



**MBA Career Services
& Employer Alliance**

Setting the Standard. Connecting the Industry.

Spring 2016 Recruiting Trends Survey

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Survey Methodology

- Survey fielded via Qualtrics from June 14 – July 13, 2016
- 104 business schools responded to the survey
- Results compared to survey fielded in June 2015, when 92 schools responded

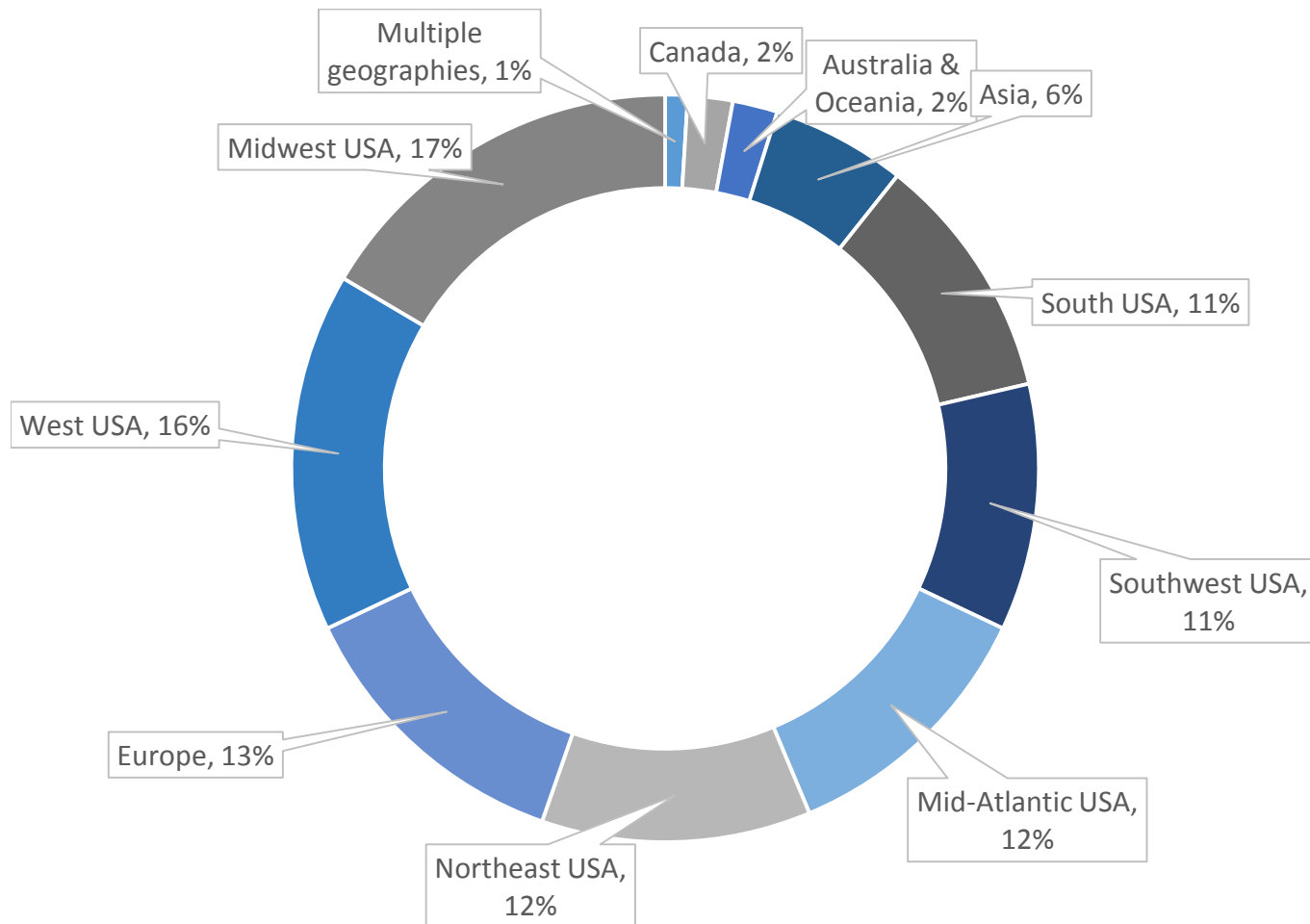
Respondent Profile



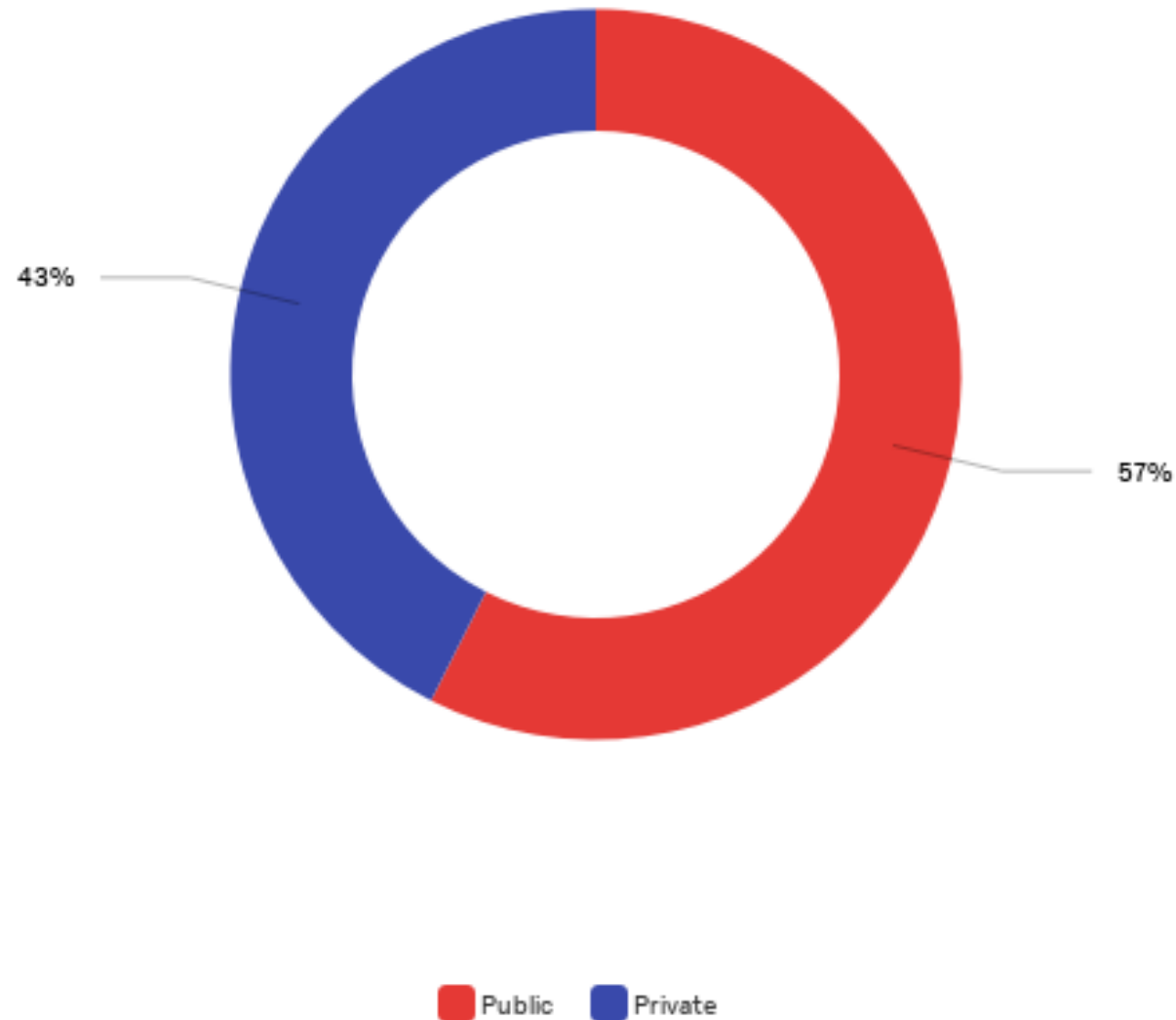
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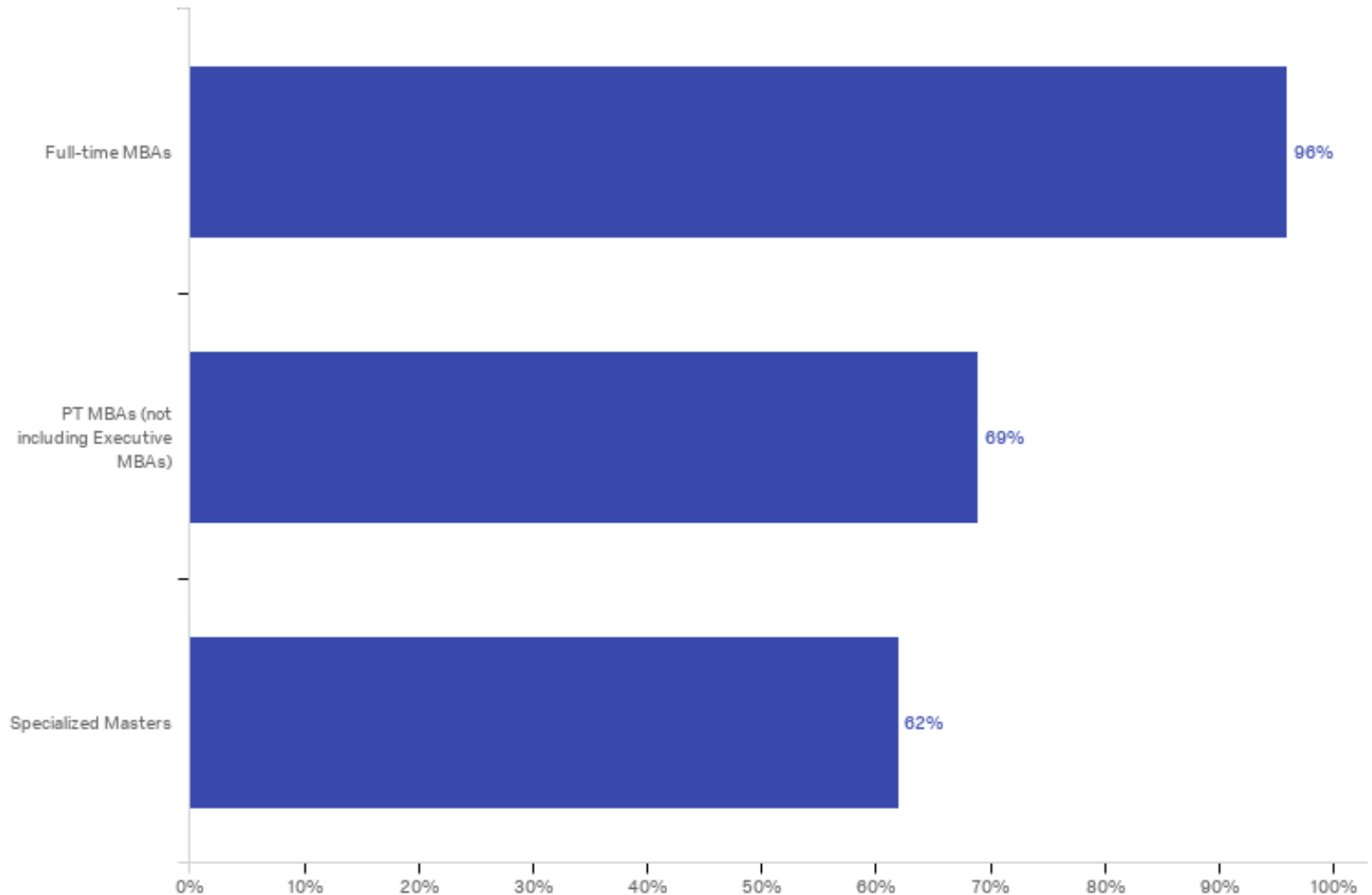
92% of respondents were North American universities.



A slight majority (57%) of respondents were public universities.



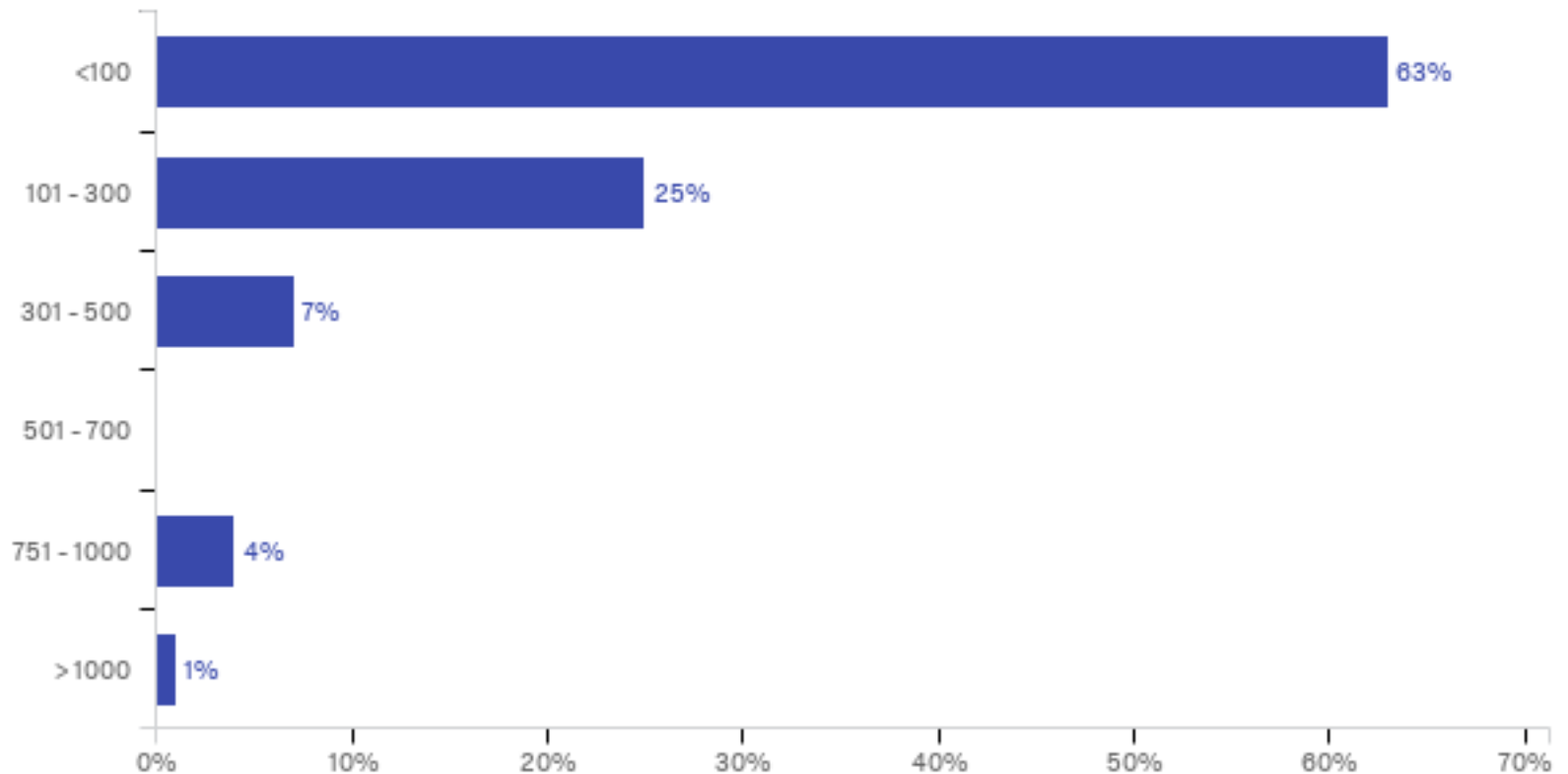
Program types served by career services offices



MBA Career Services & Employer Alliance, July 2010

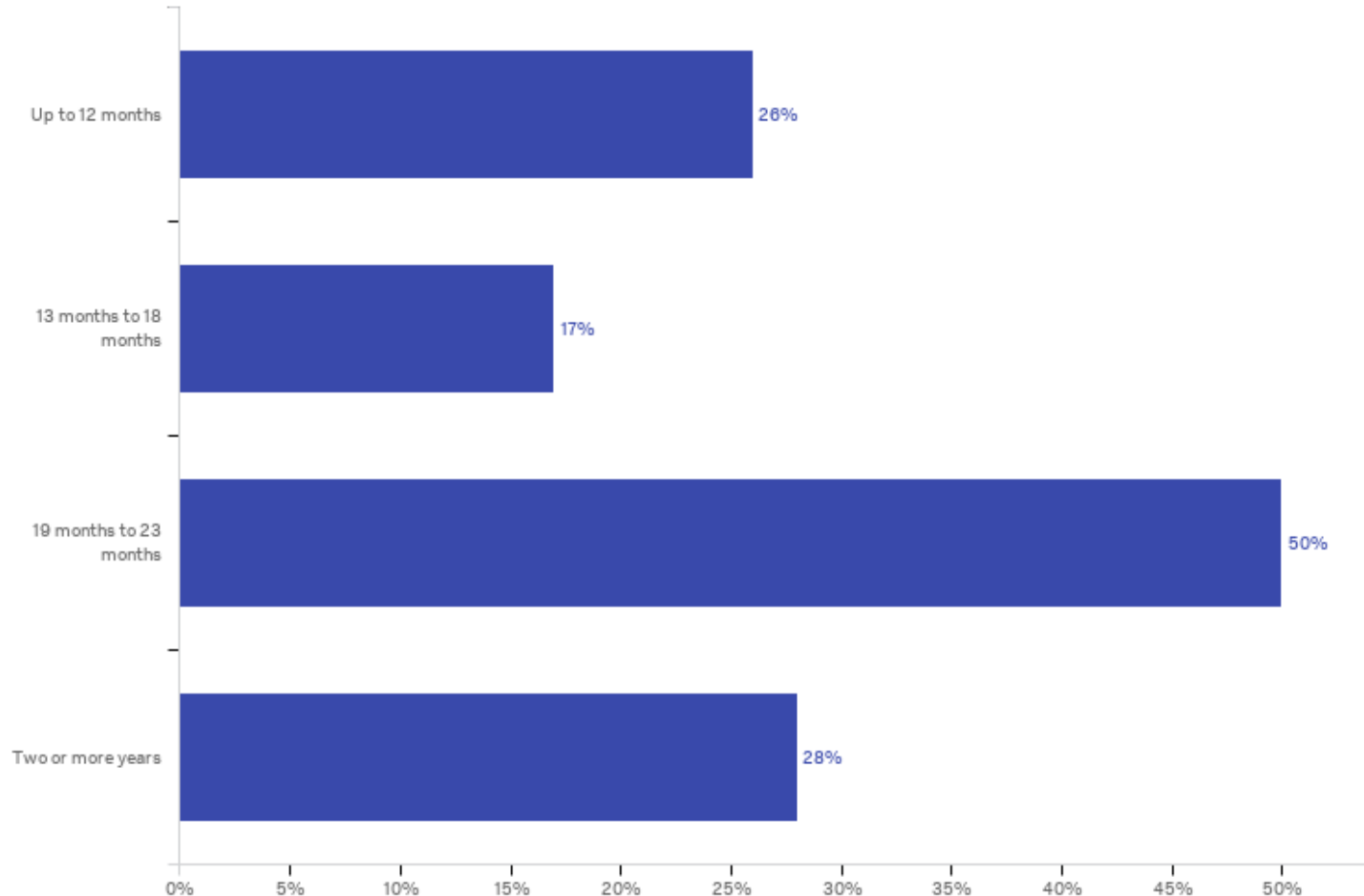
Full-time MBA Programs

88% of respondents will graduate 300 or fewer FT MBA students this year.



