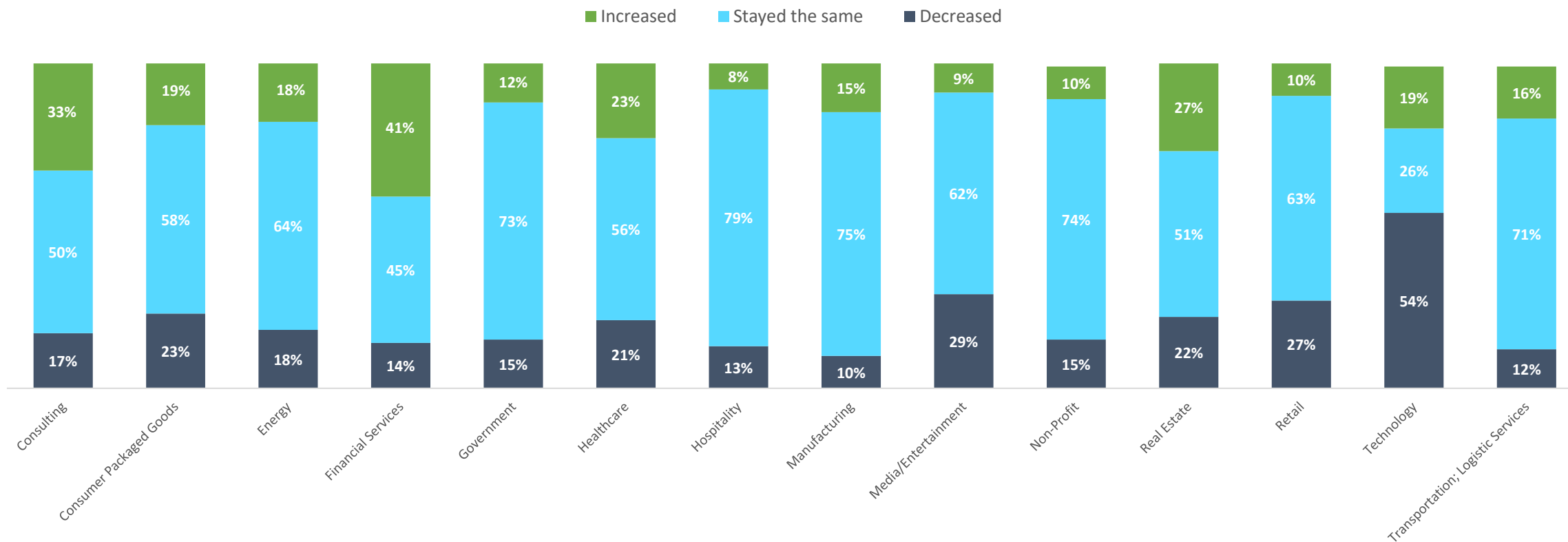
# Full-time MBA Programs

## Internship Recruiting Trends

The Financial Services Sector showed the strongest increase in internship recruiting for FT MBA students, with 41% of schools reporting an increase. Consulting (33%), Real Estate (27%), and Healthcare (23%) also saw higher percentages of respondents reporting an increase.

The largest decrease reported by respondents was seen in the Technology Sector (54%), which is the reverse of last year's trend when the Technology Sector saw 71% of respondents reporting an increase and a decrease by only 7% of respondents.

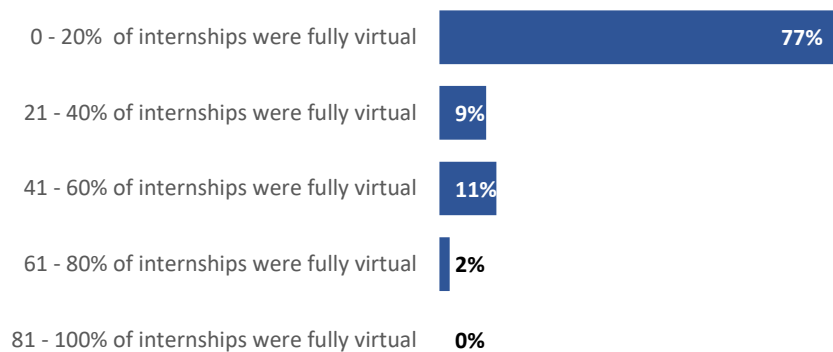
What changes in internship recruiting activity for FT MBAs have you seen in the following industries?



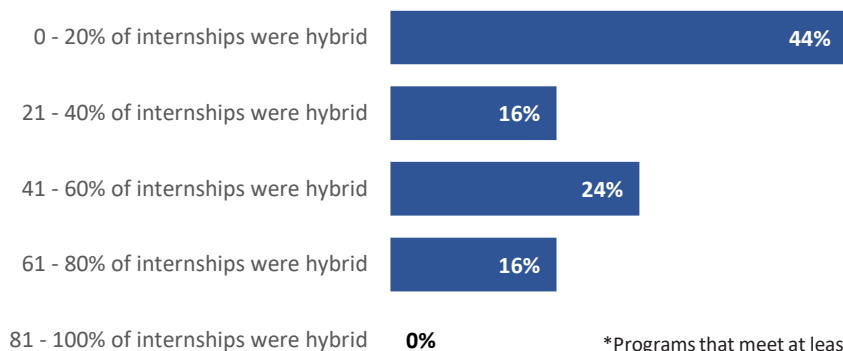
# Full-time MBA Programs

## Internship Recruiting Trends

What percent of internships for FT MBA students in Summer 2022 were fully virtual?



What percent of internships for FT MBA students in Summer 2022 were hybrid\*?

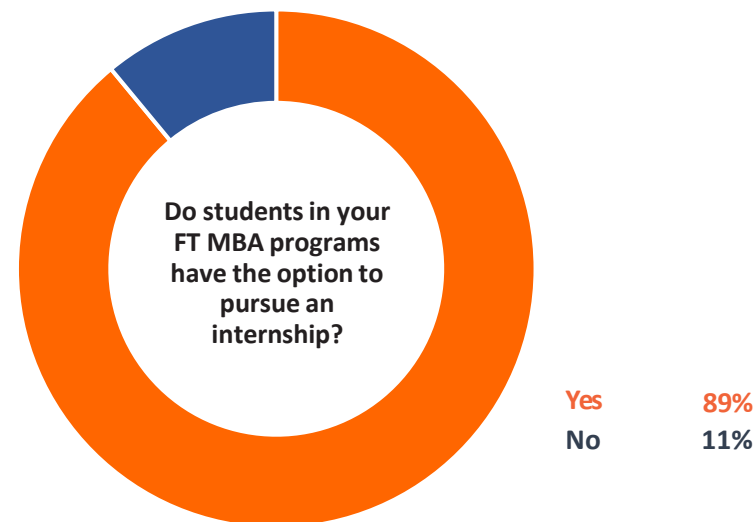


\*Programs that meet at least 40% and no more than 60% in-person, are typically considered a hybrid program. In 2022, hybrid would also be defined as classes that provided multiple modes of participation - in-person and virtual at the same time.

