

CANADA

Alumni Insights Report 2024



The
Practical
Business
School.



Welcome to the 2024 MBA Alumni Insights Report

It is with immense pride that I present the results of the 2024 Alumni Insights Survey in this year's Alumni Insights Report.

Since the arrival of our first Canadian student in 2014, AIB has stayed true to its commitment to making education more accessible and practical, providing real-world learning experiences that can be immediately applied in the workplace. It's inspiring to see that, a decade later, our Canadian alumni continue to excel in their careers.

Many of our alumni navigated postgraduate study while balancing full-time work and demanding schedules, demonstrating remarkable determination and resilience. Their ability to adapt and innovate in an evolving business environment reflects their strengthened business skills, confidence and commitment to achieving their goals. We are grateful to our alumni for their continued engagement and success, which inspires us to continue striving for excellence as we shape the next generation of leaders.

Warren Hebard

Chief Executive Officer

Australian Institute of Business

AIB's Global Community

Supported by a global community of over 20,000 graduates and students.



25,428

Business school qualifications have been awarded globally

218

Academic, support and professional staff dedicated to student success

18,302

Business school graduates globally

13,509

MBA graduates globally

3,693

Students currently studying with AIB

Note: All graduate, student and academic head count provided on this page were true as of 14th of January 2025



Survey Methodology

The 2024 MBA Alumni Insights Survey was sent out on 8 October 2024 to 12,040 of AIB's subscribed global MBA alumni who graduated between 2005 and 2024.

Respondents were asked to answer 37 questions about their career experience, MBA outcomes and reflections on their studies. We received a total of 531 complete responses by the close of survey on 27 October 2024.

This survey sample represents 4.4% of our subscribed AIB MBA alumni population that graduated between 2005 and 2023.

131 responses were from graduates based in Canada, representing 25% of the survey sample size. The findings in this report represent Canadian responses unless otherwise stated. All dollar amounts in this report appear in \$CAD unless otherwise stated.

Canadian alumni insights at a glance

Who our alumni are



48%

Didn't have a degree prior to their MBA



89%

Have 10+ years' work experience



42%

Have 20+ years' work experience

The AIB MBA career impact

93%

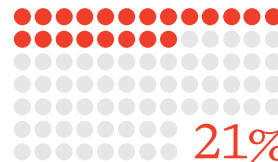
Applied the MBA in their job or business

95%

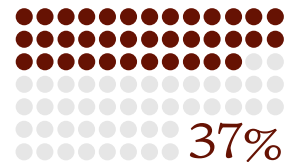
Said the MBA increased their confidence

84%

Said the MBA has helped them progress their career



Embarked on a career change since the MBA



Of business owners, started a business during or after their MBA

What our alumni do

70% ARE IN MANAGEMENT POSITIONS

73% OVERSEE STAFF IN THEIR ROLES

31% ARE BUSINESS OWNERS

19% ARE IN EXECUTIVE MANAGEMENT

AIB MBA graduate earnings

\$39,000 Is the average increase in annual salary since undertaking the MBA

\$139,000 Is the average Canadian MBA graduate salary

73% Received a salary increase since starting the MBA



Opinion of AIB

98%

Of Canadian learners found studying online with AIB flexible

95%

Of Canadian learners are glad they did their MBA with AIB

94%

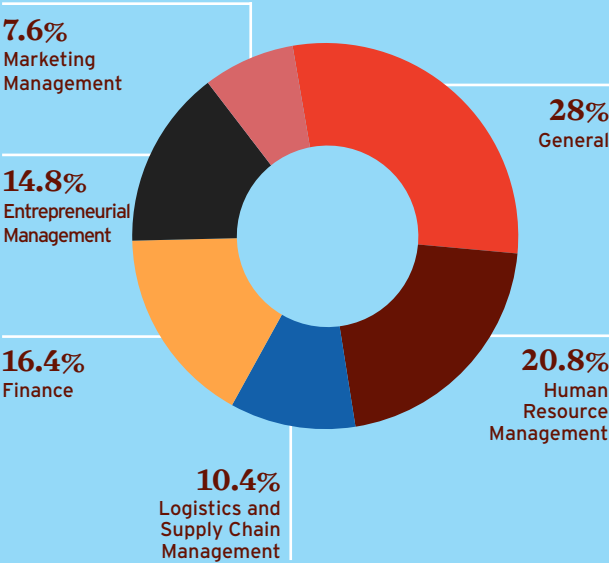
Of Canadian learners found the AIB MBA practical