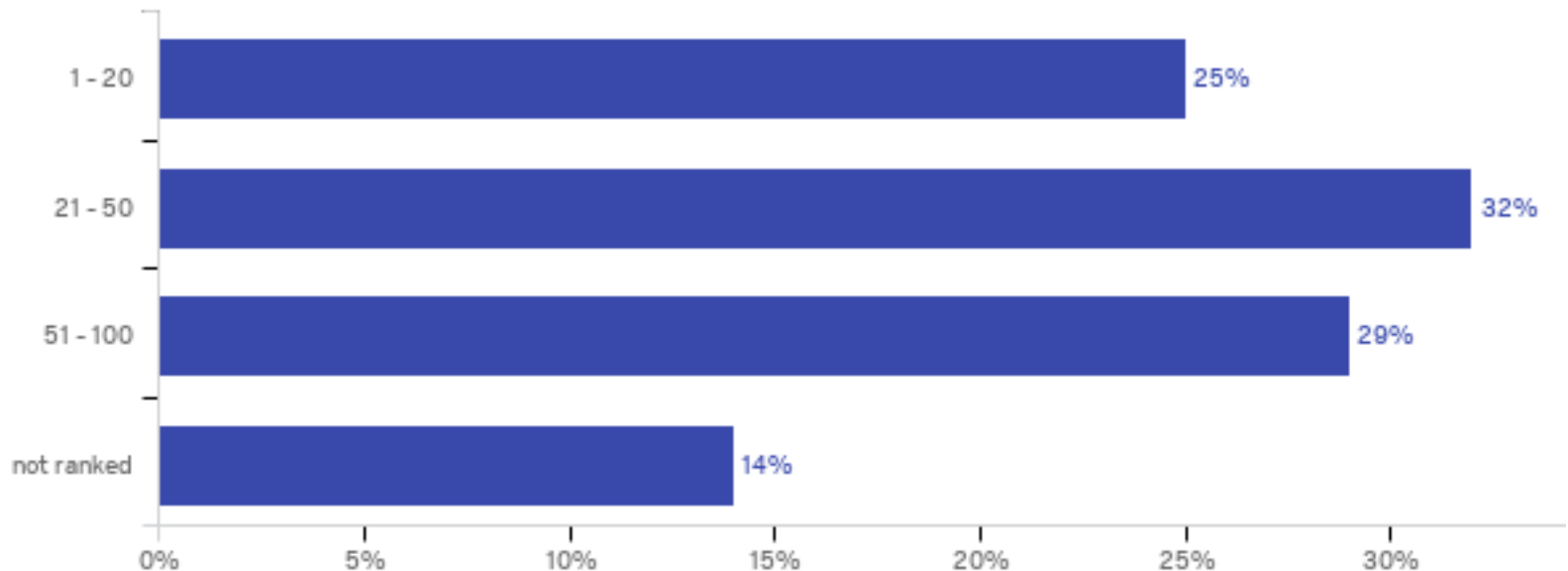
The most common program length among respondents is 19 – 23 months.

What is the length of your full-time MBA program(s)? Select all that apply.

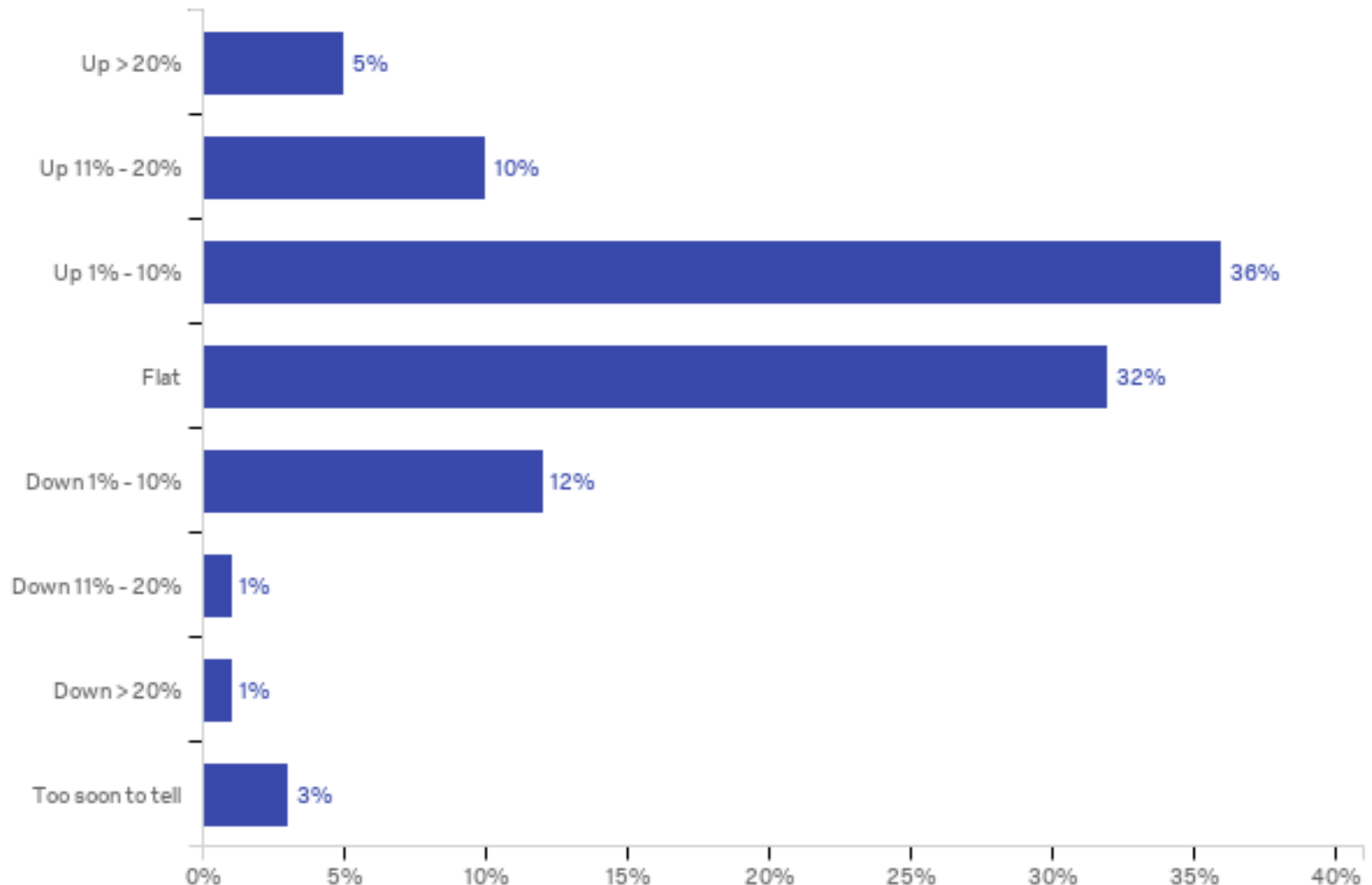


57% of respondents said they were ranked among the top 50 full-time MBA programs.

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



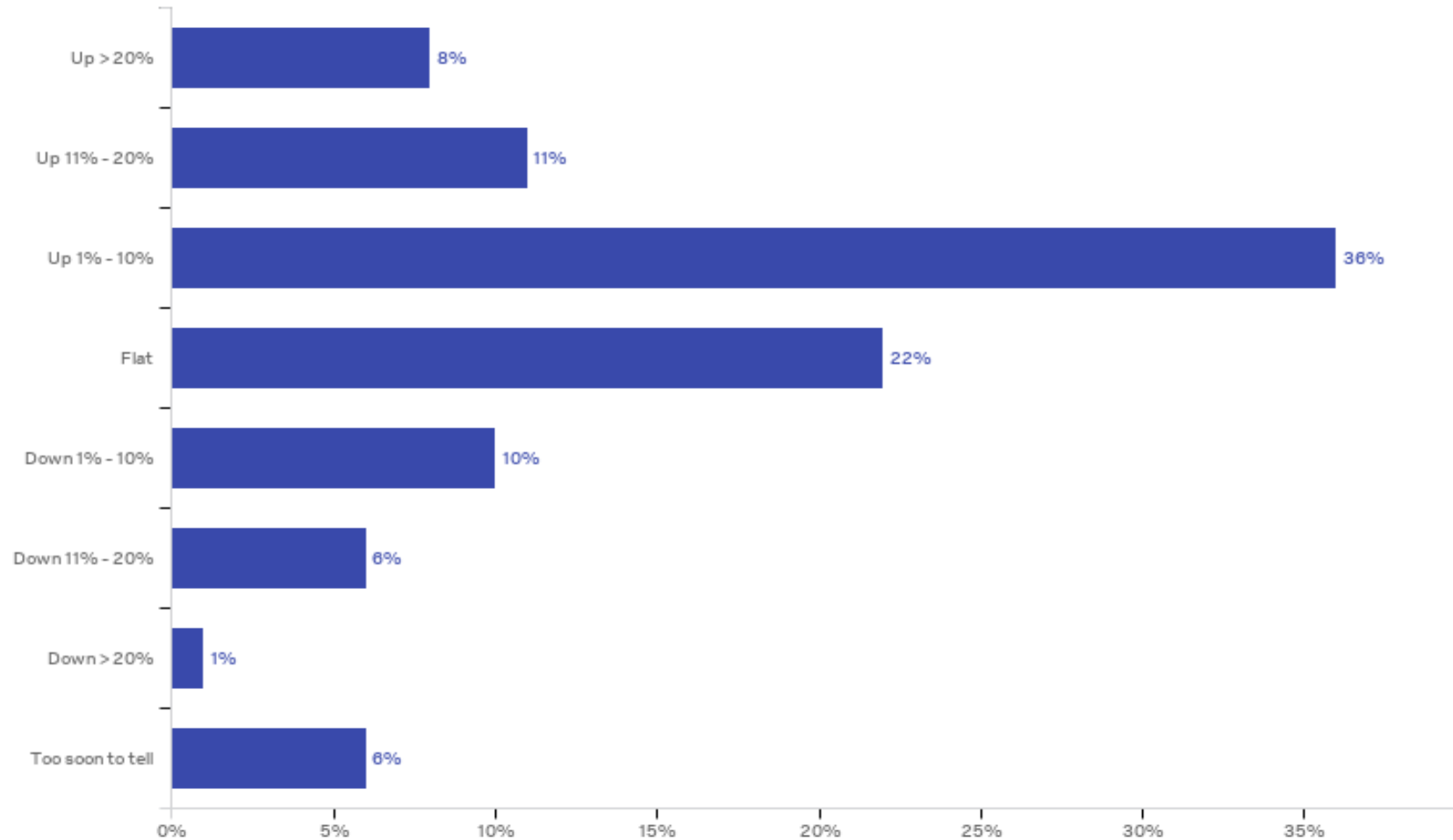
51% of respondents experienced increased on-campus recruiting for FT MBAs this year compared to the same time last year; 14% experienced a decrease.



Full-time, on-campus opportunities increased for FT MBAs regardless of a school's ranking.

% Reporting Change in On-campus Recruiting	School Rank			
	1 to 20	21 to 50	51 to 100	Not ranked
Up	47%	58%	62%	50%
Flat	35%	25%	23%	30%
Down	20%	12%	4%	10%
Too soon to tell	5%	4%	4%	10%
Total respondents:	17	24	21	10

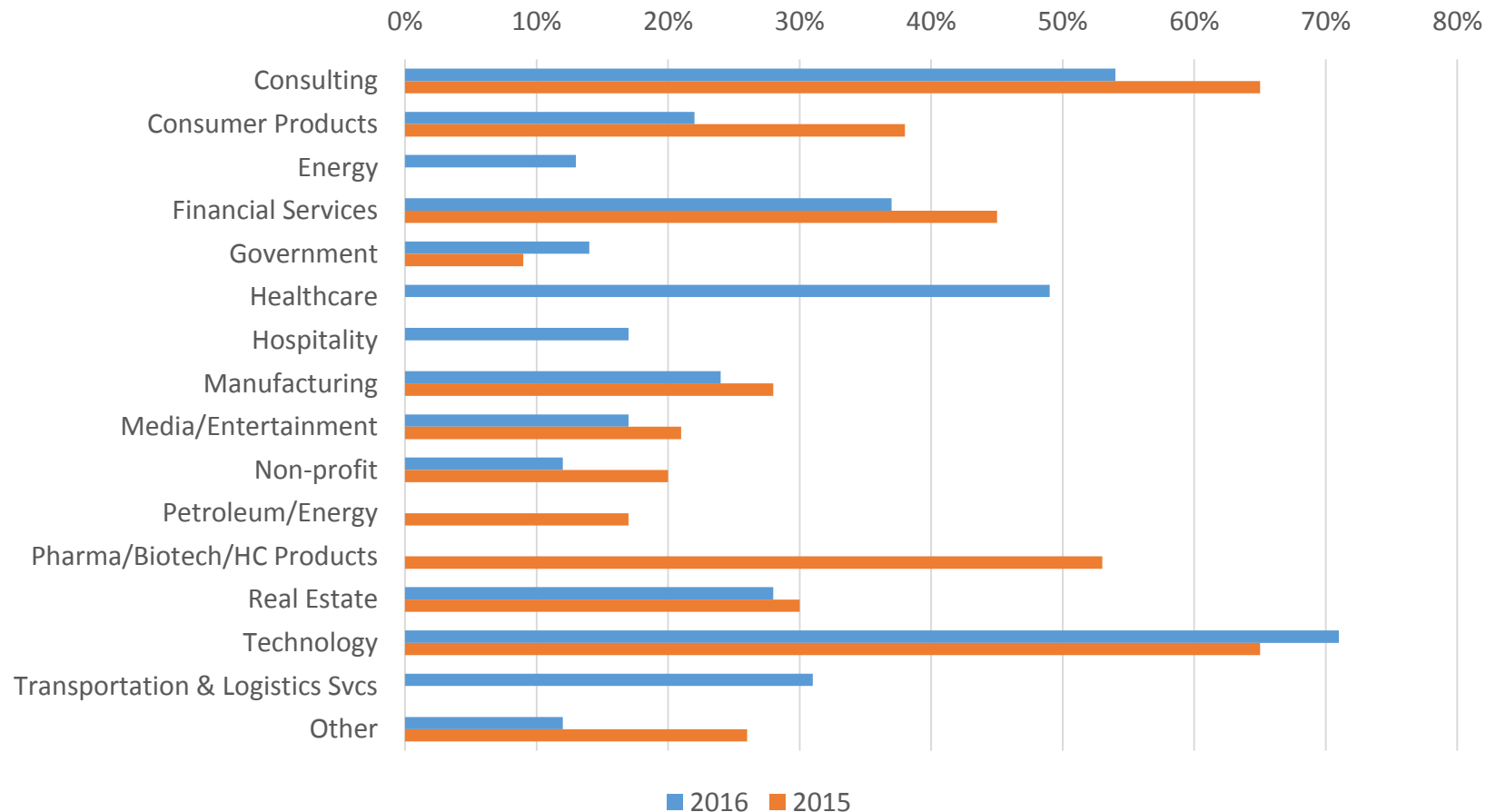
55% of respondents reported increased full-time postings for FT MBA students, while 17% reported a decrease when compared to the same time last year.



Unranked schools were more likely to report full-time postings for FT MBAs as being flat.

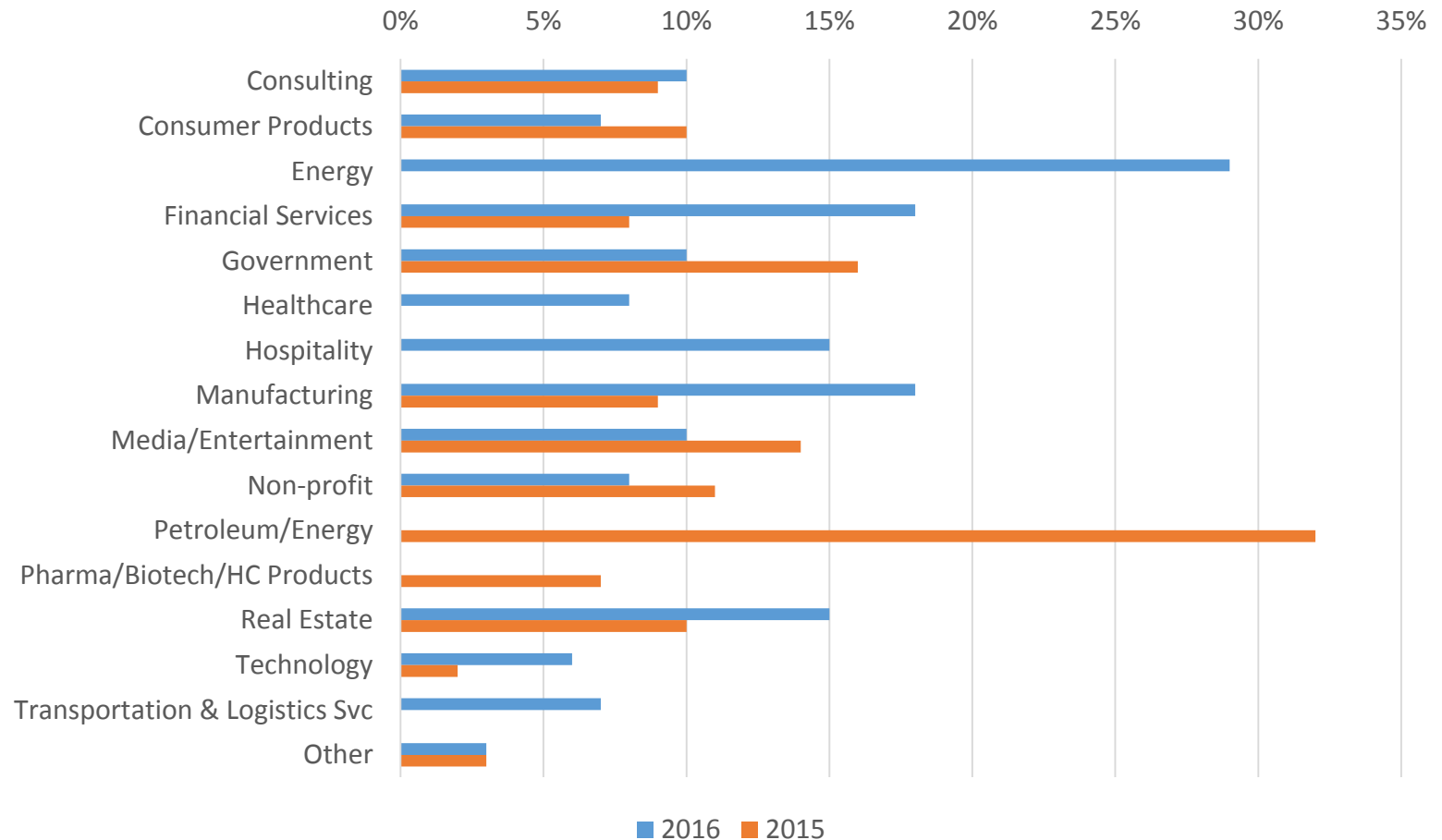
% Reporting Change in Full-time Postings	School Rank			
	1 to 20	21 to 50	51 to 100	Not ranked
Up	42%	84%	40%	28%
Flat	26%	8%	40%	72%
Down	32%	8%	15%	0%
Too soon to tell	3%	0%	5%	0%
Total respondents:	18	24	20	11

The strongest increase in recruiting activity for FT MBAs was seen in the Technology industry.



