



Global Employability Survey and University Ranking 2013

*Recruiters worldwide describe their
“Ideal University”*

Main results
06.08.2013

EMERGING
Révéler les talents

Survey Background

The Global Employability Survey is an online survey conducted in 20 countries worldwide with the objective of describing the ideal university from a corporate perspective.

It also includes the Global Employability University Ranking : the list of the top 150 universities as selected by more than 5000 top international recruiters worldwide



The survey focuses on the following subjects:

- » How do recruiters define the ideal universities »
- » What qualities do graduates need to have to succeed in companies?
- » How can universities better prepare graduates for the job market?
- » Which universities produce the best graduates in the world?

Survey Methodology – Key Facts

Over **2,700 respondents from 20 countries** participated in the online survey
The field phase took place from **June 19th to July 4th 2013**.

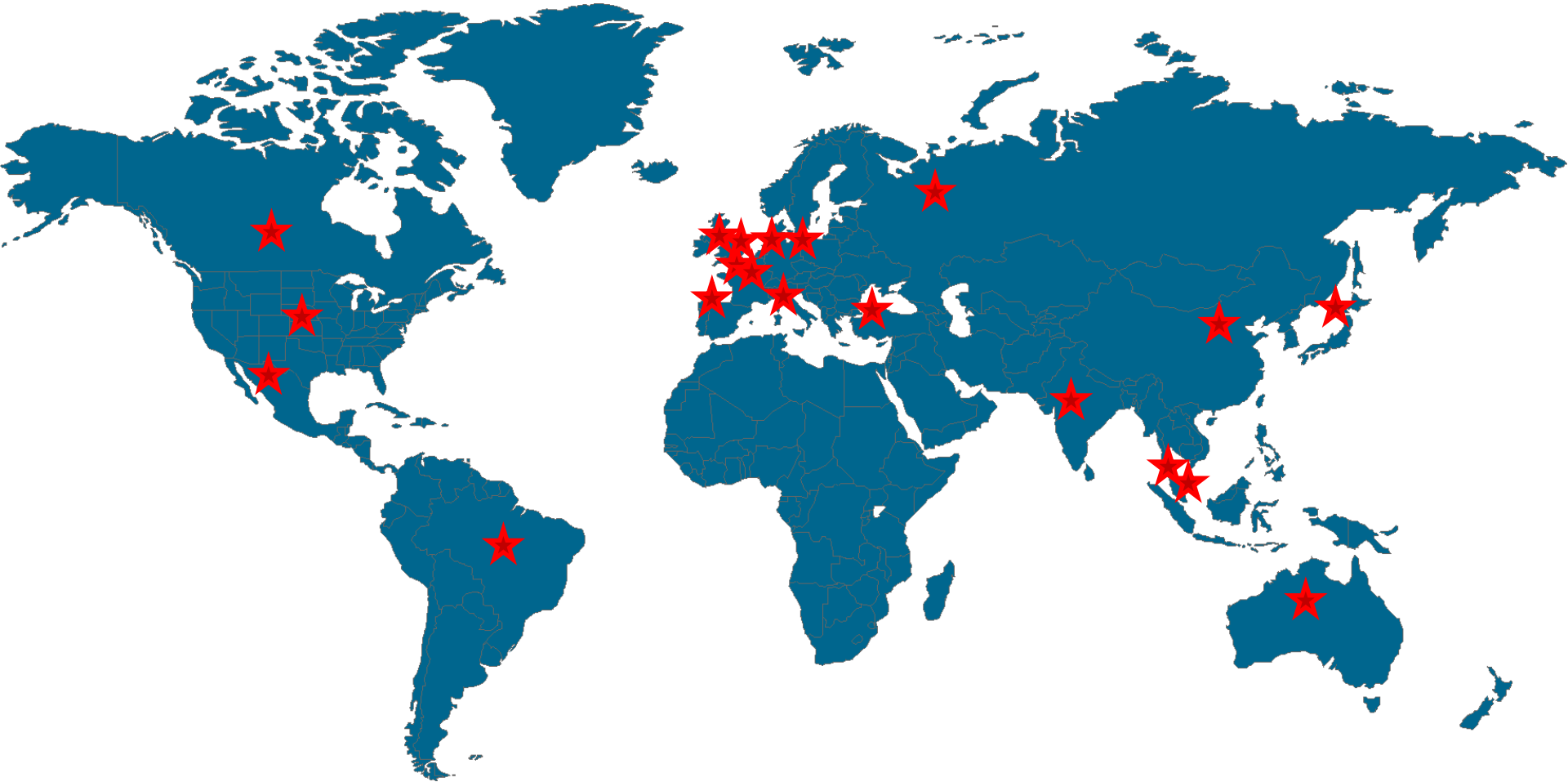
The survey covered the following countries:

Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Malaysia, Mexico, the Netherlands, Poland, Russia, Singapore, Spain, Switzerland, Turkey, the UK and the USA.

Selected participants matched the following criteria:

- » Managers experienced in recruiting and/or working with graduates
- » At least 4 years of professional experience
- » Special focus on large companies and managers experienced with graduates from countries other than their own

Global Employability Survey 2013 – Countries

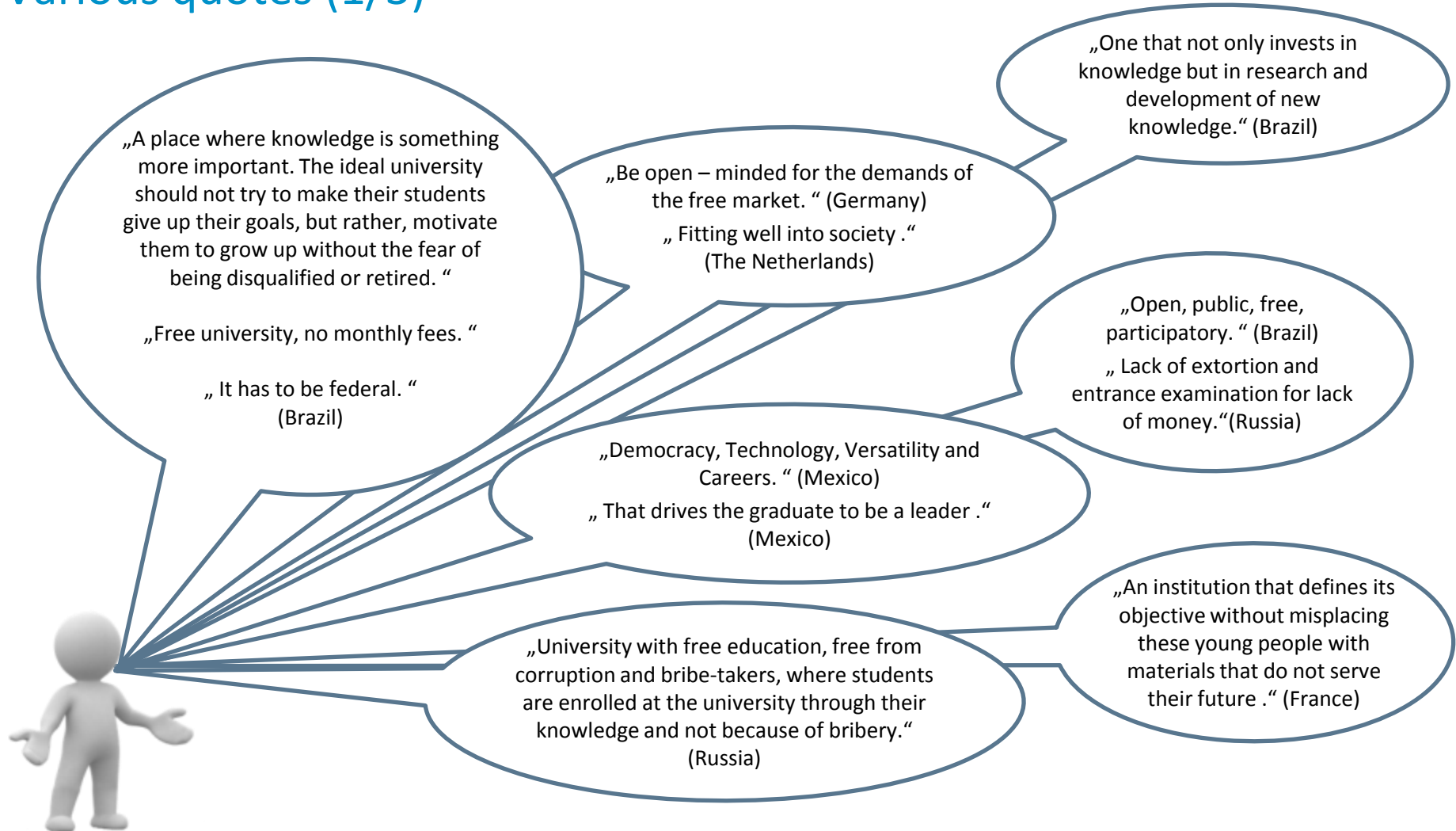


Summary

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How would you describe an ideal university?

Various quotes (1/3)

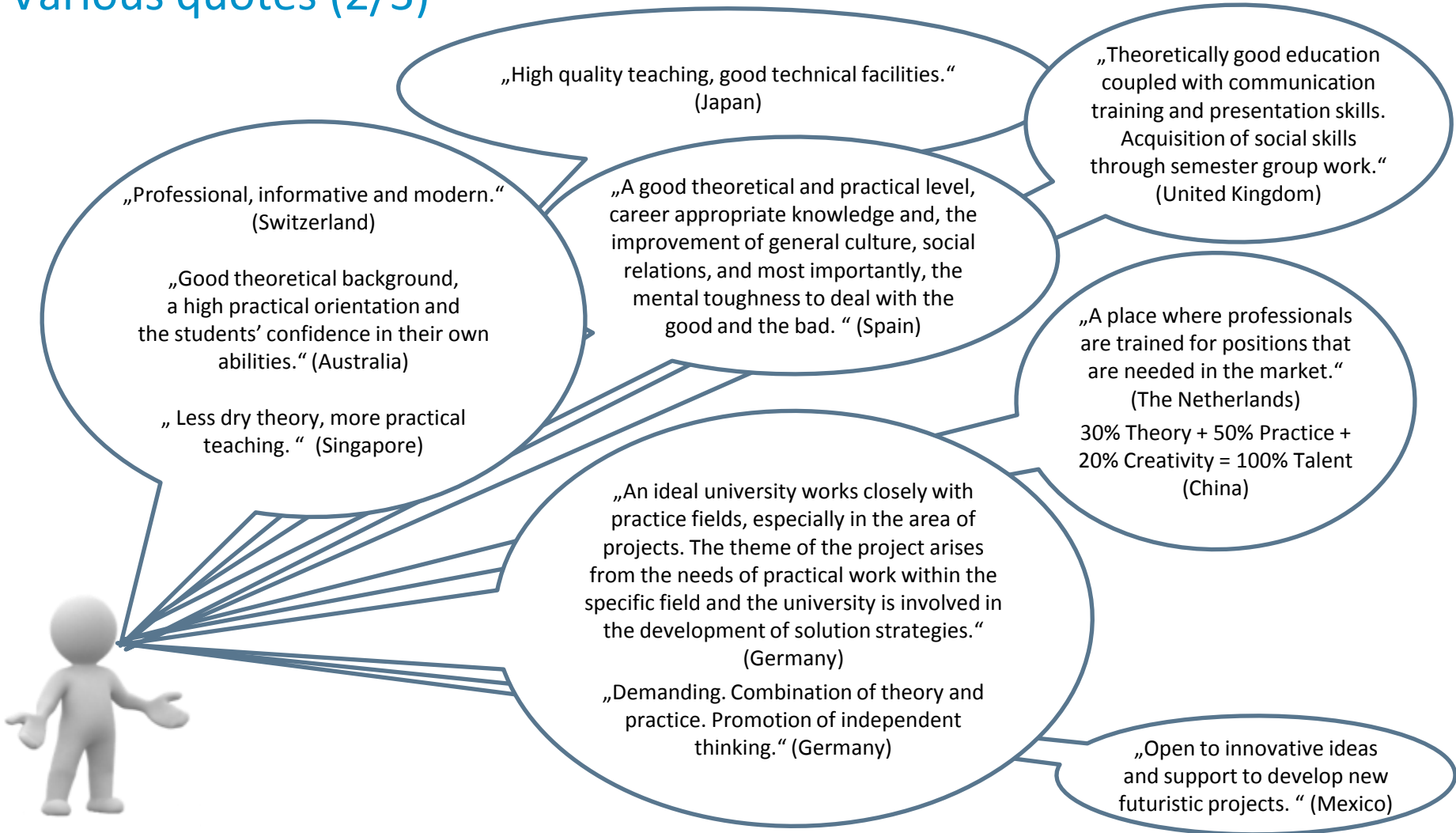


Question: How would you describe an ideal university? Please briefly specify which characteristics are most important for you.

All statements have been translated into English.

How would you describe an ideal university?

Various quotes (2/3)



Question: How would you describe an ideal university? Please briefly specify which characteristics are most important for you.

All statements have been translated into English.

How would you describe an ideal university?

