DePaul’s Share of the Master’s Level Business Market

Business is the second largest discipline at the master’s level in Illinois, with 20,904 students enrolled in 2005. Business is also the second largest discipline at the bachelor’s level in Illinois.

Business programs enrolled 22.1% of Illinois’ total master’s market in 2005, compared to 24.5% for the largest discipline, Education.

In 2005, five institutions accounted for 57.4% of all master’s level business enrollment in Illinois (see chart below). DeVry* surpassed U of Chicago enrollment in 2004 to become the institution with the largest master’s enrollment. In 2005, DeVry maintained the largest market share with 17.4%, followed by U of C with 14.1% and Northwestern with 12.1%. DePaul fell to 8.3% in 2005.

From 2002 to 2005, Business as a discipline slightly decreased in market share (0.8%). However, DePaul was the only institution of the top five to experience three years of successive enrollment declines from 2002 to 2005. At the same time, enrollments at U of C, Northwestern, and Roosevelt remained relatively steady, while enrollment at DeVry grew.

Since 1996, master’s level Business enrollment at four of the five largest institutions has increased, up by 116% at DeVry, 59% at Roosevelt, 13% at U of C and 2% at Northwestern, while enrollment at DePaul has declined 30%.

*Formerly Keller Graduate School of Management.
Source: IBHE Data Files, 1996-2005, EMR’s Annual IBHE Market Share Analysis