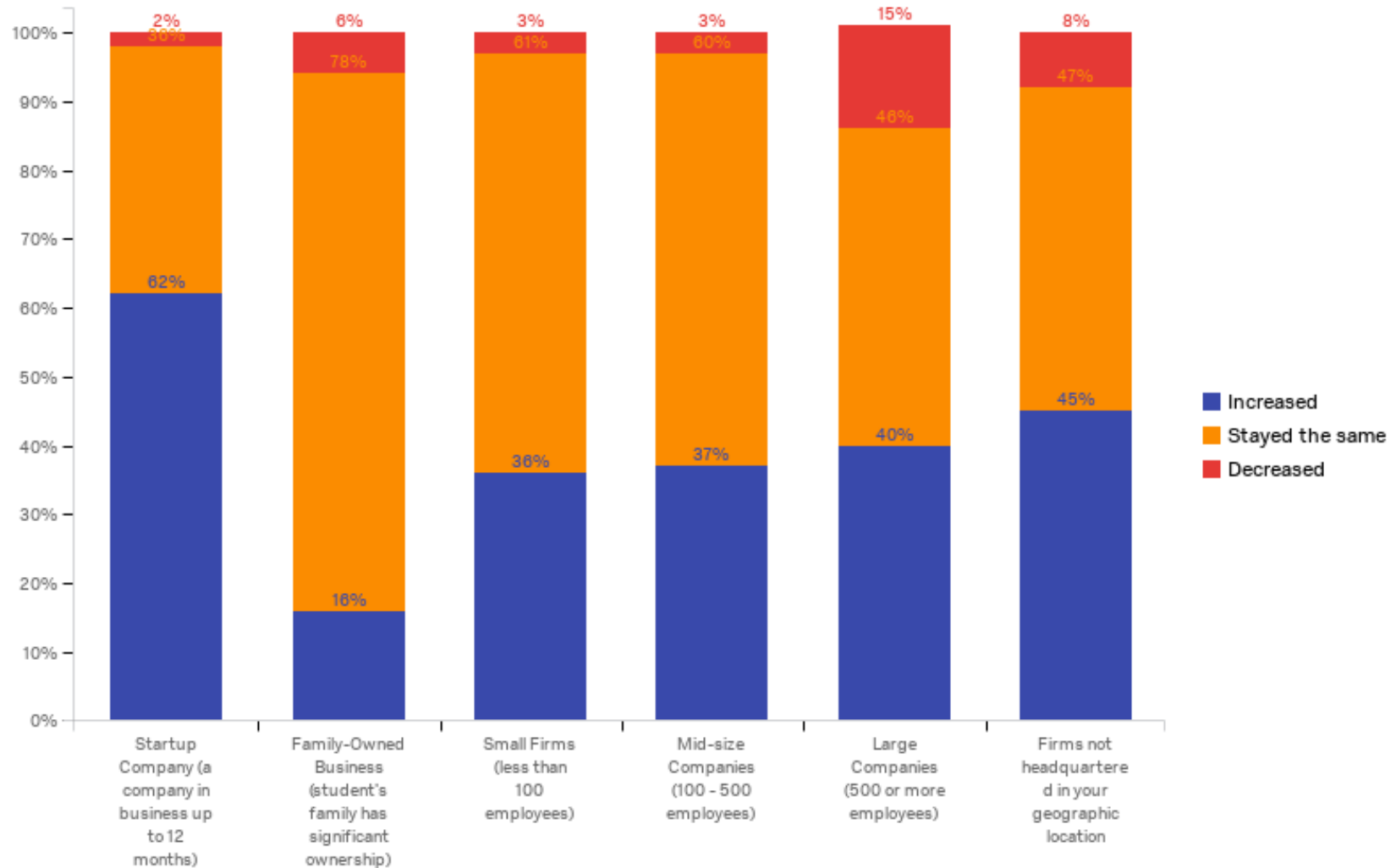
Note: Some industries may vary because industry definitions were changed in the 2015 release of the Standards.

The largest decrease for FT MBAs was seen in the Energy industry.

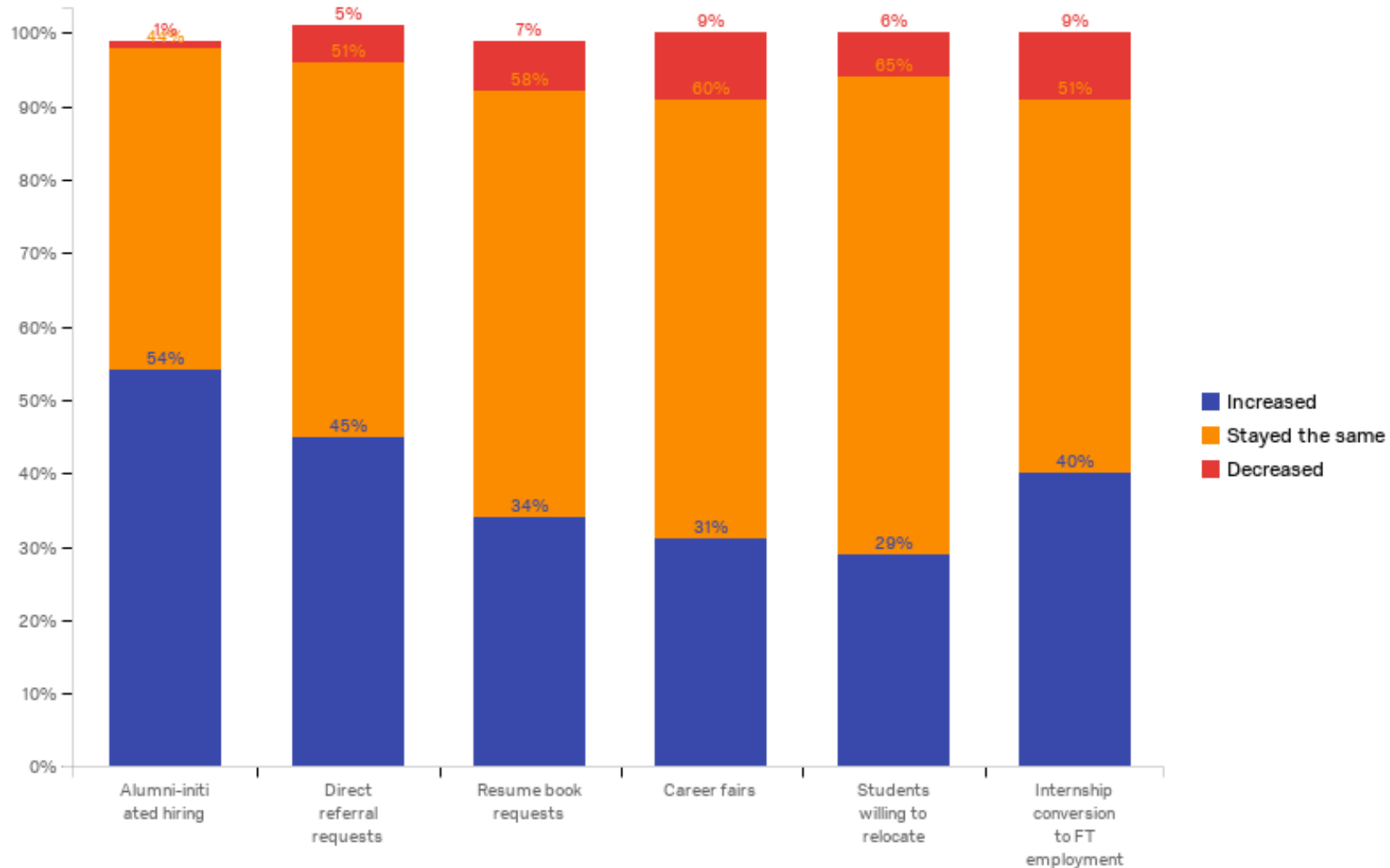


Note: Some industries may vary because industry definitions were changed in the 2015 release of the Standards.

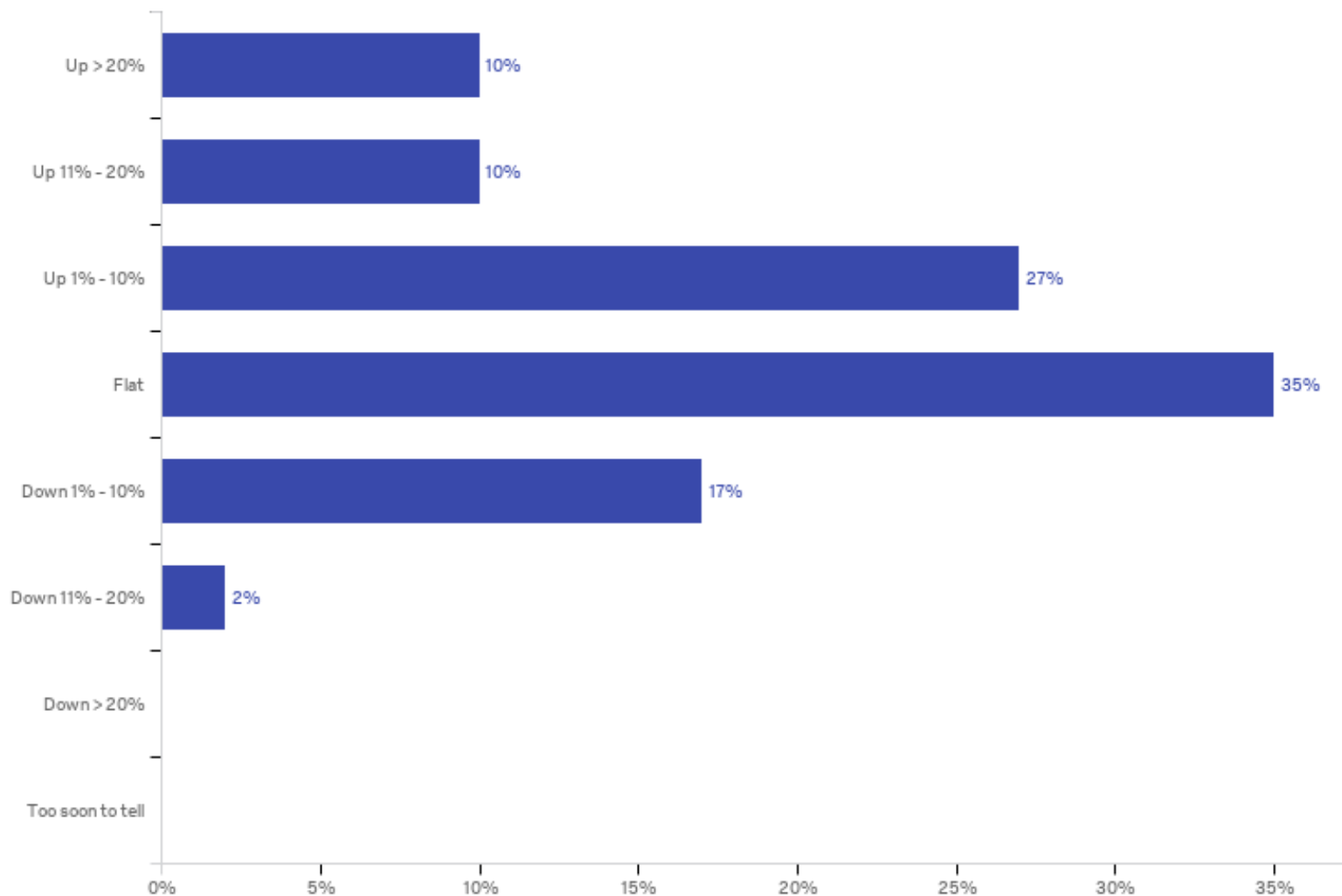
By company type, the largest increase in recruiting for FT MBAs was seen in start-ups.



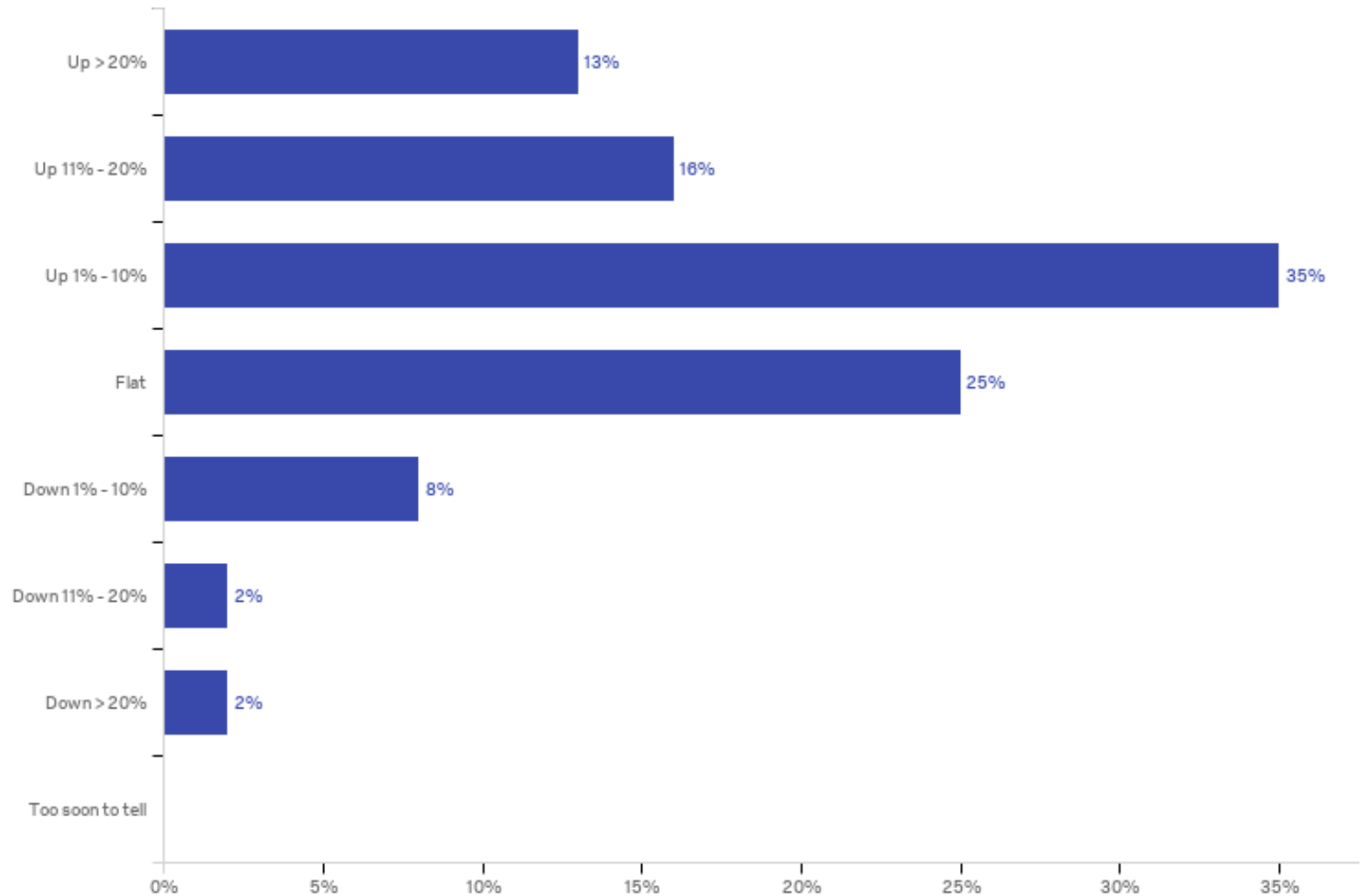
Hiring increased the most for FT MBAs in alumni-initiated hiring, direct referrals and internship conversion.



