

University Report

Universum Student Survey 2011

Finnish Edition



Lappeenranta University of Technology
Business

About us

Universum is an international organisation, with its headquarters in Stockholm, Sweden and operates in the field of employer branding and talent research. Our purpose is to improve the communications between students, career services and employers.

We believe that career choice is one of the most important decisions in a student's life. We therefore want to provide students with information and support career services in their role. We also believe that companies need to understand student expectations, to adjust their offering and working environment to attract potential candidates and meet their resourcing needs.

Our role is threefold: 1) we provide students with information on companies, 2) support career services in their role and 3) help companies to develop their employer value.



- 1** *Methodology & key findings*
- 2** *University experience*
- 3** *Students' career & communication preferences*
- 4** *Employer Rankings*
- 5** *Students' employer preferences*
- 6** *Global top findings*

Methodology & key findings



*Lappeenranta University of Technology
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Field period:

October 2010 to March 2011

No. of educational institutions included:

40

Data collection:

Data collection was carried out via our online survey. The online link was distributed primarily via university contacts (career centers and the educational institutions). Students received an email or in some cases a letter containing the survey's link which allowed them to access the online questionnaire.

Weighting and data cleaning:

In order to achieve a realistic perspective of the university landscape we set targets by main field of study and educational institution based on official statistics. To get the questions distributions as close as possible to the actual population distribution, we use weighting based on population frequencies of the targets. Finally, a data cleaning process guarantees that only valid answers become part of our sample.

Target group:

University students from all educational years.

Data protection:

Universum sticks to national data protection laws. All answers remain anonymous and all data is analysed on an aggregated base only.

Comparison groups analysed in this report

Group 1:

Base of the group: Lappeenranta University of Technology

Number of respondents: 267

Group 2:

Base of the group: Total

Number of respondents: 2 292

Gender:

- 52% women and 48% men

Average age:

- 29,0 years

Grade (self-assessment):

- 6,8 (of 10)



Top career goals:

- To have work/life balance
- To be competitively or intellectually challenged
- To be a leader or manager of people

Top preferred industries:

- Business Services and Operational Consulting
- Banks
- Media and advertisement

Top job functions:

- Administrative function (e.g. HR, Purchasing, IT support)
- Project Manager
- Marketing/communications/PR function

Top actual communication channels:

- Employer websites
- Advertisements in life style magazines & other periodicals
- News print media advertisements

Expected monthly salary:

- 3 473 EUR

Key findings - Total

Gender:

- 59% women and 41% men

Average age:

- 25,8 years

Grade (self-assessment):

- 7,3 (of 10)

Top actual communication channels:

- Employer websites
- TV advertisements
- Advertisements in life style magazines & other periodicals



Top career goals:

- To have work/life balance
- To be competitively or intellectually challenged
- To be secure or stable in my job

Top preferred industries:

- Business Services and Operational Consulting
- Media and advertisement
- Banks

Top job functions:

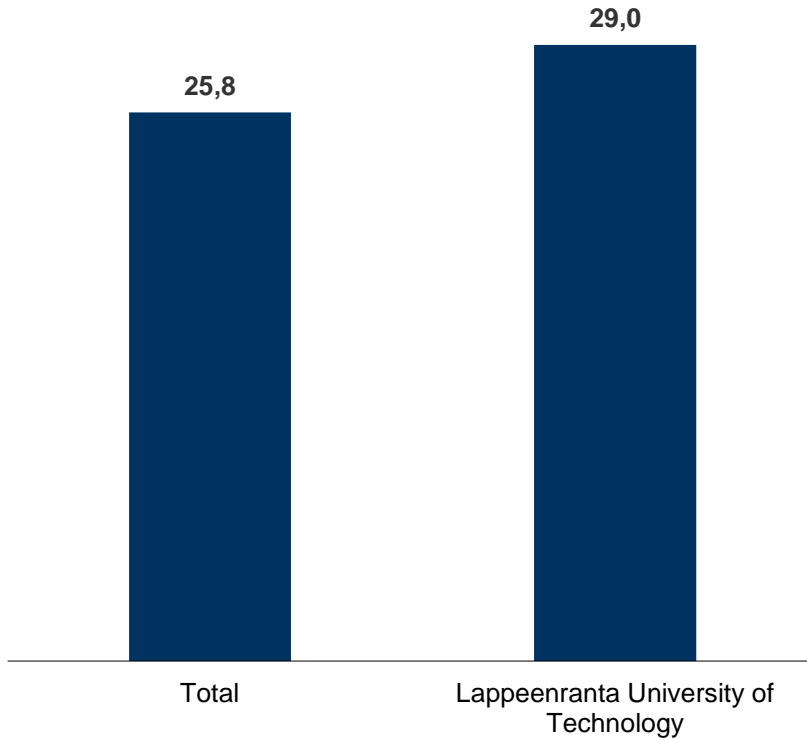
- Administrative function (e.g. HR, Purchasing, IT support)
- Marketing/communications/PR function
- Finance function

Expected monthly salary:

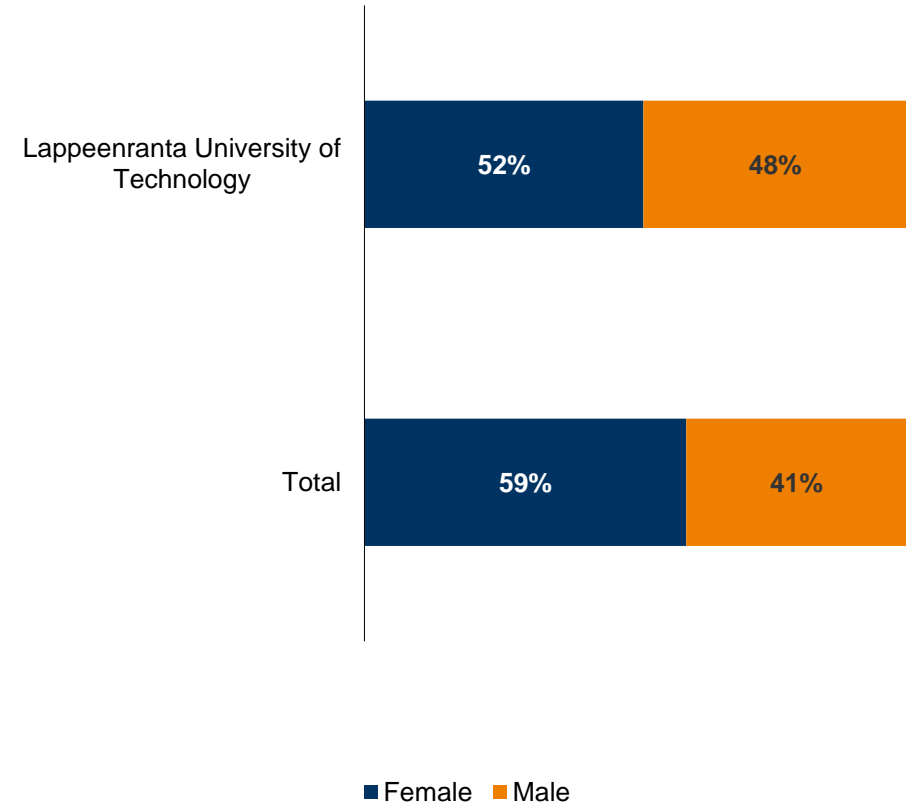
- 3 014 EUR

Age & Gender

Average Age:

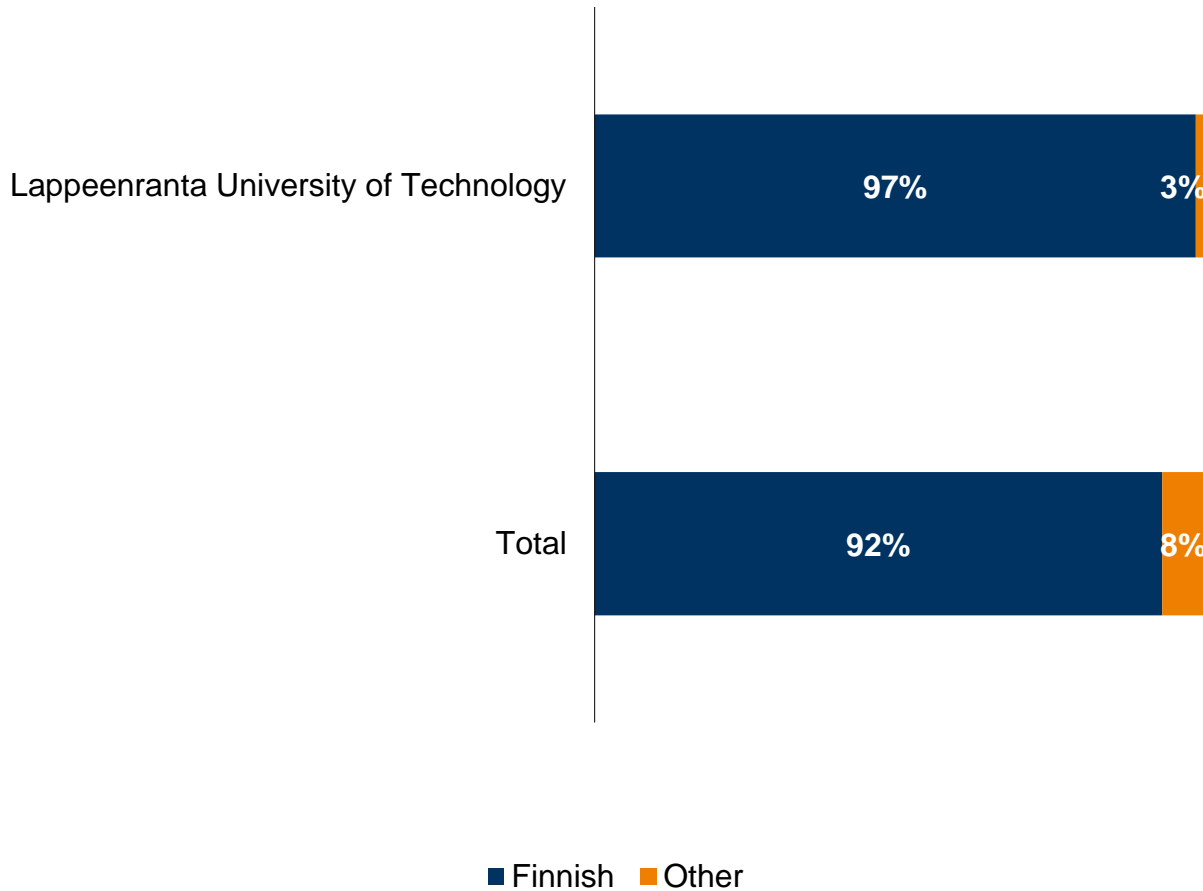


Gender:



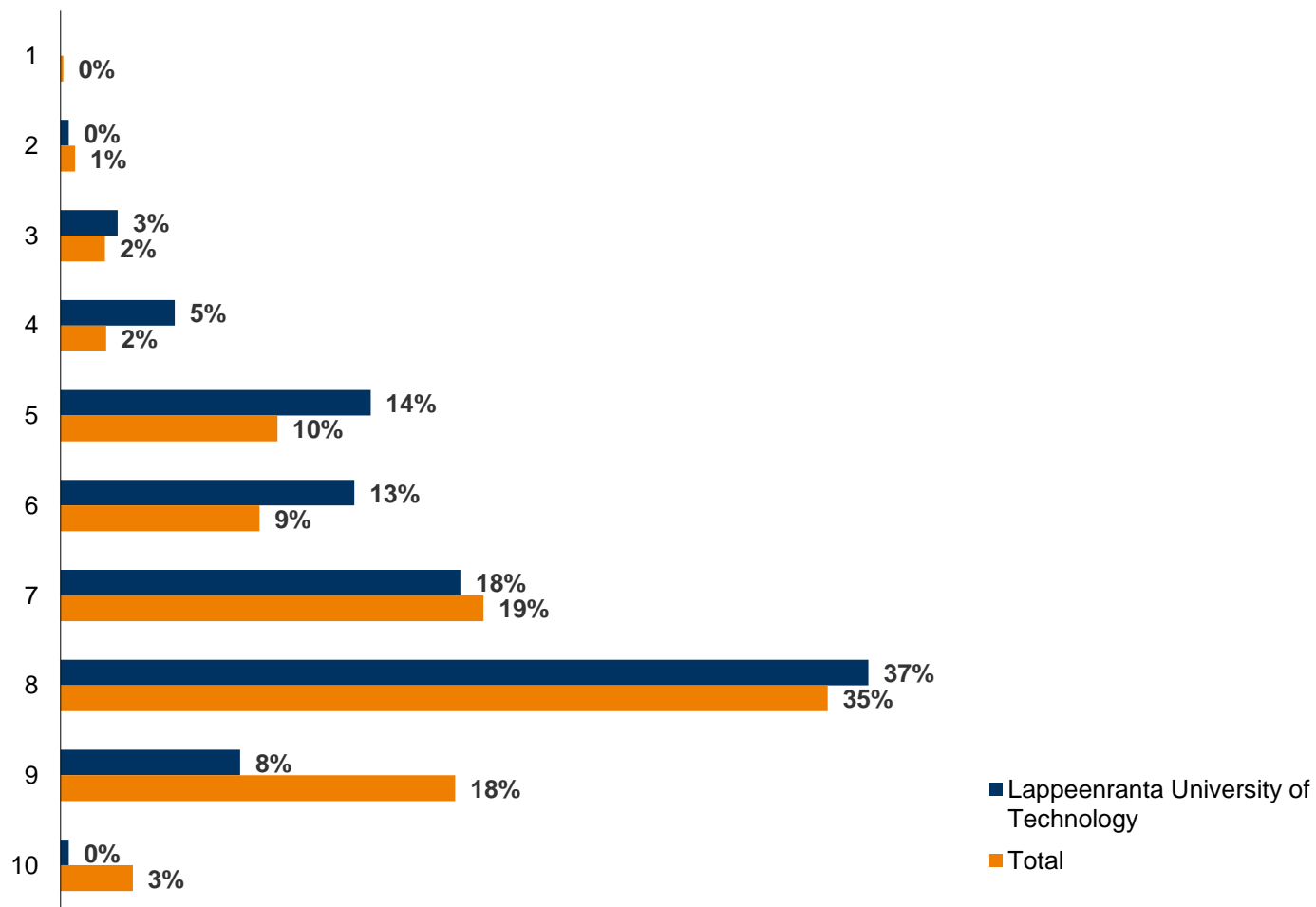
SURVEY QUESTIONS:

- What is your year of birth?
- What is your gender?



SURVEY QUESTION:
What is your nationality?

Academic performance



SURVEY QUESTION:

Please grade your academic results on a scale from 1 to 10, where 10 represents "excellent results", 5 stands for "Average"

Areas of study - Business (1/1)

Area of study	Lappeenranta University of Technology	Total
Accounting/Auditing/Taxation	23%	16%
Management	20%	25%
Industrial Engineering	18%	5%
Marketing	18%	26%
Information Management	13%	3%
International Business	13%	16%
Finance	10%	12%
Economic Administration	8%	11%
Economics	5%	10%
Business Administration	4%	8%
Logistics	4%	6%
Entrepreneurship	3%	9%
Human Resources Management	1%	10%
Communication Studies	0%	5%
Insurance	0%	2%
Public Administration	0%	4%
Sales	0%	7%
Other Business	0%	2%

SURVEY QUESTION:

What is your major(s)/main area(s) of study?

Participating students - Educational institutions - Total (1/2)

University	Total	University	Total
Haaga-Helia University of Applied Sciences	11,04%	Åbo Akademi University	3,44%
University of Turku	9,91%	Tampere University of Applied Sciences	3,21%
University of Tampere	7,00%	Metropolia University of Applied Sciences	2,82%
Aalto University School of Economics	6,72%	University of Oulu	2,79%
University of Vaasa	5,90%	Lappeenranta University of Technology	2,63%
Hanken School of Economics	4,43%	Oulu University of Applied Sciences	2,52%
University of Helsinki	3,85%	Kymenlaakso University of Applied Sciences	2,20%
University of Eastern Finland	3,73%	Laurea University of Applied Sciences	2,10%
Turku University of Applied Sciences	3,47%		

SURVEY QUESTION:

Which educational institution do you attend?

PLEASE NOTE:

The percentages shown in this table are weighted results based on the actual student population of each school.

Participating students - Educational institutions - Total (2/2)

University	Total	University	Total
Seinäjoki University of Applied Sciences	2,07%	Savonia University of Applied Sciences	0,70%
Jyväskylä University of Applied Sciences	1,92%	Vaasa University of Applied Sciences	0,70%
Lahti University of Applied Sciences	1,92%	Kajaani University of Applied Sciences	0,52%
Häme University of Applied Sciences	1,57%	Novia University of Applied Sciences	0,52%
University of Lapland	1,57%	Kemi-Tornio University of Applied Sciences	0,35%
University of Jyväskylä	1,40%	Mikkeli University of Applied Sciences	0,35%
Satakunta University of Applied Sciences	1,22%	University of Kuopio	0,35%
Saimaa University of Applied Sciences	1,19%	North Karelia University of Applied Sciences	0,17%
Arcada University of Applied Sciences	1,07%	Other	4,61%

SURVEY QUESTION:

Which educational institution do you attend?

PLEASE NOTE:

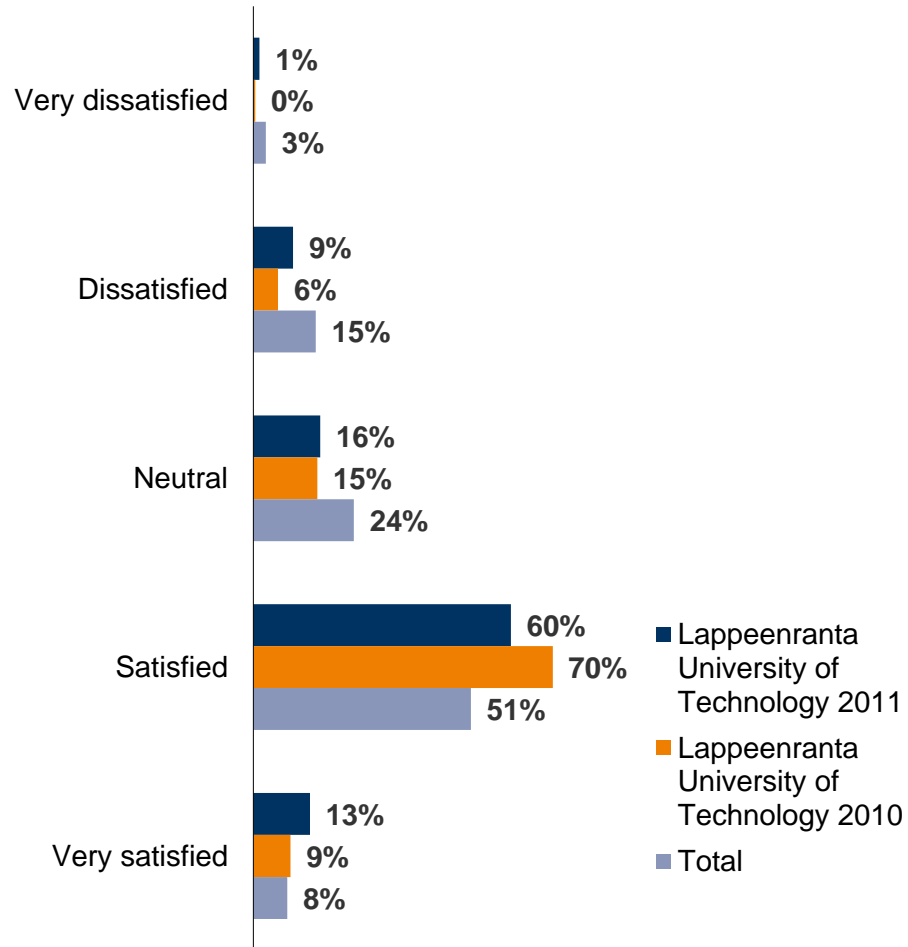
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University experience

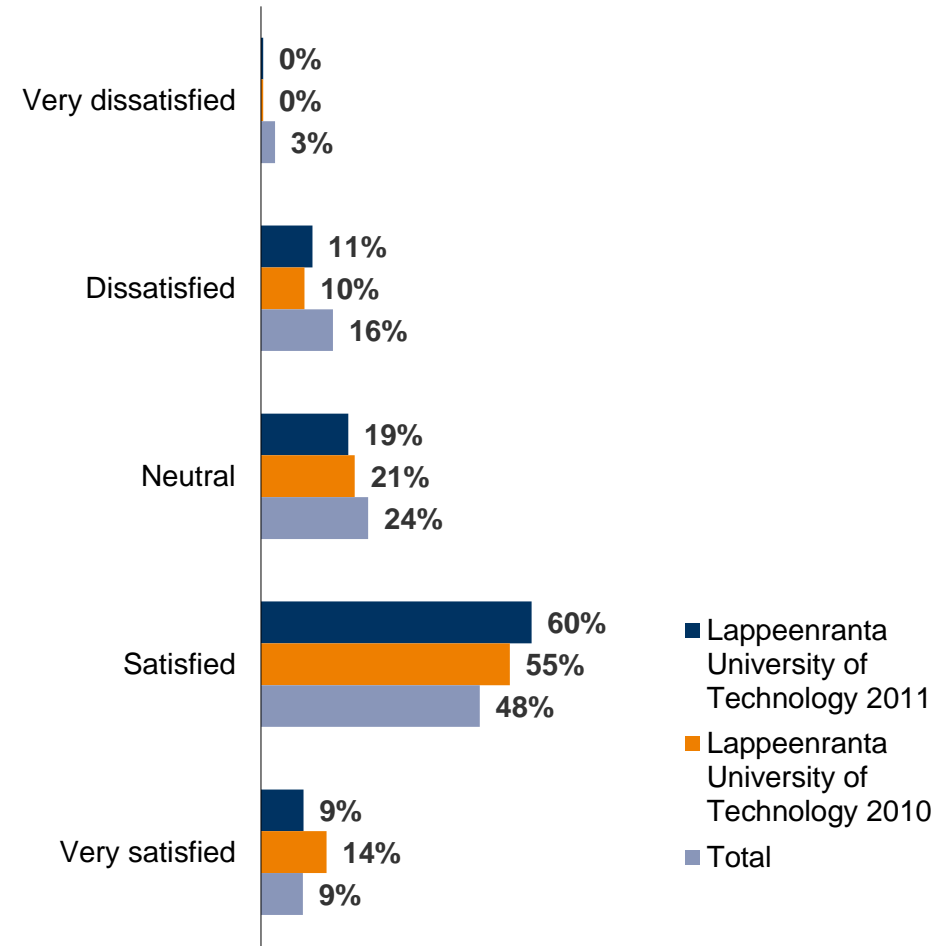


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Satisfaction - Lecturers/tutors



