



Universum Talent Research 2017

Partner Report | Hanken - School of Economics, Helsinki
Finnish Edition | Students | Business

Who We Are



Present in 60 countries with regional offices in New York City, Paris, Shanghai, Singapore and Stockholm.



Helping the world's leading organizations strengthen their Employer Brands for over 25 years.



Surveying more than 1.3 million career-seekers, partnering with thousands of universities and organizations.



Thought leaders in Employer Branding, publishing content on C-suite level subjects.



Serving more than 1 700 clients globally, including Fortune 100 companies.



Full service Employer Branding partner, taking clients from identifying challenges, engaging talent to measuring success.



Our Employer Branding content is published yearly in renowned media, e.g. WSJ, CNN, Le Monde, BusinessWeek.

Sample client list

Some of the world's most attractive employers



Universum in the Media

Universum Rankings and Thought leadership Publishers



We help higher educational institutions

Universum is the global leader in the field of employer branding and talent research. Through our market research, consulting and media solutions we aim to close the gap between the expectations of employers and talent, as well as support Higher Education Institutions in their roles.

Through our unique insight into the recruitment challenges of employers and the dynamics of the talent market, we help nearly 2,000 colleges and universities worldwide to:

UNDERSTAND

The career preferences and expectations of students and alumni

IDENTIFY

The readiness for professional life of your students and alumni

ATTRACT

Relevant employers to visit campus

MANAGE

The brand perception and attractiveness of your college/university

What we cover in the report

- 1 EXECUTIVE SUMMARY
- 2 TALENT PROFILE
- 3 UNIVERSITY BRAND PERCEPTION
- 4 CAREER & EMPLOYER PREFERENCES

About the Universum Talent Research and the target groups



THE QUESTIONNAIRE

- Created with over **25 years of experience**, extensive research within HR, focus groups and communication with our clients, students and professionals.
- Global perspective - local insight.
- Conducted via an **online survey**. The online link was distributed via university and alumni-networks, communities, the Universum Panel and different local and global partners.



RESPONDENTS

- **Students** at higher educational institutions.
- **Professionals** with an academic degree
- **Non-academics**



FIELD PERIOD

October 2016 - February 2017



Total number of
respondents in the survey

13 495

THIS REPORT

Number of respondents

GROUP 1

Your students

316

GROUP 2

All students

4 316

Agenda

1

EXECUTIVE SUMMARY

Find a summary of your university brand perception. See the profile, career and employer preferences of your students and the comparison groups.

Summary of your University Brand Perception (1/2)

ASSOCIATIONS BASED ON THE UNIVERSUM DRIVERS OF UNIVERSITY ATTRACTIVENESS

REPUTATION & IMAGE

1. Successful alumni
2. Highly ranked within its field
3. Internationally acclaimed



CULTURE & STUDENT LIFE

1. Heritage and tradition
2. Secure campus environment
3. Attractive geographic location



EMPLOYABILITY & FUTURE OPPORTUNITIES

1. Good reference for future career and/or education
2. High employment among graduates
3. Opportunities to network with employers



EDUCATIONAL OFFERING

1. Study abroad program
2. International focus
3. Attractive/exciting programs and fields of study



TOP OF MIND ASSOCIATIONS



Summary of your University Brand Perception (2/2)

CONTINUE COMMUNICATING

REPUTATION & IMAGE

- ✓ Highly ranked within its field
- ✓ Internationally acclaimed
- ✓ Prestige



CULTURE & STUDENT LIFE

- ✓ Attractive geographic location
- ✓ Friendly and open environment
- ✓ Secure campus environment
- ✓ Social and recreational activities



EMPLOYABILITY & FUTURE OPPORTUNITIES

- ✓ Good reference for future career and/or education
- ✓ High employment among graduates
- ✓ Opportunities to network with employers



EDUCATIONAL OFFERING

- ✓ Attractive/exciting programs and fields of study
- ✓ Quality and variety of courses



AVERAGE SATISFACTION

Your students

8,1

All students

7,5

Percentage of students who would choose to study at their current university if they were to make the choice again:

Your students

56%

All students

48%

General profile and summary of career preferences



Your students



TOP CAREER GOALS

1. To be competitively or intellectually challenged
1. To have an international career
3. To have work/life balance



STATEMENTS STUDENTS IDENTIFY THEMSELVES WITH

1. Future-Oriented
2. Continuous renewal of yourself
3. Seeing the bigger picture



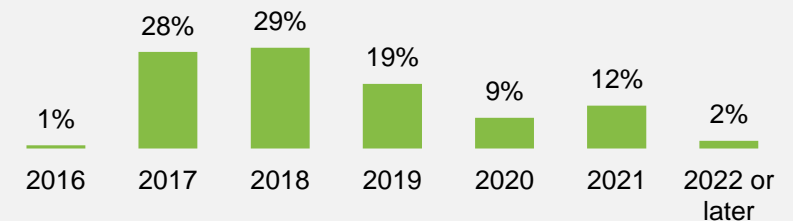
TOP 3 MOST PREFERRED INDUSTRIES

1. Banks
2. Financial Services
3. Management and Strategy Consulting

TOP 5 OVERALL MOST IMPORTANT ATTRIBUTES

1. Good reference for future career
2. Variety of assignments
3. Leaders who will support my development
4. Competitive base salary
5. Clear path for advancement

