



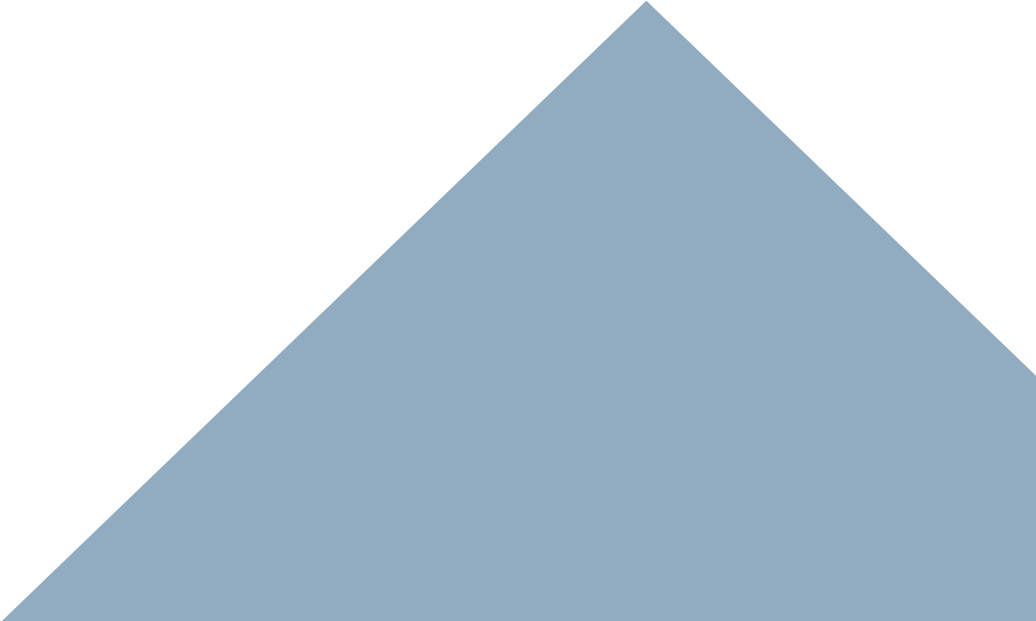
AMBA APPLICATION AND ENROLMENT REPORT 2025





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FOREWORD



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AMBA & BGA is pleased to present the AMBA Application and Enrolment Report 2025. The report provides the latest insights into the profile of AMBA-accredited schools and their performance in the global MBA market.

While the report indicates a decrease in the overall number of MBA applications and enrolments received by AMBA-accredited business schools worldwide - a trend reflected across much of the global postgraduate management education market – there are encouraging signs of resilience and progress within the pipeline. Notably, female representation in MBA cohorts has rose between 2023 and 2024 after experiencing a decline between 2022 and 2023, suggesting that schools' efforts around inclusivity, targeted outreach and flexible study options are yielding meaningful results. This upward trend not only strengthens programme diversity but also reinforces the sector's commitment to widening access and supporting the next generation of female leaders. As the market recalibrates, the hope is that this shift can be sustained and offer a positive foundation on which schools build sustainable growth and enhance the strategic impact of their programmes.

This report is based on admissions figures provided by AMBA-accredited programmes for the calendar years 2023 and 2024. Notably, for this latest iteration of AMBA's annual flagship study, we have been able to provide our most comprehensive year-on-year analysis to date, thanks to the number of schools providing data in consecutive years. Their participation underscores the growth and strength of AMBA's network of exceptional MBA programmes.

The report is divided into two key sections:

- An analysis of 237 AMBA-accredited business schools that contributed data in both 2023 and 2024, enabling a clear comparison of performance over the two years.
- A profile of 256 AMBA-accredited business schools in 2024, offering a snapshot of the network's current composition.

We hope these findings will provide valuable insights for the business school community and the broader management education sector, helping to deepen understanding of MBA demand and delivery in today's world. We also extend our gratitude to all the business schools that participated in this important study. Your input is the foundation of this research and we are immensely grateful for the time and effort invested in completing the data templates.

We would also like to express special thanks to Tim Banerjee Dhoul, Content Editor at AMBA & BGA, for his work in producing this report, to Veronica Kallenbach for her outstanding design contributions and to Jess Afia Ruck, Office Administrator at AMBA & BGA, for her assistance with data collection.

We trust you will find the insights in this report both valuable and engaging.

2. EXECUTIVE SUMMARY

CHANGES TO MBA DEMAND AND PROVISION: LIKE-FOR-LIKE ANALYSIS, 2023-2023 (BASED ON ONLY SCHOOLS WHO SUBMITTED DATA BOTH YEARS)

How courses are taught

- The part-time MBA remained the most popular format on offer in 2024, among AMBA-accredited business schools. Globally, 62 per cent of all programmes were taught part time in 2024, reflecting only a marginal change from the equivalent proportion in 2023.

Applications and enrolments

- Globally, there was a 10 per cent decrease in the average number of applications received by each business school between 2023 and 2024. There was also a nine per cent decrease, on average, in the number of applications to individual programmes.

Diversity in MBA programmes

- Globally, the proportion of women applying to MBA programmes was 41 per cent in 2024 on average, an increase of two percentage points on the equivalent figure from 2023.
- The proportion of women enrolling in MBA programmes also rose by two percentage points globally, to reach 41 per cent.



MBA APPLICATION AND ENROLMENT IN 2024: OVERVIEW OF AMBA-ACCREDITED SCHOOLS

Programme formats

- Globally, 64 per cent of MBA programmes were delivered in a part-time format in 2024, with 22 per cent delivered full time and 14 per cent delivered in a modular format.

Acceptance and yield rate

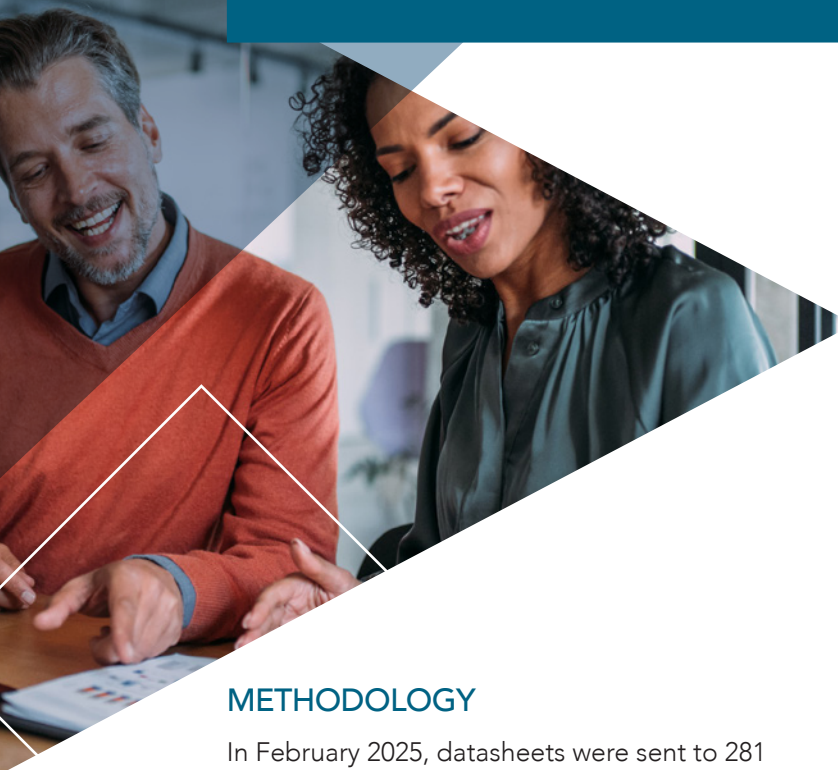
- Globally, the average acceptance rate onto AMBA-accredited MBA programmes was 41 per cent and the global average yield for AMBA-accredited business schools was 70 per cent.

Diversity

- In 2024, women represented 41 per cent of applicants to MBA programmes offered by AMBA-accredited business schools across the world, as well as 41 per cent of those enrolled in these programmes.



3. METHODOLOGY AND INTERPRETING THE FINDINGS



METHODOLOGY

In February 2025, datasheets were sent to 281 business schools that held AMBA accreditation in that same year. The datasheets asked schools to provide application and enrolment figures for their MBA, MBM and DBA programmes, as well as any other AMBA-accredited programmes delivered by the business school over the course of the calendar year of 2024.

In total, 269 AMBA-accredited business schools returned their data, representing a commendable 96 per cent response rate. Due to the different start and end dates of programmes relating to different country locations and schools, data was collected for the whole calendar year of 2024 (1 January-31 December) to ensure valid comparisons could be made with previously collected data.

As well as data pertaining to applications, offers, enrolment and graduation, supplementary data on applicants' gender and geographic background (domestic vs international) was collected, as was data on the methods and modes of programme delivery.

The findings presented in this report are based on data provided in relation to MBA programmes only. Data collected in relation to MBM (master's in business and management, also known as master's in management or "MiM") and DBA (doctor of business administration) programmes are not analysed in this report. Meanwhile, 'graduate' figures cited in this report are based on the number of individuals who completed a programme in 2024. Please note that in instances when figures do not sum to 100 per cent or to a combined sum, this is due to rounding.

APPROACH TO ANALYSIS

Data collected for this report has been analysed with the use of nine regions designed to reflect the geographic spread of AMBA-accredited business schools and the composition of the MBA market. For example, business schools in the UK, India and China are treated as separate regions within this report due to their distinct markets and the high volume of AMBA-accredited business schools based in each country. The full list of regions used in the report is:

- Africa
- Asia & the Middle East (excluding India and China)
- China (including Hong Kong)
- Europe (excluding the UK)
- India
- Latin America
- North America & the Caribbean
- Oceania
- UK

When discussing these regions in the report, we are referring to the geographic base of AMBA-accredited business schools, unless otherwise stated. Separate analysis of results according to the region in which programmes are taught is specifically highlighted.

This report intends to provide two distinct pieces of analysis, offering different perspectives:

1. Trends relating to 237 business schools that participated both in the current study and its equivalent last year. This part of the report offers a comparative year-on-year analysis of MBA admissions in 2023 and 2024 for a large sample of AMBA-accredited schools. This provides the most robust insight possible into changes to global MBA demand and provision. However, it's important to note that this section of the report reflects this group of business schools only and does not factor in how the current profile of AMBA-accredited business schools has evolved since the end of 2023.
2. A snapshot of the 256 AMBA-accredited schools that ran an MBA in 2024 and participated in the study. This explores their application, enrolment and programme delivery trends. Any trends-over-time data within this sample of schools may reflect differences in the schools participating and the evolving profile of the AMBA network, rather than definitive changes in demand.

When reading the report and reflecting on its findings, it is also important to note that application and enrolment trends are not the sole measure of business schools' performance in any given region. AMBA & BGA believes that movements in the market are derived from a range of different elements, including socio-economic factors and geopolitics, as well as the standards and programme proposition provided by business schools.

