



ABE MEMBERS' SURVEY 2024

WITH THANKS TO THE ABE COMMUNITY FOR TAKING THE
TIME TO SHARE THEIR THOUGHTS AND EXPERIENCES
#ABEWAY



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WE TAKE OUR RESPONSIBILITIES SERIOUSLY

In June 2024 we emailed all active members and invited them to share their hopes, aspirations and challenges.

The objective of our survey is:

- To understand the perceptions, attitudes, and aspirations of learners, in order to ensure that ABE qualifications and services can best suit these needs.

This document provides a general overview of the survey's main findings.

"The classes are flexible, and lecturers go the extra mile to ensure subjects are understood with great personal interaction across the board."

Paul, Guyana

The quotes used in this document are members own words from our 2024 members' survey. The images used are representative.

WHO TOOK PART

The majority of people who took part in the survey were studying for an ABE business qualification or recently completed with a small proportion of our membership made up of ABE graduates who retain their membership for the postnominals and to remain part of our community.

Responses came from 25 countries, the top being Malawi, Trinidad and Tobago, Guyana, Ghana, Myanmar, and Zambia respectively.



HEARING ABOUT ABE

The majority of people first heard about ABE from friends and family, followed by Facebook and their college. This year, Google and Instagram were highly mentioned, along with posters and billboards.

75% of respondents felt it was very easy to get the necessary information to make an informed choice to join ABE, while 8% said they found it hard.

"ABE operates efficiently, and I am delighted with the prompt and excellent services provided by their dedicated staff to students. Its qualifications are highly regarded, and I have gained significant knowledge and skills through their comprehensive assessments."