95%

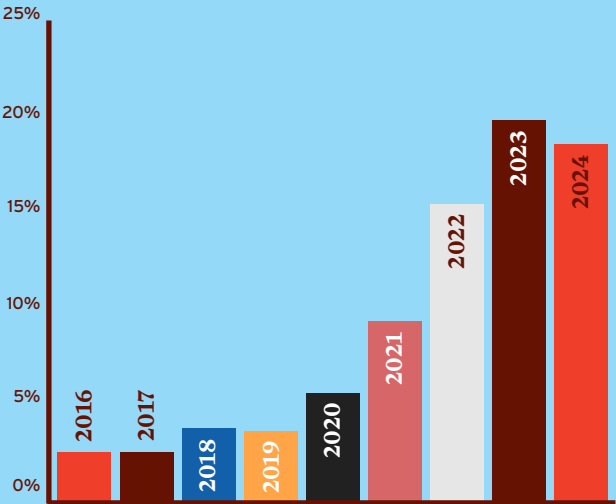
Would recommend AIB to a friend or colleague

Our respondents

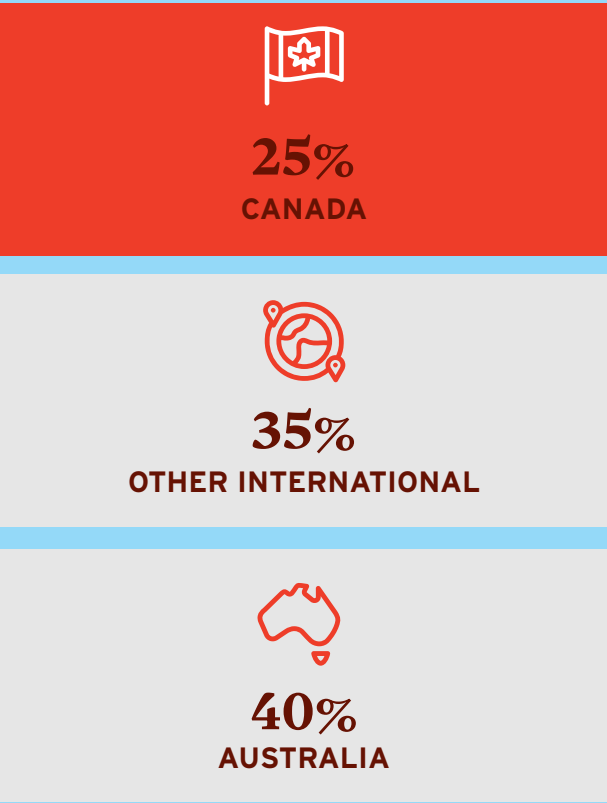
MBA specialisations



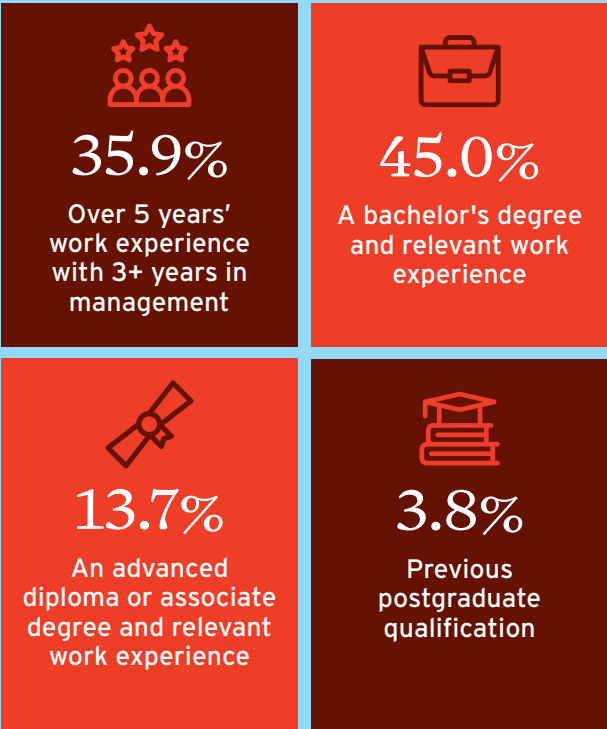
Year graduated



Global locations



Enrolment criteria met

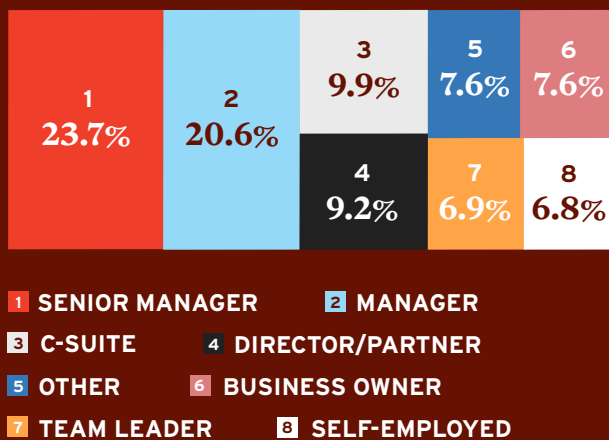


The professional profile of alumni

Work experience



Top job roles



Direct reports



Top industries

Information & Communication Technology	11.7%
Financial Services, Banking & Accounting	10.2%
Healthcare & Medical	9.4%
Government & Defence	8.6%
Other	6.3%
Not-for-profit	6.3%
Education & Training	6.3%
Manufacturing, Transport & Logistics	5.5%
Consulting & Strategy	5.5%
Human Resources & Recruitment	4.7%
Mining, Resources & Energy	4.7%
Consumer Goods, Food & Beverage	3.1%

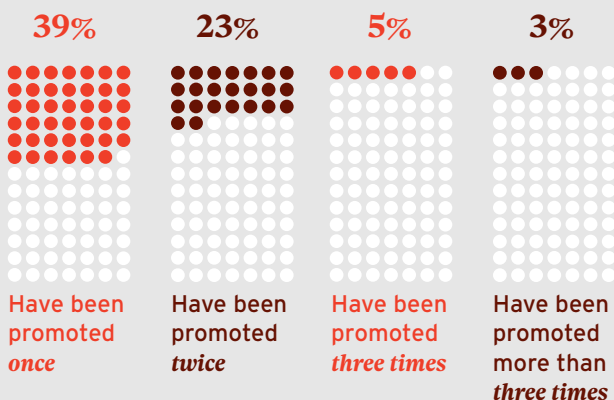
Top professions

Operations	12.5%
Financial Services, Banking & Accounting	8.6%
Executive Management (CEO, GM etc)	8.6%
Sales & Business Development	7.0%
Other	7.0%
Human Resources	6.3%
Consulting & Strategy	4.7%
Project Management	4.7%
Education & Training	4.7%
Information & Communication Technology	4.7%
Administration	3.9%

Career growth with the MBA



MBA graduates are promoted at work



Top enhanced skills and capabilities from studying the MBA



Top career outcomes achieved post MBA



31% are business owners. Of those:



95% said the MBA increased their confidence.

Confidence increased in these areas:



A photograph of two graduates in black caps and gowns. The graduate on the right is a woman with long dark hair, smiling broadly and hugging the other graduate. She has a gold tassel on her cap. The graduate on the left is seen from the back, wearing a red stole. The background is dark and out of focus.

A fast return on investment

73%

Received a salary increase since starting the AIB MBA

45%

Received a salary increase while studying the AIB MBA

\$18,000

Is the average increase in annual salary AIB students received while studying

\$39,000

Is the average increase in annual salary since undertaking the AIB MBA

\$139,000

Is the average salary of AIB MBA graduates in Canada

Australia's largest online MBA provider[^]



The
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TEQSA PRV12090, Institute of Higher Education

[^]see 20 Biggest Online MBA Providers, MBA News (July 2024)