As has been the case in the past three iterations of these annual reports, we enquire as to schools' 'intended mode of delivery' and 'most used mode of delivery' for MBA programmes. Most schools had to pivot to teaching online due to Covid-19 and this additional analysis allowed schools to demonstrate how programmes were intended to be taught and the mode of delivery that was ultimately used. While Covid-19's impact on programme delivery has now become minimal on a day-to-day basis in most regions, we have continued to include this enquiry in our data collection and the report to show the full arc of Covid-19's impact. Another addition to our data collection in the last couple of years has been an option for schools to report on applicants and enrolees who have not specified their gender or whose gender does not fall under the binary definitions of male or female.



4. CHANGES TO MBA DEMAND AND PROVISION: LIKE-FOR-LIKE ANALYSIS, 2023-2024

This section provides a year-on-year analysis for 237 AMBA-accredited business schools that submitted MBA application and enrolment data in each of the two most recent calendar years available, 2024 and 2023.

This like-for-like comparison of data is the most accurate measurement of changes in the AMBA network from year to year, as it is not skewed by changes in the profile or participation of AMBA-accredited business schools.

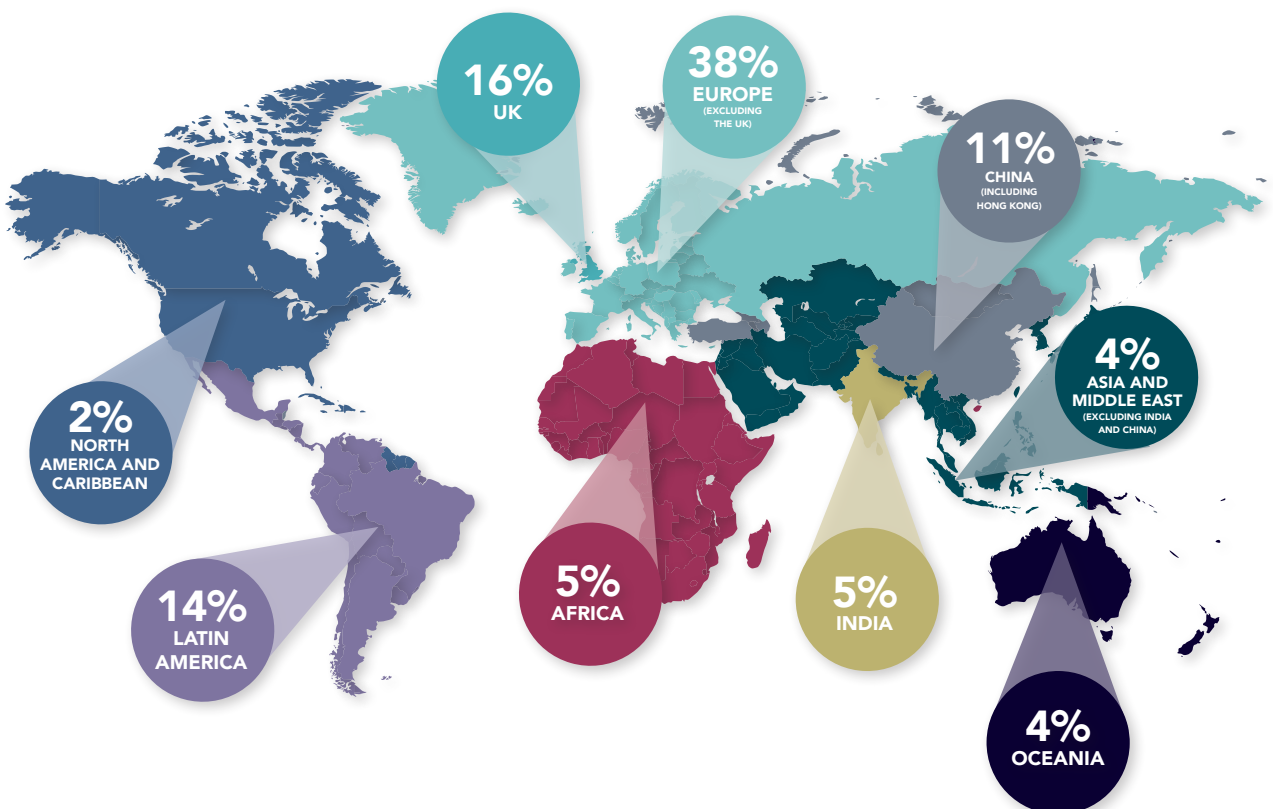
4.1 REGIONAL PROFILE

Figure 1 shows the regional locations of all 237 business schools included in this year's like-for-like analysis.

The part-time MBA remained the most popular format on offer in 2024. Globally, 62 per cent of all programmes were taught part time, reflecting only marginal changes between 2023 and 2024, as can be seen in Figure 2. In addition, 15 per cent of

MBA programmes were delivered in a modular format, further highlighting the importance of allowing participants to study alongside their existing professional and personal commitments at MBA and executive MBA level. Modular programmes are defined here as a format of learning where lessons are not taught every week, but rather in short blocks of intense teaching, such as over certain weekends throughout the year.

FIGURE 1: REGIONAL PROFILE OF BUSINESS SCHOOLS IN LIKE-FOR-LIKE ANALYSIS



The most significant change in format between 2023 and 2024 took place in Africa where there was a decrease of 32 percentage points in the stated use of modular programmes, balanced by a 23 percentage-point increase in part time programmes and nine percentage-point increase in full-time programmes. In addition to programme reform, these results could also indicate a change in the way these programmes were defined by schools in the Africa region.

Another region with significant shifts was India, where the part-time format increased in prevalence by 11 percentage points, while use of full time went down by eight percentage points.

FIGURE 2: CHANGES TO MBA PROGRAMME FORMATS, 2023-24
(PERCENTAGE POINT CHANGE FROM 2022 IN BRACKETS)

