



trendence
research » strategies » careers

trendence Graduate Barometer 2011 - Business Edition

Partner report prepared for

Universitatea "Babeş-Bolyai" din Cluj-Napoca



trendence |
Graduate Barometer | **2011**

Contents

1. **General information / methodology**
2. Education and university evaluation
3. Career
4. Focus on Top Employers 2011
5. Profile



Methodology: trendence Graduate Barometer - European Edition

Global Information

- Method:** Online-questionnaire
- Field phase:** September 2010 to January 2011
- Participation:** Invitations via careers service email; anonymity assured; prize draw & donation
- Analysis:** Data analysis with statistical tools; MRS and ESOMAR codes and ISO 20252 observed
- Student groups:** Europe sample and various sub-groups analyzed, including students from Romania and Universitatea "Babeş-Bolyai" din Cluj-Napoca
- Media coverage:** FAZ 06/2011

Response

	GBE 2009	GBE 2010	GBE 2011
Participating universities	779	859	1,077
Respondents	196,019	219,790	310,945

USPs

USPs of the trendence Graduate Barometer 2011:

- » The trendence Graduate Barometer has grown to be the largest survey on career, education and employer topics in Europe. 1,077 institutions in 24 countries took part and 310,000 students answered the survey.
- » The survey was conducted in the following countries: Austria, Belgium, Bulgaria, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, the Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Spain, Sweden, Switzerland, Turkey and the United Kingdom.
- » The students were asked about their preferences and expectations in their future career, their satisfaction with their university, and the attractiveness of future employers.
- » The main target group for the survey was business/economics and engineering/IT/natural science students, however, we are of course interested in hearing the opinions of all students. Therefore we have three editions of the trendence Graduate Barometer Partner Report: business, engineering and total (including students of all fields of study).

trendence Graduate Barometer 2011: participation



trendence Graduate Barometer 2011: participation (cont.)

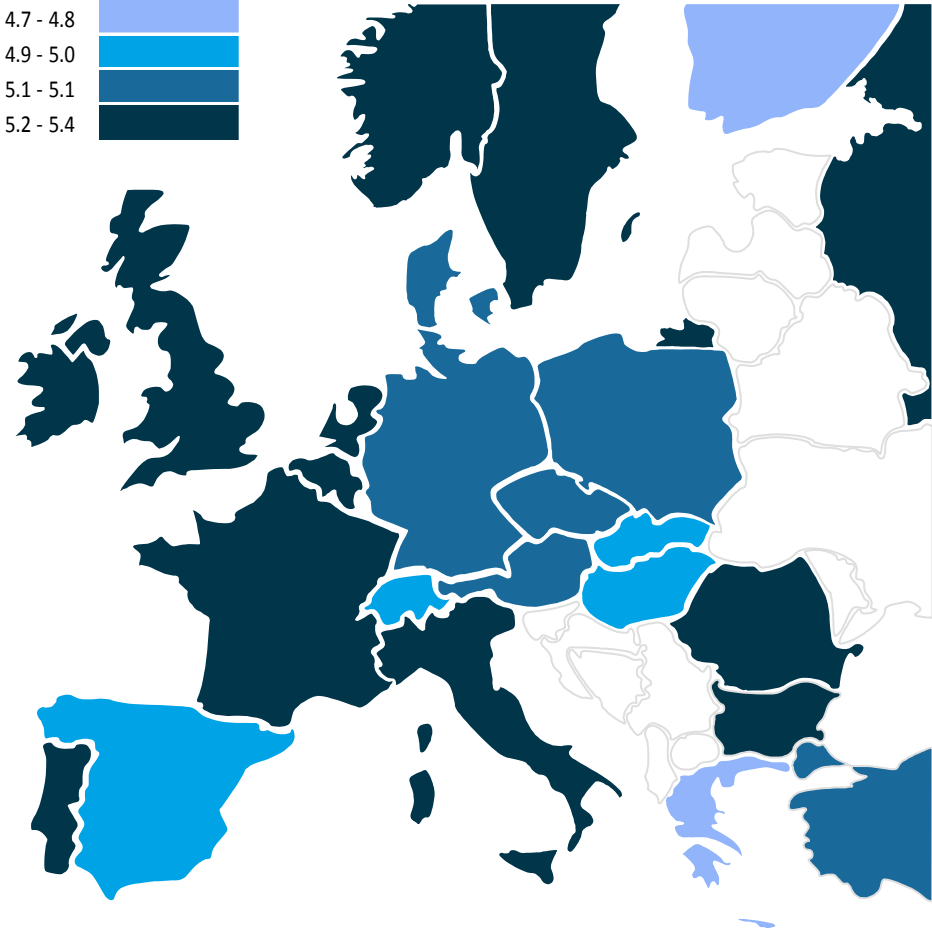
Country	Answers	Country	Answers
Austria	3.570	Netherlands	1.984
Belgium	2.429	Norway	709
Bulgaria	3.005	Poland	4.685
Czech Republic	5.107	Portugal	2.335
Denmark	1.597	Romania	1.782
Finland	2.840	Russia	2.332
France	12.901	Slovakia	2.392
Germany	11.932	Spain	9.061
Greece	303	Sweden	453
Hungary	11.823	Switzerland	1.480
Ireland	1.721	Turkey	897
Italy	8.876	United Kingdom	2.217
		Total	96.431
		Universitatea "Babeş-Bolyai" din Cluj-Napoca	131

Contents

1. General information / methodology
2. **Education and university evaluation**
3. Career
4. Focus on Top Employers 2011
5. Profile



Evaluation of university performance in Europe

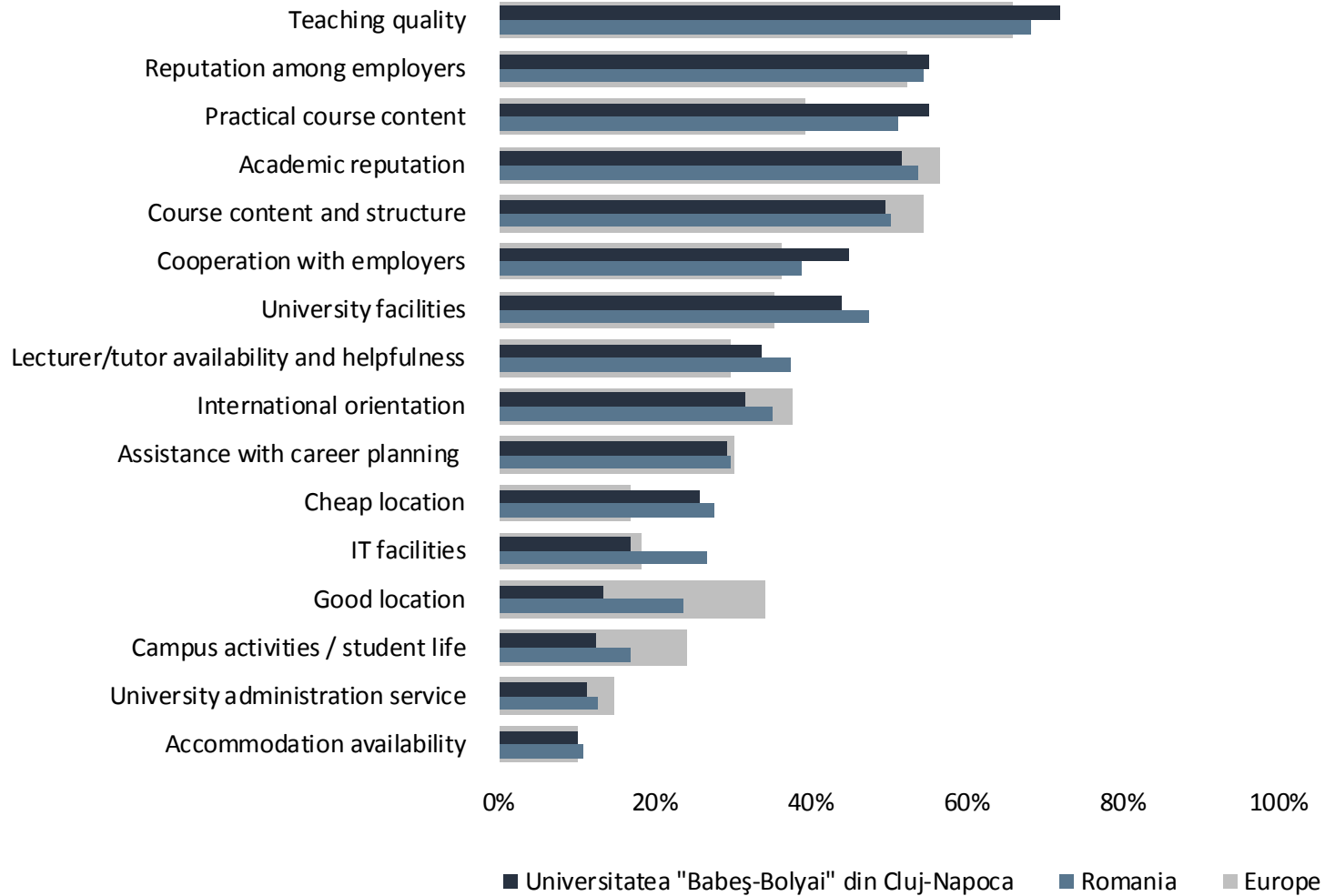


Evaluation of university performance in Europe (cont.)

Country	Satisfaction
Europe	5,1
Austria	5,1
Belgium	5,3
Bulgaria	5,2
Czech Republic	5,1
Denmark	5,1
Finland	4,8
France	5,3
Germany	5,1
Greece	4,7
Hungary	5,0
Ireland	5,2
Italy	5,2

Country	Satisfaction
Netherlands	5,4
Norway	5,2
Poland	5,1
Portugal	5,2
Romania	5,2
Russia	5,2
Slovakia	5,0
Spain	4,9
Sweden	5,3
Switzerland	5,0
Turkey	5,1
United Kingdom	5,2
Universitatea "Babeş-Bolyai" din Cluj-Napoca	5,4

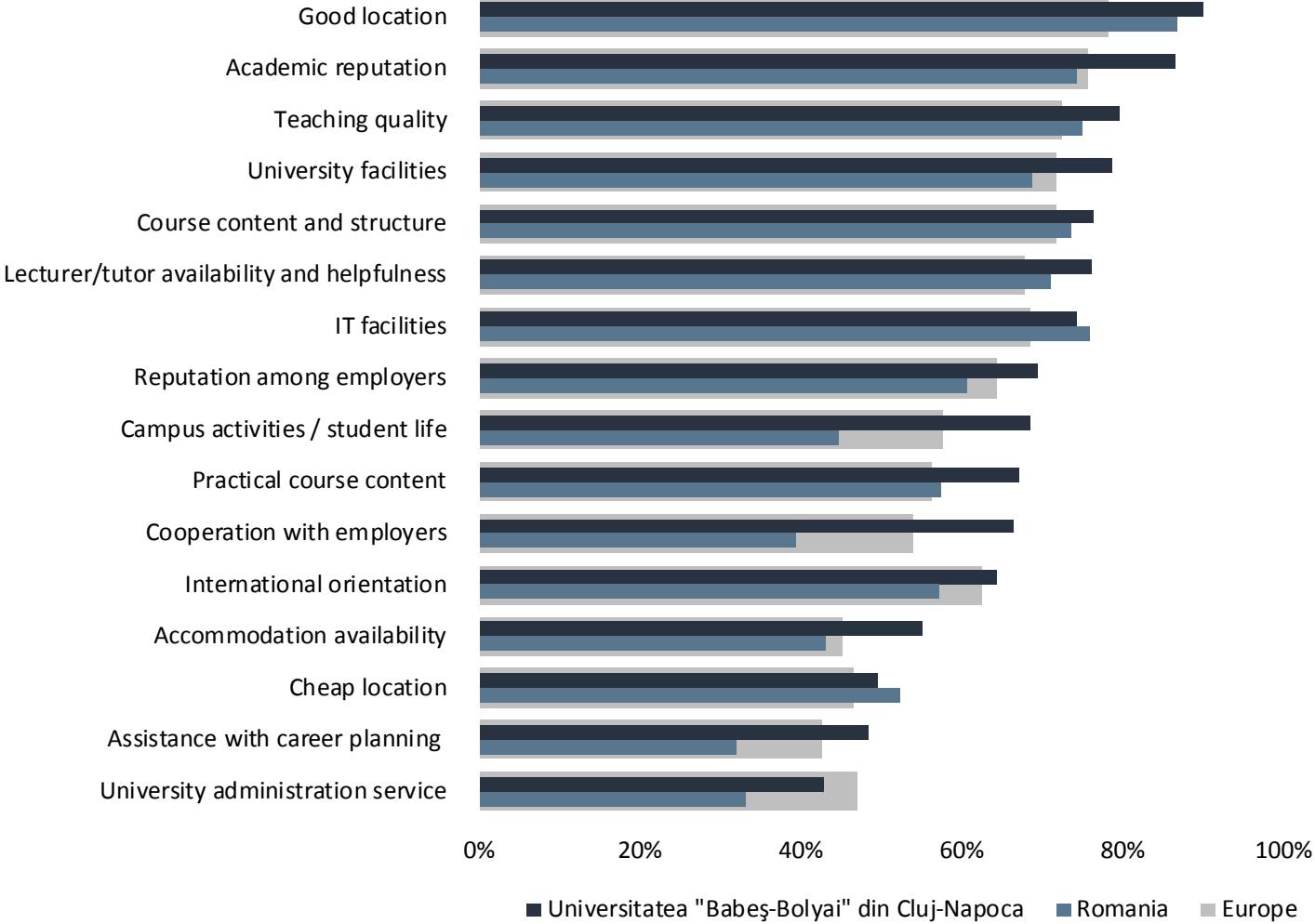
Important factors when choosing a university course



Important factors when choosing a university course (cont.)

