



The  
Practical  
Business  
School.

# ALUMNI INSIGHTS REPORT 2023

**AUSTRALIA**

Global  
over 20,000  
students

[aib.edu.au](https://aib.edu.au)





# 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."

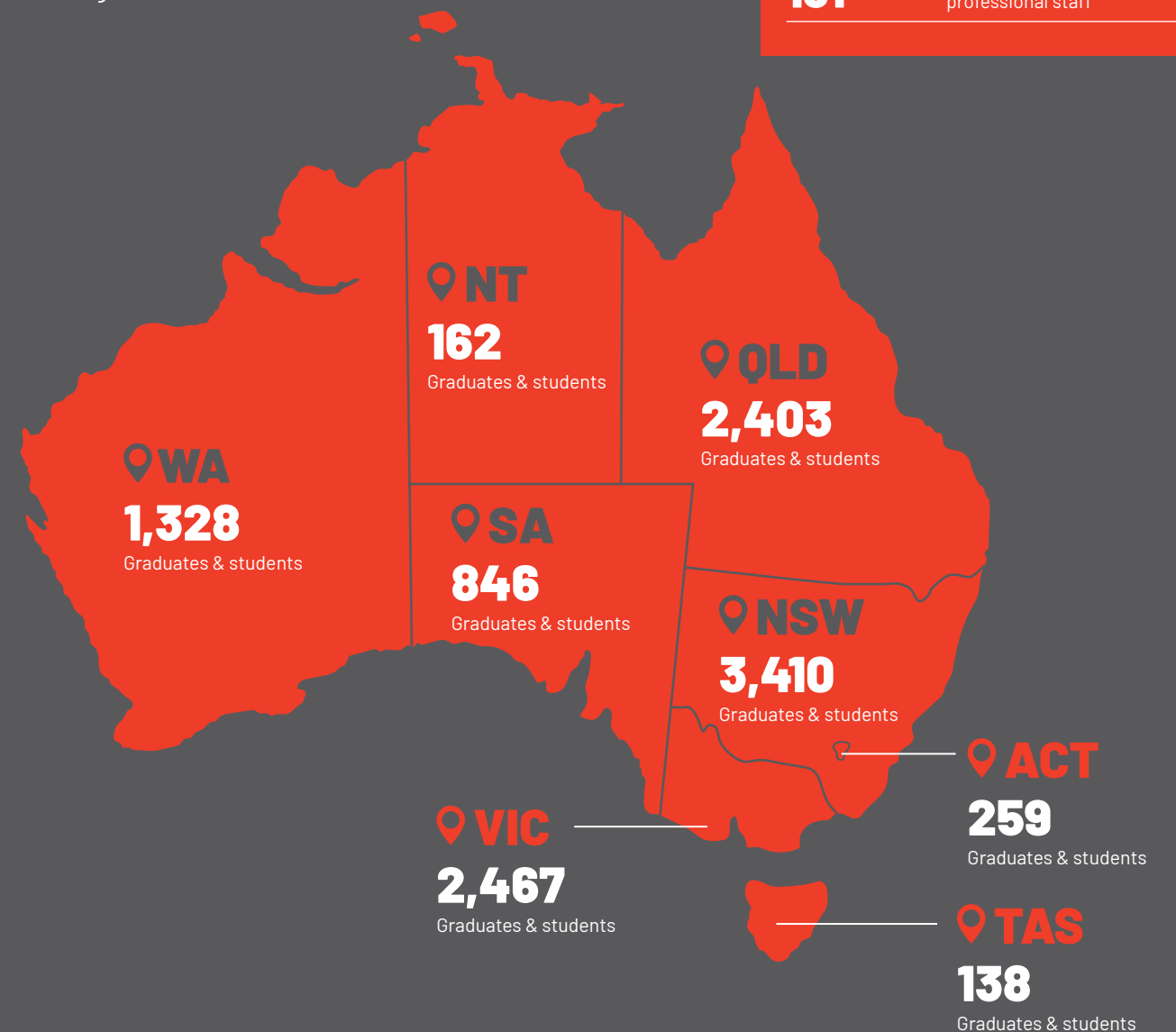
**Warren Hebard**

Chief Executive Officer  
Australian Institute of Business



# THE AIB COMMUNITY IN AUSTRALIA

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



**11,000 +**

Graduates and  
students in Australia

**8,183**

Business school  
graduates in Australia

**2,830**

Students in  
Australia

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





## 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.

318 responses were from graduates based in Australia, representing 49% of the survey sample size.