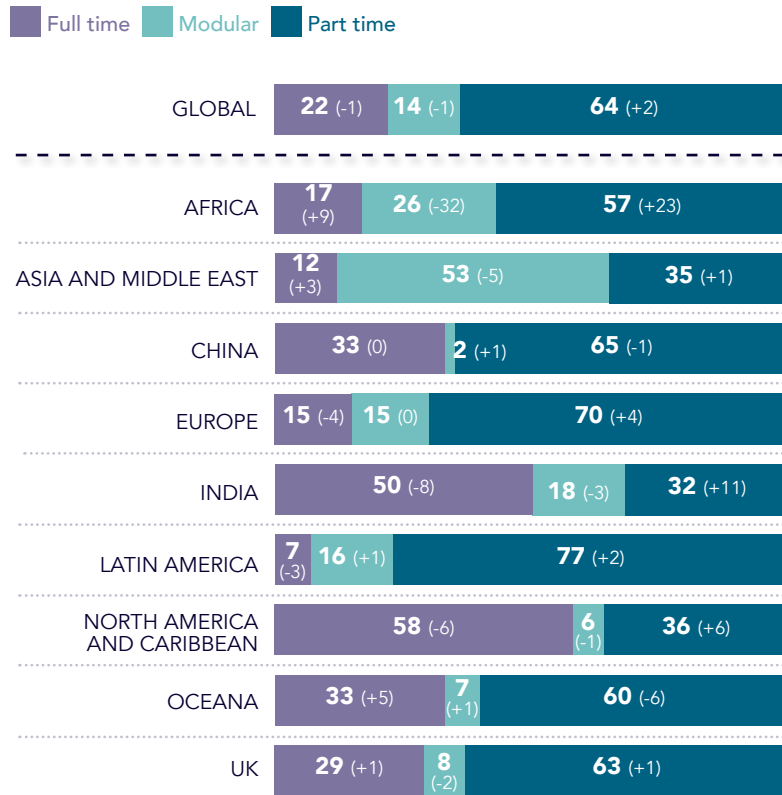


FIGURE 3: PROGRAMME DELIVERY MODES, 2023-2024

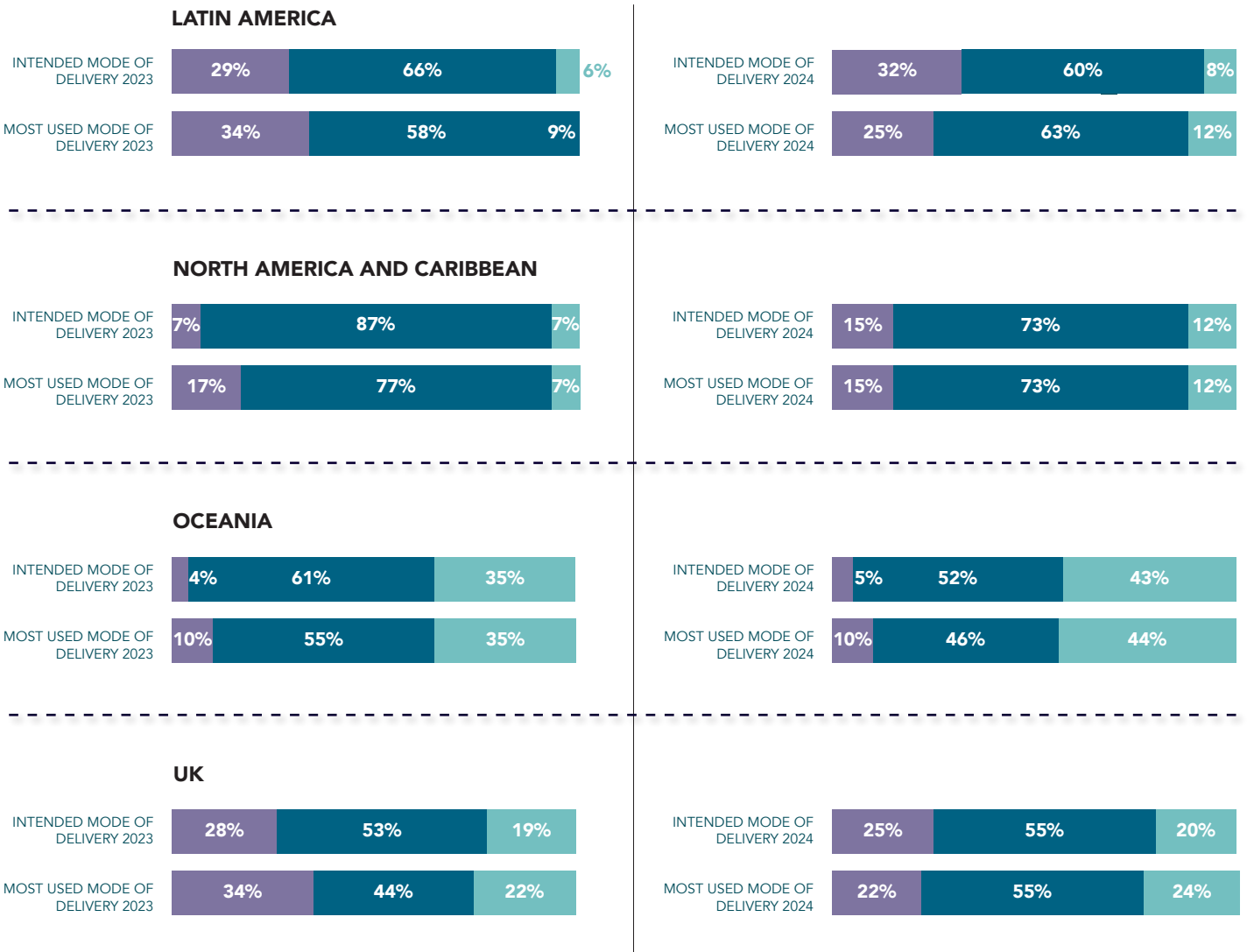
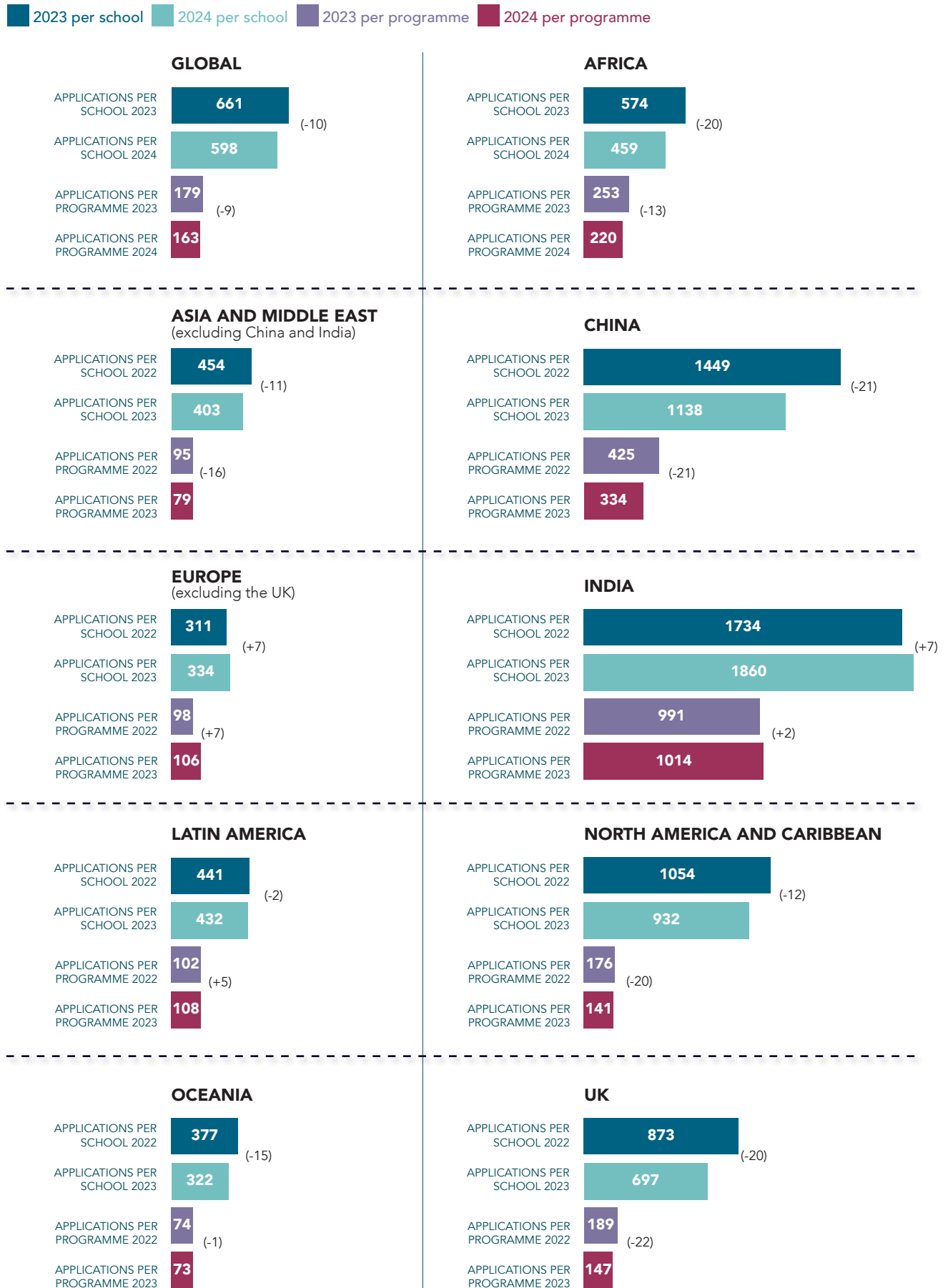


Figure 3 shows how MBA programmes were delivered by AMBA-accredited business schools in 2023 and 2024. It also compares schools' intended mode of delivery and the mode that was ultimately used most often to identify the continuing impact of Covid-19 on MBA teaching methods, coupled with the ongoing development and use of educational technology.

In both 2023 and 2024, the most commonly intended mode of delivery was in-person classroom teaching, as reported by 69 per cent of responding business schools. In terms of used modes of delivery, 70 per cent were taught in the classroom, 19 per cent were blended and 12 per cent were taught online.

FIGURE 4: CHANGE IN AVERAGE NUMBER OF APPLICATIONS PER SCHOOL AND PROGRAMME BY REGION, 2023–2024 (% CHANGE PER SCHOOL AND PROGRAMME IN BRACKETS)

4.2 CHANGES TO APPLICATION AND ENROLMENT VOLUME, 2023-2024

This section looks at changes in MBA application and enrolment volume among the 237 AMBA-accredited business schools included in this report's like-for-like analysis for the years 2023 and 2024.

Overall, there was a mixed regional picture in the average number of applications received by each business school between 2023 and 2024. Taken together, these figures yielded a global decline of 10 per cent, on average, in the combined volume of applications received for a school's entire portfolio of MBA programmes. There was also a nine per cent decrease in applications to individual programmes, on average.

The most significant decrease was reported by business schools in China, where there was a 21 per cent drop in applications per business school and per individual programme.

Significant falls in application volume by business school were also reported by business schools in Africa and the UK (-20 per cent), as well as in Oceania (-15 per cent). Meanwhile, schools in the UK reported a 22 per cent decrease in applications per programme.

However, year-on-year application numbers were much more positive in other parts of the world. AMBA-accredited schools in Europe (excluding the UK) and India, for example, enjoyed increases of seven per cent, on average, in the number of applications received by their full portfolio of programmes. Those in Europe also reported a seven per cent increase in applications per individual programme, while schools in Latin America posted a five per cent increase in applications per programme.

FIGURE 5: CHANGES IN AVERAGE ENROLMENT VOLUME PER BUSINESS SCHOOL AND PROGRAMME, 2022–2023
(% CHANGE PER SCHOOL AND PROGRAMME IN BRACKETS)



Student enrolment numbers among AMBA-accredited MBA programmes also decreased between 2023 and 2024 at the global level, as shown in figure 5. However, the five per cent fall in enrolment volume per business school portfolio and a four per cent drop per individual programme across 237 responding business schools is not as pronounced as the downturn in applications received.

The biggest falls in enrolment volume were observed among business schools in Oceania, where numbers were down 30 per cent per school and 19 per cent per programme, on average and in Asia and the Middle East, where numbers fell by an average of 15 per cent per school and 20 per cent per individual programme.

However, other regions reported growth in enrolment numbers between 2023 and 2024. In India, average numbers were up 13 per cent per school and eight per cent per programme. Rises were even more pronounced in Africa, where schools reported an average increase of 14 per cent per school and 24 per cent per programme. Meanwhile, while schools in Latin America reported average drop of two per cent in enrolment numbers per school, they also posted a six per cent increase in enrolment numbers per programme, suggesting a concentration in the number of programmes on offer.



ACCEPTANCE RATES

Acceptance rates indicate the percentage of applicants who received an offer from a business school.

Globally, the acceptance rates for AMBA-accredited business schools increased by two percentage points between 2023 and 2024. This means that applicants were slightly more likely to receive an offer in 2024 than 2023, perhaps because of the downturn in average application numbers at the global level.

Notably, schools in UK reported an increase of eight per cent in their average acceptance rate, while China posted a four per cent rise. However, elsewhere it was harder to get into AMBA-accredited business schools, with institutions in Europe, Africa, Latin America, North America and the Caribbean and India all reporting decreases in their acceptance rates, on average.

FIGURE 6: ACCEPTANCE RATES, 2023-2024
(PERCENTAGE POINT CHANGE FROM 2023
IN BRACKETS)

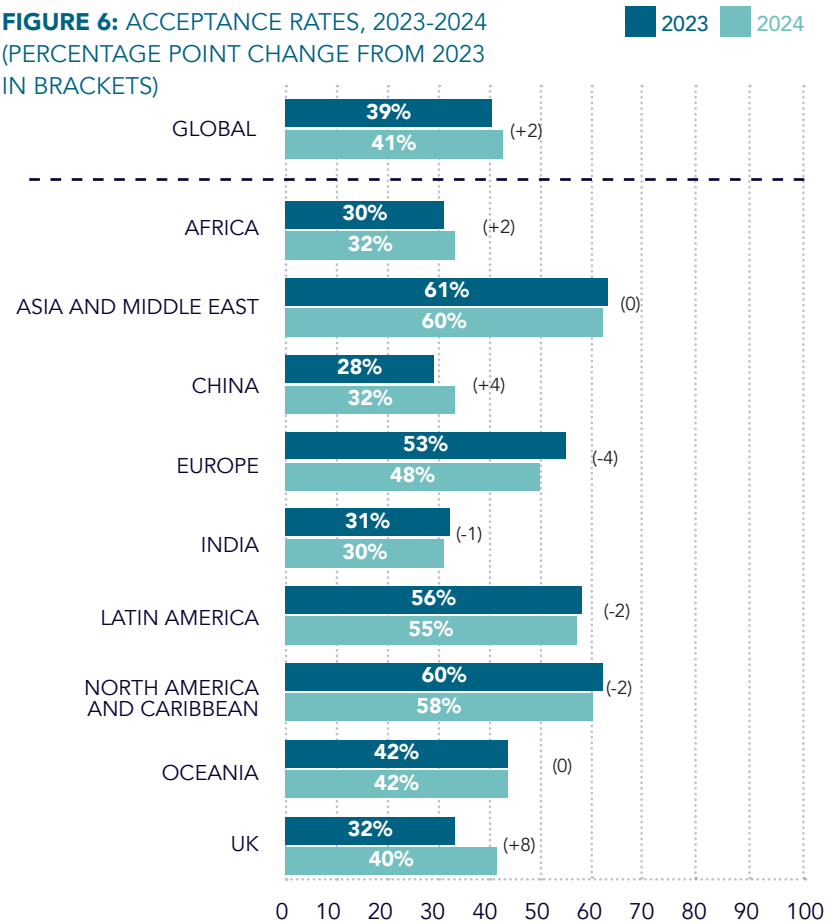
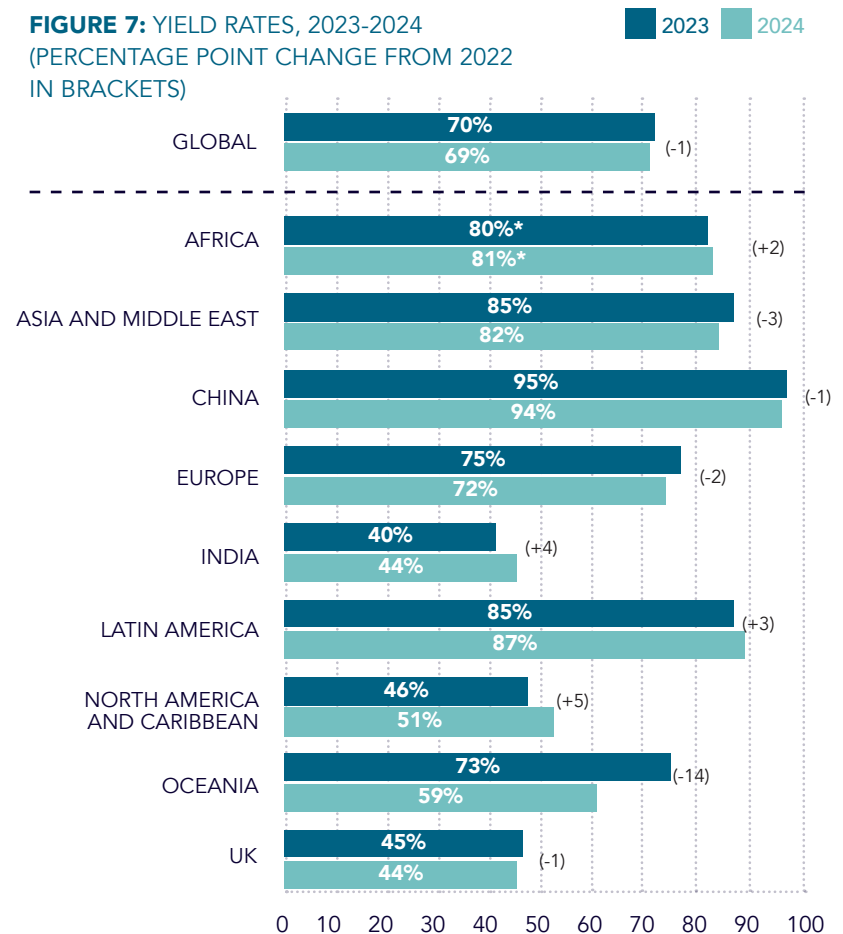