Important factors	Universitatea "Babeş-Bolyai" din Cluj-Napoca	Romania	Europe
Teaching quality	71,9%	68,1%	65,8%
Reputation among employers	55,1%	54,4%	52,2%
Practical course content	55,1%	51,2%	39,3%
Academic reputation	51,7%	53,8%	56,6%
Course content and structure	49,4%	50,3%	54,4%
Cooperation with employers	44,9%	38,8%	36,3%
University facilities	43,8%	47,4%	35,4%
Lecturer/tutor availability and helpfulness	33,7%	37,5%	29,7%
International orientation	31,5%	35,0%	37,7%
Assistance with career planning	29,2%	29,7%	30,2%
Cheap location	25,8%	27,7%	16,9%
IT facilities	16,9%	26,7%	18,3%
Good location	13,5%	23,7%	34,2%
Campus activities / student life	12,4%	17,0%	24,1%
University administration service	11,2%	12,7%	14,9%
Accommodation availability	10,1%	10,8%	10,1%

Evaluation of university performance

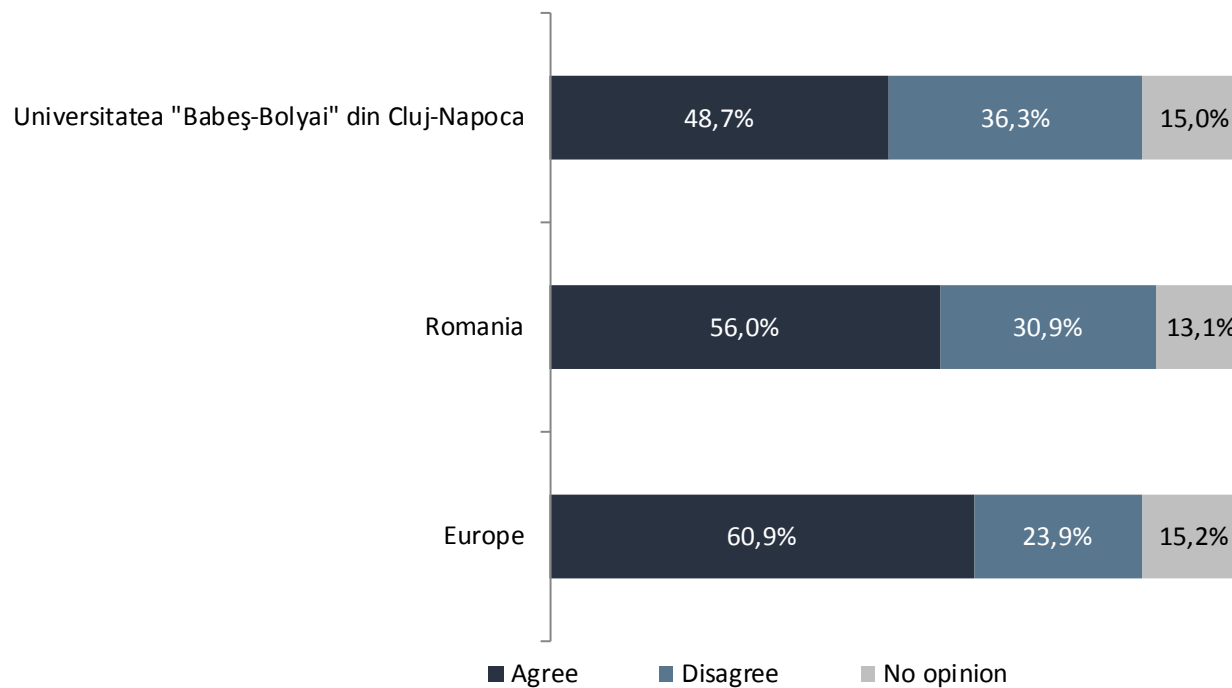


Evaluation of university performance (cont.)

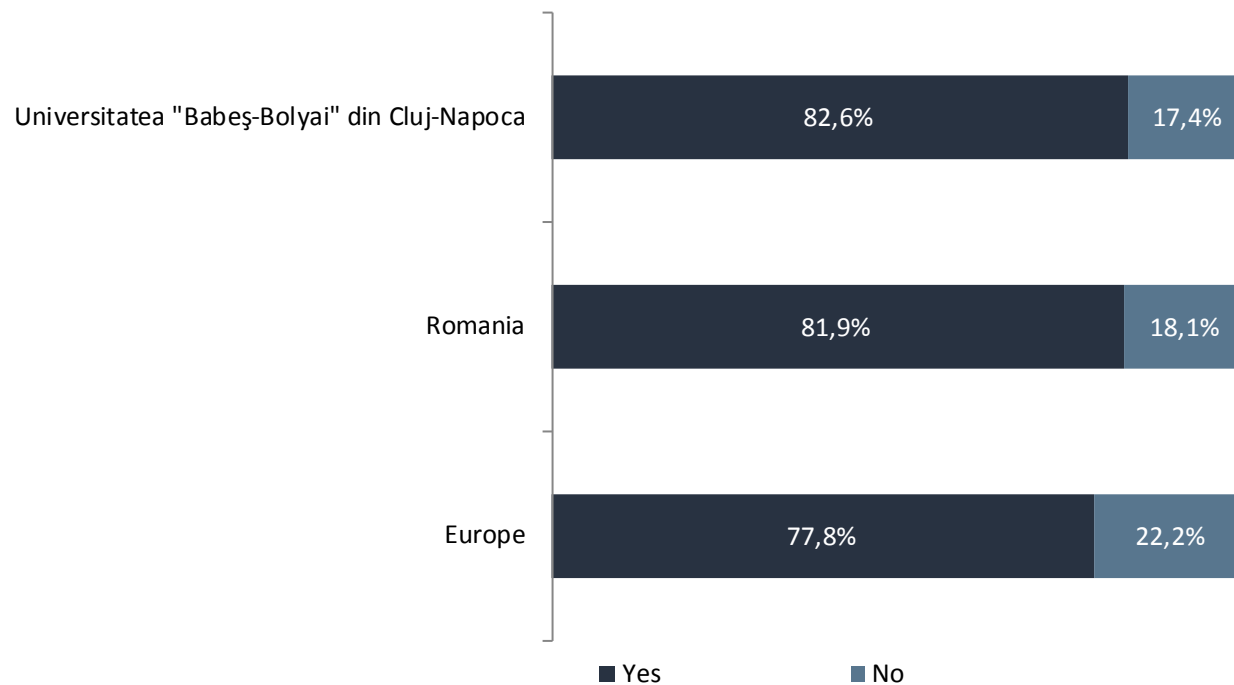
Satisfaction	Universitatea "Babeş-Bolyai" din Cluj-Napoca	Romania	Europe
Good location	89,9%	86,7%	78,2%
Academic reputation	86,5%	74,2%	75,6%
Teaching quality	79,5%	74,9%	72,3%
University facilities	78,7%	68,6%	71,7%
Course content and structure	76,4%	73,5%	71,7%
Lecturer/tutor availability and helpfulness	76,1%	71,0%	67,7%
IT facilities	74,2%	75,8%	68,4%
Reputation among employers	69,3%	60,6%	64,2%
Campus activities / student life	68,5%	44,6%	57,7%
Practical course content	67,0%	57,3%	56,3%
Cooperation with employers	66,3%	39,4%	53,9%
International orientation	64,4%	57,2%	62,4%
Accommodation availability	55,1%	43,1%	45,1%
Cheap location	49,4%	52,3%	46,5%
Assistance with career planning	48,3%	31,9%	42,6%
University administration service	42,7%	33,1%	46,9%

Opinion

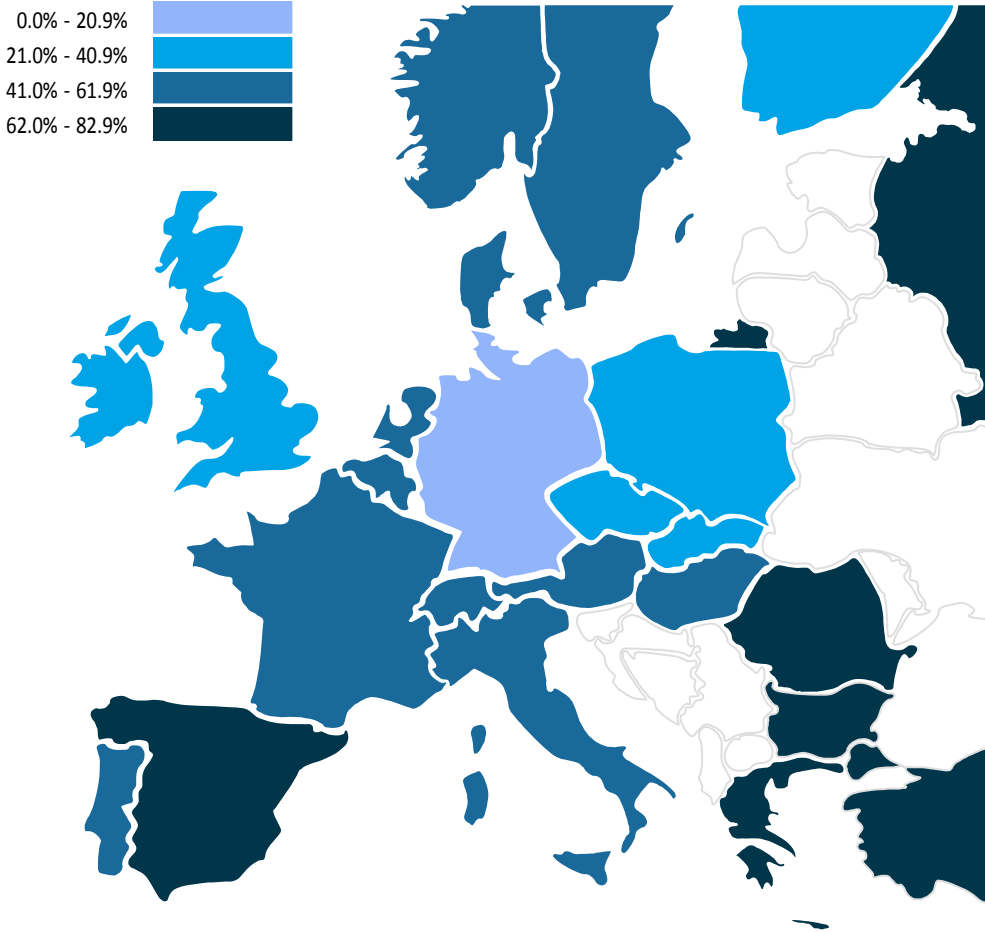
My university course provides me with the skills necessary for the labour market.



Use of university careers fair



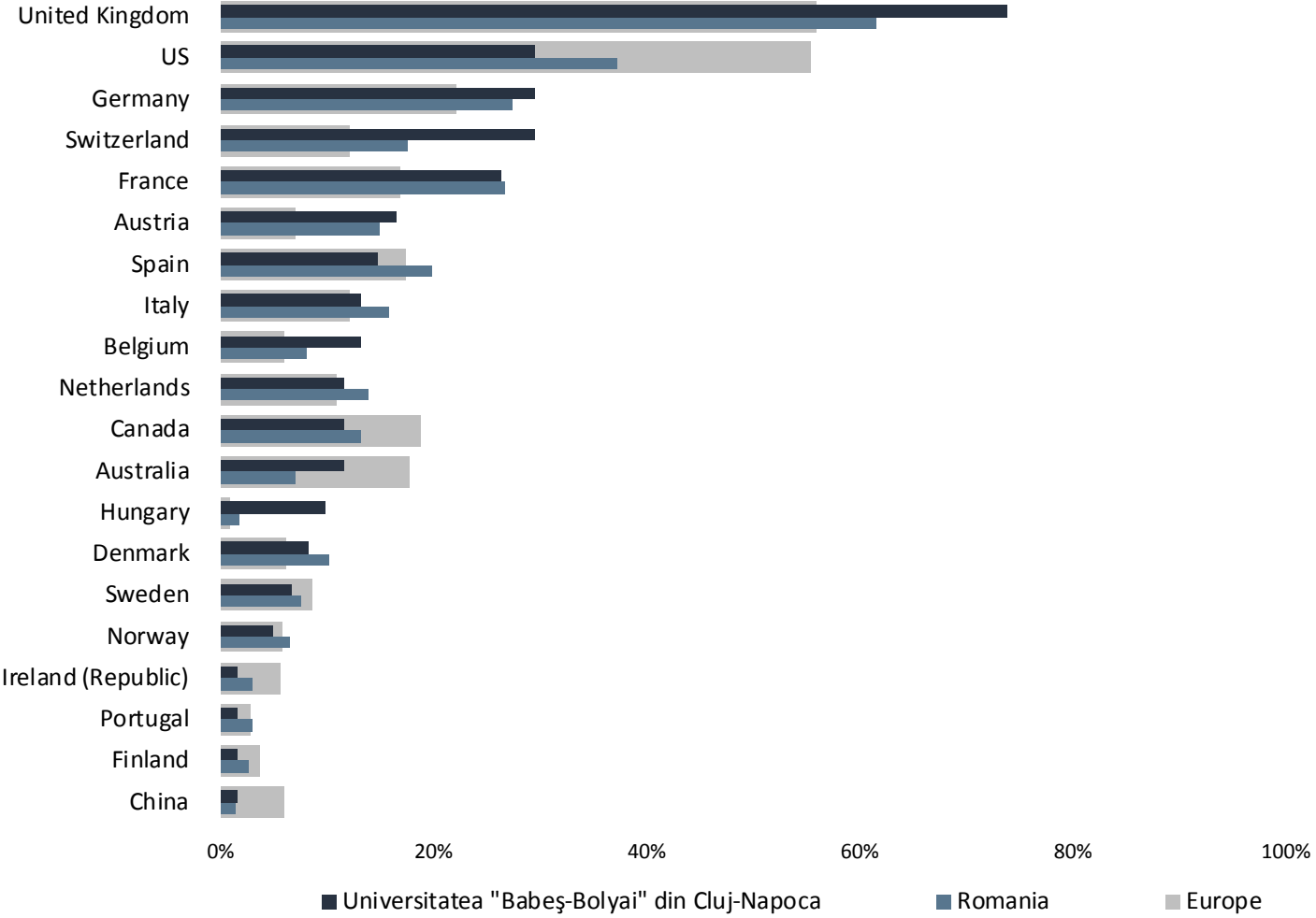
Interest in studying a master course abroad



Interest in studying a master course abroad (cont.)