Various quotes (3/3)

„What good are the best theorists, if they fail in the company after graduation? Thus I imagine the ideal university is a center that teaches the students in theory and then accompanies them in practice.“
(Germany)

„A facility that allows young students to be confident in their skills and the value of their studies.“ (France)

„Theory is important at the one side but the social skills and teamwork lose more and more sight into my eyes.“
(Japan)

„A place where you learn through motivation to organize, to develop an open mind and to acquire techniques which are necessary to develop a clear career goal and theoretical knowledge.“ (France)

„Professional and with many practical experience.“ (China)
„Future-oriented, always at the forefront of scientific development.“ (China)

„The students can cope the basic theory and also know-how and creativity is promoted.“ (China)

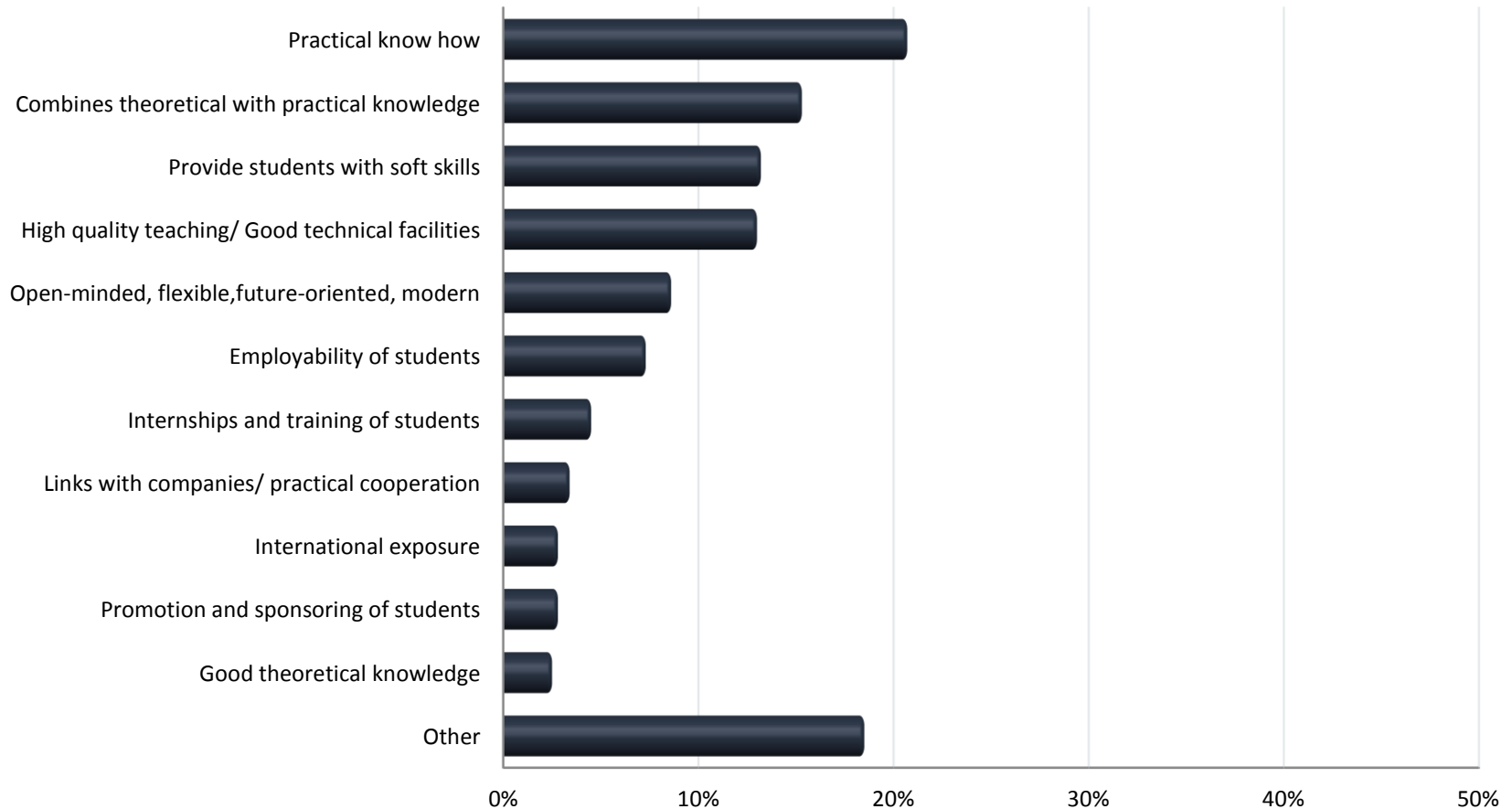
„Ethical, reliable and adaptable. Where it is taught to evolve also a critical and practical way of thinking. Secular and free. Well trained teachers with an open mind to change.“ (Mexico)

Question: How would you describe an ideal university? Please briefly specify which characteristics are most important for you.

All statements have been translated into English.

In the ideal university ,the emphasis should be on practical know-how/experience .

Question: How would you describe an ideal university? Please briefly specify which characteristics are most important for you. [open question]



How would you describe the ideal university? (details 1/2)

	Global	AUS	BRA	CAN	CHN	FRA	GER	IND	ITA	JPN	MAL
Practical know how	20.7%	21.1%	22.8%	28.8%	13.7%	26.5%	26.2%	23.1%	18.8%	8.3%	26.1%
Combines theoretical with practical knowledge	15.3%	10.9%	22.0%	8.9%	20.0%	5.1%	24.6%	7.7%	14.5%	5.6%	6.5%
Provide students with soft skills	13.2%	15.6%	3.1%	17.8%	27.8%	7.4%	12.3%	19.2%	1.9%	31.3%	19.6%
High quality teaching and good technical facilities	13.0%	14.8%	16.5%	15.1%	15.6%	8.8%	9.0%	26.9%	5.8%	3.5%	15.2%
Open-minded, flexible, future-oriented and modern	8.6%	6.3%	1.6%	5.5%	18.5%	11.0%	5.7%	0.0%	12.1%	12.5%	4.3%
Employability of students	7.3%	7.0%	6.3%	8.2%	10.2%	1.5%	0.8%	5.8%	19.8%	16.0%	6.5%
Internships and training of students	4.5%	0.8%	3.1%	1.4%	7.3%	4.4%	8.2%	0.0%	8.7%	1.4%	0.0%
Good company cooperation	3.4%	2.3%	3.9%	3.4%	0.0%	4.4%	6.6%	1.9%	3.4%	0.0%	0.0%
International orientated	2.8%	5.5%	1.6%	2.1%	0.5%	5.1%	2.5%	0.0%	2.9%	4.2%	2.2%
Promotion and sponsoring of students	2.8%	3.9%	0.0%	6.8%	1.5%	2.9%	3.3%	7.7%	6.8%	0.0%	2.2%
Good theoretical knowledge	2.5%	1.6%	0.0%	0.0%	8.8%	2.2%	2.5%	1.9%	2.4%	7.6%	2.2%
Other	18.5%	17.2%	27.6%	12.3%	11.7%	26.5%	13.1%	17.3%	20.3%	18.1%	21.7%

*Dark green indicates the highest value per country

Question: How would you describe an ideal university? Please briefly specify which characteristics are most important for you.

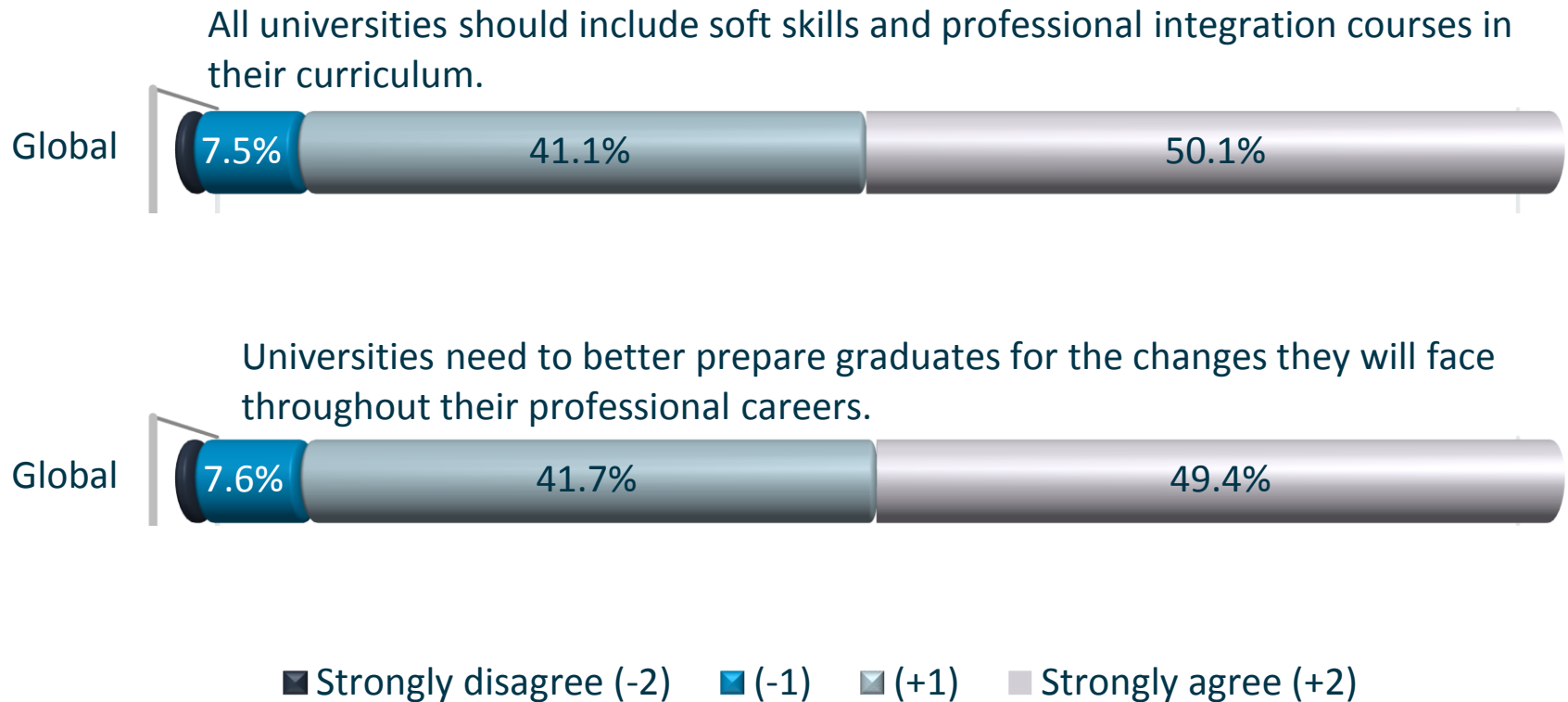
How would you describe an ideal university? (details 2/2)

	Global	MEX	POL	RUS	SIN	ESP	SWI	NED	TUR	GBR	USA
Practical know how	20.7%	12.4%	36.8%	19.0%	18.2%	23.8%	18.2%	14.3%	22.6%	15.9%	25.3%
Combines theoretical with practical knowledge	15.3%	31.0%	18.4%	14.9%	18.2%	24.6%	29.1%	8.6%	9.4%	13.5%	8.3%
Provide students with soft skills	13.2%	6.2%	6.6%	16.5%	25.0%	1.5%	7.3%	11.4%	22.6%	10.3%	11.5%
High quality teaching and good technical facilities	13.0%	20.0%	17.1%	14.0%	11.4%	16.2%	9.1%	2.9%	13.2%	15.1%	13.8%
Open-minded, flexible, future-oriented and modern	8.6%	10.3%	13.2%	5.0%	6.8%	4.6%	12.7%	5.7%	7.5%	9.5%	4.6%
Employability of students	7.3%	4.1%	1.3%	4.1%	4.5%	3.8%	1.8%	5.7%	7.5%	5.6%	5.5%
Internships and training of students	4.5%	2.1%	1.3%	8.3%	4.5%	6.9%	5.5%	17.1%	1.9%	0.8%	5.1%
Good company cooperation	3.4%	7.6%	1.3%	1.7%	2.3%	9.2%	3.6%	5.7%	1.9%	7.1%	0.9%
International orientated	2.8%	2.8%	1.3%	1.7%	2.3%	4.6%	7.3%	2.9%	7.5%	4.0%	0.5%
Promotion and sponsoring of students	2.8%	0.7%	0.0%	0.0%	2.3%	0.0%	3.6%	2.9%	0.0%	5.6%	3.2%
Good theoretical knowledge	2.5%	0.0%	5.3%	2.5%	2.3%	0.8%	5.5%	0.0%	0.0%	0.0%	0.5%
Other	18.5%	9.0%	7.9%	28.9%	11.4%	14.6%	10.9%	28.6%	24.5%	18.3%	28.1%

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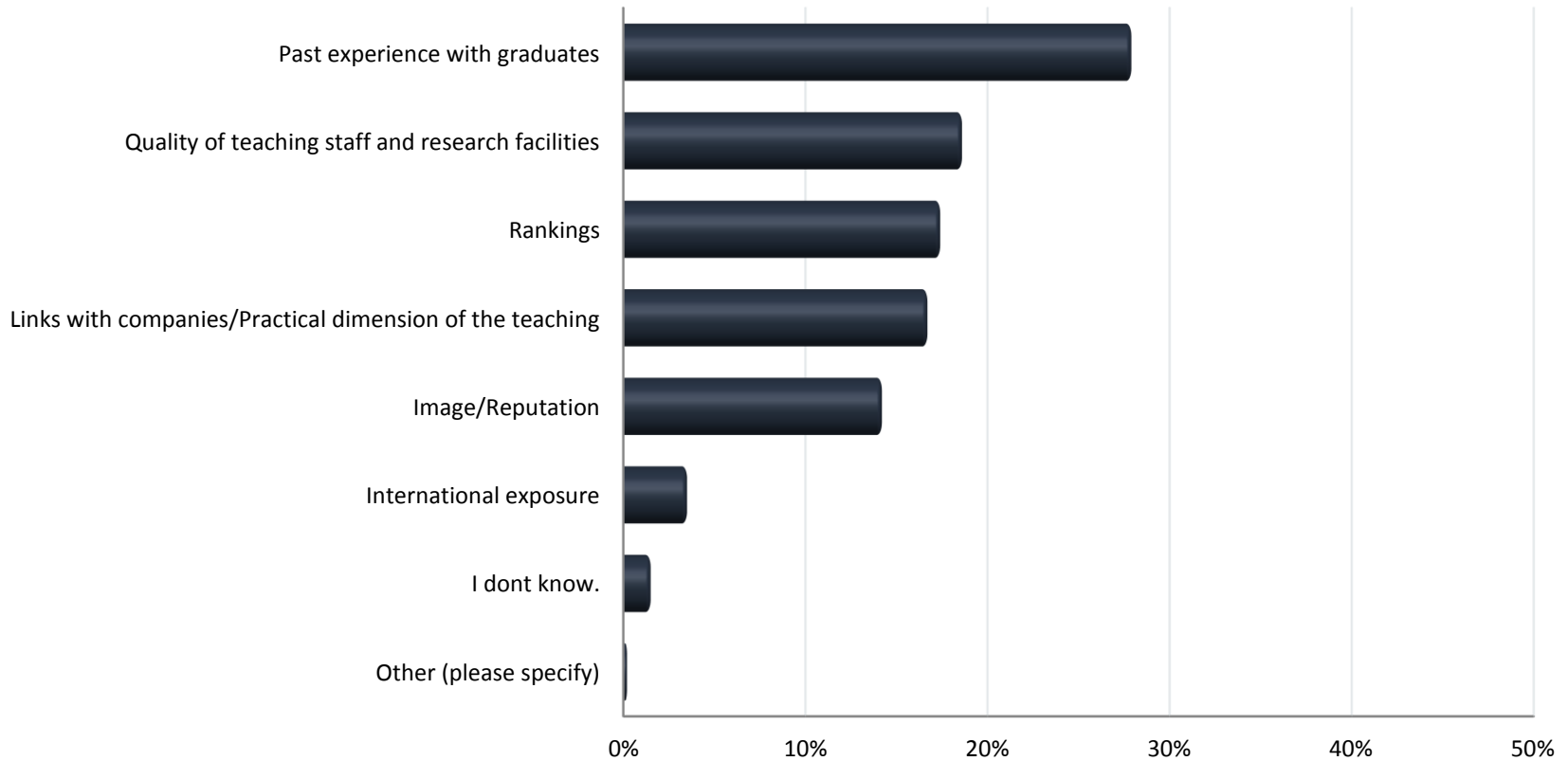
Question: How would you describe an ideal university? Please briefly specify which characteristics are most important for you.