FIGURE 7: YIELD RATES, 2023-2024
(PERCENTAGE POINT CHANGE FROM 2022
IN BRACKETS)



YIELD

Between 2023 and 2024, the worldwide average yield dropped slightly by one per cent to reach 69 per cent in 2024. Here, yield is defined as the percentage of students receiving an offer of admission for a business school programme who ultimately enrolled onto the programme in question.

*Please note that the African yield rates only refer to seven out of 11 schools participating in this section. This is due to several schools reporting more enrolled students than offers. When investigated this was due to other entry points for students and due to deferred entries.

4.3 CHANGES TO FEMALE REPRESENTATION IN MBA APPLICATIONS AND ENROLMENTS, 2023–2024

Globally, the proportion of women applying to MBA programmes rose by two percentage points between 2023 and 2024 to reach 41 per cent, taking it above the 40 per cent threshold frequently used as a benchmark once more.

At a regional level, the most notable increase was in India, where schools reported a 16-percentage point increase in female applications. There was also a significant four-percentage point increase in female applications among schools in Asia and the Middle East.

The proportion of women enrolling in MBA programmes also rose by two percentage points globally to reach 41 per cent, on average. Schools in Latin America posted the biggest regional increase here, with a five-percentage point increase in the proportion of women enrolling on their MBA programmes. In China, meanwhile, business schools surpassed the 50/50 threshold of gender equality by enrolling cohorts in which women represented 51 per cent of the total, on average.

4.4 THE BALANCE BETWEEN DOMESTIC AND INTERNATIONAL STUDENTS

Figure 9 shows the proportion of international students applying for, and ultimately enrolling on, AMBA-accredited MBA programmes in 2024, as well as the percentage-point change from 2023. Findings at the global level point to a mixed picture for international students. While there was an average increase of two percentage points in the proportion of international students applying to MBA programmes between 2023 and 2024, there was a decrease of three percentage points in the proportion of international students enrolling on programmes. This suggests that while interest in studying overseas rose, candidates may have experienced more difficulties in securing and taking up places. For the most part, the global trend was mirrored by regional experiences. For example, applications to schools in Asia and the Middle East from international candidates rose by 15 percentage points, yet the proportion of international students enrolling fell by six percentage points. .



FIGURE 8: CHANGE IN FEMALE REPRESENTATION IN APPLICATIONS AND ENROLMENTS
(CHANGE FROM 2023-2024 IN BRACKETS)

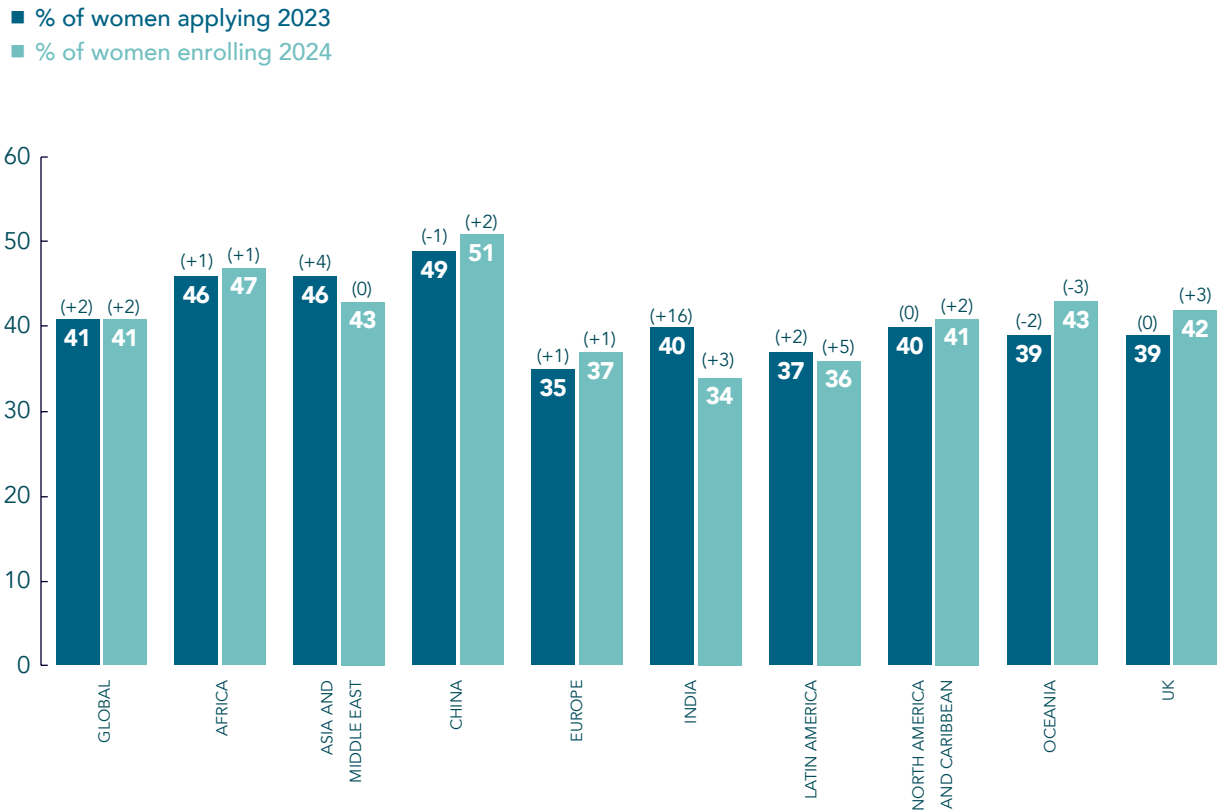
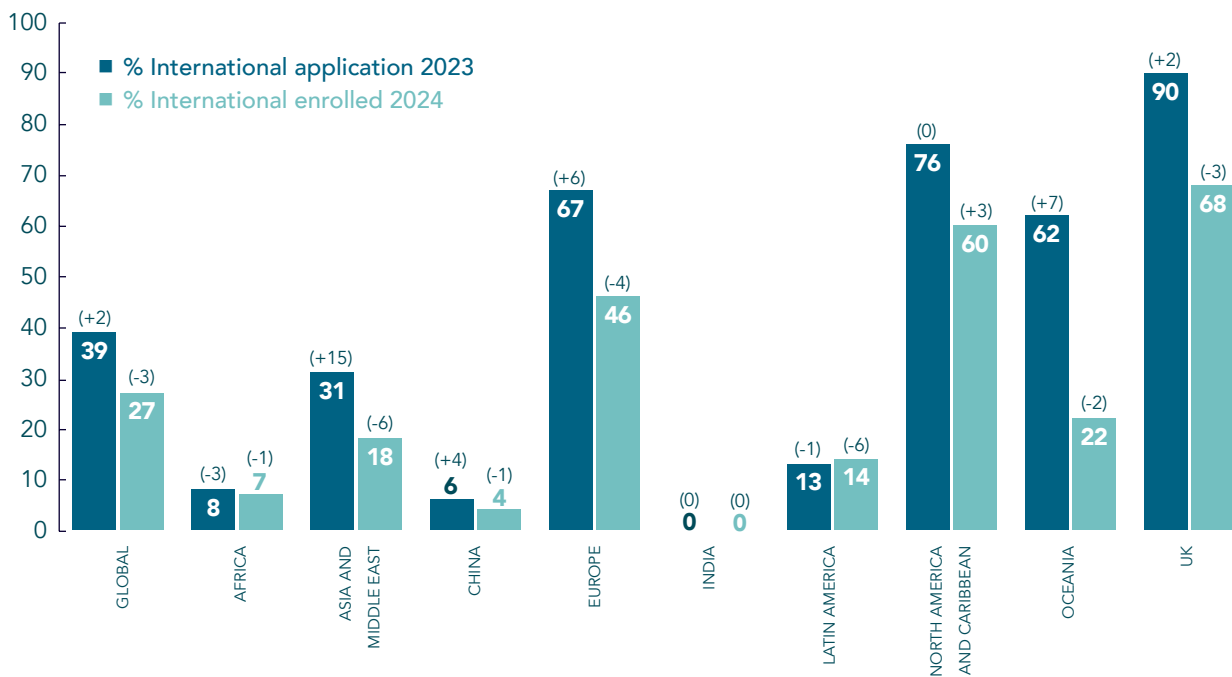


FIGURE 9: CHANGE IN INTERNATIONAL REPRESENTATION IN APPLICATIONS AND ENROLMENTS
(CHANGE FROM 2023 – 2024 IN BRACKETS)



5. MBA APPLICATION AND ENROLMENT IN 2024: OVERVIEW OF ALL AMBA-ACCREDITED SCHOOLS

This section presents admissions data for all responding AMBA-accredited business schools in 2024, covering average application and enrolment numbers in different regions; the methods and modes of programme delivery; and certain demographic variations.