Country	%	Country	%
Europe	52,9%	Netherlands	47,0%
Austria	50,9%	Norway	43,0%
Belgium	44,2%	Poland	37,0%
Bulgaria	70,3%	Portugal	49,1%
Czech Republic	30,6%	Romania	63,8%
Denmark	57,6%	Russia	71,5%
Finland	40,6%	Slovakia	21,8%
France	57,0%	Spain	62,9%
Germany	0,0%	Sweden	56,6%
Greece	79,8%	Switzerland	45,0%
Hungary	48,0%	Turkey	82,7%
Ireland	40,4%	United Kingdom	39,8%
Italy	58,0%	Universitatea "Babeş-Bolyai" din Cluj-Napoca	68,5%

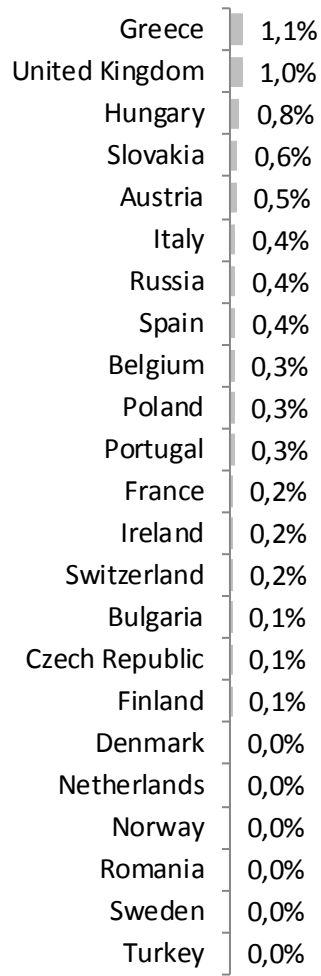
Desired master course destination



Desired master course destination (cont.)

Master course destination	Universitatea "Babeş-Bolyai" din Cluj-Napoca	Romania	Europe
United Kingdom	73,8%	61,6%	55,9%
US	29,5%	37,1%	55,4%
Germany	29,5%	27,4%	22,1%
Switzerland	29,5%	17,5%	12,1%
France	26,2%	26,7%	16,9%
Austria	16,4%	14,9%	7,0%
Spain	14,8%	19,8%	17,3%
Italy	13,1%	15,7%	12,0%
Belgium	13,1%	8,1%	5,9%
Netherlands	11,5%	13,8%	10,8%
Canada	11,5%	13,2%	18,8%
Australia	11,5%	7,0%	17,7%
Hungary	9,8%	1,7%	0,8%
Denmark	8,2%	10,1%	6,1%
Sweden	6,6%	7,6%	8,6%
Norway	4,9%	6,4%	5,8%
Ireland (Republic)	1,6%	3,0%	5,6%
Portugal	1,6%	3,0%	2,8%
Finland	1,6%	2,6%	3,6%
China	1,6%	1,4%	5,9%

Students wanting to study a master course in Romania



Question: Where would you like to study this master degree?

This question has not been asked in Germany.

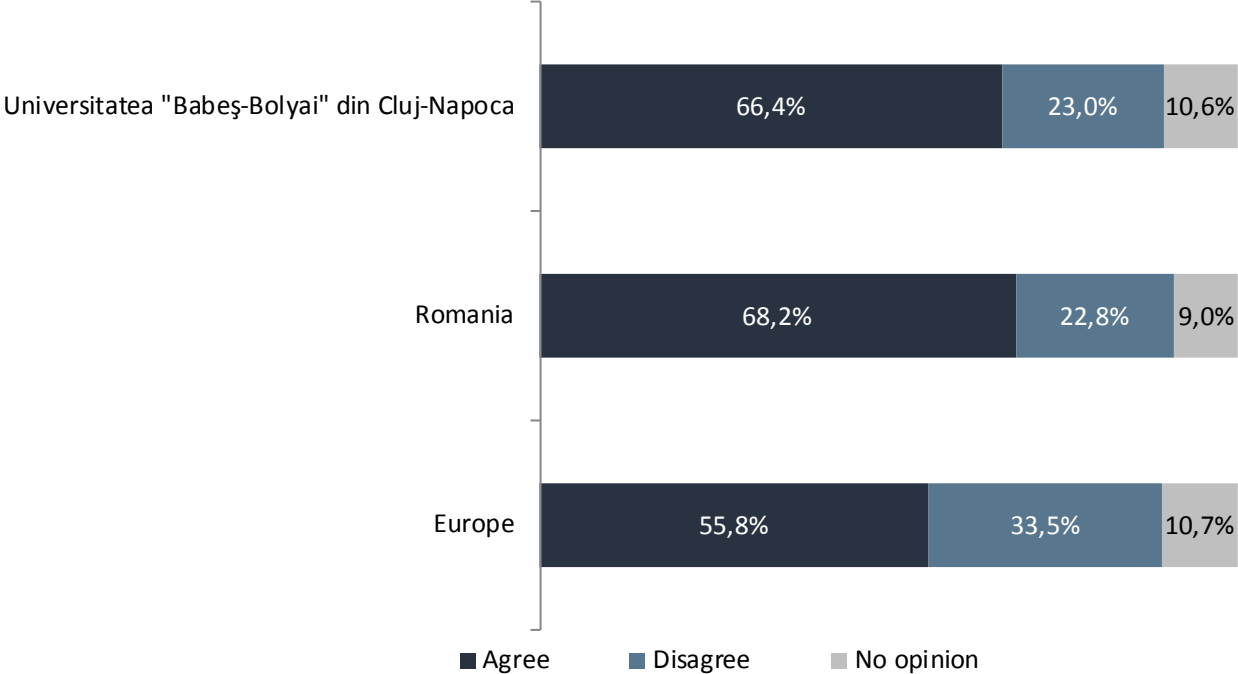
Contents

1. General information / methodology
2. Education and university evaluation
3. **Career**
4. Focus on Top Employers 2011
5. Profile

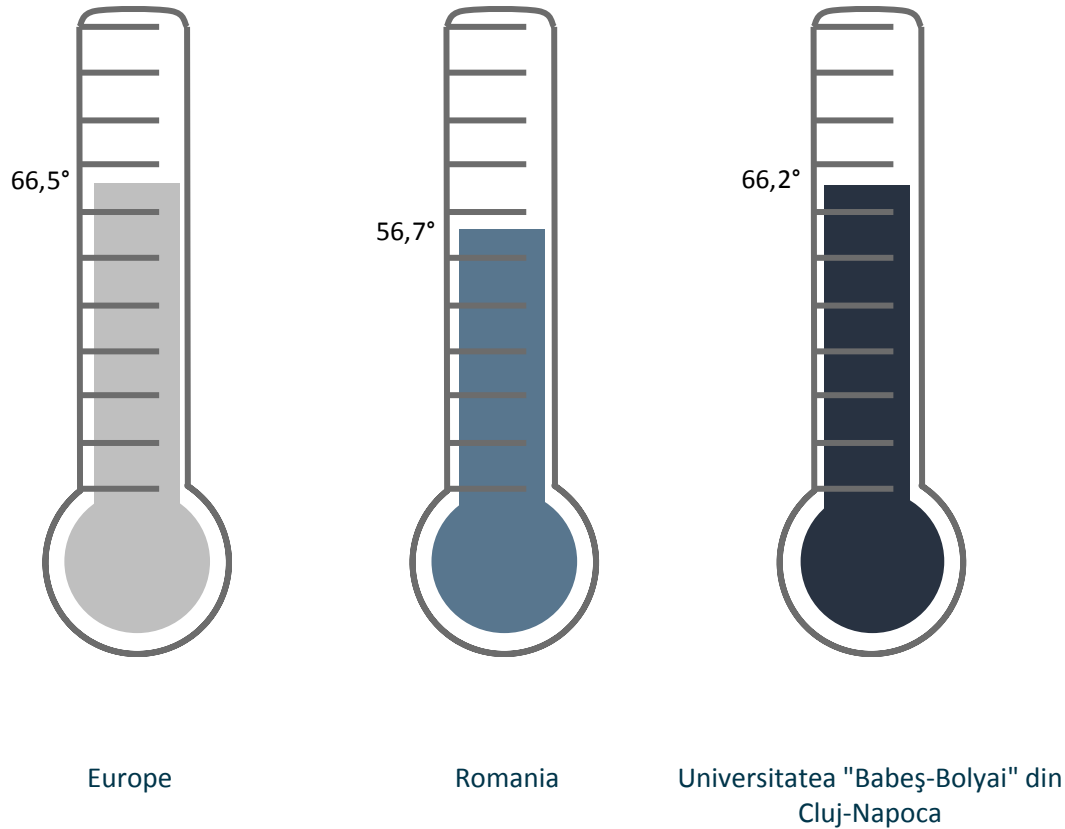


Opinion

I am worried about my future career



Optimism indicator

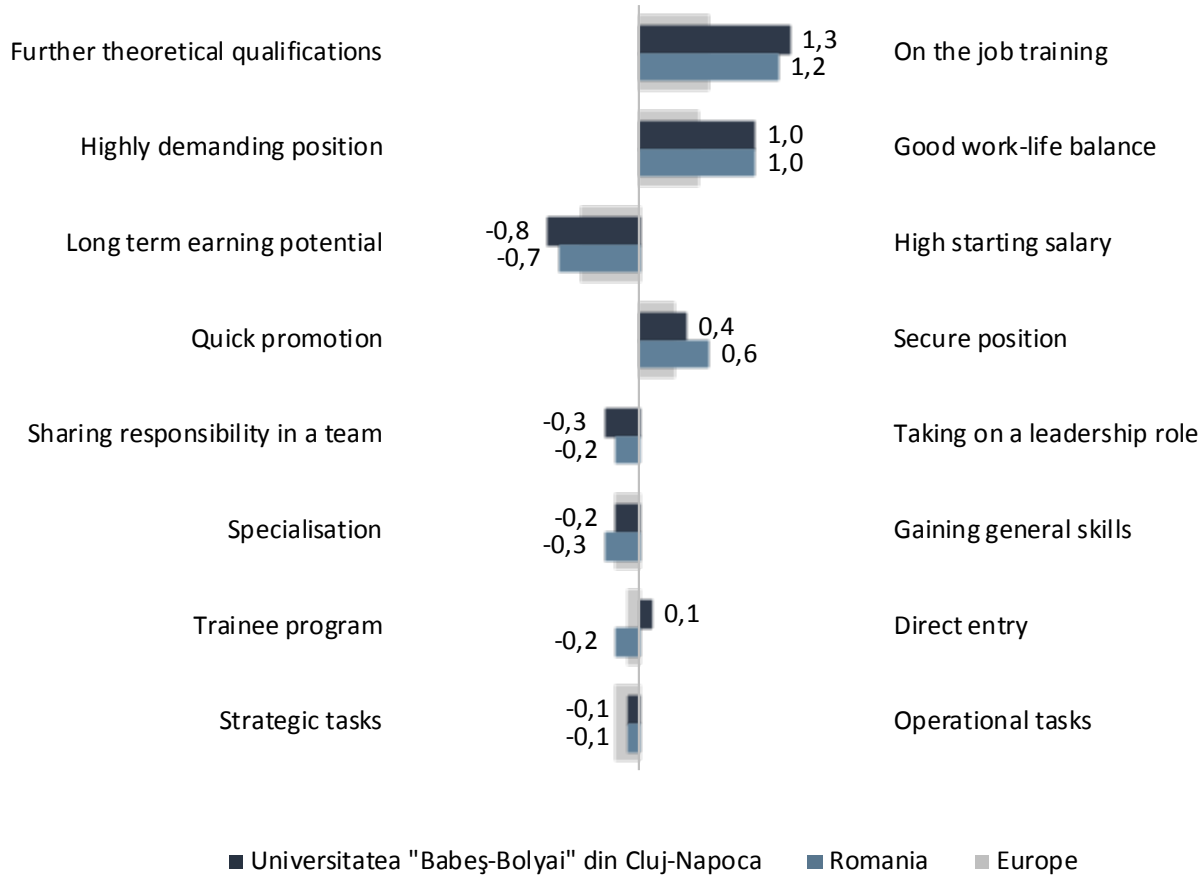


Question: How many APPLICATIONS do you expect to send (did you send) to find your first professional position?

Question: How many MONTHS do you expect to need (did you require) to find your first professional position?