YEAR OF GRADUATION DISTRIBUTION:



General profile and summary of career preferences



All students



TOP CAREER GOALS

1. To have work/life balance
2. To be dedicated to a cause or to feel that I am serving a greater good
3. To be competitively or intellectually challenged



STATEMENTS STUDENTS IDENTIFY THEMSELVES WITH

1. Future-Oriented
2. Seeing the bigger picture
3. Balancing behaviours

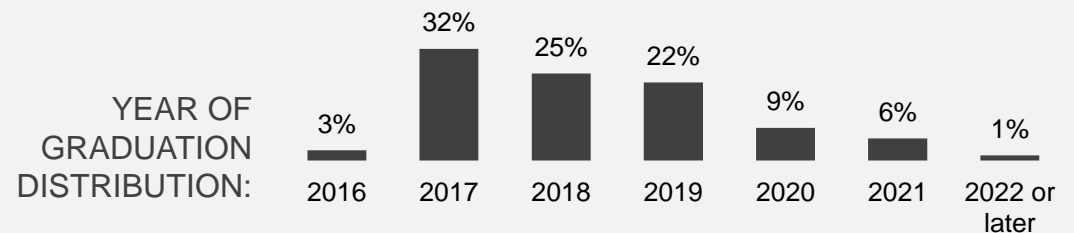


TOP 3 MOST PREFERRED INDUSTRIES

1. Banks
2. Management and Strategy Consulting
3. Financial Services

TOP 5 OVERALL MOST IMPORTANT ATTRIBUTES

1. Variety of assignments
2. Leadership opportunities
3. Leaders who will support my development
4. Good reference for future career
5. A friendly work environment



Agenda

1

EXECUTIVE SUMMARY

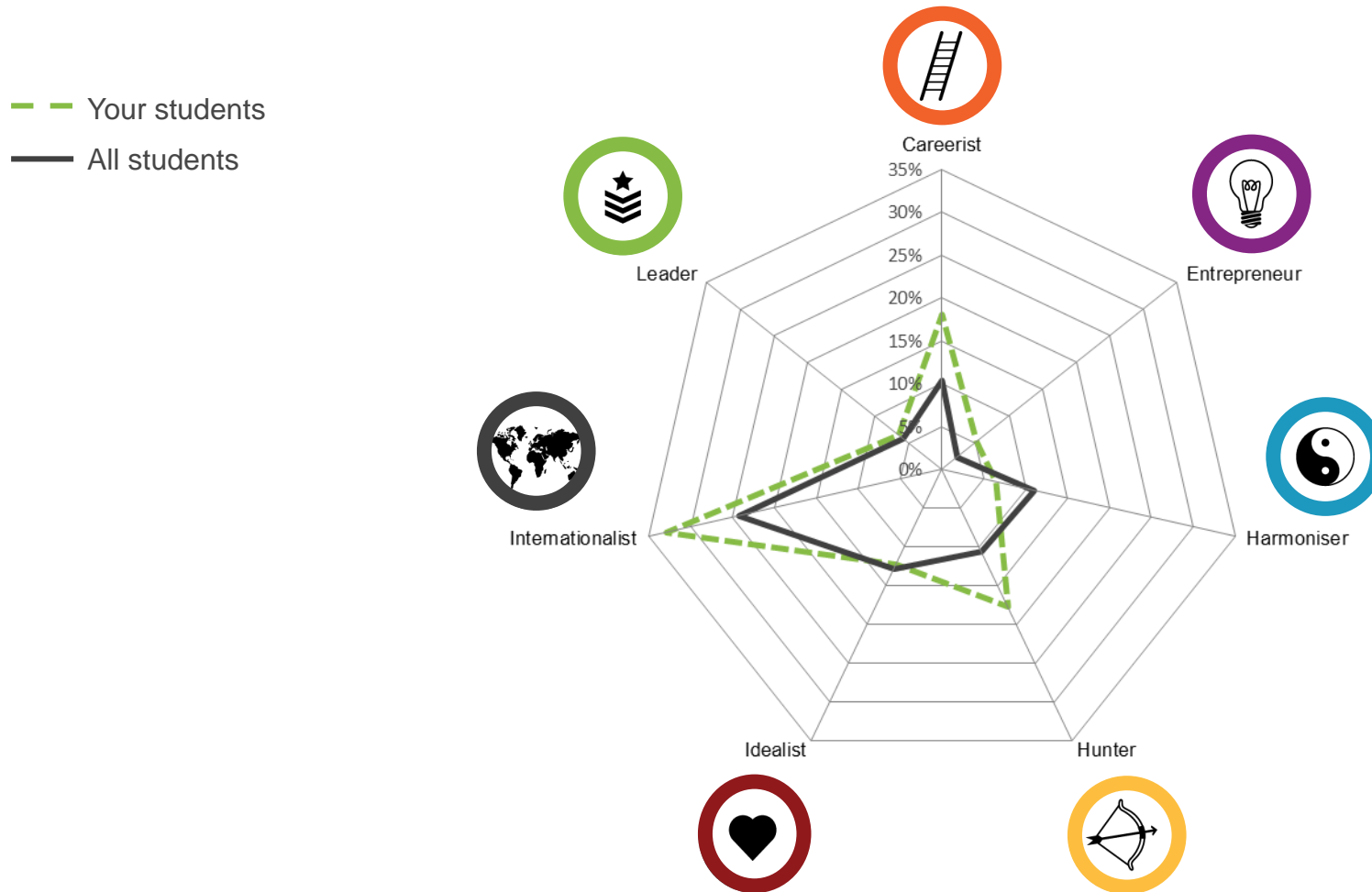
2

TALENT PROFILE

Find out, what kind of skills and mindset your students have and what separate them from the overall target group. These insights will help you improve the employability of your students and alumni by being able to communicate their unique value to employers.