Yashika, Mauritius

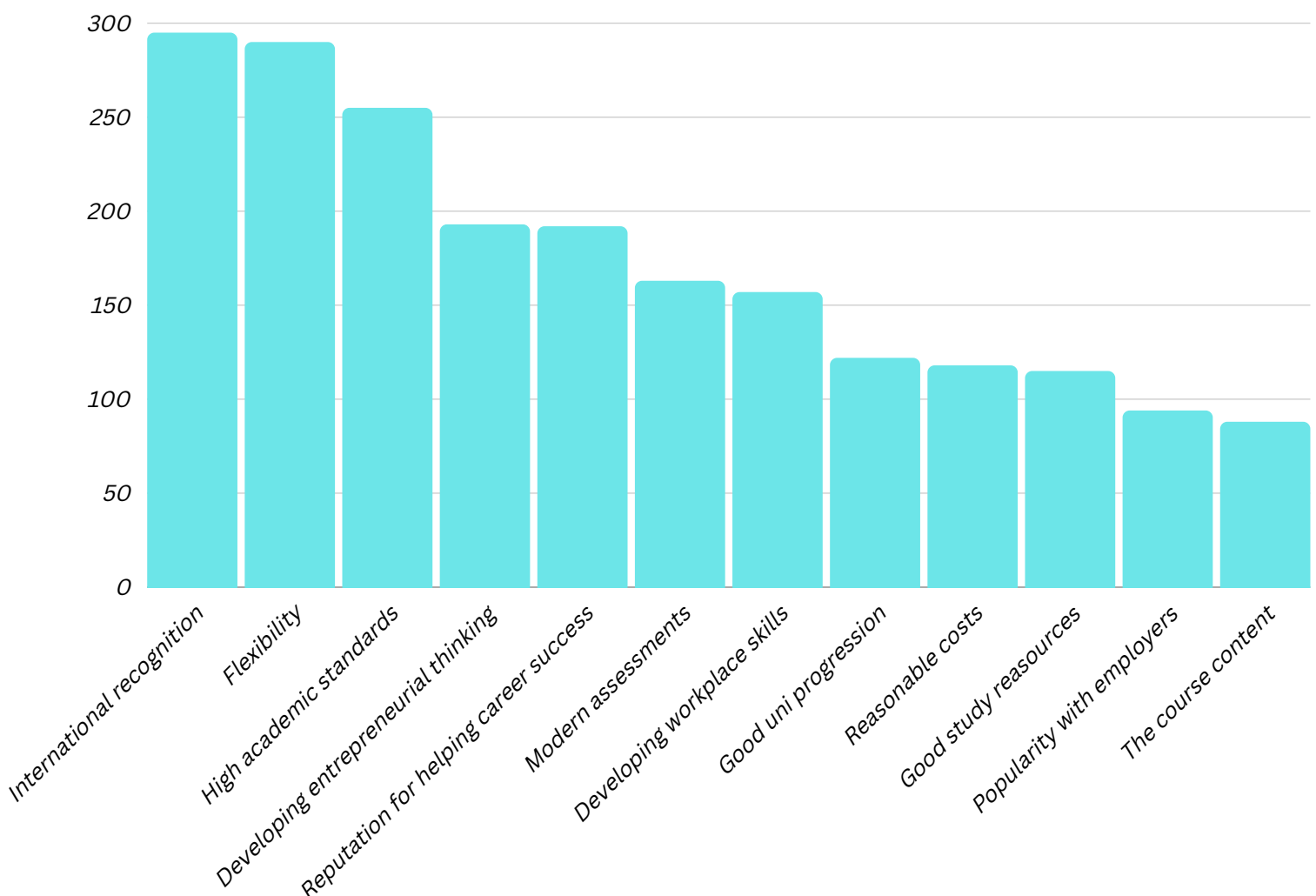


CHOOSING ABE

International recognition is cited as the number one reason for choosing ABE. Our flexibility, high quality of our academic standards, developing entrepreneurial skills and our reputation for career success are also strongly appreciated.

This is a good indicator that choosing to pursue an ABE qualification is based on a range of strengths that assist individuals in achieving their goals, whether it's starting a new career, advancing in their current career, or becoming an entrepreneur, followed by university progression.