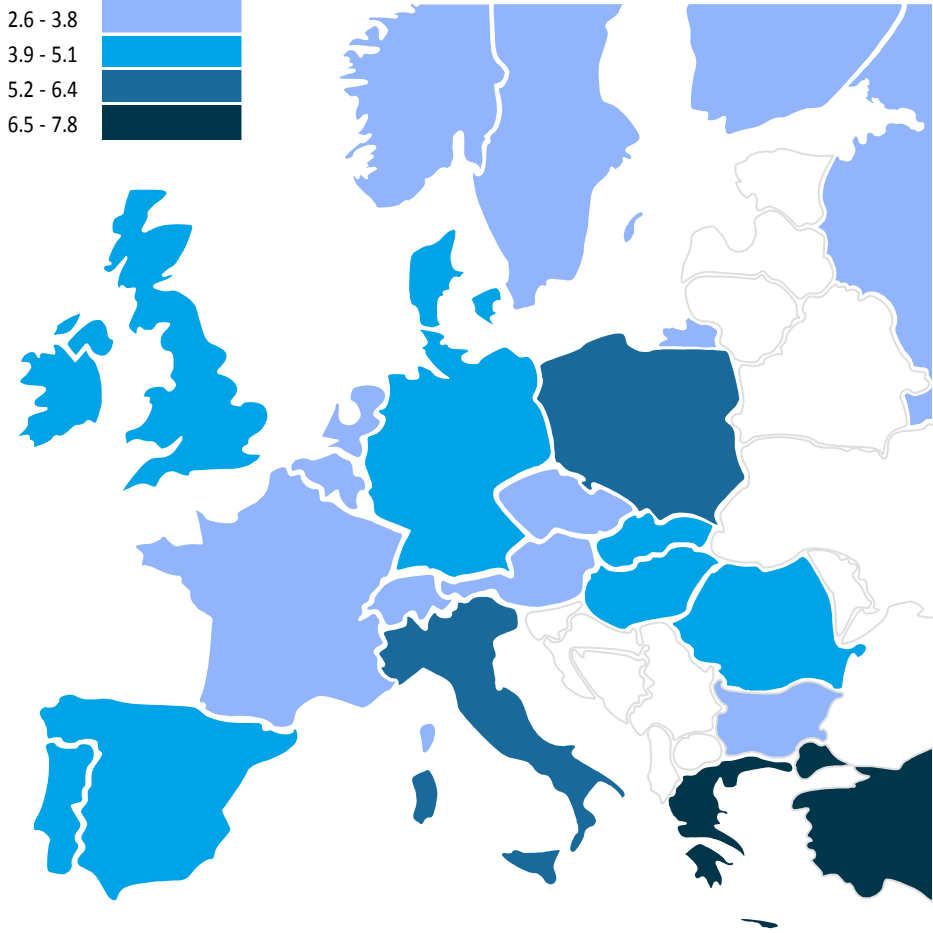
The trendence Optimism Index is an indicator for graduate confidence in relation to their job prospects. It has been calculated from two parameters, which have been chosen yearly as part of the evaluation of the job application process. 1) Number of anticipated applications. 2) Length of time it takes to get a job. The highest possible mark of 100 symbolises an "overheating" of the market: in such a market every graduate would find a position within the shortest of time and with minimal effort.

Career priorities



Job application process

Estimated timeframe to find first position



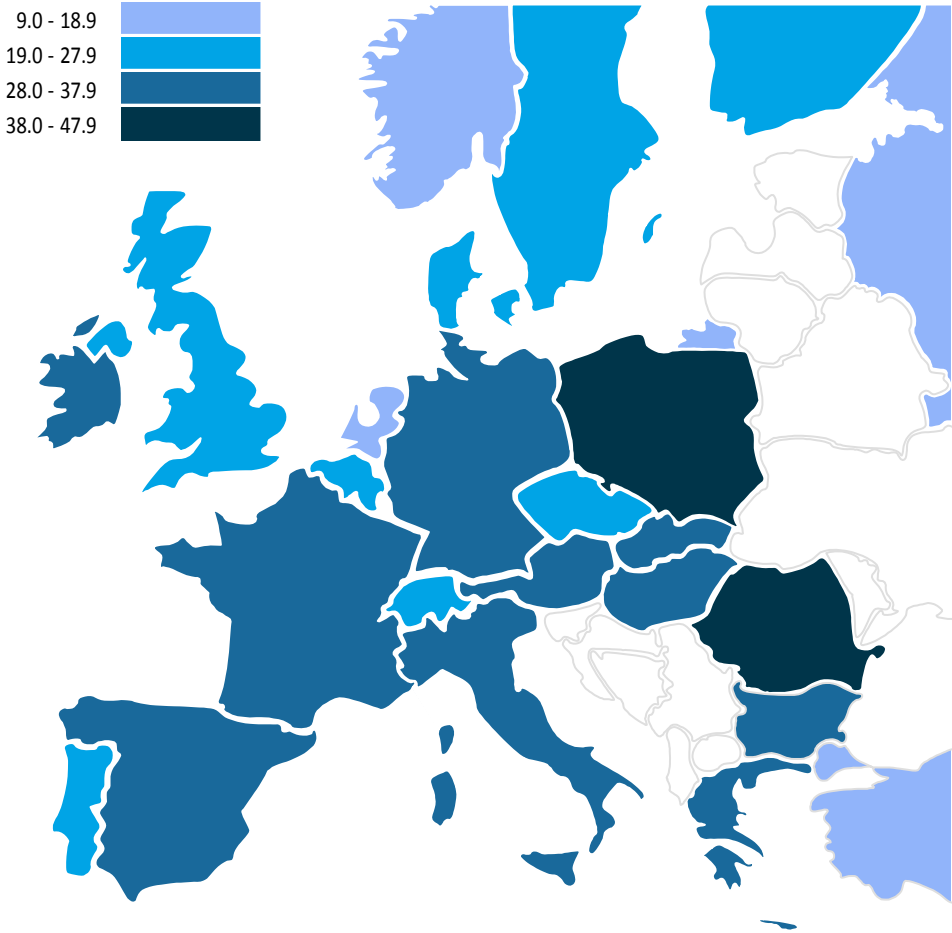
Job application process

Estimated timeframe to find first position (cont.)

Country	Months	Country	Months
Europe	4,8	Netherlands	3,7
Austria	3,3	Norway	3,3
Belgium	3,7	Poland	5,4
Bulgaria	3,6	Portugal	3,9
Czech Republic	3,5	Romania	5,1
Denmark	3,9	Russia	2,6
Finland	3,4	Slovakia	5,0
France	3,3	Spain	5,1
Germany	4,2	Sweden	3,2
Greece	7,1	Switzerland	3,5
Hungary	4,3	Turkey	7,8
Ireland	5,1	United Kingdom	5,1
Italy	5,8	Universitatea "Babeş-Bolyai" din Cluj-Napoca	5,0

Job application process

Estimated number of applications to find first position



Job application process

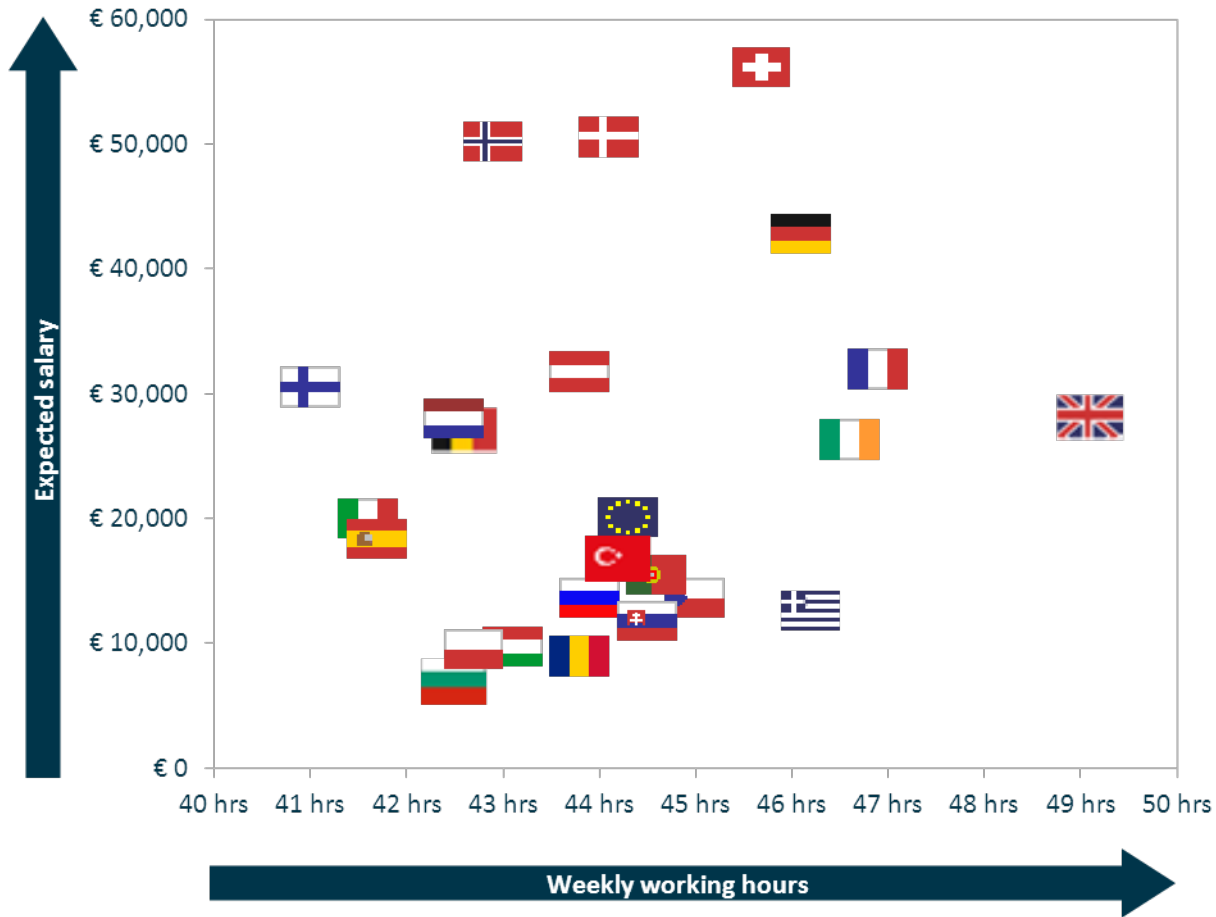
Estimated number of applications to find first position (cont.)

Country	Number of applications
Europe	34,1
Austria	29,1
Belgium	19,1
Bulgaria	29,6
Czech Republic	24,7
Denmark	26,4
Finland	22,7
France	35,1
Germany	31,0
Greece	36,7
Hungary	32,3
Ireland	28,1
Italy	29,1

Country	Number of applications
Netherlands	12,6
Norway	15,5
Poland	47,9
Portugal	26,5
Romania	44,5
Russia	17,9
Slovakia	33,0
Spain	34,1
Sweden	21,0
Switzerland	21,9
Turkey	9,4
United Kingdom	27,1
Universitatea "Babeş-Bolyai" din Cluj-Napoca	34,2

Expectations of first position

Expected gross annual salary / expected working hours relationship in Europe

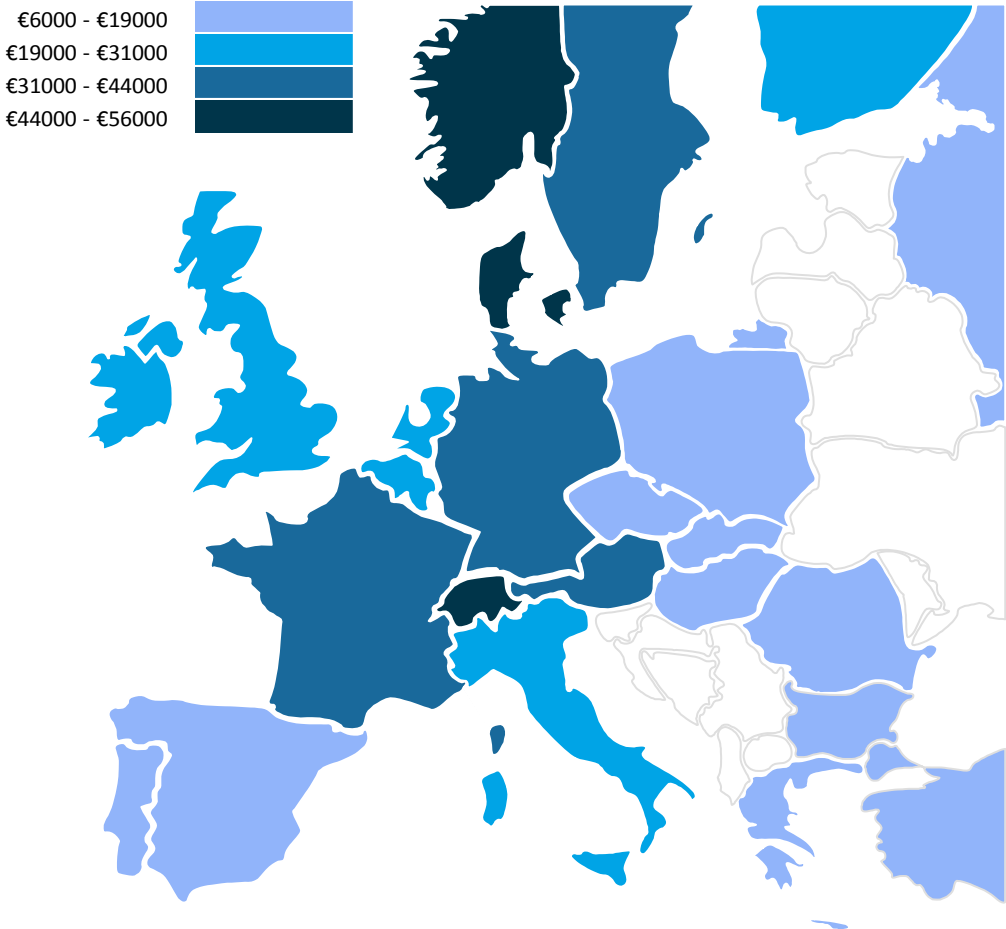


Question: How much do you expect to earn per year (gross income, including bonus) in your first professional position after graduation?

Question: How many hours are you prepared to work per week in your first professional position after graduation?

Expectations of first position

Expected gross annual salary



Question: How much do you expect to earn per year (gross income, including bonus) in your first professional position after graduation?