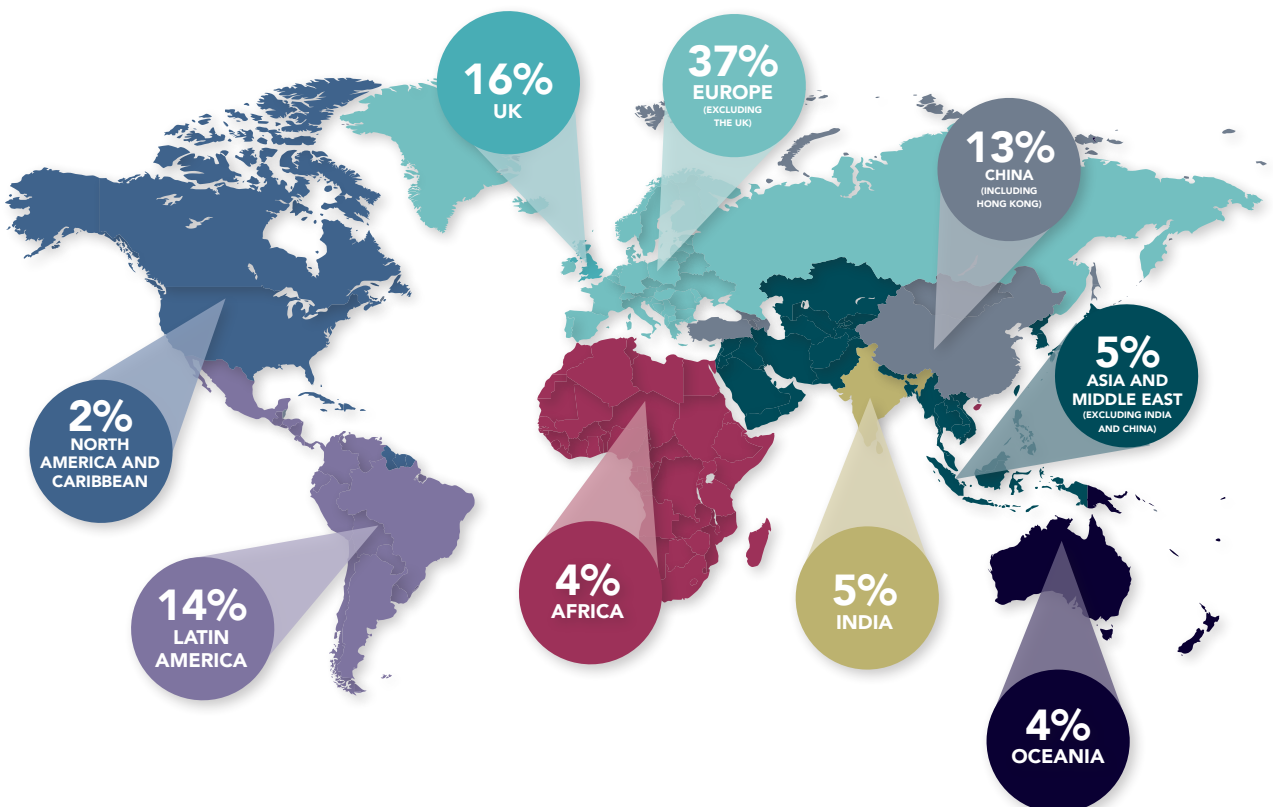
5.1 PROFILE OF PARTICIPATING AMBA-ACCREDITED BUSINESS SCHOOLS

This section of the report outlines the profile of AMBA-accredited business schools that participated in this year's research. It assesses the regional profile of business schools, their modes of programme delivery, volume of MBA applications and numbers enrolled across each region.

This year's profile pertains to 256 responding business schools that ran MBA programmes in 2024. In total, these institutions delivered a total 922 MBA programmes in the calendar year of 2024, compared to 2023's equivalent figure of 954 programmes.

Please note that in this report, some of programmes in India were omitted compared to last year, due to changing programme definitions. This is to ensure that only comparable programmes were analysed within the report.

FIGURE 10: REGIONAL COMPOSITION OF AMBA-ACCREDITED BUSINESS SCHOOLS OFFERING MBAS IN 2024



REGIONAL PROFILE

Figure 10 outlines the regional composition of participating business schools that reported offering an MBA in 2024, based on where each has its headquarters. These figures show the regional profile of AMBA-accredited business schools and give context to the data relating to application and enrolment numbers within each region. The composition of schools in 2024 was very similar to that of 2023, with nothing greater than a single percentage-point change in the proportional composition from any individual region.

FORMAT AND METHOD OF PROGRAMME DELIVERY

Globally, MBA programmes were most likely to be delivered in a part-time format in 2024, (64 per cent) followed by full-time (22 per cent) and then modular (14 per cent) formats.

However, the use of different formats varies slightly by region. Part-time programmes were most popular among AMBA-accredited business schools in Latin America, where 79 per cent of MBAs were delivered this way. Part-time programmes were also popular in Europe (70 per cent) and China (66 per cent). Meanwhile, the use of modular programmes – featuring short blocks of intense teaching – were most popular among schools in Asia and the Middle East (52 per cent).

AMBA-accredited schools in North America and the Caribbean (58 per cent) and India (50 per cent) were the most likely to offer full-time MBAs in 2024.

FIGURE 11: FORMAT OF PROGRAMME DELIVERY 2024

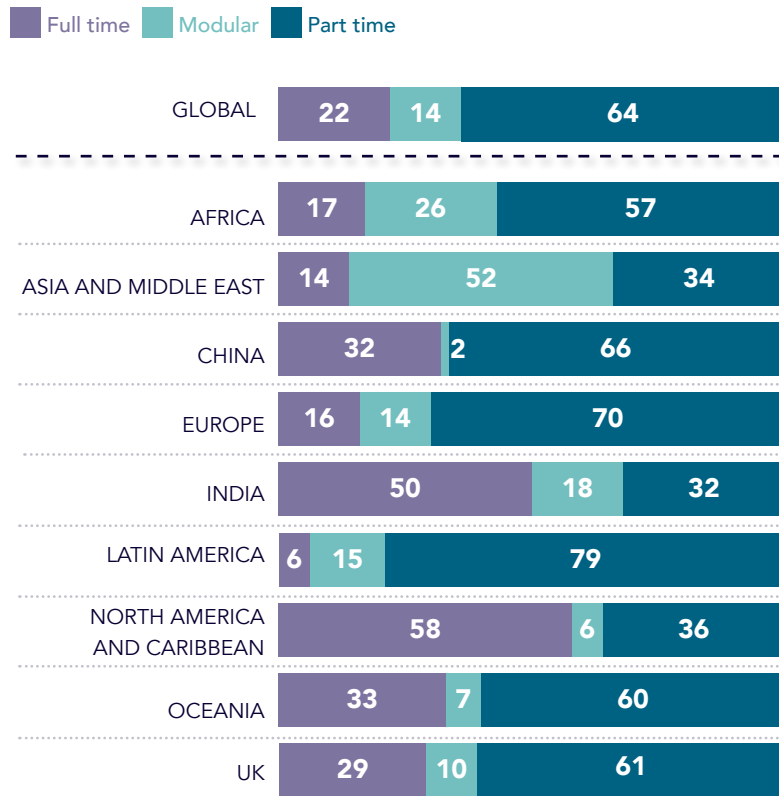


FIGURE 12: INTENDED METHODS OF PROGRAMME DELIVERY & MOST USED METHODS OF PROGRAMME DELIVERY 2024

Although the disruption caused by Covid-19 has lessened for most, the legacy remains and we have continued to ask business schools to supply information on both their intended and actual (most used) modes of delivery for each course. Globally, the intention was that 69 per cent of all MBA programmes would be taught in the classroom in 2024, with 21 per cent delivered in a blended mode and 10 per cent taught fully online.

Classroom teaching was by far the most common intended mode of delivery for all regions, ranging from a low of 55 per cent of all teaching among schools in the UK, on average, to a high of 91 per cent among those in China. The intended use of fully online teaching was very low in almost all regions – except in the UK and in Oceania.

In terms of actual delivery, 70 per cent of programmes worldwide were taught in the classroom, 19 per cent were taught in a blended format and 11 per cent were taught in an online format. These results highlight the very minimal difference between delivery intentions and reality in 2024.

5.2 APPLICATIONS AND ENROLMENTS

This section explores MBA application and enrolment numbers for AMBA-accredited MBA programmes in 2024.

AVERAGE NUMBER OF APPLICATIONS AND ENROLMENTS BY REGION

Figure 13 outlines the average number of applications per business school and programme, split by region.

The highest application numbers were witnessed by schools in India, where there was an average of 1,860 applications per school and 1,014 applications per programme, followed by averages of 1,180 applications per school and 343 per programme among institutions in China. These figures highlight the continuing demand within these key MBA markets.

