

# THE GLOBAL PULSE

JULY 2019

Insights for International Graduate Enrollment

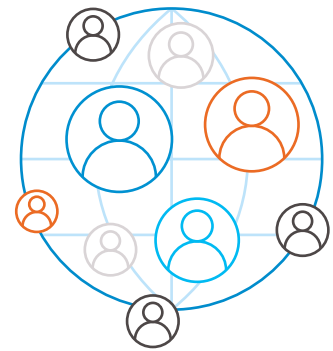


**Prodigy**  
Finance

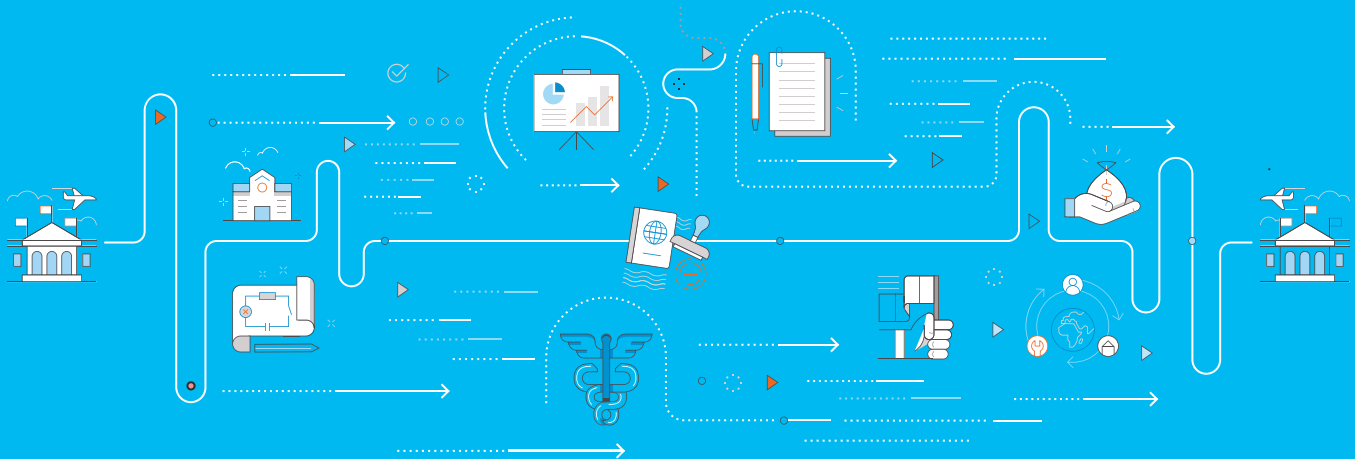
# FOUNDED BY INTERNATIONAL STUDENTS FOR INTERNATIONAL STUDENTS

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PRODIGY FINANCE HAS SPENT **10 YEARS** BUILDING THE WORLD'S FIRST **BORDERLESS CREDIT PLATFORM**. TO DATE, WE'VE FUNDED **\$737M** IN GRADUATE EDUCATION LOANS TO **14,500** HIGH-POTENTIAL STUDENTS FROM **132 COUNTRIES**.