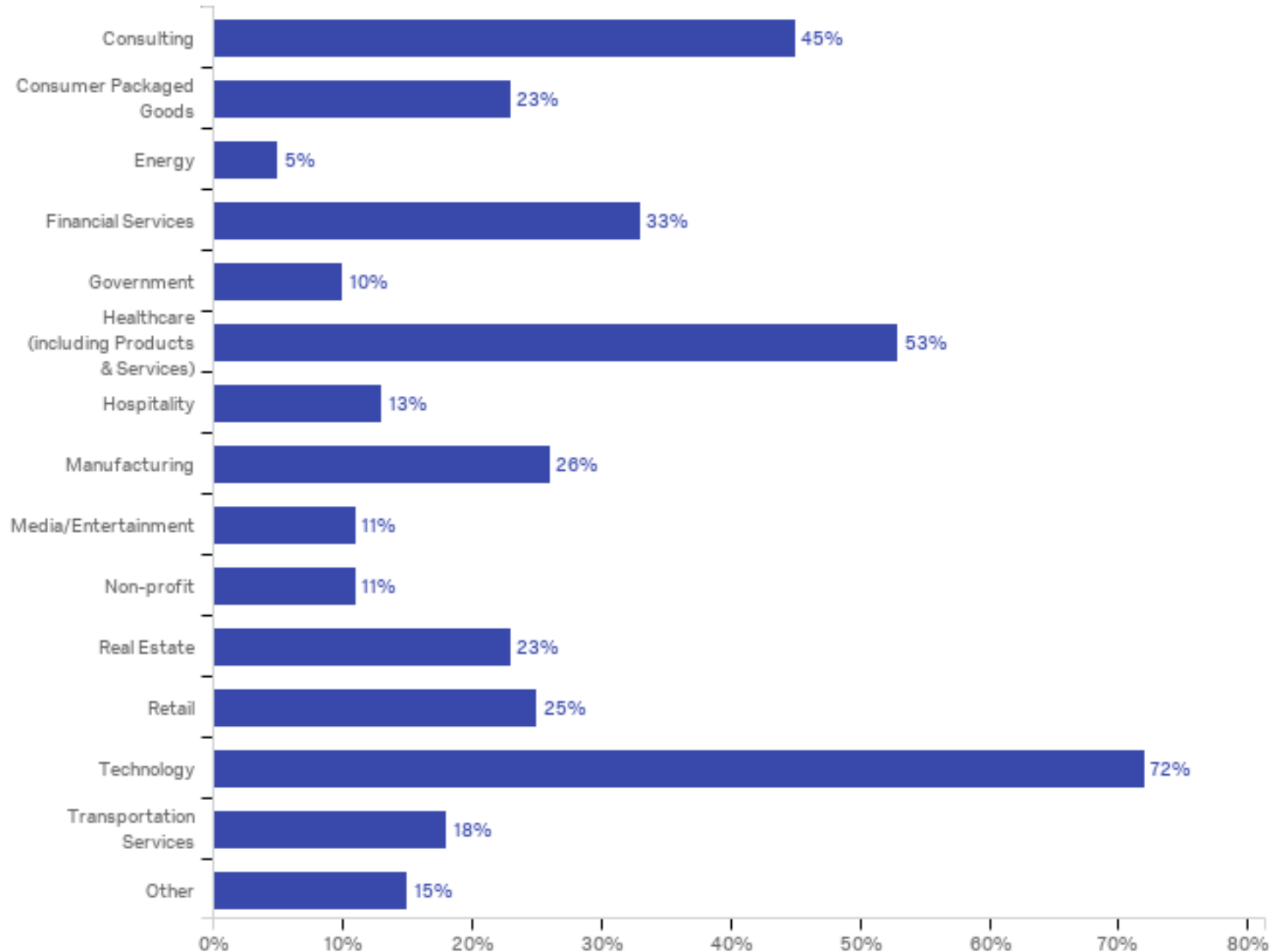
47% of respondents experienced increased on-campus internship recruiting this year compared to the same time last year.



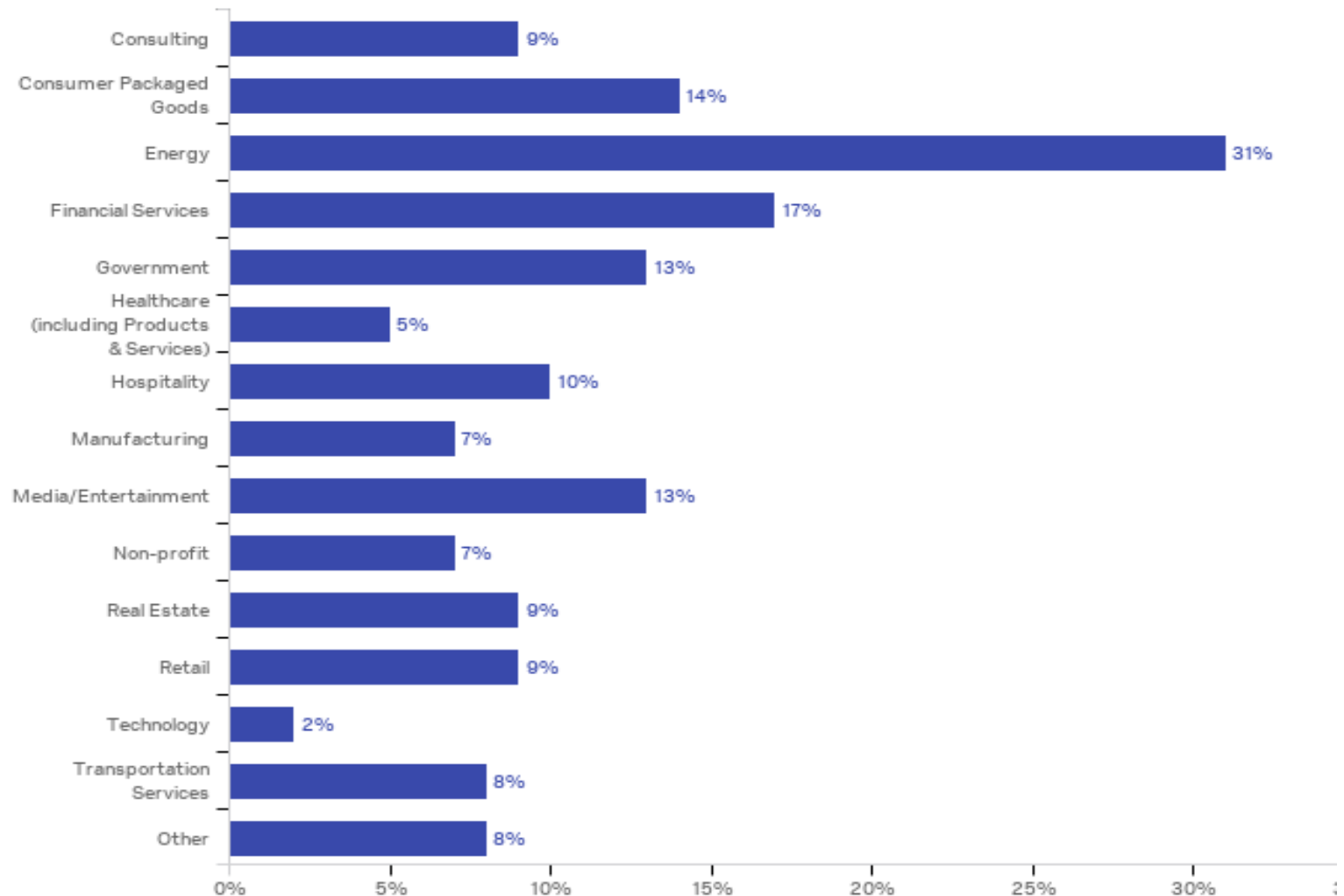
64% of respondents reported increased postings for internships when compared to the same time last year.



The greatest increase in internship recruiting was in the Technology industry, with Consulting and Healthcare following.

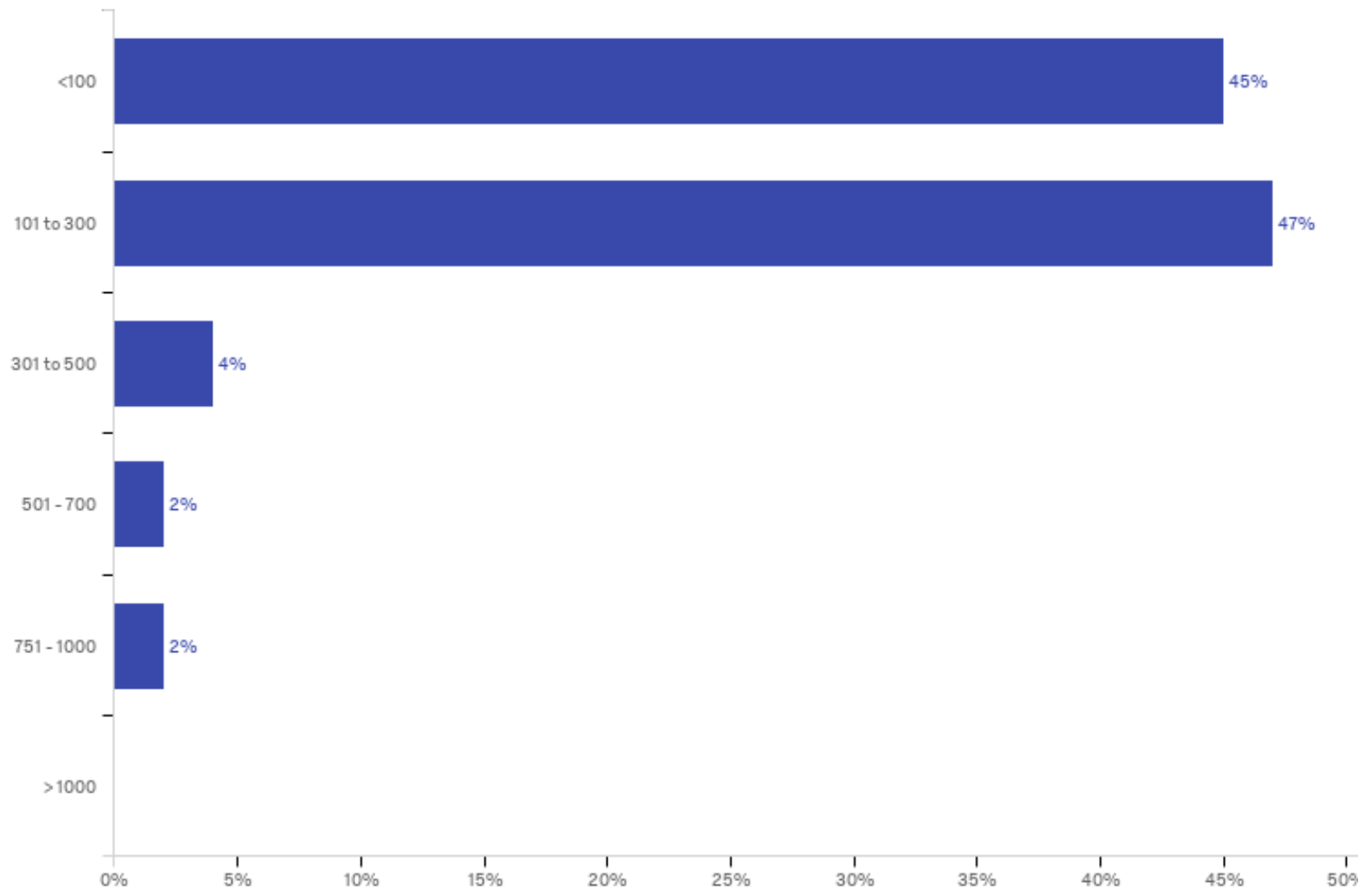


The industry with the most decreased internship recruiting was Energy.



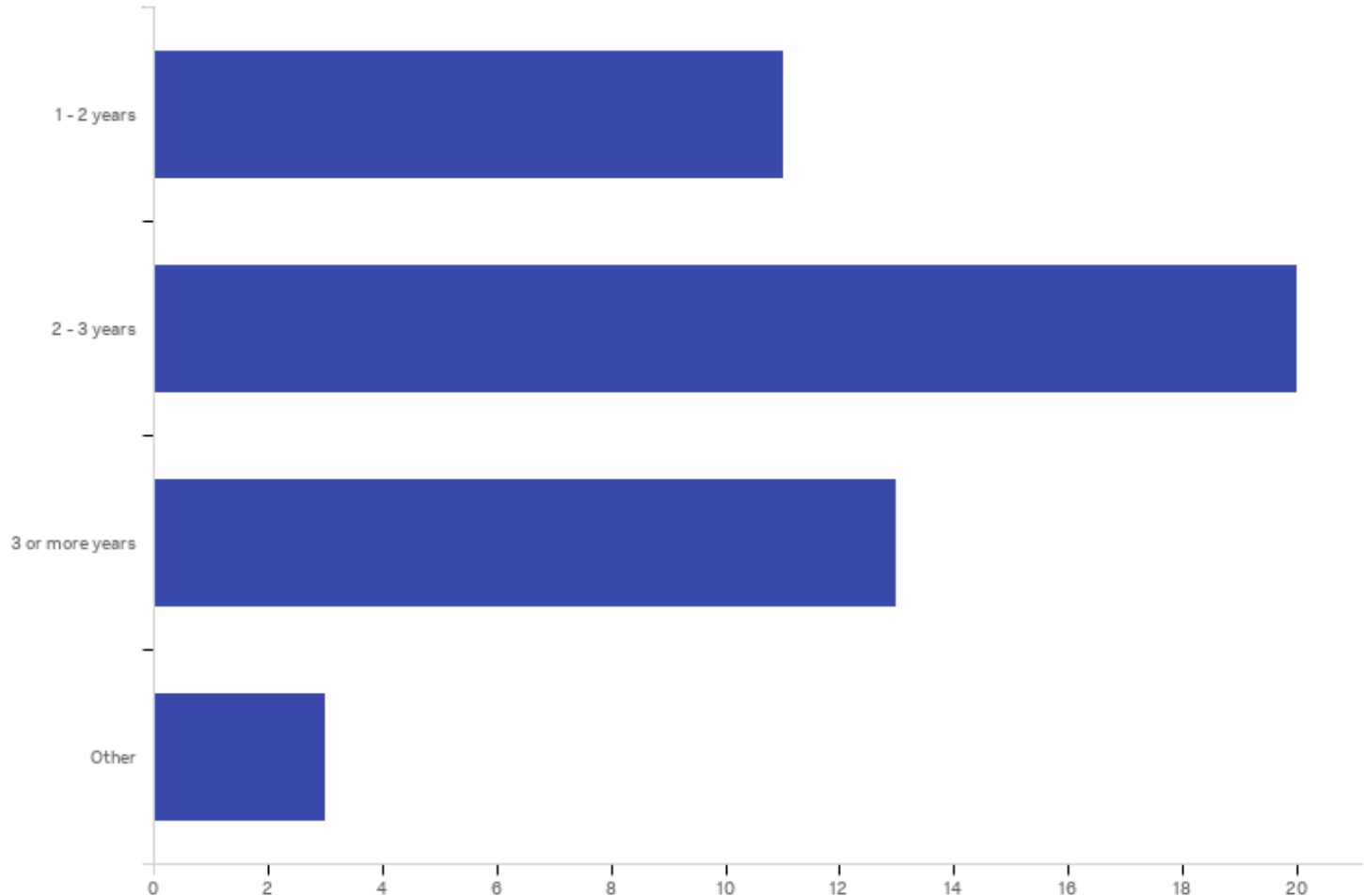
Part-time MBA Programs (excluding Executive MBAs)

92% of respondents will graduate 300 or fewer PT MBA students this year.



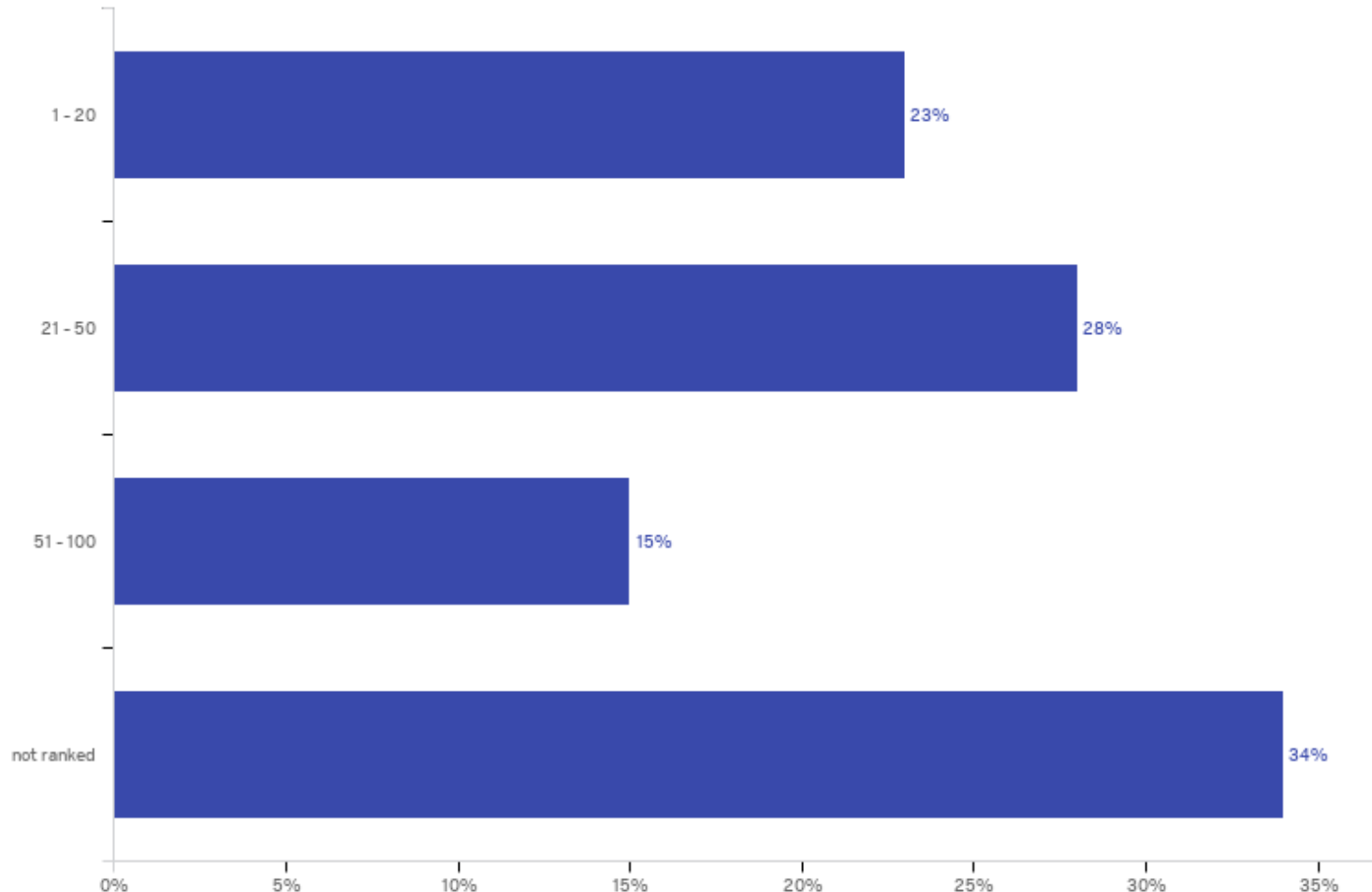
The most common program length among respondents is 2 – 3 years.

What is the length of your part-time MBA program(s)? Select all that apply.

