



The
Practical
Business
School.

ALUMNI INSIGHTS REPORT 2023

CANADA

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WELCOME TO THE 2023 MBA ALUMNI INSIGHTS REPORT

"After compiling the results of the 2023 MBA Alumni Insights Survey, the entire Australian Institute of Business (AIB) team and I are thrilled to learn of the outstanding achievements of our former students.

As an organisation committed to providing people with greater access to education and delivering real-world learning experiences that can be immediately applied at work, it brings me great pride to see our graduates achieve ongoing success in their careers.

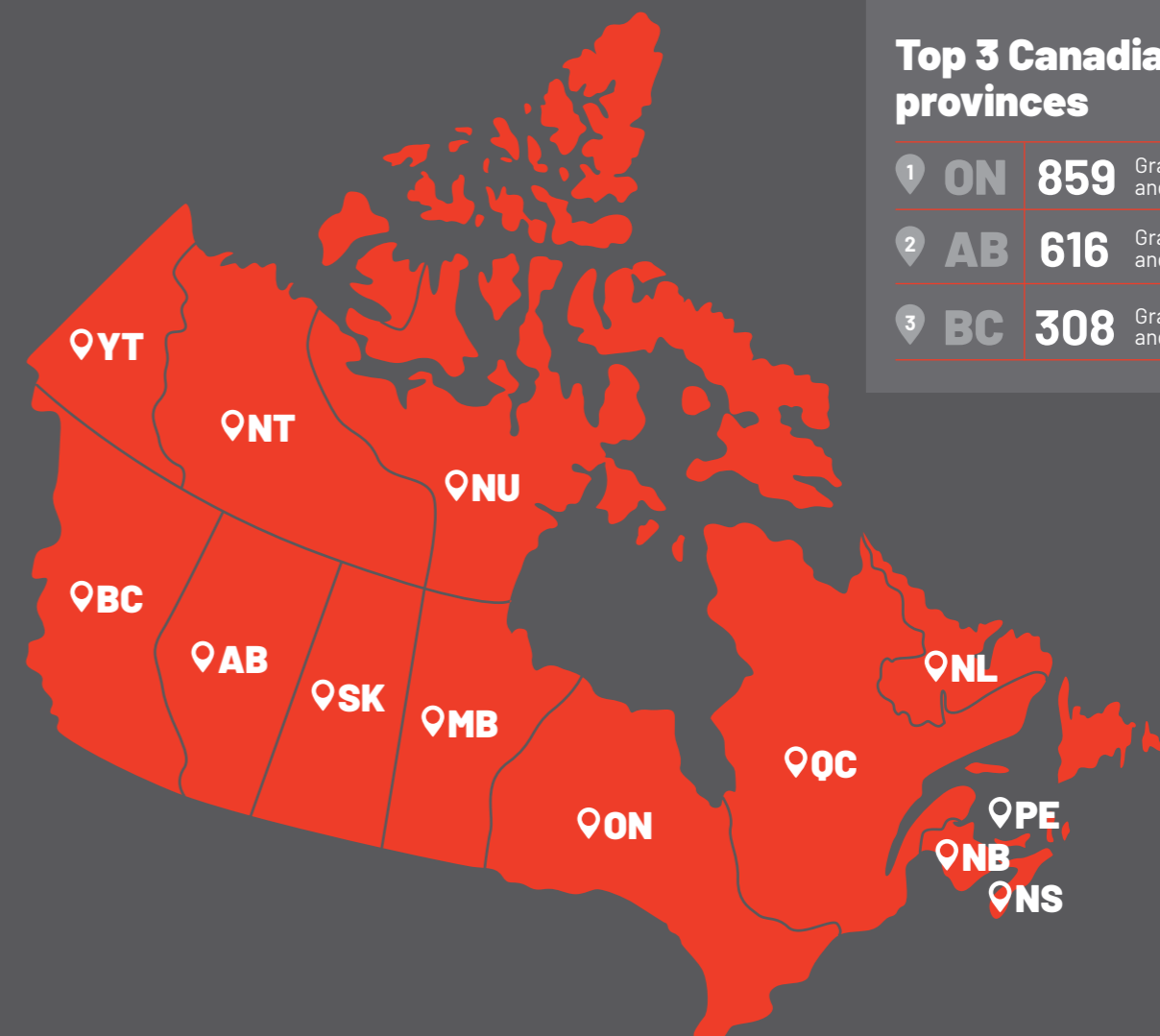
In navigating postgraduate study, many of whom worked full-time and maintained busy schedules throughout, our graduates demonstrated exceptional drive and resilience. They've shown outstanding adaptability and innovation while advancing their careers in a rapidly evolving business world, which is a testament to their enhanced business acumen, confidence and dedication to achieving their goals. It's my privilege to share with you the findings of this report."