The findings in this report represent Australian responses unless otherwise stated.

All dollar amounts in this report appear in AUD\$ unless otherwise stated.



## AUSTRALIAN ALUMNI INSIGHTS AT A GLANCE

### Who our Alumni are



**46**

AVERAGE AGE



**61%**

DIDN'T HAVE A  
DEGREE PRIOR TO  
THEIR MBA



**92%**

HAVE 10+  
YEARS' WORK  
EXPERIENCE



**59%**

HAVE 20+  
YEARS' WORK  
EXPERIENCE

### MBA graduate earnings

**\$42,000**

Is the average increase  
in annual salary since  
undertaking the MBA

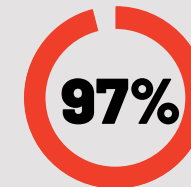
**\$161,000**

Is the average salary of  
MBA graduates in Australia

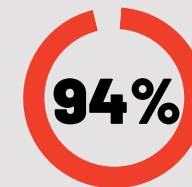
**83%**

Received a salary increase since  
starting the MBA

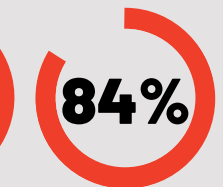
### The MBA career impact



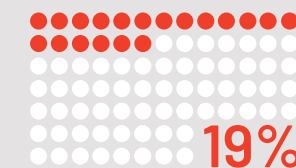
Applied the  
MBA in their job  
or business



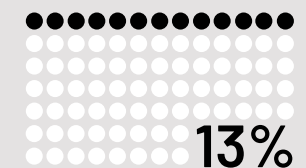
Said the MBA  
increased their  
confidence



Said the MBA  
enhanced  
their strategic  
thinking



Embarked on a  
career change  
since the MBA



Started a business  
during or after  
their MBA

### What our Alumni do

**67%** ARE IN MANAGEMENT ROLES

**79%** OVERSEE STAFF IN THEIR ROLES

**21%** ARE BUSINESS OWNERS

**13%** ARE IN EXECUTIVE MANAGEMENT

### AIB Opinion of AIB

**96%**

Found studying  
online with AIB  
flexible

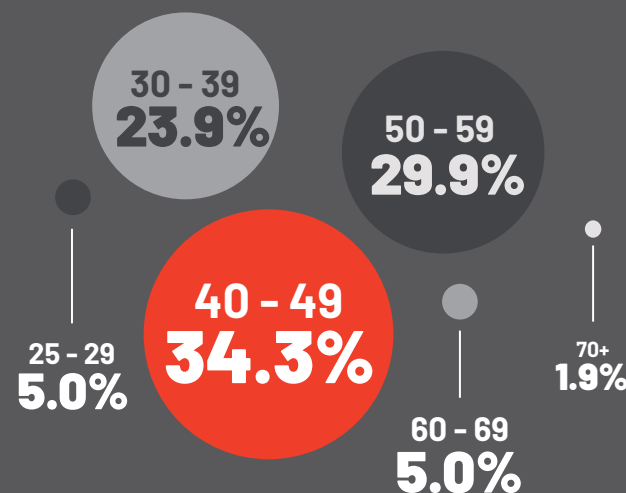
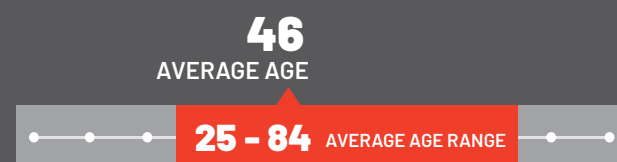
**95%**