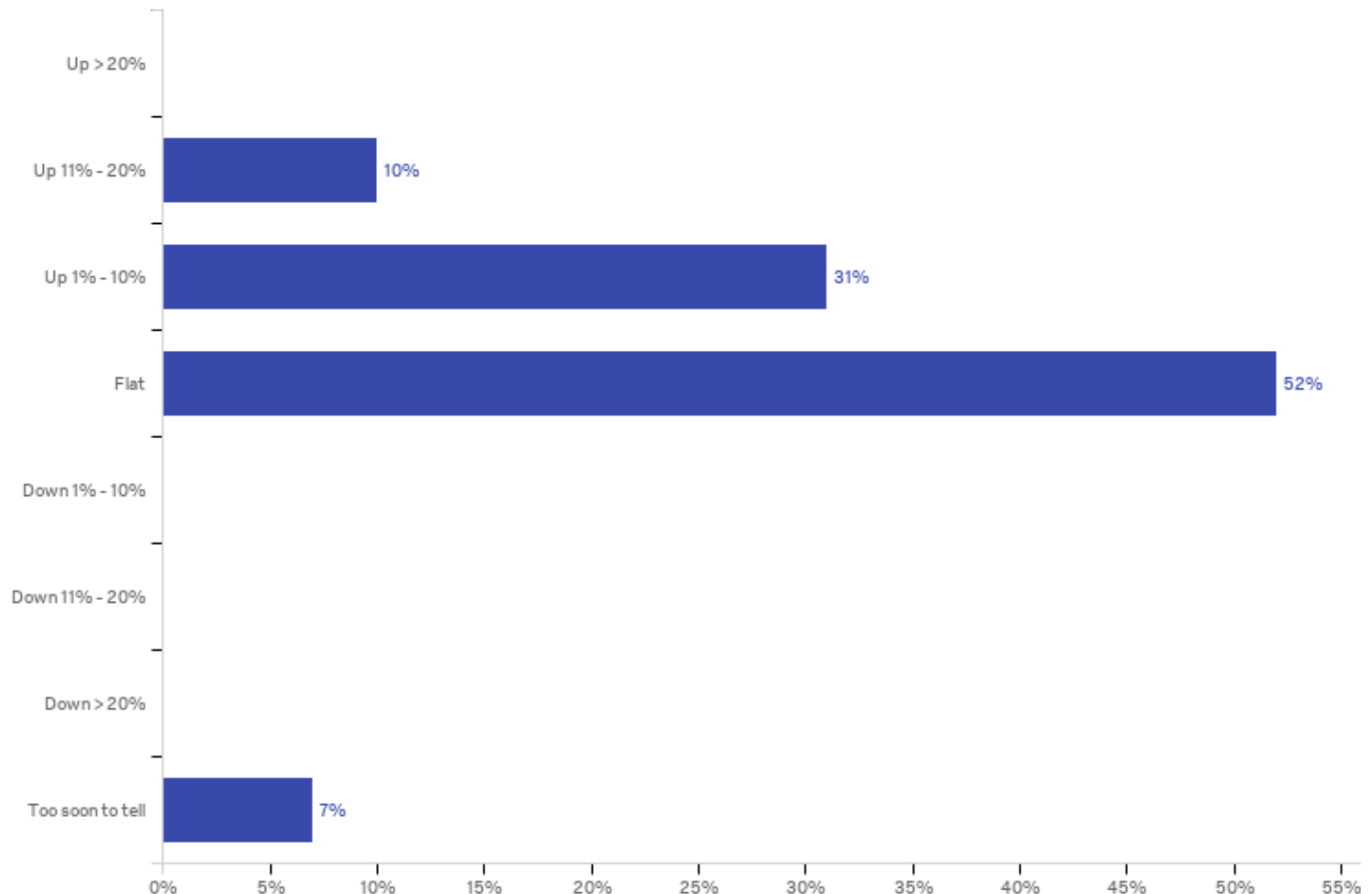


51% of respondents said they were ranked among the top 50 part-time MBA programs.

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



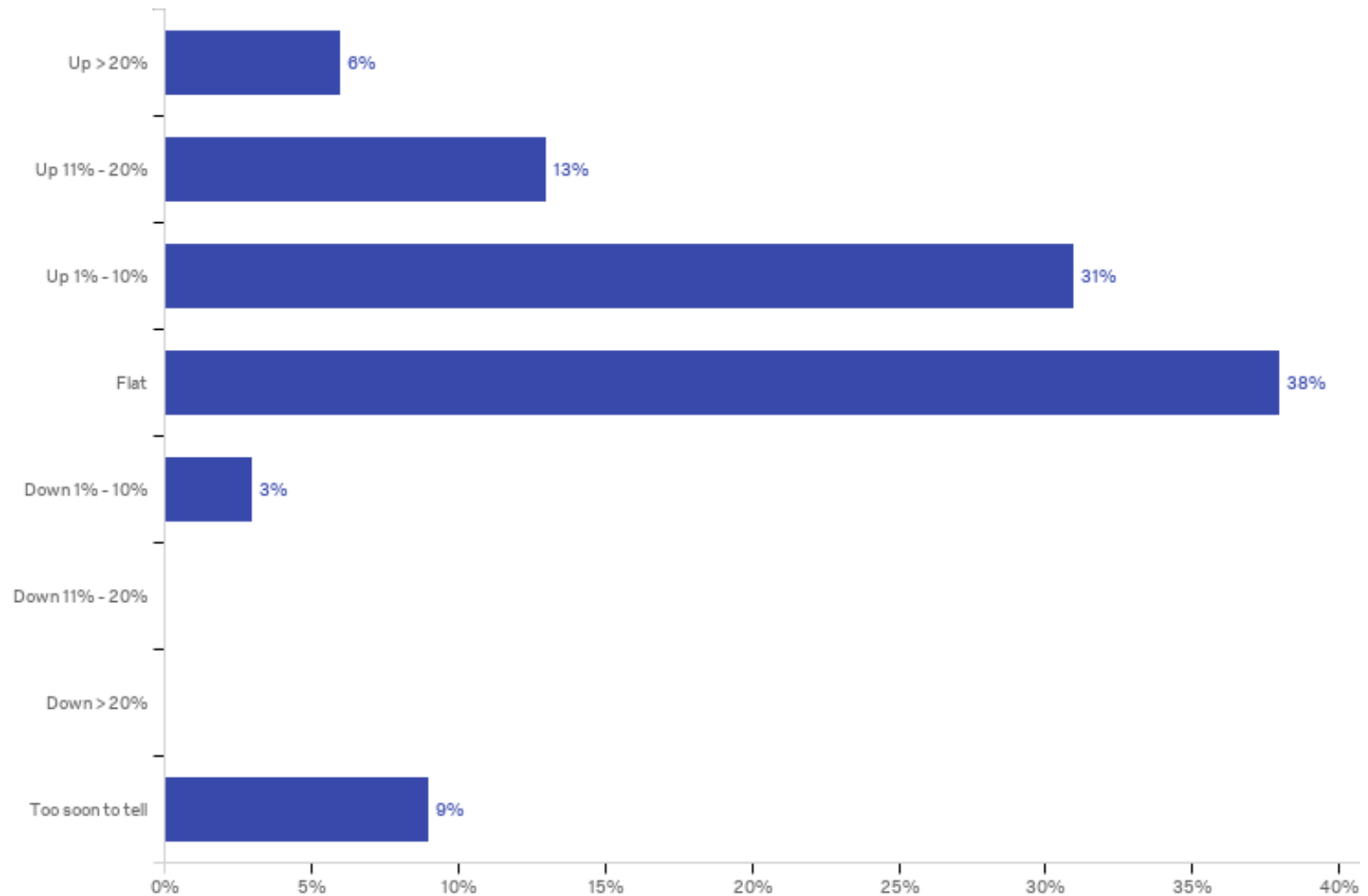
41% of respondents experienced increased on-campus recruiting for PT MBAs this year compared to the same time last year; most said recruiting was flat.



Full-time, on-campus opportunities for PT MBAs increased or were flat regardless of a school's ranking.

% Reporting Change in Full-time Postings	School Rank			
	1 to 20	21 to 50	51 to 100	Not ranked
Up	34%	50%	20%	50%
Flat	50%	50%	60%	50%
Down	0%	0%	0%	0%
Too soon to tell	16%	0%	20%	0%
Total respondents:	6	8	5	10

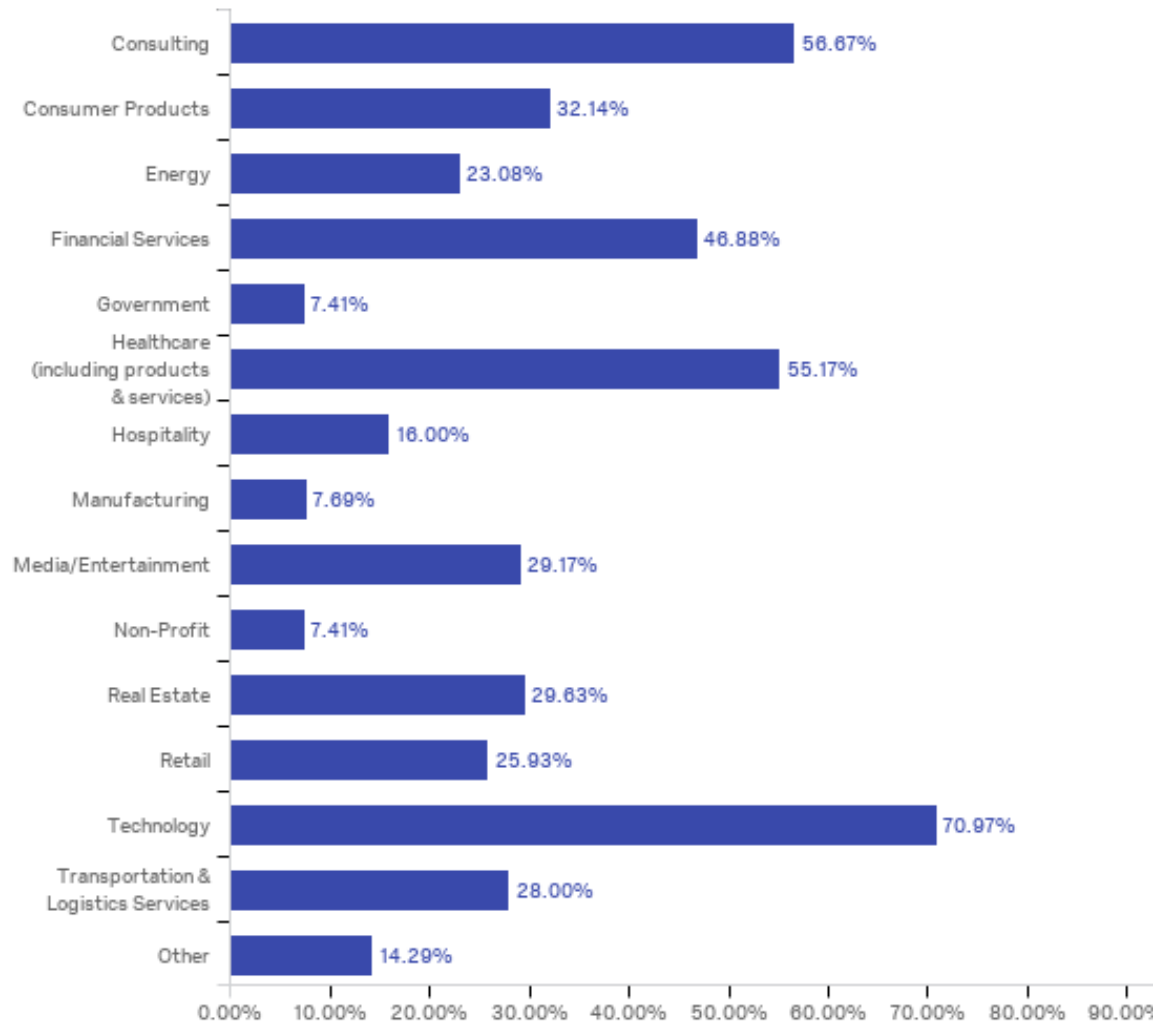
50% of respondents reported increased full-time postings for PT MBA students, while 3% reported a decrease when compared to the same time last year.



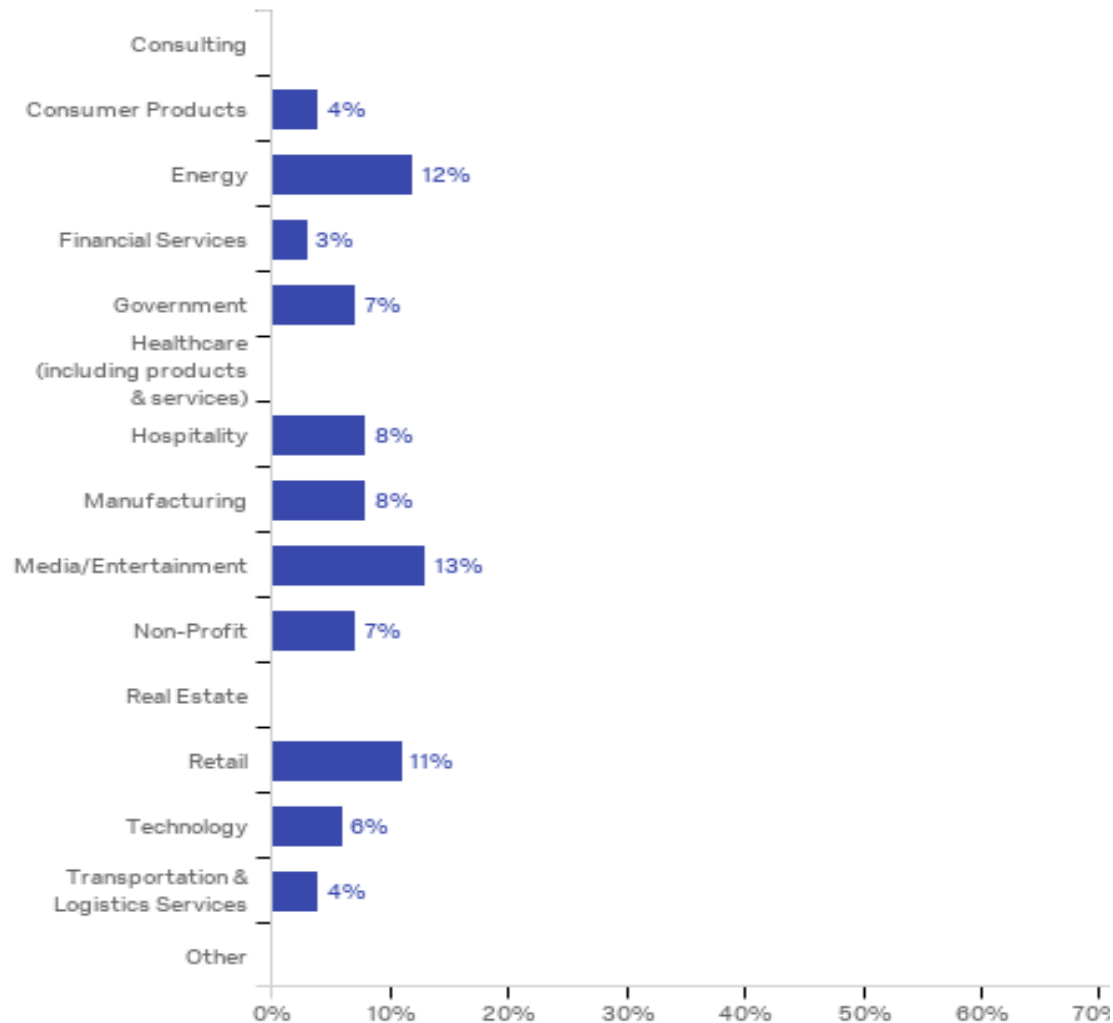
Full-time postings for PT MBAs increased across categories of rankings, though some schools were more likely to report full-time job postings as flat.

% Reporting Change in On-campus Recruiting	School Rank			
	1 to 20	21 to 50	51 to 100	Not ranked
Up	49%	78%	17%	45%
Flat	17%	22%	67%	45%
Down	17%	0%	0%	0%
Too soon to tell	17%	0%	16%	10%
Total respondents:	6	9	6	11

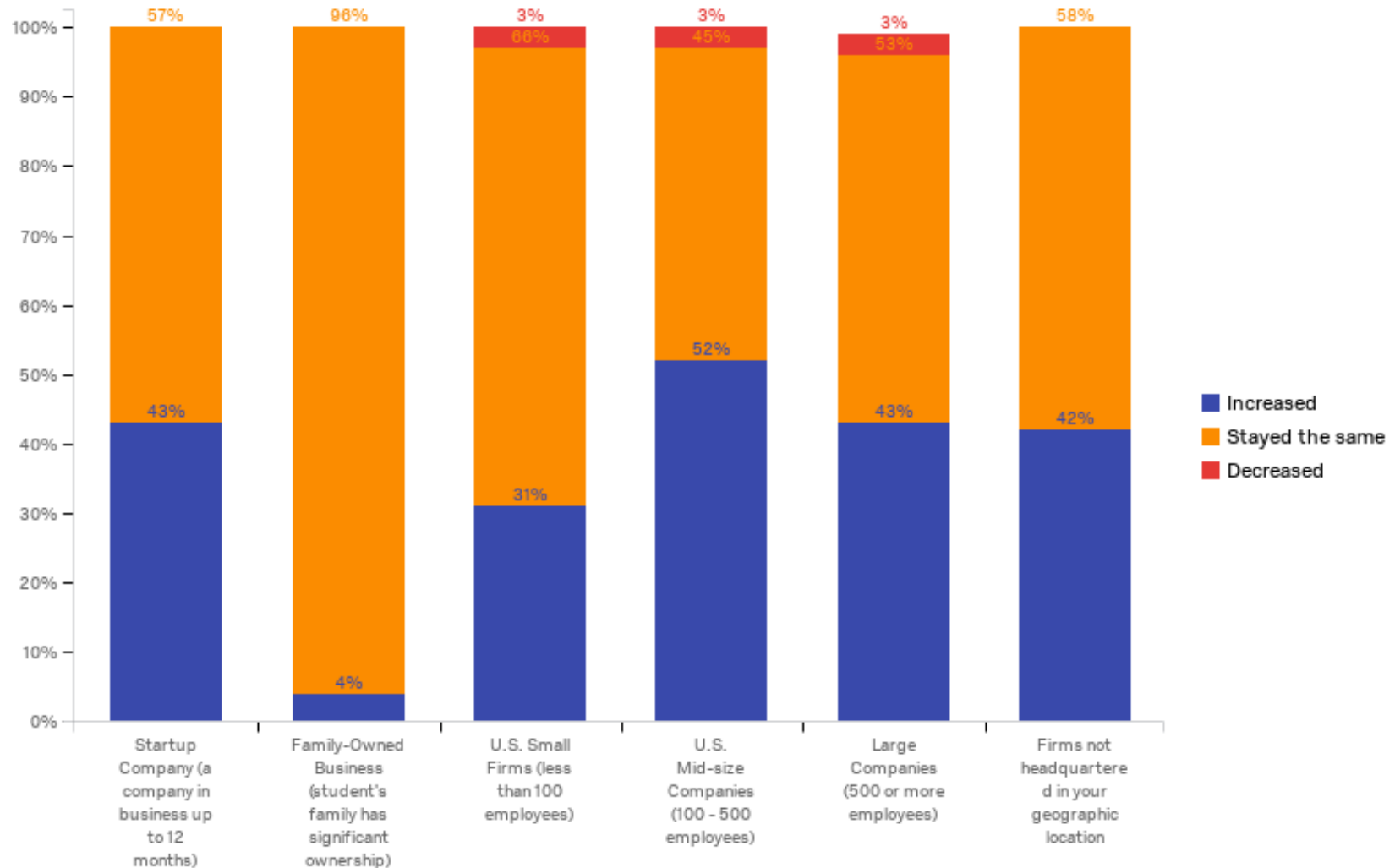
The strongest increase in recruiting activity for PT MBA programs was seen in the Technology industry.



