

# High-impact online business programs

Risepoint helps universities grow by expanding access to workforce-relevant education for adult learners.

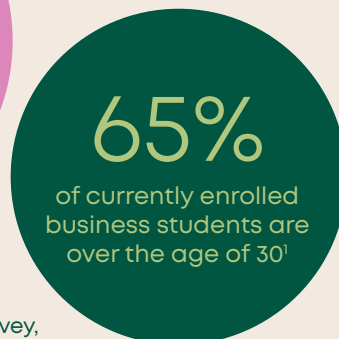
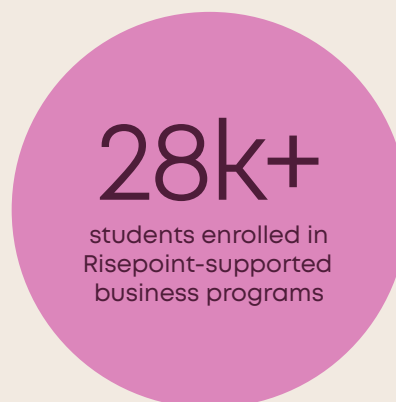
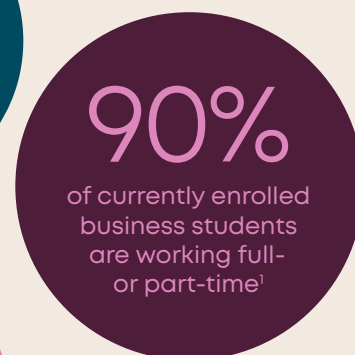
## Who we serve

For nearly 20 years, we've been helping primarily regional universities deliver effective, accelerated learning at scale, invest in enrollment growth, and support successful student outcomes.

## What we do

We tailor the following services to help business schools become growth generators for their universities:

- Market and Program Research & Analysis
- Integrated Marketing with Capital Investment
- Enrollment Services
- Analytics & Reporting
- Retention Services
- Academic Support Services
- University Infrastructure Optimization
- Change Management



<sup>1</sup>2025 Voice of the Online Learner survey,  
N=298 Currently Enrolled Business Students  
of Risepoint-supported programs



Risepoint is proud to support the AACSB mission of advancing how business education is taught and striving to make a lasting, positive impact on society.

# High ROI for business graduates

We intentionally partner with universities focused on affordable, high-value programs and annually survey Risepoint-supported business graduates<sup>2</sup> to capture student outcomes.

85% say their degree was worth the investment

1.24 yrs

average payback period

\$18,200

average business degree tuition

+20% salary increase one year after graduation

+32% and salary increase in year three

<sup>2</sup>2024 Student ROI survey, N=2,633 Graduates; 733 total Business Graduates; N = 282 (Business payback calculation).



"This opened up a door for me where I can have a career that I love, that's flexible, that allows me to do the things that I want to do. And there is room for work-life balance, earning potential. It's a worthy investment."

April Oliver, MBA Graduate,  
Arkansas State University



"It's much more than a matter of ROI; it's part of our responsibility to the public good. We have to do right by all segments of the population that desire higher education—if we aren't reaching them, we're not fulfilling our mission. This partnership [with Risepoint] allows us to help nontraditional adult learners advance their interests—to change their career trajectory and their lives."

Somnath "Som" Bhattacharya,  
Dean of the College of Business and Management,  
University of Illinois Springfield

Looking to grow your business programs? Let's talk ▶