Are glad they  
did their MBA  
with AIB



## OUR RESPONDENTS

### Age



### Enrolment criteria met

**52.2%**

Over 5 years' work experience with 3+ years in management

**27.7%**

A Bachelor's Degree and relevant work experience

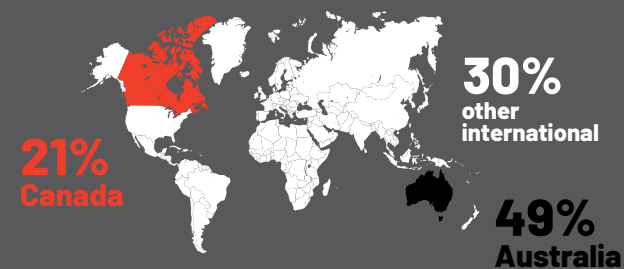
**13.5%**

An Advanced Diploma or Associate Degree and relevant work experience

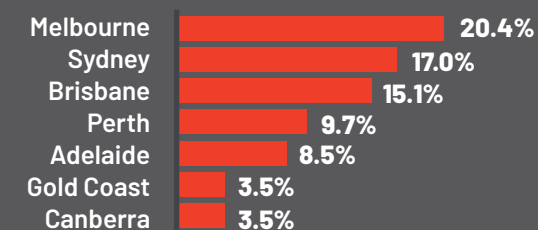
**6.6%**

Previous postgraduate qualification

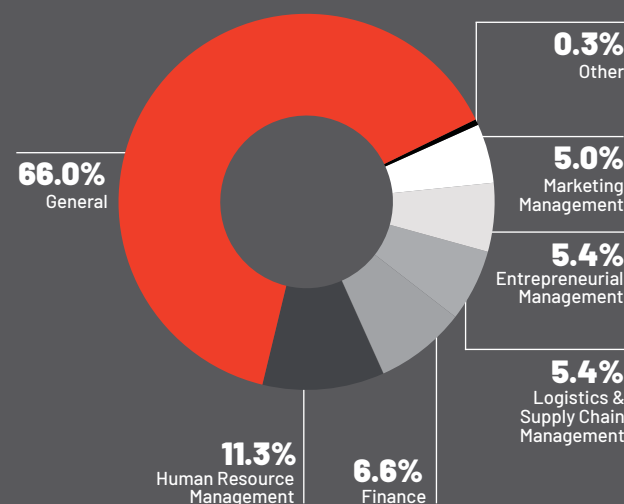
### Global locations



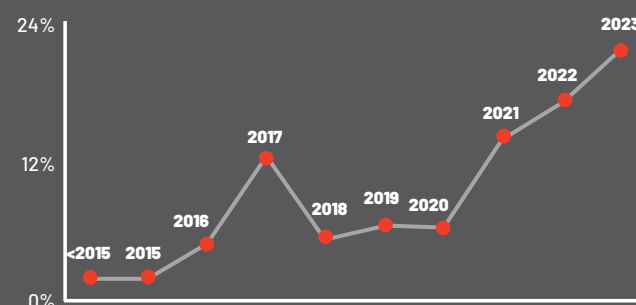
### Top cities



### MBA specialisations

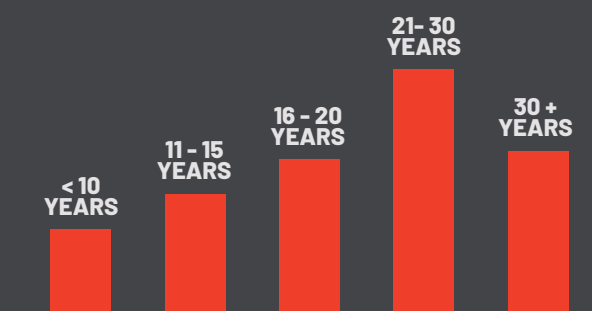


### Year graduated

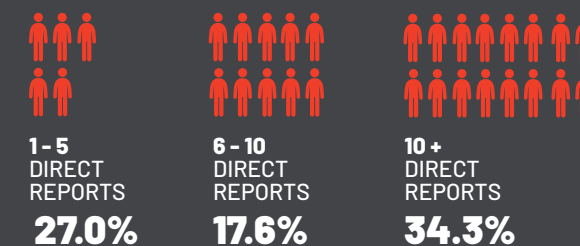


## THE PROFESSIONAL PROFILE OF ALUMNI IN AUSTRALIA

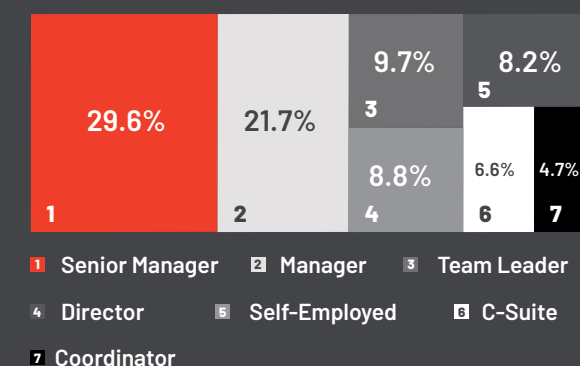
### Work experience



### Direct reports



### Top job roles



### Top industries

Manufacturing, Transport and Logistics	<b>10.1%</b>
Mining, Resources & Energy	<b>9.1%</b>
Government & Defence	<b>8.8%</b>
Financial Services, Banking, Accounting	<b>8.2%</b>
Healthcare & Medical	<b>8.2%</b>
Information & Communication Technology	<b>7.2%</b>
Education & Training	<b>5.7%</b>
Construction	<b>3.8%</b>
Consulting & Strategy	<b>3.8%</b>
Not-For-Profit	<b>3.1%</b>

### Top professions

Executive Management	<b>12.6%</b>
Operations	<b>10.4%</b>
Consulting & Strategy	<b>8.8%</b>
Sales & Business Development	<b>6.3%</b>
Financial Services, Banking & Accounting	<b>5.7%</b>
Manufacturing, Transport and Logistics	<b>5.7%</b>
Project Management	<b>5.0%</b>
Administration	<b>3.8%</b>
Education & Training	<b>3.8%</b>
Information & Communication Technology	<b>3.8%</b>
