

2011 Year-End Poll of Employers

A Look at Hiring and Salary Projections for the Coming Year



About the Poll

The Year-End Poll of Employers is a study that GMAC conducts every November to compare actual hiring for the year alongside a preview to employer hiring projections for the coming year.

The 2011 Year-End Poll of Employers is a product of the Graduate Management Admission Council (GMAC), a global nonprofit education organization of leading graduate business schools and the owner of the Graduate Management Admission Test® (GMAT®) exam. The GMAT exam is an important part of the admissions process for more than 5,200 graduate management programs around the world. GMAC is dedicated to creating access to and disseminating information about graduate management education; these schools and others rely on the Council as the premier provider of reliable data about the graduate management education industry.

How Schools Can Participate in the 2012 Corporate Recruiters Survey

Career services professionals at business schools that offer graduate programs should plan now to participate in the 2012 GMAC® Corporate Recruiters Survey. Participation in our annual hiring survey for corporate recruiters offers you inside information on what employers seek in new hires and their satisfaction with both schools and graduates.

Visit gmac.com/surveysignup to include your school in this timely study. The deadline for schools is January 27, 2012 in advance of the actual survey launch to employers scheduled for February 15, 2012. Career service professionals serving business schools or management programs can choose whether to facilitate the survey directly by sending invitations and survey links to the employers that work with their schools or indirectly by providing GMAC with an employer contact list.

How Employers Can Participate in the 2012 Corporate Recruiters Survey

If you are an employer who hires students from graduate business programs, we want your feedback. Contact the schools where you recruit to let them know that you would like to participate in the 2012 GMAC® Corporate Recruiters Survey. If you have any questions about previous or future participation in the survey or would like additional information about the study specifics, please contact GMAC directly at research@gmac.com.

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Introduction

ot only do more companies plan to hire in 2012, they plan to hire at similar or increased levels compared to 2011, according to responses to the 2011 Year-End Poll of Employers of the Graduate Management Admission Council (GMAC). The annual poll of employers, which the Council conducted from November 2 to November 16, 2011, garnered responses from 229 employers at 216 companies worldwide.

This report shows aggregated data from the study to summarize actual hiring outcomes for 2011 and preview 2012 hiring plans for six candidate types, from MBA to other master-level business school graduates. Employers can use this data to compare their hiring experiences against those of their peers, and graduate business programs can use these results to offer students an advance look at next year's job market.

Key Findings

Hiring Projections Are Up

- There was a noticeable increase in companies planning to hire recently graduated management talent in 2012: 74 percent plan to hire MBAs (up from 58%), 59 percent plan to hire specialized master's (up from 38%), and 51 percent look to hire Master in Management candidates (up from 36%).
- Companies also plan to hire for *increasing numbers* of positions in 2012 compared with 2011. The percentage of companies expecting to increase the number of positions for new management graduates was greatest for MBAs (22%) compared with specialized master's (11%) and Master in Management (8%).

Salary Projections Remain Strong

- Nearly a third (32%) of companies planning to hire MBAs in 2012 expect to *increase the annual base salary* of these hires compared with 2011. In addition, 65 percent of companies plan to keep starting salaries *at the same level* as those offered in 2011.
- About a quarter of companies planning to hire Master in Management (27%) and specialized master's in business (26%) graduates expect to increase the annual base salary of these hires in 2012 compared with 2011.

Internships on the Rise

- The majority of companies report they offered paid internships in 2011 for all types of jobs candidates.
- Sixty-nine percent (69%) of employers plan to offer paid internships to MBA students in 2012, of which, 22 percent will increase the number offered.
- More than half of companies plan to offer paid internships to specialized master's in business (56%) and Master in Management (54%) students in 2012.