Satisfaction - Choice of courses/modules



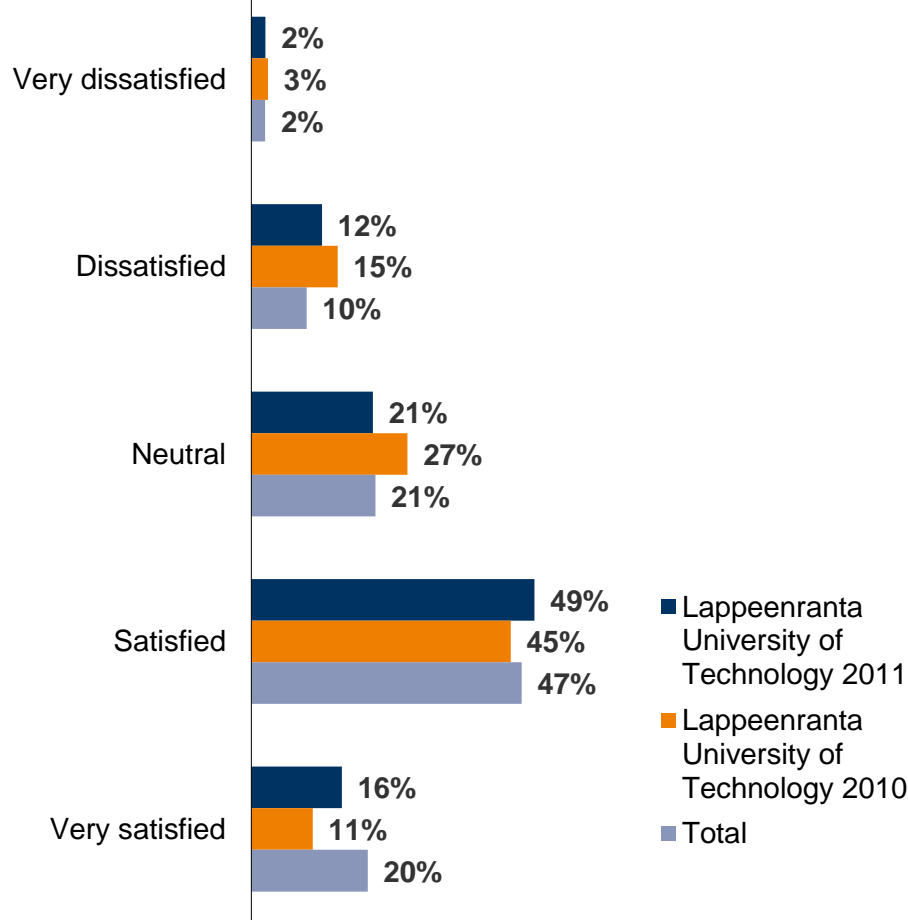
SURVEY QUESTIONS:

How satisfied or dissatisfied are you with your study environment regarding the following factors?
(Very satisfied, Satisfied, Neutral, Dissatisfied and Very dissatisfied)

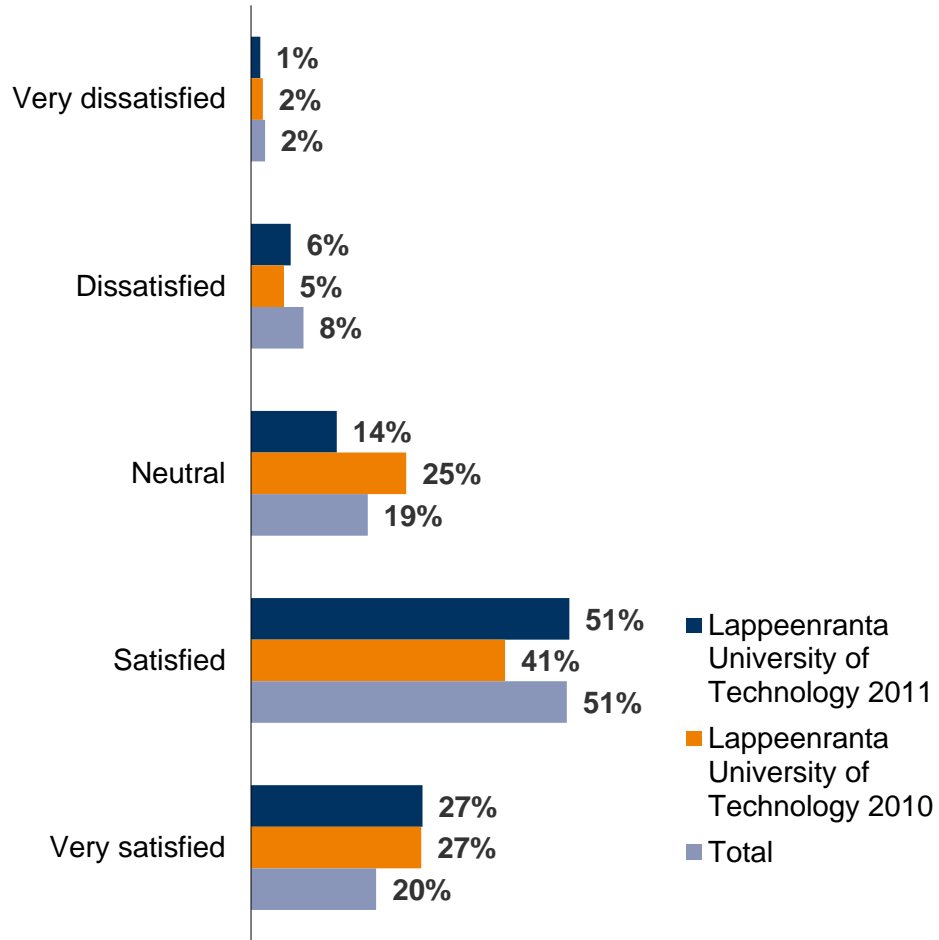
THINK ABOUT:

- Are your students rather satisfied or dissatisfied with the above aspects?
- Did satisfaction significantly increase or drop compared to last year?

Satisfaction - Reputation of the university



Satisfaction - Student life



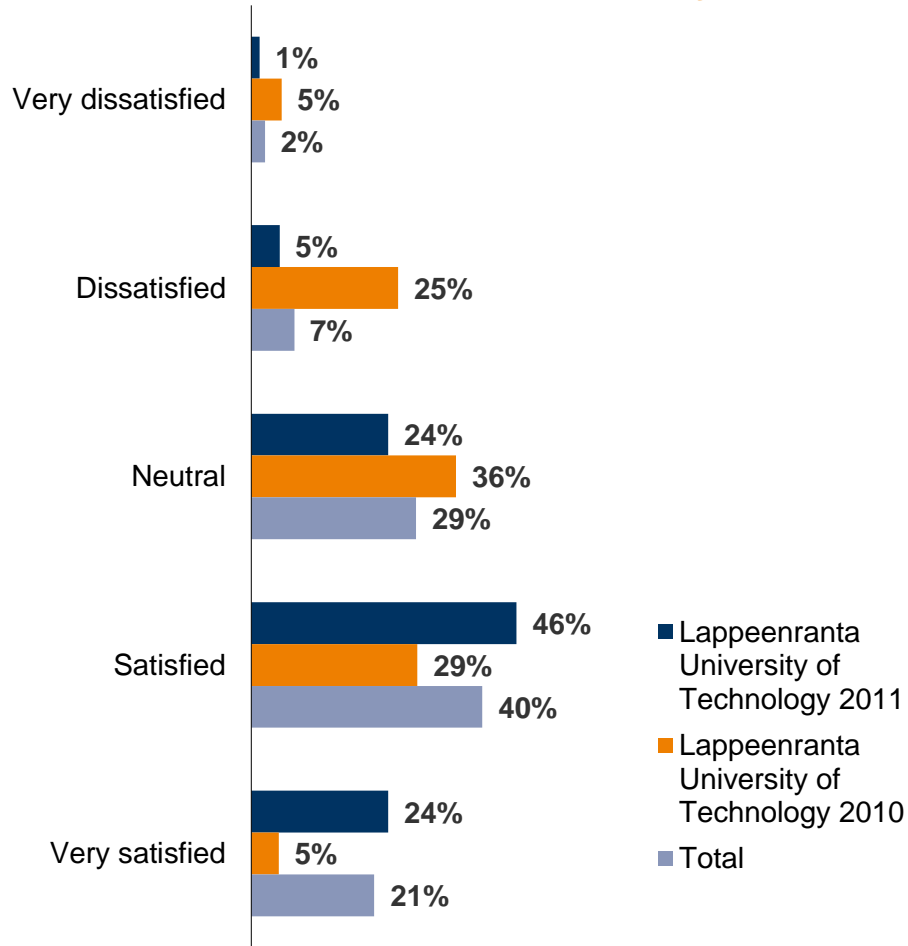
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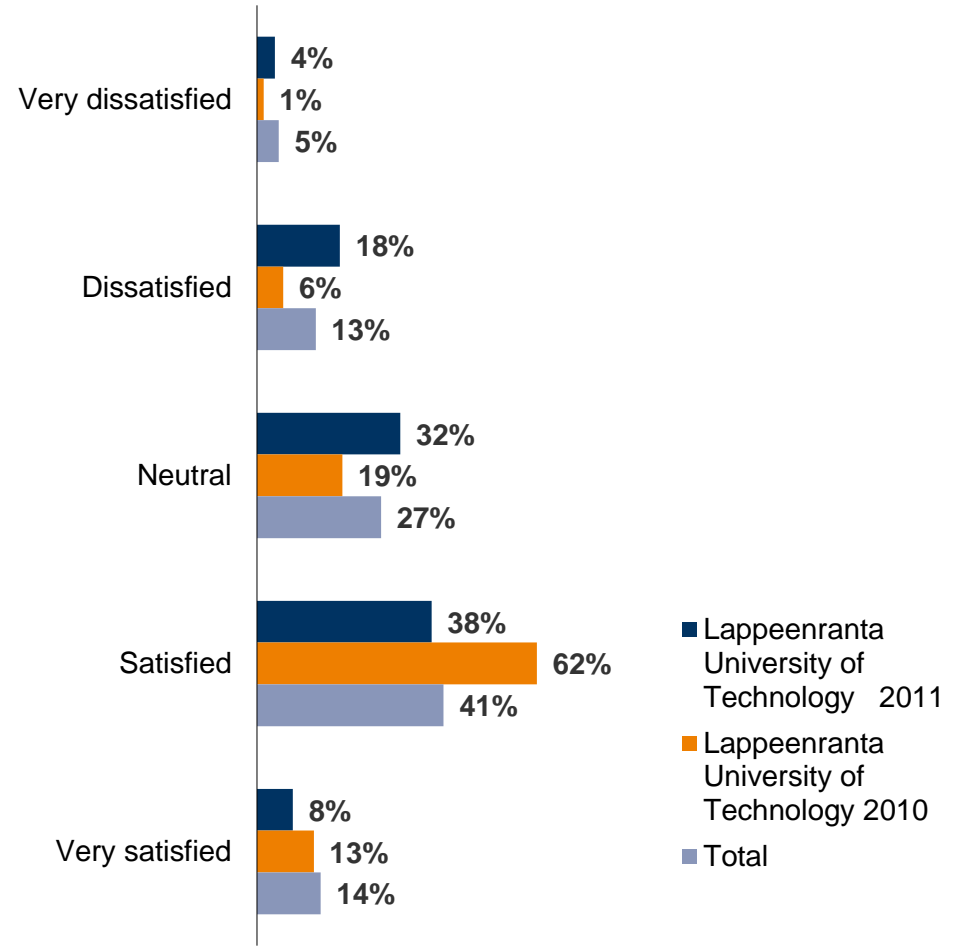
THINK ABOUT:

- Are your students rather satisfied or dissatisfied with the above aspects?
- Did satisfaction significantly increase or drop compared to last year?

Satisfaction - University's contacts with the business community



Satisfaction - Quality of the education



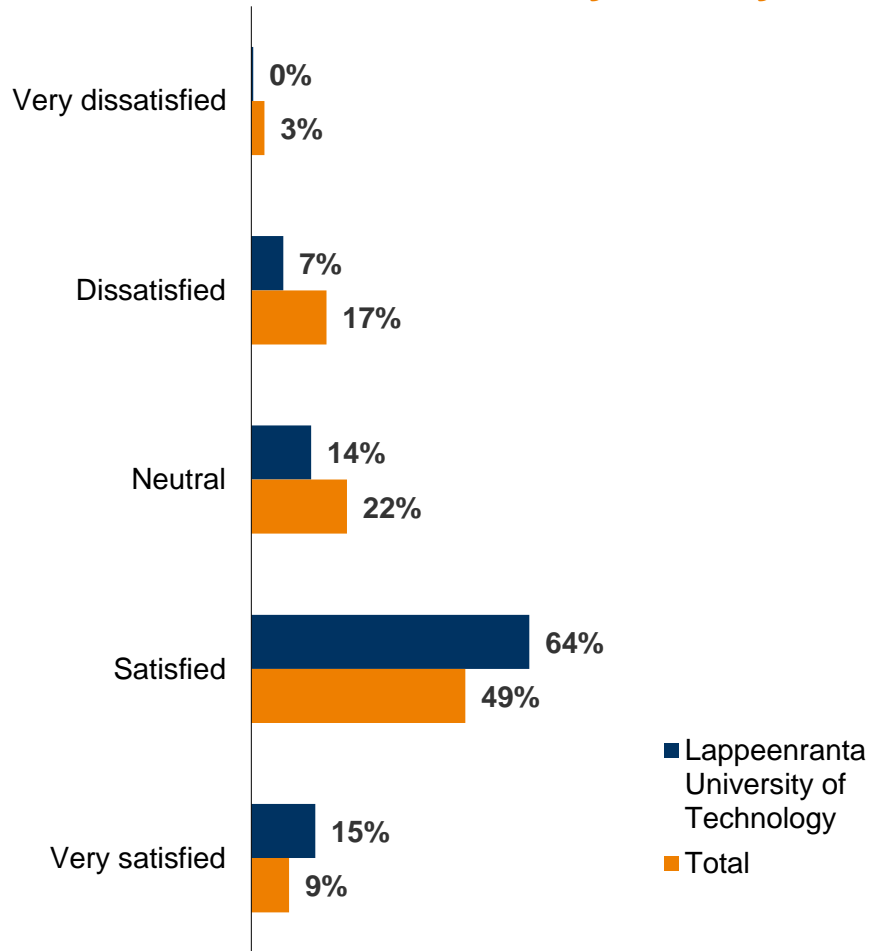
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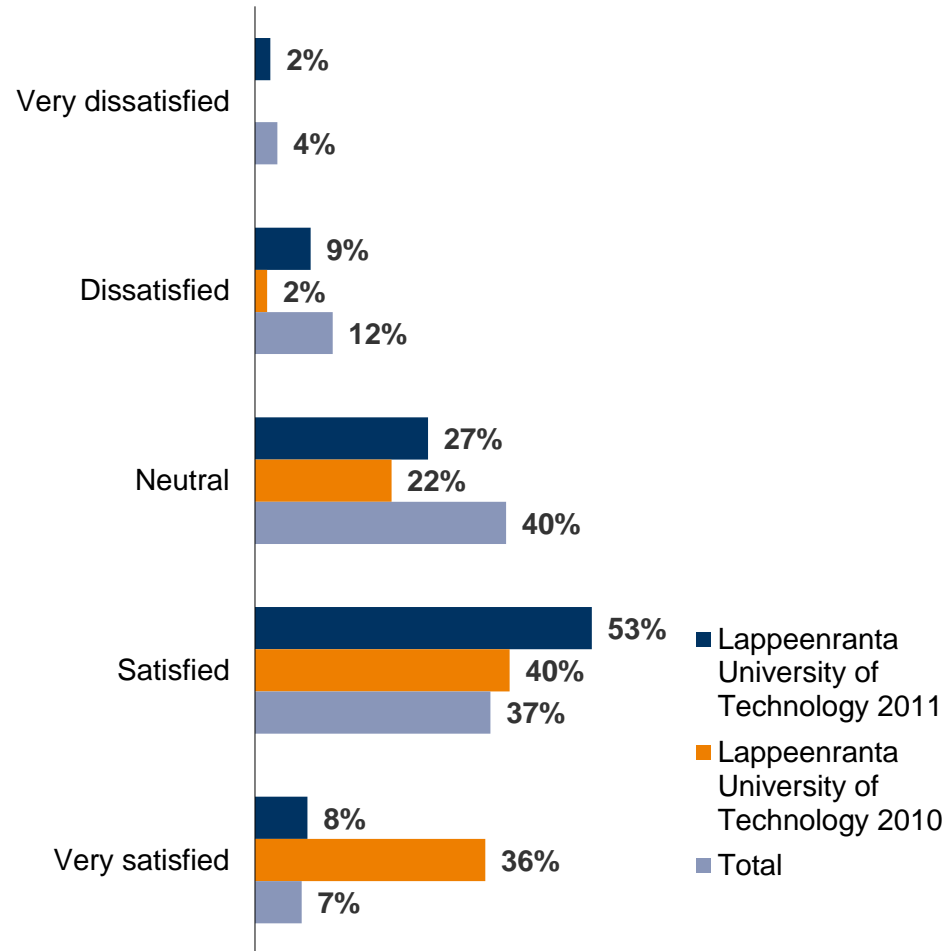
THINK ABOUT:

- Are your students rather satisfied or dissatisfied with the above aspects?
- Did satisfaction significantly increase or drop compared to last year?

