

Voice of the Online Learner: Business Edition

The Risepoint Voice of the Online Learner report is now in its 14th year. We surveyed 3,778 learners across the student lifecycle to better understand their evolving needs. Here, we highlight insights from online learners in the field of business.

Who are online learners in business?

86%

are working full- or part-time

43%

have children under the age of 18

36yrs

average age

Seek career advancement

91%

of learners pursue a degree for career outcomes

72%

are studying in a field related to their work

90%

said their online degree had a positive impact on their career

76%

believe advanced degrees are required to improve career prospects

Interested in connection and support

Percent of online learners in business who would visit the campus of the program:

2024:  59%

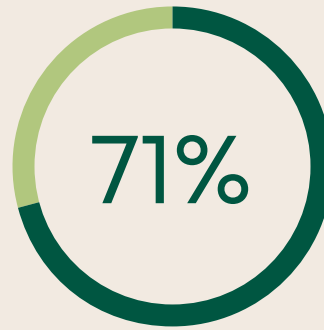
2025:  73%

75%

of learners in business live and/or work in the same state as their school

Want help with Gen AI

Online business students need guidance on Gen AI to prepare them for using it in the workforce, and it isn't currently being provided by their universities.



think Gen AI is important to learn and understand to be successful in the workplace in the future



say their program teaches them how to use Gen AI as a tool in the workplace

Use alternative credentials for immediate gains

There is limited awareness of the ability to stack credentials toward a degree. Universities have a unique opportunity to expand awareness of this pathway to a full degree.

76%

say alignment with career or academic goals is the most important factor in deciding to pursue alternative credentials

5%

cited stackability as a key reason for pursuing alternative credentials

Scan to receive the Voice of the Online Learner Business Brief for more in-depth insights and takeaways.



Risepoint is an education technology company that supports over 100 higher education institutions across Australia, Canada, Lebanon, the UK, and the US in building high-impact, workforce-focused online programs.

This infographic is based on a Risepoint survey of 3,778 online higher education learners across the student lifecycle, conducted in January and February of 2025. 822 respondents were business students. Half were from Risepoint partners' schools and half from an external panel. 50% enrolled students; 25% prospective students; and 25% graduates.

Note: data was weighted to 60% graduate degree level.