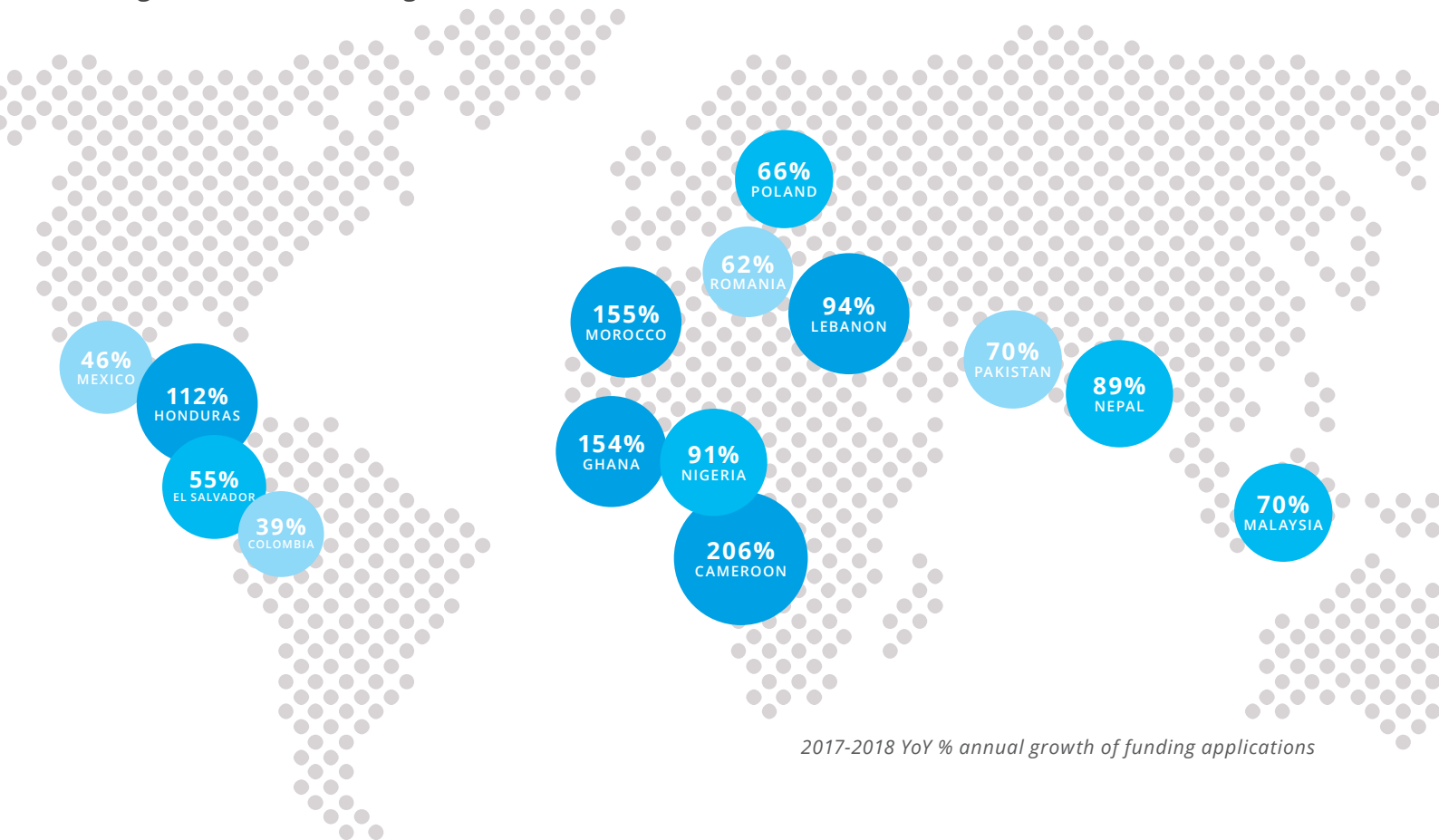


WE SUPPORT A DIVERSE UNIVERSE OF MASTER'S STUDENTS ACROSS BUSINESS, ENGINEERING, LAW, POLICY AND HEALTH SCIENCE PROGRAMS.



# FINDING POCKETS OF OPPORTUNITY

As we investigate education migration trends, China, India and Brazil continue to make up the largest percentage of our international customer base. With that said, we've seen an uptick in student funding applications from historically lesser-known markets. We anticipate continued growth from these regions.