The Universum Career Profiles

Distribution per target group



The Universum Career Profiles



CAREERISTS

are future-oriented individuals who ultimately want to be managers and leaders of groups of people in a business environment. They have no problem starting from the bottom and learning what each rung on the ladder is like. In fact, many Careerists consider this process imperative to being a well-rounded leader later on in their careers. Careerists tend to be ambitious, but are also team-oriented, so they often bring others up along with them (riding their coattails so to speak). Careerists are also adaptable, meaning they are not set on any one way of achieving success and will instead do whatever they need to in order to adjust to a given situation.



ENTREPRENEURS

are curious and creative individuals who are primarily focused on challenging and innovative work. When searching for job opportunities, entrepreneurs look for fast-growing companies that share their entrepreneurial spirit. Entrepreneurs tend to be solution-focused, which means they are most effective when there is an active problem to solve. They lean towards leadership roles and are focused on team dynamics. Entrepreneurs can bore quickly if they feel stagnant, which means they are always looking to lead their team to new challenges.



HARMONISERS

are responsible and loyal individuals who are happy to take on responsibilities for the good of the team. Their friendliness and comfort around others makes them natural leaders, and their desire for harmony makes them excellent in team-oriented settings. They are also very successful when taking internships, as they find it easy to get along with whomever they are working for. Their driver is happiness. They would like to have a stable job where they are among nice colleagues.



HUNTERS

are eager to search for new business opportunities and expect a competitive compensation as well as career advancement and high future earnings. A hunter is wired to be solution-focused, which enables him or her to provide answers for customer problems, which is an important facet for salespeople. Hunter personalities experience a continuous personal renewal. They are able to show growth and project how their skill sets will most benefit an organisation. This adaptive quality is a highly valued trait in dynamic organisations.



IDEALISTS

want to work in organizations that value and respect their employees, while taking an ethical stand on issues of corporate responsibility. As might be expected, an idealist values environmental sustainability and wants to align with companies that share the same values. Although idealists are dedicated to causes for the greater good, they are not merely dreamers and can offer viable solutions that often include creative experimentation. Idealists are fully capable of envisioning a higher state while implementing and leading teams in task-focused efforts.



INTERNATIONALISTS

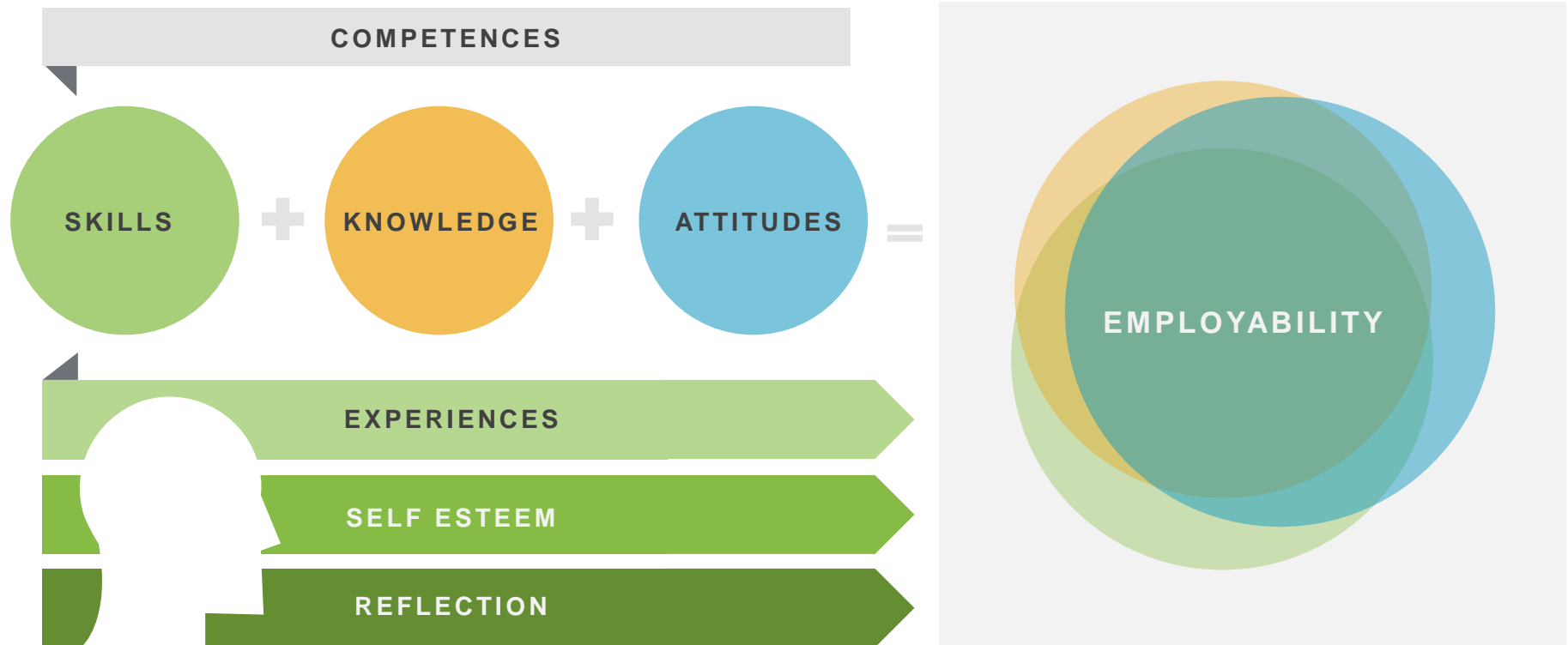
tend to be “big-picture” individuals who focus primarily on the future instead of day-to-day or historical situations. They usually (but not always) know relatively early on in their lives that they want to have an international career and are usually interested in building international connections. Companies that are global in scope, or at the very least companies that have offices and/or operations in multiple parts of the world, will be most appealing to Internationalists. They are curious, open-minded and they value social interaction.