Satisfaction - Day-to-day administration within my faculty



Satisfaction - Possibility to study abroad



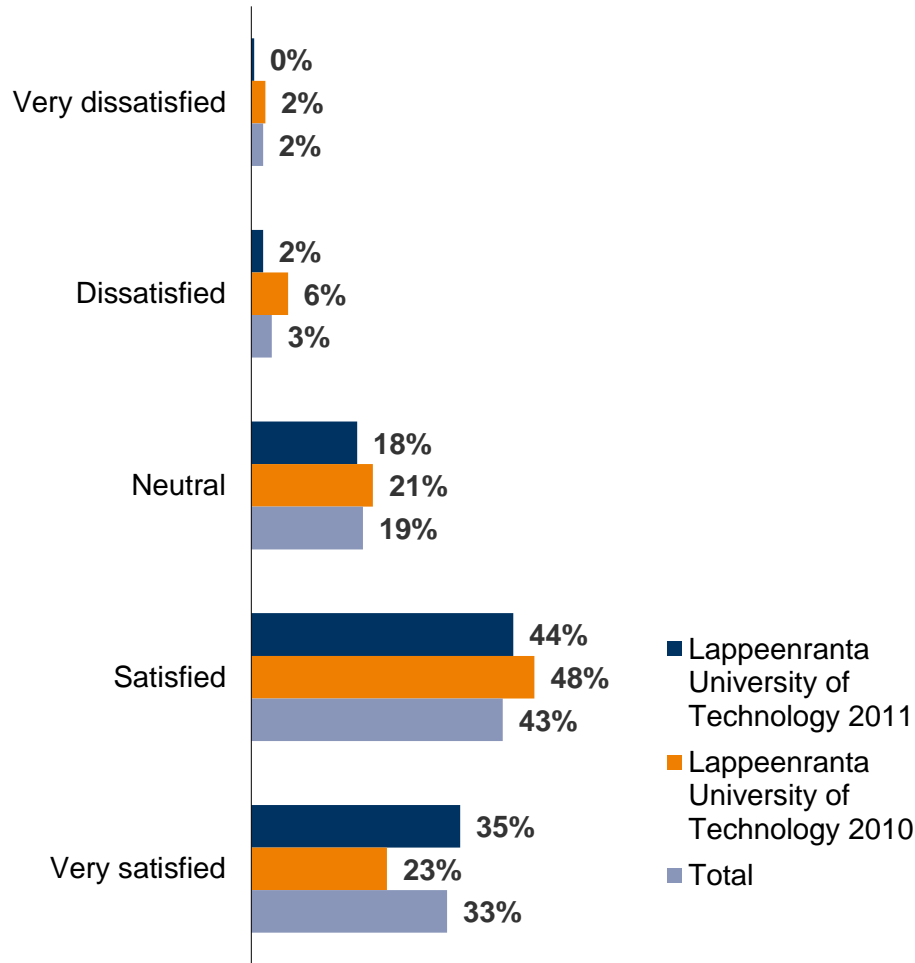
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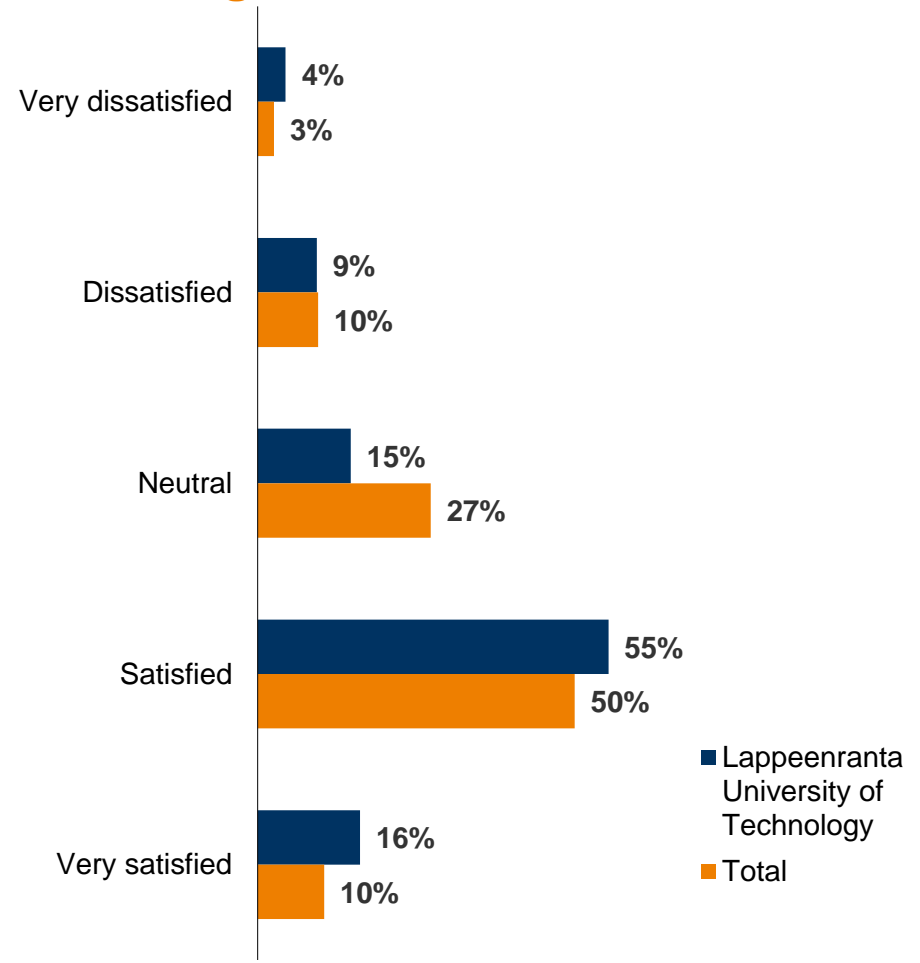
THINK ABOUT:

- Are your students rather satisfied or dissatisfied with the above aspects?
- Did satisfaction significantly increase or drop compared to last year?

Satisfaction - Access to and quality of service facilities



Satisfaction - Living costs and boarding/accommodation



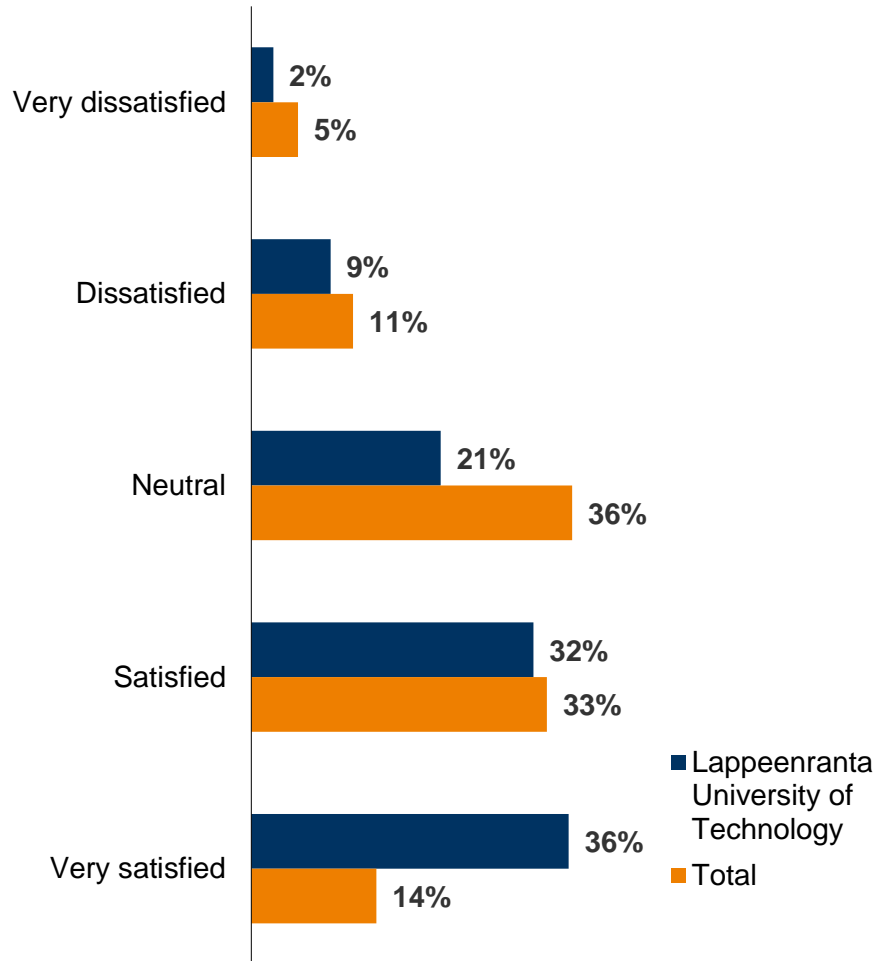
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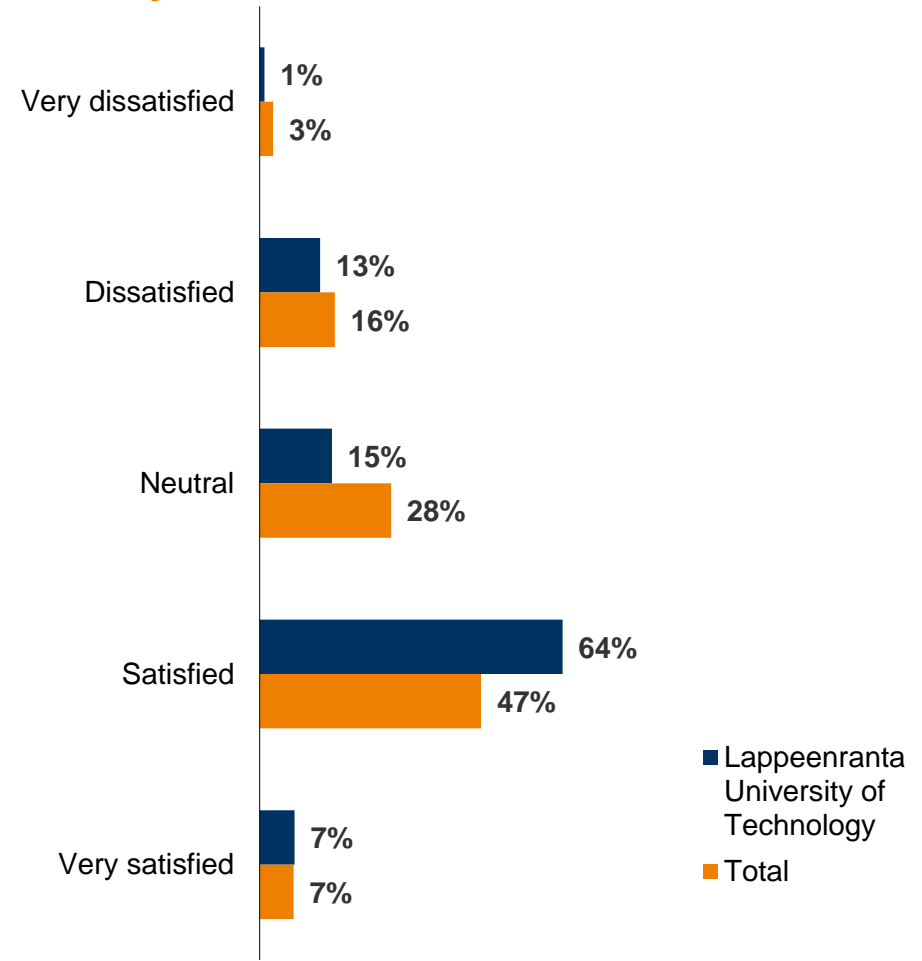
THINK ABOUT:

- Are your students rather satisfied or dissatisfied with the above aspects?
- Did satisfaction significantly increase or drop compared to last year?

Satisfaction - Ratio of students per lecturer/tutor



Satisfaction - Practical elements of my course



SURVEY QUESTIONS:

How satisfied or dissatisfied are you with your study environment regarding the following factors?
(Very satisfied, Satisfied, Neutral, Dissatisfied and Very dissatisfied)

THINK ABOUT:

- Are your students rather satisfied or dissatisfied with the above aspects?
- Did satisfaction significantly increase or drop compared to last year?

Satisfaction - This year vs. last year

	Lappeenranta University of Technology 2011	Lappeenranta University of Technology 2010
Access to and quality of service facilities (e.g. libraries, computers)	4,1	3,8
The student life	4,0	3,9
Ratio of students per lecturer/tutor	3,9	-
The university's contacts with the business community	3,9	3,0
Day-to-day administration within my department/faculty	3,8	-
Lecturers/tutors	3,7	3,8
Living costs and boarding/accommodation	3,7	-
Choice of courses/modules	3,7	3,7
Practical elements of my course	3,6	-
The reputation of the university	3,6	3,5
The possibility to study abroad	3,6	4,1
The quality of the education	3,3	3,8

SURVEY QUESTION:

How satisfied or dissatisfied are you with your study environment regarding the following factors?
(Very satisfied, Satisfied, Neutral, Dissatisfied and Very dissatisfied)

THINK ABOUT:

- What are the strengths and weaknesses of your university in the perception of your students?
- Are there any positive university aspects that should be pointed out more by university communication and marketing?

Satisfaction - Lappeenranta University of Technology vs. Total

	Lappeenranta University of Technology	Total
Access to and quality of service facilities (e.g. libraries, computers)	4,1	4,0
The student life	4,0	3,8
Ratio of students per lecturer/tutor	3,9	3,4
The university's contacts with the business community	3,9	3,7
Day-to-day administration within my department/faculty	3,8	3,4
Lecturers/tutors	3,7	3,5
Living costs and boarding/accommodation	3,7	3,6
Choice of courses/modules	3,7	3,4
Practical elements of my course	3,6	3,4
The reputation of the university	3,6	3,7
The possibility to study abroad	3,6	3,3
The quality of the education	3,3	3,5

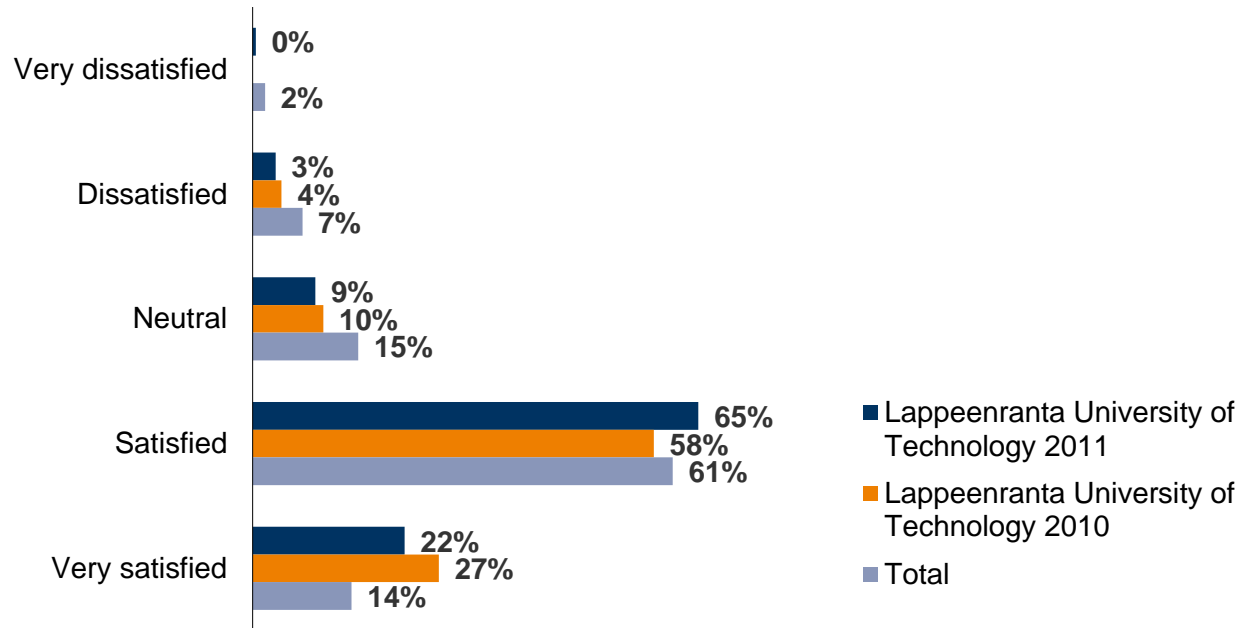
SURVEY QUESTION:

How satisfied or dissatisfied are you with your study environment regarding the following factors?
(Very satisfied, Satisfied, Neutral, Dissatisfied and Very dissatisfied)

THINK ABOUT:

- Are your students more or less satisfied compared to students at similar departments from other universities?
- What are the strengths and weaknesses of your university in the perception of your students?
- Are there any positive university aspects that should be pointed out more by university communication and marketing?

Overall satisfaction



	Lappeenranta University of Technology 2011	Lappeenranta University of Technology 2010	Total
How satisfied are you overall with your university?	4,0	4,1	3,8

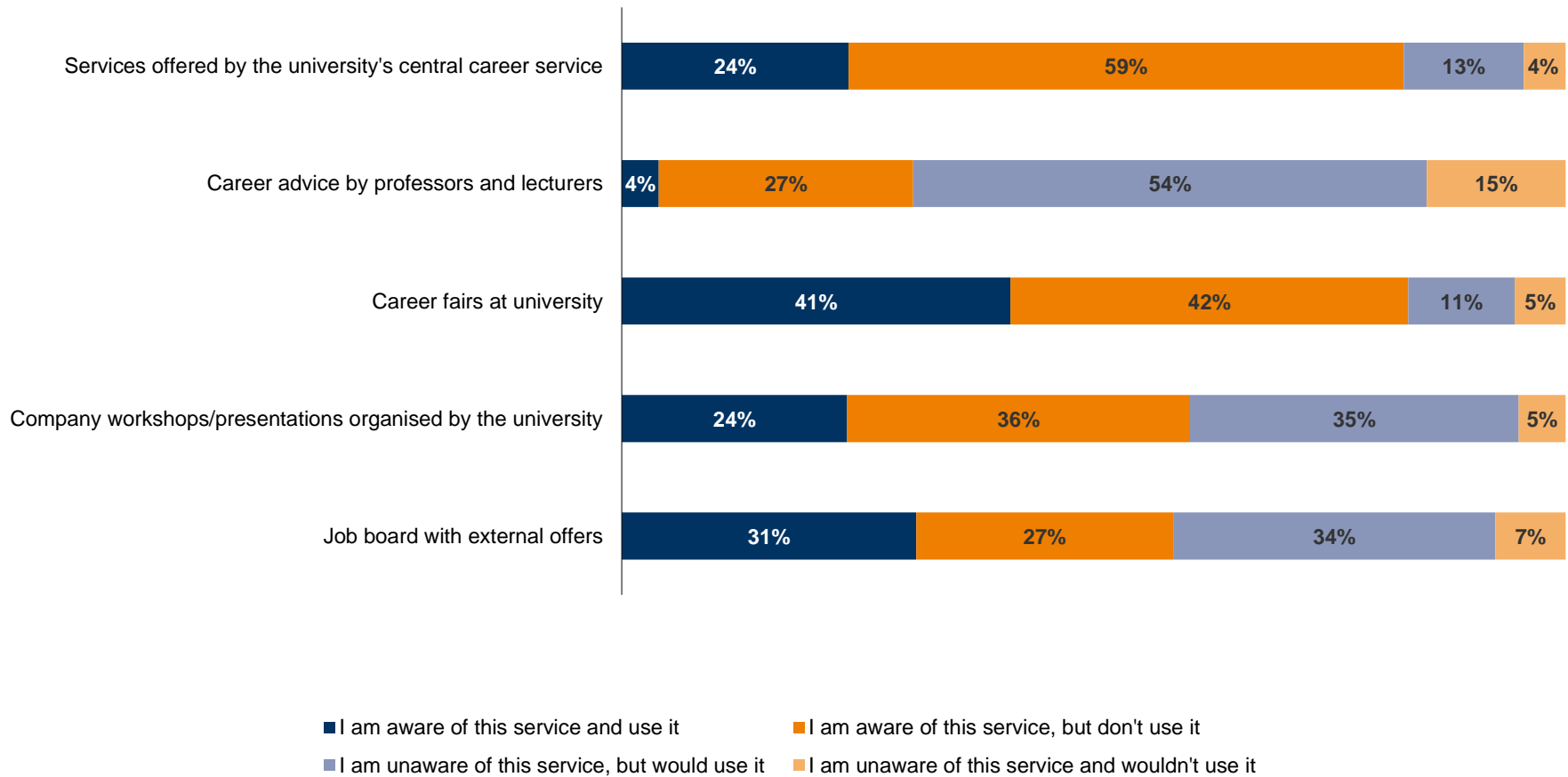
SURVEY QUESTION:

How satisfied are you overall with your university?
(Very satisfied, Satisfied, Neutral, Dissatisfied and Very dissatisfied)

THINK ABOUT:

- How satisfied are your students with the university?
- What differentiates your students from the other students?
- Why do you think they are more or less pleased? Which aspects might have the biggest impact on overall satisfaction?

Career related services offered by university - Lappeenranta University of Technology



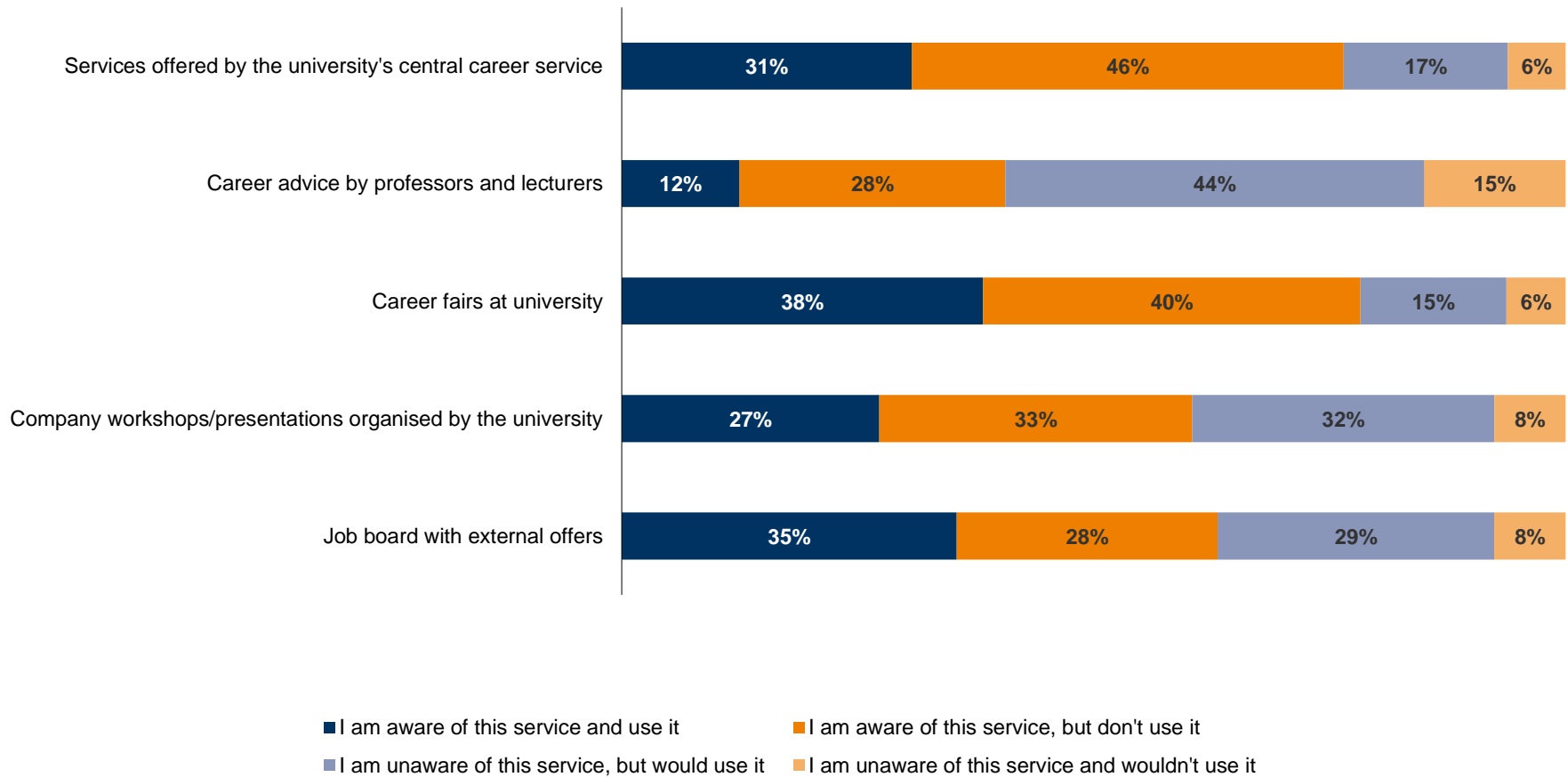
SURVEY QUESTION:

Are you aware of/ do you use the following career related services offered by your university?
*(I am aware of this service and use it, I am aware of this service, but don't use it,
 I am unaware of this service, but would use it, I am unaware of this service and wouldn't use it.)*

THINK ABOUT:

- Are your students aware of the different career related services offered by your university?
- Is there a demand for an institutionalised career service or other career related services?
- What potential career related services can your university offer in the future?