Expectations of first position

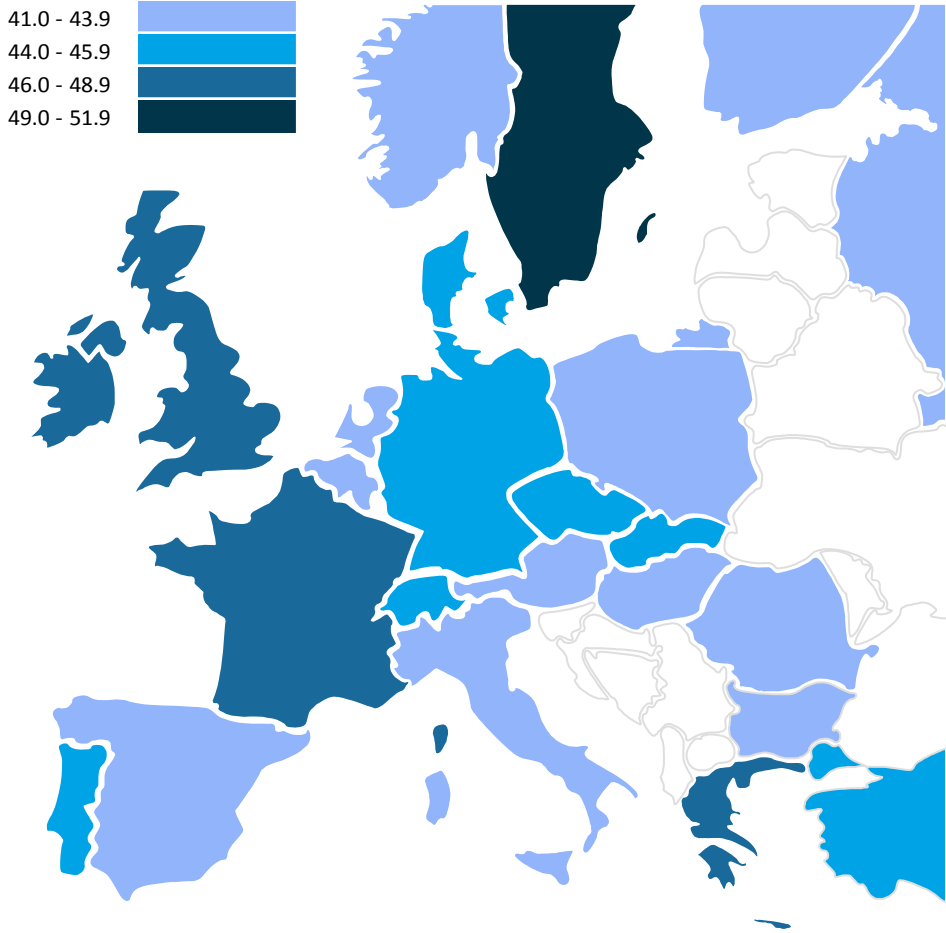
Expected gross annual salary (cont.)

Country	Expected income (Euros)
Europe	19.961,0 €
Austria	31.608,6 €
Belgium	26.943,9 €
Bulgaria	6.861,3 €
Czech Republic	13.520,1 €
Denmark	50.396,4 €
Finland	30.373,4 €
France	32.938,8 €
Germany	43.100,0 €
Greece	12.491,2 €
Hungary	9.573,1 €
Ireland	27.939,6 €
Italy	19.837,3 €

Country	Expected income (Euros)
Netherlands	27.878,0 €
Norway	50.015,2 €
Poland	9.384,8 €
Portugal	15.332,5 €
Romania	8.810,1 €
Russia	13.511,0 €
Slovakia	11.632,0 €
Spain	18.221,3 €
Sweden	37.947,1 €
Switzerland	55.969,6 €
Turkey	16.738,7 €
United Kingdom	28.000,0 €
Universitatea "Babeş-Bolyai" din Cluj-Napoca	8.592,1 €

Expectations of first position

Expected working hours



Expectations of first position

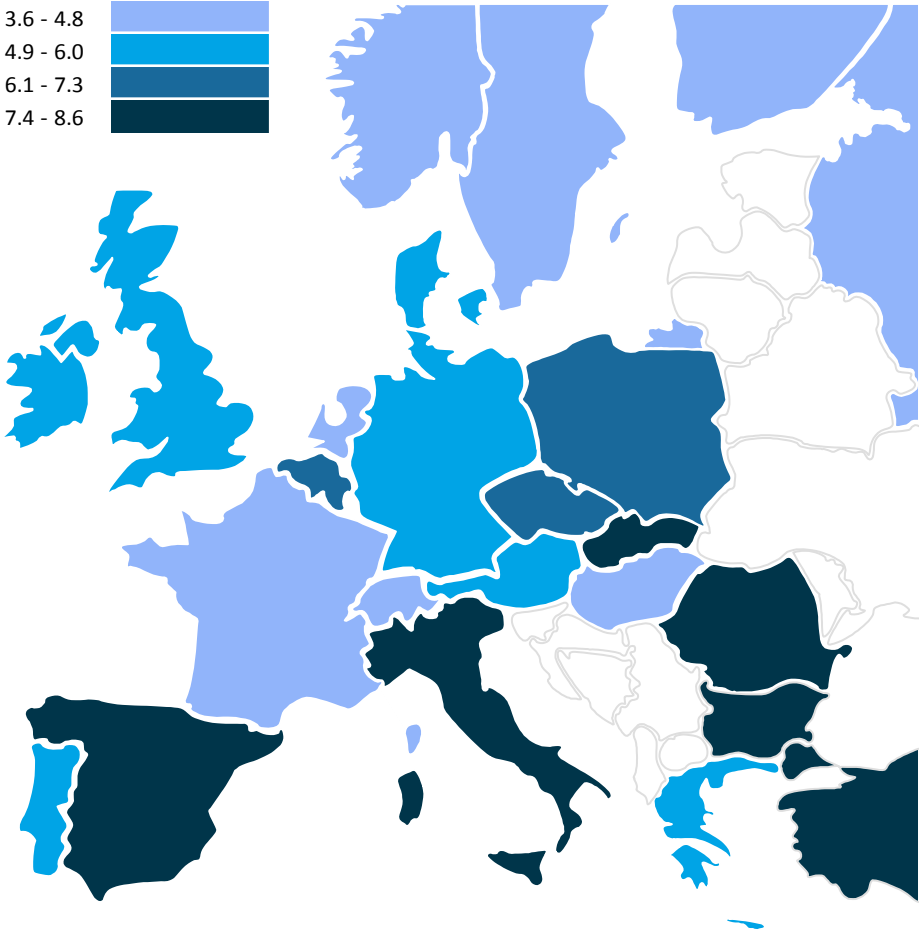
Expected working hours (cont.)

Country	Working hours
Europe	44,3
Austria	43,8
Belgium	42,6
Bulgaria	42,5
Czech Republic	45,0
Denmark	44,1
Finland	41,0
France	47,6
Germany	45,9
Greece	46,2
Hungary	43,1
Ireland	47,2
Italy	41,6

Country	Working hours
Netherlands	42,5
Norway	42,9
Poland	42,7
Portugal	44,6
Romania	43,8
Russia	43,9
Slovakia	44,5
Spain	41,7
Sweden	51,2
Switzerland	45,7
Turkey	44,2
United Kingdom	47,8
Universitatea "Babeş-Bolyai" din Cluj-Napoca	43,4

Expectations of first position

Expected time in first position



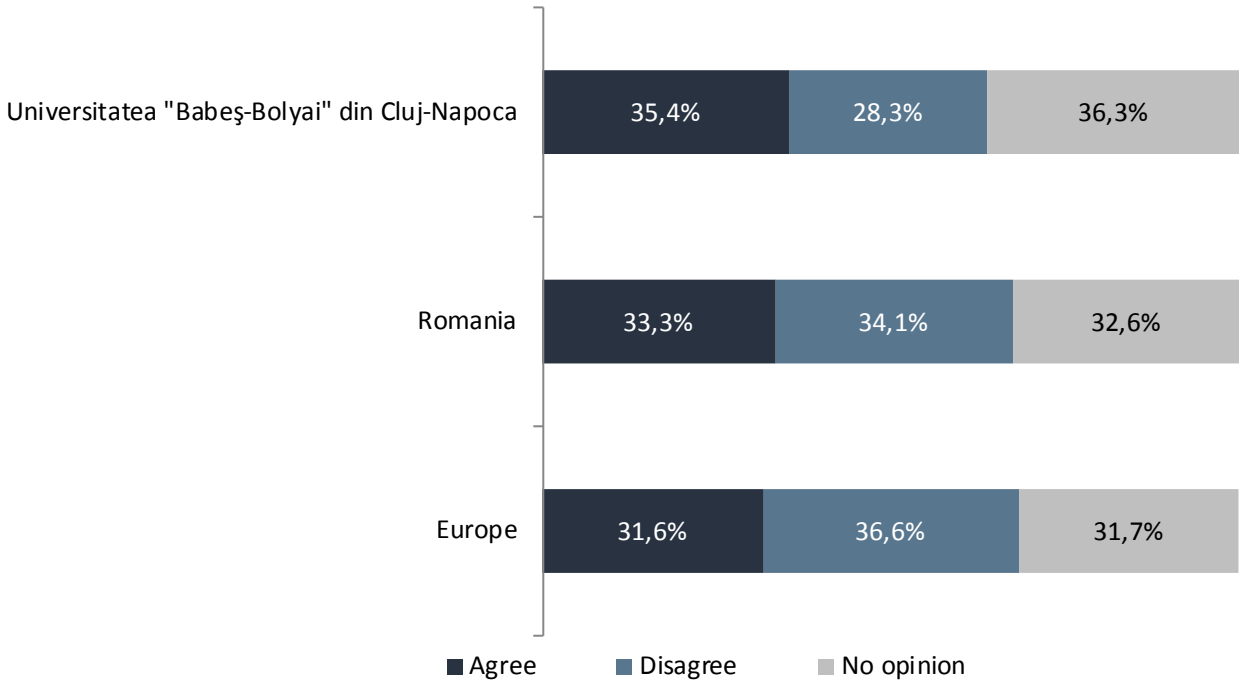
Expectations of first position

Expected time in first position (cont.)

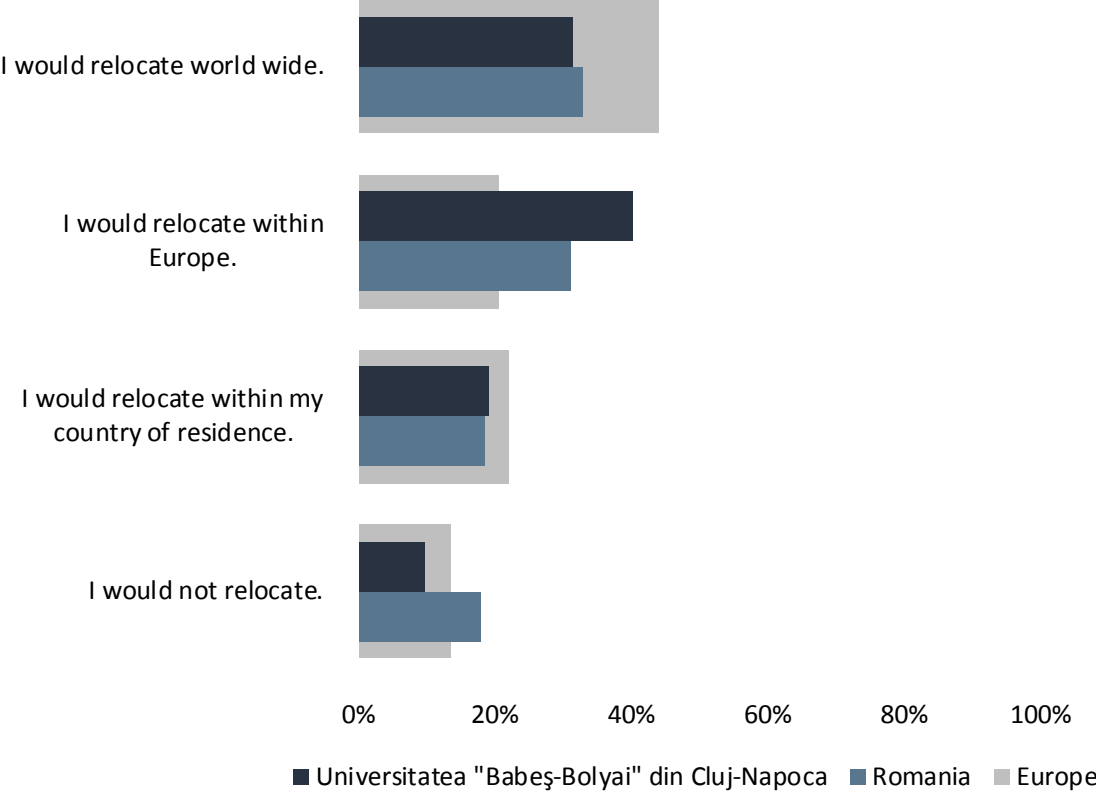
Country	Years	Country	Years
Europe	6,4	Netherlands	4,6
Austria	5,2	Norway	4,6
Belgium	6,4	Poland	6,9
Bulgaria	8,3	Portugal	5,2
Czech Republic	6,8	Romania	8,3
Denmark	5,5	Russia	3,6
Finland	4,5	Slovakia	7,6
France	4,0	Spain	7,6
Germany	5,1	Sweden	3,7
Greece	5,5	Switzerland	4,3
Hungary	3,7	Turkey	7,5
Ireland	5,3	United Kingdom	5,3
Italy	8,6	Universitatea "Babeş-Bolyai" din Cluj-Napoca	6,7