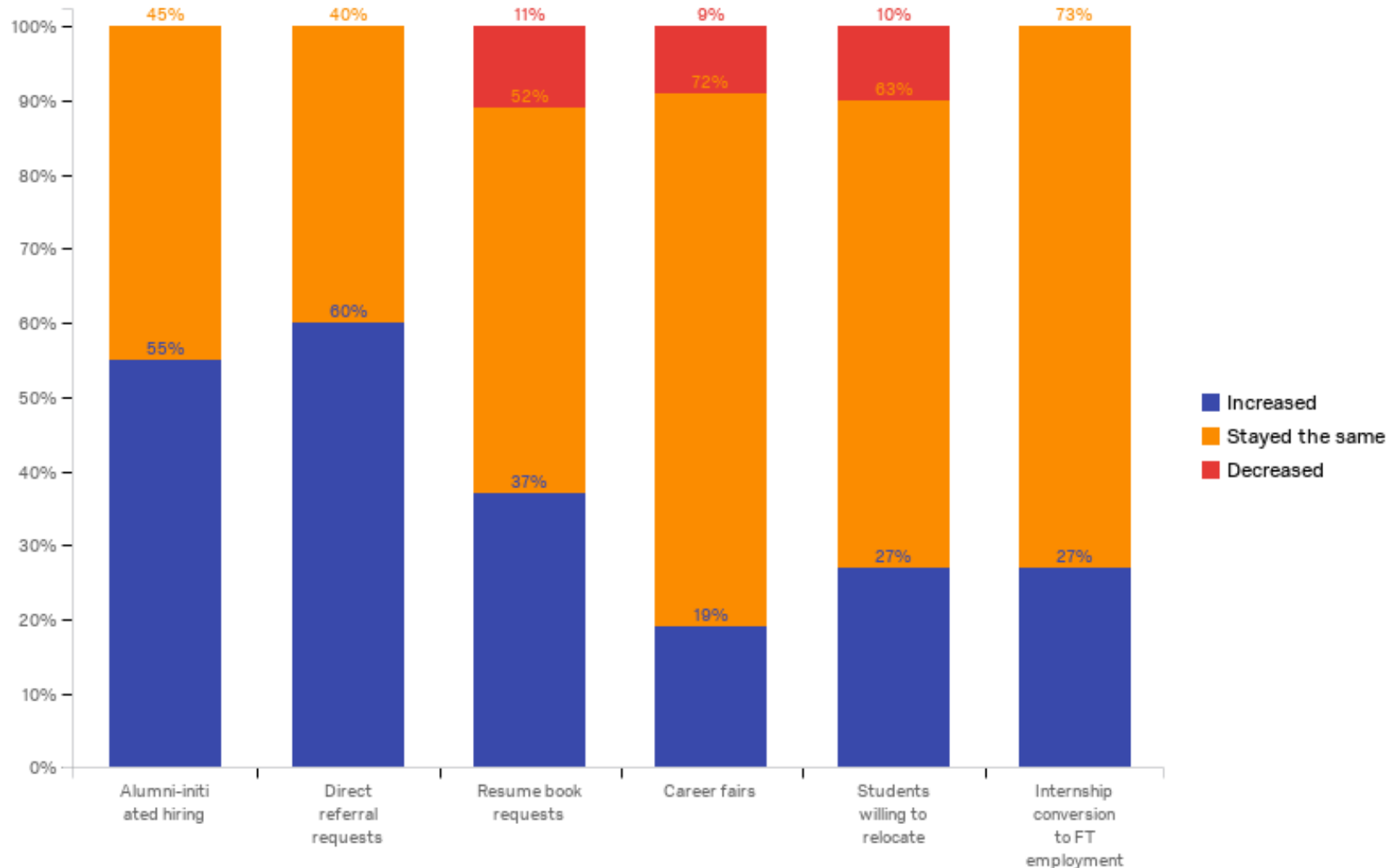
The largest decreases in recruiting activity for PT MBA programs was seen in the Energy and Media/Entertainment industries.



By company type, the largest increase in recruiting for PT MBAs was seen in mid-sized companies.

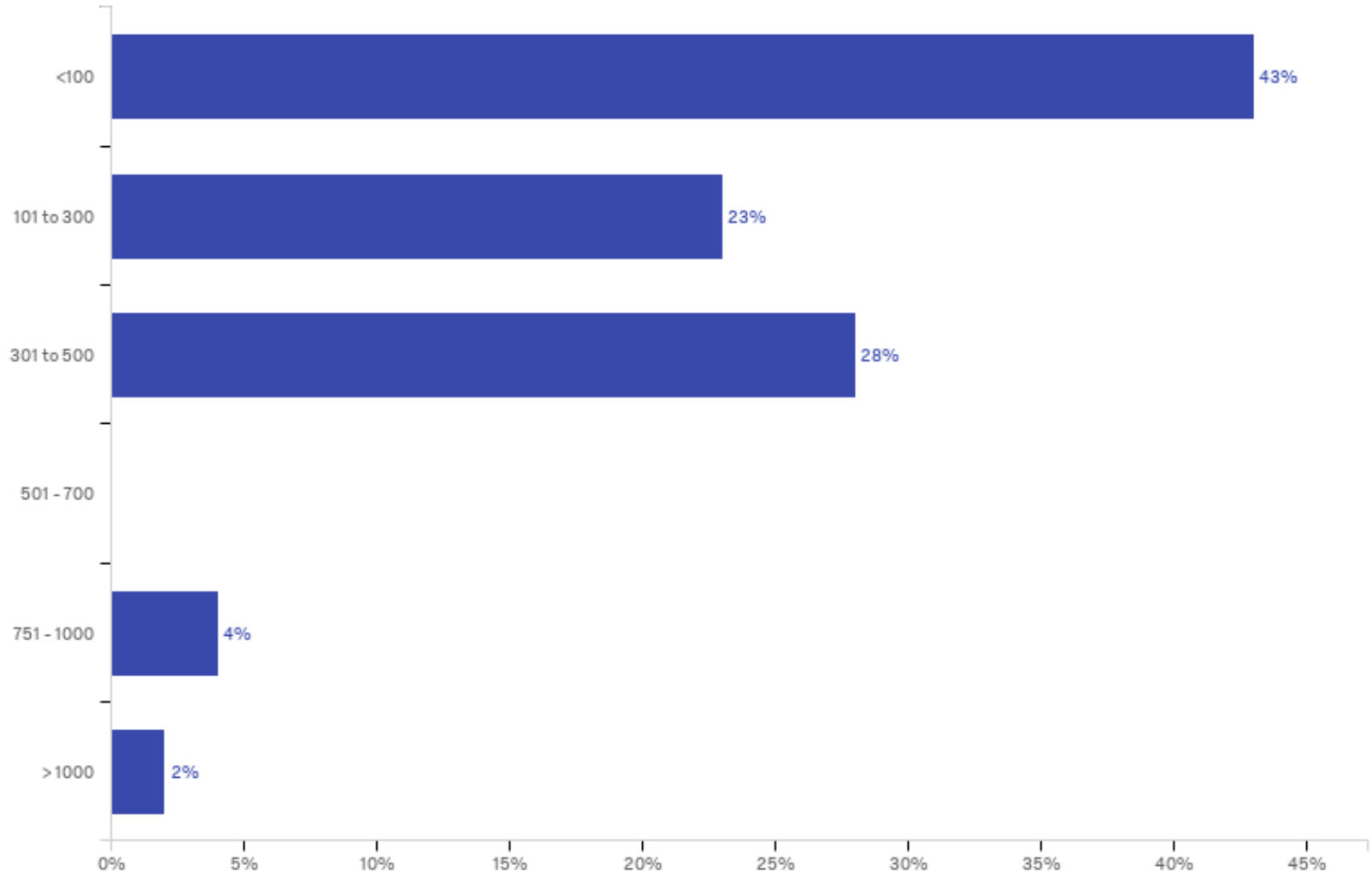


Direct referral requests saw an increase for PT MBAs, as well as alumni-initiated hiring.



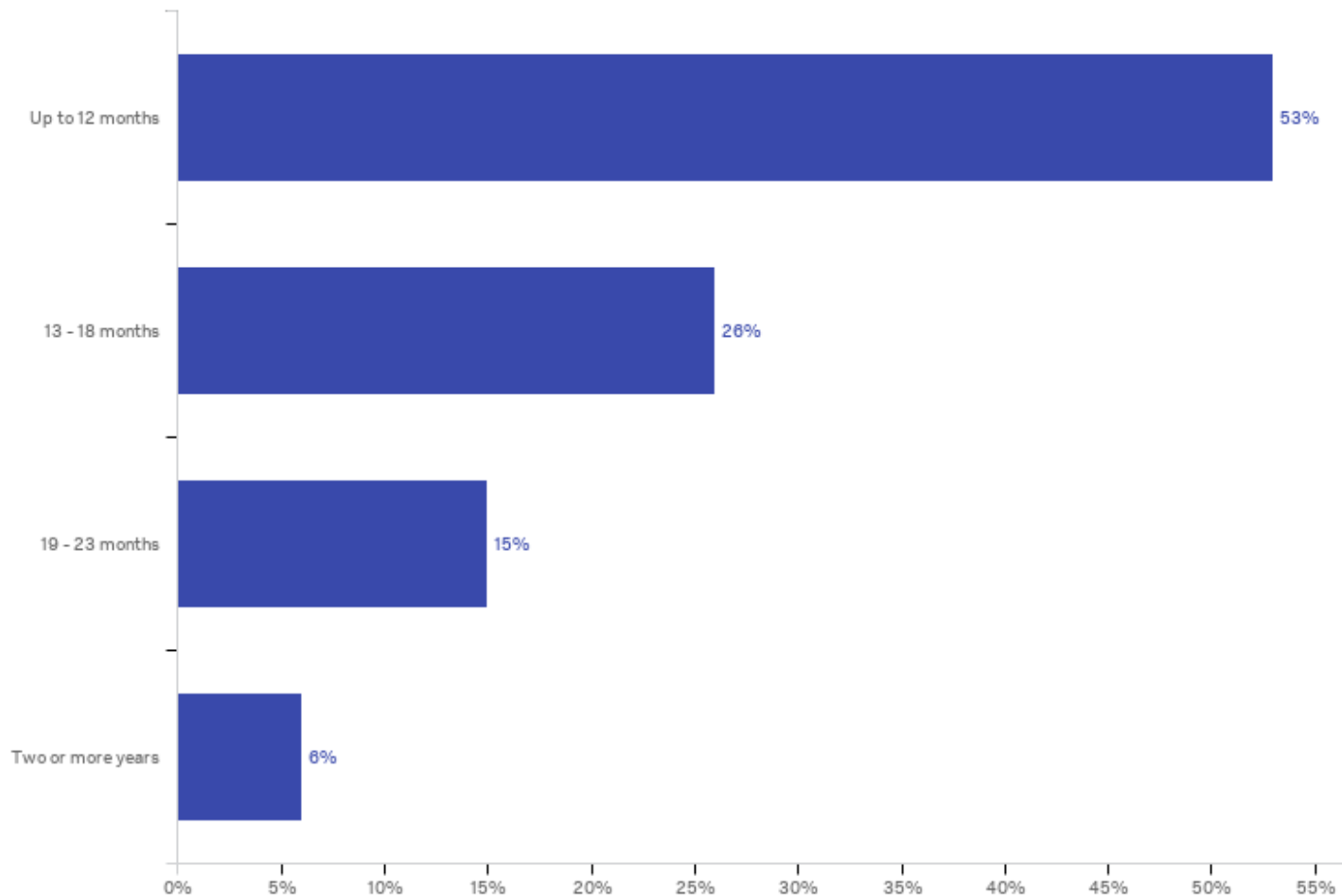
Specialized Masters Programs

66% of respondents will graduate 300 or fewer Specialized Masters Program students this year.



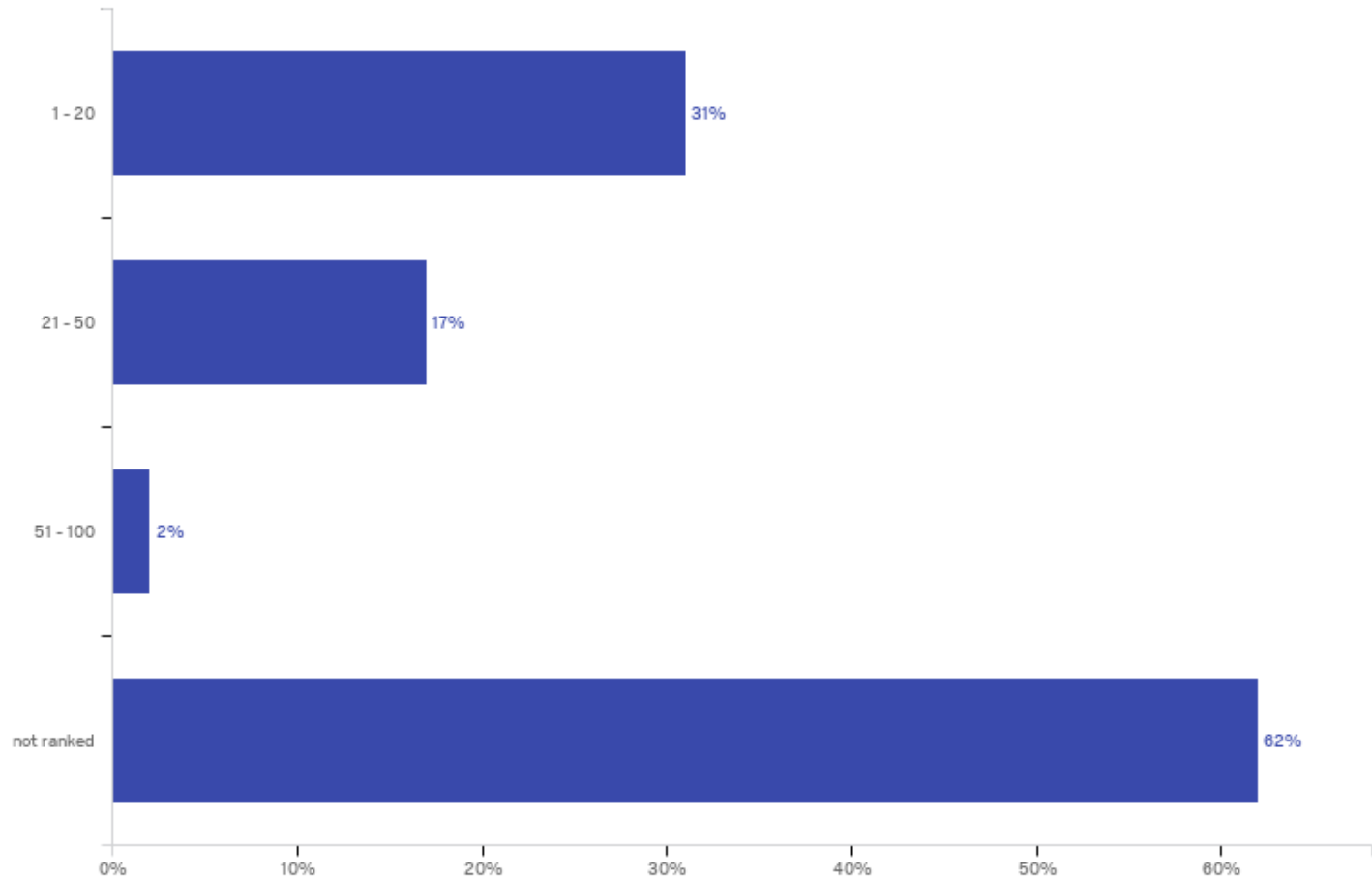
The most common program length among respondents is up to 12 months.

What is the length of your full-time MBA program(s)? Select all that apply.

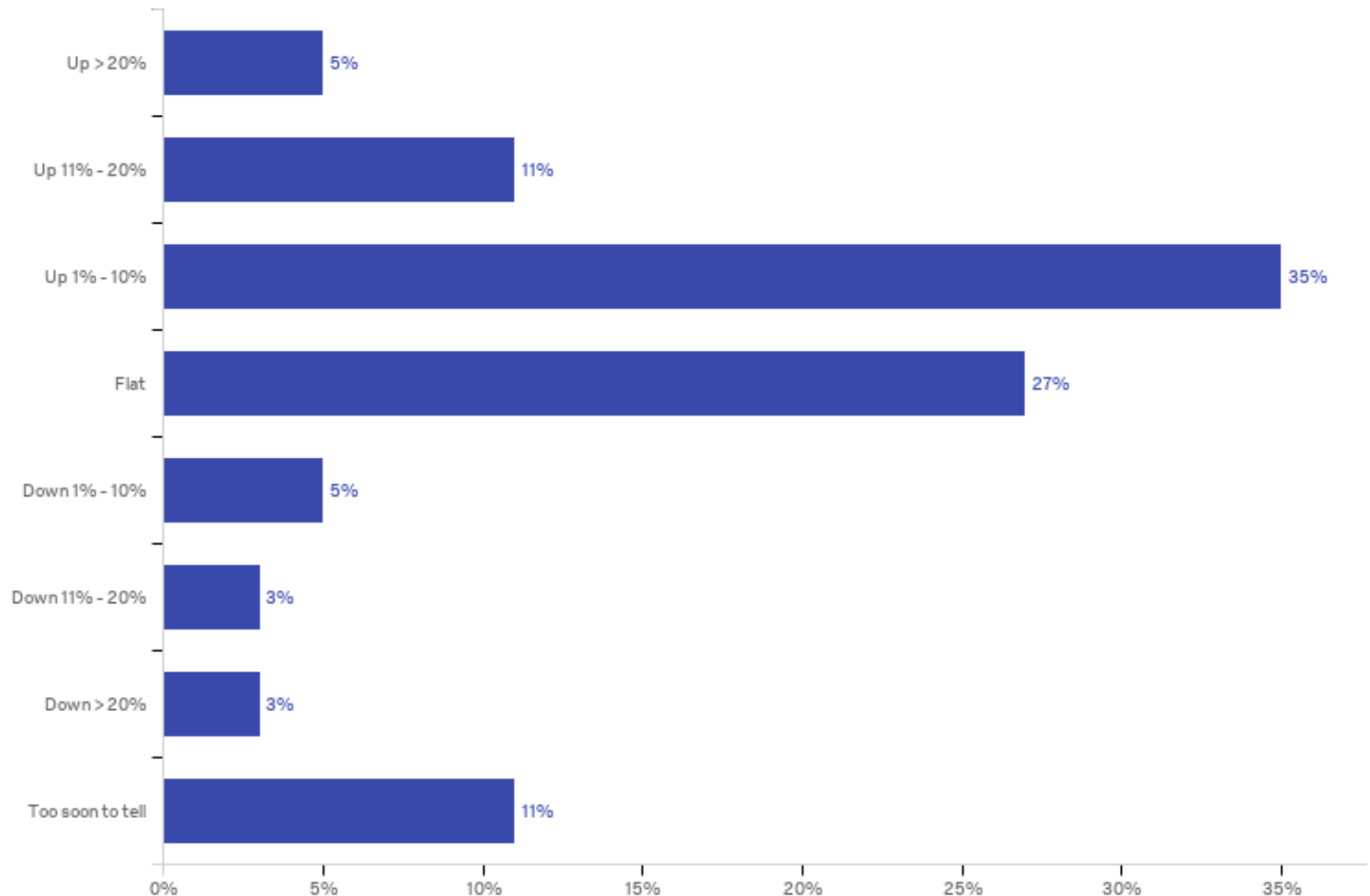


48% of respondents said one or more of their programs were ranked among the top 50.