The ideal university would include in its curriculum the teaching of soft skills and the preparation of students for their long term employment.



Past experience counts most when selecting a university for recruiting, showing the importance of internships

Question: According to which criteria does your company base its university selection?



Criteria when selecting universities (details 1/2)

	Global	AUS	BRA	CAN	CHN	FRA	GER	IND	ITA	JPN	MAL
Past experience with graduates	27.9%	45.3%	21.4%	27.7%	26.4%	16.3%	32.7%	27.3%	24.0%	43.1%	21.9%
Quality of teaching staff and research facilities	18.6%	7.5%	25.0%	15.7%	9.7%	10.0%	30.6%	30.3%	20.0%	7.8%	28.1%
Rankings	17.4%	18.9%	7.1%	36.1%	2.1%	26.3%	8.2%	18.2%	18.7%	19.6%	21.9%
Links with companies/Practical dimension of the teaching	16.7%	15.1%	12.5%	7.2%	39.6%	30.0%	12.2%	9.1%	12.0%	15.7%	15.6%
Image/Reputation	14.2%	7.5%	32.1%	12.0%	18.1%	8.8%	12.2%	6.1%	21.3%	11.8%	6.3%
International exposure	3.5%	1.9%	1.8%	1.2%	3.5%	5.0%	0.0%	9.1%	2.7%	0.0%	6.3%
I dont know.	1.5%	3.8%	0.0%	0.0%	0.7%	3.8%	2.0%	0.0%	1.3%	2.0%	0.0%
Other (please specify)	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%

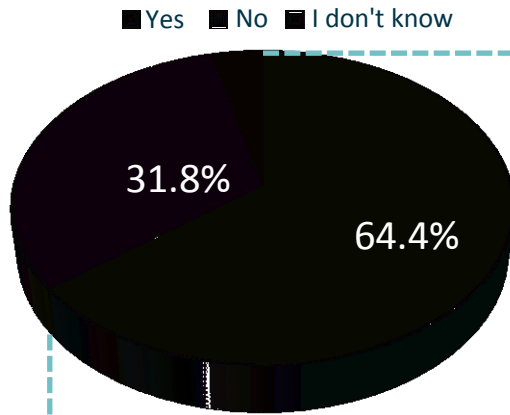
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Criteria when selecting universities (details 2/2)

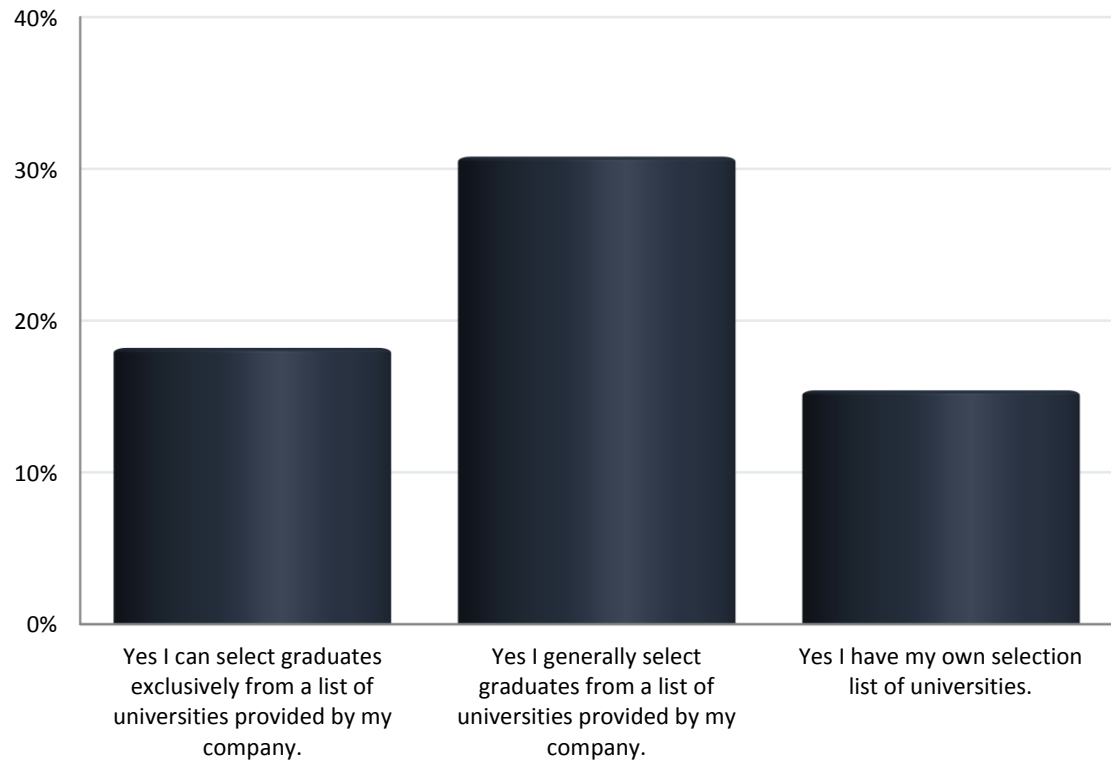
	Global	MEX	POL	RUS	SIN	ESP	SWI	NED	TUR	GBR	USA
Past experience with graduates	27.9%	33.3%	22.9%	22.6%	14.8%	18.2%	38.5%	46.7%	27.8%	34.0%	32.5%
Quality of teaching staff and research facilities	18.6%	16.7%	25.7%	39.6%	22.2%	20.0%	23.1%	20.0%	16.7%	14.9%	20.8%
Rankings	17.4%	9.5%	25.7%	11.3%	22.2%	21.8%	7.7%	13.3%	11.1%	21.3%	22.5%
Links with companies/Practical dimension of the teaching	16.7%	11.9%	14.3%	17.0%	14.8%	12.7%	7.7%	6.7%	16.7%	8.5%	6.7%
Image/Reputation	14.2%	19.0%	5.7%	7.5%	11.1%	20.0%	15.4%	13.3%	5.6%	12.8%	15.0%
International exposure	3.5%	9.5%	5.7%	0.0%	11.1%	5.5%	0.0%	0.0%	22.2%	4.3%	0.8%
I dont know.	1.5%	0.0%	0.0%	1.9%	3.7%	1.8%	7.7%	0.0%	0.0%	4.3%	0.8%
Other (please specify)	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%

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Nearly 2 companies out of 3 use university lists when recruiting, mostly as a reference and not exclusively.



Question: Do you normally recruit graduates from a selected list of universities?



Role of university lists within the recruiting process (details)

	Global	AUS	BRA	CAN	CHN	FRA	GER	IND	ITA	JPN	MAL
Yes I can select graduates exclusively from a list of universities provided by my company.	18.2%	16.8%	27.5%	14.4%	25.9%	17.6%	12.3%	18.0%	18.0%	13.3%	29.8%
Yes I generally select graduates from a list of universities provided by my company.	30.8%	27.7%	27.5%	42.5%	40.7%	30.9%	27.9%	48.0%	32.0%	20.7%	38.3%
Yes I have my own selection list of universities.	15.4%	9.2%	16.7%	13.7%	24.5%	14.5%	14.8%	12.0%	13.3%	3.3%	12.8%
No	31.8%	42.0%	26.5%	25.3%	7.9%	30.9%	44.3%	22.0%	34.0%	42.0%	19.1%
I don't know.	3.8%	4.2%	2.0%	4.1%	0.9%	6.1%	0.8%	0.0%	2.7%	20.7%	0.0%

	Global	MEX	POL	RUS	SIN	ESP	SWI	NED	TUR	GBR	USA
Yes I can select graduates exclusively from a list of universities provided by my company.	18.2%	10.2%	10.1%	16.7%	28.2%	14.3%	9.4%	9.1%	25.7%	16.1%	27.1%
Yes I generally select graduates from a list of universities provided by my company.	30.8%	20.4%	29.2%	25.4%	41.0%	34.8%	31.3%	36.4%	25.7%	21.8%	30.0%
Yes I have my own selection list of universities.	15.4%	13.1%	22.5%	28.6%	10.3%	13.4%	12.5%	18.2%	8.6%	13.7%	17.1%
No	31.8%	53.3%	33.7%	28.6%	20.5%	34.8%	37.5%	33.3%	37.1%	45.2%	24.8%
I don't know.	3.8%	2.9%	4.5%	0.8%	0.0%	2.7%	9.4%	3.0%	2.9%	3.2%	1.0%

*Dark green indicates the highest value per country

Most managers are satisfied with the university lists provided by their company.

Question: Are you satisfied with the university selection of your company?

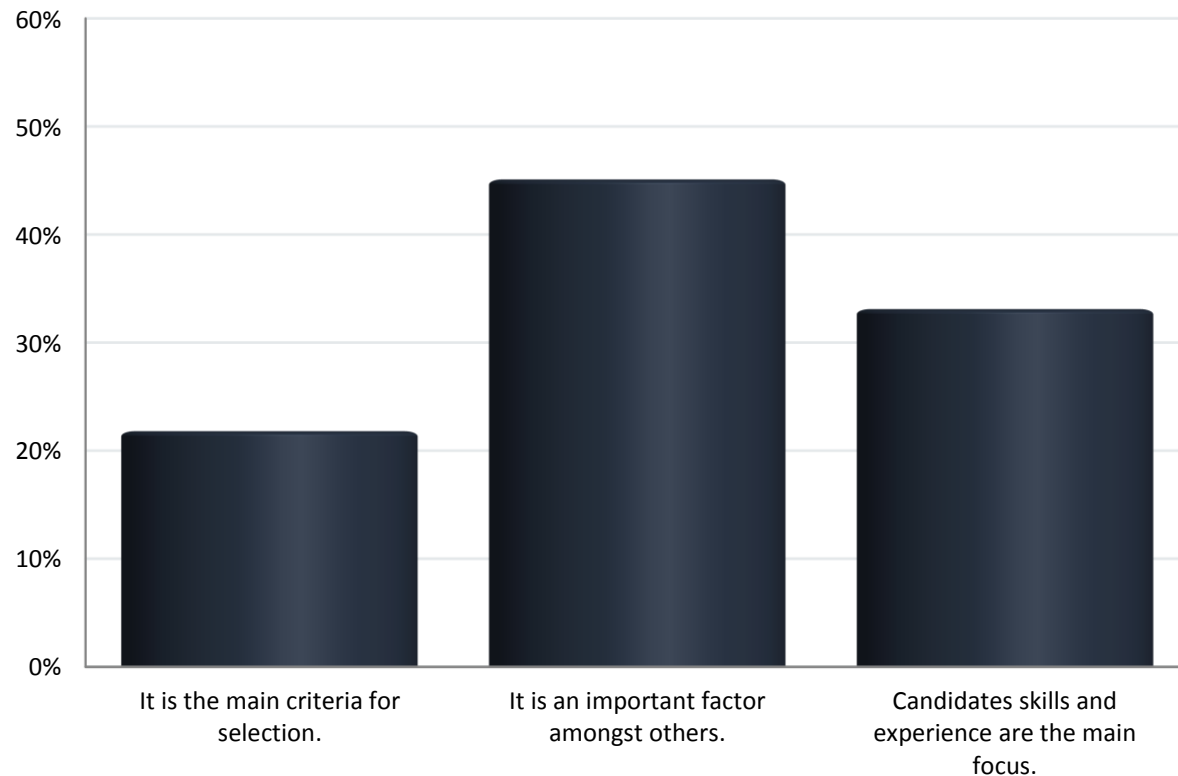
The average per country is given on a scale from 1 ("not satisfied") to 10 ("very satisfied").

	Level of satisfaction
Global	7.5
MEX	8.4
TUR	8.3
USA	8.0
BRA	8.0
CAN	7.7
CHN	7.7
AUS	7.7
NED	7.6
IND	7.6
GER	7.5
POL	7.4
MAL	7.4
ITA	7.3
RUS	7.2
GBR	7.2
ESP	6.9
FRA	6.7
SWI	6.7
SIN	6.5
JPN	6.3

*Dark green indicates the highest value

When recruiting graduates, their university of origin is an important factor, but skills and experience still rate higher

Question: When recruiting a graduate, how important is the university from which he/she graduated?