Opinion

After graduating I will leave my country to find a professional position abroad



Mobility – willingness to relocate

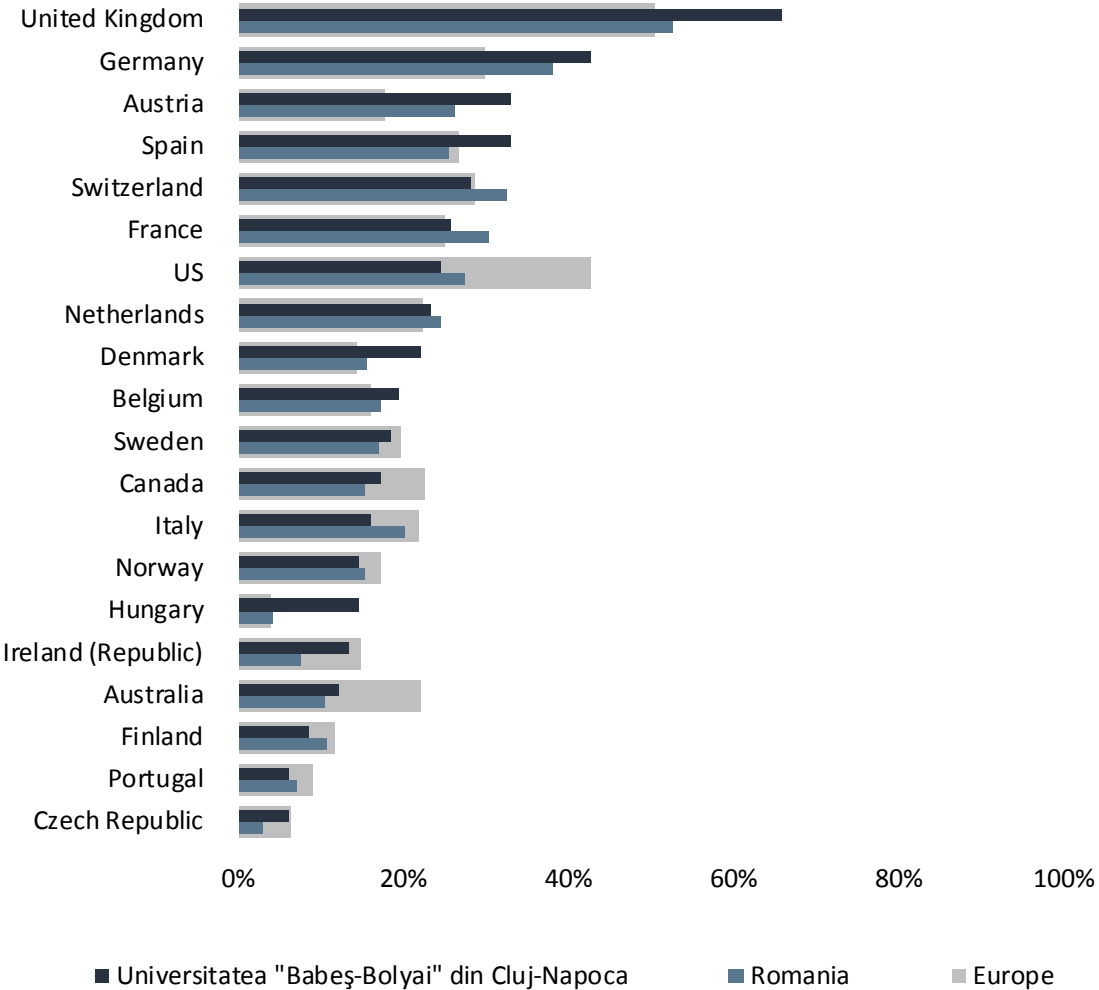


Question: Imagine you received an attractive job offer. To what extent would you relocate?

Mobility – willingness to relocate (cont.)

Mobility	Universitatea "Babeş-Bolyai" din Cluj-Napoca	Romania	Europe
I would relocate world wide.	31,3%	32,7%	43,8%
I would relocate within Europe.	40,0%	31,0%	20,6%
I would relocate within my country of residence.	19,1%	18,4%	21,9%
I would not relocate.	9,6%	18,0%	13,6%

Mobility – emigration destination



Question: Which foreign countries would you be most likely to move to for your first professional position after graduation?

Mobility – emigration destination (cont.)

Emigration destination	Universitatea "Babeş-Bolyai" din Cluj-Napoca	Romania	Europe
United Kingdom	65,9%	52,4%	50,2%
Germany	42,7%	37,9%	29,7%
Austria	32,9%	26,1%	17,7%
Spain	32,9%	25,5%	26,7%
Switzerland	28,0%	32,5%	28,5%
France	25,6%	30,2%	24,9%
US	24,4%	27,3%	42,6%
Netherlands	23,2%	24,5%	22,4%
Denmark	22,0%	15,5%	14,3%
Belgium	19,5%	17,1%	16,0%
Sweden	18,3%	17,0%	19,7%
Canada	17,1%	15,2%	22,6%
Italy	15,9%	20,0%	21,7%
Norway	14,6%	15,3%	17,2%
Hungary	14,6%	4,1%	3,9%
Ireland (Republic)	13,4%	7,5%	14,8%
Australia	12,2%	10,5%	22,0%
Finland	8,5%	10,6%	11,6%
Portugal	6,1%	7,1%	9,1%
Czech Republic	6,1%	3,0%	6,4%

Contents

1. General information / methodology
2. Education and university evaluation
3. Career
4. **Focus on Top Employers 2011**
5. Profile



Who are the most attractive employers in Europe?

Rang	2011 Employer	Europe
1	Google	7,10%
2	PricewaterhouseCoopers	6,94%
3	Ernst & Young	6,56%
4	L'Oréal	6,30%
5	Apple	5,96%
6	Deloitte	5,17%
7	Coca-Cola	4,97%
8	KPMG	4,78%
9	Microsoft	4,40%
10	Procter & Gamble	3,82%

Who are the most attractive employers in Romania?

Rang	2011 Employer	Romania
1	Banca Comercială Română (Erste Bank)	17,2%
2	BRD - Groupe Société Générale	14,8%
3	Banca Transilvania	11,8%
4	ING	8,5%
5	Microsoft	7,3%
6	Coca-Cola	7,1%
7	L'Oréal	7,0%
8	Raiffeisen Bank	6,4%
9	Google	6,2%
10	Orange	6,1%

Who are the most attractive employers at your university?

Rang 2011 Employer		Universitatea "Babeş-Bolyai" din Cluj-Napoca
1	Banca Transilvania	19,3%
2	Nokia	13,2%
3	PwC	11,4%
4	Apple	9,6%
4	BRD - Groupe Société Générale	9,6%
4	British Airways	9,6%
4	Ernst & Young	9,6%
4	European Central Bank	9,6%
4	IKEA	9,6%
10	Banca Comercială Română (Erste Bank)	8,8%

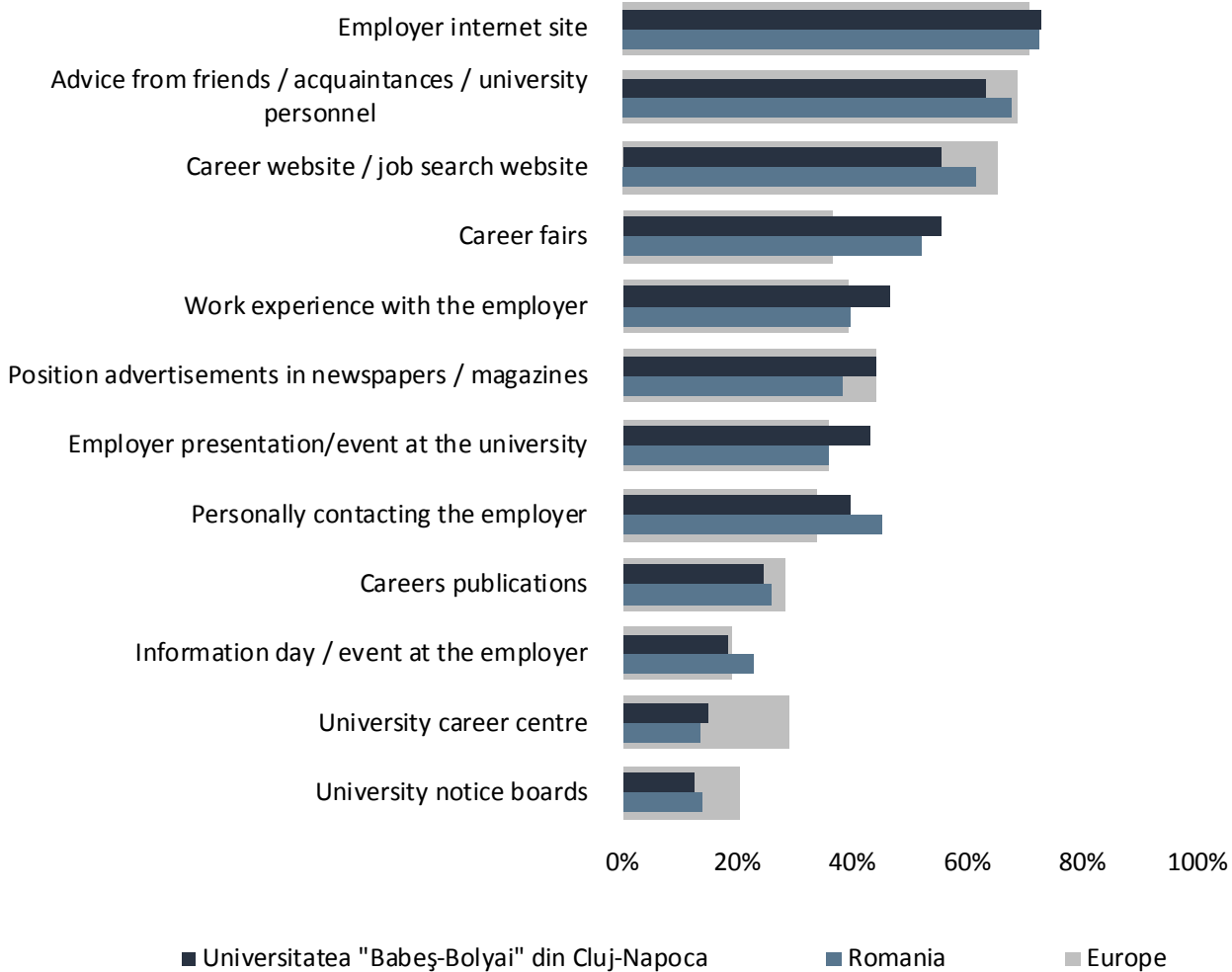
Who are the most active employers in Romania?

Rang 2011	Employer	Romania
1	BRD - Groupe Société Générale	41,0%
2	Banca Comercială Română (Erste Bank)	27,0%
3	Banca Transilvania	18,2%
4	ING	14,8%
5	Vodafone	12,8%
6	Raiffeisen Bank	12,4%
7	Orange	9,9%
8	Carrefour	7,6%
8	UniCredit	7,6%
10	Coca-Cola	6,3%

Who are the most active employers at your university?

Rang 2011 Employer		Universitatea "Babeş-Bolyai" din Cluj-Napoca
1	Banca Transilvania	49,4%
2	BRD - Groupe Société Générale	31,5%
3	Banca Comercială Română (Erste Bank)	21,3%
4	ING	15,7%
5	Nokia	13,5%
5	PwC	13,5%
7	Allianz	12,4%
7	Vodafone	12,4%
9	KPMG	11,2%
10	Deloitte	7,9%

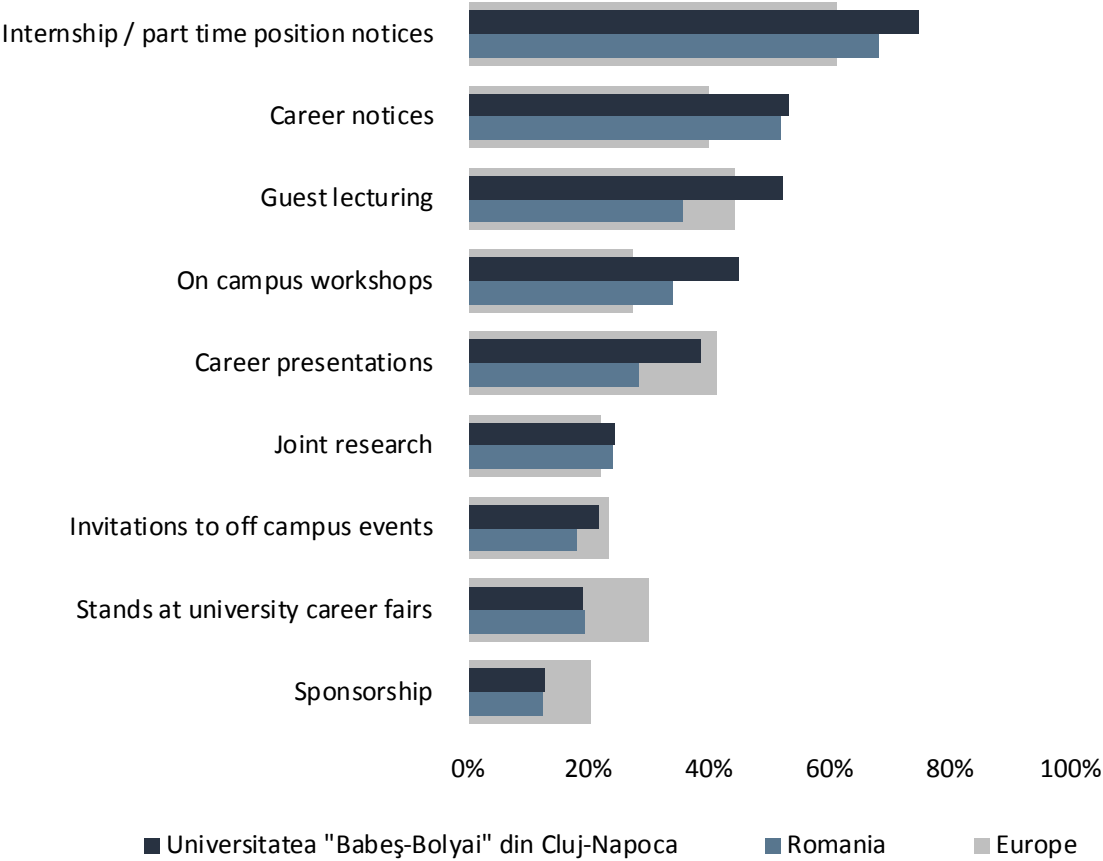
General communication channels used



General communication channels used (cont.)