Warren Hebard
Chief Executive Officer
Australian Institute of Business



THE AIB COMMUNITY IN CANADA

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



2,000 +

Graduates and students in Canada

1,238

Business school graduates in Canada

800

Students in Canada

Note: All graduate, student and academic head-count numbers provided on this page were true as of 14 February, 2024.

AIB's global community

24,170 Business school qualifications have been awarded globally

16,207 Business school graduates globally

12,885 MBA graduates globally

3,824 Students currently studying with AIB

181 Academic, support and professional staff

Top 3 Canadian provinces

1 ON 859 Graduates and students

2 AB 616 Graduates and students

3 BC 308 Graduates and students



SURVEY METHODOLOGY

The 2023 MBA Alumni Insights Survey was sent out on 12 October 2023 to 7,650 of AIB's subscribed global MBA alumni who graduated between 2005 and 2023.

Respondents were asked to answer 31 questions about their career experience, MBA outcomes and reflections on their studies. We received a total of 648 complete responses by the close of survey on 5 November 2023.

This survey sample represents 8.47% of our subscribed AIB MBA alumni population that graduated between 2005 and 2023.

133 responses were from graduates based in Canada, representing 21% 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.

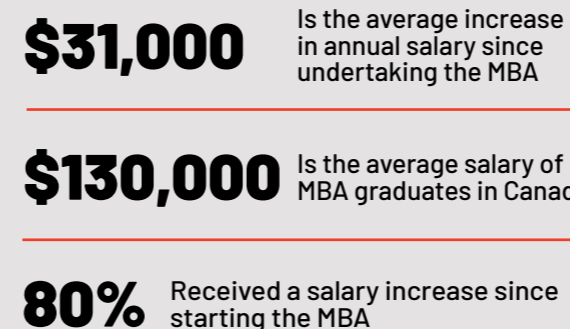


CANADIAN ALUMNI INSIGHTS AT A GLANCE

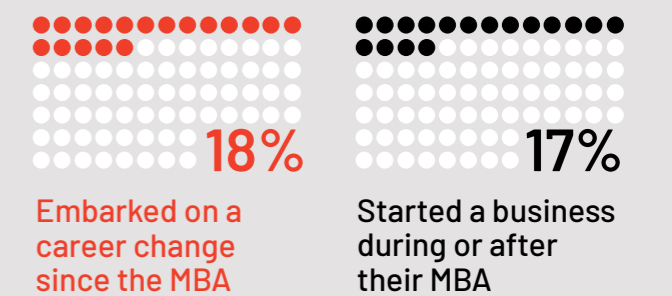
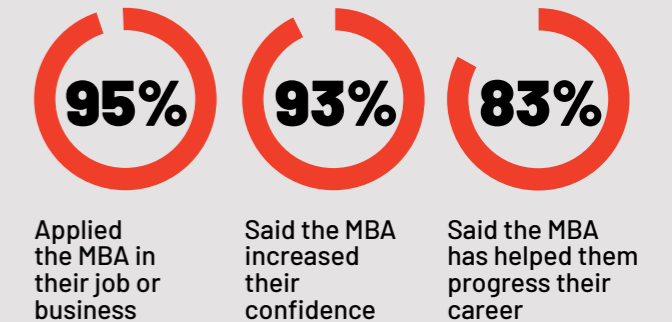
Who our Alumni are



MBA graduate earnings



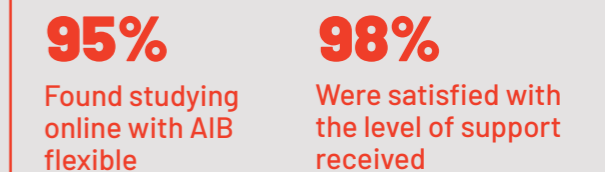
The MBA career impact



What our Alumni do



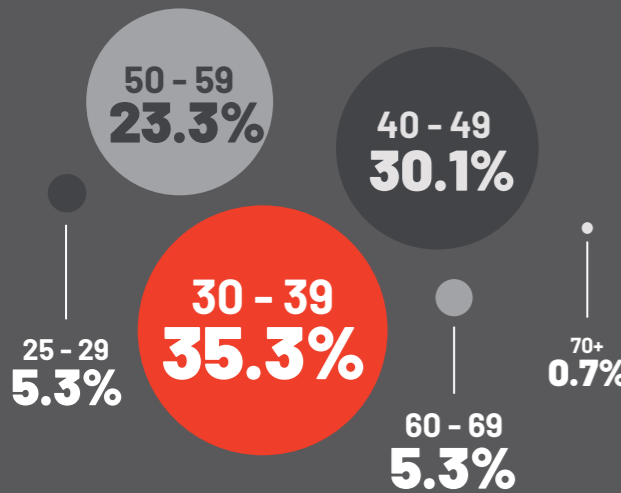
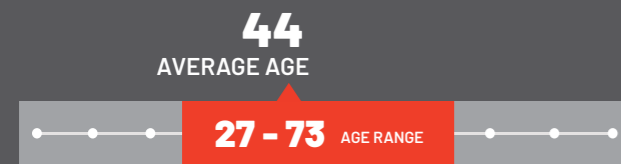
Opinion of AIB