Career related services offered by university - Total



SURVEY QUESTION:

Are you aware of/ do you use the following career related services offered by your university?
 (I am aware of this service and use it, I am aware of this service, but don't use it,
 I am unaware of this service, but would use it, I am unaware of this service and wouldn't use it.)

THINK ABOUT:

- Are your students aware of the different career related services offered by your university?
- Is there a demand for an institutionalised career service or other career related services?
- What potential career related services can your university offer in the future?

Aspects of university choice

	Lappeenranta University of Technology	Total
Parents/friends	34%	36%
University rankings	26%	36%
Students of the university	21%	19%
Advertising in print media	12%	12%
Online advertising	10%	12%
Information event at school	9%	11%
Promotional material	8%	10%
Information event at university (e.g. university open day)	6%	8%
Career fairs	5%	4%
Media coverage/articles in newspapers or magazines	3%	5%
Online social networks/communities (e.g. Facebook)	1%	6%
Videos produced by the university	0%	1%
Other	40%	29%

SURVEY QUESTION:

Which of the following aspects had an influence on the choice of your university?

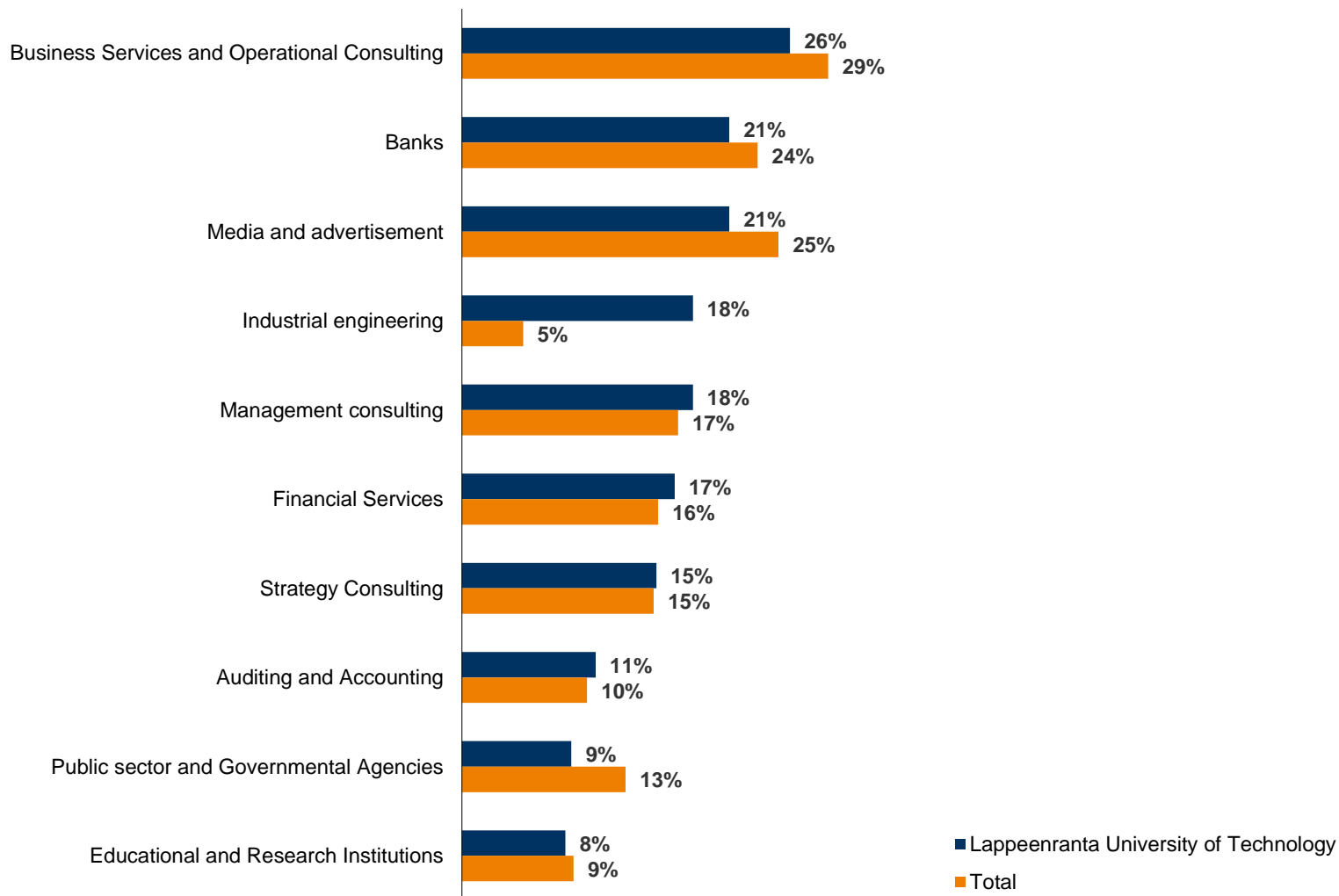
THINK ABOUT:

- Which aspects had the highest influence on the university choice of your students?
- Where do you invest in marketing activities and do your investments pay off? Should you concentrate on alternative communication channels?

Students' career & communication preferences

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Preferred industries - Top 10



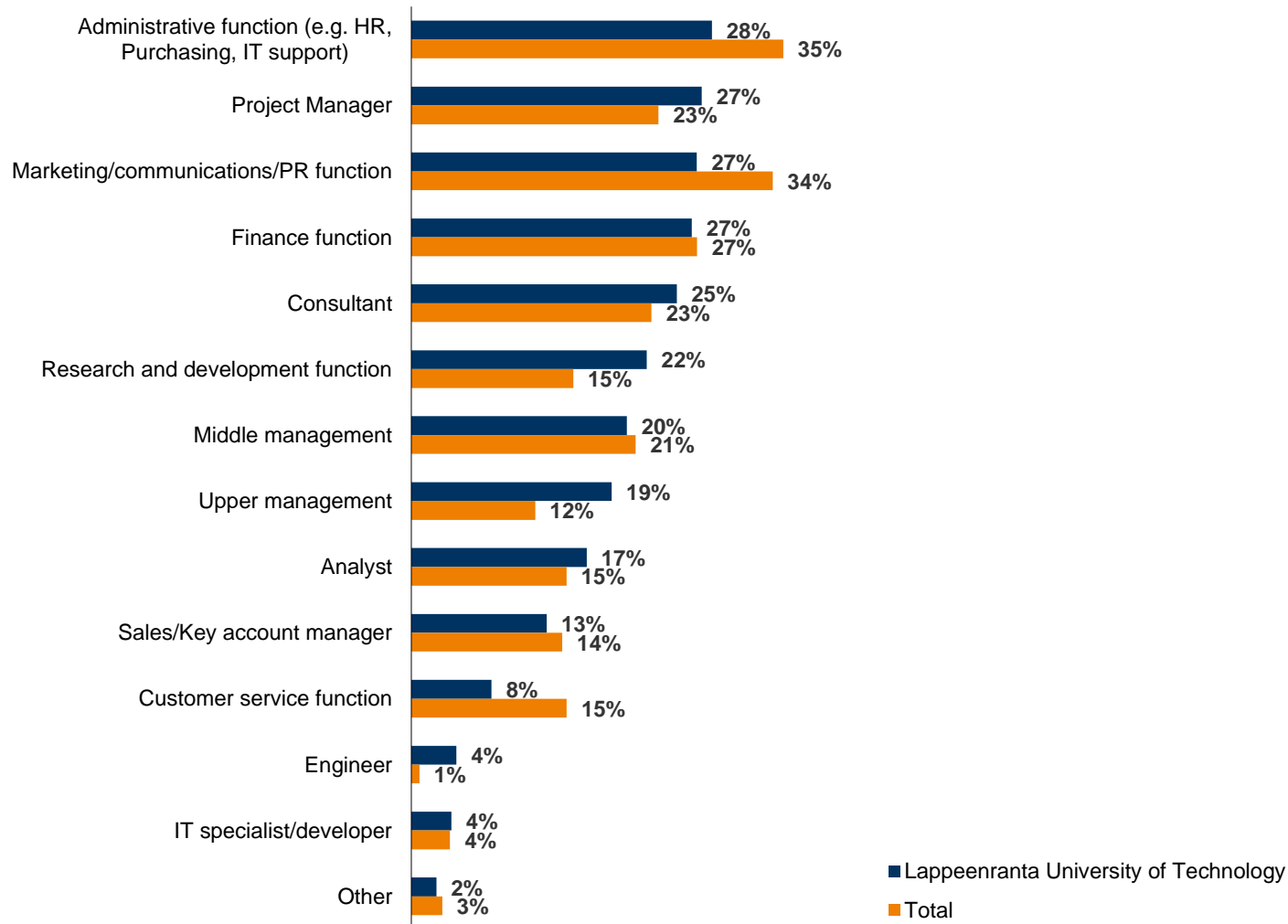
SURVEY QUESTION:

In which industry would you ideally want to work when choosing your first employment after graduation?
Please select a maximum of three alternatives

THINK ABOUT:

- Do industry preferences reflect the labour market's reality in your region?
- Are your students rather willing to go into business or academic research?

Preferred Job functions



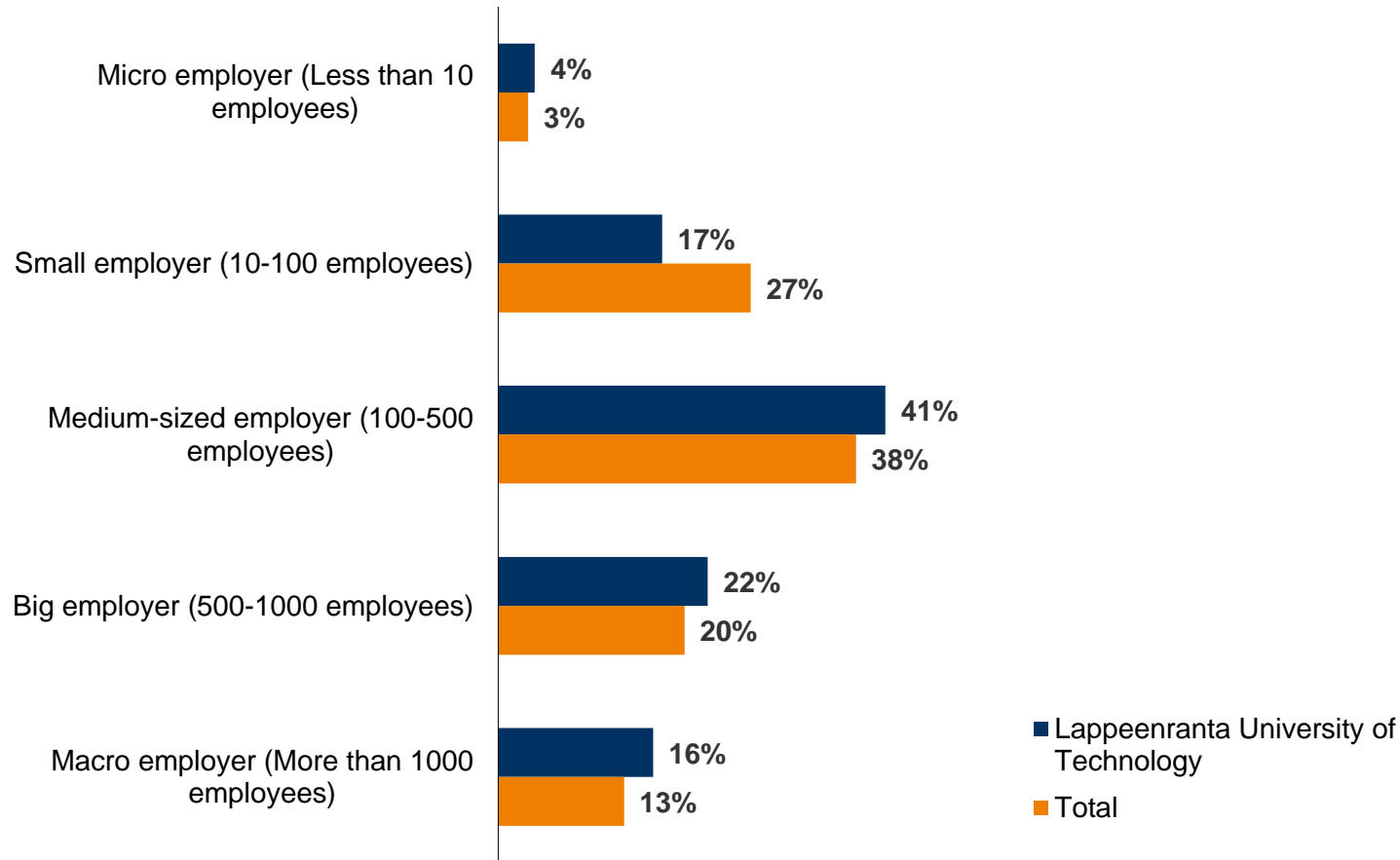
SURVEY QUESTION:

In which job function would you ideally want to work when choosing your first employment after graduation?
Please select a maximum of three alternatives

THINK ABOUT:

Which job functions are most popular amongst your students?

Preferred size of employer



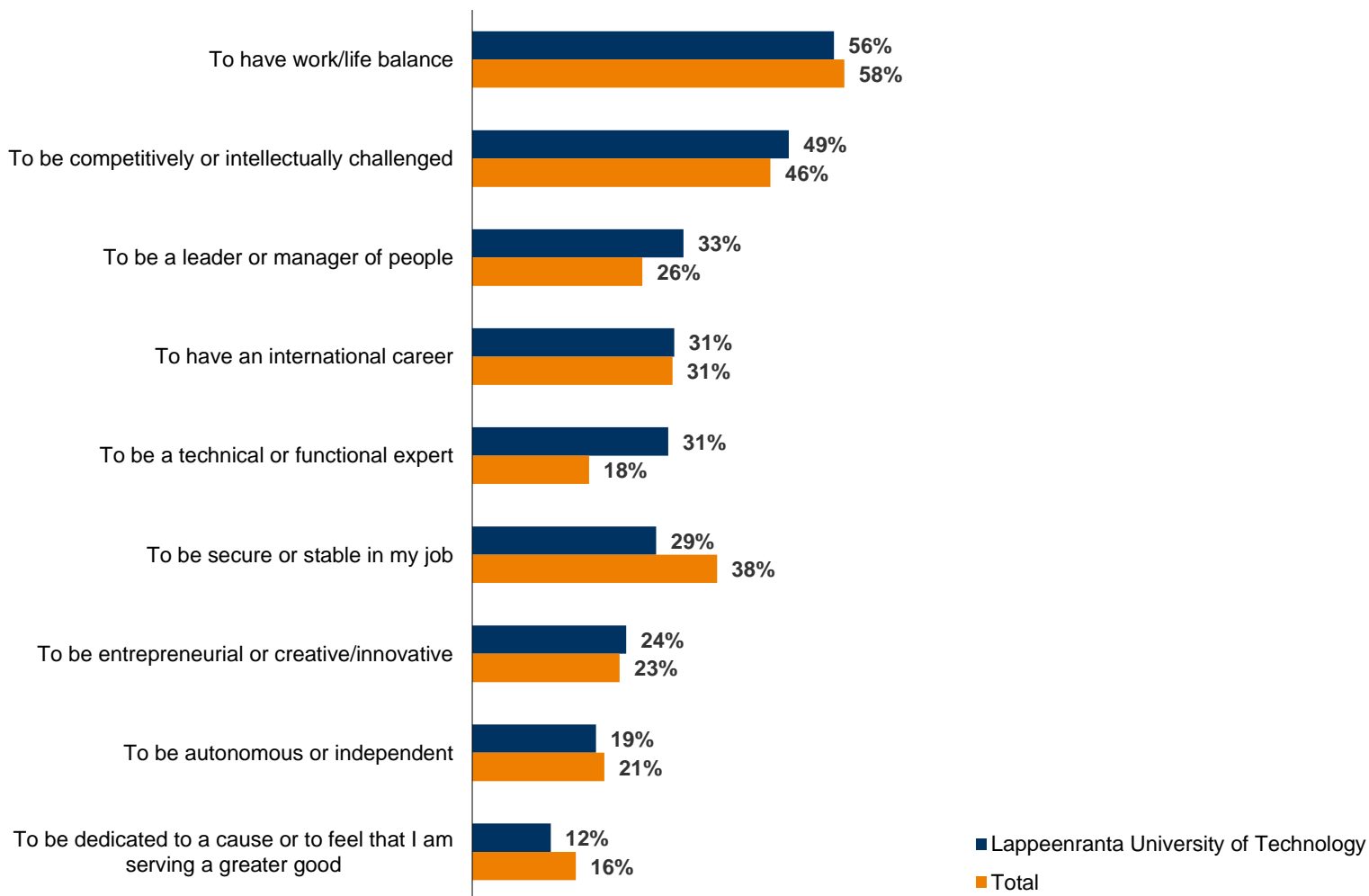
SURVEY QUESTION:

What size of employer would you prefer working for when choosing your first employment?
Please select only one alternative

THINK ABOUT:

- Do your students prefer to work for rather bigger or smaller companies?
- Do preferences related to employer size reflect the labour market's reality in your region?

Career goals - Lappeenranta University of Technology vs. Total



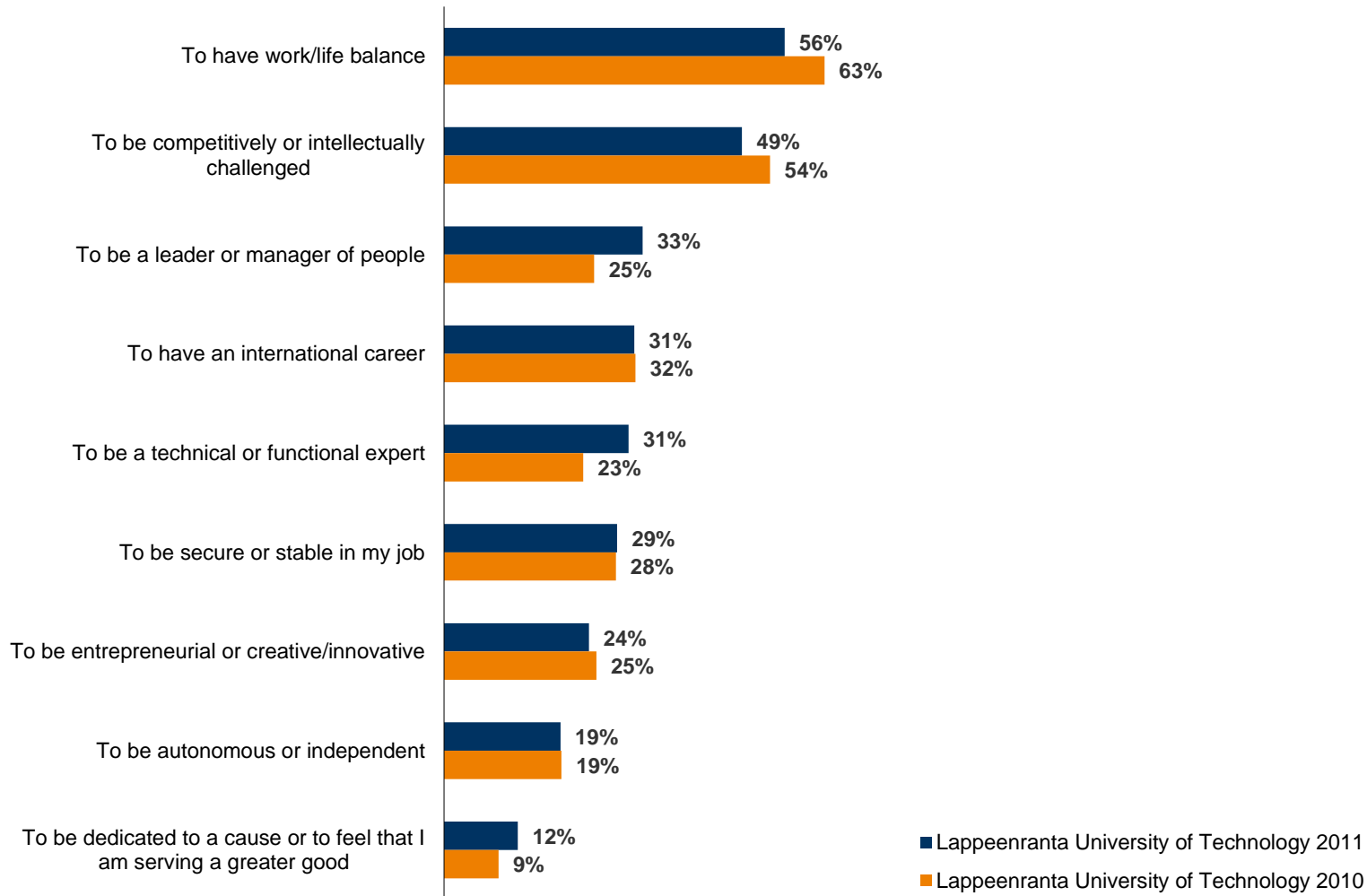
SURVEY QUESTION:

Below is a list of nine possible career goals. Which are most important to you?
Please select a maximum of three alternatives

THINK ABOUT:

How do your students' career goals differ from the priorities of other students?