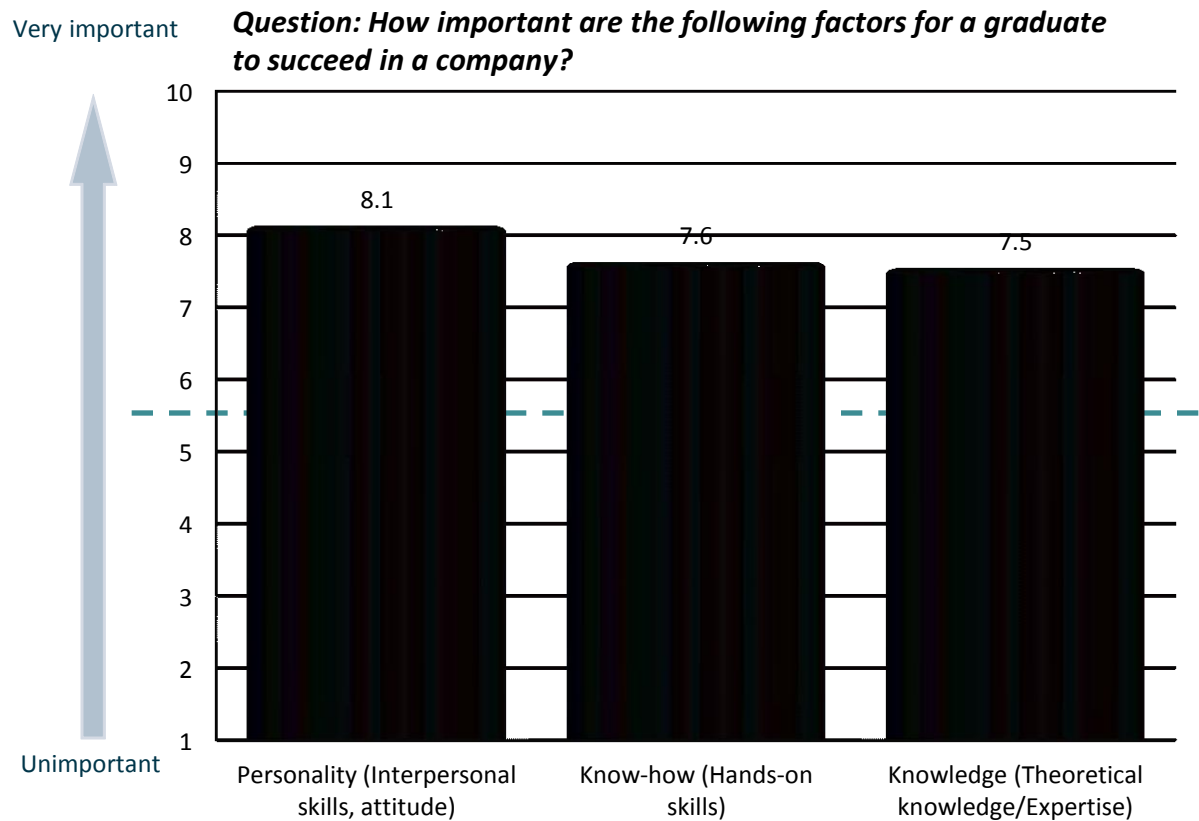
When recruiting a graduate, how important is the university from which she/he graduated? (details)

	Global	AUS	BRA	CAN	CHN	FRA	GER	IND	ITA	JPN	MAL
It is the main criteria for selection.	21.8%	21.8%	31.4%	18.5%	25.5%	29.1%	18.0%	28.0%	24.0%	22.7%	19.1%
It is an important factor amongst others.	45.1%	36.1%	51.0%	52.1%	33.8%	53.3%	49.2%	42.0%	51.3%	26.7%	36.2%
Candidates skills and experience are the main focus.	33.1%	42.0%	17.6%	29.5%	40.7%	17.6%	32.8%	30.0%	24.7%	50.7%	44.7%

	Global	MEX	POL	RUS	SIN	ESP	SWI	NED	TUR	GBR	USA
It is the main criteria for selection.	21.8%	11.7%	16.9%	13.5%	10.3%	26.8%	12.5%	12.1%	22.9%	15.3%	28.6%
It is an important factor amongst others.	45.1%	38.7%	64.0%	61.9%	48.7%	42.9%	43.8%	39.4%	48.6%	46.0%	43.8%
Candidates skills and experience are the main focus.	33.1%	49.6%	19.1%	24.6%	41.0%	30.4%	43.8%	48.5%	28.6%	38.7%	27.6%

*Dark green indicates the highest value per country

To succeed in a company personality is the main factor ahead of know-how and knowledge



Most important factor(s) for a graduate to succeed in a company (details)

	Global	AUS	BRA	CAN	CHN	FRA	GER	IND	ITA	JPN	MAL
Personality (interpersonal skills, attitude)	+8.1	+8.0	+8.5	+8.3	+8.2	+7.4	+8.4	+7.8	+8.0	+7.9	+7.6
Know-how (hands-on skills)	+7.6	+7.6	+7.7	+8.0	+8.4	+7.0	+7.7	+7.6	+7.6	+5.8	+8.0
Knowledge (theoretical knowledge/ expertise)	+7.5	+7.5	+8.0	+7.8	+7.7	+6.9	+7.6	+7.9	+7.4	+6.1	+7.6

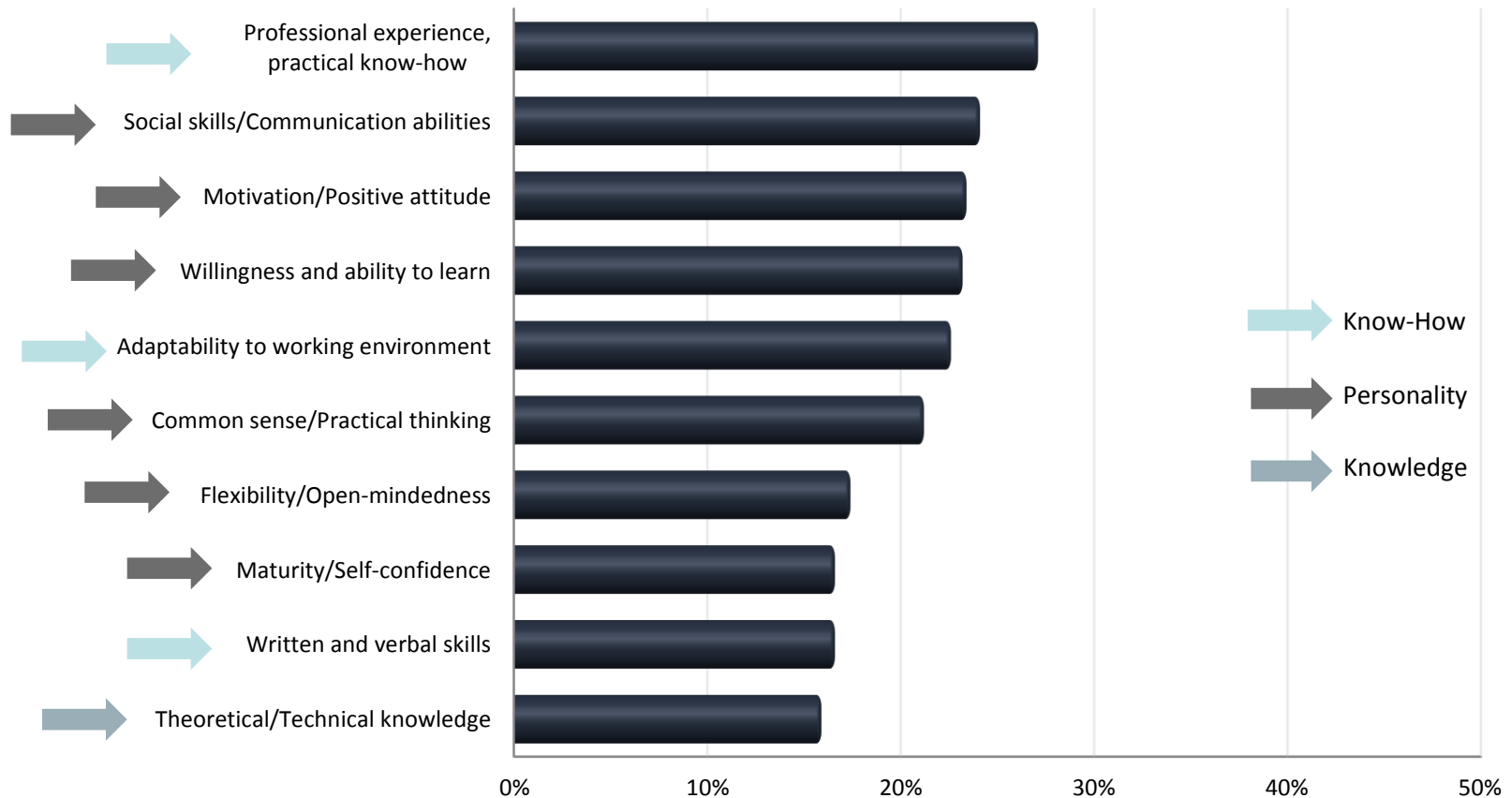
	Global	MEX	POL	RUS	SIN	ESP	SWI	NED	TUR	GBR	USA
Personality (interpersonal skills, attitude)	+8.1	+8.6	+7.8	+8.3	+8.4	+7.6	+8.2	+8.4	+9.0	+8.1	+8.3
Know-how (hands-on skills)	+7.6	+8.3	+7.9	+7.5	+7.3	+7.4	+7.9	+7.7	+7.7	+7.3	+8.1
Knowledge (theoretical knowledge/ expertise)	+7.5	+8.5	+7.3	+8.2	+6.9	+7.3	+7.5	+7.7	+7.8	+7.4	+7.9

*Dark green indicates the highest value per country

Question: How important are the following factors for a graduate to succeed in a company?
 The average per country is given on a scale from 1 ("unimportant") to 10 ("very important").

Professional experience tops personality as being the main area of improvement for graduates globally.

Question: In your opinion, what are the three most important areas for improvement of graduates in your country? (max. 3 options)



Less than 15.9%: Foreign language skills, Organisation/Self-management, Business awareness/Market knowledge, General culture knowledge, Clear career goals, Experience abroad

Most important areas for improvement for graduates (details 1/2)

	Global	AUS	BRA	CAN	CHN	FRA	GER	IND	ITA	JPN	MAL
Professional experience, practical know-how	27.1%	20.0%	24.7%	23.1%	35.7%	20.4%	34.9%	19.3%	32.4%	5.8%	50.0%
Social skills/Communication abilities	24.1%	30.0%	18.5%	31.8%	33.5%	16.8%	28.6%	29.8%	16.2%	34.2%	23.1%
Motivation/Positive attitude	23.4%	26.0%	21.2%	23.1%	28.1%	29.6%	14.9%	22.8%	20.3%	33.5%	28.8%
Willingness and ability to learn	23.2%	27.3%	13.0%	25.4%	13.4%	20.4%	17.1%	21.1%	16.2%	40.6%	36.5%
Adaptability to working environment	22.6%	21.3%	16.4%	18.5%	27.2%	19.4%	25.1%	19.3%	24.8%	34.2%	11.5%
Common sense/Practical thinking	21.2%	26.0%	15.1%	32.4%	12.5%	19.4%	19.4%	17.5%	16.2%	20.0%	9.6%
Flexibility/Open-mindedness	17.4%	13.3%	17.1%	17.3%	18.8%	17.3%	13.7%	17.5%	22.5%	22.6%	7.7%
Maturity/Self-confidence	16.6%	13.3%	19.2%	25.4%	16.1%	14.8%	13.7%	19.3%	15.3%	5.2%	23.1%
Written and verbal skills	16.6%	26.0%	21.9%	18.5%	9.8%	15.8%	18.3%	19.3%	17.6%	8.4%	15.4%
Theoretical/Technical knowledge	15.9%	15.3%	24.7%	10.4%	15.6%	13.8%	12.6%	21.1%	18.0%	16.8%	21.2%
Foreign language skills	15.2%	10.0%	24.0%	9.2%	10.7%	18.4%	8.6%	10.5%	28.4%	11.0%	7.7%
Organisation/Self-management	14.4%	12.0%	15.1%	13.3%	22.8%	12.8%	21.1%	10.5%	10.4%	11.6%	11.5%
Business awareness/Market knowledge	13.3%	12.0%	14.4%	13.9%	19.2%	8.2%	15.4%	15.8%	5.9%	7.7%	19.2%
General culture knowledge	11.5%	12.0%	13.7%	11.6%	6.3%	24.5%	12.6%	5.3%	16.2%	7.1%	9.6%
Clear career goals	10.4%	10.7%	15.1%	12.1%	16.5%	6.6%	5.7%	15.8%	7.7%	10.3%	0.0%
Experience abroad	9.2%	5.3%	11.6%	4.6%	4.5%	12.8%	10.9%	15.8%	18.9%	3.9%	13.5%

*Dark green indicates the highest value per country

Question: In your opinion, what are the three most important areas for improvement of graduates in your country?

Participants could choose a maximum of 3 options.