Nearly all Full-time MBA students have the option to pursue an internship (89%).

Fewer summer internships were virtual in 2022 vs. 2021 and 2020. Only 2% of schools reported that “61-80% of internships” were virtual, compared to 56% choosing this category in 2021 and 83% doing so in 2020.

A higher percentage of summer internships were in a hybrid format compared to being fully virtual. However, only 16% of schools reported that “61 - 80% of internships” were in a hybrid format.

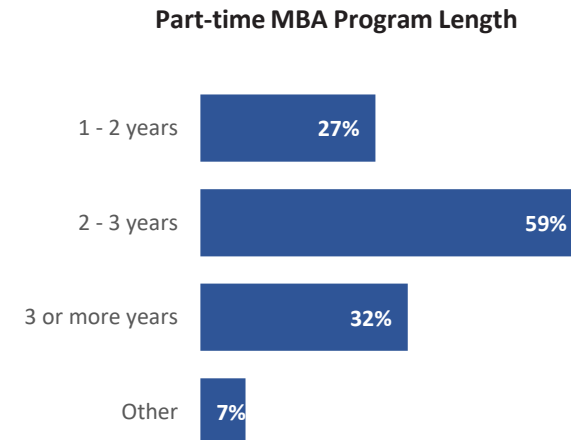
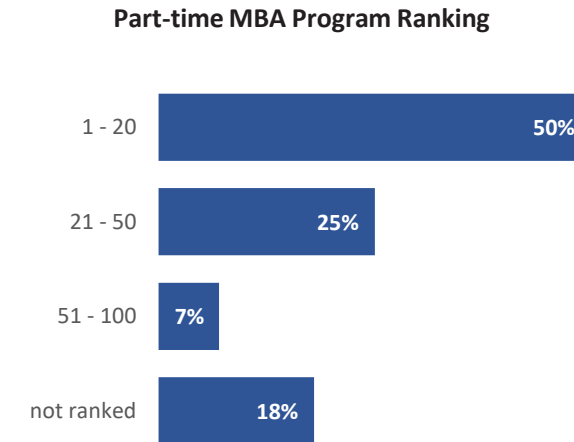
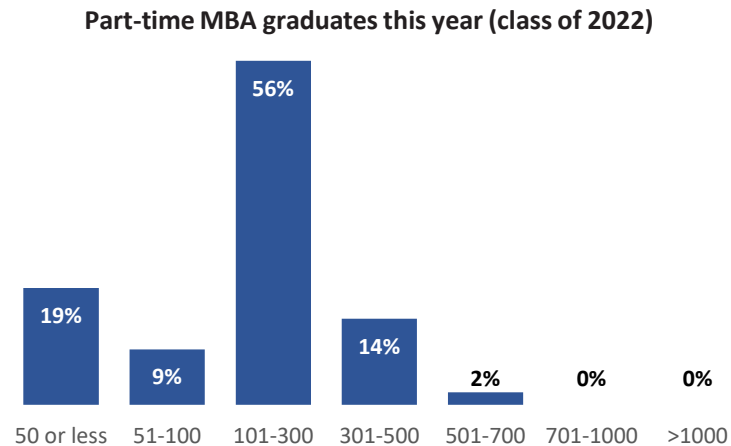


# Part-time MBA Programs

# Part-time MBA Programs

The institutions reporting recruiting trends for their PT MBA Programs had a strong representation of top ranked PT MBA programs in the results. Seventy-five percent of the respondents were ranked as one of the top 50 PT MBA programs in one of the most recent national/international rankings (U.S. News & World Report, QS, etc.) This includes 50% that were ranked in the top 20.

Eighty-four percent of the institutions have 300 or less students graduating from their PT MBA program this year (compared with 77% in the 2021 survey). The most common program length, reported by over half of respondents (59%), is 2 – 3 years.

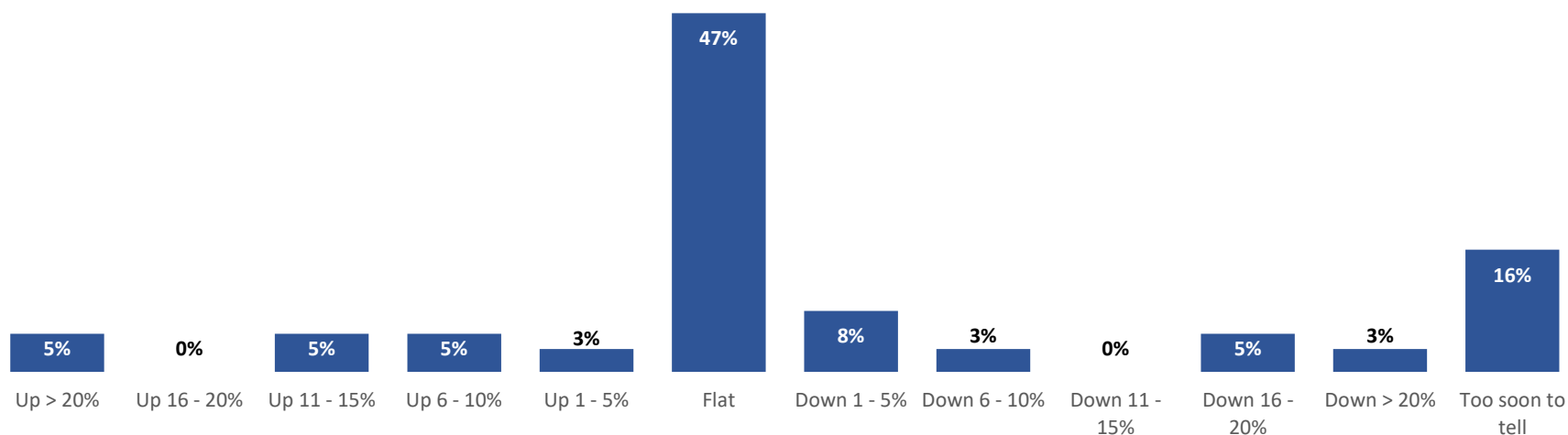


# Part-time MBA Programs

In 2022, only 18% of schools indicated that full-time job postings were up for PT MBAs, compared with 55% of schools in 2021. A large increase was seen in respondents indicating that full-time job posting have not changed since the previous year (47% in 2022 vs 21% in 2021).