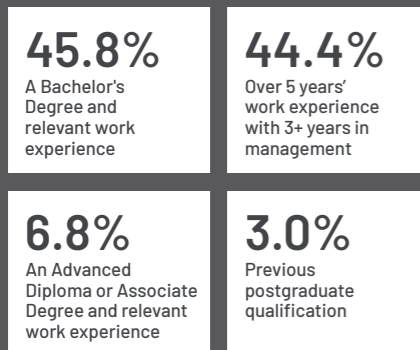


OUR RESPONDENTS

Age



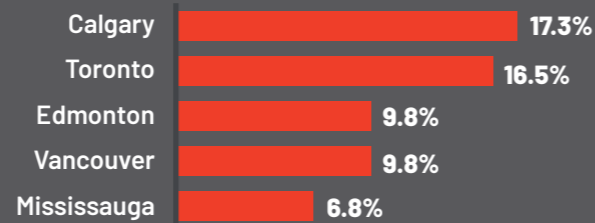
Enrolment criteria met



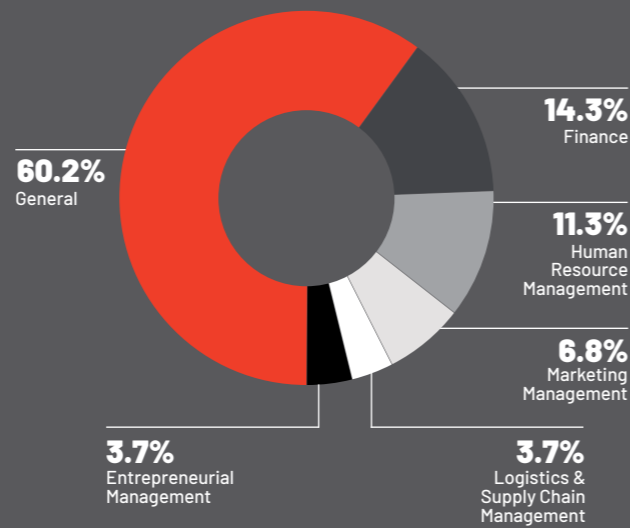
Global locations



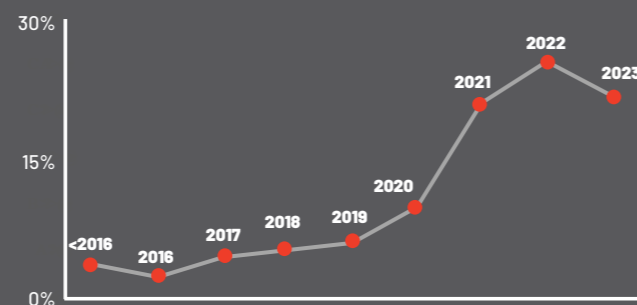
Top cities



MBA specialisations

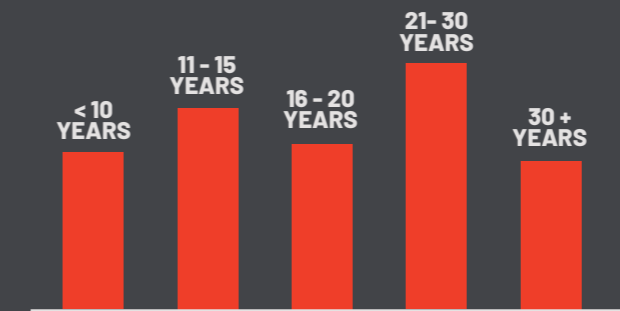


Year graduated

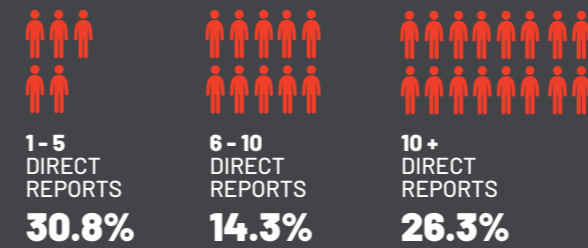


THE PROFESSIONAL PROFILE OF ALUMNI IN CANADA

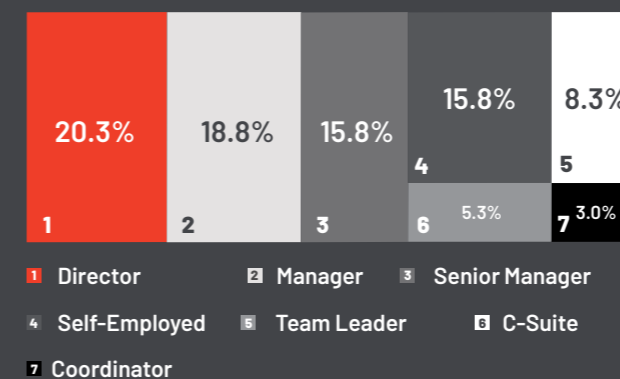
Work experience



Direct reports



Top job roles



Top industries

Financial Services, Banking, Accounting	21.1%
Government & Defence	7.5%
Consulting & Strategy	7.5%
Manufacturing, Transport and Logistics	5.3%
Mining, Resources & Energy	5.3%
Education & Training	5.3%
Not-For-Profit	4.5%
Retail	4.5%
Healthcare & Medical	3.8%
Construction	3.0%

Top professions

Financial Services, Banking & Accounting Executive Management	13.5%
Operations	9.8%
Sales & Business Development	7.5%
Project Management	7.5%
Consulting & Strategy	6.8%
Executive Management	5.3%
Marketing & Communications	5.3%
Education & Training	4.5%
Information & Communication Technology	4.5%
Engineering	4.5%
Business Analyst	3.0%
Government & Defence	3.0%
Administration	3.0%



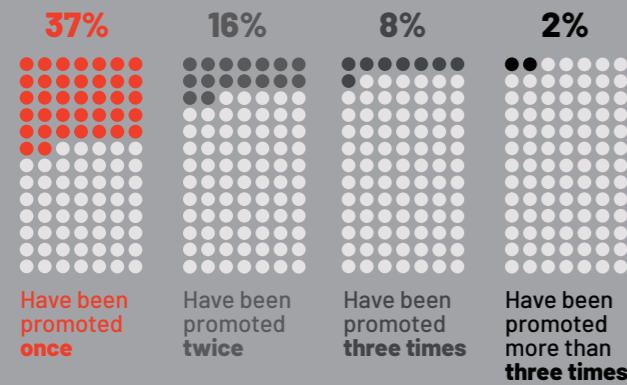
CAREER GROWTH WITH THE MBA

CANADA

95%
Have applied the MBA in their job or business

83%
Said the MBA has helped them progress their career

MBA graduates are promoted at work