Most important areas for improvement for graduates (details 2/2)

	Global	MEX	POL	RUS	SIN	ESP	SWI	NED	TUR	GBR	USA
Professional experience, practical know-how	27.1%	30.3%	26.0%	28.3%	23.1%	29.3%	38.8%	22.0%	41.1%	24.7%	26.7%
Social skills/Communication abilities	24.1%	13.5%	16.0%	16.6%	36.5%	14.0%	22.4%	30.0%	23.2%	32.7%	24.0%
Motivation/Positive attitude	23.4%	25.2%	21.0%	13.8%	34.6%	17.8%	13.4%	22.0%	19.6%	25.9%	24.0%
Willingness and ability to learn	23.2%	21.3%	24.0%	36.6%	34.6%	14.6%	10.4%	30.0%	26.8%	26.5%	28.6%
Adaptability to working environment	22.6%	22.6%	23.0%	21.4%	23.1%	22.3%	34.3%	28.0%	17.9%	24.7%	16.4%
Common sense/Practical thinking	21.2%	21.9%	17.0%	26.2%	13.5%	16.6%	28.4%	32.0%	23.2%	31.5%	24.8%
Flexibility/Open-mindedness	17.4%	14.2%	26.0%	18.6%	25.0%	16.6%	11.9%	14.0%	17.9%	17.9%	14.5%
Maturity/Self-confidence	16.6%	25.2%	13.0%	10.3%	9.6%	22.3%	17.9%	12.0%	25.0%	14.2%	19.1%
Written and verbal skills	16.6%	16.8%	6.0%	12.4%	17.3%	14.0%	11.9%	14.0%	8.9%	24.1%	22.5%
Theoretical/Technical knowledge	15.9%	20.0%	24.0%	31.7%	5.8%	9.6%	11.9%	12.0%	25.0%	9.9%	9.9%
Foreign language skills	15.2%	18.7%	30.0%	8.3%	7.7%	33.8%	9.0%	10.0%	19.6%	8.0%	9.5%
Organisation/Self-management	14.4%	10.3%	16.0%	20.0%	13.5%	9.6%	17.9%	14.0%	3.6%	12.3%	16.8%
Business awareness/Market knowledge	13.3%	18.1%	19.0%	17.2%	15.4%	13.4%	11.9%	12.0%	17.9%	9.3%	12.6%
General culture knowledge	11.5%	13.5%	6.0%	9.7%	5.8%	14.0%	13.4%	8.0%	19.6%	8.0%	6.1%
Clear career goals	10.4%	14.2%	10.0%	11.0%	7.7%	14.0%	6.0%	8.0%	3.6%	9.3%	10.3%
Experience abroad	9.2%	9.0%	7.0%	3.4%	9.6%	15.3%	14.9%	14.0%	5.4%	6.2%	6.5%

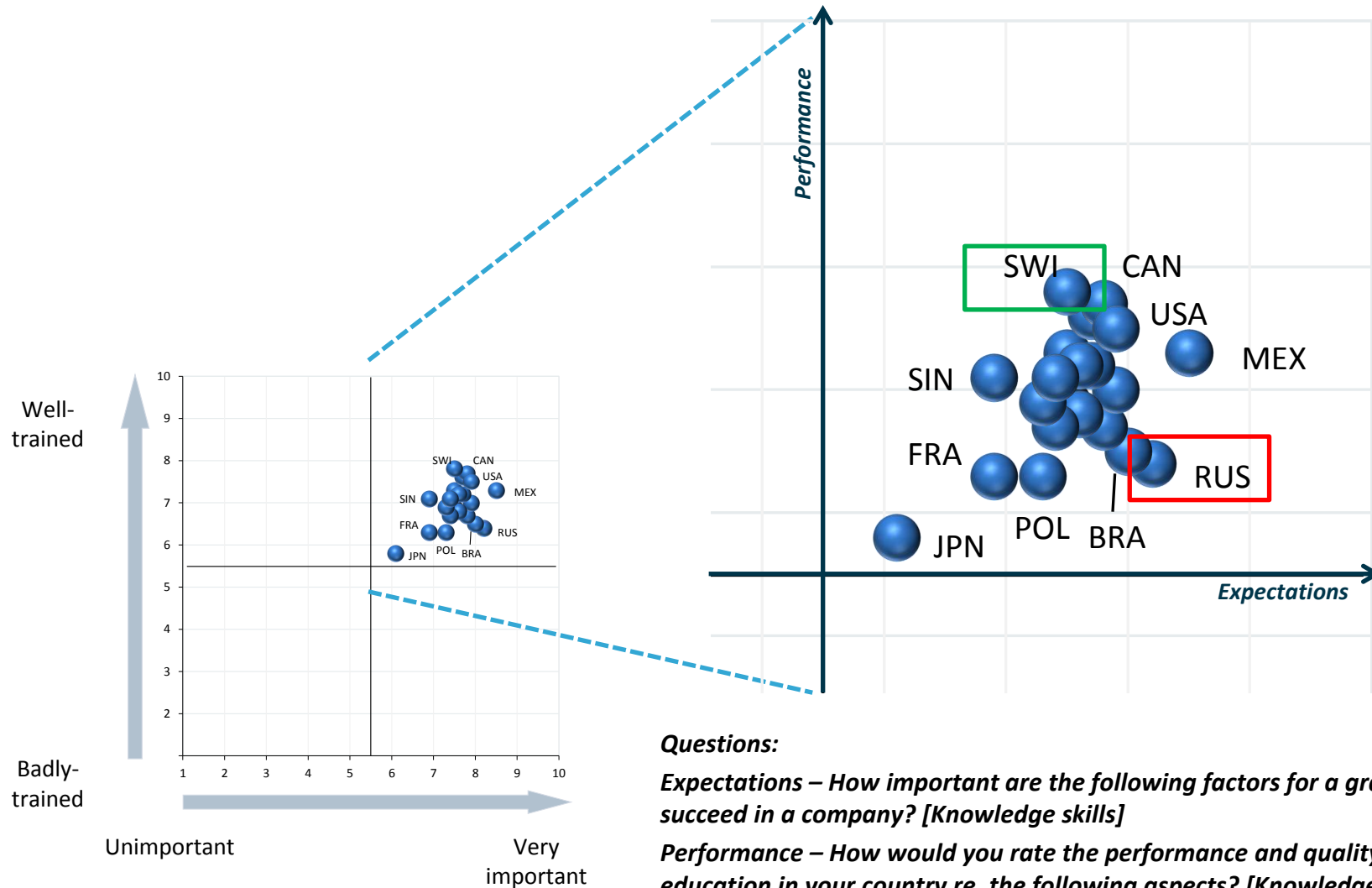
*Dark green indicates the highest value per country

Question: In your opinion, what are the three most important areas for improvement of graduates in your country?

Participants could choose a maximum of 3 options.

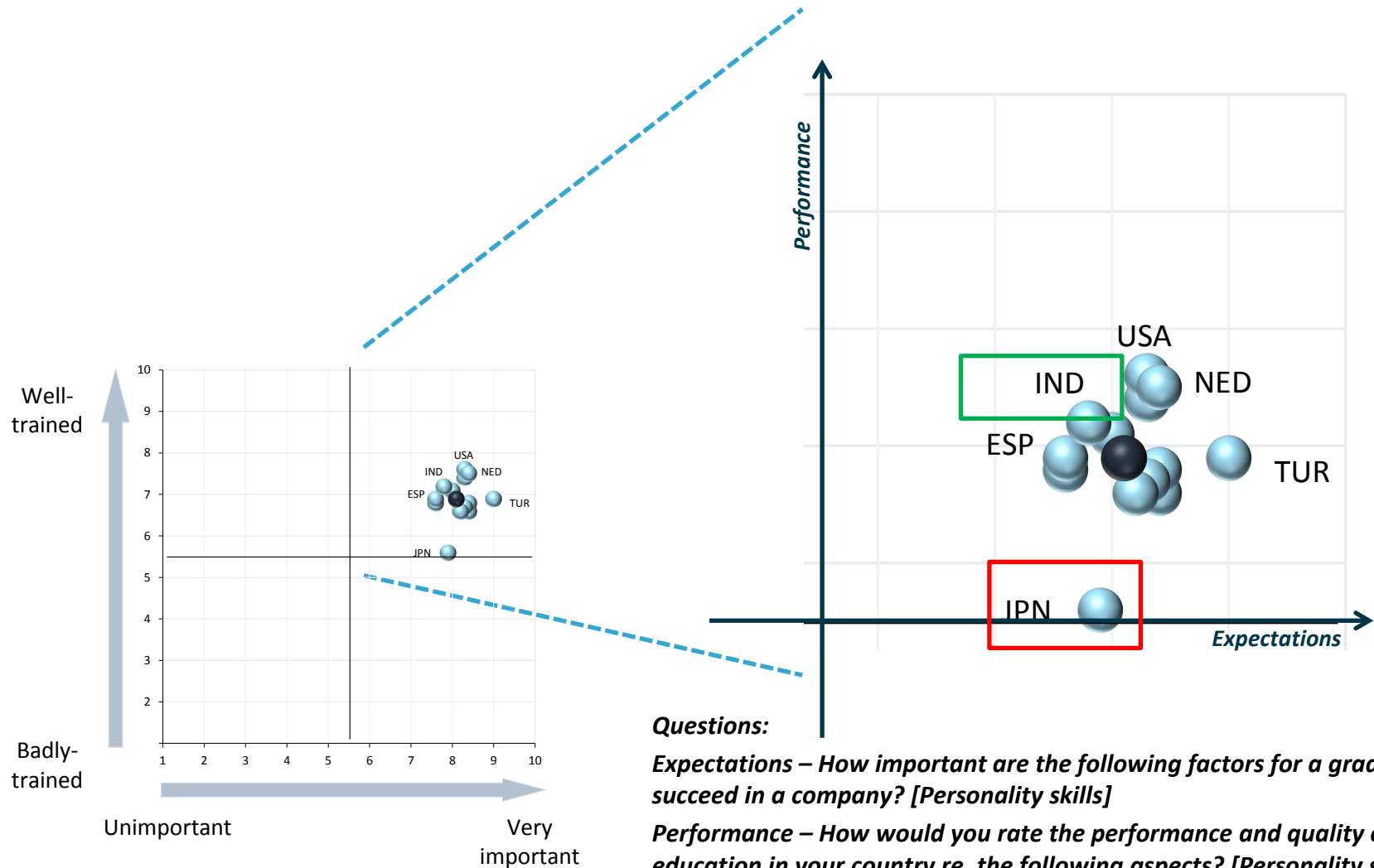
KNOWLEDGE skills of graduates: Expectations vs. performance

Worst ratio in Russia, best in Switzerland



PERSONALITY skills of graduates: Expectations vs. performance

Worst ratio in India, best in Japan



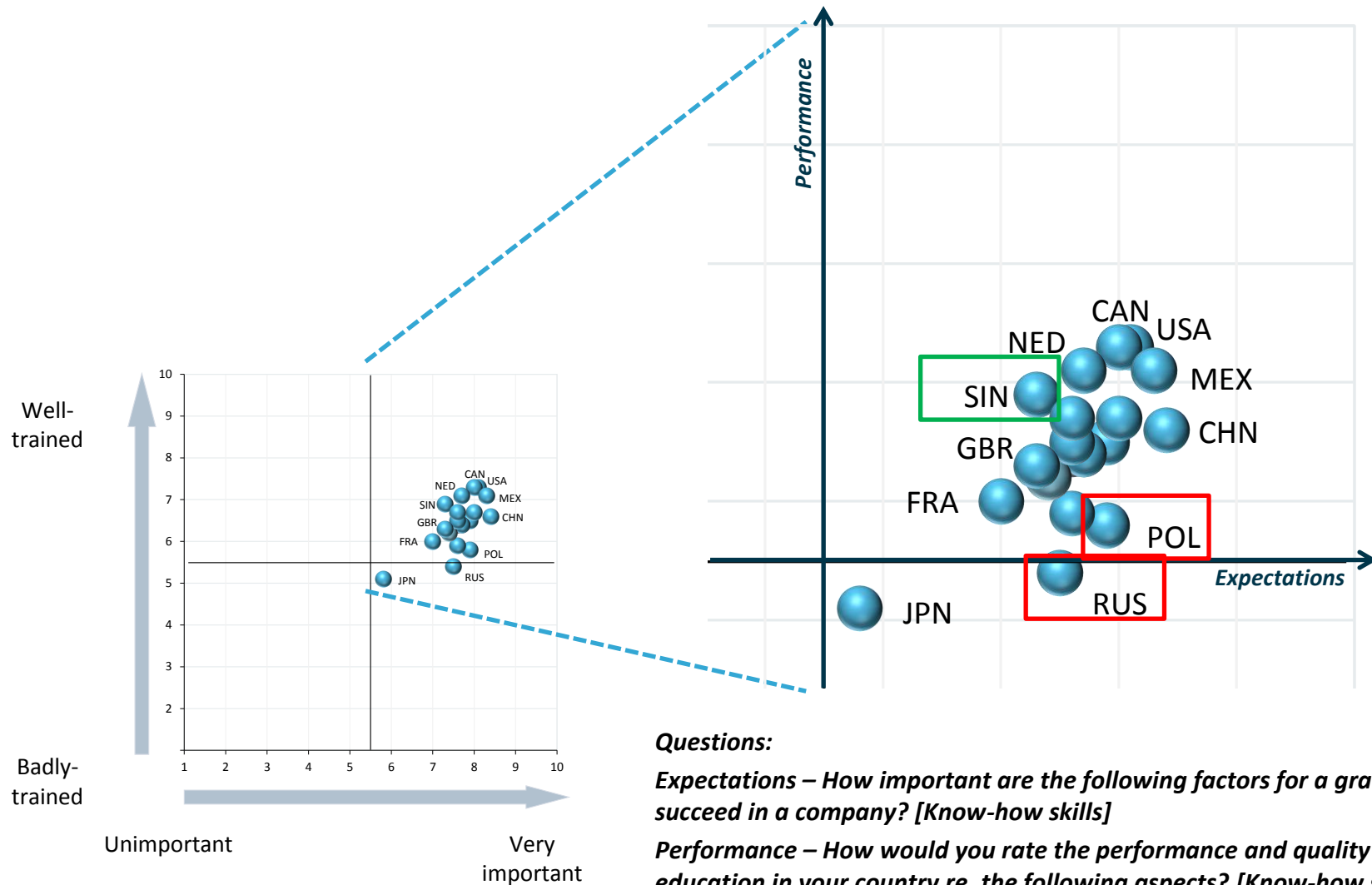
Questions:

Expectations – How important are the following factors for a graduate to succeed in a company? [Personality skills]

Performance – How would you rate the performance and quality of university education in your country re. the following aspects? [Personality skills]

KNOW-HOW skills of graduates: Expectations vs. performance

Worst ratio in Russia & Poland, best in Singapore

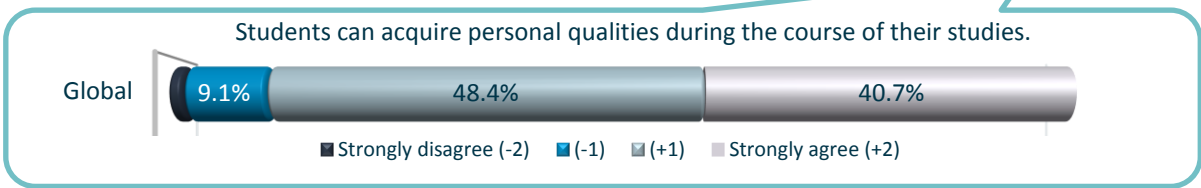
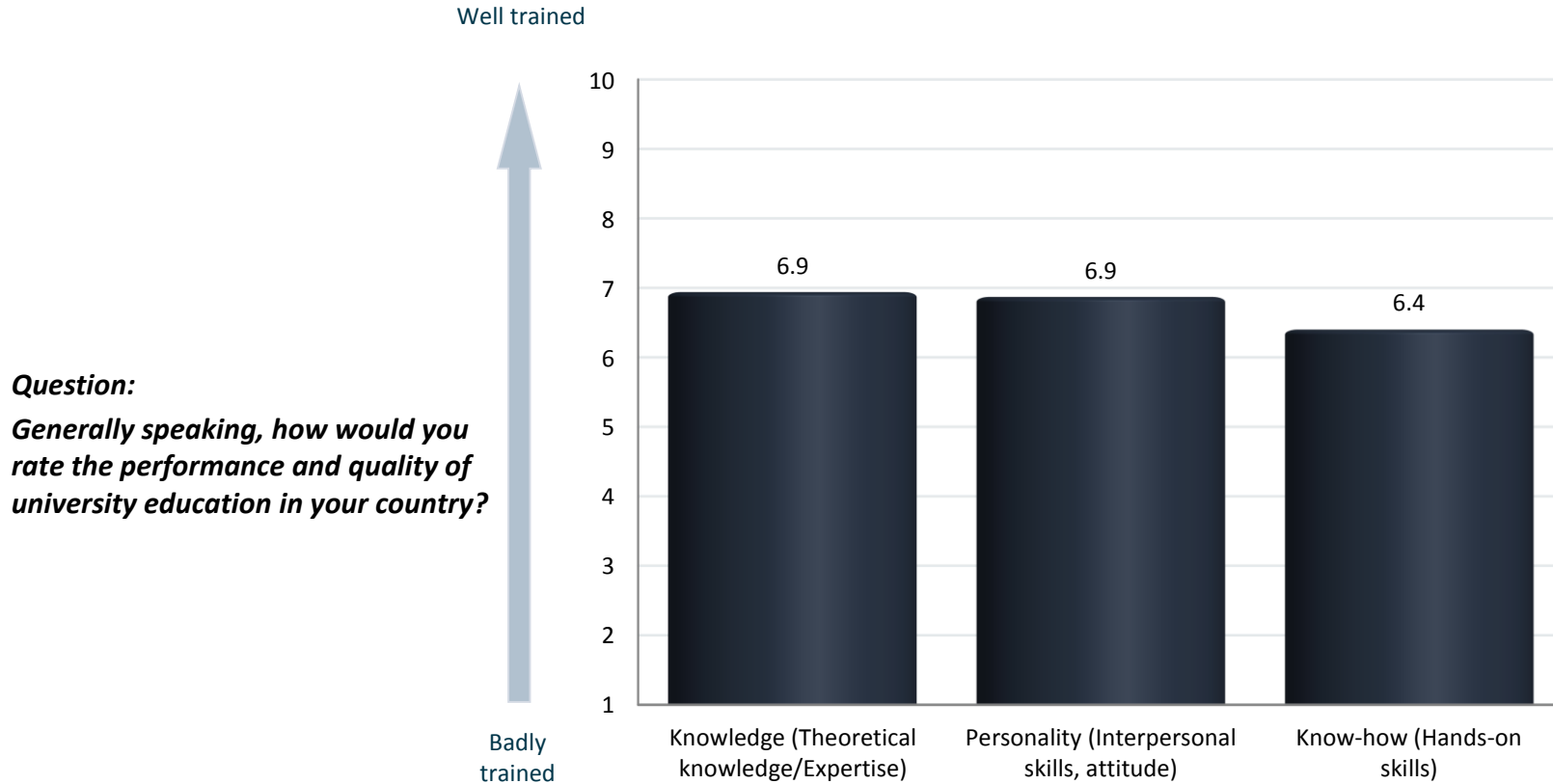


Questions:

Expectations – How important are the following factors for a graduate to succeed in a company? [Know-how skills]

Performance – How would you rate the performance and quality of university education in your country re. the following aspects? [Know-how skills]

All in all , universities train their graduates relatively well, but hands-on skills need to improve.



Performance and quality of university education (details)

	Global	AUS	BRA	CAN	CHN	FRA	GER	IND	ITA	JPN	MAL
Knowledge (theoretical knowledge/ expertise)	+6.9	+7.3	+6.5	+7.7	+7.2	+6.3	+7.2	+7.0	+6.7	+5.8	+6.8
Personality (interpersonal skills, attitude)	+6.9	+7.1	+7.1	+7.4	+6.7	+6.3	+6.6	+7.2	+6.7	+5.6	+6.8
Know-how (hands-on skills)	+6.4	+6.7	+6.4	+7.3	+6.6	+6.0	+6.4	+6.5	+5.9	+5.1	+6.7

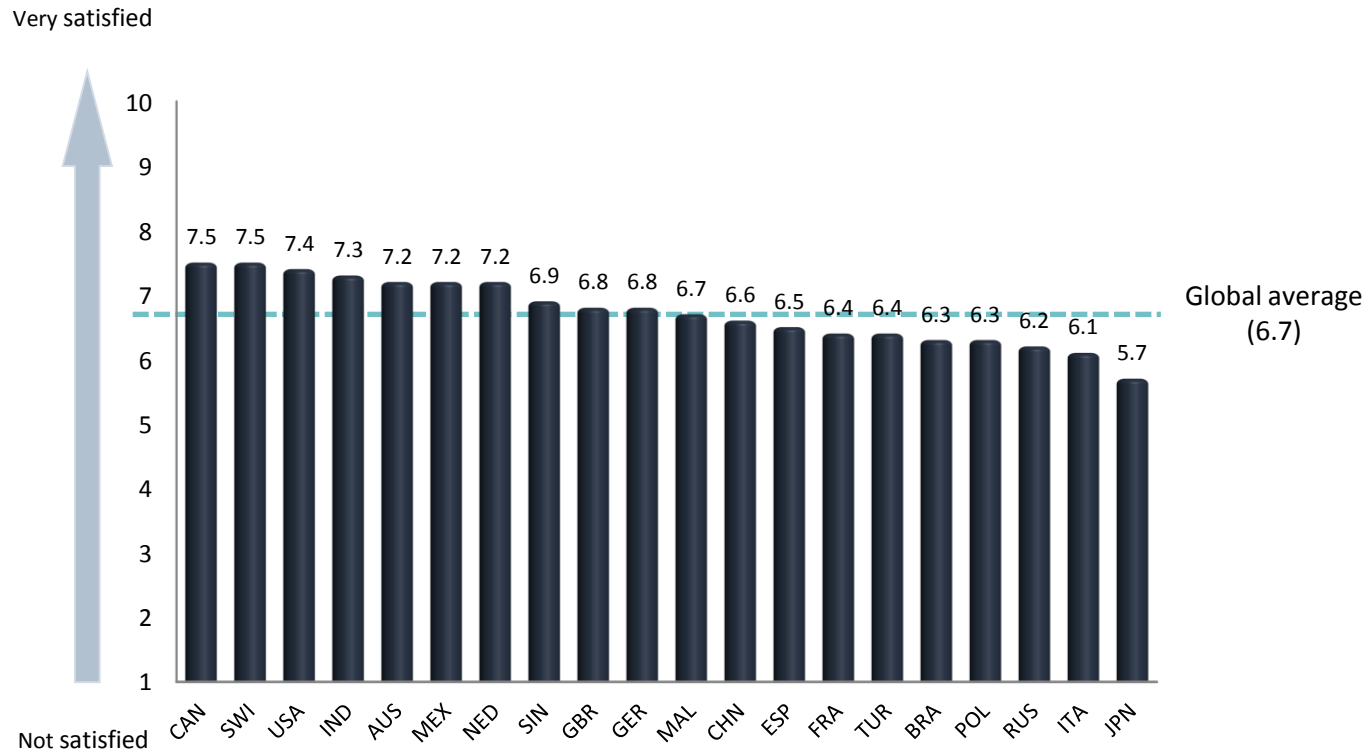
	Global	MEX	POL	RUS	SIN	ESP	SWI	NED	TUR	GBR	USA
Knowledge (theoretical knowledge/ expertise)	+6.9	+7.3	+6.3	+6.4	+7.1	+6.9	+7.8	+7.6	+6.7	+7.1	+7.5
Personality (interpersonal skills, attitude)	+6.9	+7.4	+6.5	+6.7	+6.8	+6.9	+6.6	+7.5	+6.9	+7.0	+7.6
Know-how (hands-on skills)	+6.4	+7.1	+5.8	+5.4	+6.9	+6.2	+6.5	+7.1	+6.4	+6.3	+7.3

*Dark green indicates the highest value per country

Question: Generally speaking, how would you rate the performance and quality of university education in your country?
 The average per country is given on a scale from 1 ("badly trained") to 10 ("well trained")

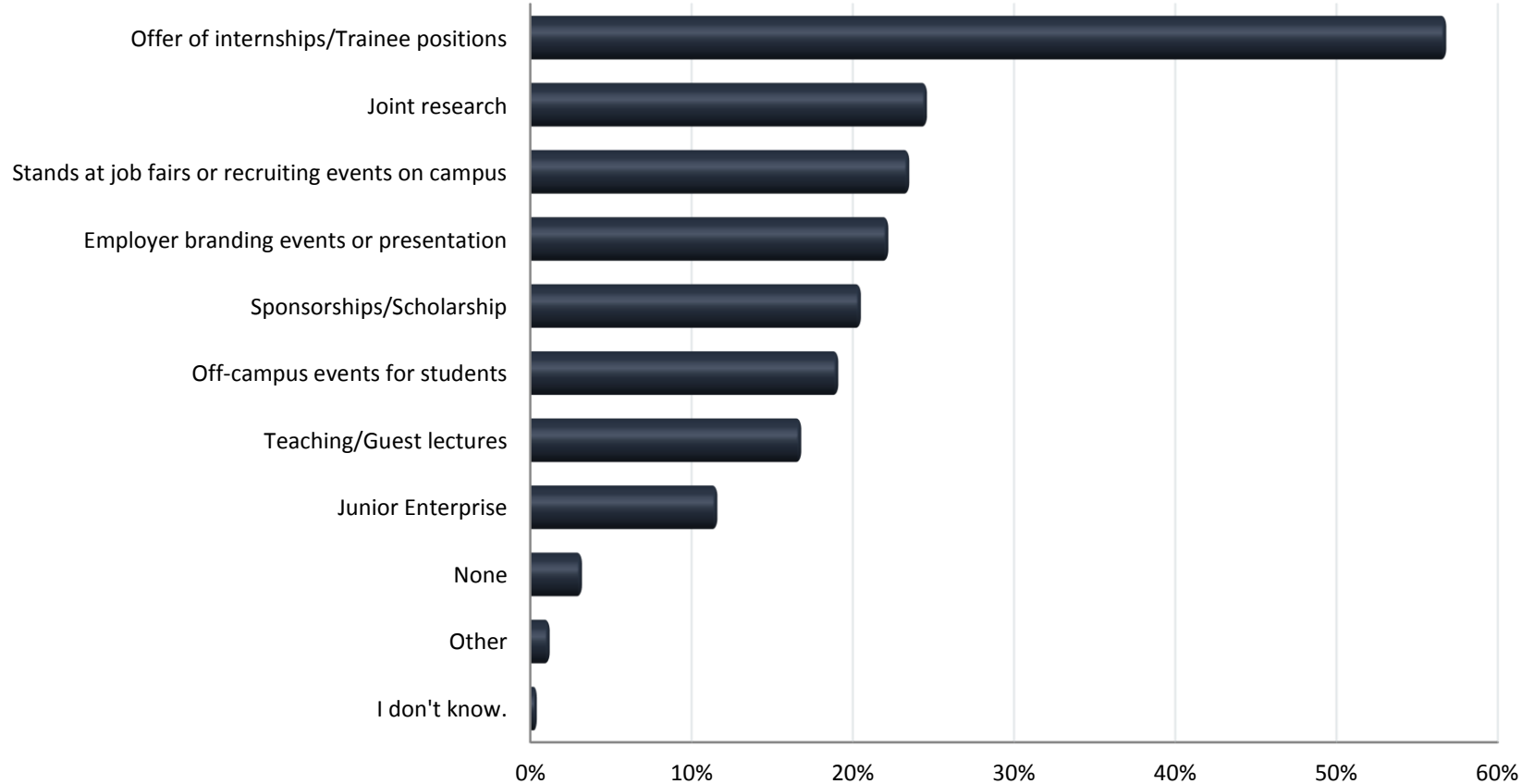
Companies are in general relatively satisfied with the universities in their countries.

