



**EAST BRIDGE
UNIVERSITY**
PARIS, FRANCE

EBU

Paris, France • Global Operations

ANNUAL ENROLMENT REPORT

2024 – 2025

Inaugural Academic Year
Education with Purpose.
Learning with Impact.

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Message from the **DIRECTOR GENERAL**



The 2024–25 academic year marks East Bridge University's inaugural year of operation — and this report presents a transparent

account of our enrolment data, student outcomes, and scholarship provision for that period.

71 students from 9 countries enrolled across six programmes in our first year. 57 of those students completed their programmes within the expected timeframe, delivering an overall on-time completion rate of 86.4%. Our three primary programmes — the Executive Doctorate in Business, the MBA, and the Master of Education — led the way, with completion rates of 90.0%, 80.0%, and 91.7% respectively.

We also disbursed USD 48,000 in scholarship support to 28 students — nearly 40% of our inaugural cohort — reflecting our commitment to making internationally accredited postgraduate education genuinely accessible. These figures represent a foundation we are proud of and determined to build upon.

Dr. Janat Clemis

Director General, East Bridge University
Paris, France · May 2025



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Enrolment at a **GLANCE – AY 2024-25**



71

Total Students Enrolled



86.4%

On-Time Completion Rate



9

Countries Represented



6

Academic Programmes



28

Scholarship Recipients



57

Graduates in First Year

Two intake cycles were offered in AY 2024–25: January 2024 (43 students) and July 2024 (28 students). All programmes are delivered 100% online across EBU's global student community.

Programme ENROLMENT – AY 2024-25



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The table below sets out student enrolment by programme and intake cycle for the inaugural academic year. Scholarship recipient figures represent students who received a formal scholarship award under one of EBU's three scholarship tracks.

Programme	Jan 2024 Intake	Jul 2024 Intake	Total Enrolled	Scholarship Recipients
Executive Doctorate in Business	18	12	30	14
Doctor of Business Administration	5	3	8	3
Applied Doctorate in Education	4	2	6	2
Master of Business Administration	6	4	10	5
Master of Education (M.Ed.)	7	5	12	4
Bachelor of Education (B.Ed.)	3	2	5	0
TOTAL	43	28	71	28

Note: The Bachelor of Education (B.Ed.) is a two-year programme. Its January 2024 cohort is currently progressing through Year 2 and will complete in early 2026. No scholarship awards were issued for the B.Ed. in the inaugural year, as the track prioritised postgraduate applicants for the inaugural cycle.

Enrolment Highlights

- ✓ The Executive Doctorate in Business was EBU's largest programme with 30 students enrolled — more than double any other programme — reflecting strong market demand for applied doctoral qualifications among senior professionals.
- ✓ The Master of Education (M.Ed.) and MBA each attracted cohorts of 12 and 10 students respectively, with strong representation from South Asia and South-East Asia.
- ✓ The DBA (8 students) and Applied Doctorate in Education (6 students) round out the postgraduate doctoral offering, with both programmes drawing primarily from the Middle East and Europe.
- ✓ The B.Ed. (5 students) is EBU's sole undergraduate programme and its smallest cohort in the inaugural year.

Student Completion Within EXPECTED TIMELINES



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The following table reports the proportion of students who completed their programme within the expected timeframe, in accordance with QS Stars Online Learning methodology.

★ denotes EBU's three primary focus programmes for QS Stars reporting.

Programme	Level	Enrolled (2024)	Completed On Time	Completion Rate	Expected Duration	Focus Prog.
Executive Doctorate in Business	Postgraduate	30	27	90.00%	1.5 years	★
Master of Business Administration	Postgraduate	10	8	80.0%	1 year	★
Master of Education (M.Ed.)	Postgraduate	12	11	91.7%	1 year	★
Doctor of Business Administration	Postgraduate	8	6	75.0%	1.5 years	
Applied Doctorate in Education	Postgraduate	6	5	83.3%	1.5 years	
Bachelor of Education (B.Ed.)	Undergraduate	5	-	Ongoing	2 years	
TOTAL / OVERALL		71	57	86.4%		

Source: EBU Enrolment Register and Programme Completion Records, Quality Assurance Office, May 2025.

