

AMBA & BGA annual report 2024 executive summary

This report summarises the key achievements and financial performance of AMBA & BGA for the financial year ended 30 September 2024.

MEMBER & ACCREDITED SCHOOLS

- **AMBA:** 8 new AMBA schools were accredited over the course of the year, including 5 that gained the prestigious triple-crown status through their AMBA accreditation
- The total number of schools in the AMBA network currently stands at **305**, with **298** institutions holding MBA accreditation
- **73** AMBA schools underwent a re-accreditation assessment
- **BGA:** There are now **288** member schools in more than **45** countries, with **19** schools accredited this year
- **10** BGA capacity-building workshops were held, including across Eastern Europe – with events taking place in both Poland and Bulgaria – as well as in India and China

STUDENT & GRADUATE MEMBERSHIP

- The new AMBA & BGA membership platform was launched, an integrated network for business school professionals, academics, students and alumni
- The AMBA student and graduate network grew by **3,606 members** to reach a total of **64,573 members** – an increase of +6% on the previous year
- The BGA student and graduate network grew by **737 members** to reach a total of **8,181 members** – an increase of +10% on the previous year
- **More than 30 webinars and podcasts** were provided free of charge for AMBA & BGA student and graduate members

EVENTS

- **Awards:** The AMBA & BGA Excellence Awards & Gala Dinner 2024 took place on 19 January at the Park Plaza London Riverbank and attracted **295 delegates** from a total of **23 countries**. Awards were presented in **11 different categories**.
- **Conferences:** **5 conferences** took place during the past financial year
The Asia Pacific Deans & Directors conference in Bangkok attracted **161 delegates** from **14 countries**
The Global Deans & Directors Conference in Budapest accommodated **482 delegates** from **57 different nations**

The Business School Professionals Conference took place in Prague, attracting **59 attendees** from **19 countries**

The Accreditation Forum was also held in Prague, playing host to **60 delegates**, this time from **26 countries**

The final event of the financial year 2023/24 was the Latin America Deans & Directors Conference held in Rio de Janeiro, which welcomed **106 delegates** from **17 nations** across the region

- **Commercial activity:** The commercial team worked with **42 sponsors** during the financial year 2023/24 – including **11 partners** – on a variety of activities, such as inperson events, thought leadership opportunities and marketing initiatives. Partners included the Graduate Management Admission Council (GMAC), Cesim Business Simulations, Kortext, Canvas by Instructure, Ready Education, Perlego, BlueSky Education, Macat, BlackRook Media, Accredinator (H2 Software) and QED.

- **Thought leadership**

Print: Ambition launched its new series *Interview with the Dean*, beginning with SDA Bocconi head Stefano Caselli and including other top business school leaders such as Egade's Horacio Arredondo. Editor Colette Doyle also chaired an international panel of six female deans to discuss the specific challenges they face in academia

Business Impact capitalised on its redesign the previous year and began to gear up for an increase in frequency from quarterly to bimonthly via the introduction of new regular columns

Digital output: both titles continued to publish around **25 news stories** on average per month on the AMBA & BGA website's content hub

Research: 4 reports were published during the last financial year: the AMBA application & enrolment report, the graduate survey, the employer survey and a survey on the metaverse

- **Marketing overview**

The marketing team was instrumental in overseeing the launch of AMBA & BGA's new website in spring 2024, bringing both brands together under one roof.

Open rates for **AMBA email campaigns** have shown steady growth, rising to **25.3%** in 2024, while **AMBA LinkedIn** followers increased by a substantial **+13.7%** to reach **21,561**. **YouTube** views for AMBA content rose by **+21.3%**, with **174,635 views** in total.

Email campaigns for BGA aimed at a business school audience achieved a **33% open rate** and a **7% click-through rate**. The communications sent to **students and graduates** saw click-through rates increase by **+31%**. BGA also performed well on **LinkedIn**, with a **+46%** increase in followers and a **+25%** rise in post impressions.

- **Press & PR:** During the financial year 2023/24, AMBA & BGA was mentioned some **3,520 times** in the global press. For example, the news of the Indian School of Business receiving AMBA re-accreditation was mentioned in the following publications: *Knowledia*, *The Indian Daily Mail*, *Bizzbuzz*, *The Hans India*, *College Dunia* and *The Indian Express*. These mentions ensured that the news reached around **40 million readers**.