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



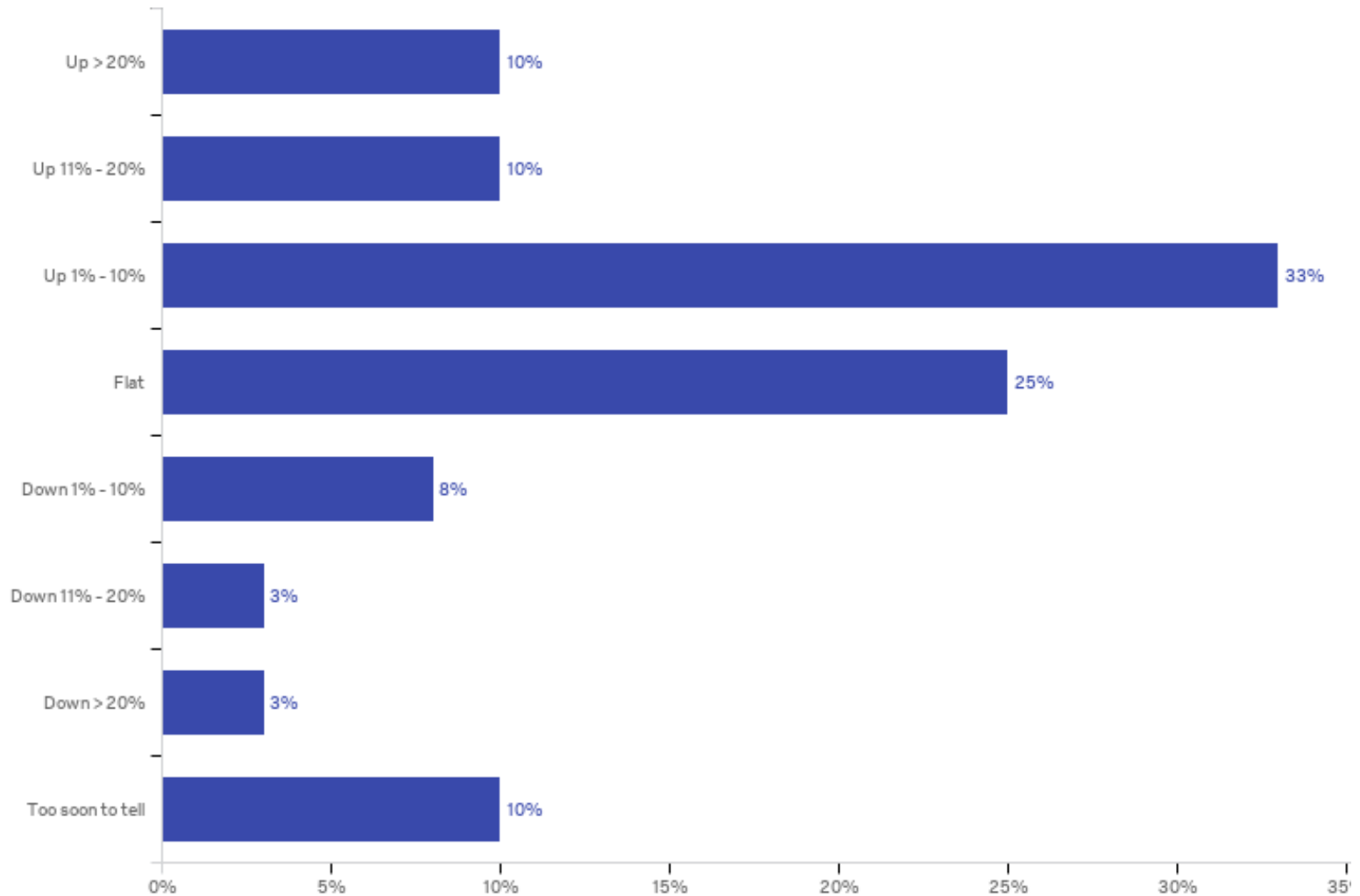
51% of respondents experienced increased on-campus recruiting for Specialized Masters Programs this year compared to the same time last year. 11% experienced a decrease.



Full-time, on-campus opportunities for Specialized Masters students increased regardless of a school's ranking.

% Reporting Change in On-campus Recruiting	School Rank			
	1 to 20	21 to 50	51 to 100	Not ranked
Up	53%	42%	100%	57%
Flat	31%	29%	0%	19%
Down	8%	0%	0%	19%
Too soon to tell	8%	29%	0%	5%
Total respondents:	13	7	1	21

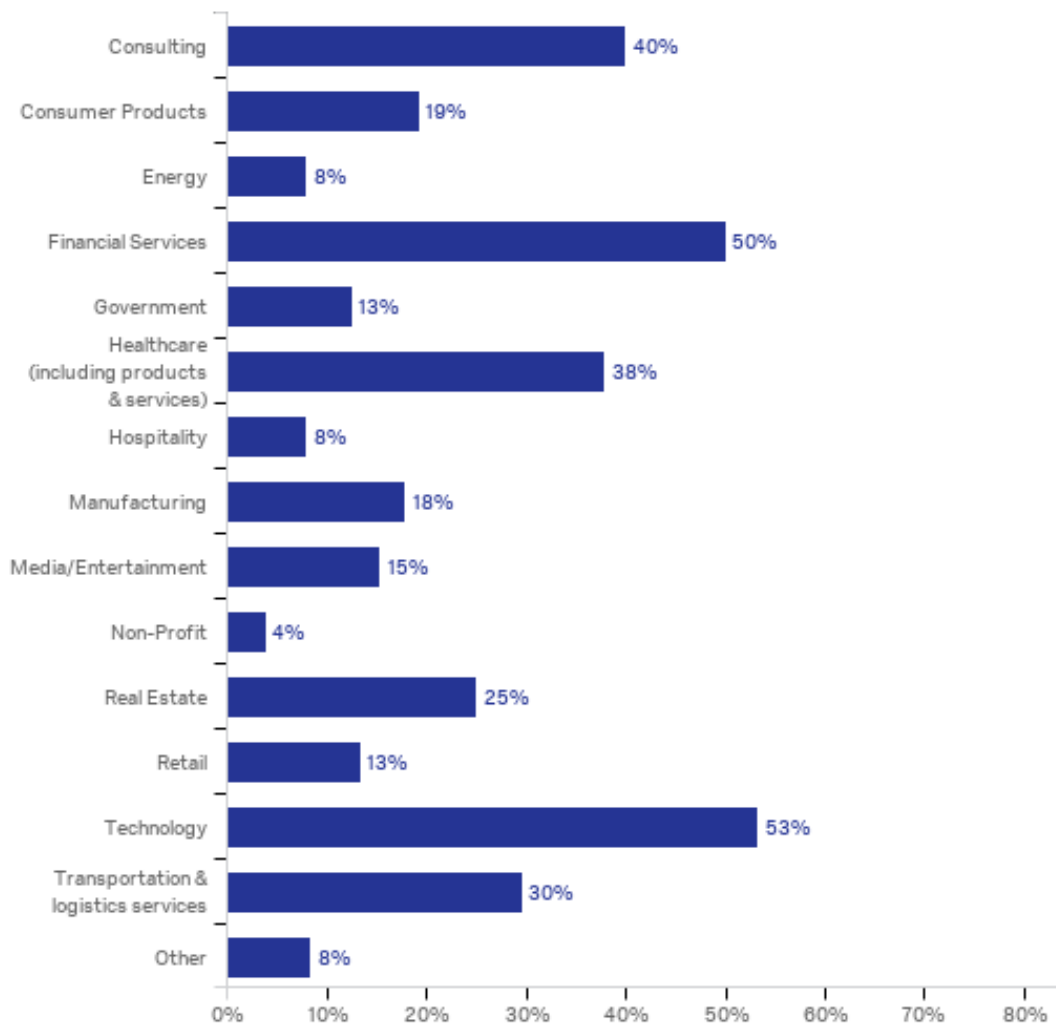
53% of respondents reported increased full-time postings for Specialized Masters Program students, while 14% reported a decrease when compared to the same time last year.



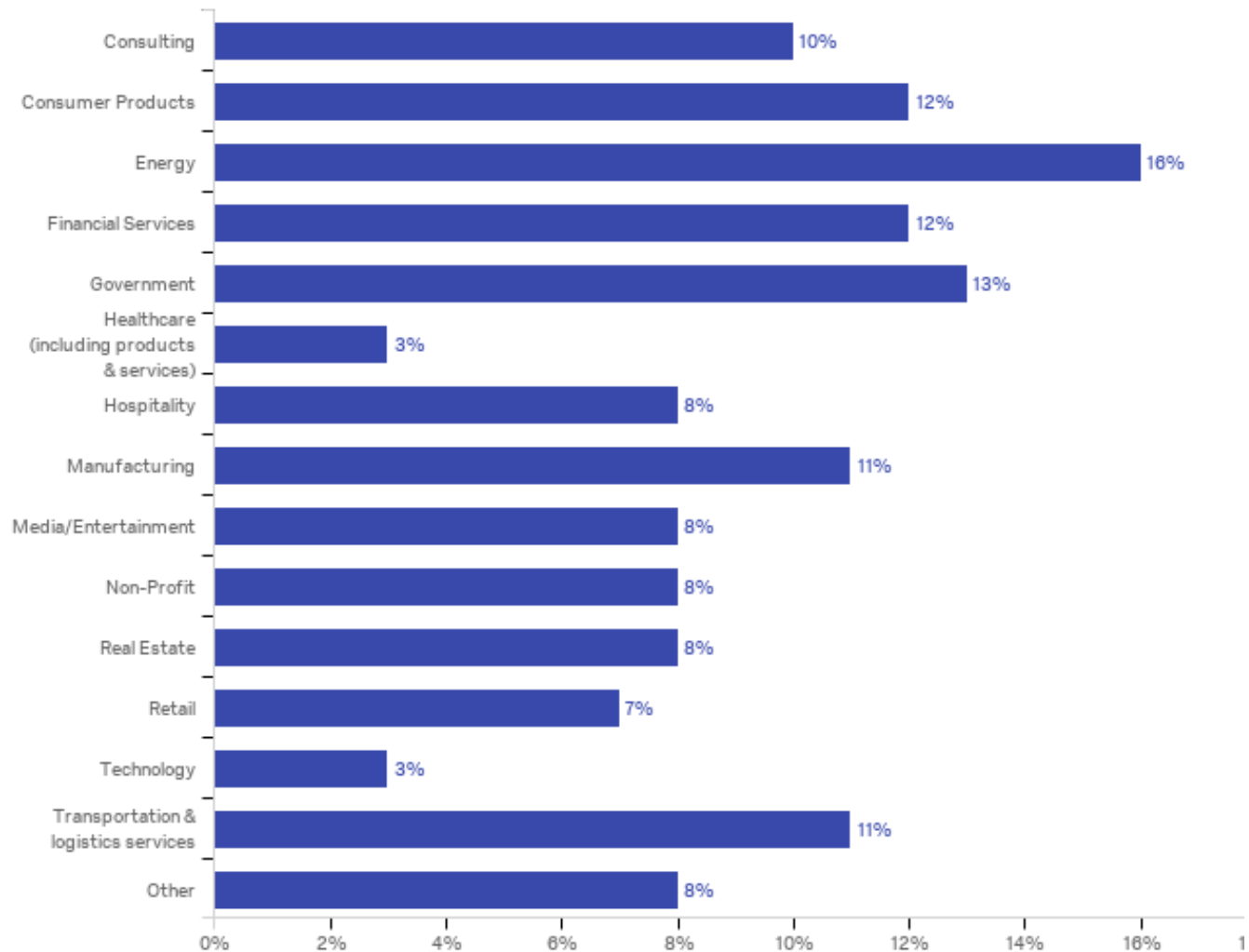
Full-time postings increased across categories of rankings, though some schools reported decreases.

% Reporting Change in Full-time Postings	School Rank			
	1 to 20	21 to 50	51 to 100	Not ranked
Up	51%	50%	100%	55%
Flat	33%	17%	0%	25%
Down	8%	0%	0%	15%
Too soon to tell	8%	33%	0%	5%
Total respondents:	12	6	1	20

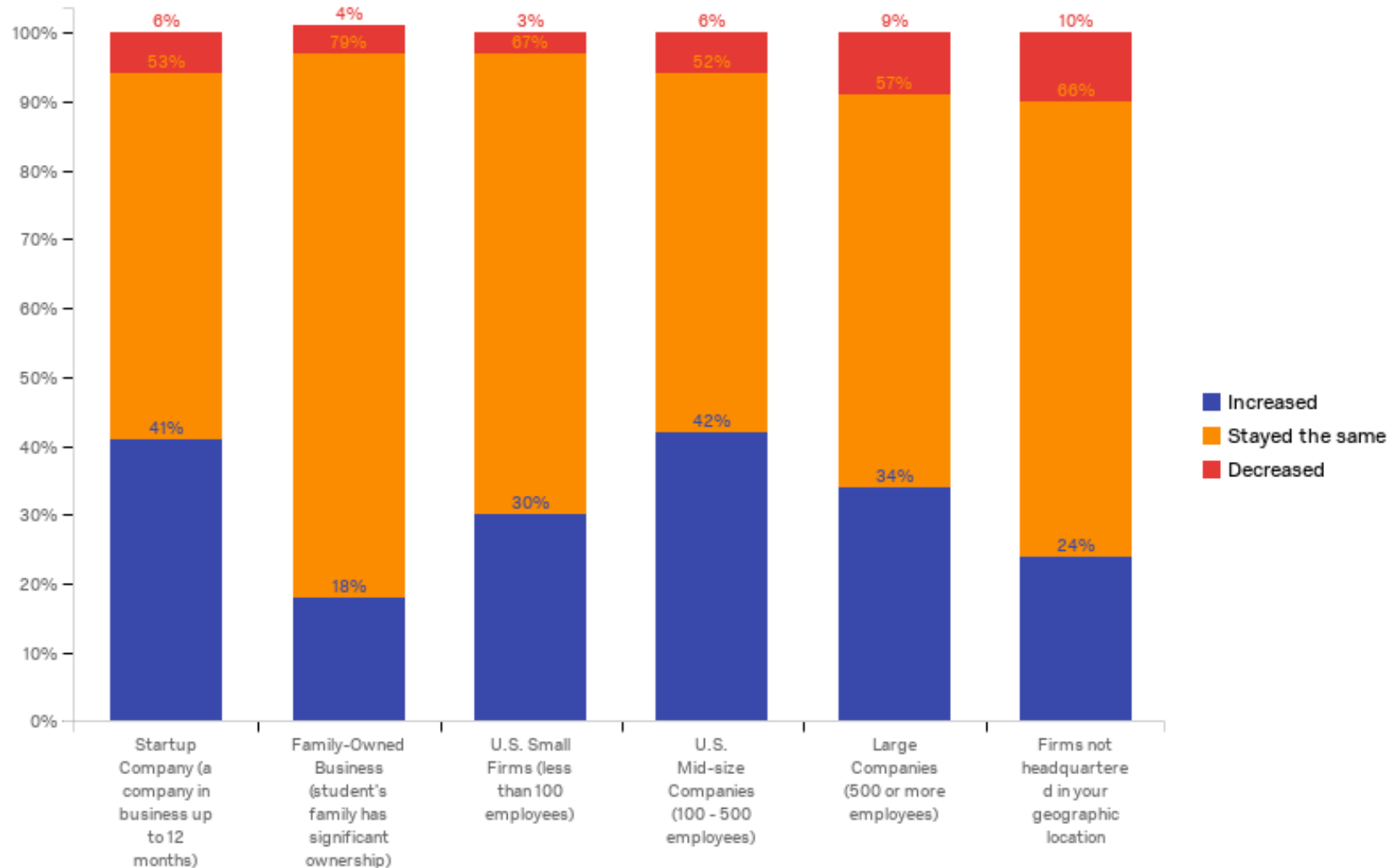
The strongest increases in recruiting activity for Specialized Masters programs were seen in the Technology and Financial Services industries.



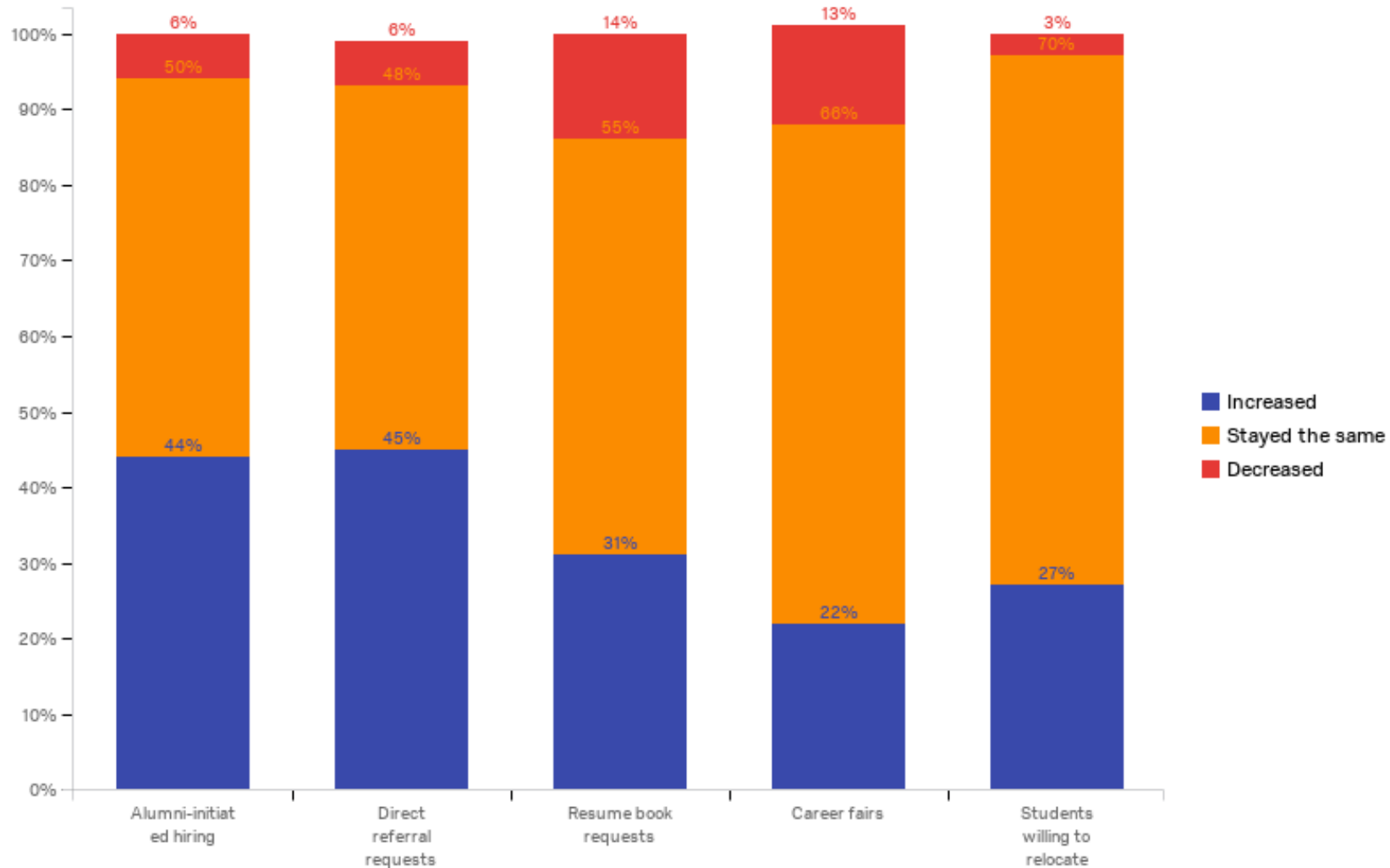
The largest decrease in recruiting activity for Specialized Masters programs was seen in the Energy industry.