	Indicated that postings were UP	Flat	Indicated that postings were DOWN	Too soon to tell
<b>2019</b>	31%	41%	12%	16%
<b>2020</b>	26%	30%	37%	7%
<b>2021</b>	55%	21%	6%	18%
<b>2022</b>	18%	47%	19%	16%

How do full-time job postings (off-campus opportunities/postings by employers through your school's job posting platform(s)) for PT MBAs compare YTD versus last year?

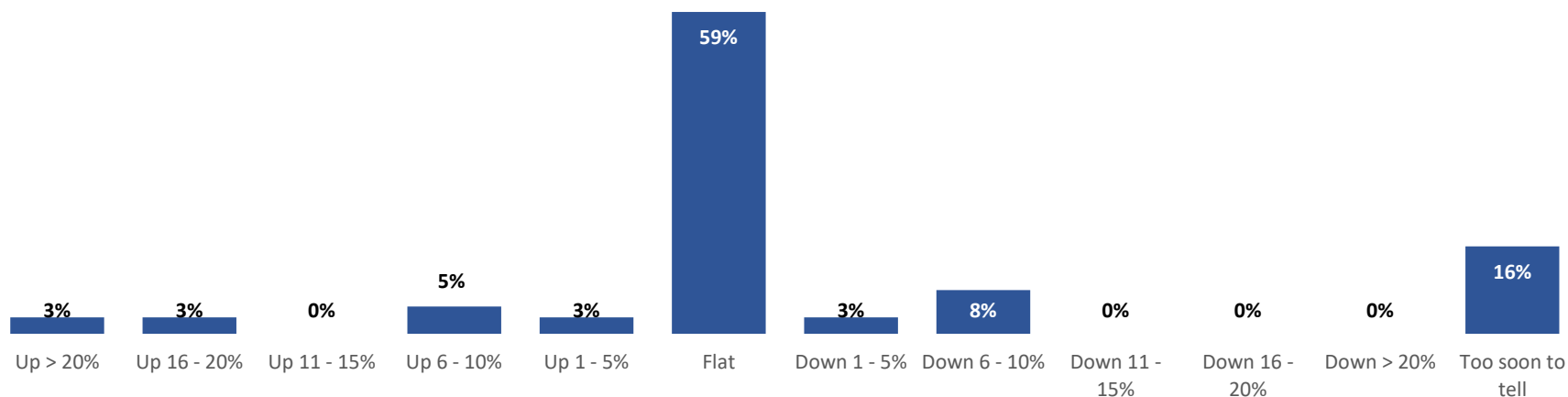


# Part-time MBA Programs

Fourteen percent of respondents indicated that on-campus opportunities for PT MBAs were up in 2022, compared with 31% in 2021. However, there was a large increase in the percentage of schools that indicated that on-campus opportunities were flat in 2022 compared to past years.

	Indicated that postings were UP	Flat	Indicated that postings were DOWN	Too soon to tell
<b>2019</b>	20%	44%	28%	8%
<b>2020</b>	6%	48%	36%	13%
<b>2021</b>	31%	39%	12%	19%
<b>2022</b>	14%	59%	11%	16%

Overall, how have on-campus opportunities (companies interviewing at your school either on campus or coordinated virtually via a campus recruiting process for FT, permanent positions) for PT MBAs compare YTD versus last year?

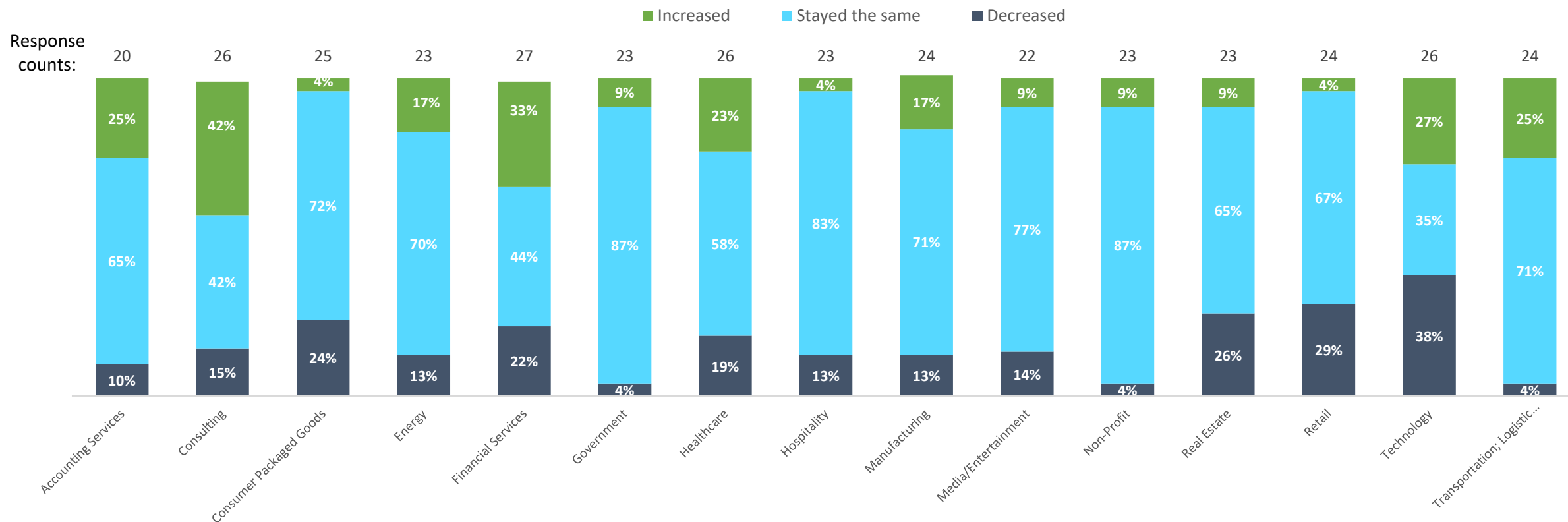




# Part-time MBA Programs

Consulting and Financial Services both overtook Technology as the top two largest growing sectors for recruiting activity for PT MBAs in 2022. Consulting had an increase reported by 42% of schools and Financial Services had an increase reported by 33%. Technology had the largest percentage of respondents reporting increases in 2020 and 2021, but this year had the largest number of respondents reporting a decrease at 38%.

What changes in recruiting activity for PT MBA students have you seen in the following industries?