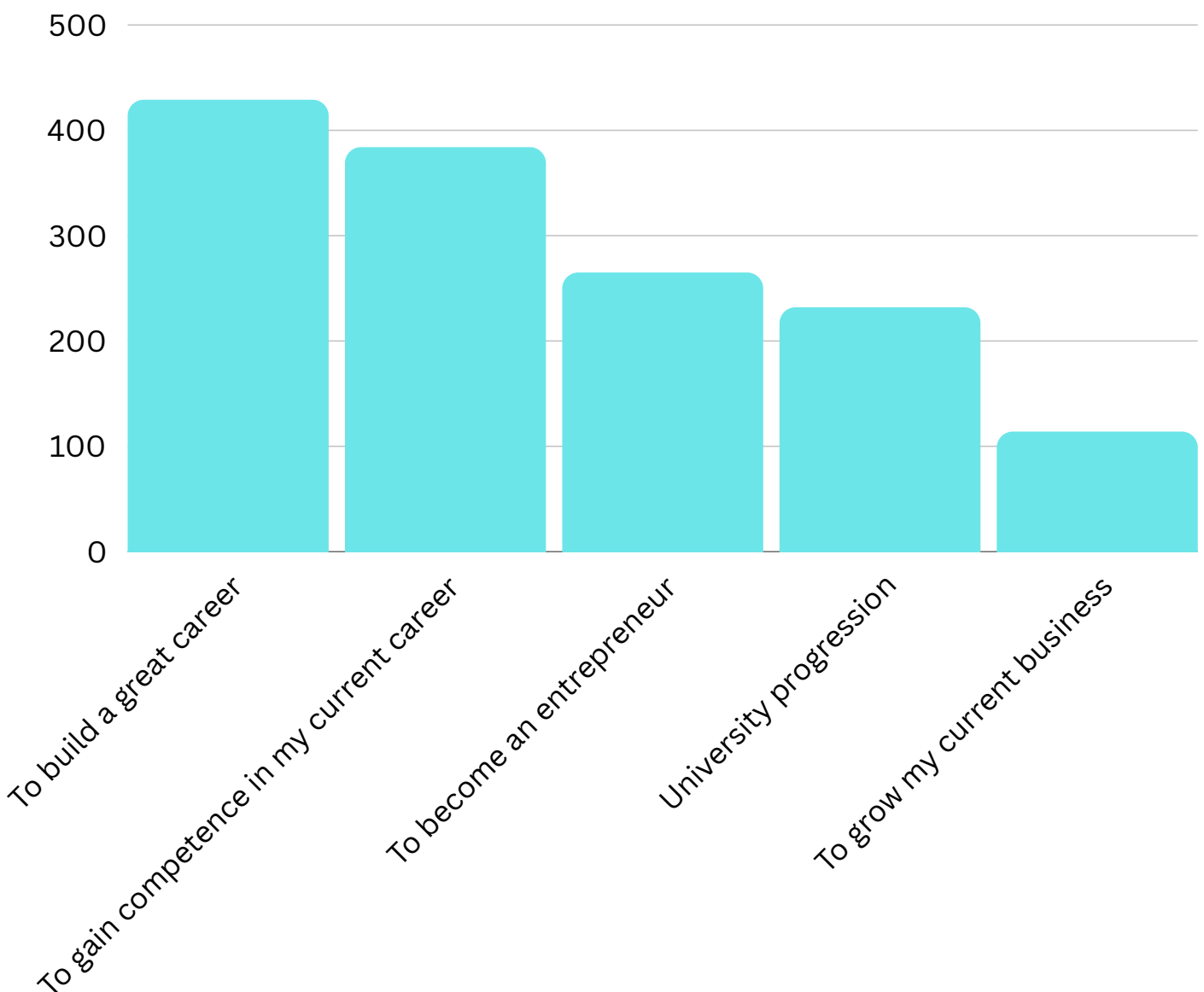
TABLE OF REASONS

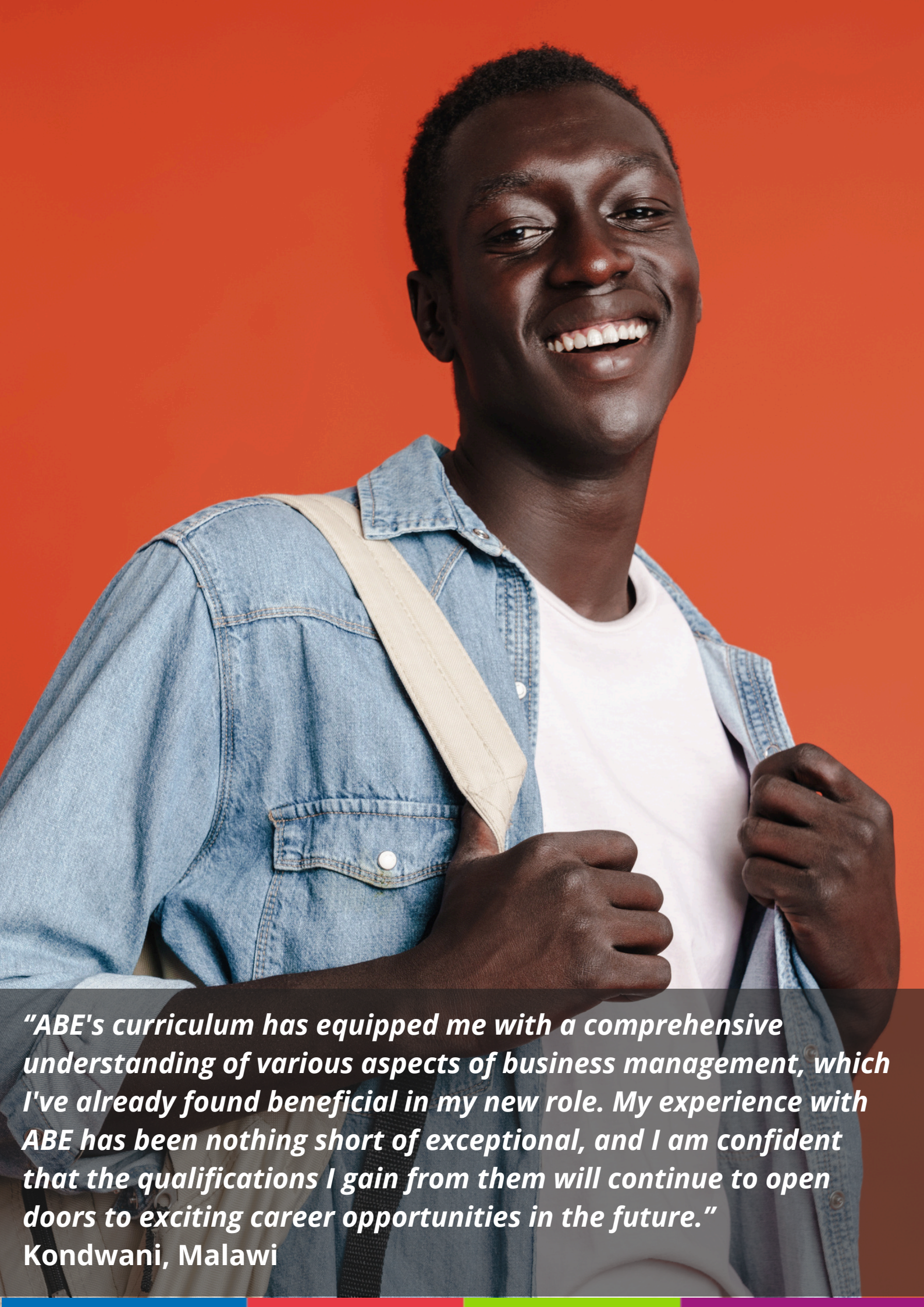


MEMBERS' ULTIMATE OBJECTIVE

Career-based objectives (including entrepreneurship) continue to be the main reasons people choose ABE followed by good progression opportunities. Approximately half of respondents plan to become successful entrepreneurs and progress to university.

TABLE OF OBJECTIVES