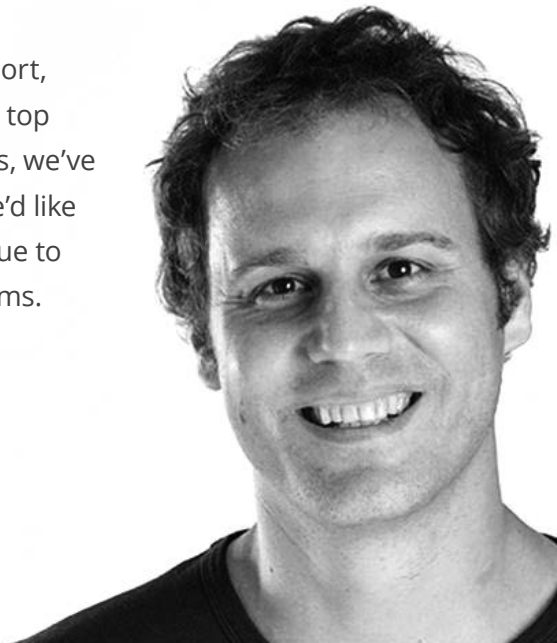
2017-2018 YoY % annual growth of funding applications

## A NOTE FROM OUR CEO

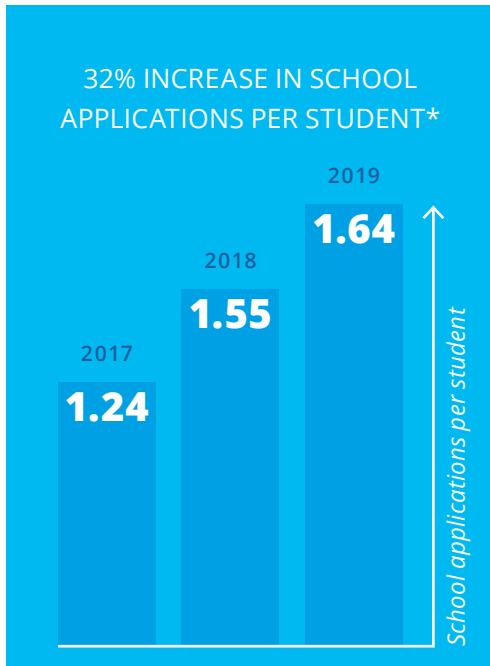
I'm pleased to welcome you to the inaugural release of our trend report, **The Global Pulse**. After more than 10 years of supporting the world's top talent attending the world's leading graduate educational institutions, we've compiled some useful data on international education migration. We'd like to share some of these insights as they may be helpful as you continue to steer your organization towards more diverse and accessible programs.

Enjoy,

Cameron Stevens, Prodigy Finance



# ACCESS TO FUNDING CREATES OPTIONS

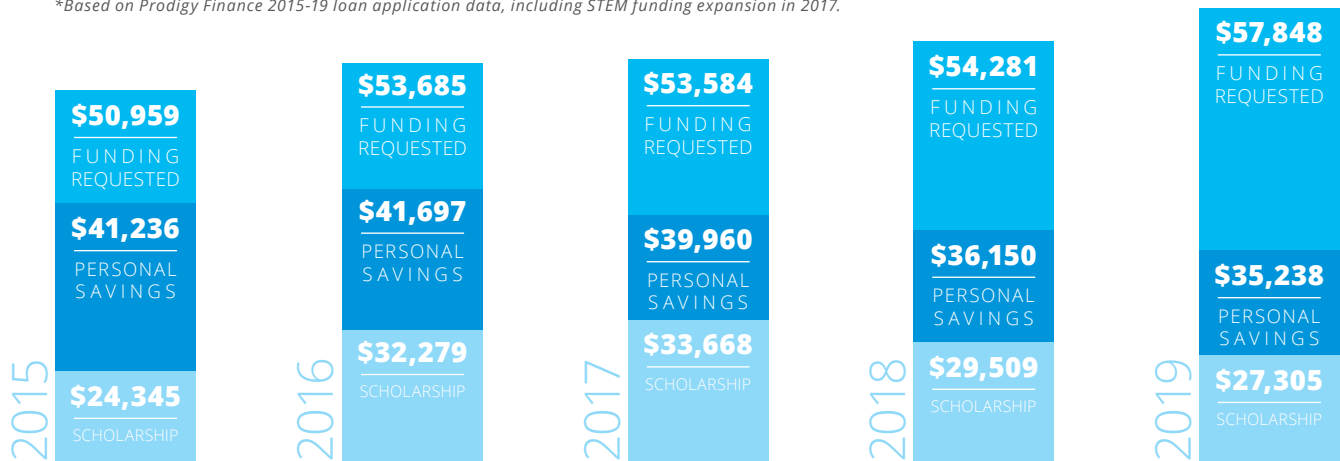


Schools that have introduced innovative funding options are attracting a more (financially) diverse student body. Students no longer need to base their program choices on financial aid alone, and can be less dependent on scholarships.