Career goals - This year vs. last year (Lappeenranta University of Technology)



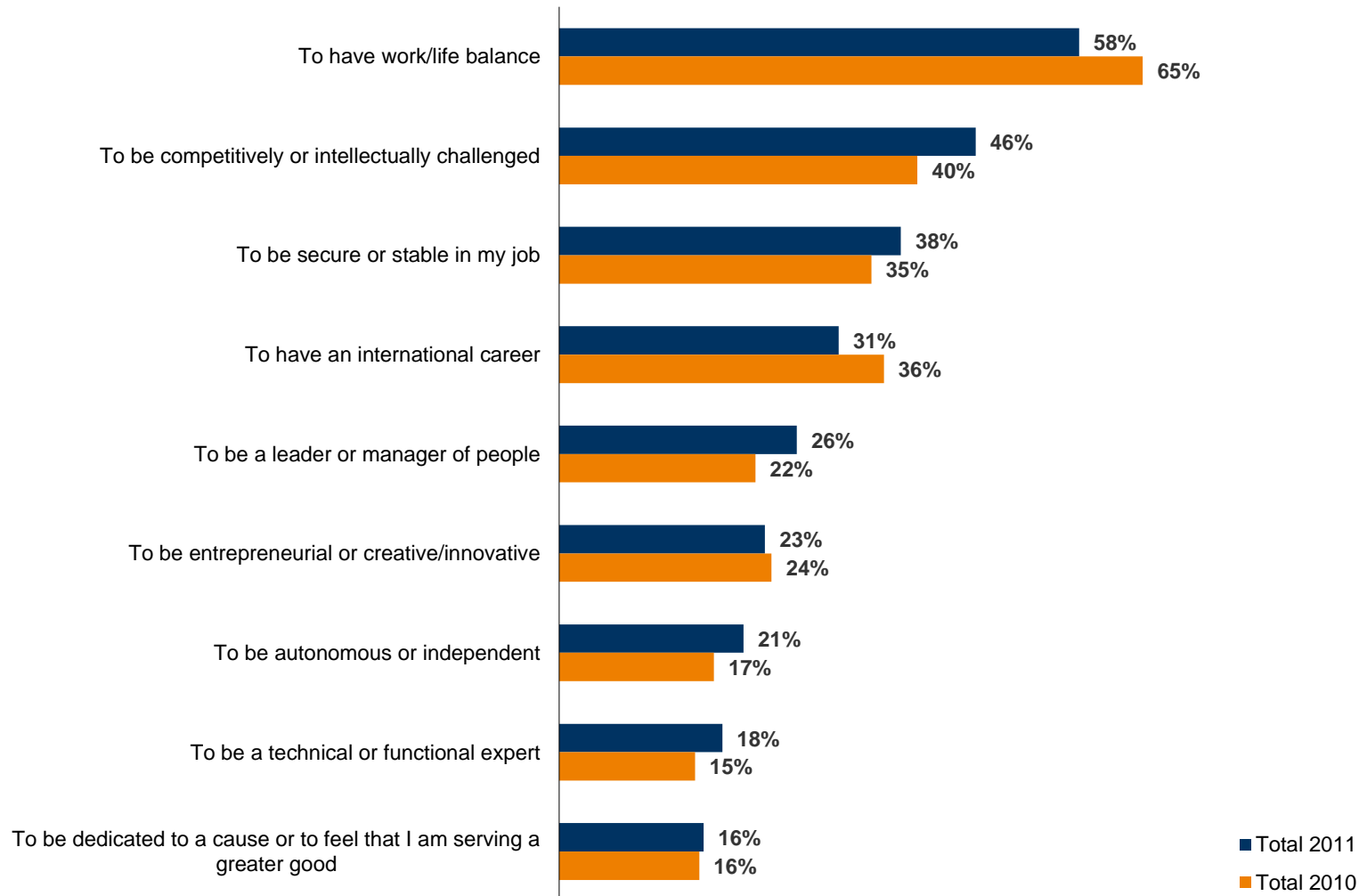
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Below is a list of nine possible career goals. Which are most important to you?
Please select a maximum of three alternatives

THINK ABOUT:

How do your students' career goals differ from the priorities of other students?

Career goals - This year vs. last year (Total)



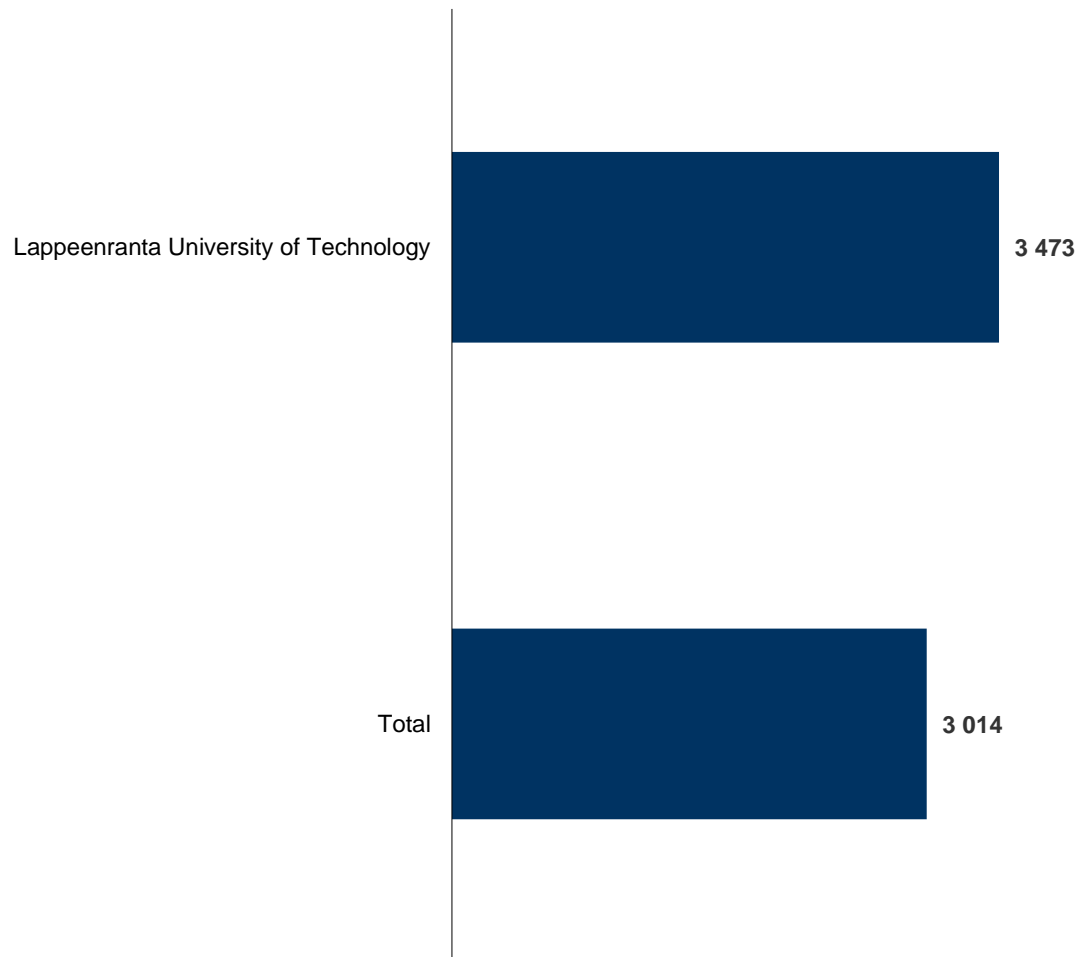
SURVEY QUESTION:

Below is a list of nine possible career goals. Which are most important to you?
Please select a maximum of three alternatives

THINK ABOUT:

How do your students' career goals differ from the priorities of other students?

Expected monthly salary (EUR)



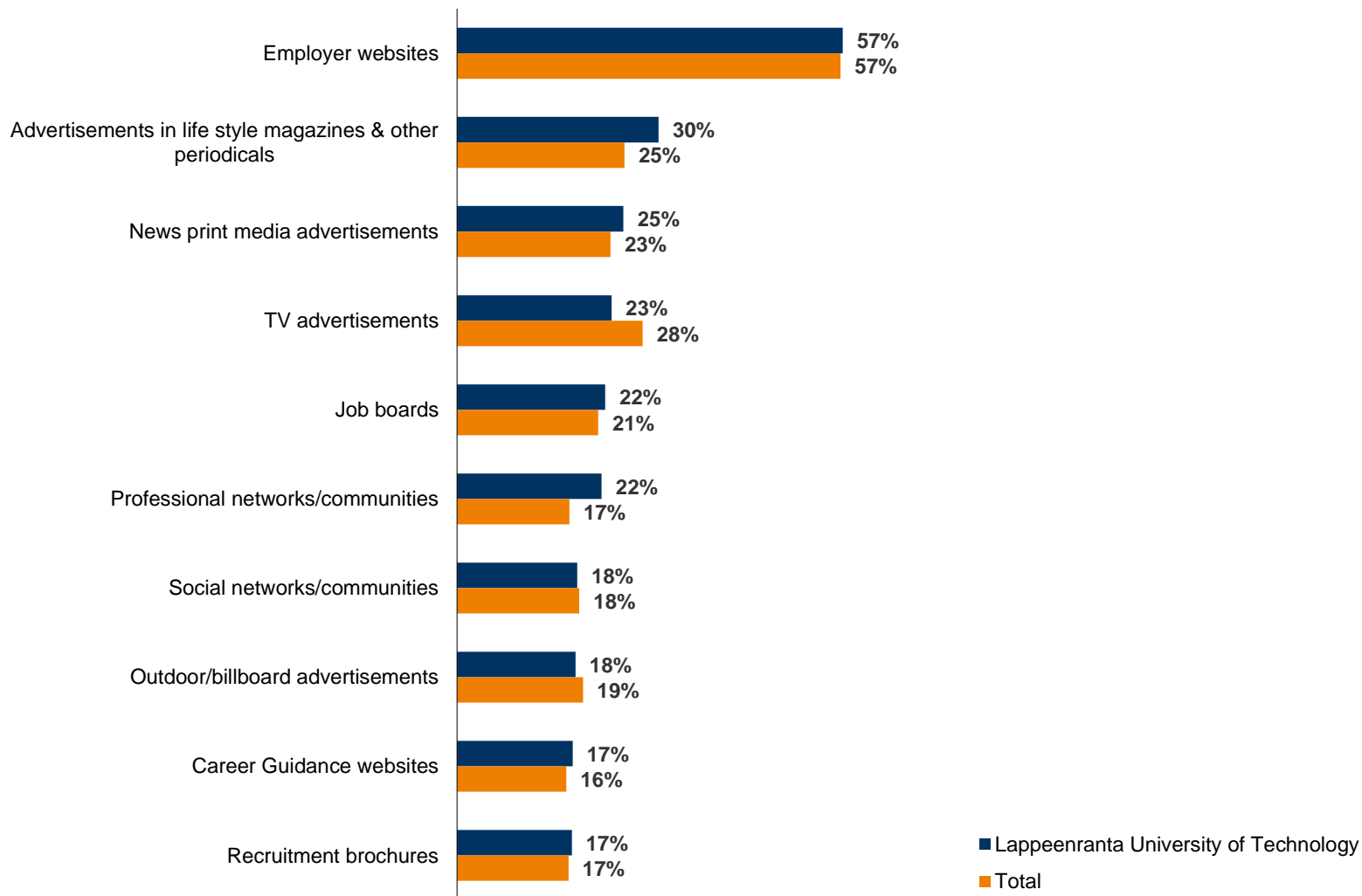
SURVEY QUESTION:

What is your expected salary before taxes (excluding commission and bonus) at your first employment after graduation?

THINK ABOUT:

How do salary expectations differ amongst the different groups?

Actual communication channels - Top 10



SURVEY QUESTION:

How have you mainly learnt about these employers? *Please select as many as applicable*

THINK ABOUT:

Which communication channels do employers use to communicate with your students?

Employer rankings



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Considered employer ranking - Lappeenranta University of Technology

- Top 30

Employer	Rank 2011	Percent 2011	Rank 2010	Employer	Rank 2011	Percent 2011	Rank 2010
KONE	1	47,67%	1	PricewaterhouseCoopers	16	32,95%	13
Nokia	2	45,35%	3	Accenture	17	32,17%	9
Fazer	3	44,57%	6	IBM	18	31,40%	37
Valio	4	40,70%	24	KPMG	18	31,40%	21
Nordea	5	39,53%	2	Neste Oil	18	31,40%	9
S-ryhmä (SOK)	6	39,15%	4	Kesko	21	30,62%	27
OP-Pohjola-ryhmä	7	38,76%	5	Konecranes	21	30,62%	41
Fortum	8	37,98%	15	Microsoft	23	30,23%	42
UPM	8	37,98%	16	Fiskars	24	29,84%	-
Stockmann	10	37,21%	19	Tapiola-ryhmä	24	29,84%	25
Ernst & Young	11	36,82%	9	Suunto	26	29,46%	30
Stora Enso	11	36,82%	17	Metso	27	29,07%	22
Finnair	13	35,66%	7	Deloitte	28	28,68%	22
Hartwall	14	34,50%	19	L'Oréal	28	28,68%	8
Suomen Pankki	15	33,33%	12	Sinebrychoff	30	27,52%	27

SURVEY QUESTION:

Below is a list of employers. Which of these employers would you consider working for?

If your favorite employer is not listed, you may add it into the bottom of the list as "Other Employer 1" or "Other Employer 2".

THINK ABOUT:

- Do students consider employers that are recruiting on your campus and with whom you may cooperate?
- Are important partners or sponsors of your university missing in this ranking?

Ideal employer ranking - Lappeenranta University of Technology - Top 20

Employer	Rank 2011	Percent 2011	Rank 2010	Employer	Rank 2011	Percent 2011	Rank 2010
KONE	1	23,05%	1	PricewaterhouseCoopers	11	9,77%	7
Nokia	2	19,53%	2	UPM	12	8,98%	9
S-ryhmä (SOK)	3	16,41%	4	Fortum	13	8,20%	18
Fazer	4	15,23%	9	KPMG	14	7,81%	14
Nordea	5	14,06%	3	Finpro	15	7,42%	24
OP-Pohjola-ryhmä	5	14,06%	5	IBM	15	7,42%	39
Ernst & Young	7	11,72%	13	Microsoft	15	7,42%	44
Stockmann	7	11,72%	21	Konecranes	18	7,03%	58
Accenture	9	10,55%	14	Stora Enso	19	6,64%	26
Finnair	9	10,55%	9	Valtiovarainministeriö	19	6,64%	18

SURVEY QUESTION:

Please select five employers from the list below for which you would most like to work - your five Ideal Employers.
Please select 1-5 companies.

THINK ABOUT:

Which of the potential employers from the considered ranking are not short-listed by your students?

Potential applicants' ranking - Lappeenranta University of Technology - Top 10

Employer	Rank 2011	Percent 2011	Rank 2010	Employer	Rank 2011	Percent 2011	Rank 2010
KONE	1	6,31%	2	Nokia	5	3,75%	5
Nordea	1	6,31%	1	Accenture	7	2,96%	9
S-ryhmä (SOK)	3	4,93%	2	Finnair	7	2,96%	35
OP-Pohjola-ryhmä	4	4,73%	4	UPM	7	2,96%	7
Fazer	5	3,75%	13	Ernst & Young	10	2,56%	9

SURVEY QUESTIONS:

- Please select five employers from the list below for which you would most like to work - your five Ideal Employers.
- Have you or will you apply to these employers?

THINK ABOUT:

Are there big differences in comparison to the Ideal Employer ranking?

Ideal employer ranking - Total - Top 20

Employer	Rank 2011	Percent 2011	Rank 2010	Employer	Rank 2011	Percent 2011	Rank 2010
Nokia	1	15,97%	1	Ernst & Young	11	9,27%	12
Nordea	2	14,73%	2	Suomen Pankki	12	8,82%	10
Finnair	3	13,41%	3	PricewaterhouseCoopers	13	8,46%	15
S-ryhmä (SOK)	4	12,33%	6	KPMG	14	7,94%	17
Stockmann	5	11,51%	5	MTV MEDIA	15	7,59%	-
OP-Pohjola-ryhmä	6	11,29%	8	Microsoft	16	7,35%	25
KONE	7	11,29%	9	IKEA	17	6,62%	21
L'Oréal	8	10,95%	4	Sampo Pankki	18	6,60%	19
Fazer	9	10,48%	7	Deloitte	19	6,37%	32
Accenture	10	9,89%	14	Kesko	20	6,24%	18

SURVEY QUESTION:

Please select five employers from the list below for which you would most like to work - your five Ideal Employers.
Please select 1-5 companies.

THINK ABOUT:

Which of the potential employers from the considered ranking are not short-listed by your students?

Top findings - Employer rankings - Total

Ideal Employer ranking:

1. Nokia
2. Nordea
3. Finnair
4. S-ryhmä (SOK)
5. Stockmann

Considered Employer ranking:

1. Nokia
2. Nordea
3. Finnair
4. Stockmann
5. KONE



High Achievers' ranking:

1. Nokia
2. Nordea
3. KONE
4. Stockmann
5. Finnair

Potential Applicants' ranking:

1. Nordea
2. S-ryhmä (SOK)
3. OP-Pohjola-ryhmä
4. Stockmann
5. Accenture

Students' employer preferences



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The Drivers of Employer Attractiveness

Employer Reputation & Image

- *The attributes of the employer as an organisation*

- Attractive/exciting products and services
- Fast-growing or entrepreneurial
- Financial strength
- Good reputation
- High ethical standards
- High level of Corporate Social Responsibility
- Innovative products and services
- Inspiring top management
- Market success
- Prestige

Job Characteristics

- *The contents and demands of the job, including the learning opportunities provided by the job*

- A variety of assignments
- An attractive geographic location
- Challenging work
- Control over my working hours
- Flexible working conditions
- High level of responsibility
- Opportunities for international travel
- Opportunities for relocation abroad
- Professional training and development
- Secure employment

People & Culture

- *The social environment and attributes of the work place*

- Has a culture that is accepting towards minorities
- Has a culture that respects my individuality
- Has a culture that supports equality between the sexes
- Has leaders who will support my development
- Offers a comfortable physical work environment
- Offers a creative and dynamic work environment
- Offers a friendly work environment
- Offers interaction with international clients and colleagues
- Recruits only the best talents
- Will enable me to have good work/life balance

Remuneration & Advancement Opportunities

- *The monetary compensation and other benefits, now and in the future*

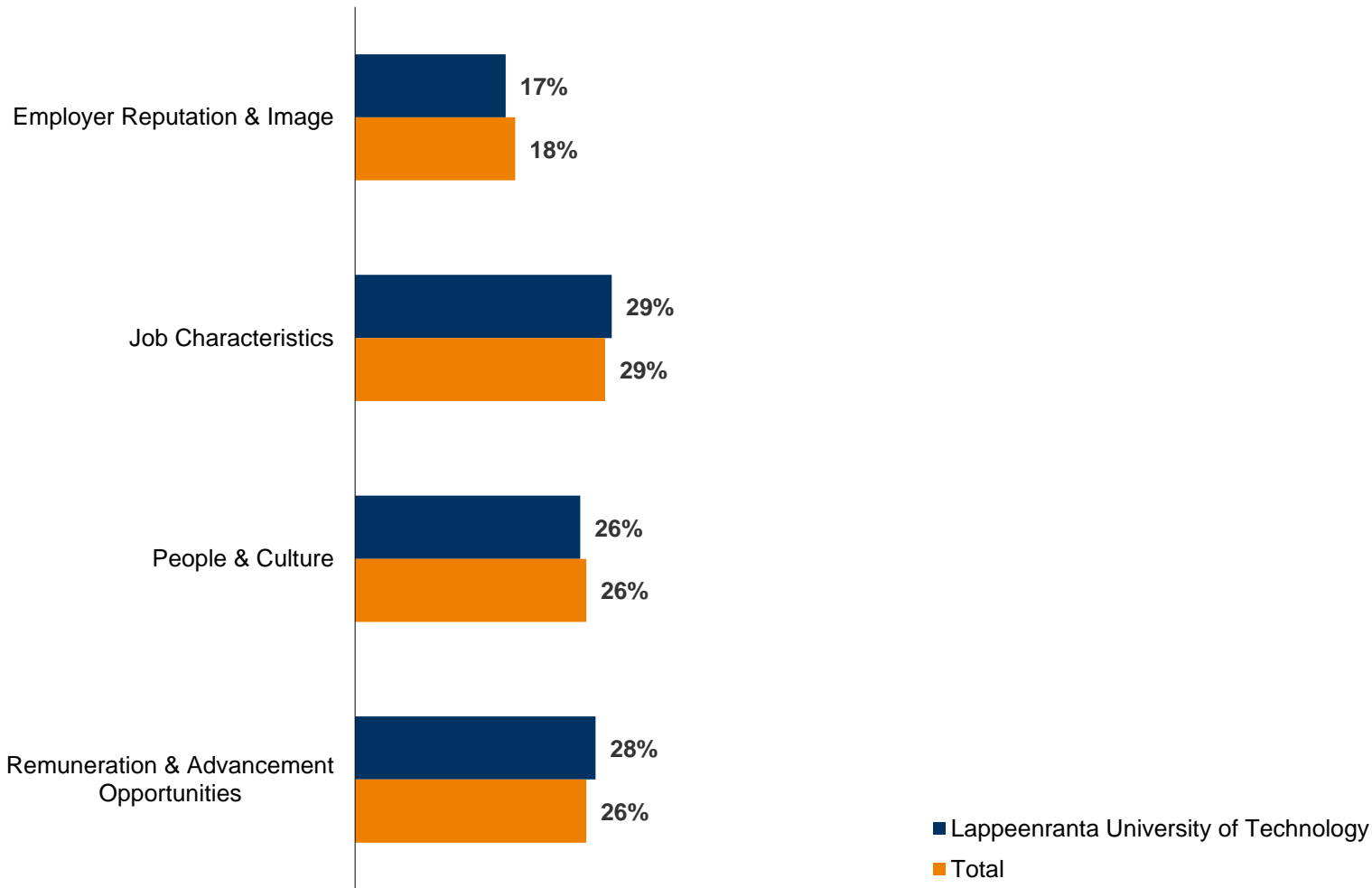
- Clear path for advancement
- Competitive base salary
- Competitive benefits
- Good possibilities for rapid promotion
- Good prospects for high future earnings
- Good reference for future career
- Leadership opportunities
- Overtime pay/compensation
- Performance-related bonus
- Sponsorship of future education

PLEASE NOTE:

The framework is developed together with professor Paula Caligiuri, Director of the Center for HR Strategy at Rutgers University. Based on specific research within HR, as well as focus groups and general communication with both our clients and students.