Question: Altogether, how satisfied are you with universities/institutions of higher education in your country?



Around the world, company cooperation with universities mostly consists of offering internships/trainee positions.

Question: What type of cooperation do you or your company have with universities? (max. 3 options)



Cooperation with universities (details 1/2)

	Global	AUS	BRA	CAN	CHN	FRA	GER	IND	ITA	JPN	MAL
Offer of internships/Trainee positions	56.8%	44.0%	69.2%	57.8%	74.1%	59.7%	64.6%	52.6%	54.1%	51.6%	73.1%
Joint research	24.6%	22.7%	34.9%	13.9%	37.5%	19.9%	31.4%	22.8%	21.6%	25.2%	32.7%
Stands at job fairs or recruiting events on campus	23.5%	22.7%	9.6%	38.7%	53.1%	13.8%	11.4%	19.3%	11.3%	25.2%	23.1%
Employer branding events or presentation	22.2%	26.7%	12.3%	24.9%	26.3%	28.1%	16.6%	43.9%	22.1%	19.4%	34.6%
Sponsorships/Scholarship	20.5%	24.0%	26.0%	32.9%	22.3%	13.8%	11.4%	26.3%	18.9%	8.4%	30.8%
Off-campus events for students	19.1%	16.7%	14.4%	26.6%	22.3%	16.3%	21.7%	29.8%	20.7%	18.7%	13.5%
Teaching/Guest lectures	16.8%	15.3%	19.9%	16.2%	3.6%	14.3%	21.7%	17.5%	21.6%	7.1%	9.6%
Junior Enterprise	11.6%	8.7%	12.3%	11.0%	10.3%	20.4%	16.6%	15.8%	11.7%	0.0%	3.8%
None	3.2%	5.3%	0.0%	2.9%	0.4%	2.0%	4.6%	1.8%	3.6%	7.1%	0.0%
Other	1.2%	4.0%	1.4%	0.0%	0.0%	1.0%	1.1%	0.0%	0.5%	0.0%	0.0%
I don't know.	0.4%	0.7%	0.7%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	1.3%	0.0%

*Dark green indicates the highest value per country

Question: What type of cooperations do you or your company have with universities?

Participants could choose a maximum of 3 options.

Cooperation with universities (details 2/2)

	Global	MEX	POL	RUS	SIN	ESP	SWI	NED	TUR	GBR	USA
Offer of internships/Trainee positions	56.8%	42.6%	62.0%	66.9%	61.5%	36.4%	58.2%	60.0%	60.7%	41.4%	57.3%
Joint research	24.6%	16.8%	32.0%	18.6%	26.9%	33.8%	23.9%	18.0%	33.9%	21.0%	16.9%
Stands at job fairs or recruiting events on campus	23.5%	24.5%	17.0%	22.1%	32.7%	11.7%	31.3%	2.0%	21.4%	25.9%	30.8%
Employer branding events or presentation	22.2%	14.8%	23.0%	13.8%	15.4%	14.3%	25.4%	22.0%	17.9%	23.5%	27.7%
Sponsorships/Scholarship	20.5%	20.6%	16.0%	19.3%	30.8%	26.6%	10.4%	18.0%	16.1%	19.1%	23.5%
Off-campus events for students	19.1%	14.2%	18.0%	26.2%	11.5%	13.6%	11.9%	14.0%	21.4%	19.8%	19.6%
Teaching/Guest lectures	16.8%	23.2%	11.0%	24.1%	17.3%	19.5%	19.4%	28.0%	25.0%	19.1%	15.4%
Junior Enterprise	11.6%	23.2%	5.0%	6.9%	7.7%	18.8%	7.5%	8.0%	1.8%	9.9%	11.9%
None	3.2%	4.5%	0.0%	2.1%	1.9%	1.9%	3.0%	4.0%	3.6%	8.0%	3.1%
Other	1.2%	2.6%	0.0%	0.7%	3.8%	1.3%	4.5%	6.0%	0.0%	1.9%	0.4%
I don't know.	0.4%	0.0%	1.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	1.9%	0.8%

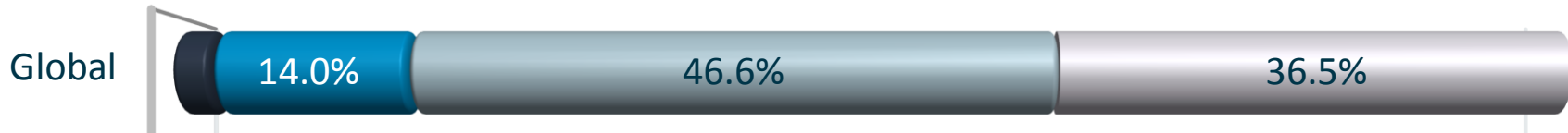
*Dark green indicates the highest value per country

Question: What type of cooperations do you or your company have with universities?

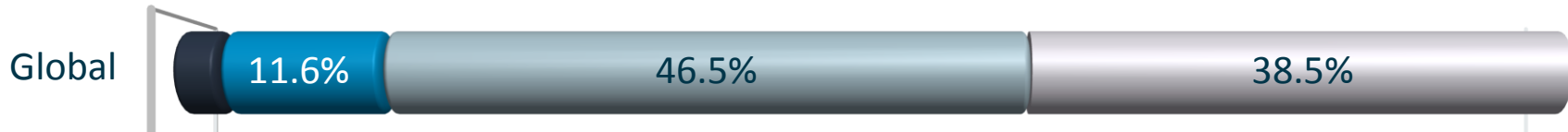
Participants could choose a maximum of 3 options.

For managers, companies should be involved at the earliest levels to improve the skills of graduates

Companies should directly collaborate in the development of university curricula.

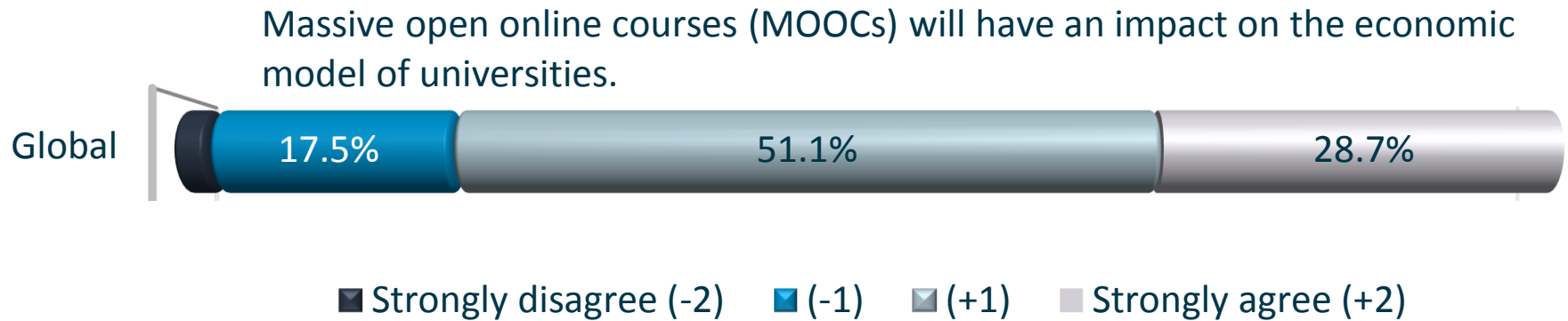


Companies must run graduate programmes for newly recruited young graduates.



■ Strongly disagree (-2)
■ (-1)
■ (+1)
■ Strongly agree (+2)

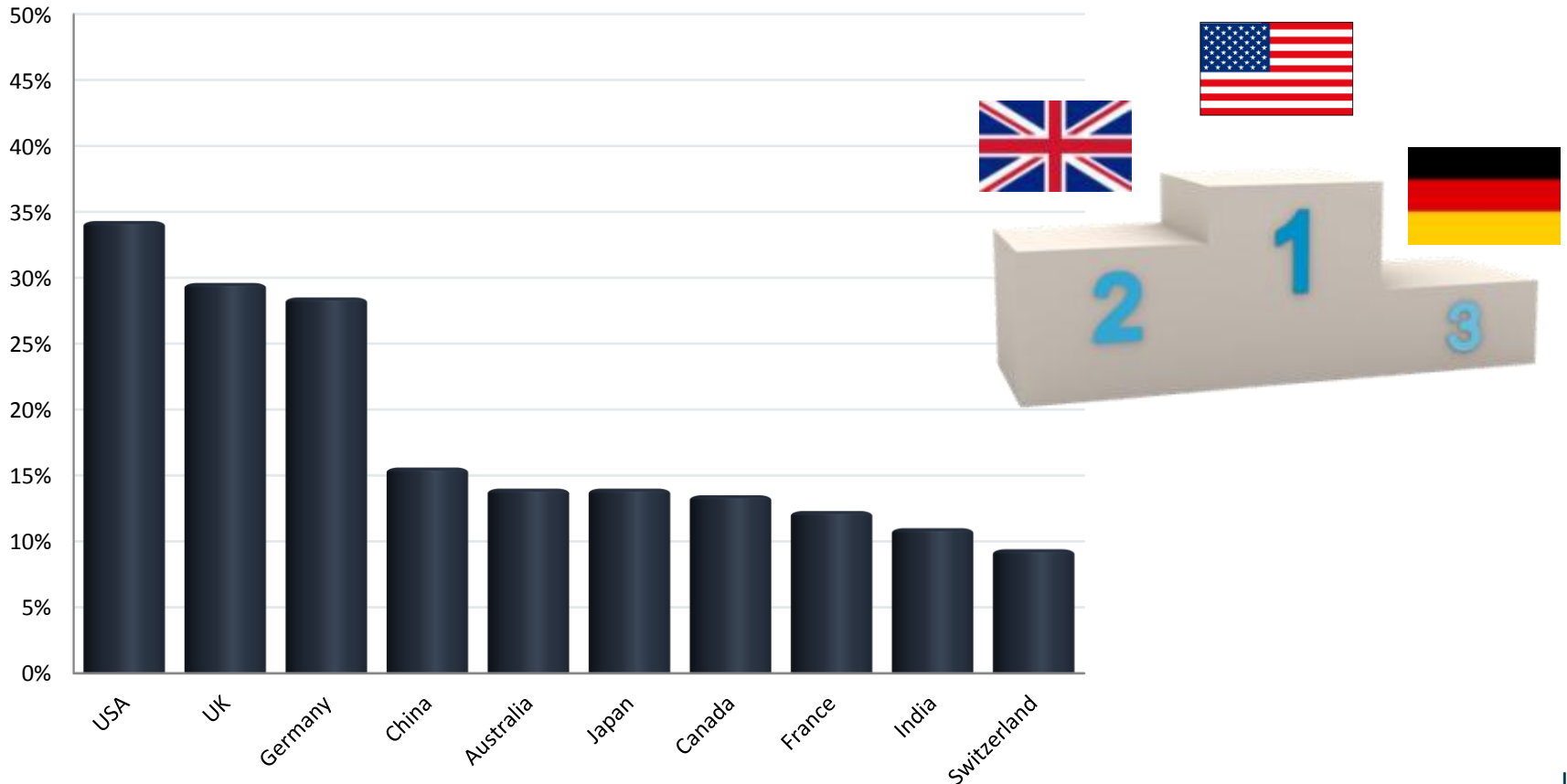
Massive open online courses are overwhelmingly considered to have an impact in the future on the economic model of universities.



Question: Here is a list of statements. Please specify to what extent you agree with each statement. The average per country is given on a scale from -2 to ("Strongly disagree") to +2 ("Strongly agree").

The USA produces the best graduates, followed by the UK and Germany.

Question: Based on your own experience, which of these foreign countries produce the most employable graduates? (max. 3 countries)



Countries producing the best graduates (details 1/2)

	Global	AUS	BRA	CAN	CHN	FRA	GER	IND	ITA	JPN	MAL
United States of America	34.3%	34.3%	50.0%	38.4%	63.3%	22.5%	24.8%	51.6%	32.2%	40.5%	31.3%
United Kingdom	29.6%	47.1%	17.3%	41.1%	49.4%	23.6%	17.1%	45.2%	29.8%	8.9%	46.9%
Germany	28.5%	24.3%	26.9%	19.2%	36.7%	21.3%	0.0%	16.1%	37.2%	12.7%	9.4%
China	15.6%	24.3%	3.8%	31.5%	0.0%	12.4%	14.3%	0.0%	8.3%	54.4%	15.6%
Australia	14.0%	0.0%	15.4%	20.5%	30.4%	6.7%	10.5%	41.9%	5.8%	11.4%	18.8%
Japan	14.0%	22.9%	19.2%	11.0%	15.2%	9.0%	14.3%	6.5%	10.7%	0.0%	21.9%
Canada	13.5%	24.3%	34.6%	0.0%	13.9%	15.7%	10.5%	16.1%	7.4%	1.3%	6.3%
France	12.3%	4.3%	5.8%	6.8%	16.5%	0.0%	15.2%	9.7%	28.1%	2.5%	0.0%
India	11.0%	30.0%	1.9%	13.7%	0.6%	6.7%	21.0%	0.0%	15.7%	12.7%	21.9%
Switzerland	9.4%	7.1%	7.7%	13.7%	5.1%	10.1%	25.7%	6.5%	14.0%	1.3%	6.3%
Singapore	9.1%	20.0%	1.9%	11.0%	17.1%	7.9%	11.4%	19.4%	2.5%	13.9%	50.0%
Spain	8.0%	0.0%	19.2%	1.4%	0.6%	22.5%	8.6%	12.9%	14.9%	2.5%	0.0%
Russia	6.3%	2.9%	3.8%	12.3%	7.0%	6.7%	11.4%	9.7%	7.4%	1.3%	3.1%
Italy	5.2%	2.9%	5.8%	0.0%	5.1%	9.0%	6.7%	0.0%	0.0%	1.3%	0.0%
The Netherlands	5.0%	5.7%	5.8%	8.2%	1.3%	5.6%	11.4%	0.0%	3.3%	1.3%	0.0%
Poland	4.0%	1.4%	0.0%	0.0%	0.0%	4.5%	6.7%	0.0%	2.5%	0.0%	3.1%
Brazil	3.9%	1.4%	0.0%	6.8%	3.2%	9.0%	0.0%	0.0%	6.6%	5.1%	0.0%
Malaysia	2.4%	11.4%	1.9%	1.4%	1.3%	1.1%	1.0%	9.7%	0.8%	6.3%	0.0%
Mexico	1.9%	1.4%	5.8%	2.7%	0.0%	3.4%	1.0%	3.2%	0.0%	0.0%	0.0%
Turkey	1.6%	0.0%	0.0%	2.7%	1.3%	3.4%	2.9%	3.2%	0.0%	1.3%	3.1%
None of the above	4.2%	1.4%	3.8%	2.7%	0.0%	9.0%	5.7%	0.0%	4.1%	7.6%	6.3%

*Dark green indicates the highest value per country

Question: Based on your own experience, which of these foreign countries produce the most employable graduates?