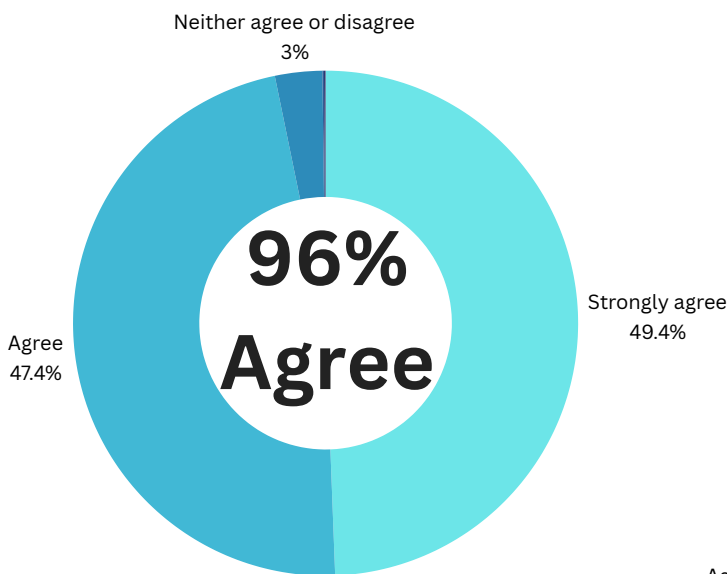
“ABE's curriculum has equipped me with a comprehensive understanding of various aspects of business management, which I've already found beneficial in my new role. My experience with ABE has been nothing short of exceptional, and I am confident that the qualifications I gain from them will continue to open doors to exciting career opportunities in the future.”