LEADERS

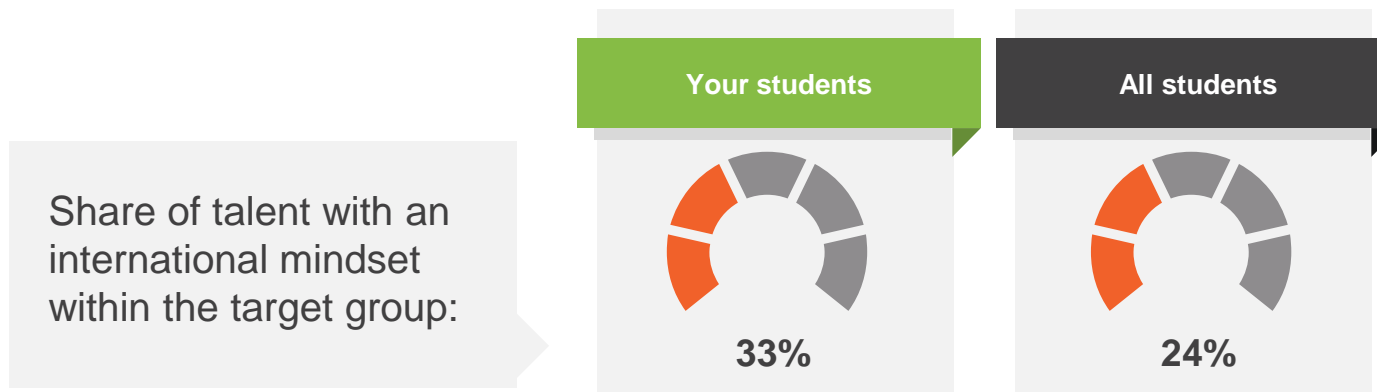
are able to see the big picture in any situation, which helps them inspire both their teams and themselves. They prefer the numerous benefits of working with others in a team environment, rather than being a “lone-wolf”. Leaders aren’t afraid of being responsible for situations. They see responsibility as something to be desired and sought after. Because they understand that, their success or failure is ultimately in their own hands. Leaders are also quite introspective; they can look inward and assess themselves honestly and, when necessary, harshly. Before starting their careers, leaders are often involved in various types of organisations, and are often responsible for the founding and growth of projects.

How we operationalise Employability in the Universum Talent Survey



33% of your students have an International Mindset

Internationalists



Being an Internationalist is not only an experience on a CV, but:

- *Comprises a global skill and mind-set which enables career success.*
- *Allows individuals to recognise market & growth opportunities.*
- *Enables individuals to handle complex situations and to successfully influence those who are different from oneself.*

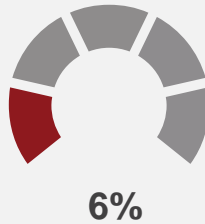
6% of your students are particularly interested in Leadership

Leaders

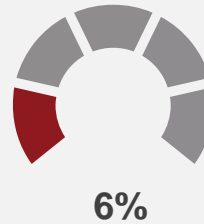


Share of talent with
Leadership Potential
within the target group:

Your students



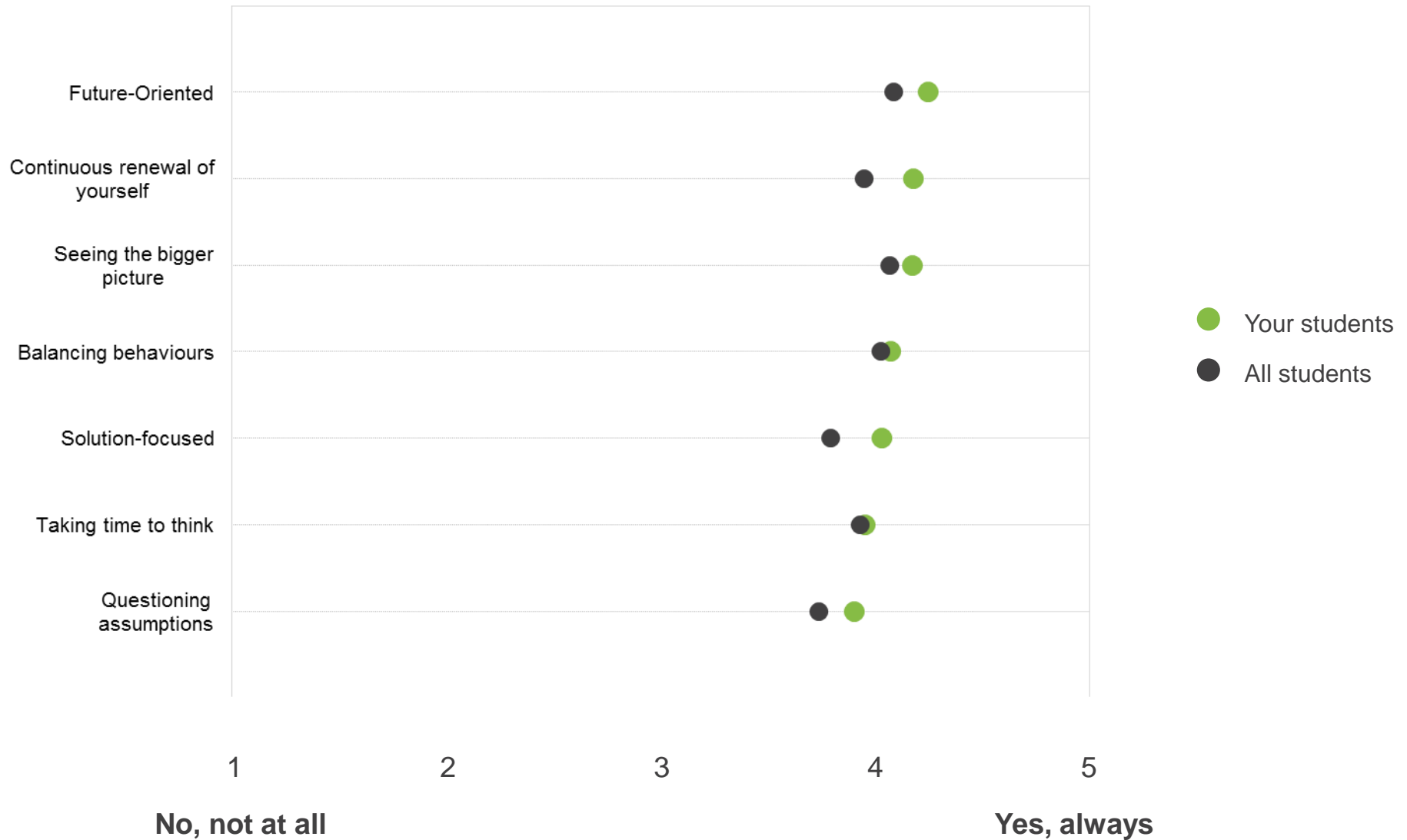
All students



Having a large share of future leaders in the population is important, as those will be the individuals who have the chance to influence business, governments and society in the future. Leaders combine:

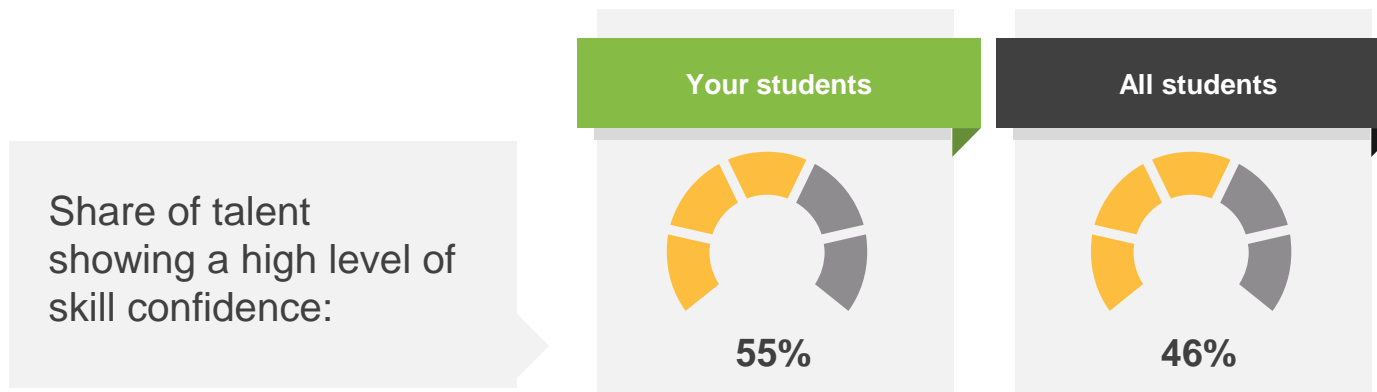
- *An ability to see the big picture in any situation, which helps them inspire both their teams and themselves.*
- *They prefer the benefits of working with others in a team environment, rather than being a “lone-wolf”.*
- *They understand responsibility as something to be desired and sought after.*