Countries producing the best graduates (details 2/2)

	Global	MEX	POL	RUS	SIN	ESP	SWI	NED	TUR	GBR	USA
United States of America	34.3%	52.6%	18.2%	19.6%	53.5%	17.8%	24.5%	33.3%	56.3%	36.1%	0.0%
United Kingdom	29.6%	24.4%	36.4%	30.4%	55.8%	28.8%	12.2%	20.8%	22.9%	0.0%	34.8%
Germany	28.5%	24.4%	52.3%	41.1%	11.6%	45.2%	73.5%	29.2%	58.3%	38.6%	15.2%
China	15.6%	9.0%	13.6%	19.6%	25.6%	6.8%	4.1%	12.5%	2.1%	13.3%	31.1%
Australia	14.0%	3.8%	4.5%	1.8%	48.8%	8.2%	4.1%	4.2%	10.4%	25.3%	12.9%
Japan	14.0%	26.9%	11.4%	10.7%	9.3%	8.2%	2.0%	0.0%	27.1%	9.6%	26.5%
Canada	13.5%	20.5%	6.8%	5.4%	11.6%	11.0%	10.2%	4.2%	16.7%	15.7%	25.0%
France	12.3%	5.1%	20.5%	14.3%	0.0%	23.3%	16.3%	12.5%	16.7%	18.1%	9.8%
India	11.0%	1.3%	2.3%	14.3%	11.6%	1.4%	4.1%	12.5%	2.1%	10.8%	22.7%
Switzerland	9.4%	6.4%	9.1%	8.9%	2.3%	17.8%	0.0%	4.2%	18.8%	4.8%	6.8%
Singapore	9.1%	0.0%	4.5%	3.6%	0.0%	1.4%	2.0%	12.5%	2.1%	8.4%	6.8%
Spain	8.0%	24.4%	11.4%	3.6%	2.3%	0.0%	6.1%	4.2%	2.1%	7.2%	9.1%
Russia	6.3%	3.8%	15.9%	0.0%	2.3%	1.4%	8.2%	0.0%	10.4%	6.0%	6.8%
Italy	5.2%	2.6%	11.4%	1.8%	2.3%	15.1%	8.2%	4.2%	6.3%	7.2%	9.1%
The Netherlands	5.0%	1.3%	4.5%	3.6%	2.3%	15.1%	8.2%	0.0%	4.2%	9.6%	3.0%
Poland	4.0%	0.0%	0.0%	19.6%	0.0%	5.5%	6.1%	4.2%	0.0%	16.9%	6.1%
Brazil	3.9%	6.4%	2.3%	0.0%	0.0%	8.2%	2.0%	0.0%	0.0%	3.6%	6.8%
Malaysia	2.4%	0.0%	0.0%	0.0%	23.3%	0.0%	0.0%	0.0%	2.1%	1.2%	0.0%
Mexico	1.9%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	2.4%	9.1%
Turkey	1.6%	0.0%	2.3%	7.1%	0.0%	1.4%	0.0%	8.3%	0.0%	2.4%	0.0%
None of the above	4.2%	6.4%	0.0%	5.4%	0.0%	1.4%	6.1%	25.0%	4.2%	4.8%	3.8%

*Dark green indicates the highest value per country

Question: Based on your own experience, which of these foreign countries produce the most employable graduates?

Global University Ranking 2013

APPENDIX:

Sample description and breakdowns

- » List of abbreviations
- » Country samples
- » Company characteristics
- » Survey participants: work experience and departments
- » Survey participants: experience with graduates

List of abbreviations

Listed as:	Abbreviated:
Australia	AUS
Brazil	BRA
Canada	CAN
China	CHN
France	FRA
Germany	GER
India	IND
Italy	ITA
Japan	JPN
Malaysia	MAL
Mexico	MEX
Poland	POL
Russia	RUS
Singapore	SIN
Spain	ESP
Switzerland	SWI
The Netherlands	NED
Turkey	TUR
United Kingdom	GBR
United States of America	USA

Countries represented in the survey – Sample sizes

Country	Sample size
Australia	150
Brazil	146
Canada	173
China	224
France	196
Germany	175
India	57
Italy	222
Japan	155
Malaysia	52
Mexico	155
Poland	100
Russia	145
Singapore	52
Spain	157
Switzerland	67
The Netherlands	50
Turkey	56
United Kingdom	162
United States of America	262
Global	2756

Main sectors/branches represented in the survey

Sector	% Sample
Aerospace and defence	2.8%
Food & Beverage industry	3.0%
Accounting and finance	7.3%
Automotive industry	3.7%
Banking and insurance	6.7%
FMCG (Fast moving consumer goods)	1.8%
Engineering, design and manufacture	9.9%
Construction and civil engineering	4.6%
Media and communications	5.3%
Consulting	7.8%
Retail	5.8%
Electrotechnics and electronics	3.3%
Energy and environmental	4.9%
Hospitality, leisure and tourism	3.8%
Pharmaceutical and chemical industry	5.7%
Luxury goods	1.1%
IT (Hardware)	3.8%
IT and software engineering	10.1%
Telecoms and networks	2.1%
Logistics, transport and supply chain	6.2%

Company size (in employees)

	Global	AUS	BRA	CAN	CHN	FRA	GER	IND	ITA	JPN	MAL
Up to 50 employees	6.8%	4.0%	13.0%	2.3%	0.4%	3.6%	10.3%	8.8%	5.4%	1.3%	9.6%
50 - 499 employees	24.2%	20.0%	22.6%	17.3%	23.2%	22.4%	16.6%	26.3%	29.3%	11.6%	50.0%
500 - 999 employees	22.6%	24.7%	20.5%	33.5%	41.1%	17.9%	20.6%	24.6%	20.3%	16.8%	13.5%
1000 - 5000 employees	21.9%	22.0%	22.6%	27.7%	26.3%	25.0%	26.3%	15.8%	18.9%	28.4%	3.8%
More than 5000 employees	24.5%	29.3%	21.2%	19.1%	8.9%	31.1%	26.3%	24.6%	26.1%	41.9%	23.1%

	Global	MEX	POL	RUS	SIN	ESP	SWI	NED	TUR	GBR	USA
Up to 50 employees	6.8%	13.5%	6.0%	1.4%	0.0%	8.9%	19.4%	14.0%	16.1%	4.9%	11.1%
50 - 499 employees	24.2%	23.2%	31.0%	27.6%	15.4%	22.9%	14.9%	26.0%	25.0%	25.9%	36.3%
500 - 999 employees	22.6%	18.7%	22.0%	21.4%	25.0%	21.7%	16.4%	16.0%	14.3%	24.1%	18.3%
1000 - 5000 employees	21.9%	13.5%	13.0%	26.2%	36.5%	21.0%	17.9%	22.0%	19.6%	17.9%	19.5%
More than 5000 employees	24.5%	31.0%	28.0%	23.4%	23.1%	25.5%	31.3%	22.0%	25.0%	27.2%	14.9%

*Dark green indicates the highest value per country

Work experience of survey participants

	Global	AUS	BRA	CAN	CHN	FRA	GER	IND	ITA	JPN	MAL
5 - 9 years	28.7%	24.0%	36.3%	27.2%	45.5%	24.5%	22.9%	45.6%	27.5%	23.9%	55.8%
10 - 15 years	26.7%	22.0%	24.7%	29.5%	30.4%	28.6%	27.4%	31.6%	35.6%	15.5%	26.9%
More than 15 years	44.6%	54.0%	39.0%	43.4%	24.1%	46.9%	49.7%	22.8%	36.9%	60.6%	17.3%

	Global	MEX	POL	RUS	SIN	ESP	SWI	NED	TUR	GBR	USA
5 - 9 years	28.7%	32.9%	43.0%	24.1%	26.9%	23.6%	17.9%	6.0%	30.4%	15.4%	28.6%
10 - 15 years	26.7%	23.2%	29.0%	31.0%	28.8%	31.8%	17.9%	16.0%	35.7%	19.8%	24.0%
More than 15 years	44.6%	43.9%	28.0%	44.8%	44.2%	44.6%	64.2%	78.0%	33.9%	64.8%	47.3%

*Dark green indicates the highest value per country

Departments of survey participants

	Global	AUS	BRA	CAN	CHN	FRA	GER	IND	ITA	JPN	MAL
IT	23.6%	20.0%	26.7%	34.1%	39.3%	21.0%	24.0%	31.6%	27.5%	21.9%	17.3%
Human resources	13.7%	10.7%	13.0%	11.0%	23.7%	16.4%	10.3%	14.0%	13.1%	11.6%	17.3%
Production	10.8%	12.7%	11.0%	10.4%	9.4%	11.8%	6.3%	8.8%	8.1%	9.0%	19.2%
Accounting/Finance	10.4%	10.7%	10.3%	10.4%	7.1%	8.2%	12.6%	14.0%	10.4%	12.9%	17.3%
Sales/CRM	10.3%	10.0%	9.6%	9.8%	3.1%	7.2%	17.1%	5.3%	14.4%	16.1%	3.8%
Product/Product Management	7.6%	6.0%	8.9%	5.8%	16.5%	3.6%	6.3%	10.5%	5.9%	11.0%	3.8%
Research and development	7.3%	7.3%	4.8%	6.4%	7.6%	5.6%	8.0%	5.3%	8.1%	14.8%	11.5%
Supply chain management/Logistics	5.8%	4.0%	10.3%	4.0%	3.1%	7.7%	4.6%	3.5%	5.4%	5.8%	3.8%
Public Relations	4.8%	4.0%	4.8%	5.2%	4.0%	8.2%	4.0%	10.5%	5.4%	3.9%	3.8%
Marketing	4.0%	4.0%	4.1%	2.9%	8.5%	2.6%	2.3%	3.5%	2.7%	5.2%	9.6%
Legal	3.4%	4.7%	5.5%	4.0%	2.2%	2.6%	2.3%	1.8%	3.6%	2.6%	0.0%
Education	3.3%	4.0%	4.1%	2.3%	0.9%	3.1%	1.7%	0.0%	3.6%	2.6%	3.8%
Auditing	2.9%	1.3%	2.1%	1.7%	2.7%	4.1%	6.9%	0.0%	3.2%	2.6%	3.8%
Health Care	2.1%	3.3%	2.7%	1.7%	0.0%	3.6%	0.0%	1.8%	5.0%	1.9%	0.0%
Management	1.5%	2.0%	1.4%	1.7%	0.9%	1.0%	4.0%	1.8%	0.0%	0.6%	0.0%
Administration	1.4%	2.0%	2.7%	0.6%	0.9%	1.0%	1.1%	0.0%	1.4%	0.6%	0.0%
Public service	0.7%	0.0%	1.4%	0.0%	0.0%	1.5%	0.6%	1.8%	1.8%	0.0%	0.0%
Other	7.4%	12.7%	7.5%	9.8%	0.9%	5.6%	4.0%	3.5%	2.3%	3.9%	11.5%

*Dark green indicates the highest value per country

Question: In which department(s) do you work?
 Participants could choose a maximum of 3 options.

Fields of experience when working with/recruiting graduates

	Global	AUS	BRA	CAN	CHN	FRA	GER	IND	ITA	JPN	MAL
Corporate/Business	33.2%	32.7%	43.2%	26.6%	27.7%	18.4%	32.0%	31.6%	28.4%	34.2%	44.2%
IT	29.9%	32.7%	27.4%	37.0%	45.1%	36.7%	29.7%	38.6%	31.1%	23.2%	25.0%
Social sciences	15.5%	15.3%	11.6%	20.2%	4.9%	17.3%	22.3%	5.3%	19.8%	7.7%	3.8%
Engineering	15.4%	13.3%	8.9%	11.6%	20.5%	15.8%	12.0%	17.5%	14.9%	29.0%	21.2%
Legal	6.0%	6.0%	8.9%	4.6%	1.8%	11.7%	4.0%	7.0%	5.9%	5.8%	5.8%

	Global	MEX	POL	RUS	SIN	ESP	SWI	NED	TUR	GBR	USA
Corporate/Business	33.2%	48.4%	40.4%	41.4%	51.9%	23.6%	32.8%	34.0%	55.4%	32.1%	32.4%
IT	29.9%	17.4%	18.2%	26.2%	19.2%	26.1%	16.4%	20.0%	7.1%	32.7%	36.3%
Social sciences	15.5%	14.8%	18.2%	12.4%	11.5%	19.1%	34.3%	24.0%	19.6%	17.3%	14.5%
Engineering	15.4%	16.1%	15.2%	13.1%	13.5%	21.0%	11.9%	16.0%	16.1%	11.1%	12.2%
Legal	6.0%	3.2%	8.1%	6.9%	3.8%	10.2%	4.5%	6.0%	1.8%	6.8%	4.6%

*Dark green indicates the highest value per country

Question: For which of the following fields do you have the most experience in recruiting graduates and/or working with them?

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