The Graduate Education Market:

Trends and Insights in Key Disciplines



Based on the latest data from the 2018/2019 academic year, here's a snapshot of the five largest master's-level verticals and programs to watch.

But which verticals have momentum, and which are stalling?

On the upswing: The master's degree market has risen a healthy 20% since 2010.

Business



2011. In 2019, it accounted for nearly one-quarter of the market.

No small feat. Business has led the

master's-level education market since

100,000+ students every year. Much of this discipline's growth is a result of more MBA programs being offered online.

56%

Largest Program: Business Administration

% of programs online

MBA is king; no other master's-level program even comes close. It consistently graduates



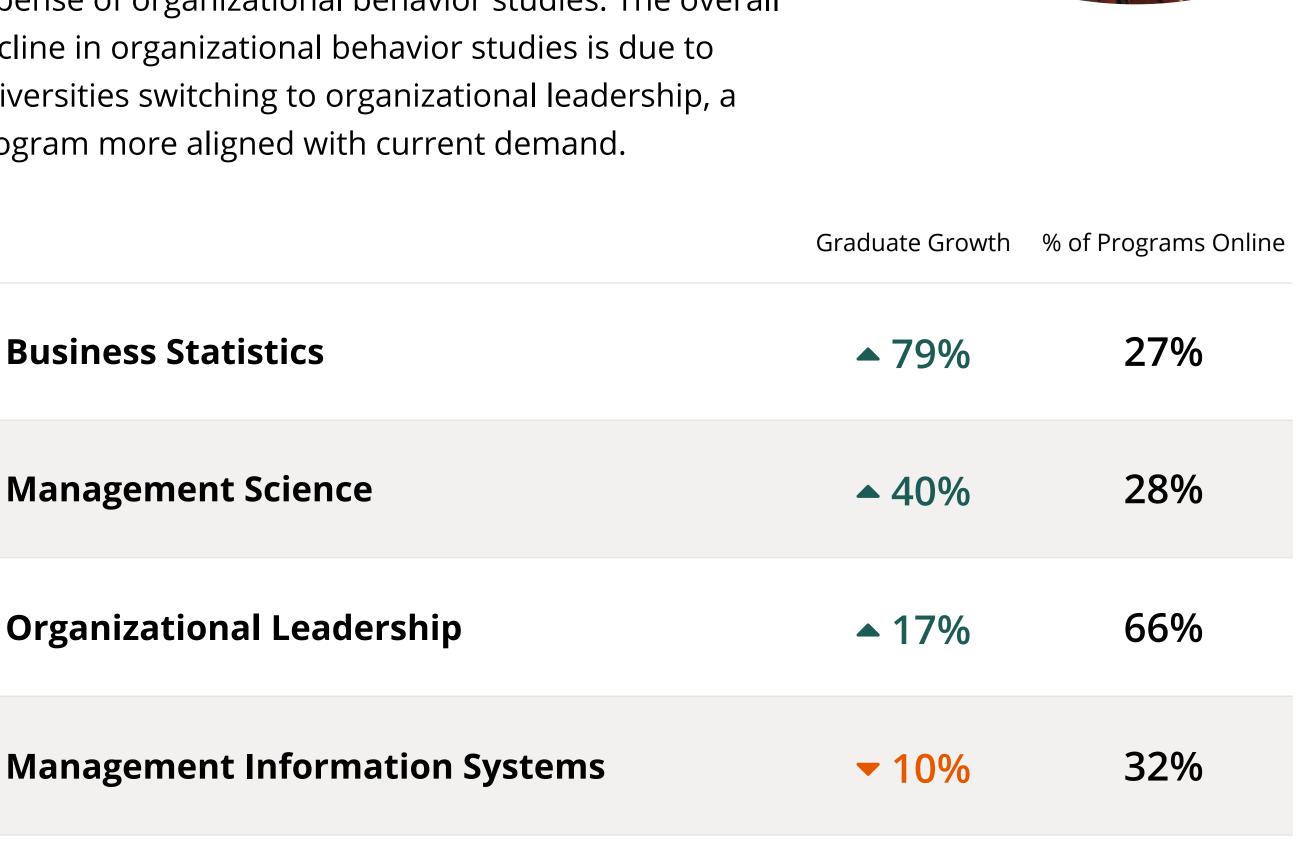


expense of organizational behavior studies. The overall decline in organizational behavior studies is due to universities switching to organizational leadership, a

Organizational leadership is seeing a rapid rise at the

program more aligned with current demand. **Business Statistics**

Organizational Behavior Studies



11%

41%

18% education declined sharply after 2010 and

Education



more students than MBA programs alone. **Fastest Growing & Shrinking**

Once the largest master's-level vertical,

has remained flat since 2015. In 2019, the

entire discipline only graduated about 40,000

Most students in this vertical are educators in the workforce, so online options are desirable to them.