Hiring Projections Up for 2012

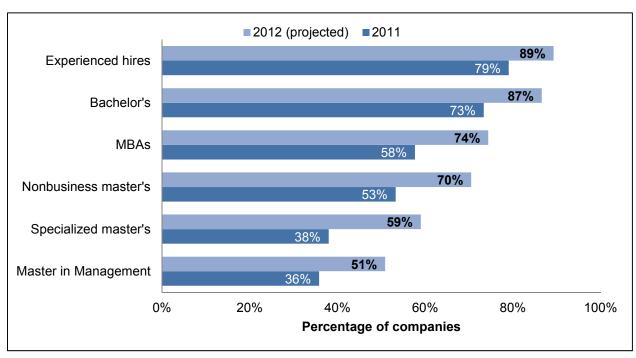
Propensity to Hire in 2012

More companies plan to hire in 2012 than did so in 2011 and at increased levels for all types of job candidates across the board.

Job prospects next year for MBA candidates and graduates of specialized business master's and management programs are encouraging. Nearly three-quarters (74%) of companies report they plan to hire MBA candidates in 2012, compared to the 58 percent of employers who hired at least one MBA candidate in 2011 (Figure 1).

There is a noticeable increase in the *percentage growth* among companies planning to hire recently graduated management talent in 2012, including: MBAs (up 28%), specialized master's in business (up 55%), and Master in Management graduates (up 42%).

Figure 1. 2011 Hiring Outcomes and Projected 2012 Hiring Plans: Companies That Hired and Planned to Hire New Employees, by Candidate Type*



^{*}Percentage of companies that plan to hire candidates in 2012 (projected) is based on respondents that indicated they are likely to hire more, the same, or less at each of the candidate levels.

In 2011, 38 percent of companies hired recent business school graduates with specialized master's degrees, and 36 percent hired recent Master in Management graduates. Next year, more companies expect to increase hiring among both groups: 59 percent of companies plan to hire specialized business master's graduates, and more than half (51%) plan to hire Master in Management graduates.

Projections are also positive for nonbusiness master-level graduates in 2012, with nearly three out of four (70%) survey respondents planning to hire these job candidates, compared to the 53 percent of employers who hired nonbusiness master's in 2011.

In general, the two leading candidate types that survey respondents hired in 2011—and project to hire in 2012—are experienced hires and new bachelor's recipients. In 2011, 79 percent of companies hired experienced individuals, and 73 percent of companies hired recent bachelor's degree graduates. In 2012, nearly 9 in 10 (89%) companies expect to hire experienced candidates, and 87 percent anticipate hiring recent bachelor's recipients. These groups historically have accounted for the largest hiring targets for job candidates, however.

We received more than 125 comments from employers about their assessment of the 2012 hiring season. A few of these illustrative comments appear below:

"While economic/business climate is tough, the competition to hire new grads is heating up and companies are trying to engage students earlier each year."

"The current job market for graduating business school students is still unstable, though it is gradually recovering after the crisis."

"Competitive for top talent, still difficult for the masses (average performer with limited experience) to obtain a position. Strongly encourage students to consider 'work experience' prior to attending graduate school."

When comparing employer hiring projections with their actual hires in 2011, survey respondents displayed an extremely high level of accuracy—between 93 percent and 96 percent of companies hired as planned in 2011 (Table 1). If hiring projections for 2012 remain as robust as actual hiring this year, the class of 2012 can look forward to entering a markedly improved job market next year upon graduation.

Type of Hire	Percentage of Companies That Planned to Hire in 2011	Percentage of Companies That Actually Hired in 2011	2011 estimate accuracy
Experienced hires	82%	79%	96%
Bachelor's	77%	73%	95%
MBA	62%	58%	94%
Nonbusiness master's	55%	53%	96%
Specialized master's in business	41%	38%	93%
Master in Management	38%	36%	95%

Table 1. 2011 Employer Hiring Outcomes and Projection Accuracy

Magnitude of 2012 Hiring Plans

A detailed look at 2011 hiring results shows that the majority of companies that planned to hire met or exceeded their projected hiring goals (Figure 2). Not only are more companies planning to hire in 2012, but many of these companies plan to increase their hiring levels over 2011 (Figure 3).