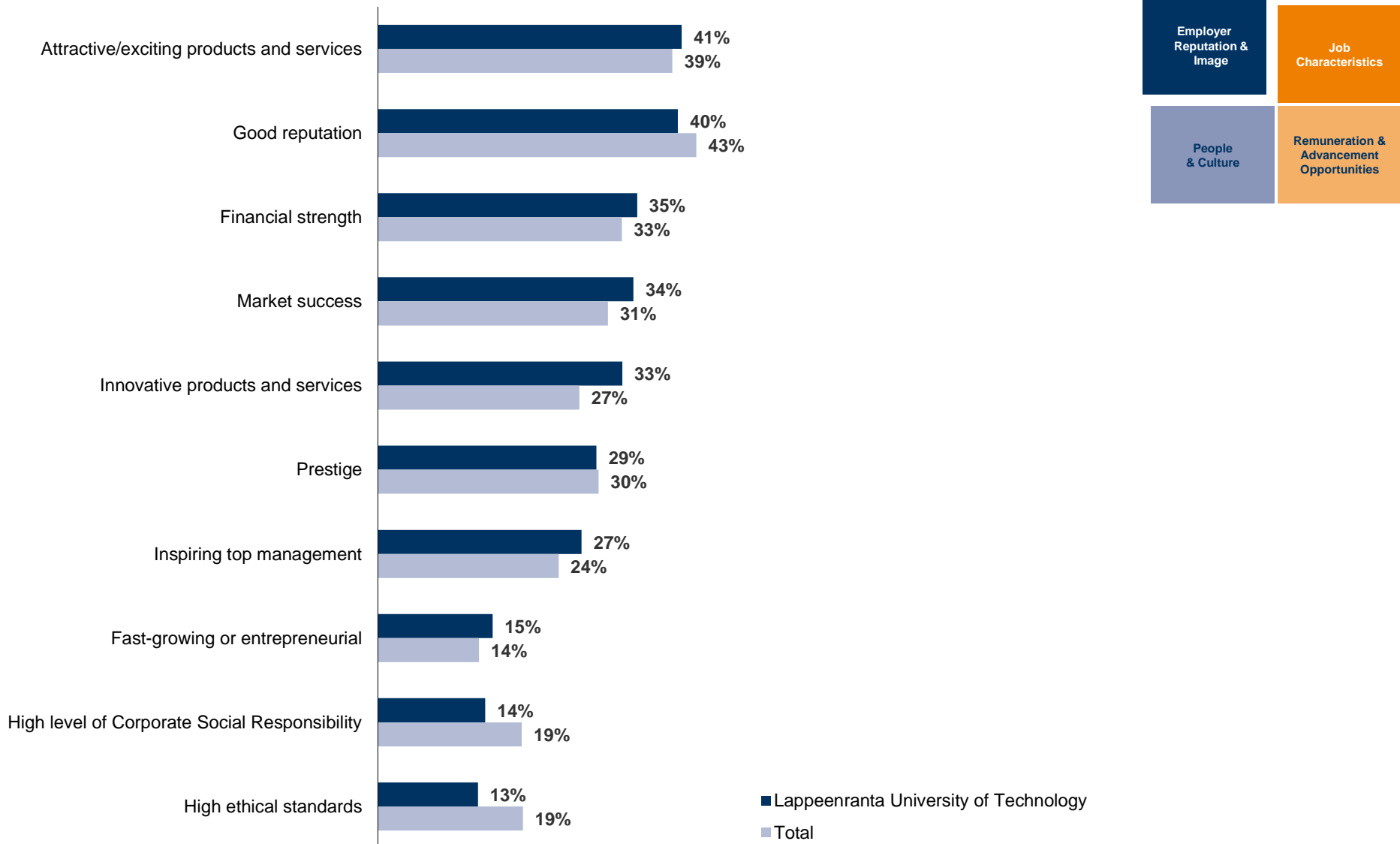
The Drivers of Employer attractiveness - Importance of each driver

Employer Reputation & Image	Job Characteristics
People & Culture	Remuneration & Advancement Opportunities



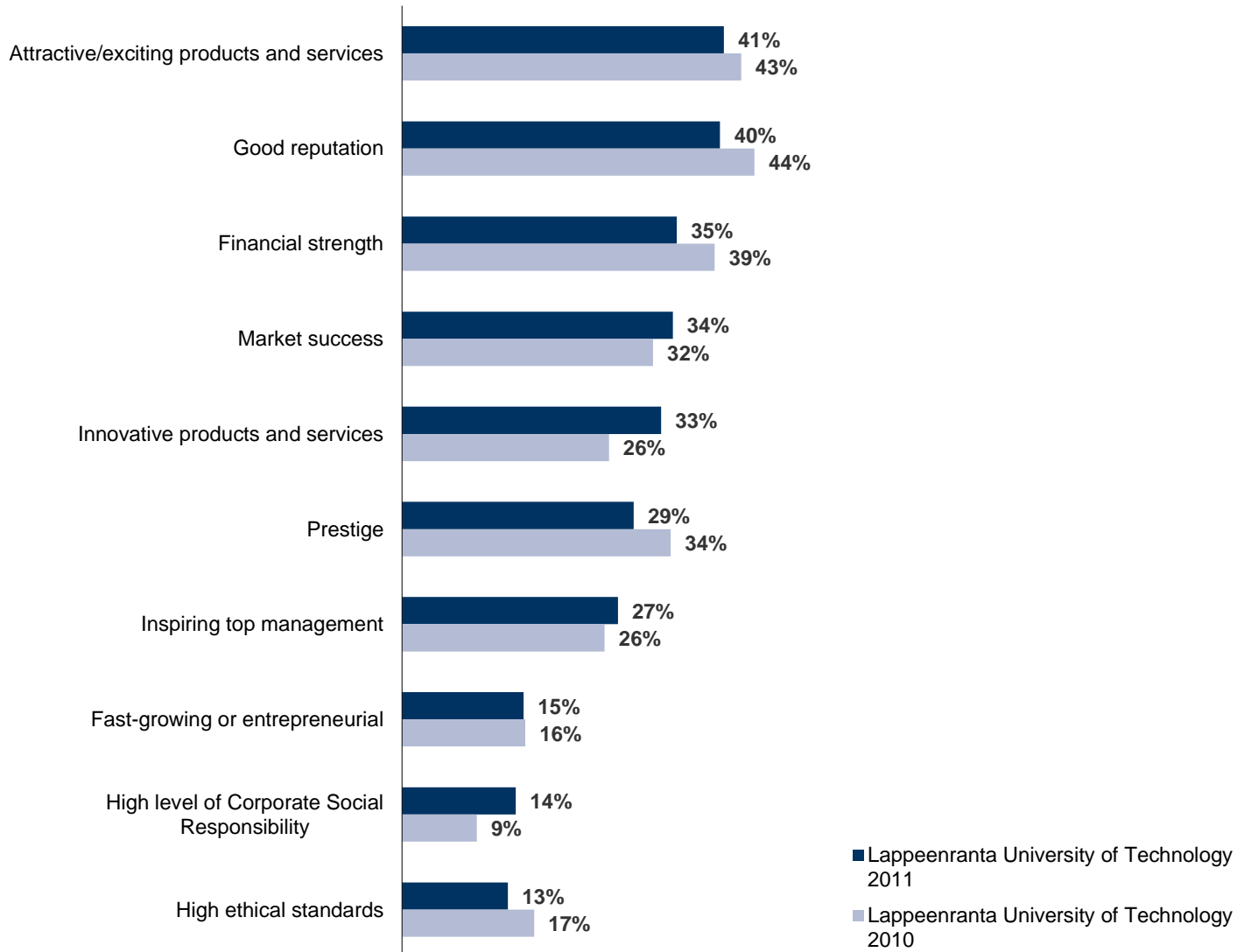
SURVEY QUESTION:
 How would you rate the relative importance of these aspects when choosing your Ideal Employer?
 Please divide 100 points between the alternatives in accordance with importance

The Drivers of Employer attractiveness - Employer Reputation & Image



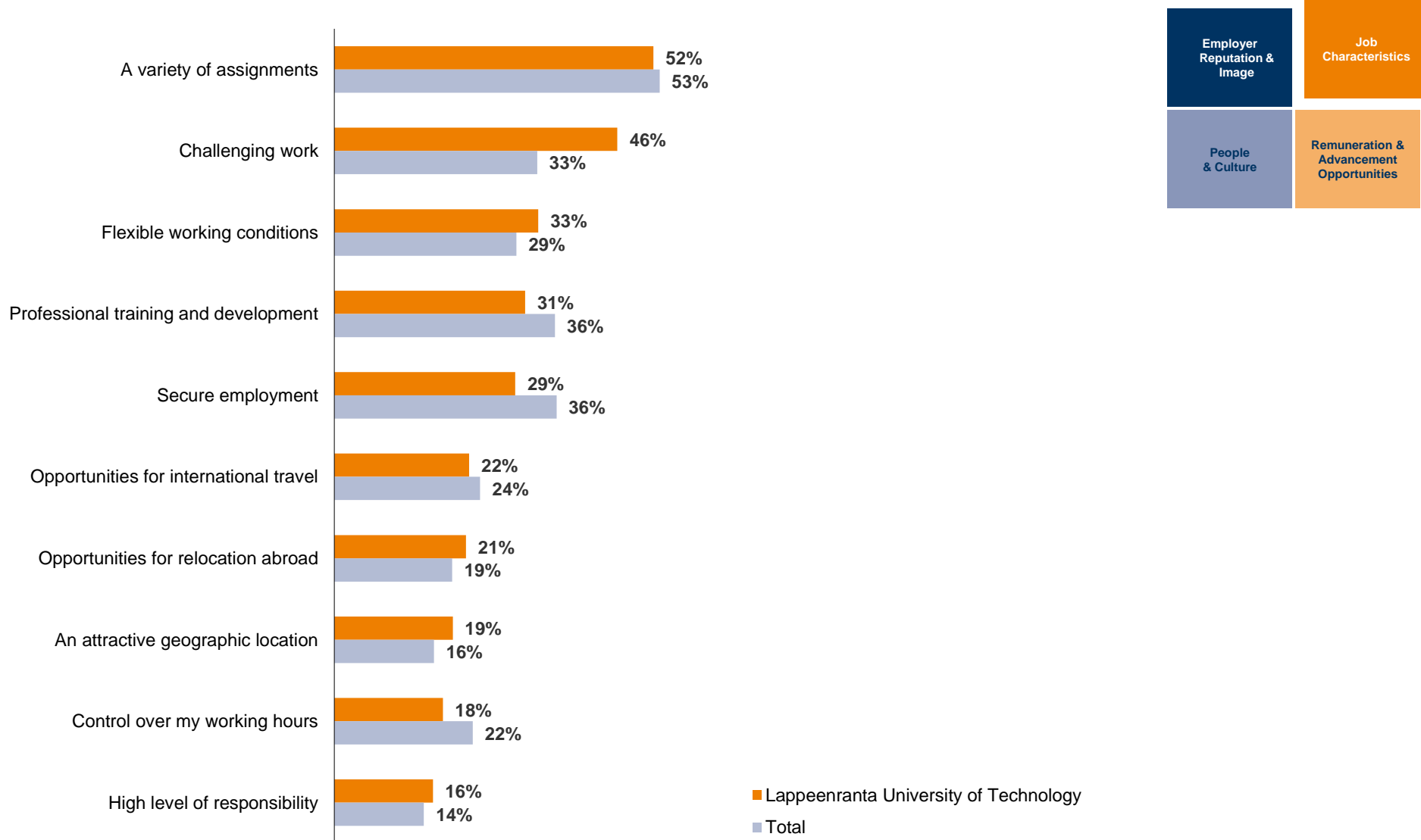
SURVEY QUESTION:
 Employer Reputation & Image refers to the attributes of the employer as an organisation.
 Which attributes do you perceive as the most attractive?
 Please select a maximum of three alternatives

The Drivers of Employer attractiveness - Employer Reputation & Image (this year vs. last year)



SURVEY QUESTION:
 Employer Reputation & Image refers to the attributes of the employer as an organisation.
 Which attributes do you perceive as the most attractive?
 Please select a maximum of three alternatives

The Drivers of Employer attractiveness - Job Characteristics



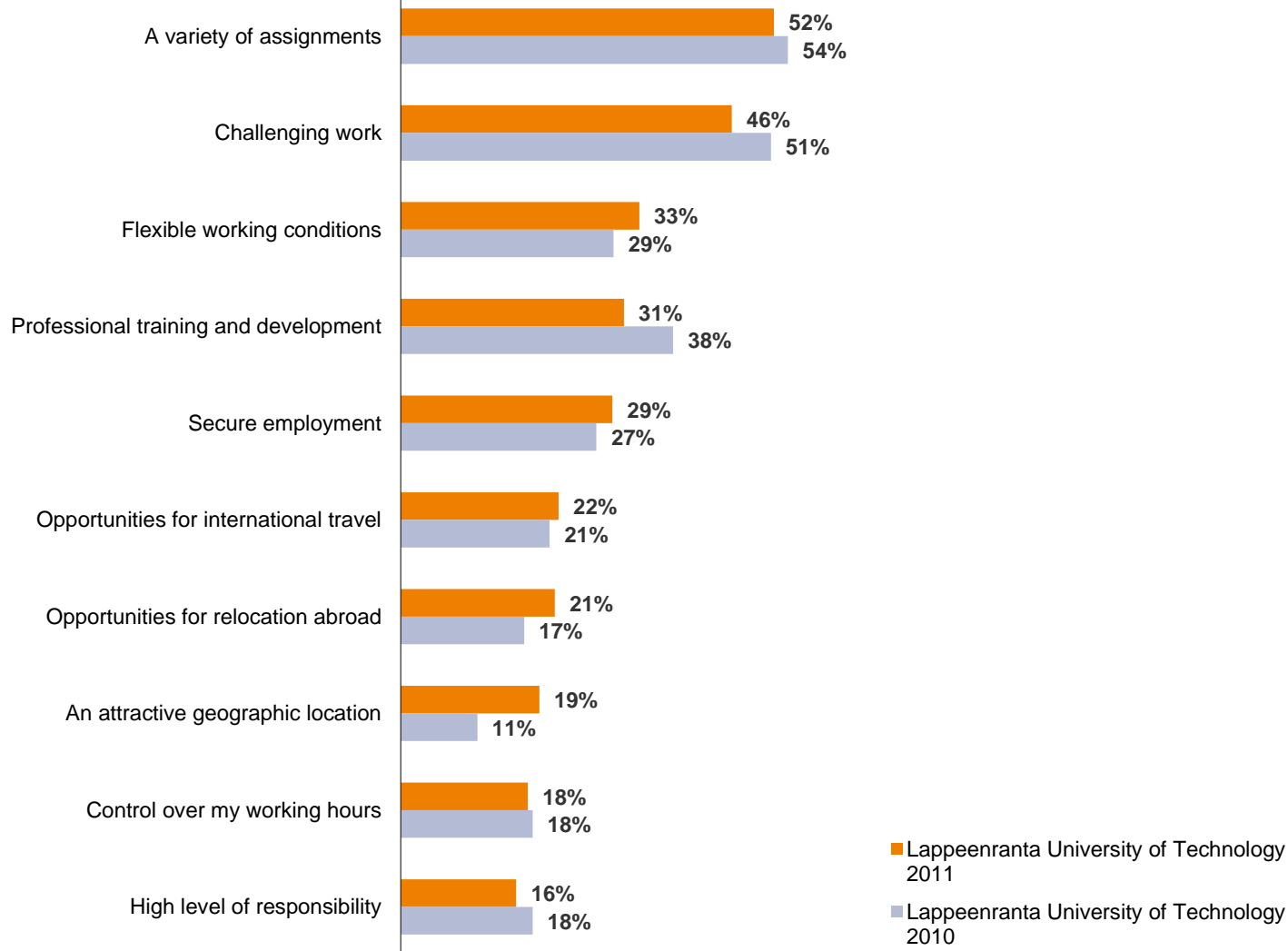
SURVEY QUESTION:

Job Characteristics refers to the content and demands of the job, including the learning opportunities provided by the job.

Which attributes do you perceive as the most attractive?

Please select a maximum of three alternatives

The Drivers of Employer attractiveness - Job Characteristics (this year vs. last year)



Employer
Reputation &
Image

Job
Characteristics

People
& Culture

Remuneration &
Advancement
Opportunities

■ Lappeenranta University of Technology
2011

■ Lappeenranta University of Technology
2010

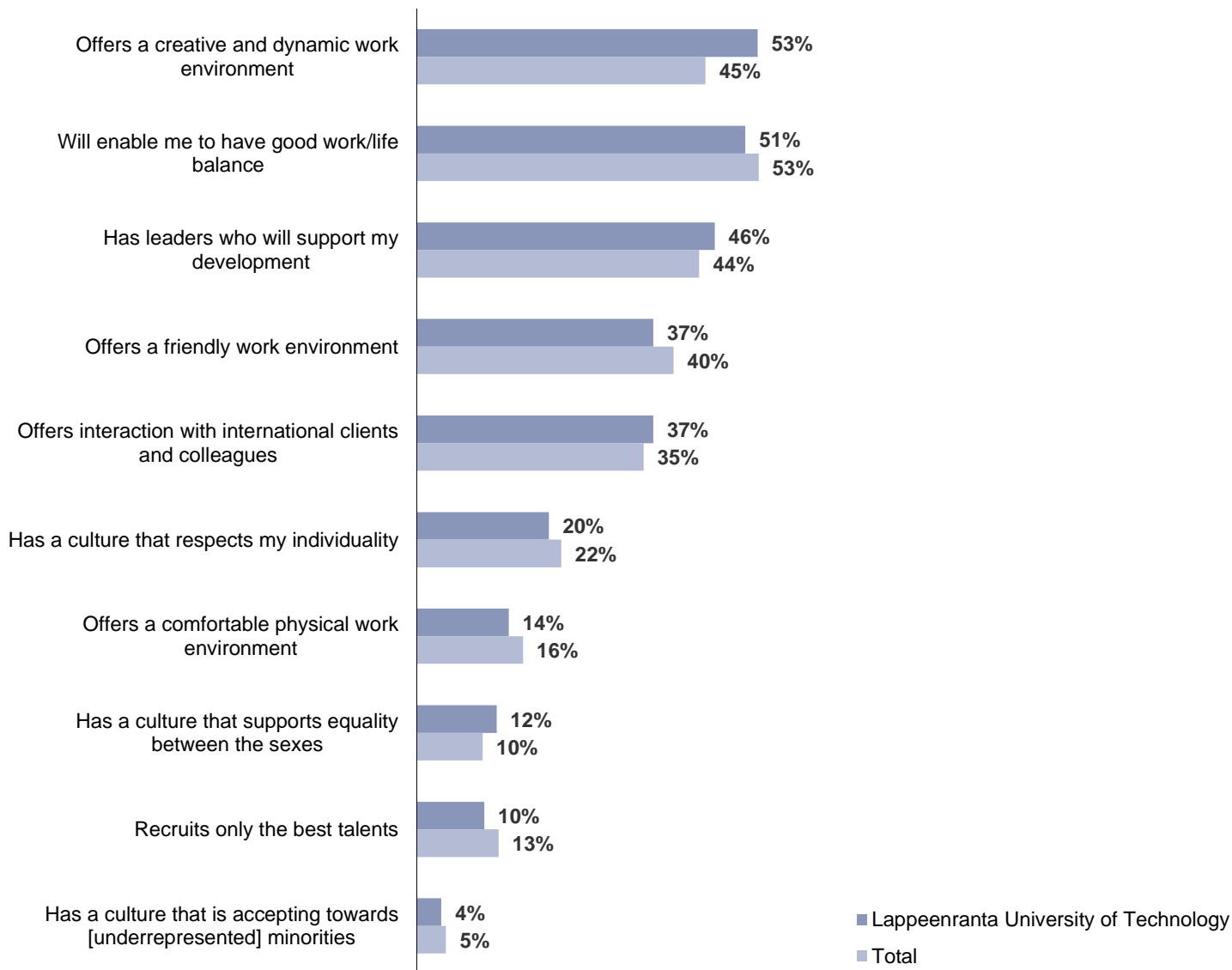
SURVEY QUESTION:

Job Characteristics refers to the content and demands of the job, including the learning opportunities provided by the job.