How talent's mindset differs between the target groups



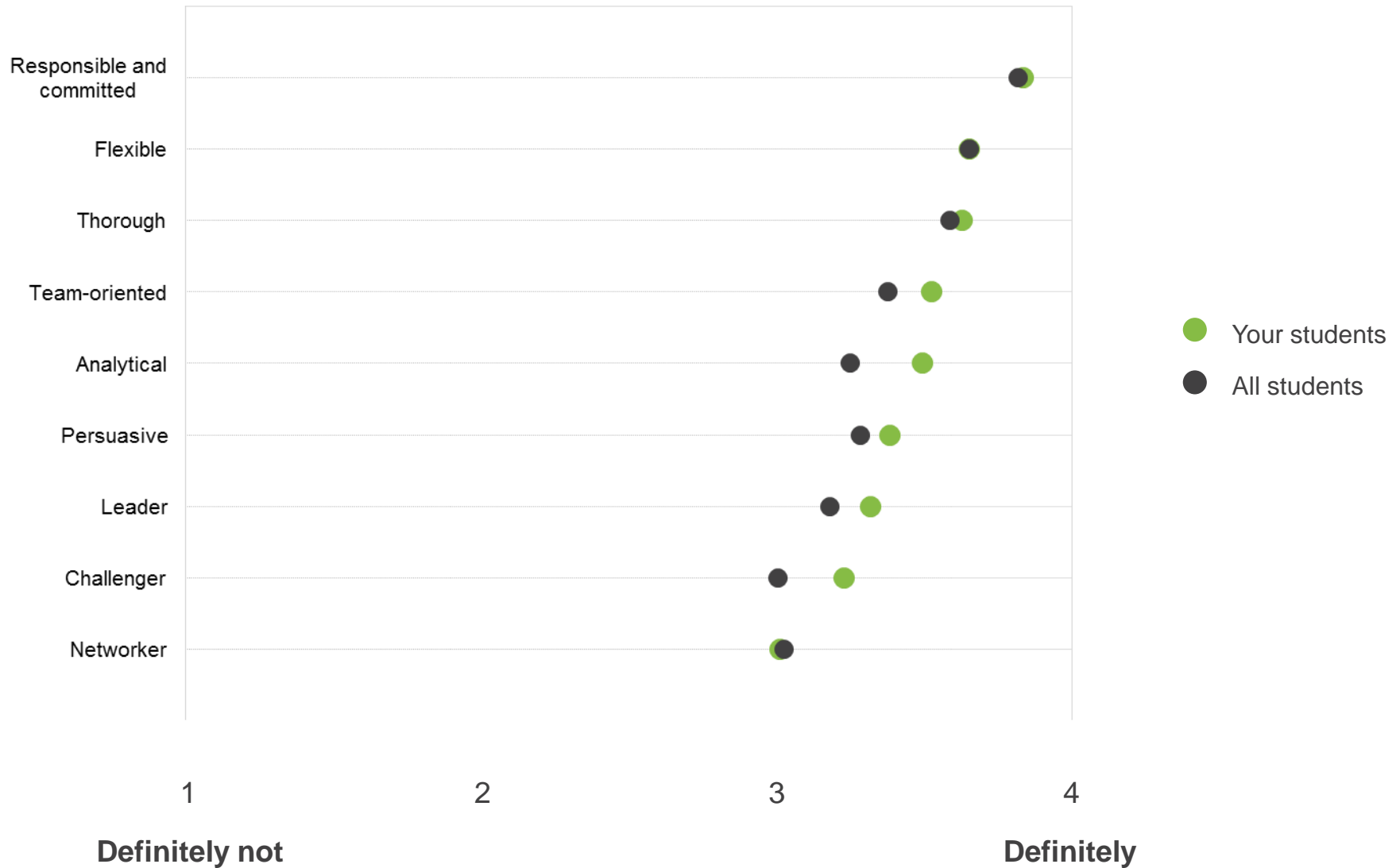
55% of your students are confident in their personality skills

Skill confidence



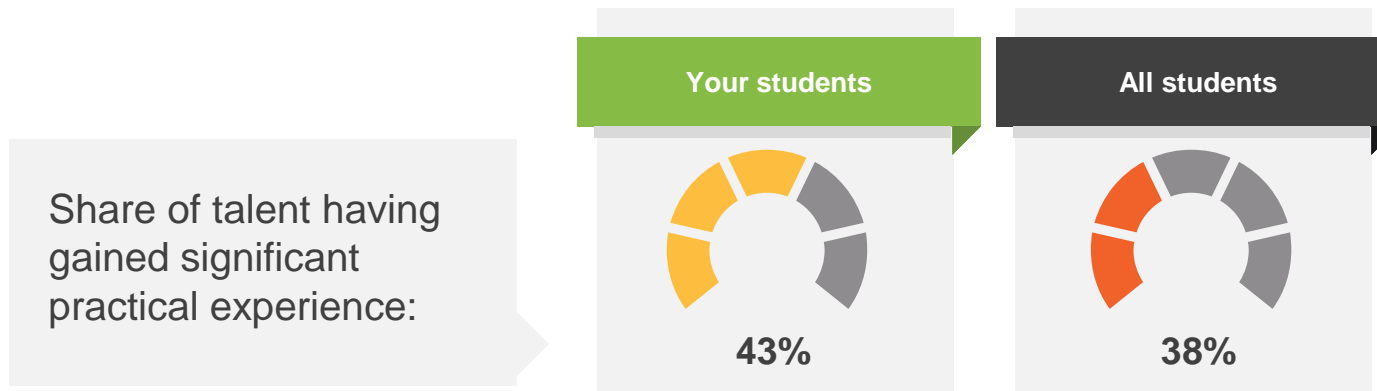
Self-esteem and having confidence into their own personality, soft-skills and experience is important for the employability of talent. Especially in presenting it to potential employers to gain, keep or find new employment when needed. See details on next slide.