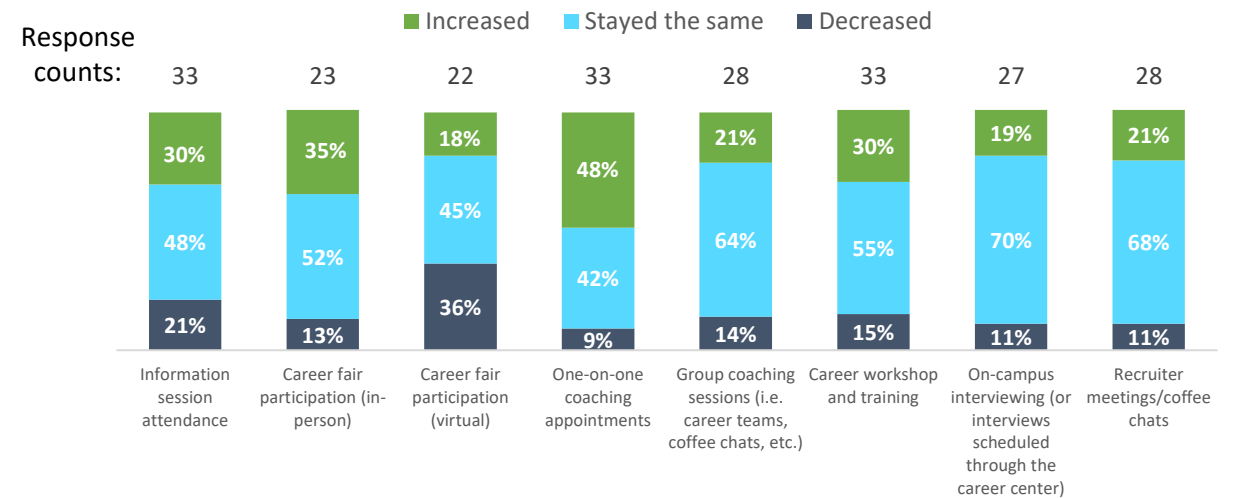


# Part-time MBA Programs

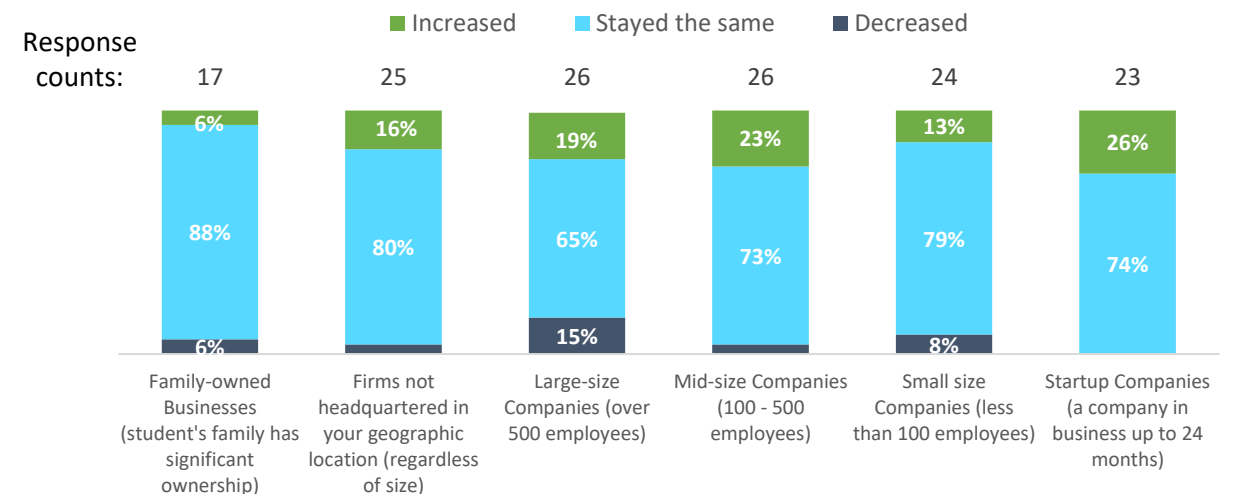
In the 2022 survey, respondents indicated that the largest increases in PT MBA student engagement activities were seen with one-on-one coaching appointments (48% of schools) and career fair participation (in-person) (35% of schools). In 2022, 36% of schools reported a decrease in career fair participation (virtual). In 2021, one-on-one coaching appointments was also the top activity with an increase reported by 55% of schools.

The largest increase in recruiting activity by organization type (26% of schools) was seen in startup companies. While most organization types stayed the same or had a slight increase in recruiting, large-sized companies saw the largest decrease (seen by 15% of schools). In 2021, firms not headquartered in the geographic location of the school saw the largest increase (56% of schools) and start up companies and large-sized firms saw the largest decreases (only 4% of schools for each).

How did PT MBA student engagement in the following activities compare to the same time period last year?



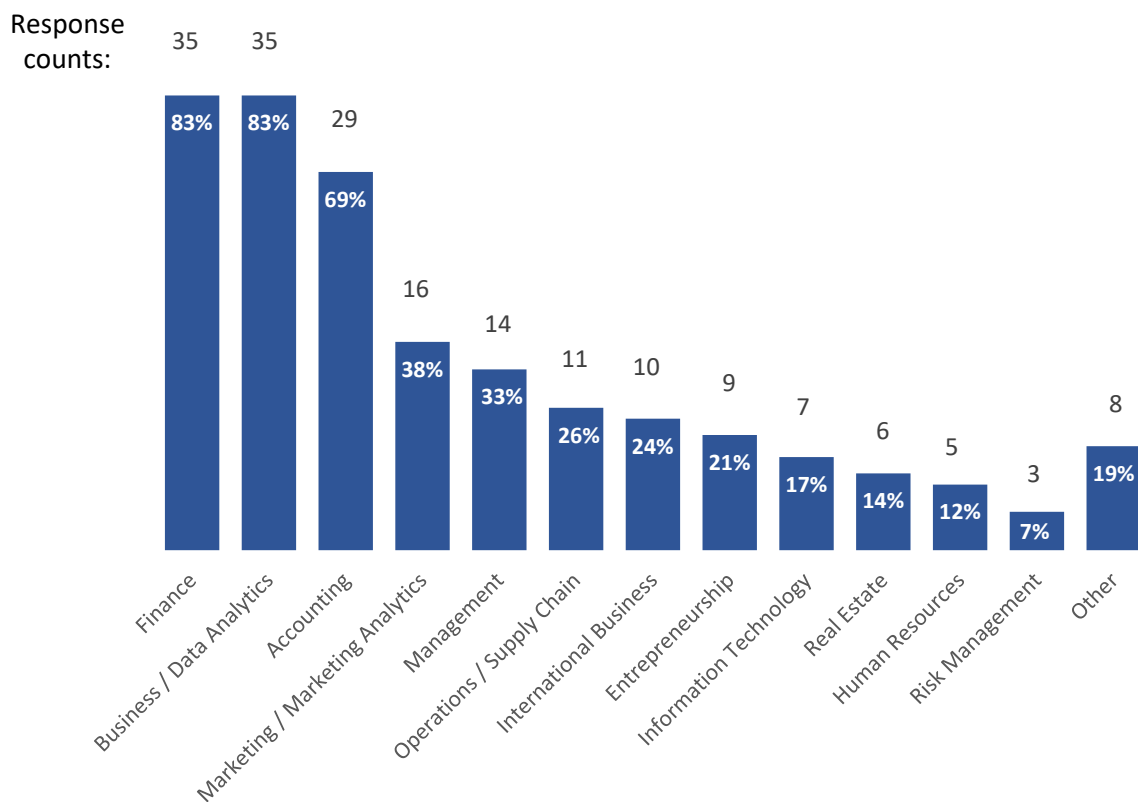
What changes in recruiting activity for PT MBA students have you seen with the following types of organizations?