Top enhanced skills and capabilities from studying the MBA

81%	STRATEGIC THINKING
74%	RESEARCH AND ANALYTICS
71%	LEADERSHIP
51%	DECISION-MAKING
50%	INNOVATION AND CREATIVE THINKING
48%	COMPLEX PROBLEM SOLVING
47%	PROJECT MANAGEMENT
46%	COMMUNICATION

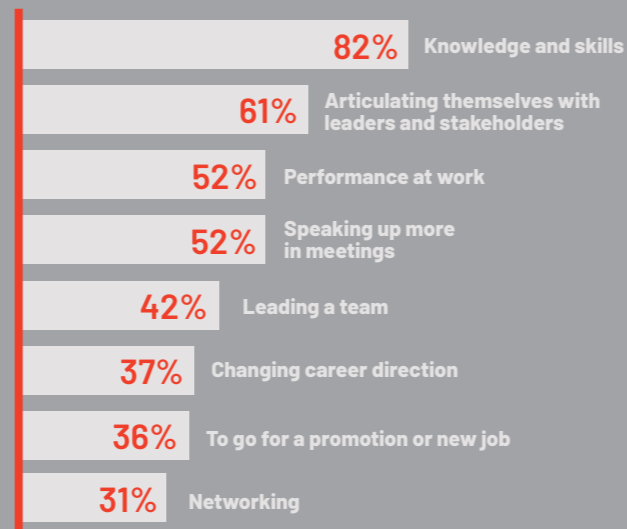
Top career outcomes achieved post MBA



29% are business owners. Of those:



93% said the MBA increased their confidence. Confidence increased in these areas:



A FAST RETURN ON INVESTMENT

80% Received a salary increase since starting the AIB MBA

\$15,000 Is the average increase in annual salary AIB students received while studying

37% Received a salary increase while studying the AIB MBA

\$31,000 Is the average increase in annual salary since undertaking the AIB MBA

62% Received a salary increase within one year of completing the AIB MBA

\$130,000 Is the average salary of AIB MBA graduates in Canada

Note: Salaries are reported in CAD\$. Salary data has been rounded to the nearest thousand.



**AUSTRALIA'S
#1 MBA***



The
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South Australia, 5000

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*The Australian Institute of Business (AIB) is Australia's largest provider of MBAs. Source Ready, B. (2023) Domestic Enrolments Surged During COVID After International Students Locked Out, MBA News. Available at: [MBA News](https://www.mbanews.com.au).