Which personality skills describe each target group?



43% of your students have gained significant practical experience

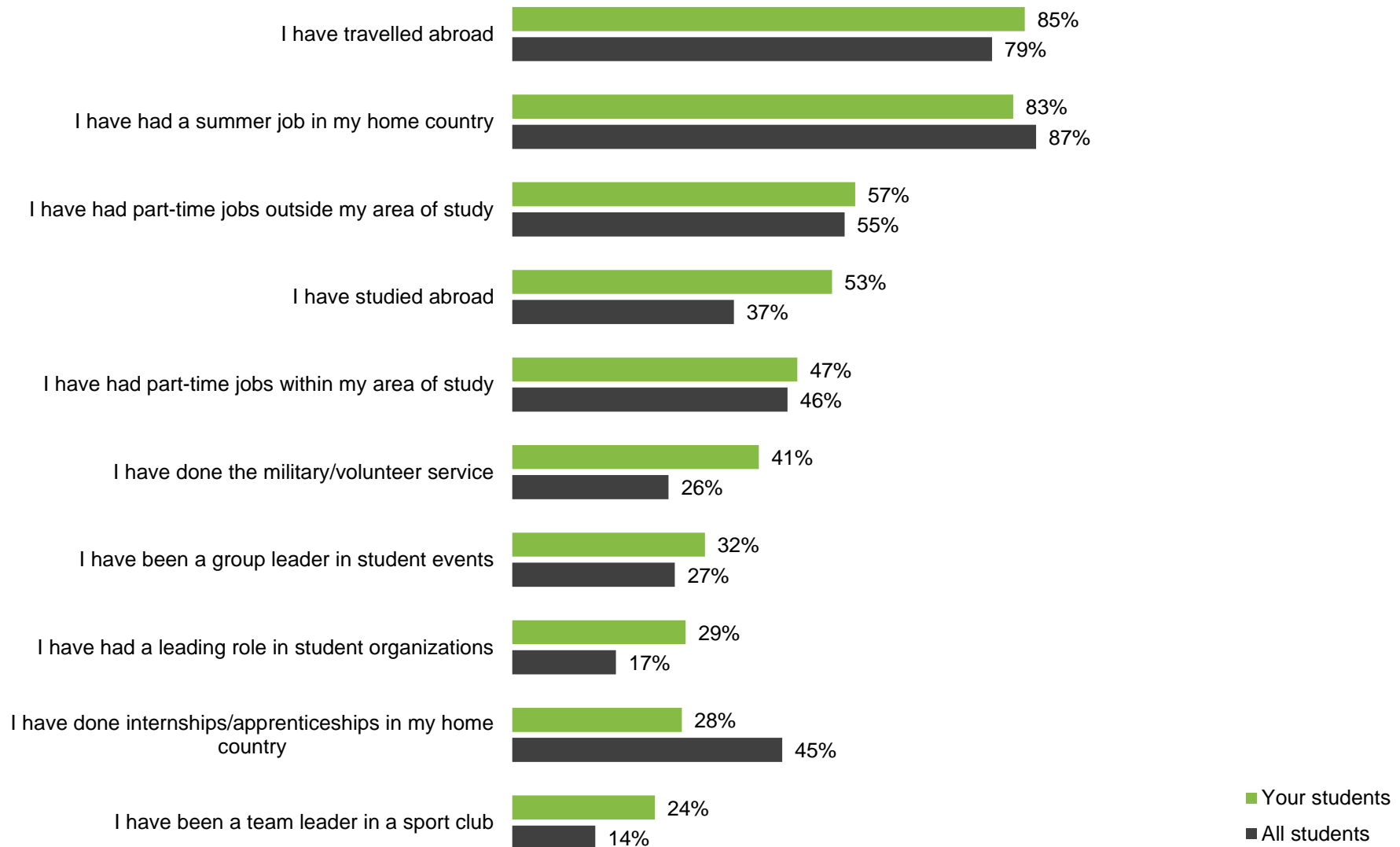
Practical Experience



Academic qualifications are not the only important requirement. Employers will also expect talent to have hands-on experience, to have taken on positions of leadership and responsibility, and to show real initiative before they graduate. Practical experience will:

- *Provide talent with an insight into the workplace.*
- *Help to develop key skills.*
- *Provide opportunities to put one's knowledge into practice.*

What kind of practical experiences do students have?