FIGURE 13: AVERAGE APPLICATIONS BY BUSINESS SCHOOL AND PROGRAMME 2024

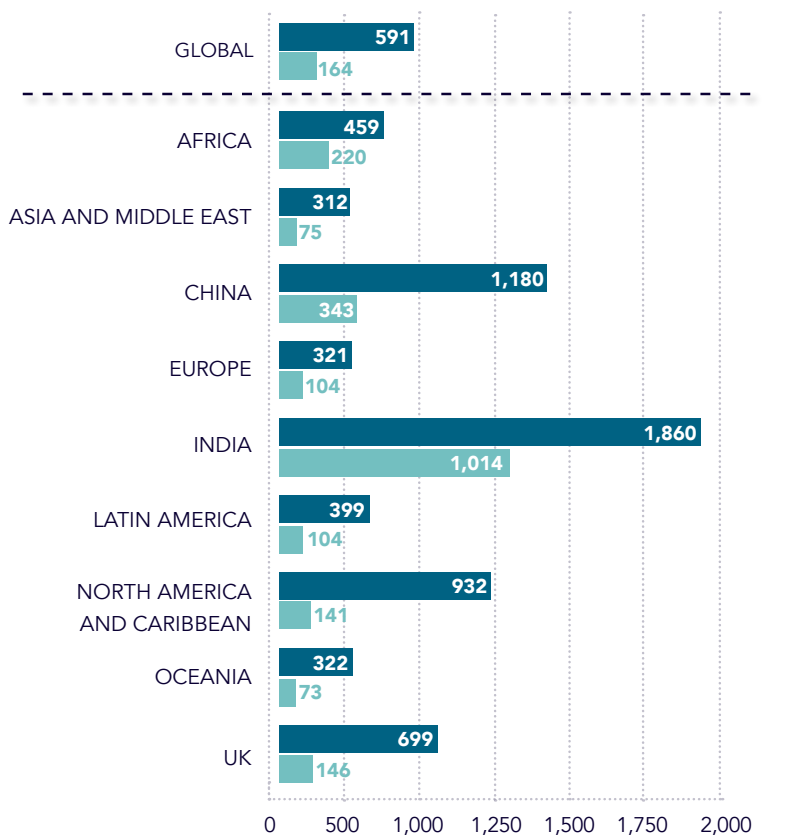


FIGURE 14: AVERAGE ENROLMENT BY BUSINESS SCHOOL AND PROGRAMME 2024

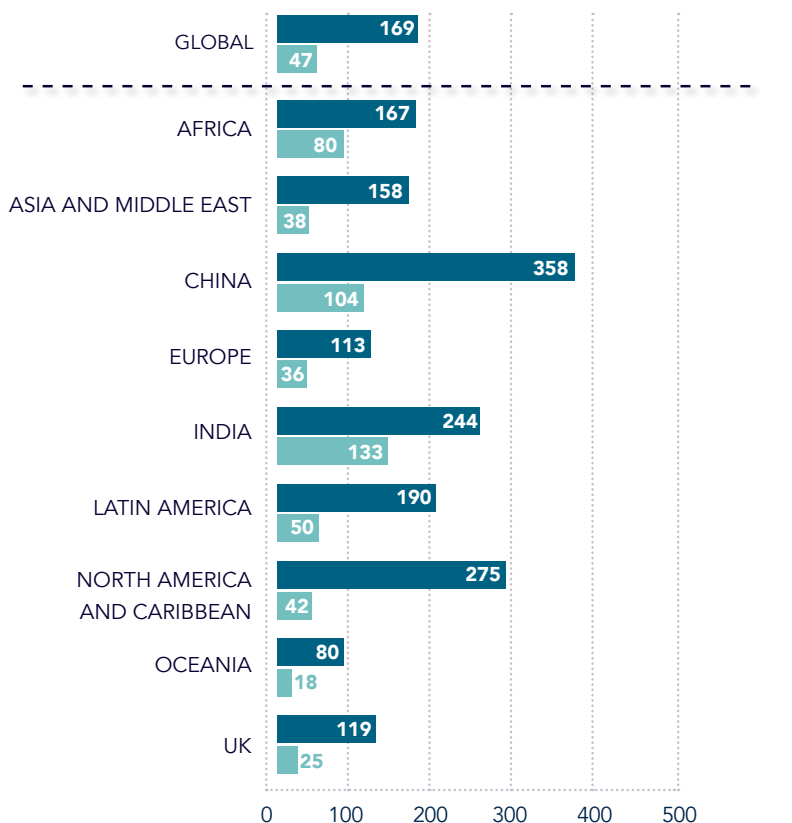
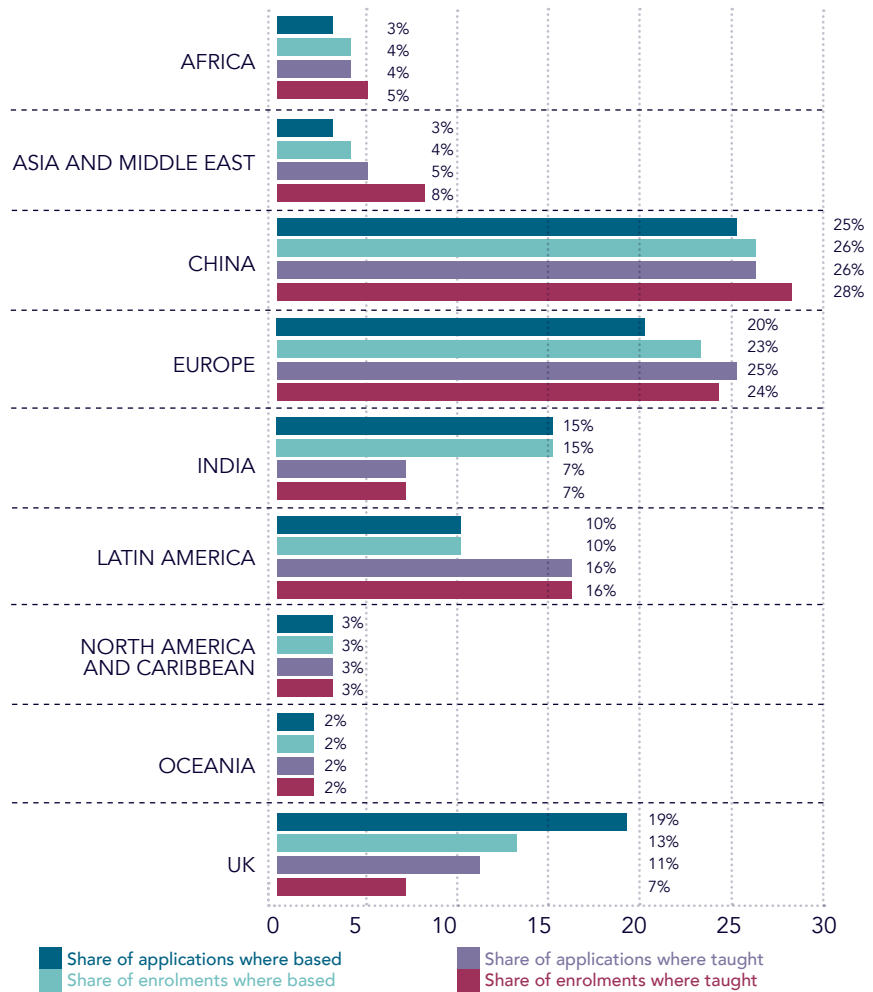


Figure 15 shows the average number of students enrolled per school and per individual programme by region. Institutions in China had the highest average enrolment per school, with 358 enrolled students per school on average. The second-largest number of enrolments came from North America and the Caribbean where schools had on average 275 enrolments in 2024.

Enrolments per programme, meanwhile, indicates the average MBA class sizes seen in different parts of the world. The largest cohorts tended to be found in India, with an average cohort size of 133 students, closely followed by China with an average of 104 students. The smallest enrolled class sizes were reported by schools in Oceania (18), the UK (25) and Europe (36).

Regional averages show application and enrolment numbers for programmes offered in the country headquarters of each responding business school. However, many schools have additional campuses overseas. Figure 16 shows how regional shares of applications and enrolments vary slightly when filtering programmes by their location of teaching.

FIGURE 15: GLOBAL SHARE OF APPLICATIONS AND ENROLMENTS BY LOCATION OF SCHOOL BASE AND LOCATION OF TEACHING

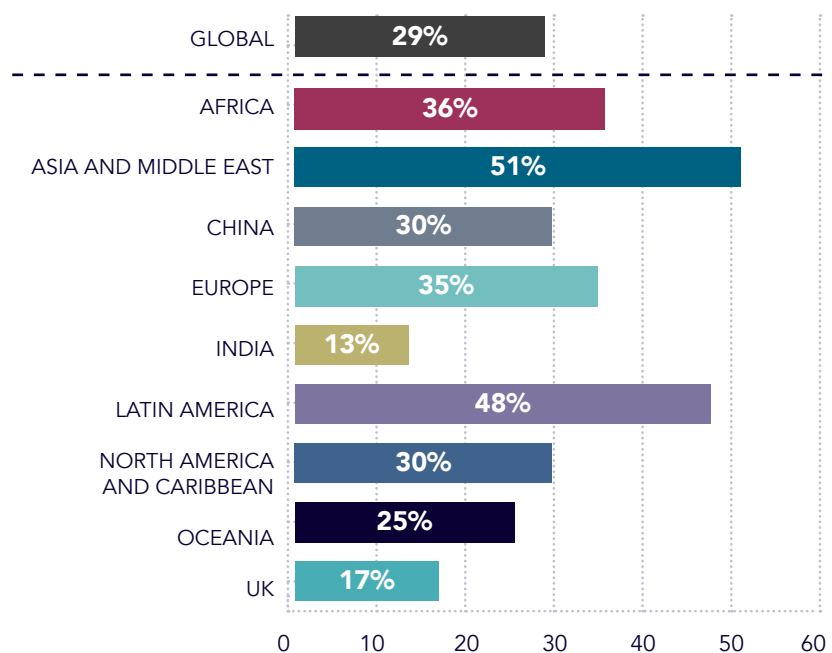


CONVERSION RATES

Conversion indicates the percentage of MBA applicants who progress from application to enrolment on a business school programme. The global conversion rate among AMBA-accredited business schools in 2024 was 29 per cent.

Figure 16 shows the average conversion rates by region. The highest conversion rates were in Asia and the Middle East (51 per cent) and Latin America (48 per cent), while the lowest were in India (13 per cent) and the UK (17 per cent).

FIGURE 16: APPLICATION-TO-ENROLMENT CONVERSION RATES 2024



ACCEPTANCE RATES

Acceptance rates indicate the percentage of MBA applicants who received an offer from the business school to which they had applied. Globally, the acceptance rate was 41 per cent, with significant variance between individual regions.

Asia and the Middle East had the highest acceptance rate of 62 per cent, followed closely by North America and the Caribbean (58 per cent) and Latin America (55 per cent). At the other end of the scale, business schools in India (30 per cent) and China (32 per cent) recorded the lowest levels of acceptance rates.

YIELD

Yield refers to the percentage of students who enrol on programmes in business schools after having been offered a place. The global average yield for AMBA-accredited business schools was 70 per cent.

The lowest average rates of yield were found among schools in India (44 per cent) and the UK (43 per cent).

*Please note that the African yield rates only refer to seven out of nine schools participating in this section. This is due to several schools reporting more enrolled students than offers. When investigated this was due to other entry points for students and due to deferred entries.

