

Alumni Perspectives on Graduate Management Education

gmac.com/Research

87%



87% of alumni report a positive ROI (return-on-investment) from their graduate business education

East & Southeast Asia	89%
Middle East	89%
Africa	88%
United States	88%
OVERALL	87%
Eastern Europe	87%
Western Europe	87%
Canada	85%
Mexico, Caribbean & Latin America	85%
Australia & Pacific Islands	85%
Central & South Asia	80%

30

A Net Promoter Score (NPS) of 30 shows that most alumni are likely to recommend their graduate business school to a friend or colleague.

Net Promoter Score (NPS)

70%

70% of alumni rate the **value** of their graduate business education as Excellent or Outstanding

84%

84% of alumni report that their **professional situation** is Much Better or Better due to graduate business education

77%

77% of alumni Strongly Agree or Agree that graduate business education prepared them for **leadership positions**

87%

87% of alumni Strongly Agree or Agree that graduate business education increased their **employability**

30%

30% of alumni report that their median **salary increased** from \$50,000–\$100,000 to over \$100,000.