■ Hired more than planned Hired as planned ■ Hired fewer than planned Experienced hires 14% 49% 16% Bachelor's 12% 48% 13% 35% MBAs 6% 16% Nonbusiness master's 7% 36% 10% Specialized master's 28% 8% 4% 21% 10% Master in Management

Figure 2. Actual Percentage of New Hires in 2011 Compared With Targeted Numbers, by Candidate Type*

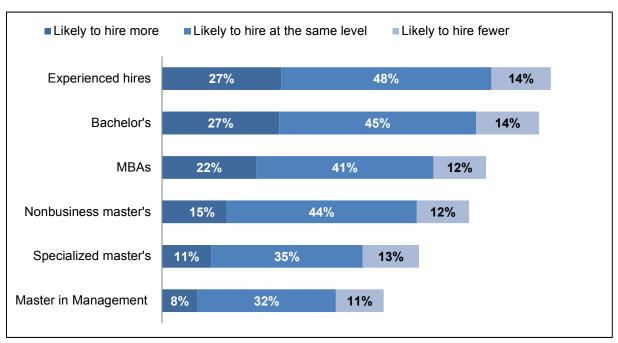


Figure 3. Projected Change in Percentage of Expected Hires in 2012 Compared With 2011, by Candidate Type*

^{*}Percentages shown reflect companies that hired in 2011. Categories do not add to 100% because they exclude companies that did not hire or plan to hire new candidates in 2011.

^{*}Percentages for each category may not add to 100 because they exclude companies that do not plan to hire new candidates in 2012

A comparison of the data in Figures 2 and 3 shows variation in hiring trends by candidate type, as follows:

- MBAs: Forty-one percent (41%) of companies met or exceeded their MBA hiring goals in 2011. In 2011, 6 percent of companies hired more MBAs than they originally planned. Next year, nearly four times (22%) as many companies are planning to increase the number of MBAs they hire in 2012.
- Master in Management (MiM): A quarter (25%) of companies met or exceeded their hiring goals for recently graduated Master in Management candidates in 2011. Next year, 40 percent of survey respondents expect to fill positions from this candidate group.
- Specialized business master's: Thirty percent (30%) of companies met or exceeded their hiring goals for recently graduated master's talent in 2011. Next year, more than one-third (35%) are likely to hire at the same level and 11 percent of companies expect to hire for more positions from this candidate group.
- Experienced hires and bachelor's: The majority of companies met or exceeded their hiring plans for experienced hires (63%) and recent bachelor's recipients (60%) in 2011. In 2012, 27 percent of companies expect to hire more experienced workers as well as bachelor's degree-holders.
- Nonbusiness master's: Forty-three percent (43%) of companies met or exceeded their hiring goals for nonbusiness master's in 2011. Nearly 6 in 10 companies (59%) plan to maintain or increase their number of nonbusiness master's hires in 2012.

Compensation

Nearly all companies (between 95% and 97%) plan to maintain or increase starting salaries for new hires in 2012 across all candidate types (Figure 4). Intentions to raise base salaries next year showed two distinct patterns by the type of job candidate.

Approximately one-third of companies plan to increase the starting salaries offered to MBAs (32%) and experienced hires (34%). For master's graduates and bachelor's graduates, the percentage of companies planning to increase salaries was a little more than a quarter, with a slightly higher percentage for Master in Management candidates (27%), followed by specialized master's (26%), nonbusiness master's (26%), and bachelor's (26%) candidates in 2012. Very few companies expect to lower their salary offers to new hires. As one survey respondent noted, competition for the same individuals is one market force driving the projected salary increases:

"From our current recruiting processes, the candidates we have offered [jobs] are all considering multiple offers. The market seems to be robust at the moment."

Still, the majority of companies surveyed expect to maintain base salaries at levels seen in 2011. Employers had some words of advice related to salaries for recent business school graduates:

"You have a valuable degree but this is not equal to experience. Understand that you will still need to start at the appropriate level and learn the job/industry."