Which attributes do you perceive as the most attractive?

Please select a maximum of three alternatives

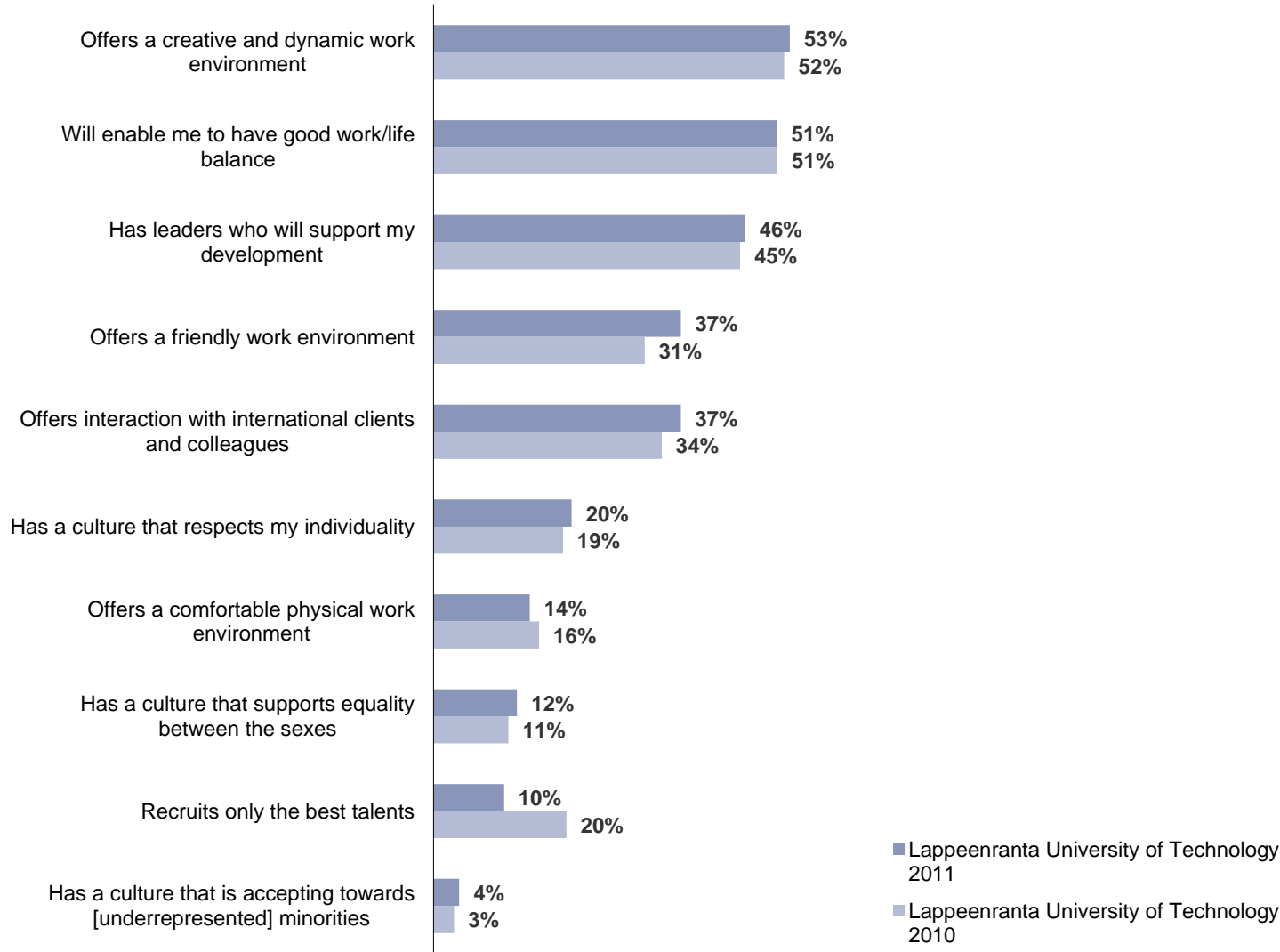
The Drivers of Employer attractiveness - People & Culture



SURVEY QUESTION:

People & Culture refers to the social environment and attributes of the work place.
Which attributes do you perceive as the most attractive?
Please select a maximum of three alternatives

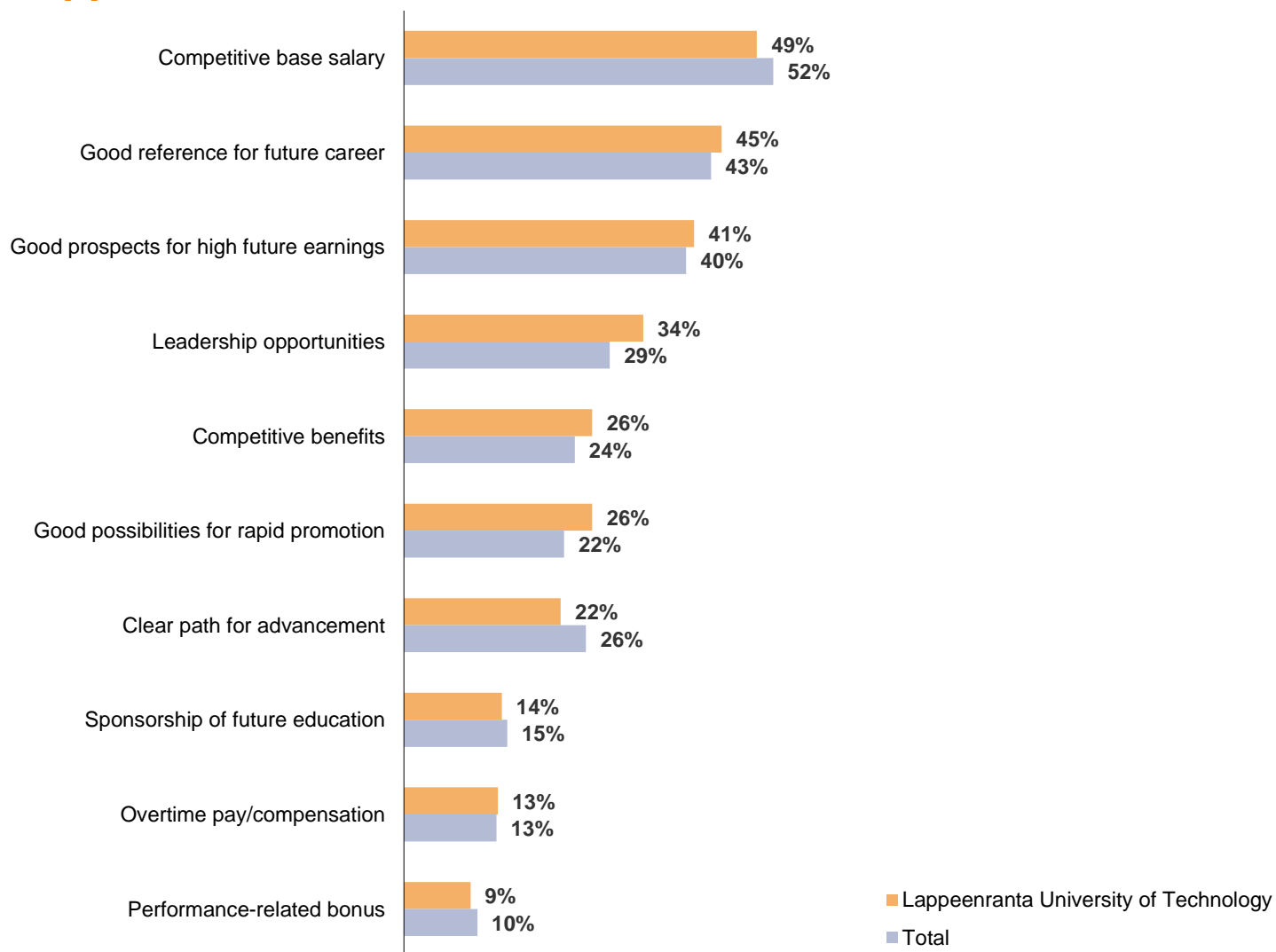
The Drivers of Employer attractiveness - People & Culture (this year vs. last year)



SURVEY QUESTION:

People & Culture refers to the social environment and attributes of the work place. Which attributes do you perceive as the most attractive? Please select a maximum of three alternatives

The Drivers of Employer attractiveness - Remuneration & Advancement Opportunities



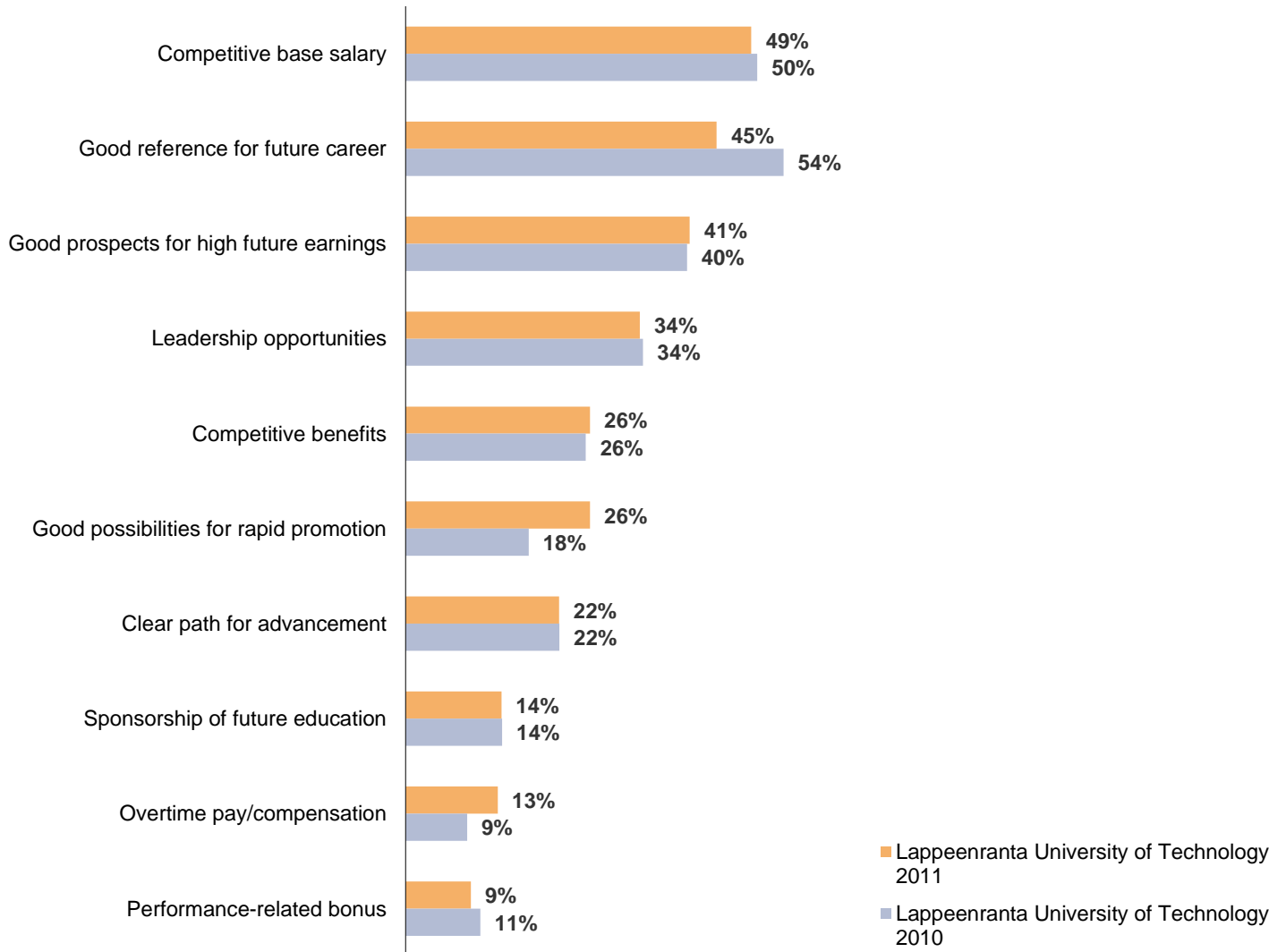
SURVEY QUESTION:

Remuneration & Advancement Opportunities refer to monetary compensation and other benefits, now and in the future.

Which attributes do you perceive as the most attractive?

Please select a maximum of three alternatives

The Drivers of Employer attractiveness - Remuneration & Advancement Opportunities (this year vs. last year)



SURVEY QUESTION:

Remuneration & Advancement Opportunities refer to monetary compensation and other benefits, now and in the future.
 Which attributes do you perceive as the most attractive?
 Please select a maximum of three alternatives

Top findings - Students' employer preferences

Students were asked to rate the importance of the four Drivers of Employer Attractiveness by dividing 100 points between the drivers in accordance with how important they perceive them.

Lappeenranta University of Technology

Top 5 - Overall most important attributes:

1. *Offers a creative and dynamic work environment (People & Culture)*
2. *A variety of assignments (Job Characteristics)*
3. *Competitive base salary (Remuneration & Advancement Opportunities)*
4. *Challenging work (Job Characteristics)*
5. *Will enable me to have good work/life balance (People & Culture)*

Total

Top 5 - Overall most important attributes:

1. *A variety of assignments (Job Characteristics)*
2. *Will enable me to have good work/life balance (People & Culture)*
3. *Competitive base salary (Remuneration & Advancement Opportunities)*
4. *Good prospects for high future earnings (Remuneration & Advancement Opportunities)*
5. *Offers a creative and dynamic work environment (People & Culture)*

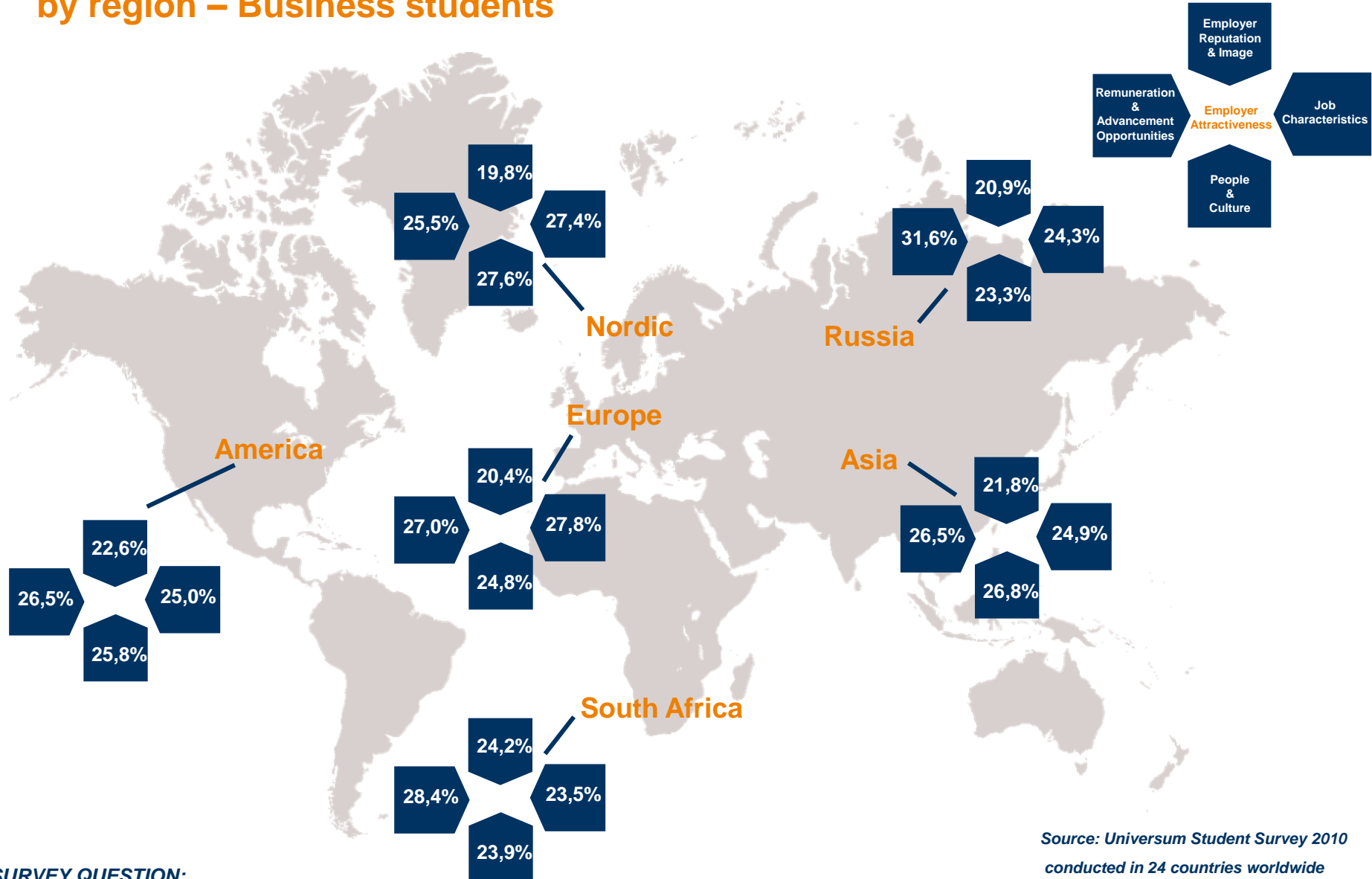
This is the importance of all the 40 attributes in relationship to how important the students think its driver is. This analysis gives a summarised 360 degree view of what influences employer attractiveness.

Global top findings



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Importance of the drivers of employer attractiveness by region – Business students

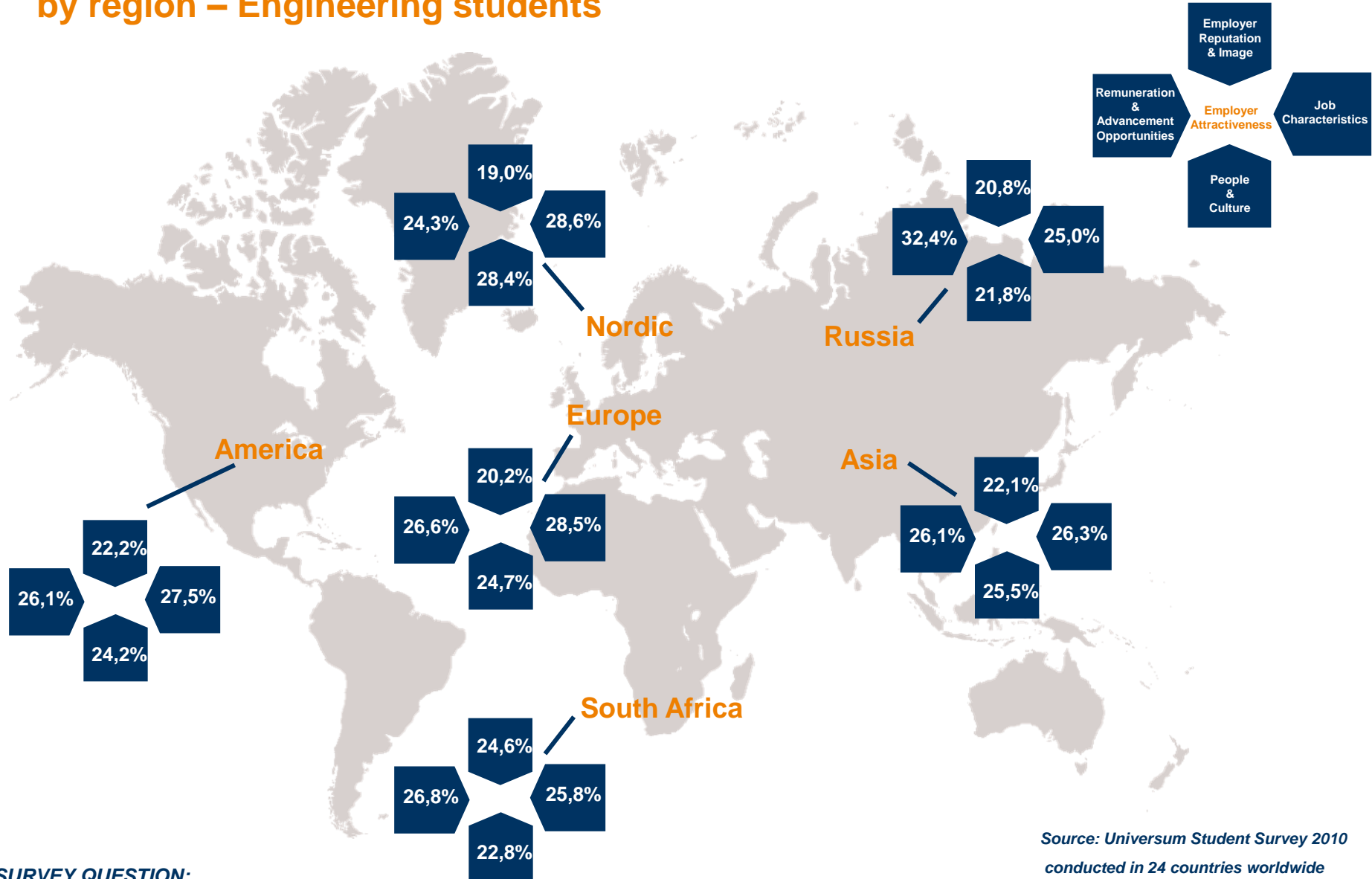


Source: Universum Student Survey 2010 conducted in 24 countries worldwide

SURVEY QUESTION:

How would you rate the relative importance of these aspects when choosing your Ideal Employer?
Please divide 100 points between the alternatives in accordance with importance

Importance of the drivers of employer attractiveness by region – Engineering students



SURVEY QUESTION:

How would you rate the relative importance of these aspects when choosing your Ideal Employer?
Please divide 100 points between the alternatives in accordance with importance

Source: Universum Student Survey 2010
conducted in 24 countries worldwide

The most attractive industries by region – Business students

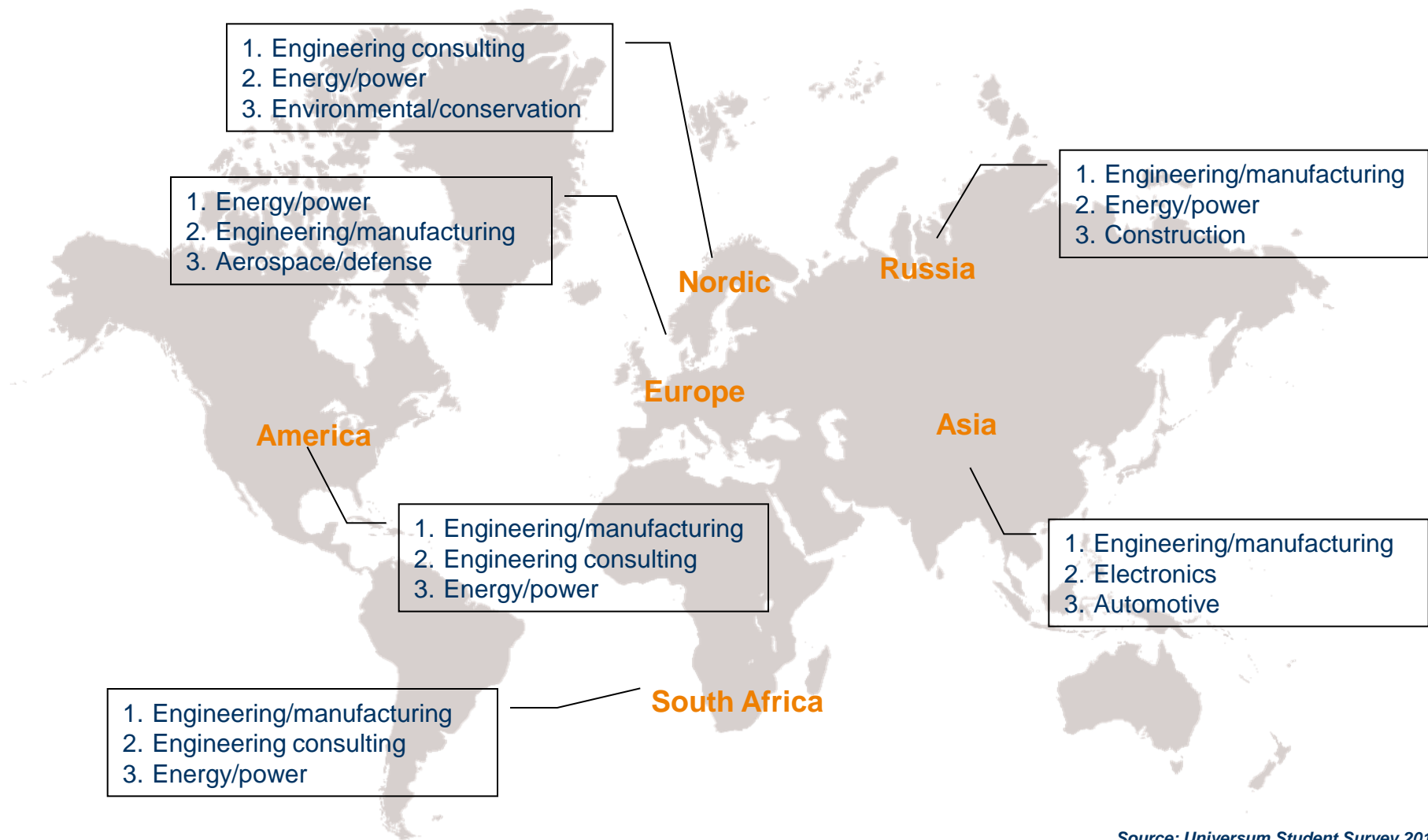


Source: *Universum Student Survey 2010*
conducted in 24 countries worldwide

SURVEY QUESTION:

*In which industry would you ideally want to work when choosing your first employment after graduation?
Please select a maximum of three alternatives*

The most attractive industries by region – Engineering students

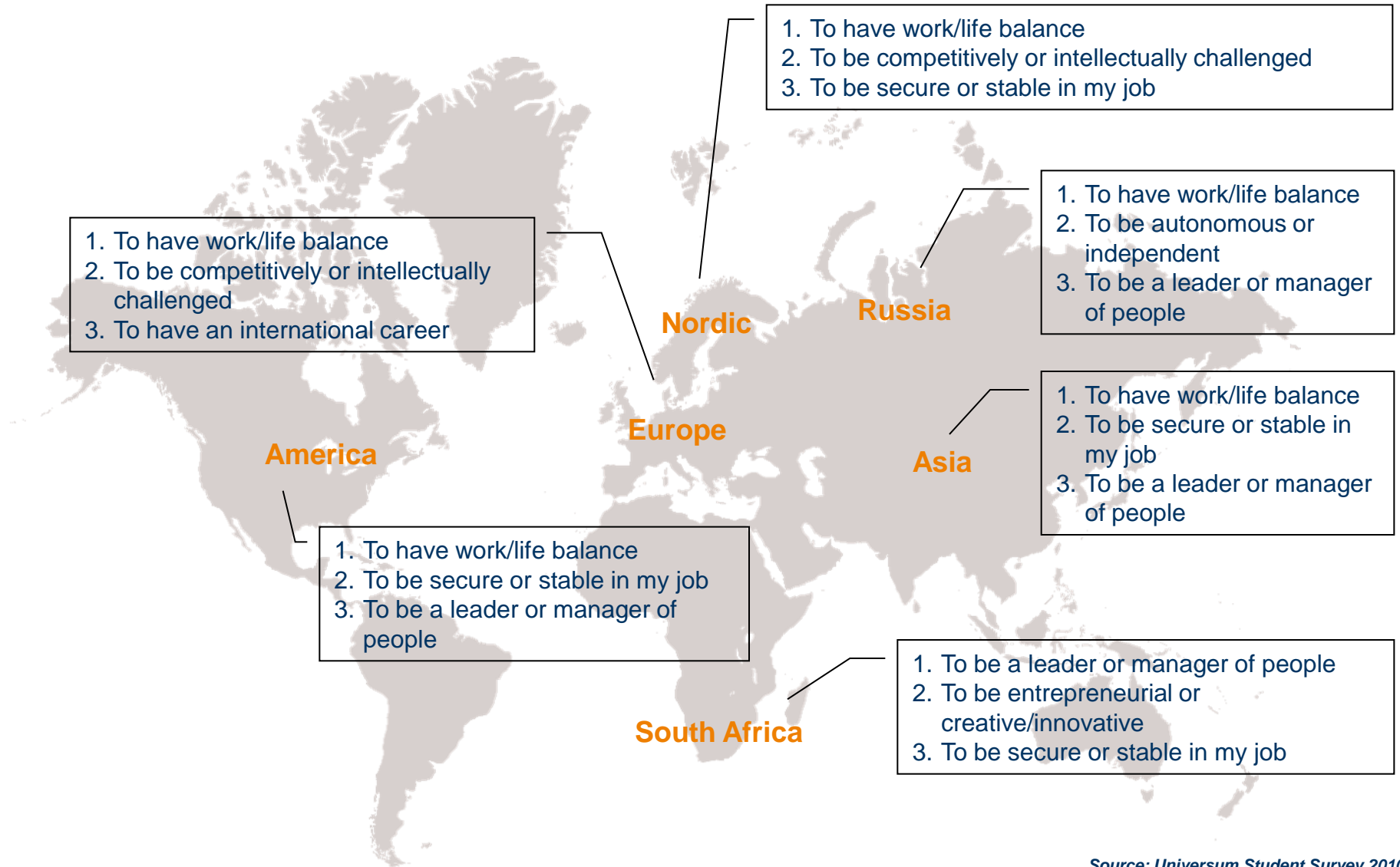


Source: *Universum Student Survey 2010*
conducted in 24 countries worldwide

SURVEY QUESTION:

*In which industry would you ideally want to work when choosing your first employment after graduation?
Please select a maximum of three alternatives*

Top 3 career goals by region – Business students

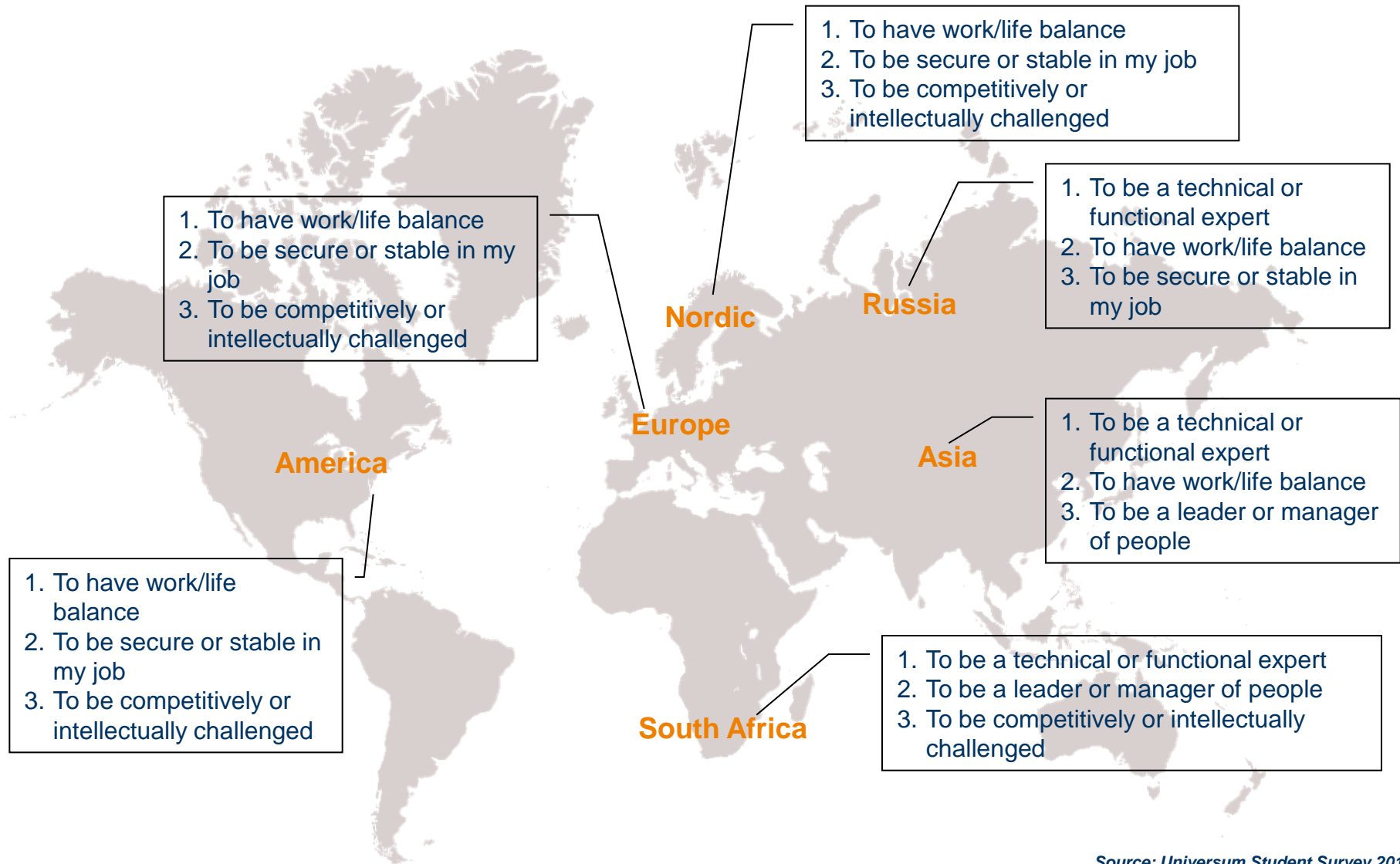


Source: *Universum Student Survey 2010*
conducted in 24 countries worldwide

SURVEY QUESTION:

Below is a list of nine possible career goals. Which are most important to you?
Please select a maximum of three alternatives

Top 3 career goals by region – Engineering students

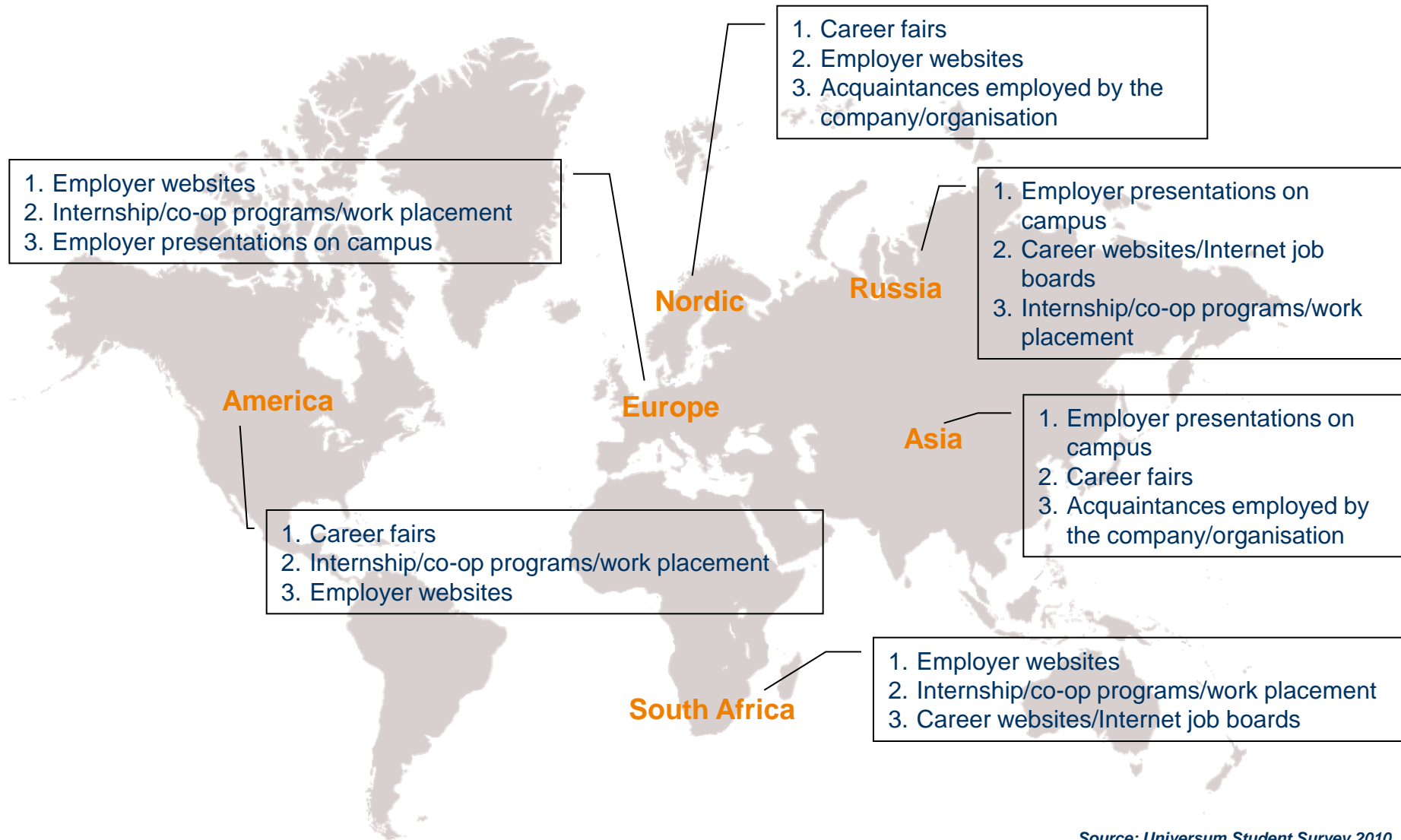


SURVEY QUESTION:

Below is a list of nine possible career goals. Which are most important to you?
Please select a maximum of three alternatives

Source: *Universum Student Survey 2010*
conducted in 24 countries worldwide

Top 3 preferred communication channels by region – Business students

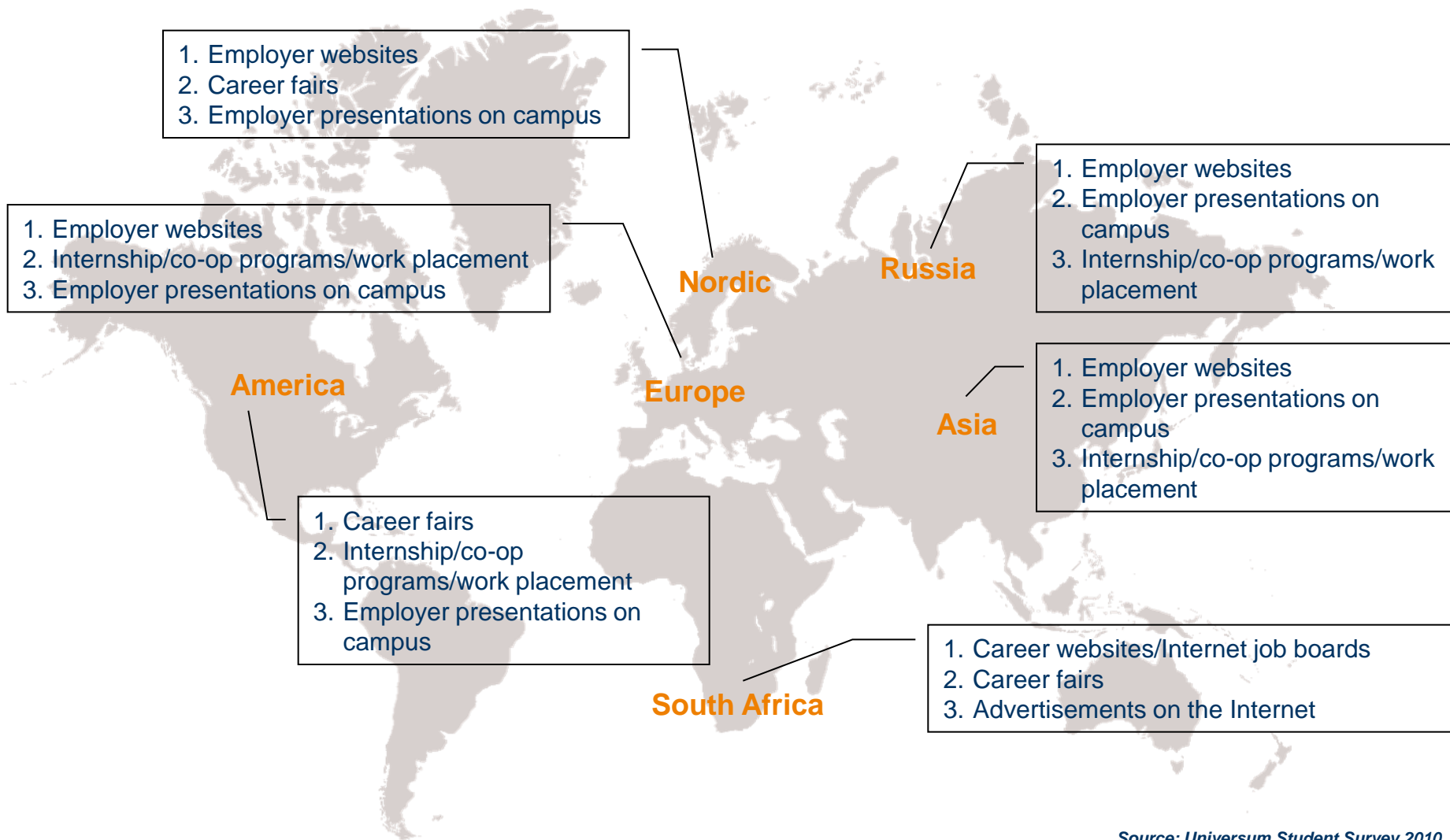


Source: Universum Student Survey 2010
conducted in 24 countries worldwide

SURVEY QUESTION:

How would you prefer to gather information about potential employers? Please select a maximum of three alternatives

Top 3 preferred communication channels by region – Engineering students



Source: Universum Student Survey 2010
conducted in 24 countries worldwide

SURVEY QUESTION:

How would you prefer to gather information about potential employers? Please select a maximum of three alternatives

Our offering to academic institutions

MY FUTURE
CAREER

Research on student career & employer preferences

 **WetFeet**

Career resource site for students & customized to your needs



CareerTV
What's in your future?

Online career & employer videos for students

MasterGuide.org

Market your master programmes to students worldwide

For more information on our offerings, please contact Michiel.Pool@universum.se