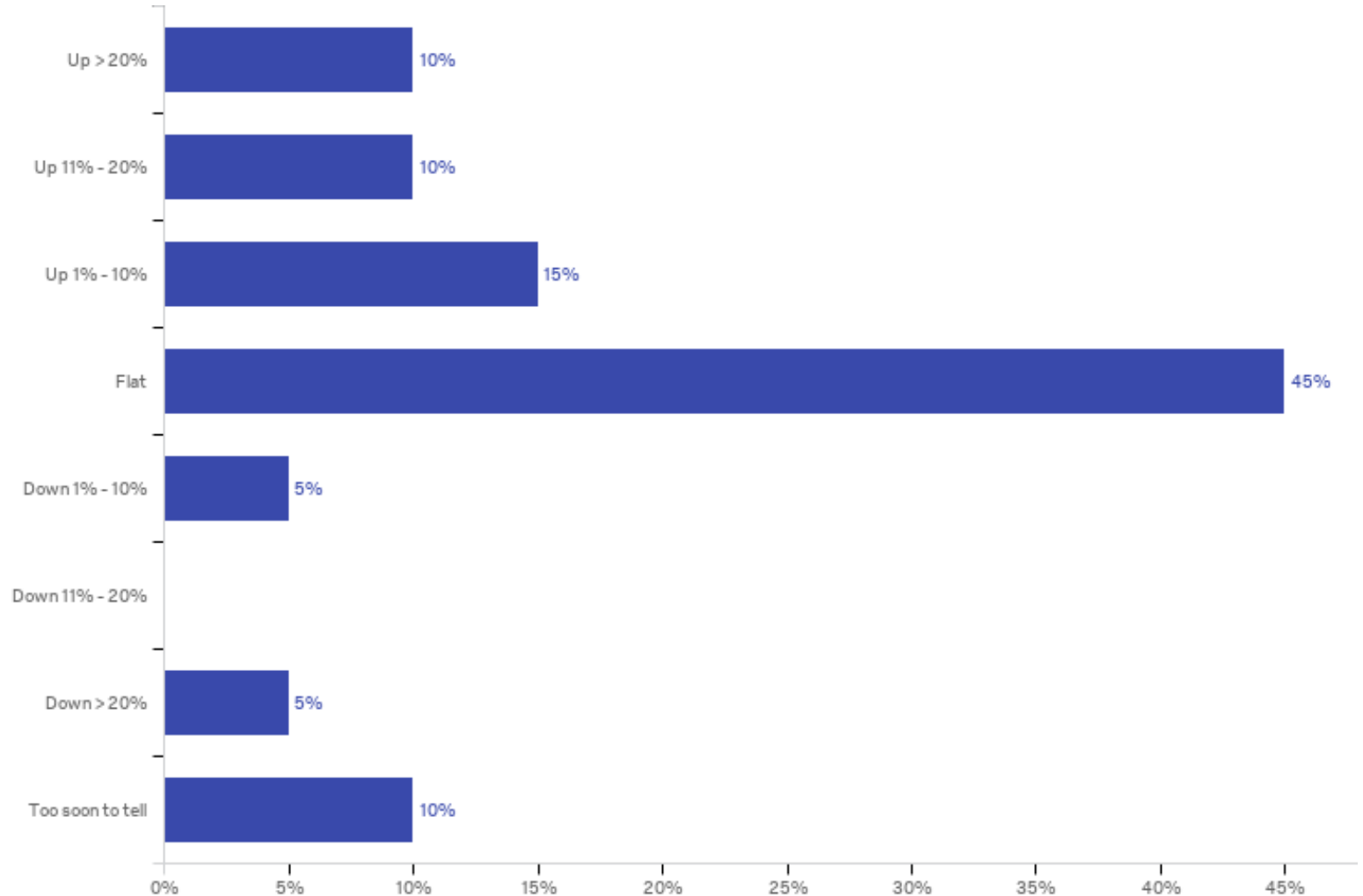
By company type, the largest increases in recruiting were seen in mid-size companies and start-ups.



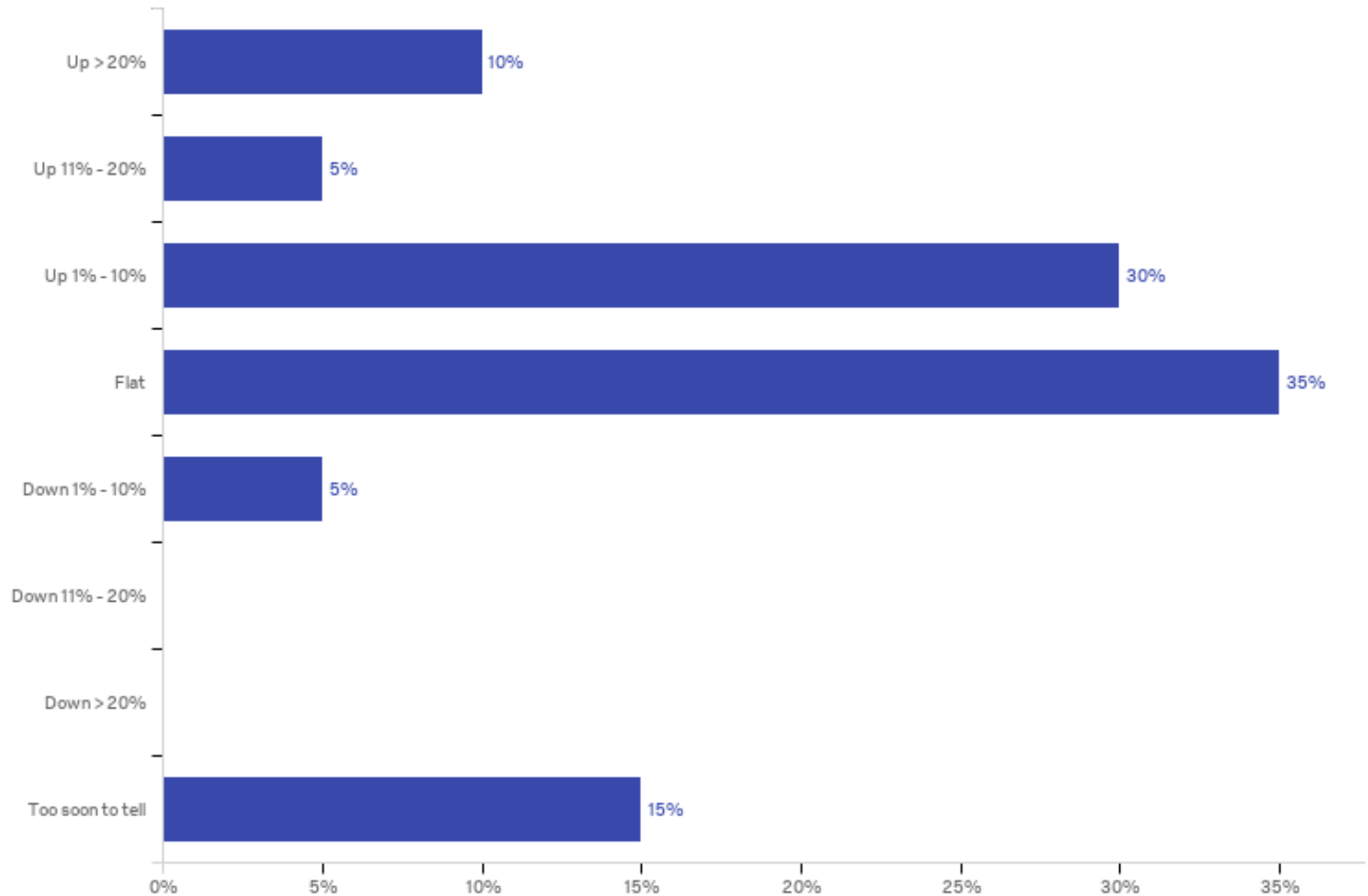
Hiring increased the most in alumni-initiated hiring and direct referral requests.



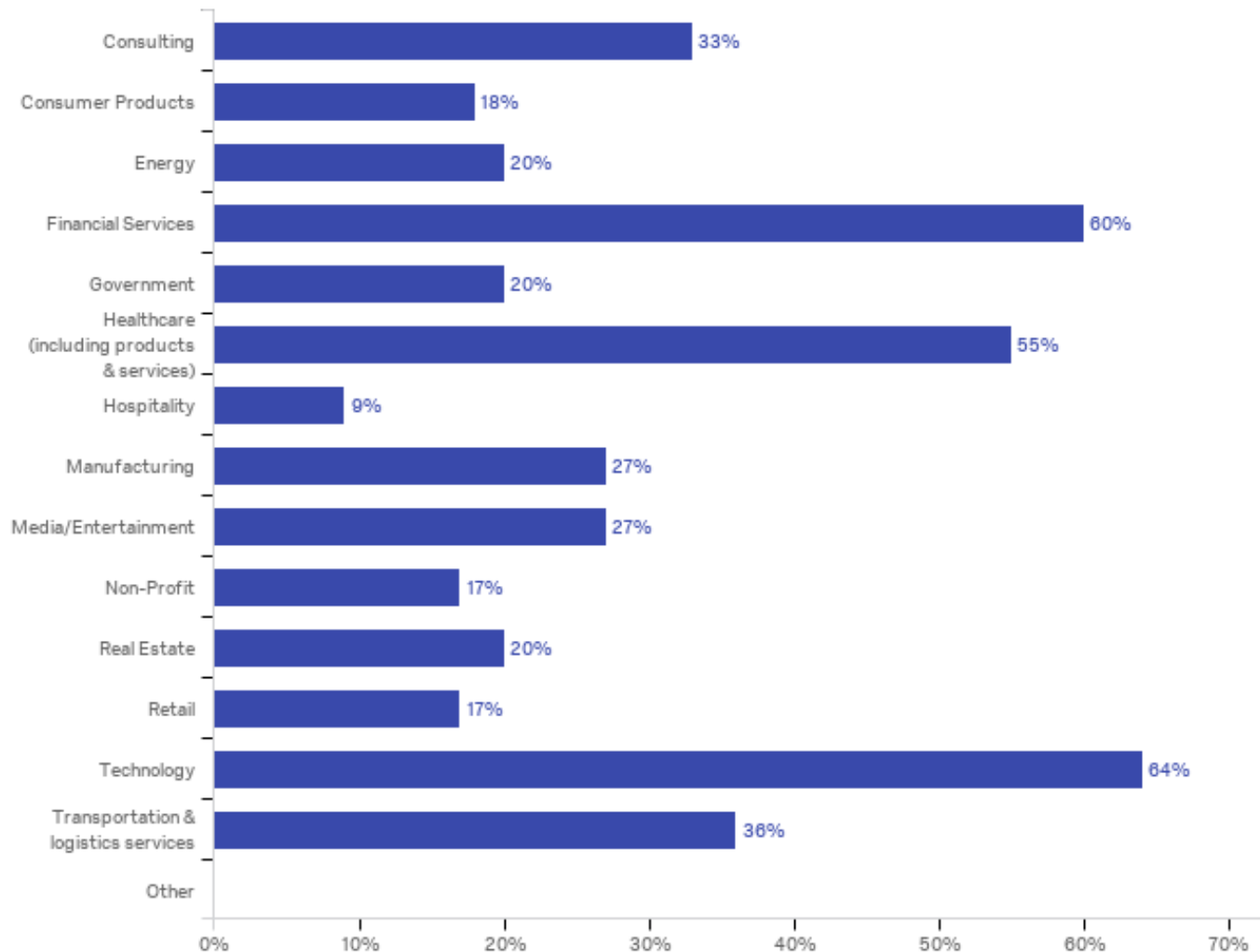
35% of respondents experienced increased on-campus internship recruiting this year compared to the same time last year.



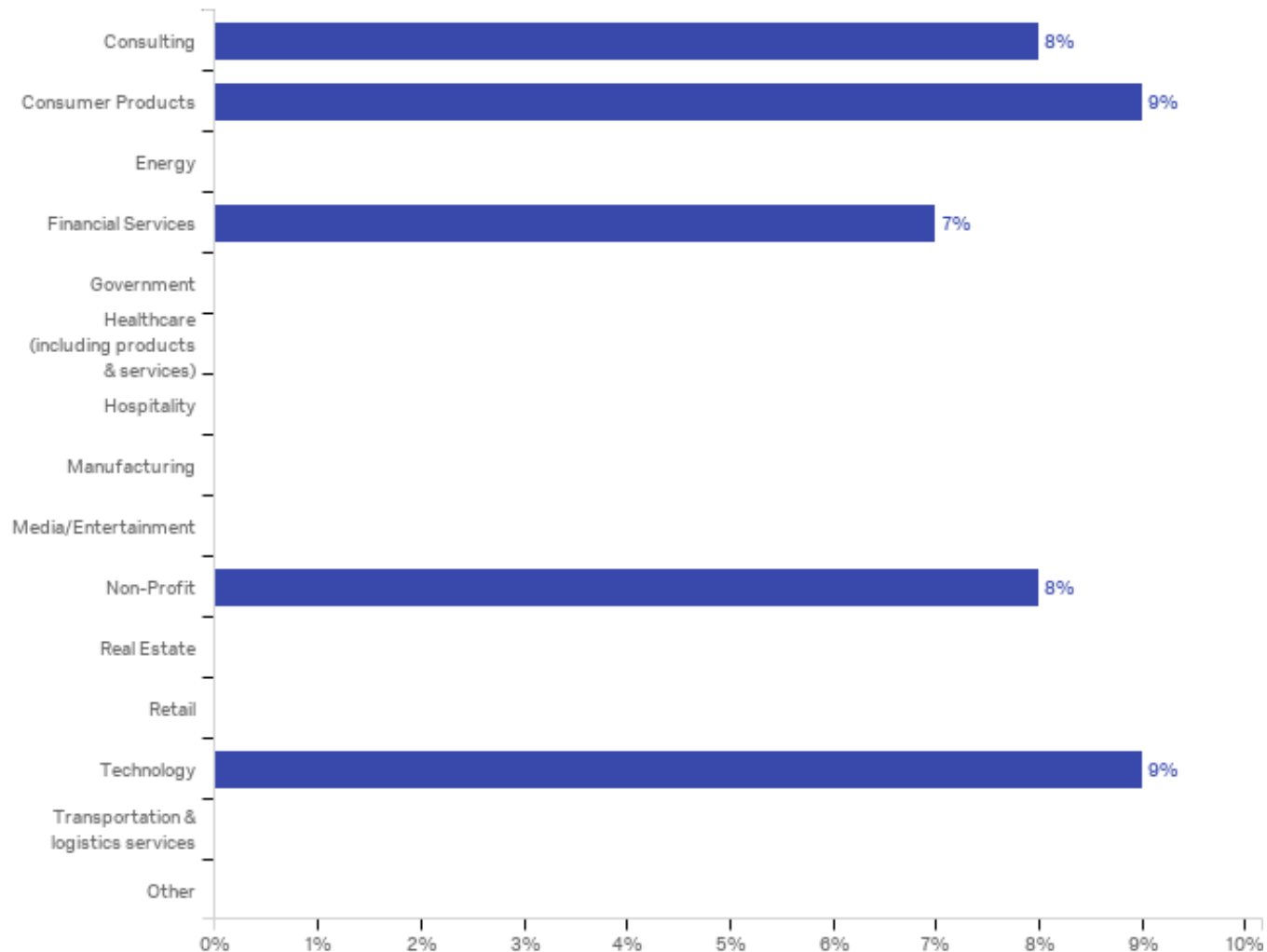
45% of respondents reported increased postings for internships when compared to the same time last year.



The greatest increase in internship recruiting for Specialized Masters programs was in Technology, with Financial Services a close second.



Several industries experienced a small decrease in recruiting activity for Specialized Masters programs.



Emerging trends

MBA CSEA members made the following observations about job market trends

- Companies are more reluctant to hire students without permanent work authorization (particularly in the U.S.) .
- Markets remaining strong for the Technology industry, followed by Healthcare and Consulting, while Energy is down.
- Smaller and start-up companies are hiring more.
- There is more demand for business analytics skills.
- There is increased demand for Specialized Masters students, particularly in analytics roles.

School initiatives

Member schools are taking the following initiative to assist students with their job search

- Providing more high-touch, personalized interactions with students.
- Increasing corporate outreach activities, including alumni engagement
- Providing more programming specific for students without permanent work authorization.
- Increasing treks with west coast technology companies.
- Hiring additional staff to assist Specialized Masters students.
- Providing more detailed career action planning and increasing student access to company research.
- Increasing programming for students without permanent work authorization to conduct a non-traditional job search.
- Reaching out to alumni to assist with job search, particularly for students without permanent work authorization.
- Providing additional materials to students prior to entering their masters program.
- Assisting job changers with marketing transferable skills.
- Focusing on part-time and post-graduate fellowships with students without permanent work authorization.

More Information

View results from past Recruiting Trends Surveys:

<http://www.mbacsea.org/trends>

For more information about this survey, contact:

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