

AMBA & BGA annual report 2025 executive summary

This report summarises the key achievements of AMBA & BGA for the financial year ended 30 September 2025.

ACCREDITED & MEMBER SCHOOLS

- **AMBA:** 9 new AMBA schools were accredited over the course of the year
- The total number of schools in the AMBA network currently stands at **311**, with **301** institutions holding MBA accreditation
- **59** AMBA schools underwent a re-accreditation assessment
- **BGA:** There are now **330** member schools in more than **45** countries, with **13** schools accredited this year
- **10 BGA capacity-building workshops** were held, including the very first one in the Middle East, which took place in Abu Dhabi, as well as events in Spain, the UK and India

STUDENT & GRADUATE MEMBERSHIP

- The AMBA student and graduate network reached a total of **65,318 members**, while the BGA student and graduate network grew to **8,971 members**
- **More than 20 webinars and podcasts** were provided free of charge for AMBA & BGA student and graduate members
- This year also saw the introduction of **business school alumni groups** on the membership platform launched in September 2024

EVENTS

- **Awards:** The **AMBA & BGA Excellence Awards & Gala Dinner 2025** took place on 24 January at the Royal Garden Hotel in London and attracted 210 delegates from a total of 18 countries. Awards were presented in 12 different categories.
- **Conferences:** **5 conferences** took place during the past financial year:
- The **Asia Pacific Deans & Directors Conference** in Kuala Lumpur attracted 140 delegates from 16 countries
- The **Latin America Deans & Directors Conference** was held in Viña del Mar in Chile, welcoming 86 delegates from 17 nations across the region
- The **Global Deans & Directors Conference** in Berlin accommodated 451 delegates from 60 different nations
- The **Programme Excellence Conference** took place in Kraków, attracting 80 attendees from 20 countries
- The final event of the year was the **Accreditation Conference**, which was also held in Kraków and played host to 100 delegates, this time from 30 countries

COMMERCIAL ACTIVITY

The commercial team worked with **38 sponsors** during the financial year 2024/25 – including **8 partners** – on a variety of activities, such as in-person events, thought leadership opportunities and marketing initiatives. **5 sponsored webinars** were held during the same period on topics that included boosting student engagement; reporting standards; and the state of credentialling.

THOUGHT LEADERSHIP

- **Print: Ambition** hosted a roundtable on the importance of soft skills in today's dynamic and increasingly interconnected business landscape; these are crucial for navigating complex organisational structures and fostering collaborative business environments. New for this year was In Focus, a series of video profiles created by media company BlackRook and featuring a variety of business schools around the world explaining how they're shaping the future of leadership.
- **Business Impact** increased its frequency from quarterly to bimonthly and introduced a series of new regulars including Perspectives, which showcases member schools' views on topics aligned with BGA's vision. Data Points, meanwhile, offers a deep dive into the key findings of the association's latest original research.
- **Digital output:** both titles continued to publish around **20 news stories** on average each month on the AMBA & BGA website's content hub
- **Research: 2 new reports** were published during the last financial year: the AMBA application & enrolment report and the AI survey; upcoming research includes lifelong learning and business school challenges.

MARKETING OVERVIEW

- The team launched a **marketing toolkit** designed to help schools make the most of their membership and accreditation through branding and publicity initiatives.
- **Total views** on the new website launched in spring 2024 have increased to **367,319**, while there are now **83,968 active users** – a massive increase of **648%**.
- Open rates for **AMBA email campaigns** have increased by **43%**, while **AMBA LinkedIn** followers rose by **almost 16%** to reach **24,937**. **YouTube** views for AMBA content rose to **187,511 views** in total.
- **Email campaigns for BGA** aimed at a business school audience achieved a **38% open rate** and a **click-through rate of just under 13%**. The communications sent to **students and graduates** saw click-through rates increase by **77%**.

PRESS & PR

During the financial year 2024/25, AMBA & BGA was mentioned some **8,620 times** in the global press. For example, the news of IÉSEG School of Management receiving AMBA re-accreditation was mentioned in the following publications: Meilleurs Masters and Studyrrama Grandes Ecoles (both France). ESCA Ecole de Management was also mentioned in Le Matin, Partage Max, Journal Eco and AcoActu (all Morocco).