Kondwani, Malawi

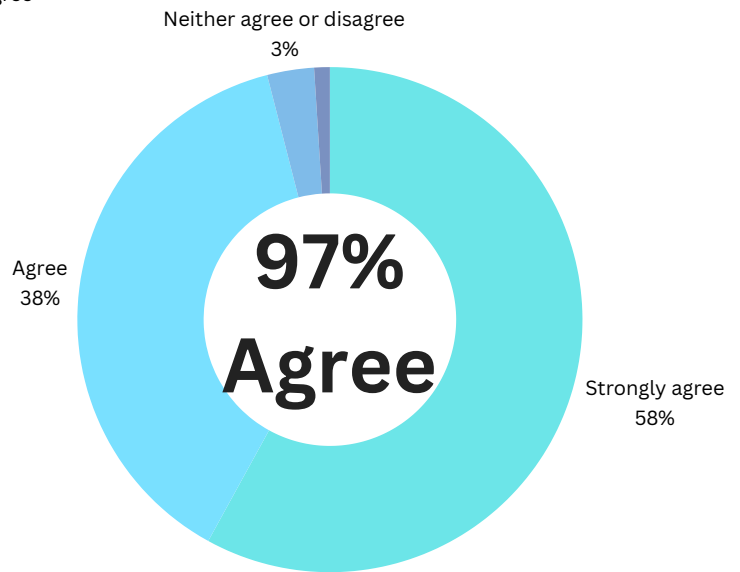
THE OUTCOMES

Members say studying for an ABE qualification has been positive. The responses below show ABE helps people feel confident they have the skills to achieve their ambitions and they appreciate the solution-focused thinking developed by ABE's modern assessments.

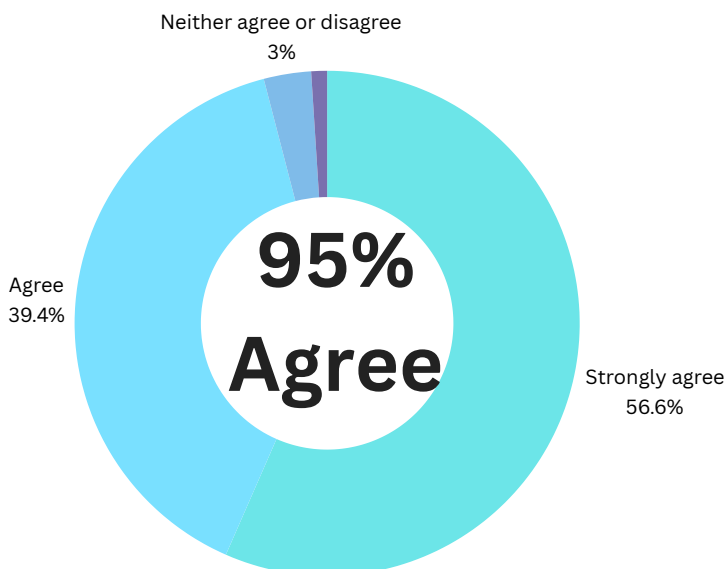
I am confident the knowledge and skills I have gained from my ABE studies will help me achieve my long-term goals:

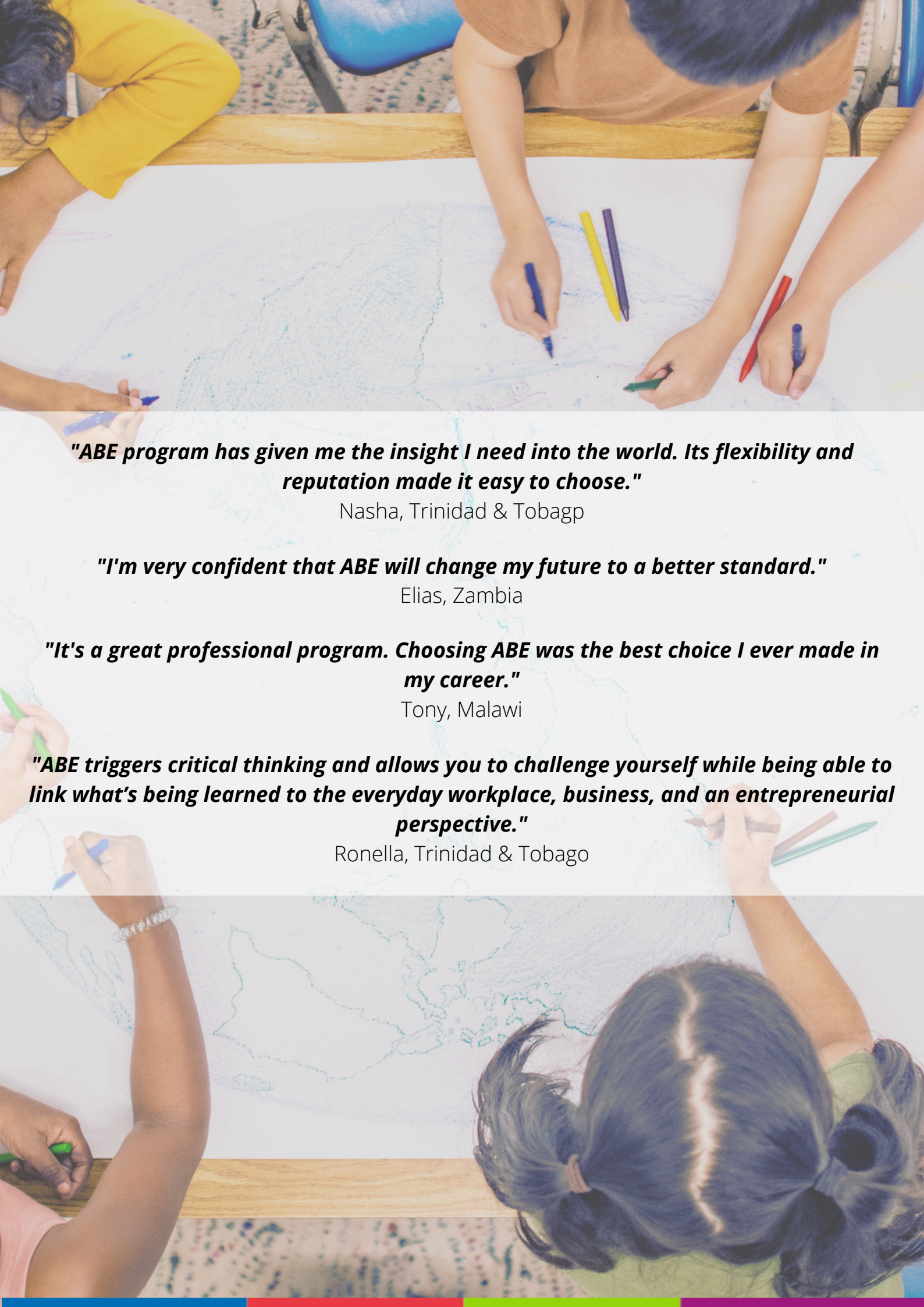


I would recommend ABE:



ABE's assessments have helped me build a better understanding of how to apply business theory to real life:





"ABE program has given me the insight I need into the world. Its flexibility and reputation made it easy to choose."

Nasha, Trinidad & Tobago

"I'm very confident that ABE will change my future to a better standard."

Elias, Zambia

"It's a great professional program. Choosing ABE was the best choice I ever made in my career."

Tony, Malawi

"ABE triggers critical thinking and allows you to challenge yourself while being able to link what's being learned to the everyday workplace, business, and an entrepreneurial perspective."

Ronella, Trinidad & Tobago

CHALLENGES & CONCERNS

We asked the respondents to let us know if they had any challenges that could impact their studies. From the answers we received, financial circumstances was named as the biggest concern that hinders their progression with ABE and request for easier payments. Some also requested for more practice test papers to prepare for open book exams and assignments.

As a not-for-profit organisation, ABE is committed to keeping its fees affordable without compromising quality. It's our mission to make the best business education available to everyone and we are committed to doing everything within our power to ensure no one is left behind.

We don't set time limits on our qualifications, and assessments can be booked and paid for as and when students are ready to take them. We also try to provide payment options that enable people to pay in the local currency wherever it's possible.

We set and mark in the UK to ensure consistent standards and that we include a comprehensive study guide for every unit to help learners have the best chance of success.

"ABE is the definition of excellence. It creates the opportunity for me as a student to be able to navigate real-life problems and come up with practical solutions. I am able to now make informed decisions confidently no matter what my job/career may be."


M'Rald, Trinidad & Tobago






CONCLUSION

We would like to conclude by thanking all from the ABE 2024 membership community who took the time to share their thoughts, aspirations and challenges. By sharing your feedback in this way we can make sure your views are part of our decision-making. This will help to ensure we continue meeting the needs of learners for generations to come.



"I am very pleased that I chose ABE, pursued the course of study, successfully completed it and to practice my acquired skills in my career."

Jennifer, Trinidad & Tobago





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