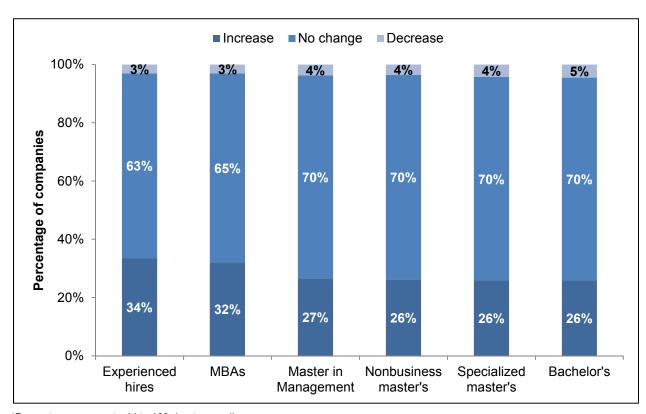


Figure 4. Expected Change in 2012 Average Annual Base Salaries Compared With 2011 Salaries, by Candidate Type*

Internships

Internships play an important role in the general education of many students and their ability to land a job offer. Students who participate in internships increase their likelihood of receiving a job offer by 26 percent. Responding employers shared their insight into the role and benefits of internships:

"We look to hire from our internship program."

"Internships! Spending time in the desired field of hire prior to graduation is key!"

"It is more competitive than ever...build your resume with work and internships and a great MBA."

'If the student[s] determine they will go straight into graduate programs, it is important that practical work experience is completed, at least through internships or co-op work experiences. "

This year's poll was the first time we asked survey respondents about the number of paid and unpaid internships that they offer to all job candidate types. For 2012, between 54 percent and 72 percent

^{*}Percentages may not add to 100 due to rounding.

¹ GMAC® 2011 Global Management Education Graduate Survey.

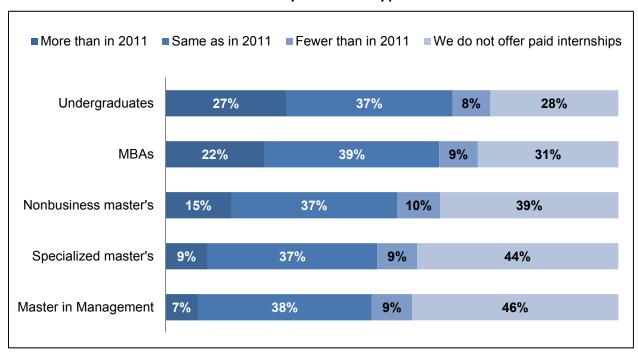
of survey respondents reported that they plan to offer paid internships; compared with 17 percent to 25 percent that plan to offer unpaid internships (Table 2).

Table 2. Percentage of Respondents Expecting to Offer Paid and Unpaid Internships in 2012

Type of Student	Paid	Unpaid
Undergraduates	72%	25%
MBAs	69%	17%
Nonbusiness master's	61%	20%
Specialized master's in business	56%	16%
Master in Management	54%	17%

The majority of companies offering paid internships plan to have the same number or more opportunities available in 2012 than they did in the past (Figure 5).

Figure 5. Projected Number of Paid Internships Offered in 2012 Compared With Actual Offers in 2011, by Candidate Type*



^{*}Percentages may not add to 100 due to rounding.

Responses suggest that MBA students may have an easier time finding a paid internship since more companies plan to offer internship opportunities to these students, as well as increase the total number of paid internships they will make available.

Far fewer companies offer unpaid internships. Among those companies that offer unpaid internships, the majority plan to maintain or increase the number of such internships available for 2012.

International Recruitment

Survey respondents were asked to share any thoughts, initiatives, or plans their company had regarding recruiting and hiring international talent. Many companies seek out international candidates and describe these efforts as "very important to the success of our business model" and point out that they "... are very keen to hire international candidates; [because] as an international organization it is in our mandate to do so."

Some companies discussed the challenges they face in recruiting and hiring international talent, noting that either the process for hiring nonlocals is managed by local/regional offices or they don't actively recruit internationally because of visa or work permit restrictions. One employer stated,

"Work visas are difficult; however, there is a certainly a large number of candidates with the skill set and work ethic that we are looking for."