General communications channels	Universitatea "Babeş-Bolyai" din Cluj-Napoca	Romania	Europe
Employer internet site	72,8%	72,4%	70,6%
Advice from friends / acquaintances / university personnel	63,2%	67,5%	68,7%
Career website / job search website	55,3%	61,6%	65,2%
Career fairs	55,3%	51,7%	36,5%
Work experience with the employer	46,5%	39,7%	39,2%
Position advertisements in newspapers / magazines	43,9%	38,3%	44,1%
Employer presentation/event at the university	43,0%	35,7%	35,6%
Personally contacting the employer	39,5%	45,0%	33,6%
Careers publications	24,6%	25,8%	28,3%
Information day / event at the employer	18,4%	22,9%	18,8%
University career centre	14,9%	13,5%	28,9%
University notice boards	12,3%	13,9%	20,4%

Most appealing campus marketing activities



Most appealing campus marketing activities (cont.)

Campus marketing activities	Universitatea "Babeş-Bolyai" din Cluj-Napoca	Romania	Europe
Internship / part time position notices	74,8%	67,9%	61,0%
Career notices	53,2%	51,9%	39,8%
Guest lecturing	52,3%	35,7%	44,1%
On campus workshops	45,0%	33,9%	27,2%
Career presentations	38,7%	28,2%	41,2%
Joint research	24,3%	24,1%	22,0%
Invitations to off campus events	21,6%	17,9%	23,4%
Stands at university career fairs	18,9%	19,2%	30,0%
Sponsorship	12,6%	12,5%	20,2%

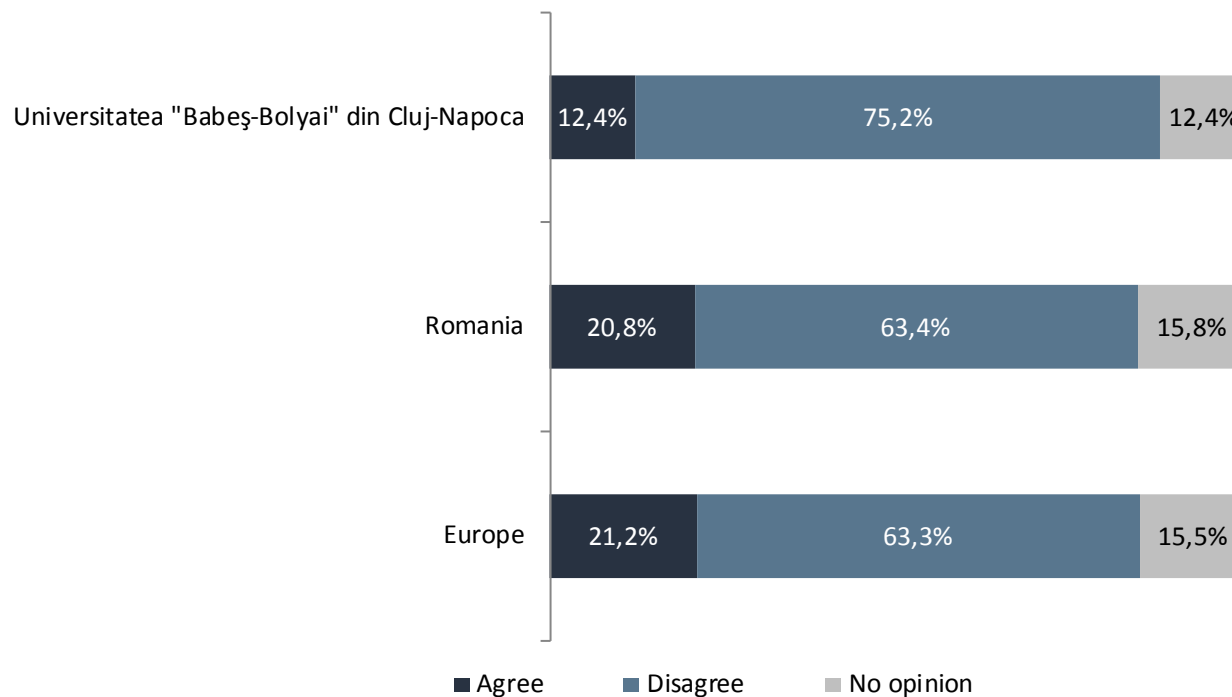
Contents

1. General information / methodology
2. Education and university evaluation
3. Career
4. Focus on Top Employers 2011
5. **Profile**



Opinion

Students should pay for their tertiary education



Profile

Age and gender

Age	Years
Europe	22,9
Romania	23,1
Universitatea "Babeş-Bolyai" din Cluj-Napoca	21,8

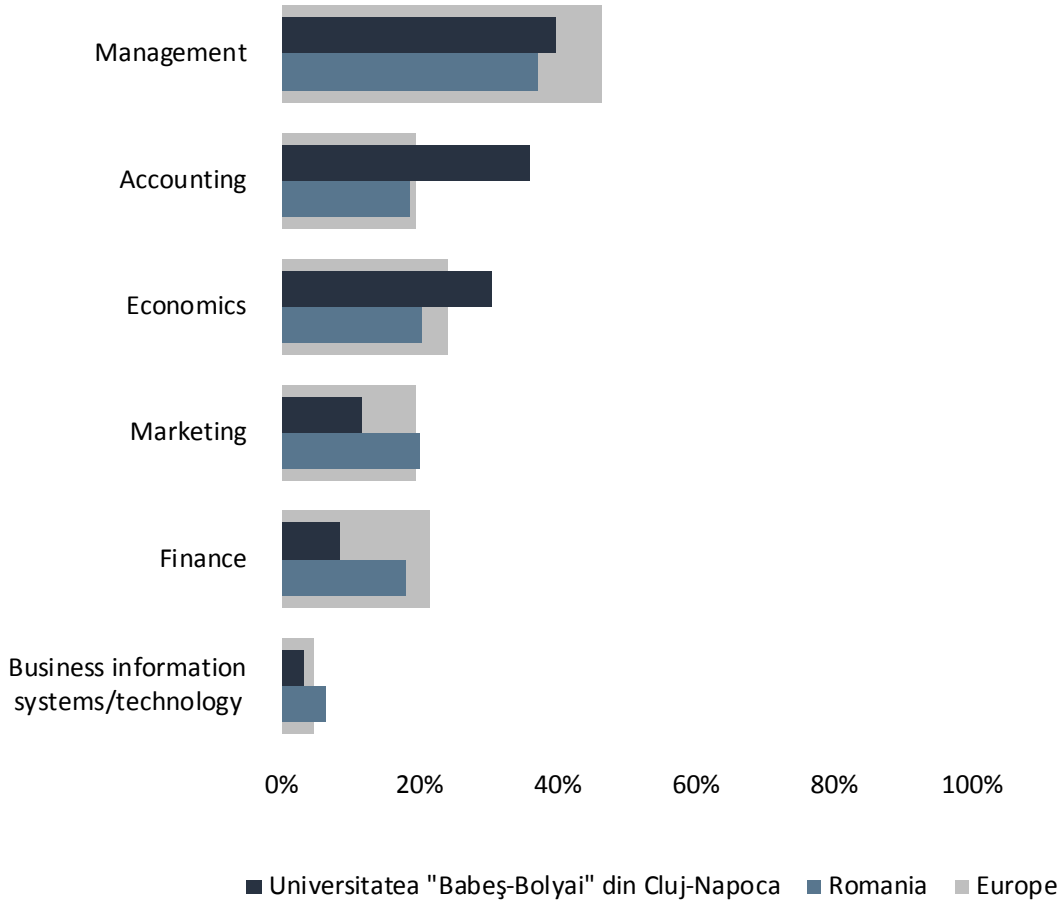
Country	Male	Female
Europe	40,3%	59,7%
Austria	42,6%	57,4%
Belgium	46,4%	53,6%
Bulgaria	30,6%	69,4%
Czech Republic	36,4%	63,6%
Denmark	46,6%	53,4%
Finland	26,7%	73,3%
France	43,9%	56,1%
Germany	48,3%	51,7%
Greece	36,7%	63,3%
Hungary	33,7%	66,3%
Ireland (Republic)	44,8%	55,2%
Italy	43,5%	56,5%
Netherlands	43,6%	56,4%
Norway	44,0%	56,0%
Poland	33,7%	66,3%
Portugal	48,0%	52,0%
Romania	28,5%	71,5%
Russia	30,9%	69,1%
Slovakia	35,3%	64,7%
Spain	41,9%	58,1%
Sweden	49,8%	50,2%
Switzerland	59,9%	40,1%
Turkey	58,5%	41,5%
United Kingdom	37,2%	62,8%
Universitatea "Babeş-Bolyai" din Cluj-Napoca	27,5%	72,5%

Question: How old are you?

Question: You are... (a man / a woman?)

Profile (cont.)

Subjects



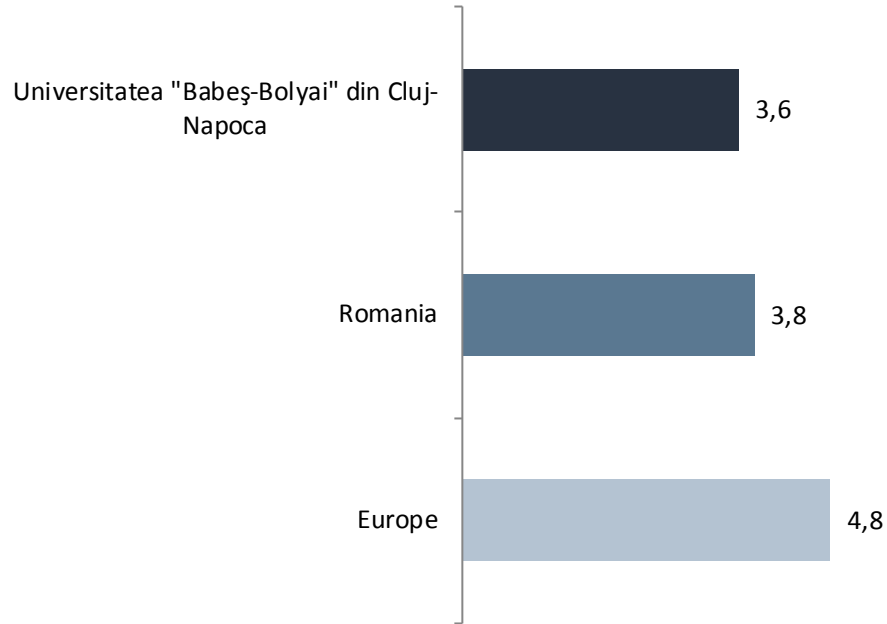
Profile (cont.)

Subjects (cont.)

Subjects	Universitatea "Babeş-Bolyai" din Cluj-Napoca	Romania	Europe
Management	39,7%	36,9%	46,2%
Accounting	35,9%	18,5%	19,3%
Economics	30,5%	20,3%	23,9%
Marketing	11,5%	20,1%	19,3%
Finance	8,4%	18,0%	21,3%
Business information systems/technology	3,1%	6,5%	4,8%

Profile (cont.)

Length of education

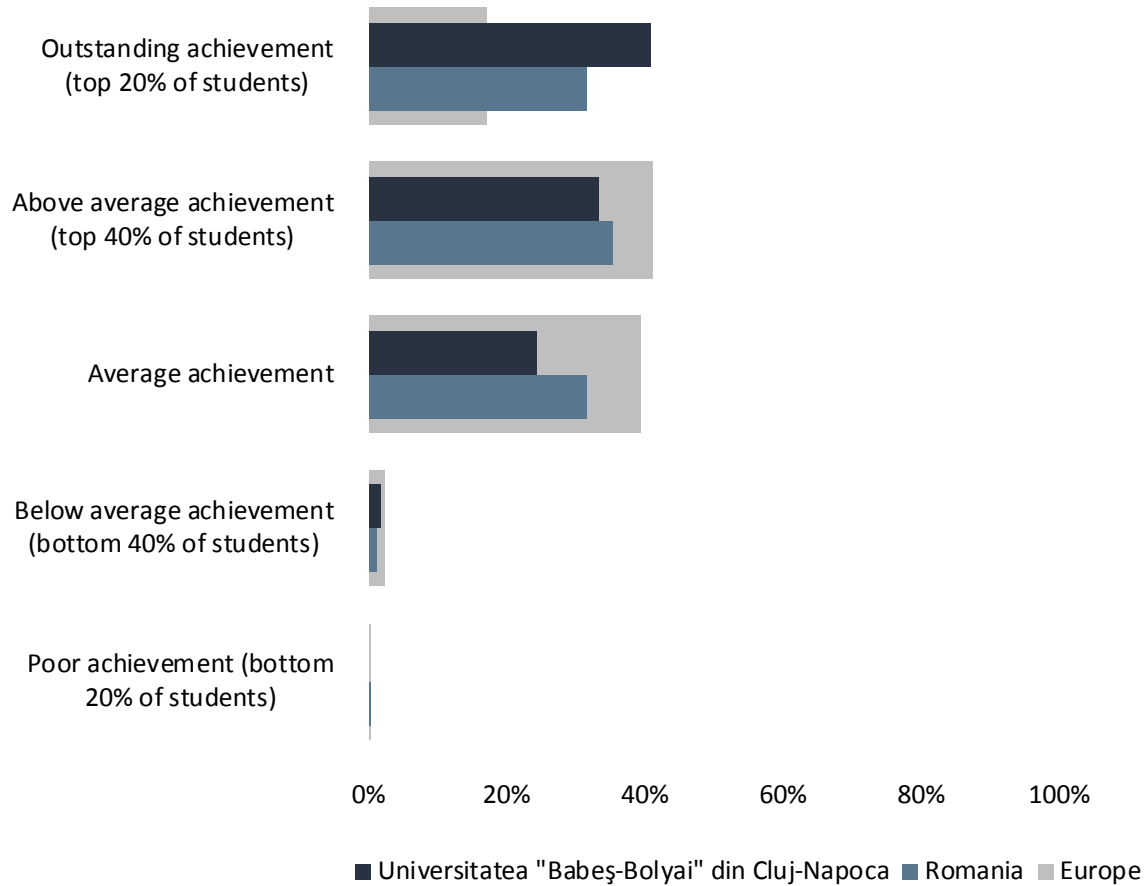


Question: When did you start studying your first course at university?