We've seen that increased access to funding options gives students greater control and flexibility in their decision-making, allowing them to attend programs that best fit their goals and interests. This desire to explore a fuller range of programs is reflected in the growing number of loan applications per student.

With fewer personal savings and limited scholarship funding available, students are increasingly looking to loan-financing options to attend their first-choice programs.\*

\*Based on Prodigy Finance 2015-19 loan application data, including STEM funding expansion in 2017.



Sanjar worked in the auto industry and his experience earned him a full scholarship for his MBA to a top school in the Southeast, but it was access to funding that enabled him to look at other programs.

He felt it was worth getting a loan for his dream school in the Northeast as it could lead to career opportunities in New York.





# RETURN ON “INFORMATION”

At a time when competition for top international students is fiercer than ever, the return-on-investment (ROI) paradigm is center stage. Students want to know that their financial investment will pay off, and **schools can benefit by providing easy access to this information**. Sharing the tangible metrics, as outlined below, early on in the recruitment process will help students with their decision-making.

	SALARY-TO-COST RATIO	SALARY-TO-DEBT RATIO
MS OPERATIONS RESEARCH	2.0x	2.6x
MBA	1.8x	3.9x
MS BUSINESS ANALYTICS	1.7x	3.5x
MS ENGINEERING MANAGEMENT	1.6x	2.8x
MS COMPUTER SCIENCE/ INFORMATION SYSTEMS	1.6x	2.8x
MS MECHANICAL ENGINEERING	1.5x	1.4x
MASTERS IN MANAGEMENT	1.3x	2.5x
MS BIOTECH ENGINEERING	1.3x	2.5x
MASTERS IN FINANCE	1.2x	2.5x
LLM	1.2x	2.2x
MS VEHICLE ENGINEERING	1.2x	2.0x
MASTERS OF PUBLIC POLICY	1.2x	2.2x
MS CIVIL/ENVIRONMENTAL ENGINEERING	1.1x	1.9x
MS ELECTRICAL & COMPUTER ENGINEERING	1.0x	1.4x
DENTISTRY	1.0x	1.9x
JD	1.0x	3.0x
MASTERS IN ACCOUNTING	0.7x	1.1x

But it's about more than just the numbers. International students in particular take a huge leap of faith with their education choices when looking to achieve that tangible return-on-investment. This means that intangibles like career resources, workshops, networking events and exposure to opportunities beyond the classroom are more valuable than ever.

Addressing these needs with transparent information could be a key differentiator for schools seeking top international talent.

# ATTRACTING A MORE DIVERSE CLASS WITH FUNDING TRANSPARENCY

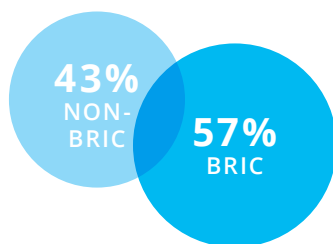
Our loan application data from the last 3 years, across the 132 countries supported in our portfolio, shows significant diversity of interest for both US, and non-US business schools. Non-US business schools have continued to attract more diverse classes (beyond India and China) by utilizing funding transparency in

recruitment approaches. These include easy-to-find funding options on admissions pages, knowledgeable recruiters, and strong partnerships with financial aid offices. This strategy recognizes that in order for students to consider degrees abroad, they must first be aware that funding is an option.