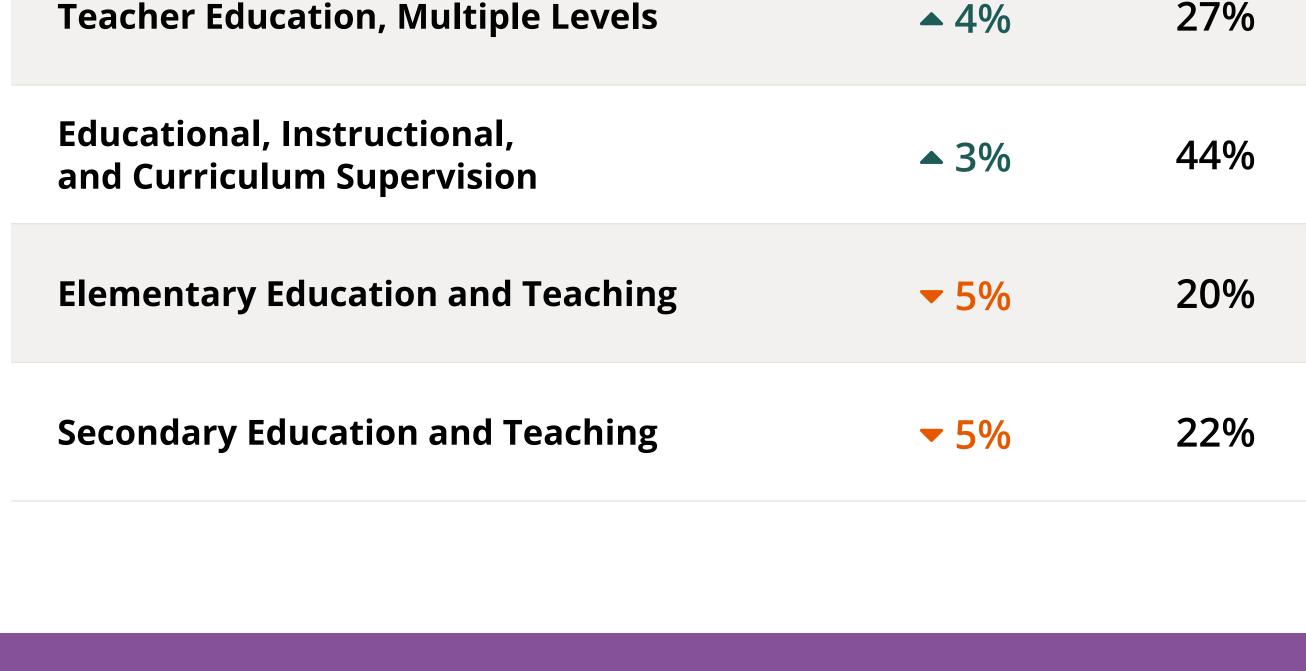
and administration to take the top spot next year.

The general master's in education was the

leading education discipline in 2019, but

expect the master's in educational leadership

Education Technology



of all master's grads

16%

Health



Medical Informatics

Family Nurse Practitioner

Engineering

of all master's grads

The Master of Science in Nursing (MSN) continues to be the largest of all health degrees, growing steadily at 4% year-over-year since 2015. Online is a big factor in this vertical: Only **five out of the 25**

Clinical/Medical Social Work **16% Nursing Education ▼** 3% **Nurse Anesthetist 4**% **Nursing Science ▼** 5%

Graduate Growth % of Programs Online 53% **21%** 31% **20%** 14% 46% 1%

36%

to reduced international enrollments. Domestic graduates have remained steady. Compared to other verticals, master's-level engineering still has a relatively low online presence.

Engineering Programs

Fastest Growing & Shrinking

Electrical engineering takes the **top spot for size**,

but this program has declined recently due

Operations Research

Computer Science

26% **→** 7% 25% **~** 7% 40% **~** 2%

This vertical has weathered the storm. While

international enrollments have decreased,

declined year-over-year on

average since 2014.

Graduate Growth % of Programs Online

4 9%

4%

International fallout: This vertical saw its

peak in 2017 and has since taken a downturn

due to fewer enrollments from abroad. Note

that engineering management is folded into

engineering for this infographic.

5% domestic grads have been rising steadily. of all master's grads No computer science program with more than 1,000 grads in 2019 has

Fastest Growing Computer Science Programs Unlike other verticals, there are **no shrinking** programs are only growing quickly.

computer science programs to report. This vertical's relatively high virtual presence (36% of programs online) is likely one reason why % of Programs Online Graduate Growth Data Modeling/Warehousing and 45% **▲** 64% **Database Administration**

25%

Computer and Information Sciences, 21% **15**% General

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For more insights, download the full report: **State of the Education Market: Trends**

Computer Security/Information Assurance

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54%

66% **5**% **4**% 27% Interest in healthcare is on the rise. It has seen 6% yearly growth and thrives on specializations such as family nurse practitioner (MSN-FNP) and nursing administration.

Graduate Growth % of Programs Online

Bioengineering and Biomedical Engineering Engineering, General Systems Engineering