# Specialty Master's Programs

# Specialty Master's Programs

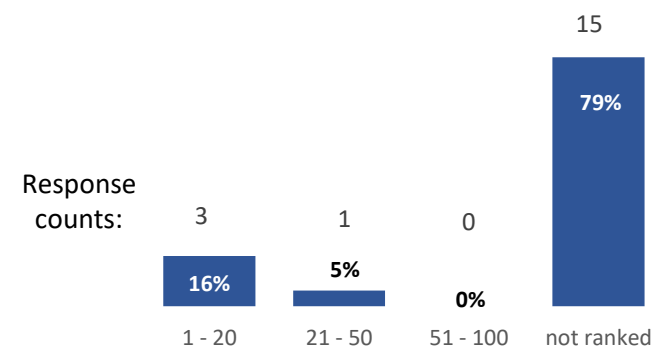
Specialty Master's Programs Offered



The three most common Specialty Master's programs offered by responding institutions were Finance (83%), Business/Data Analytics (83%), and Accounting (69%), which is similar to the 2021 and 2020 surveys.

Nearly one-quarter (21%) of the respondents had one of their Specialty Master's programs ranked as one of the top 50 programs in most recent national/ international rankings (Business Week, US News & World Report, Financial Times, Economist, Forbes, etc.). This includes 16% of the respondents that were ranked in the top 20.

Specialty Master's Program Ranking

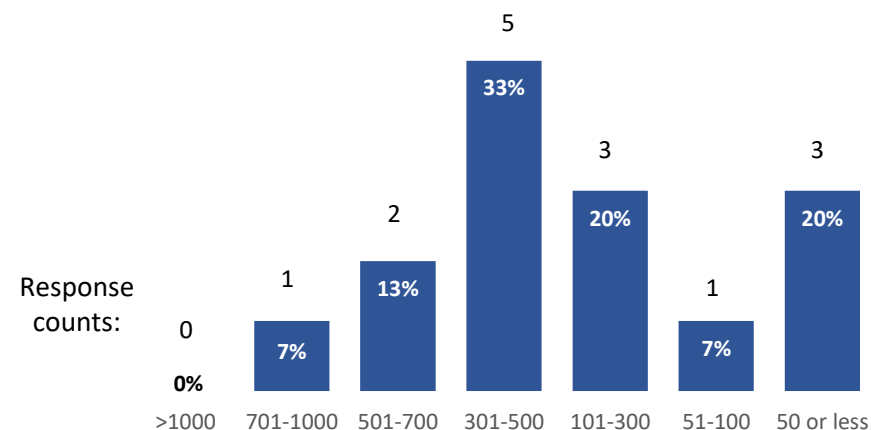


# Specialty Master's Programs

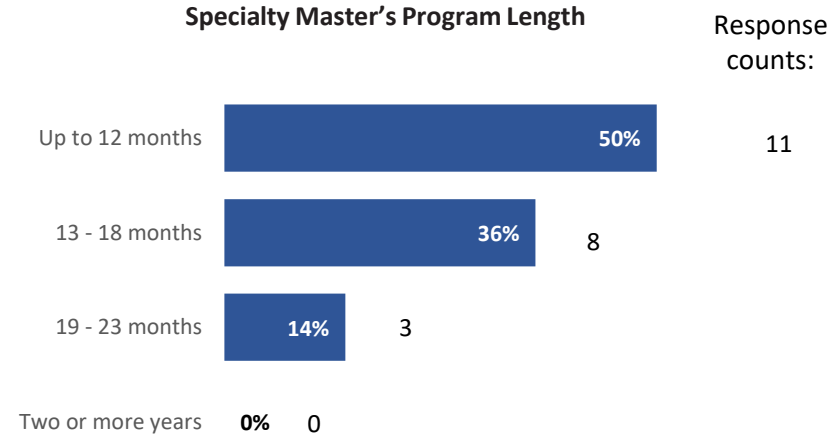
In 2022, the majority of respondents (80%) reported that the size of their graduating class was under 500 students. In 2021, 82% of respondents reported that graduating class sizes were under 500 students, but the most popular category in 2021 was 101-300 students per class (41%).

The most common Specialty Master's program length was up to 12 months, with 50% of schools selecting that length. The next most common program length was 13 - 18 months (36%). This was similar to the results from the 2021 survey.

Specialty Master's graduates this year (class of 2022)



Specialty Master's Program Length

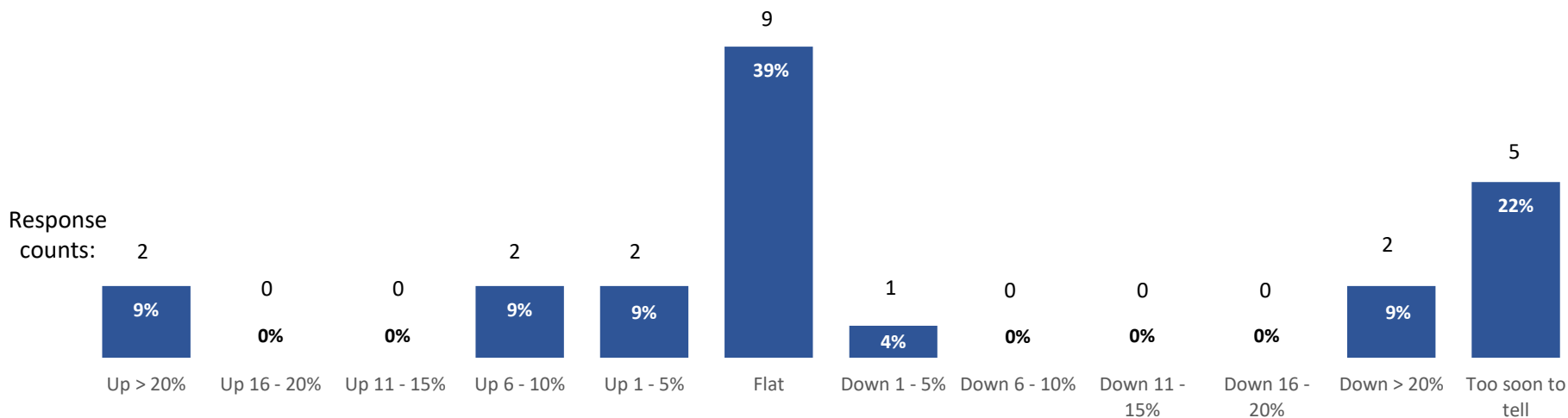


# Specialty Master's Programs

Only 6% of respondents indicated that full-time job postings for Specialty Master's students were up, compared to 15% in 2019 and 28% in 2020. In 2021, 64% of respondents reported that job postings were up. More respondents in 2022 indicated that there were no changes or it was too soon to tell compared to 2021.