For example, many federal or national government employers and the contracted companies that support them may require citizenship or permanent residency in order for job candidates to meet regulations or acquire security clearances. Other challenges to recruiting and hiring international talent may relate to a candidate's language and cultural fluency. One respondent commented,

"Before I'd consider hiring an international student or graduate, they need to demonstrate excellent written and verbal communication skills."

Many factors come into play during the hiring process, especially when companies consider hiring an international candidate:

"As with all effective hiring, a candidate's specific talents, skills, and knowledge play a crucial role in how well (or not) the candidate fits a specific role. Additional key considerations include adaptability, passion, integrity, and where they are now in relation to their upside potential. Cultural and behavioral fit will also be key considerations."

Companies that do seek out international applicants frequently are those with offices worldwide. Oftentimes these corporations will seek recent graduates who are willing to return to their home country to work in the company's satellite or subsidiary office.

Several US employers offered these observations on international hires:

"We don't hire international candidates to work in the US unless they have permanent authorization to work in the US. We hire international candidates if they want to work in their home country. If they do, we hire them directly to their home country."

"It's very expensive to hire international talent and takes a long time...we do transfer internal employees internationally within the company."

"...wherever the talent is, we're after it. Especially with the global company that we are, we can export the trained talent from HQ back to their origin countries."

Some European companies that typically seek out and hire international candidates shared some of the characteristics they seek in such hires:

"Ability to handle cultural diversity, mobile and flexible on location of work, linguistic and communication skills"

"Skills—language—mobility—flexibility."

Employer Organizational Goals

Similar to last year, this year's respondents report that their companies' top organizational goals for 2012 are to continue improving performance and productivity, expand their customer base, and launch new products, while at the same time reducing costs and overcoming economic challenges. Seven out of 10 (71%) companies reported that improving performance and productivity is a primary organizational goal for 2012 (Figure 6). More than half of participating companies also aim to reduce costs (59%) and expand their customer base (57%).

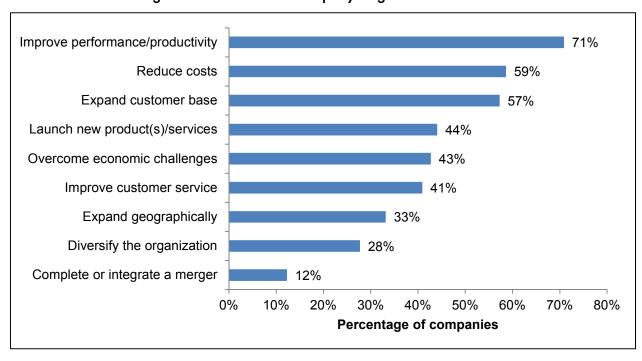


Figure 6. Overall 2012 Company Organizational Goals

Conclusions

While much the world still grapples with economic uncertainty, our survey findings show signs of optimism. In the 2012 job market, more companies plan to increase hiring and increase salaries for new hires. The climate is competitive, and in addition to their educational background, employers want a candidate with experience, either from internships, or pre/post-degree work.

Graduate business school students earning their degrees in 2012 are likely to face an improved employment picture:

- Seventy four percent (74%) of employers plan to hire MBA candidates, up from 58 percent of companies that hired these graduates in 2011.
- More companies (59%) plan to hire graduates with specialized business master's in 2012; a notable increase from the 38 percent that did so this year.
- Master in Management (MiM) candidates will find that 51 percent of hiring companies plan to seek them out in 2012, an increase over the 36 percent hired this year.

Methodology

From November 2 to November 16, 2011, GMAC conducted its annual year-end poll of employers. The purpose of this annual year-end poll is to provide business schools and graduate business students with an advance look at the 2012 job market and to provide participating employers with detailed statistics on hiring practices.

GMAC researchers sent the invitation for this poll to 3,358 employers. As of November 16, 229 respondents from 216 companies had completed the survey—a 7 percent response rate. Survey incentives for participants include an early release copy of the report with detailed statistical tables and an opportunity to enter a drawing for one of three US\$100 gift cards.

The poll consisted of six questions, including two optional, open-ended questions. It should be noted that this study is not based on a representative sample of all employers of business school graduates. The information, therefore, should be viewed in relative terms when making comparisons and drawing conclusions.