Methodology Notes

- ✓ Enrolled' refers to students who commenced their programme in the January or July 2024 intake and remained active beyond the first academic month.
- ✓ Completed on time' refers to students who met all academic requirements within the expected programme duration plus a maximum 30-day standard extension.
- ✓ The overall rate of 86.4% is calculated across the 66 students enrolled in programmes with completed first cohorts (excludes B.Ed., which is ongoing).
- ✓ The three focus programmes — Executive Doctorate, MBA, and M.Ed. — achieved a combined weighted completion rate of 89.4%.

Student GEOGRAPHIC DISTRIBUTION

EBU's inaugural cohort of 71 students represented 9 countries across 4 continents, reflecting the University's reach as a fully online, globally delivered institution headquartered in Paris.

Country	Students	Programmes	% of Cohort	Region
India	20	Exec. Doctorate · MBA · M.Ed.	28.2%	South Asia
United Arab Emirates	12	Exec. Doctorate · DBA · MBA	16.9%	Middle East
United Kingdom	9	DBA · Applied Doctorate in Education · B.Ed.	12.7%	Europe
Singapore	8	MBA · M.Ed.	11.3%	South-East Asia
Saudi Arabia	8	Exec. Doctorate · Applied Doctorate in Education	11.3%	Middle East
China	7	Exec. Doctorate · DBA	9.9%	East Asia
South Africa	4	M.Ed. · B.Ed.	5.6%	Africa
Australia	2	DBA · Applied Doctorate in Education	2.8%	Oceania
Saint Lucia	1	M.Ed.	1.4%	Caribbean
9 Countries · 4 Continents	71		100%	

- ✓ India (28.2%) is the largest single market, driven by demand for internationally recognised doctoral qualifications among senior education and business professionals.
- ✓ The Middle East (UAE + Saudi Arabia combined, 28.2%) reflects EBU's active operational presence in Dubai and strong interest among GCC-based professionals.
- ✓ Europe (UK, 12.7%), South-East Asia (Singapore, 11.3%), and East Asia (China, 9.9%) complete the primary markets.
- ✓ Africa and the Caribbean together account for 7.0% of enrolments, supported by Global Access and SDG Leadership scholarship awards.

Gender profile: 54% female, 46% male across the full inaugural cohort.



Scholarship Programme — ENROLMENT IMPACT

28 of EBU's 71 inaugural students received a scholarship award — representing 39.4% of the total enrolled cohort. All awards provided a 50% reduction on the published course fee and are documented in each student's Offer Letter. Scholarship recipients are distributed across five of the six programmes.

Track	Recipients	Eligibility Basis	Total Value (USD)	Avg. Award (USD)
Global Access Scholarship	13	Financial Need	\$ 19,500	\$ 1,500
Academic Excellence Scholarship	10	Academic Merit	\$ 18,750	\$ 1,875
SDG Leadership Scholarship	5	Mission Alignment	\$ 9,750	\$ 1,950
TOTAL	28		\$ 48,000	\$ 1,714

- ✓ Global Access Scholarship: 13 recipients from low-income or lower-middle-income economies, primarily in South Asia and Africa.
- ✓ Academic Excellence Scholarship: 10 recipients recognised for outstanding prior academic achievement, primarily at doctoral level.
- ✓ SDG Leadership Scholarship: 5 recipients whose professional work directly advances UN Sustainable Development Goals.

Total scholarship value: USD 48,000 |

Average award per student: USD 1,714 |

Scholarship coverage: 50% of published course fee for all recipients.



Looking Ahead — AY 2025-26

Building on the enrolment foundation established in AY 2024–25, EBU's targets for the second academic year are as follows:

- ✓ Target total enrolment: 120+ students across January and July 2025 intake cycles
- ✓ Target scholarship awards: 40+ recipients across all three tracks
- ✓ New programme: Executive MBA (EMBA) to be introduced for July 2025 intake
- ✓ B.Ed. first cohort expected to complete in early 2026 — completion data to be reported in AY 2025–26 Annual Report
- ✓ QS Stars Online Learning accreditation submission to be based on AY 2024–25 enrolment and completion data