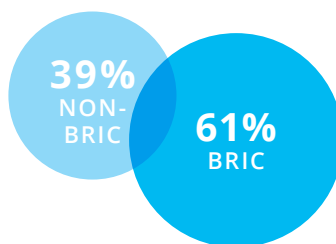
## DIVERSITY IN INTERNATIONAL BUSINESS STUDENTS' COUNTRIES OF ORIGIN

### US

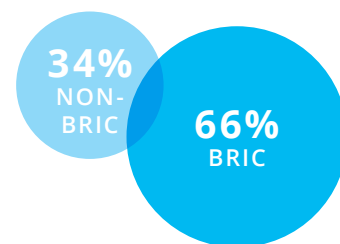
2016



2017

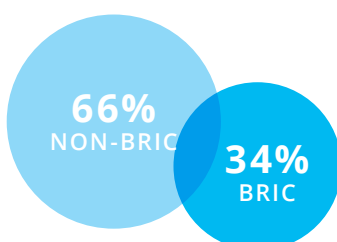


2018

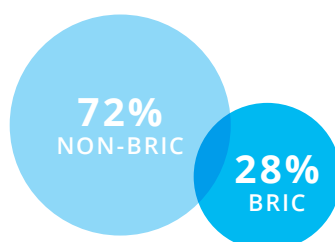


### NON-US

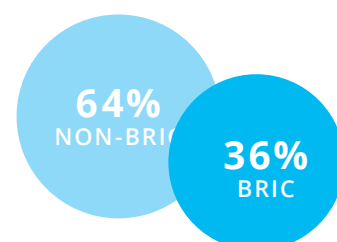
2016



2017



2018



# COUNTRY SPOTLIGHT: PERU



**1,100**

US GRADUATE  
INTERNATIONAL  
STUDENTS  
FROM PERU  
IN 2017-2018\*

**32%**

GROWTH IN  
THE LAST 5  
YEARS\*

**10%**

FUNDED BY  
PRODIGY  
FINANCE

**\$25,820**

AVERAGE  
SCHOLARSHIP  
AWARDED\*\*

**\$37,986**

AVERAGE SAVINGS  
FOR PROGRAM\*\*

**\$56,387**

AVERAGE LOAN SIZE  
REQUESTED\*\*

## TOP PROGRAMS\*\*

MBA | LLM | EMBA | MPA  
MASTERS IN FINANCE  
MS CIVIL ENGINEERING  
MASTERS IN SUPPLY CHAIN

## TOP US DESTINATIONS\*\*

1. UNIVERSITY OF MICHIGAN
2. UNIVERSITY OF PENNSYLVANIA
3. UNIVERSITY OF CHICAGO
4. COLUMBIA UNIVERSITY
5. UNIVERSITY OF CALIFORNIA BERKELEY
6. DUKE UNIVERSITY

# PROGRAM SPOTLIGHT: MASTERS IN BUSINESS ANALYTICS

**32%**

YOY GROWTH IN  
STUDENT INTEREST\*

**\$75,859**

AVERAGE COST  
OF ATTENDANCE\*\*

**\$14,114**

AVERAGE SCHOLARSHIP  
AWARDED\*\*

**\$50,137**

AVERAGE LOAN  
SIZE REQUESTED\*\*

## TOP COUNTRY OF ORIGIN\*\*

1. INDIA
2. CHINA
3. NIGERIA
4. PAKISTAN
5. GHANA



*I was looking for career growth, and I needed to get some management experience, as well as technical skills. The program offers both... [After my course] I may move back to Nigeria to start up my business.*