In February 2012, GMAC will conduct the 11th annual Corporate Recruiters Survey to yield a more comprehensive picture of the employment landscape and the demand for MBA and other business graduates.

Participant Profile

With a few exceptions, the poll participant profile matches that of the 2011 Corporate Recruiters Survey participants (Tables 3 and 4). GMAC conducted the 2011 Corporate Recruiters Survey from mid-February to mid-March of 2011.

Table 3. Respondent Profile by Industry

	2011 Employer Poll	2011 Corporate Recruiters Survey ^a
Industry	N=229	N=1,509
Products and services	24%	21%
Finance or accounting	14%	21%
Consulting	17%	17%
High technology	15%	12%
Manufacturing	12%	10%
Health care or pharmaceutical	8%	10%
Nonprofit or government	7%	6%
Energy or utilities	3%	5%
Total	100%	100%

a. Source: GMAC® 2011 Corporate Recruiters Survey Comprehensive Data Report

Table 4. Respondent Profile, by Company Size and Location

	2011 Employer Poll	2011 Corporate Recruiters Survey ^a
Company size	N=142	N=1,300
Fewer than 100 employees	17%	29%
100 to 999 employees	28%	30%
1,000 to 9,999 employees	28%	19%
10,000 or more employees	27%	21%
Total	100%	100%
Company location	N=218	N=1,228
United States	74%	70%
European Union	10%	9%
Asia Pacific (APAC)	7%	9%
Other world regions	9%	12%
Total	100%	100%

a. Source: GMAC® 2011 Corporate Recruiters Survey Comprehensive Data Report.

Contact Information

For questions or comments regarding the study findings, methodology, or data, please contact the GMAC Research and Development department at research@gmac.com.

Authorship

The following individual made significant contributions to the concept and design or analysis and interpretation of data and the drafting/revising of the manuscript for intellectual content:

Rebecca Estrada, Survey Research Manager, Research & Development, Graduate Management Admission Council (GMAC).

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The Graduate Management Admission Council extends sincere appreciation to the employers of business school graduates who generously contributed both time and information to the 2011 Year-End Employer Poll. Their participation in this research ensures the continuous availability of statistics on graduating student hiring outcomes for business schools and their students.

Appendix A. List of Participating Companies

A.T. Kearney, Inc.

Accenture Adecco ADP

ADP, Europe Aegis Media France

Aerojet

AeroVironment, Inc.

Air Canada

AIT Worldwide Logistics

Alert

Alvarez & Marsal

Amoena USA Corporation

Anteater Web Design & Marketing Inc.

ARAMARK ArcelorMittal, USA ASAP - Venezuela

ASQ Asurion

Athenian Brewery S.A.

ATI Allegheny Ludlum Corporation

Avanceon
Bain & Company

Bausch & Lomb, Americas Bell Helicopter Textron Inc.

BHP Billiton

BLT

Blue Cross Blue Shield of Massachusetts

Blue Shield of California Booz Allen Hamilton Inc. Boyer Management Group

Brady Corporation

Bridgestone Americas, Inc. Bristol-Myers Squibb

Cabelte, SA

Calderos & Control Cia. Ltda. Carpenter Technology Corporation

Caterpillar Inc. CB Richard Ellis

CDS

CGI Group, Inc. CH2M HILL

China Daily Information Co. (CDIC)

Cía. Internacional de Seguros, S.A.

CIT Aerospace

Citadel Investment Group LLC

Citigroup Inc.

City of Bethlehem - Bethlehem Police

Department

Clear Customer Service ClearLight Partners LLC

Cleveland Clinic

CNA

Coaching & Consulting

Coller Capital

Community Residences, Inc.

Conectividad Laboral Cooper Industries Inc. Corona Clipper, Inc.

CPGjoblist

Data Communication De Nora Tech, Inc.

Dell, Inc. Deloitte

Deloitte Development LLC. Devon Energy Corporation DHL International GmbH

DRS DuPont

Dupont De Nemours International Sa

Dynetics Inc.
Eaton Corporation

Education Career Services. LLC

Edward Jones

Emas Pasto S.A. E.S.P. Emerson Electric Co.