FIGURE 17: ACCEPTANCE RATES BY REGION 2024

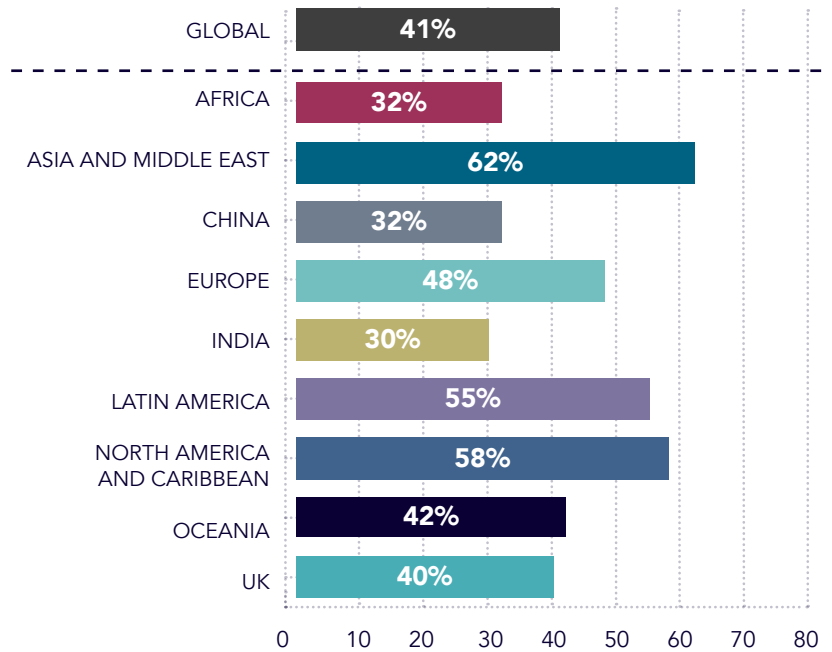


FIGURE 18: YIELD BY REGION, 2024

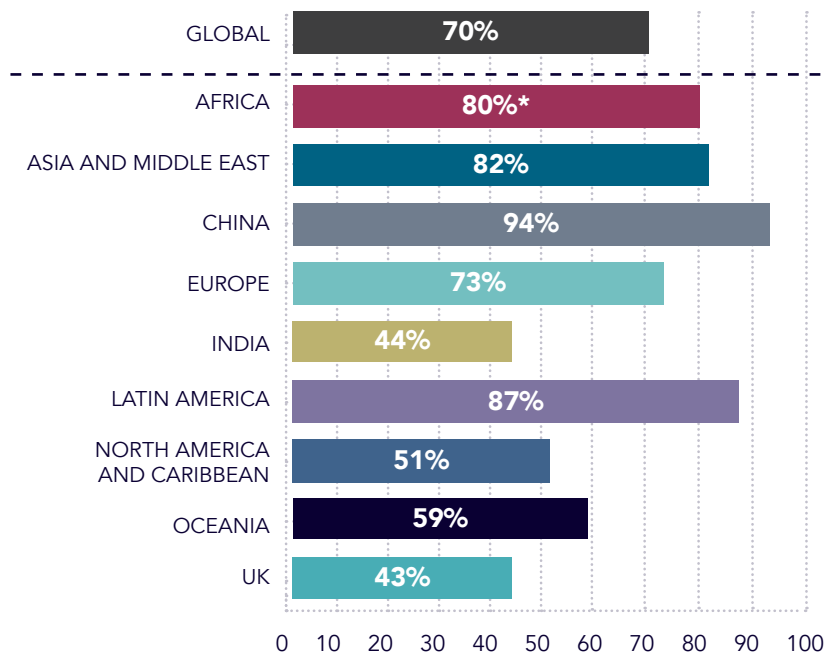
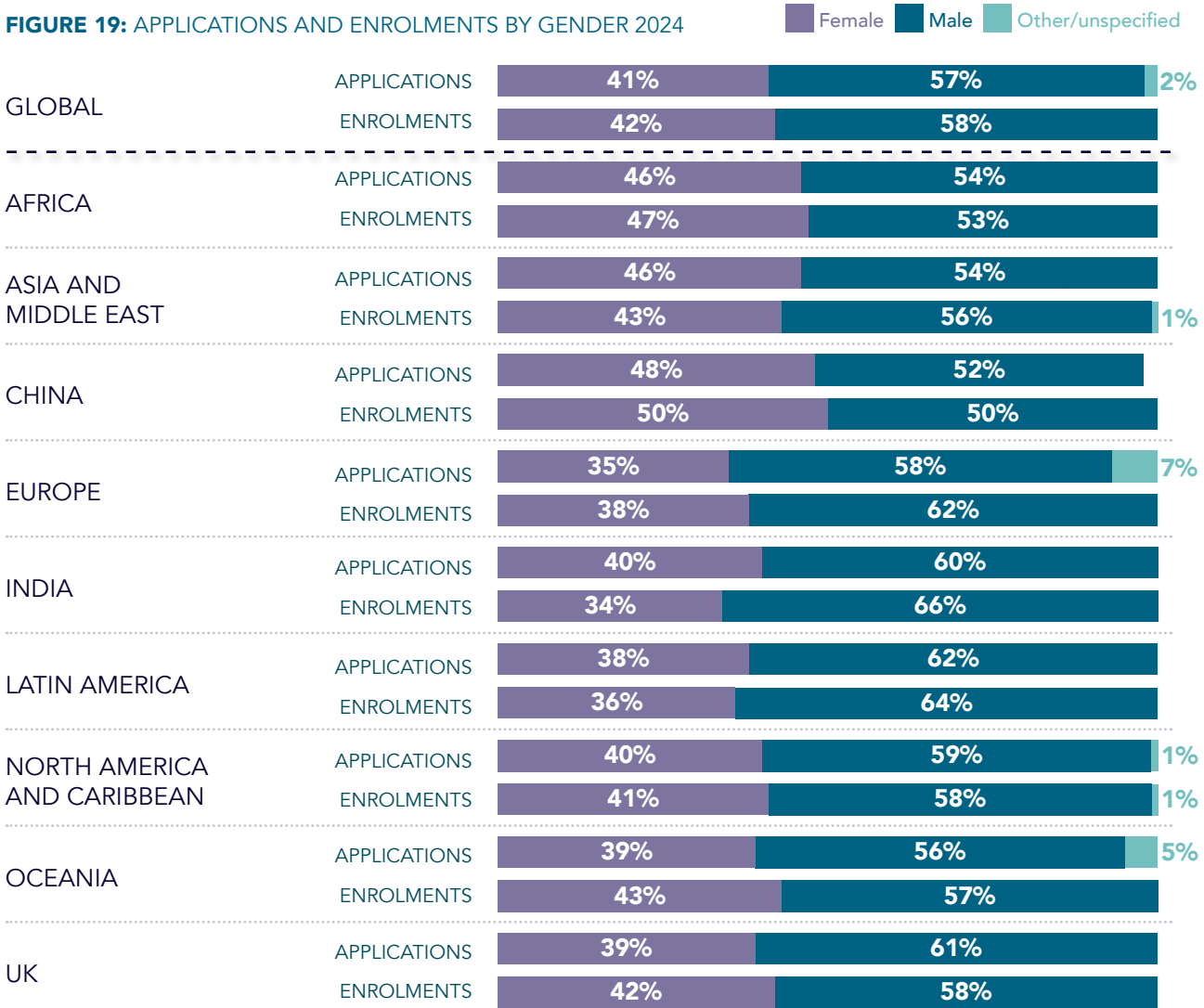


FIGURE 19: APPLICATIONS AND ENROLMENTS BY GENDER 2024



5.3 APPLICATIONS AND ENROLMENTS BY GENDER 2024

Figure 19 outlines the proportion of men and women among those who applied to, and subsequently enrolled on, the programmes examined in this report. The ‘unspecified’ column relates to applicants whose gender identities do not fall under the binary definition of male or female or those who did not wish to share their gender.

In 2024, women represented 41 per cent of applicants to MBA programmes offered by AMBA-accredited business schools across the world, as well as 42 per cent of those enrolled in these programmes.

Business schools in China achieved a numerical gender balance by enrolling an average of 50 per cent female students in their MBA portfolio of programmes, following receipt of more applications from female candidates (52 per cent) than male. The next closest region to an even split between men and women was observed among schools in Africa, where 47 per cent enrolled were female. Business schools in India reported the lowest average proportion of women enrolled, with 34 per cent.

FIGURE 20: APPLICATION-TO-ENROLMENT CONVERSION RATES FOR MALE AND FEMALE APPLICANTS 2024

■ % of female conversion rate (%) ■ % of male conversion rate (%) ■ % of other conversion rate (%)

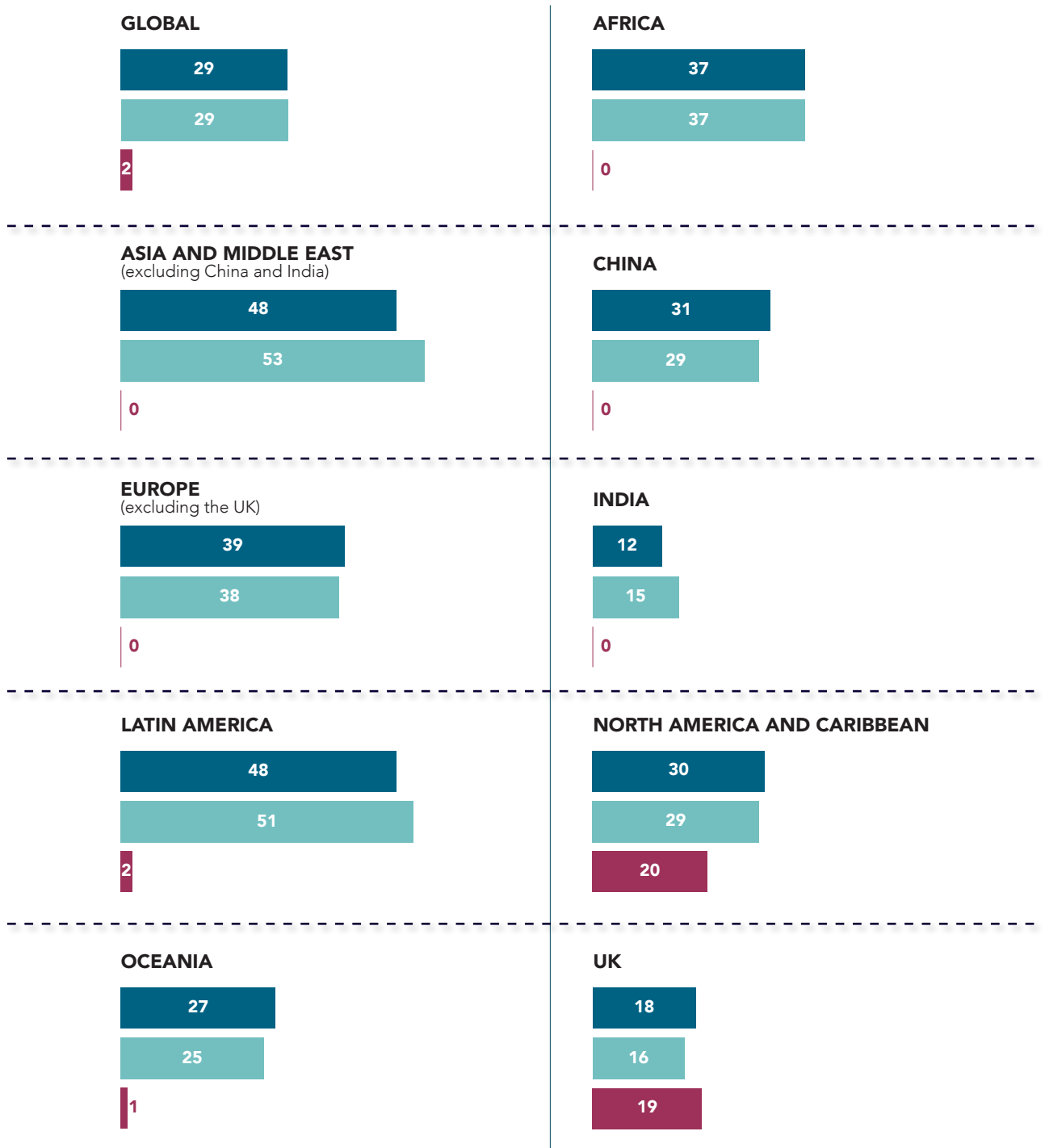


FIGURE 21: GENDER BALANCE IN MBA APPLICATIONS AND ENROLMENTS: LONG-TERM TRENDS

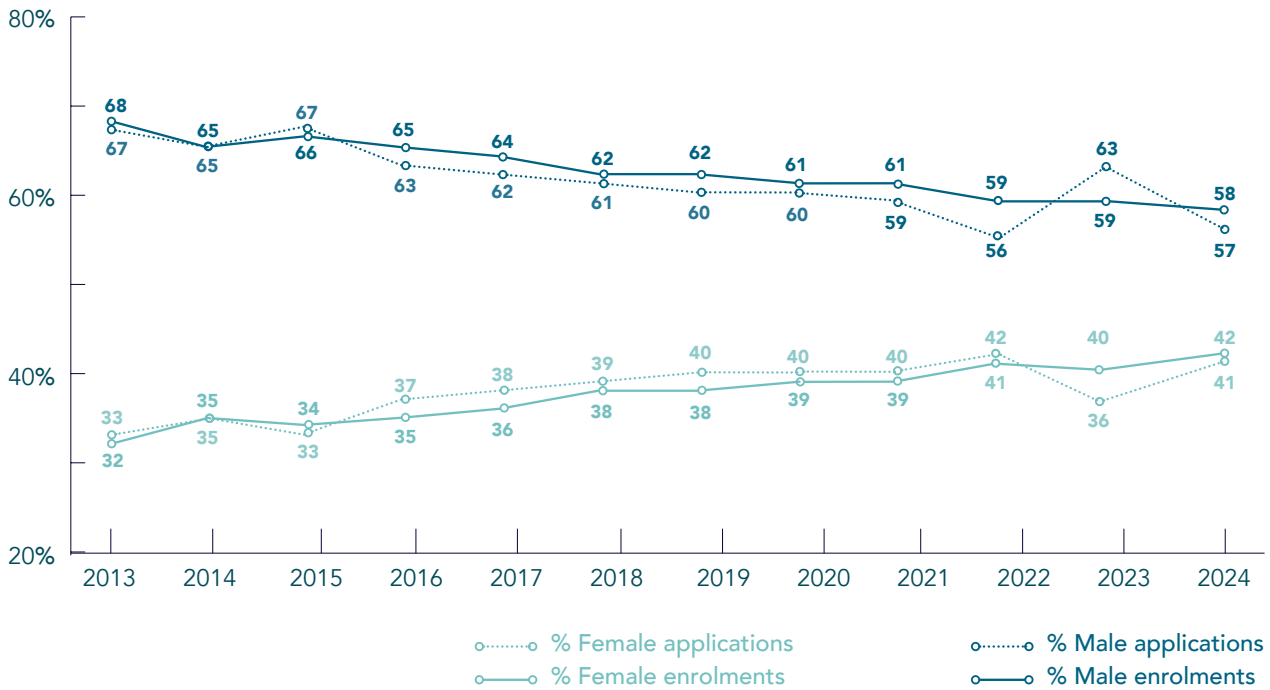


Figure 20 shows business schools’ conversion rates when separated for male and female candidates who applied in 2024.