**OMOEFE ONOJEGHUO**  
MS GRADUATE, CLASS OF 2017





# WE SUPPORT OVER 190 UNIVERSITIES, 600 SCHOOLS AND 2600+ COURSES OF STUDY.

American University  
Antwerp Management School  
Arizona State University  
Auburn University  
Babson College  
Baylor University  
Berlin School of Creative Leadership  
Binghamton University  
Boston College  
Boston University  
Brigham Young University  
Brooklyn Law School  
Brown University  
California Institute of Technology  
Carnegie Mellon University  
Case Western Reserve University  
China Europe International Business School  
Chinese University of Hong Kong  
City University  
Clemson University  
College of William and Mary  
College of William & Mary  
Colorado School of Mines  
Colorado State University  
Columbia University  
Copenhagen Business School  
Cornell University  
Cranfield University  
Dartmouth College  
Drexel University  
Duke University  
EADA Business School  
EDHEC Business School  
Embry  
Emlyon  
Emory University  
Erasmus University  
ESCP Europe Business School  
ESSEC Business School  
European School of Management and Technology  
Florida State University  
Fordham University  
Fudan University  
George Mason University  
Georgetown University  
George Washington University  
Georgia Institute of Technology  
Grenoble Ecole de Management  
Harvard University  
HEC Paris  
HHL Leipzig  
Hong Kong University of Science and Technology  
IE University  
Illinois Institute of Technology  
IMD Business School  
IMD Business School  
Imperial College London  
INCAE Business School  
Indiana University  
Indian School of Business  
INSEAD  
Iowa State University  
Johns Hopkins University  
Kansas State University  
Lancaster University  
Lehigh University  
London Business School  
Louisiana State University

Manchester Business School  
Mannheim Business School  
Massachusetts Institute of Technology  
McGill University  
Michigan State University  
Michigan Technological University  
Mississippi State University  
Missouri University of Science & Technology  
Nanyang Business School  
National University of Singapore  
New Jersey Institute of Technology  
New York University  
North Carolina State University  
Northeastern University  
Northwestern University  
Ohio State University  
Ohio University  
Oklahoma State University  
Oregon State University  
Pennsylvania State University  
Princeton University  
Purdue University  
Queen's University  
Ramon Llull University  
Rensselaer Polytechnic Institute  
Rice University  
Rochester Institute of Technology  
Rutgers University/The State University of New Jersey  
Saint Louis University  
SDA Bocconi School of Management  
Shanghai Jiao Tong University  
Skolkovo  
Southern Methodist University  
Stanford University  
Stevens Institute of Technology  
Stony Brook University  
Syracuse University  
Temple University  
Texas A&M University  
Texas Tech University  
The Lisbon MBA  
The New School  
The University of Edinburgh  
Tias Business School  
Tufts University  
Tulane University  
University at Buffalo  
University of Akron  
University of Alabama at Birmingham  
University of Alabama in Huntsville  
University of Alberta  
University of Arizona  
University of Arkansas  
University of Bath  
University of British Columbia  
University of California Berkeley  
University of California Davis  
University of California Irvine  
University of California Los Angeles  
University of California Riverside  
University of California San Diego  
University of California San Francisco  
University of California Santa Barbara  
University of California Santa Cruz  
University of Cambridge  
University of Cape Town  
University of Central Florida  
University of Chicago

University of Cincinnati  
University of Colorado Boulder  
University of Colorado  
University of Colorado  
University of Connecticut (archive)  
University of Connecticut  
University of Dayton  
University of Delaware  
University of Florida  
University of Georgia  
University of Hong Kong  
University of Houston  
University of Illinois at Chicago  
University of Illinois Urbana  
University of Iowa  
University of Kansas  
University of Kentucky  
University of Maryland  
University of Maryland Baltimore County  
University of Massachusetts  
University of Miami  
University of Michigan  
University of Michigan  
University of Minnesota  
University of Missouri  
University of Navarra  
University of Nebraska  
University of Nevada  
University of New Hampshire  
University of New Mexico  
University of North Carolina  
University of Notre Dame  
University of Oklahoma  
University of Oxford  
University of Pennsylvania  
University of Pittsburgh  
University of Richmond  
University of Rochester  
University of San Diego  
University of South Carolina  
University of Southern California  
University of South Florida  
University of Strathclyde  
University of Tennessee  
University of Tennessee  
University of Texas Arlington  
University of Texas at Austin  
University of Texas at Dallas  
University of Toronto  
University of Utah  
University of Virginia  
University of Warwick  
University of Washington  
University of Wisconsin  
Vanderbilt University  
Virginia Tech  
Vlerick Business School  
Wake Forest University  
Washington & Lee University  
Washington State University  
Washington University  
Wayne State University  
Western University  
WHU  
Wichita State University  
Worcester Polytechnic Institute  
Wright State University  
Yale University

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