Mining, Resources & Energy	<b>3.5%</b>
Government & Defence	<b>3.1%</b>



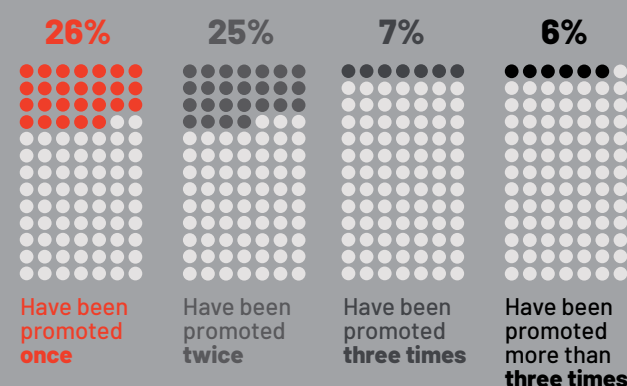


# CAREER GROWTH WITH THE MBA

AUSTRALIA

**97%** Have applied the MBA in their job or business

## MBA graduates are promoted at work



## Top enhanced skills and capabilities from studying the MBA

84%	STRATEGIC THINKING
75%	RESEARCH AND ANALYTICS
66%	LEADERSHIP
50%	DECISION-MAKING
47%	COMMUNICATION
46%	PROJECT MANAGEMENT
41%	COMPLEX PROBLEM SOLVING
37%	INNOVATION AND CREATIVE THINKING

## Top career outcomes achieved post MBA



## 21% are business owners. Of those:



## 94% said the MBA increased their confidence. Confidence increased in these areas:



# A FAST RETURN ON INVESTMENT

**83%** Received a salary increase since starting the AIB MBA

**\$42,000** Is the average increase in annual salary since undertaking the AIB MBA

**37%** Received a salary increase while studying the AIB MBA

**\$161,000** Is the average salary of AIB MBA graduates in Australia

**\$18,000** Is the average increase in annual salary AIB students received while studying

**\$142,000** Is the average global AIB MBA graduate salary

Note: Salaries which were reported in CAD\$ were converted to AUD\$ for global reporting purposes. The conversion rate on November 6, 2023 of 1CAD=1.1248AUD was used ([exchange-rates.org](https://www.exchange-rates.org)). Salary data has been rounded to the nearest thousand.





# AUSTRALIA'S #1 MBA\*



The  
Practical  
Business  
School.

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**Apply now** →

\*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.mba-news.com.au).