Emptoris, Inc.

Eroski (Cecosa Hipermercados, S.L.)

Expedia, Inc.

Fairmont General Hospital Ford Motor Company Foremost Communities, Inc. Gannett Fleming, Inc.

GDS Inc.

General Electric Company

General Mills, Inc.

General Motors Acceptance Corporation

General Motors Corporation

Giant Eagle, Inc.

GlaxoSmithKline (GSK) Biologicals, N.A.

GlaxoSmithKline Pharmaceuticals Global Tax Management, Inc.

Great on the Job

Hamilton Sundstrand Corporation

Hewlett-Packard Panamá Hitachi Consulting

Hony Capital (Beijing) Co., Ltd.

HSBC

Hudson & Yorke Ltd. IASACORP International

IBM

IBM Corporation InfoCamere ScpA Innovate CV Ltd. Intel Corporation

Interbrand

International Flavors & Fragrances, Inc.

Invensys plc

I-Space Institute, LLC

Itron, Inc.
John Deere
John Hancock
Johnson & Johnson

Kaplan University (Kaplan Higher Ed)

Kearney & Company

Kimberly-Clark Corporation

Kohler Co. LAN Airlines S.A. Landrum & Brown

Laureate International Universities

LG Electronics USA Life Technologies Inc. Luminosity Marketing

Magellan Midstream Partners, L.P. marketRx, Inc. (A Cognizant Company)

Mattress Firm

Mayo Agency, The, LLC

Meaden & Moore

Medi-Dyne Healthcare Products, LTD

MetLife

MillerCoors LLC Mondi Limited

MPM Engineering Ltd.
MTA Metro-North Railroad

National Contract Management Association

Naval Acquisition Career Center Naval Surface Warfare Center - Crane

Neomobile Group Nestle Pakistan Limited Nestle USA, Inc.

Nokia Siemens Networks

Northeast Ohio Council on Higher Education Northwestern Mutual - The Waltos Group

Null-Lairson, P.C. Oliver Wyman Group

Olympus Corporation of the Americas Inc.

Opera Solutions LLC Oracle Corporation

Oregon Department of Transportation

OTP

Pak Gulf Construction (Pvt.) Ltd

Pearson plc

Perkins & Company, PC

Perot Systems PetSmart, Inc. PharmaVoxx, Inc.

Precision Castparts Corp.

Premier, Inc.

Protiviti Global Svcs

Qarshi Industries Pvt. Limited

QHR

Rainbow Group, LLC Reckitt Benckiser India Ltd Ricardo Strategic Consulting Right Management Consultants

Robert Bosch LLC

Rousch (Pakistan) Power Ltd.

Royal Dutch Shell

SALSA

Schindler Management Ltd. SCI Consulting Group Scott Resource Group Seagate Technology

Sears Canada

Sears Holdings Corporation

Sistema Universitario Ana G. Mendez

SixFigureStart, LLC Skillful Communications Standard Chartered Bank Standard Textile Co., Inc.

Starworks Packaging & Damp; Assembly

(Division of DDA)

State Street Global Advisors (SSgA)

Stryker Corporation

SWIFT

TD Bank

TD Bank Financial Group

Tempo, S.A.

The Bank of New York Mellon Corporation

The Dieringer Research Group
The Gallup Organization

The PNC Financial Services Group, Inc.

The Schwan Food Company
The United States Social Security

Administration

The World Bank Group

Thomson Reuters Tikkurila Oyj Toms Shoes

Toyota Motor Manufacturing North America Trade Development Authority of Pakistan U.S. General Services Administration U.S. Government Accountability Office

Underwriters Laboratories Inc.

UniGroup, Inc. Union Bank

unk

URS (Energy & Construction) Corporation

Victoria's Secret Village Company, The

VMware, Inc.

Wagner, Eubank and Nichols, LLP

WellPoint, Inc. Willis Re Inc.

WiPro Yandex

ZAO ITM Technostal

Zegna Trading

Zions Bancorporation

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