	Indicated that postings were UP	Flat	Indicated that postings were DOWN	Too soon to tell
<b>2019</b>	15%	23%	55%	7%
<b>2020</b>	28%	40%	12%	19%
<b>2021</b>	64%	14%	11%	11%
<b>2022</b>	6%	39%	13%	22%

Overall, how do full-time job postings (off-campus opportunities/postings by employers through your school's job posting platform(s)) for Specialty Master's students compare YTD versus last year?

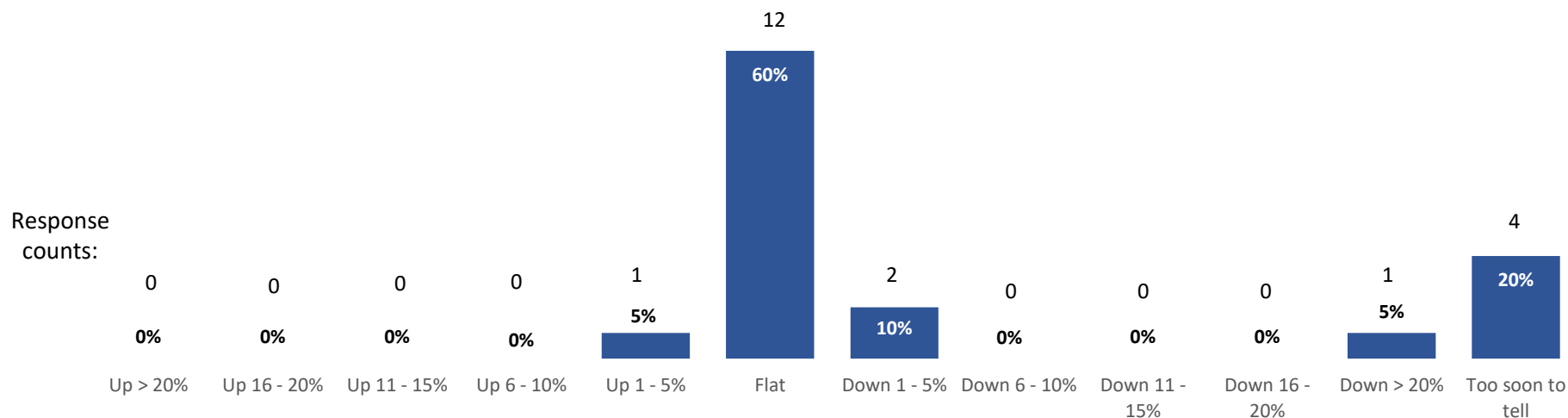


# Specialty Master's Programs

There was a significant increase in the number of schools who indicated that on-campus opportunities have not changed since last year's survey (60% in 2022 and 26% in 2021). This meant that reports of increases and decreases in on-campus opportunities both shrunk since the previous survey in 2021.

	Indicated that postings were UP	Flat	Indicated that postings were DOWN	Too soon to tell
<b>2019</b>	39%	15%	6%	40%
<b>2020</b>	8%	40%	33%	19%
<b>2021</b>	37%	26%	19%	19%
<b>2022</b>	5%	60%	15%	20%

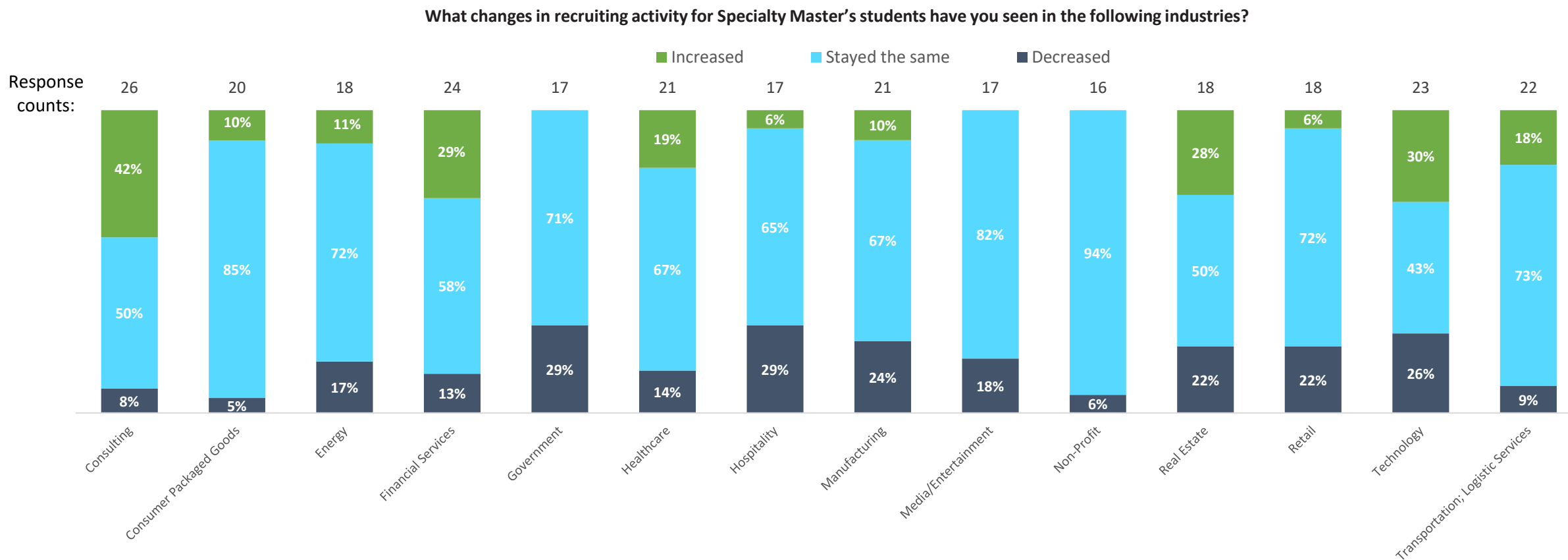
Overall, how have on-campus opportunities (companies interviewing at your school either on campus or coordinated virtually via a campus recruiting process for FT, permanent positions) for Specialty Master's Programs compare YTD versus last year?



