

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

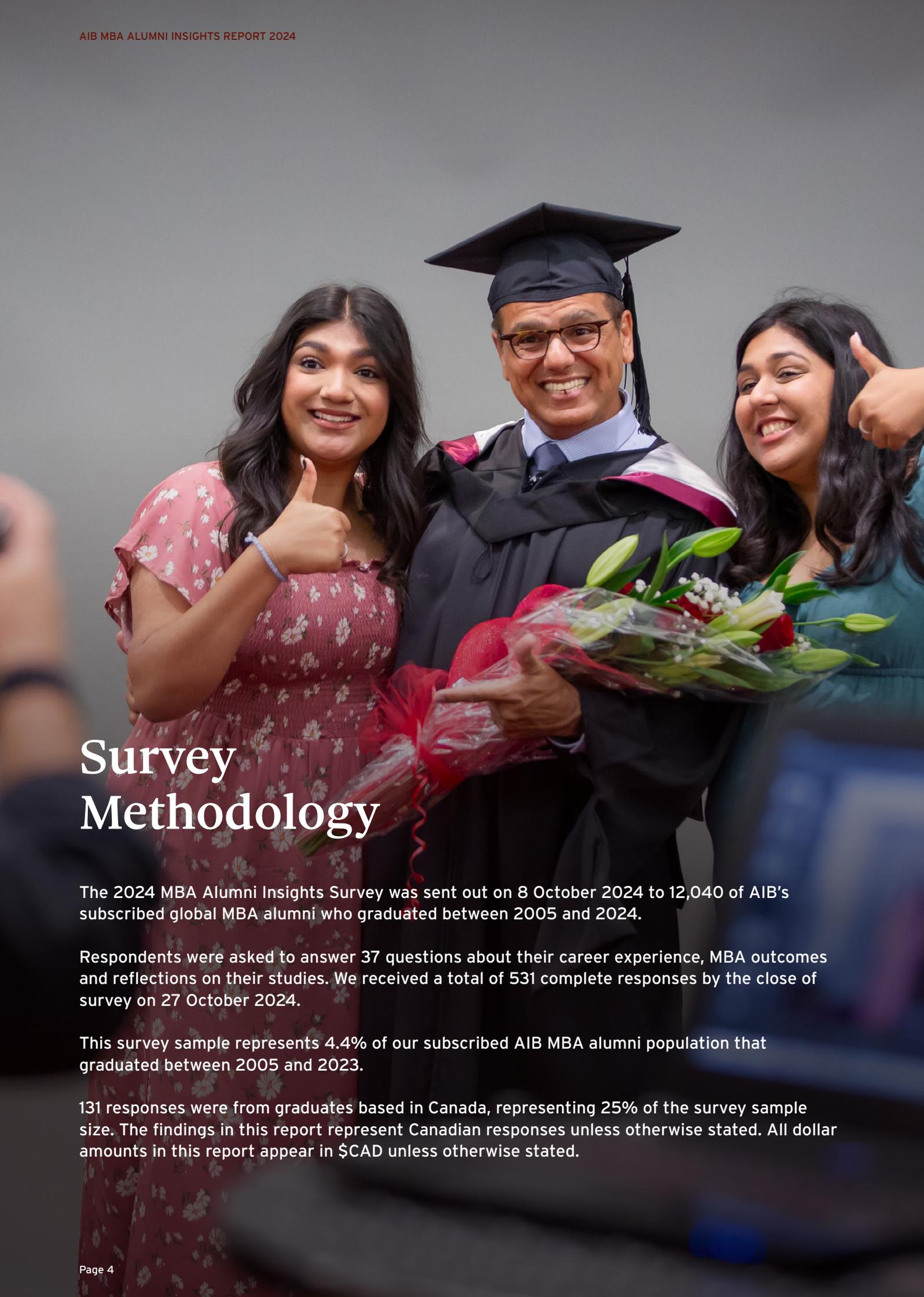
AIB's Global Community

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.

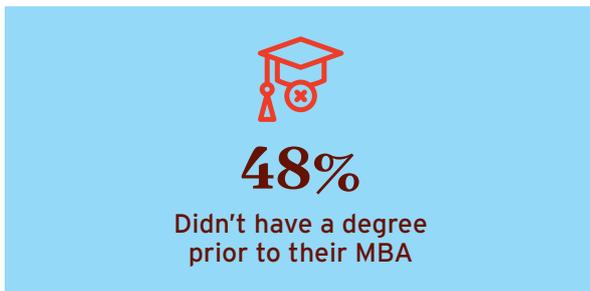
Respondents were asked to answer 37 questions about their career experience, MBA outcomes and reflections on their studies. We received a total of 531 complete responses by the close of survey on 27 October 2024.

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

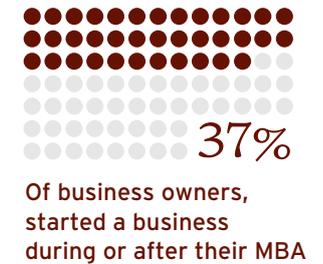
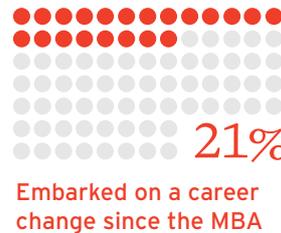
131 responses were from graduates based in Canada, representing 25% of the survey sample size. The findings in this report represent Canadian responses unless otherwise stated. All dollar amounts in this report appear in \$CAD unless otherwise stated.