Question: When do you expect to start your first professional position after graduation?

Profile (cont.)

Academic achievement



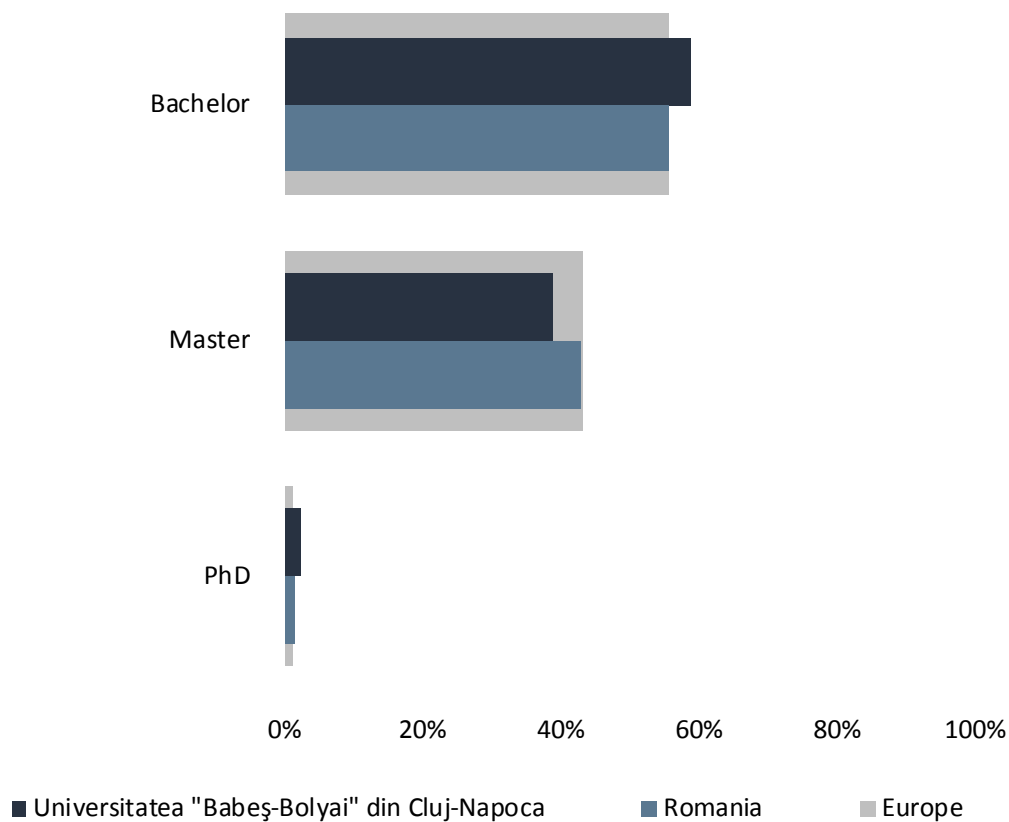
Profile (cont.)

Academic achievement (cont.)

Academic achievement	Universitatea "Babeş-Bolyai" din Cluj-Napoca	Romania	Europe
Outstanding achievement (top 20% of students)	40,8%	31,6%	17,1%
Above average achievement (top 40% of students)	33,3%	35,2%	41,0%
Average achievement	24,2%	31,5%	39,3%
Below average achievement (bottom 40% of students)	1,7%	1,3%	2,3%
Poor achievement (bottom 20% of students)	0,0%	0,4%	0,3%

Profile (cont.)

Course type

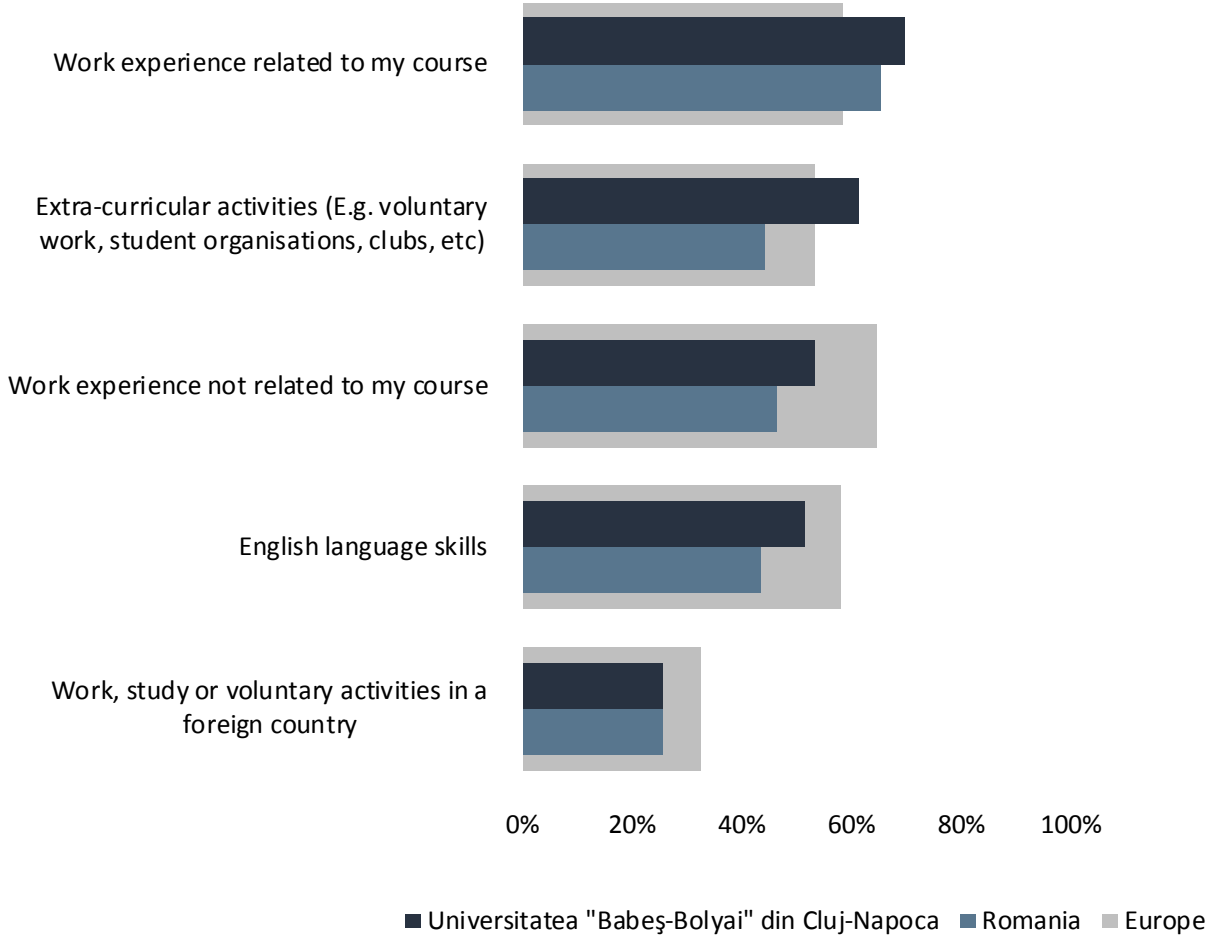


Profile (cont.)

Course type (cont.)

Course type	Universitatea "Babeş-Bolyai" din Cluj-Napoca	Romania	Europe
Bachelor	58,7%	55,6%	55,6%
Master	38,9%	42,9%	43,1%
PhD	2,4%	1,5%	1,3%

Experiences and advanced english skills



Question: What experience s(of at least 3 months length) do you have?

Question: Do you speak English at a HIGHLY ADVANCED LEVEL? In this sense 'highly advanced level' means that you can speak, write and understand the language without any difficulties. I.e. You are fluent, have a large vocabulary and make very few grammatical errors.

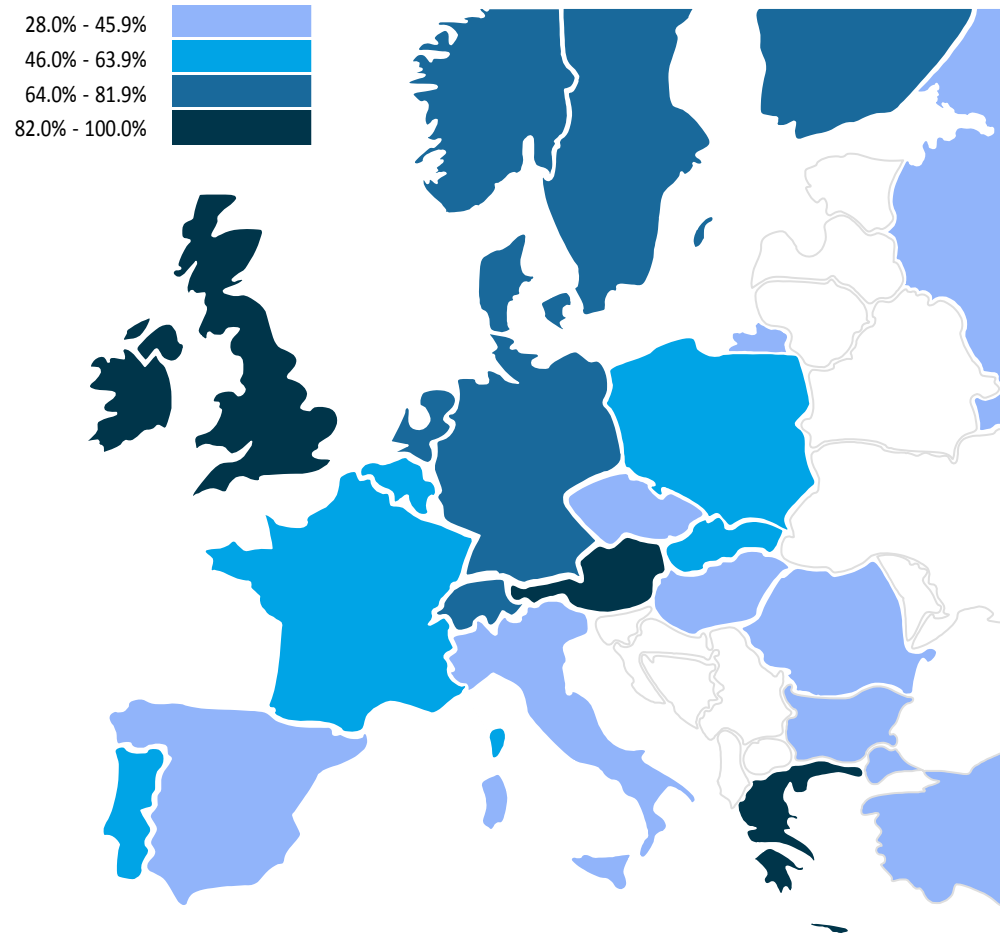
Experiences and advanced english skills (cont.)

Experiences	Universitatea "Babeş-Bolyai" din Cluj-Napoca	Romania	Europe
Work experience related to my course	69,4%	65,2%	58,4%
Extra-curricular activities (E.g. voluntary work, student organisations, clubs, etc)	61,1%	44,1%	53,3%
Work experience not related to my course	53,3%	46,4%	64,6%
English language skills	51,3%	43,3%	58,0%
Work, study or voluntary activities in a foreign country	25,5%	25,4%	32,5%

Question: What experience s(of at least 3 months length) do you have?

Question: Do you speak English at a HIGHLY ADVANCED LEVEL? In this sense 'highly advanced level' means that you can speak, write and understand the language without any difficulties. I.e. You are fluent, have a large vocabulary and make very few grammatical errors.

Advanced english skills in Europe



Question: Do you speak English at a HIGHLY ADVANCED LEVEL? In this sense 'highly advanced level' means that you can speak, write and understand the language without any difficulties. I.e. You are fluent, have a large vocabulary and make very few grammatical errors.

Advanced english skills in Europe (cont.)

Country	%	Country	%
Europe	58,0%	Netherlands	64,1%
Austria	86,5%	Norway	76,8%
Belgium	60,8%	Poland	49,1%
Bulgaria	41,1%	Portugal	53,6%
Czech Republic	36,8%	Romania	43,3%
Denmark	80,5%	Russia	40,4%
Finland	80,2%	Slovakia	54,3%
France	63,9%	Spain	28,9%
Germany	78,9%	Sweden	73,6%
Greece	84,5%	Switzerland	68,2%
Hungary	30,8%	Turkey	40,6%
Ireland	100,0%	United Kingdom	100,0%
Italy	30,6%	Universitatea "Babeş-Bolyai" din Cluj-Napoca	51,3%

Question: Do you speak English at a HIGHLY ADVANCED LEVEL? In this sense 'highly advanced level' means that you can speak, write and understand the language without any difficulties. I.e. You are fluent, have a large vocabulary and make very few grammatical errors.

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