# Specialty Master's Programs

In 2022, the Consulting sector saw the largest increase in recruiting activity, with 42% of schools reporting an increase. In 2021, Consulting was ranked 4<sup>th</sup> based on reported increases, behind Technology, Healthcare and Financial Services. This year, Technology (30%), Financial Services (29%) and Real Estate (28%) round out the top four sectors with the highest reported increases in recruiting activity.

The sectors where the largest numbers of schools saw a decrease included: Government (29% in 2022 and 23% in 2021) and Hospitality (29% in 2022 and 64% in 2021).



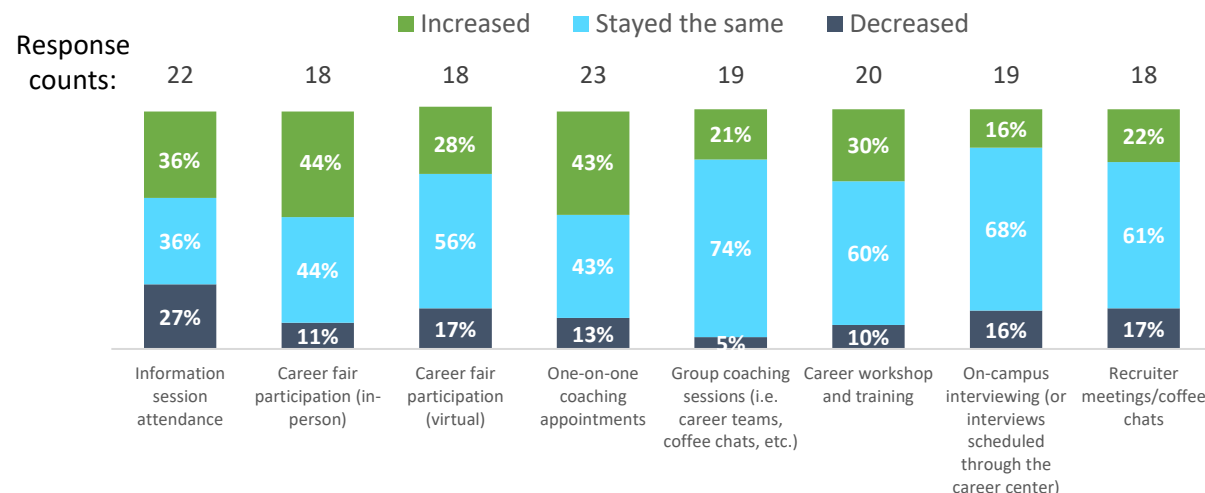


# Specialty Master's Programs

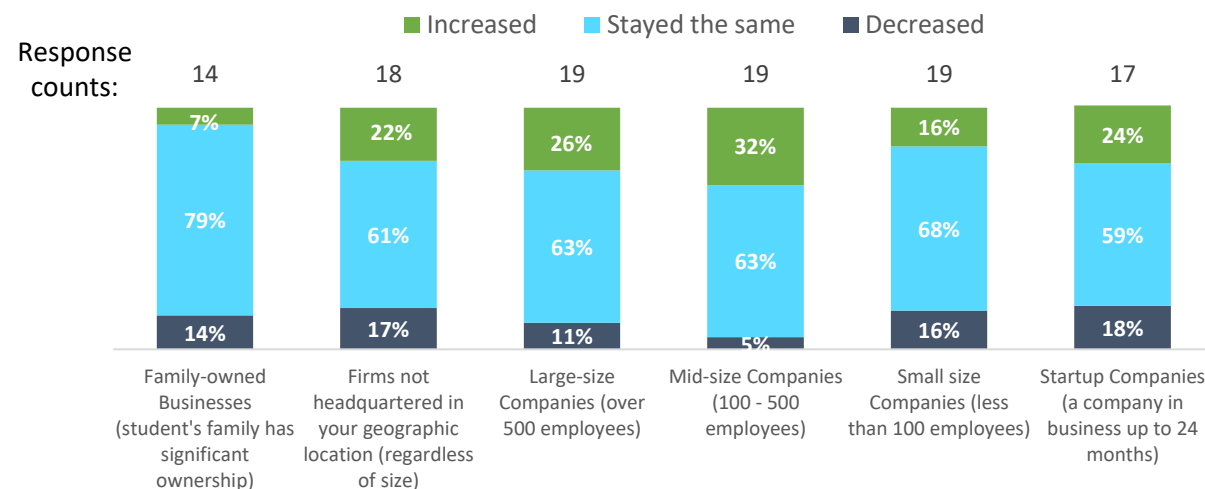
The largest reported increases in Specialty Master's engagement came from career fair participation (44% of schools) and one-on-one coaching (43% of schools). Last year, schools reported that group coaching (54%) and information session attendance (53%) had the highest reported increases.

The largest reported increase in recruiting activity by organization type (32% of schools) was seen with mid-sized companies. This is different from the results of the last two surveys, which placed firms not headquartered in your geographic location in the top spot. The largest decreases were reported in startups (18% of schools), firms not headquartered in your geographic location (17% of schools) and small sized companies (16% of schools). Last year, start ups (14% of schools) and family-owned businesses (15% of schools) had the highest reported decreases.

How did Specialty Master student engagement in the following activities compare to the same time period last year?



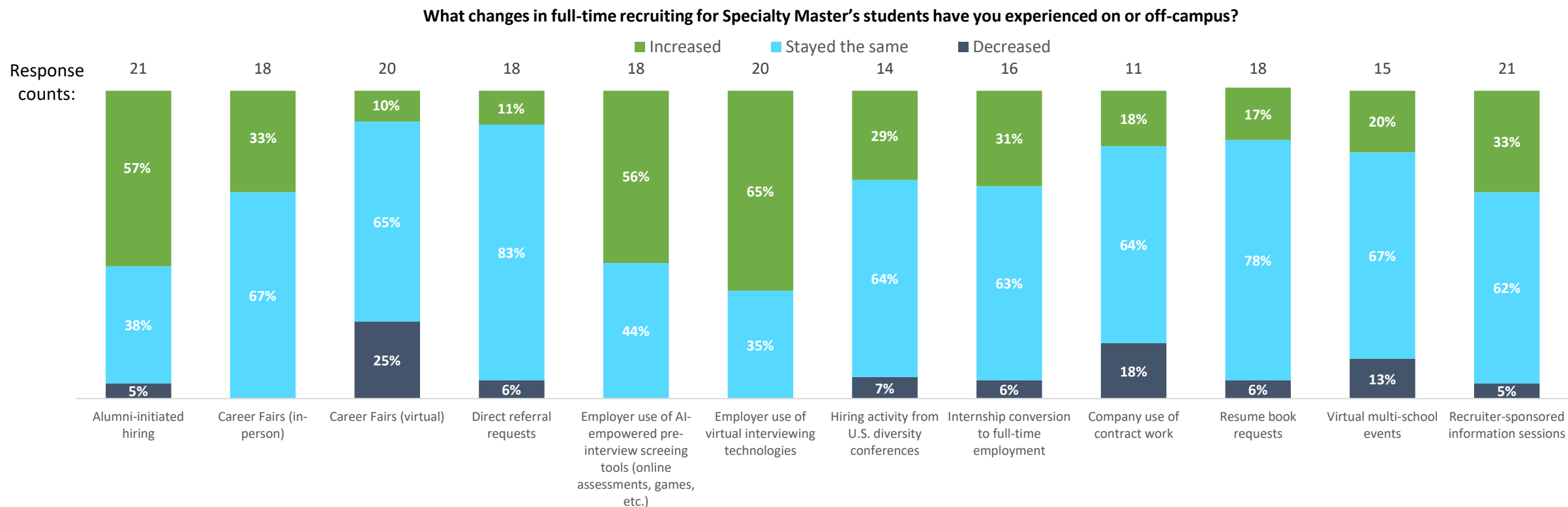
What changes in recruiting activity for Specialty Master's students have you seen with the following types of organizations?