In this year, the average conversion rate for both women and men was equal at the global level, at 29 per cent. The region with the largest difference in conversion rates by gender was Asia and the Middle East, where an average conversion rate of 48 per cent for female candidates was five percentage points lower than the 53 per cent rate among male candidates. Elsewhere, the conversion rate was marginally higher for female candidates in the UK, Europe, China and Oceania.

Figure 21 shows the proportion of female applications and enrolments for AMBA-accredited MBA programmes since this report first began in 2013.

This year shows good progress in the number of women applying to and successful gaining a place at an AMBA-accredited institution. Most notably, the number of women enrolled in MBA programmes is impressive – jumping two percentage points to reach a new high of 42 per cent of all enrolments.



FIGURE 22: PROPORTION OF INTERNATIONAL AND DOMESTIC APPLICATIONS AND ENROLMENTS 2024

■ Domestic ■ International

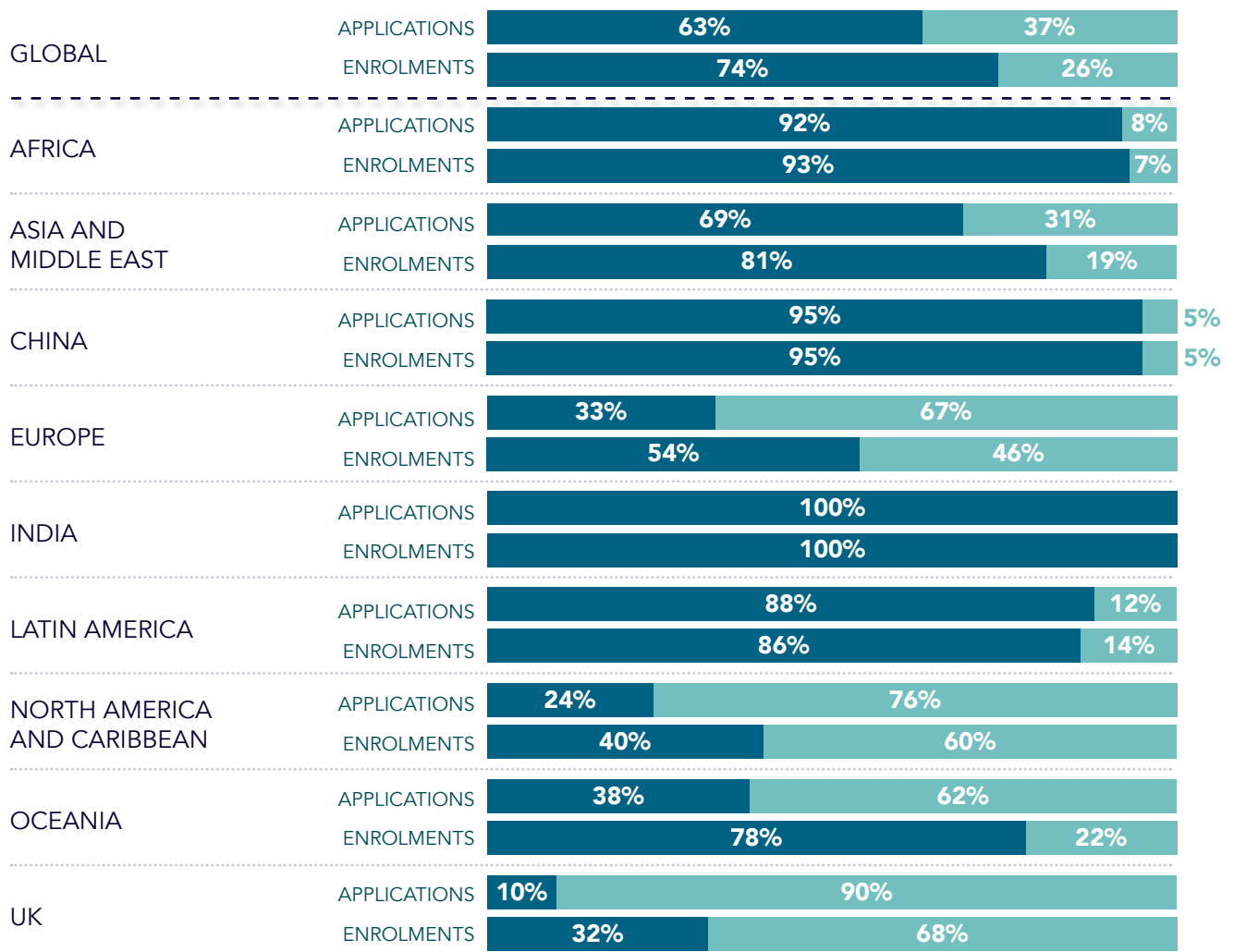


Figure 22 shows the split between international and domestic applications and enrolments in 2024. On a global scale, 37 per cent of those applying to AMBA-accredited MBA programmes were defined as international. In the case of those enrolling, international students made up 26 per cent of the total student population.

However, these figures vary widely at the regional level. At schools in India, 100 per cent of both applicants and enrolled students were defined as being domestic candidates, on average. Conversely, 90 per cent of applicants to UK schools and 68 per cent of those enrolling were defined as being international.



FIGURE 23: APPLICATION-TO-ENROLMENT CONVERSION RATES FOR INTERNATIONAL AND DOMESTIC STUDENTS

■ Domestic conversion rate (%) ■ International conversion rate (%)

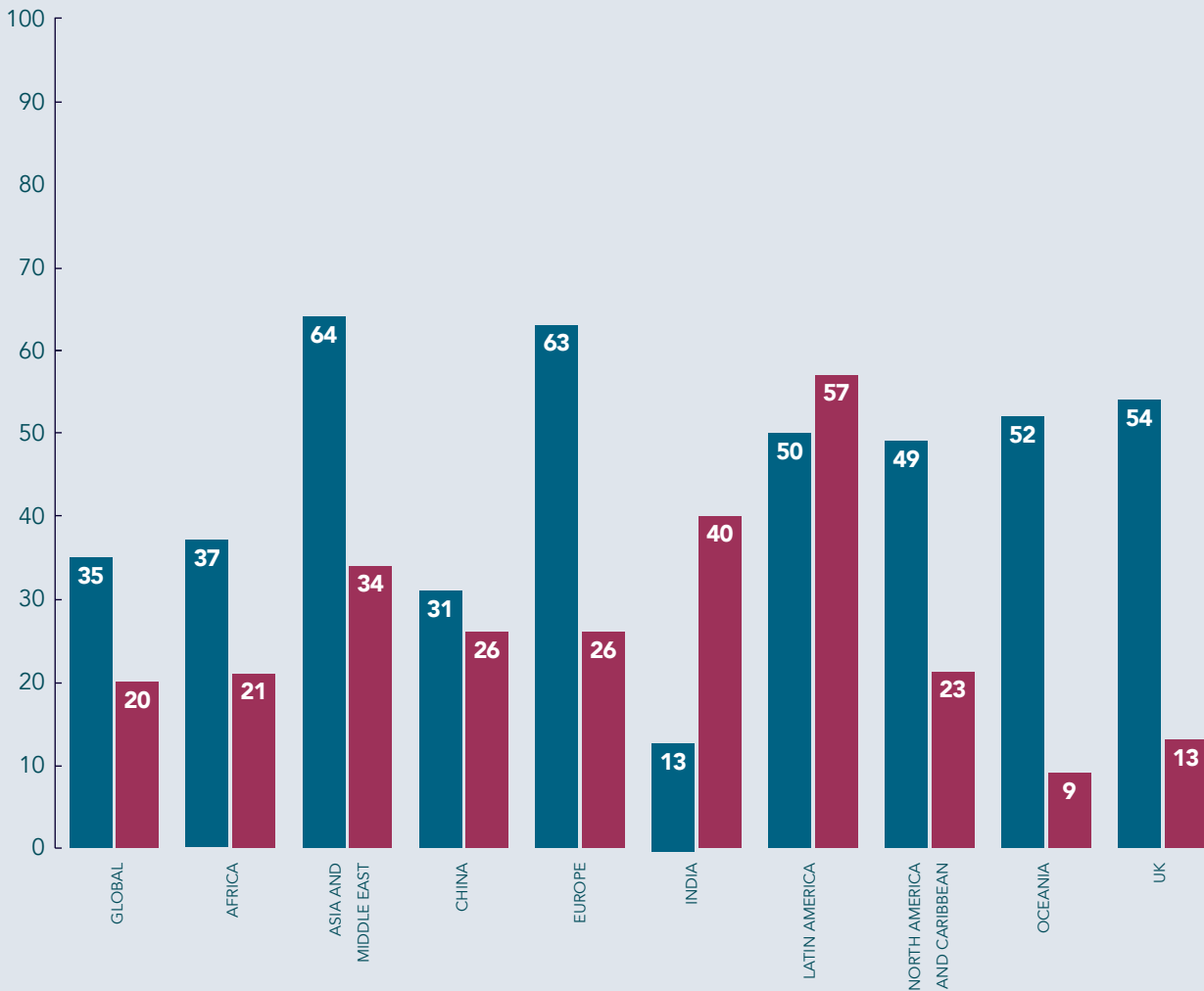


Figure 23 shows the conversion rates for international and domestic students, globally and by region. Globally, the conversion rate for domestic students was significantly higher than that of international students (35 per cent compared to 20 per cent).

There was a big difference between domestic and international conversion rates in Europe (excluding the UK) where 63 per cent of domestic applications were translated into programme enrolments, compared to just 26 per cent of international applicants. This gap was even more pronounced in the UK and Oceania, with UK schools reporting average conversion rates of 54 per cent for domestic applicants and 13 per cent for international applicants, while those in Oceania reported average conversion rates of 52 per cent for domestic applicants and nine per cent for international applicants. Schools in China reported the smallest differences here, with average conversion rates of 31 per cent for domestic applicants and 26 per cent for international applicants.



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