The Graduate Education Market:

Trends and Insights in Key Disciplines



On the upswing: The master's degree market has risen a healthy 20% since 2010. But which verticals have momentum, and which are stalling?

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.

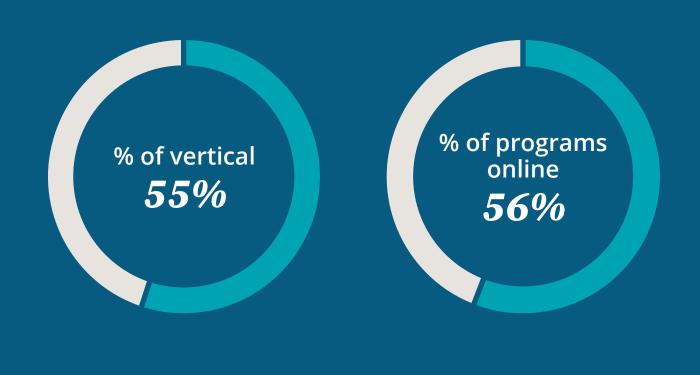
Business



No small feat. Business has led the master's-level education market since 2011. In 2019, it accounted for nearly one-quarter of the market.

Largest Program: Business Administration

MBA is king; no other master's-level program even comes close. It consistently graduates **100,000+ students every year**. Much of this discipline's growth is a result of more MBA programs being offered online.



Fastest Growing & Shrinking Business Programs

Organizational leadership is seeing a rapid rise at the expense of organizational behavior studies. The overall decline in organizational behavior studies is due to universities switching to organizational leadership, a



program more aligned with current demand.

	Graduate Growth	% of Programs Online
Business Statistics	▲ 79%	27%
Management Science	40%	28%
Organizational Leadership	17%	66%
Management Information Systems	- 10%	32%
Organizational Behavior Studies	- 11%	41%

Education



Once the largest master's-level vertical,

education declined sharply after 2010 and has remained flat since 2015. In 2019, the entire discipline only graduated about 40,000 more students than MBA programs alone.

Fastest Growing & Shrinking Education Programs

The general master's in education was the leading education discipline in 2019, but expect the master's in educational leadership and administration to take the top spot next year. Most students in this vertical are educators in the workforce, so online options are desirable to them.



Graduate Growth % of Programs Online

Education Technology	▲ 5%	66%
Teacher Education, Multiple Levels	▲ 4%	27%
Educational, Instructional, and Curriculum Supervision	▲ 3%	44%
Elementary Education and Teaching	▼ 5%	20%
Secondary Education and Teaching	▼ 5%	22%





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.

Fastest Growing & Shrinking Health Programs

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** largest programs were ground-only.



	Graduate Growth	% of Programs Online
Medical Informatics	▲ 21%	53%
Family Nurse Practitioner	▲ 20%	31%
Clinical/Medical Social Work	▲ 16%	14%
Nursing Education	▼ 3%	46%
Nurse Anesthetist	- 4%	1%
Nursing Science	▼ 5%	36%

Engineering



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.

Fastest Growing & Shrinking Engineering Programs

Electrical engineering takes the **top spot for size**, but this program has **declined recently** due to reduced international enrollments. Domestic graduates have remained steady. Compared to other verticals, master's-level engineering still has a relatively low online presence.



Bioengineering and Biomedical Engineering	▲ 9%	4%
Operations Research	▲ 7%	26%
Engineering, General	▲ 7%	25%
Systems Engineering	▼ 2%	40%

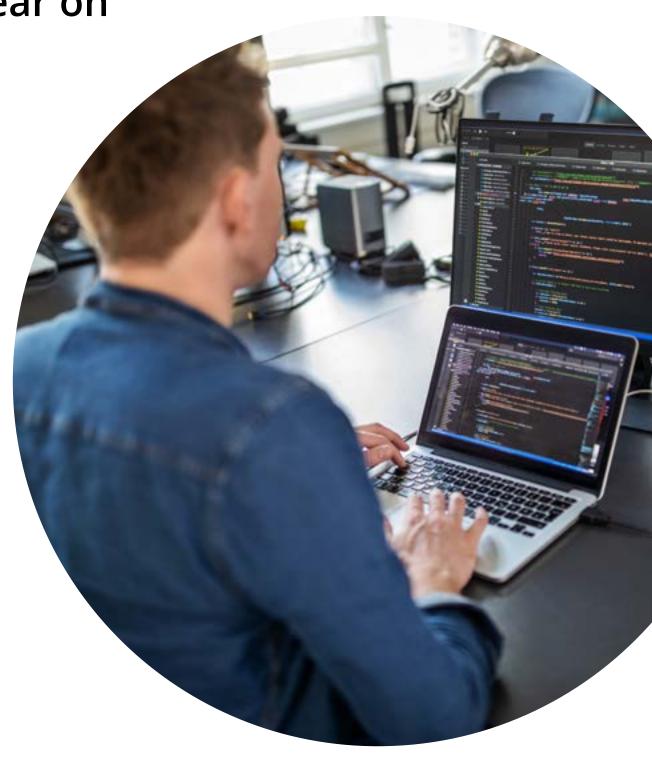
Computer Science



This vertical has weathered the storm. While international enrollments have decreased, domestic grads have been rising steadily. No computer science program with more than 1,000 grads in 2019 has declined year-over-year on average since 2014.

Fastest Growing Computer Science Programs

Unlike other verticals, there are **no shrinking** computer science programs to report. This vertical's relatively high virtual presence (36%) of programs online) is likely one reason why programs are only growing quickly.



% of Programs Online Graduate Growth

Data Modeling/Warehousing and Database Administration	▲ 64%	45%
Computer Security/Information Assurance	▲ 25%	54%
Computer and Information Sciences, General	▲ 15%	21%

We can equip your university with powerful, in-depth analytics to optimize your program portfolio and successfully support learners throughout their educational journeys.

For more insights, download the full report: **State of the Education Market: Trends** and Insights in Key Master's Disciplines.

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