# Specialty Master's Programs

This year, 65% of respondents reported an increase in employers use of virtual interviewing technologies. This was the category with the largest increase in changes to full-time recruiting for Specialty Master's students. Alumni-initiated hiring and employer use of AI-empowered pre-interview screening tools had the second and third highest reports of increases at 57% and 56% of schools respectively. These top three items were all tied for the top spot in last year's survey with 63% of schools reporting increases.

In 2021, 64% of respondents reported a decrease in in-person career fairs, but this year the largest decrease reported by respondents was for virtual career fairs (25%).



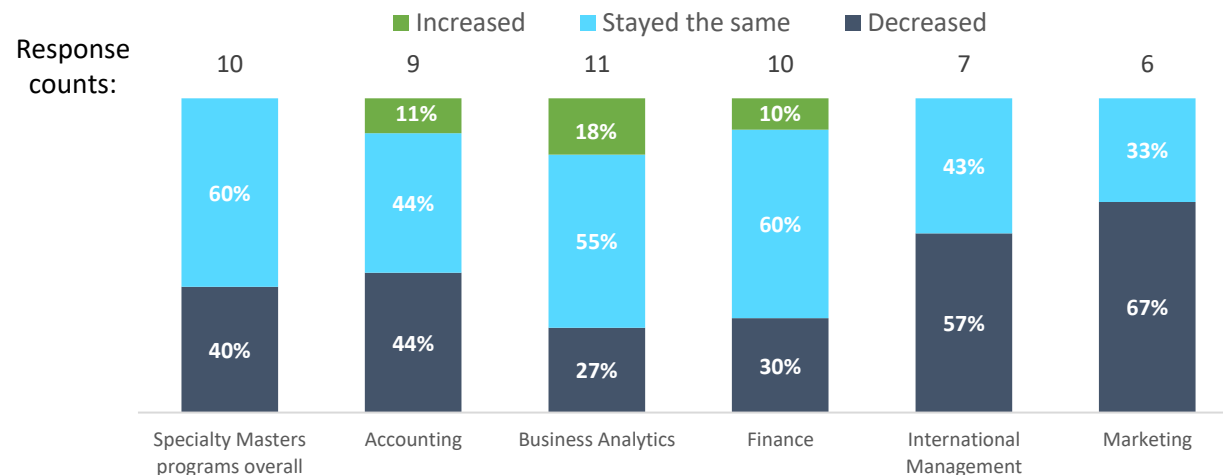
# Specialty Master's Programs

## Trends for International Students (those with non-permanent work authorization)

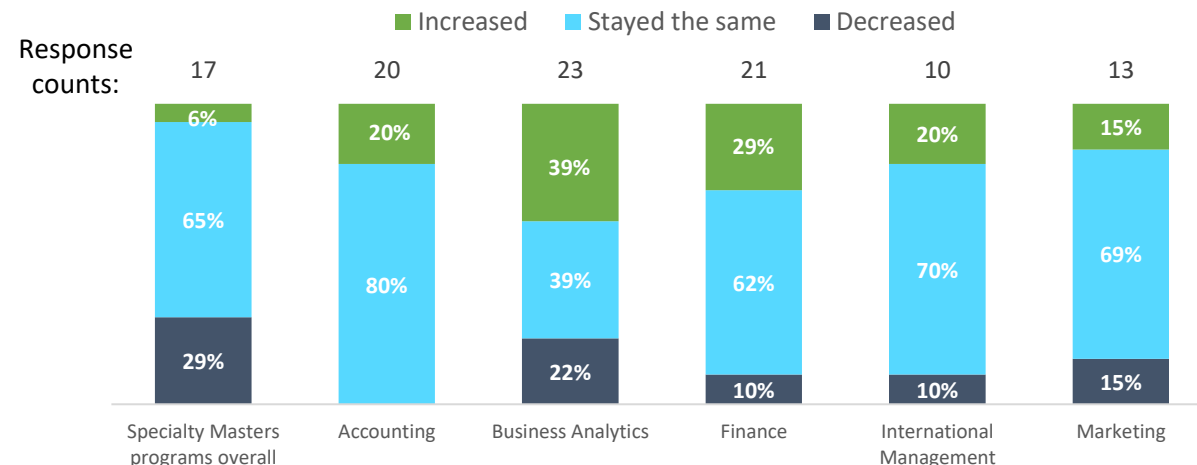
Overall, all schools reported that internship opportunities for International Specialty Master's students stayed the same (60%) or decreased (40%). Slight increases in internship opportunities were only reported by schools with Accounting (11%), Business Analytics (18%) and Finance (10%) programs.

Full-time job opportunities for Full-time International Specialty Master's students decreased for 29% of the responding institutions. Similarly, 33% percent of respondents noted a decrease in the 2021 survey.

Overall, how do internship opportunities for International Specialty Master's students compare YTD versus last year?



Overall, how do full-time opportunities for International Specialty Master's students compare YTD versus last year?



# Specialty Master's Programs

## Trends for International Students (those with non-permanent work authorization)

Respondents reported the highest increases in recruiting activity for the Technology (37%), Financial Services (37%) and Consulting (35%) industries. Technology was the sector with the highest increases reported by respondents for the 2020 and 2021 surveys.

The sectors where the largest numbers of schools saw a decrease include: Technology (26%), Hospitality (25%), Energy (25%), and Manufacturing (24%). Hospitality saw the largest reported decreases by schools in 2021 at 57%.

What changes in full-time recruiting activity have you seen in the following industries for International Specialty Master's students?