Canadian alumni insights at a glance

Who our alumni are



The AIB MBA career impact



What our alumni do



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

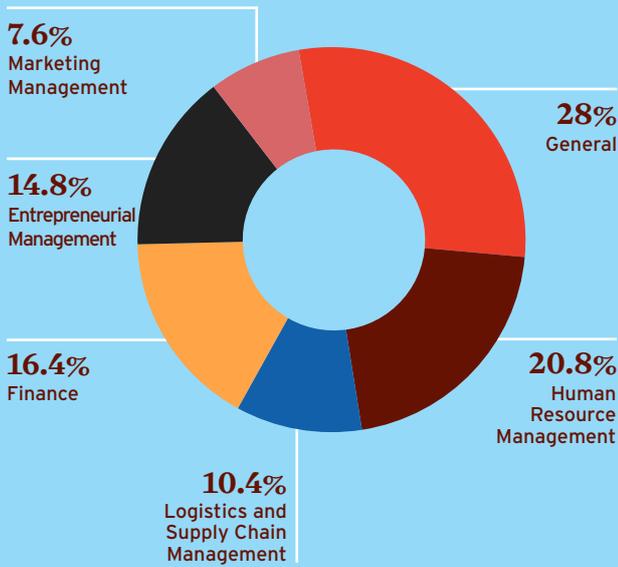
73% Received a salary increase since starting the MBA

Opinion of AIB

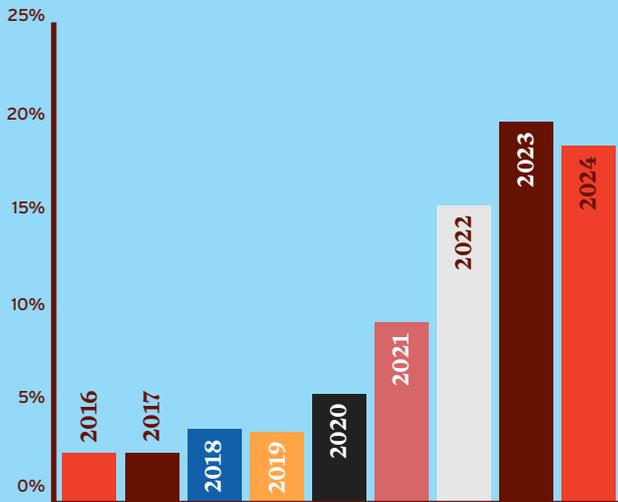
- 98%** Of Canadian learners found studying online with AIB flexible
- 95%** Of Canadian learners are glad they did their MBA with AIB
- 94%** Of Canadian learners found the AIB MBA practical
- 95%** Would recommend AIB to a friend or colleague

Our respondents

MBA specialisations



Year graduated



Global locations

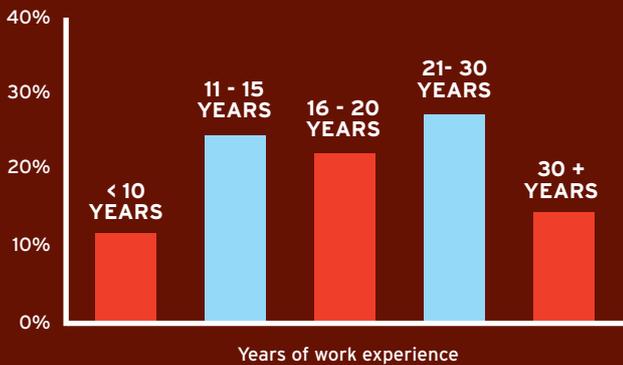


Enrolment criteria met

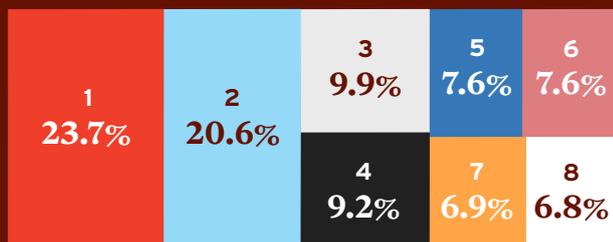


The professional profile of alumni

Work experience



Top job roles



- 1 SENIOR MANAGER
- 2 MANAGER
- 3 C-SUITE
- 4 DIRECTOR/PARTNER
- 5 OTHER
- 6 BUSINESS OWNER
- 7 TEAM LEADER
- 8 SELF-EMPLOYED

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%

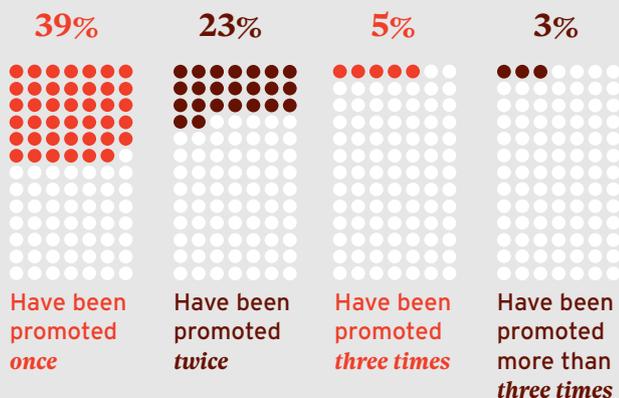
Career growth with the MBA



Top career outcomes achieved post MBA



MBA graduates are promoted at work



31% are business owners. Of those:



Top enhanced skills and capabilities from studying the MBA



95% said the MBA increased their confidence.

Confidence increased in these areas:





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