Agenda

1

EXECUTIVE SUMMARY

2

TALENT PROFILE

3

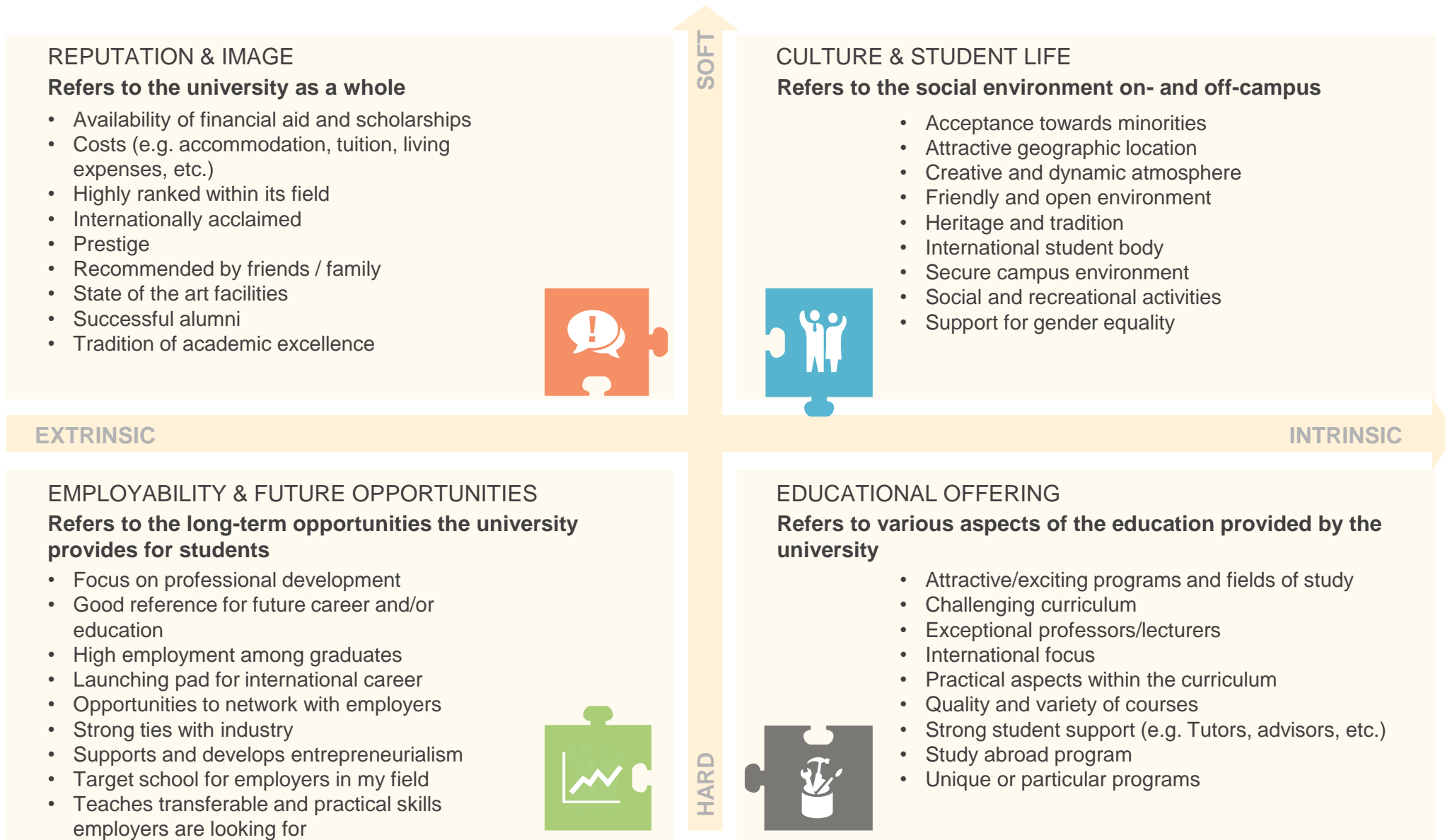
UNIVERSITY BRAND PERCEPTION

This chapter evaluates your university brand perception with regards to four different aspects: Reputation & Image, Educational Offering, Culture & Student Life and Employability & Future Opportunities.

Top of mind associations with Hanken - School of Economics, Helsinki



The Universum Drivers of University Attractiveness



Most attractive attributes

Your students

REPUTATION & IMAGE

1. Internationally acclaimed
2. Highly ranked within its field
3. Prestige



CULTURE & STUDENT LIFE

1. Friendly and open environment
2. Creative and dynamic atmosphere
3. Attractive geographic location



EMPLOYABILITY & FUTURE OPPORTUNITIES

1. High employment among graduates
2. Good reference for future career and/or education
3. Target school for employers in my field



EDUCATIONAL OFFERING

1. Quality and variety of courses
2. International focus
3. Attractive/exciting programs and fields of study



All students

REPUTATION & IMAGE

1. Prestige
2. Highly ranked within its field
3. Internationally acclaimed



CULTURE & STUDENT LIFE

1. Friendly and open environment
2. Creative and dynamic atmosphere
3. Attractive geographic location



EMPLOYABILITY & FUTURE OPPORTUNITIES

1. High employment among graduates
2. Good reference for future career and/or education
3. Opportunities to network with employers

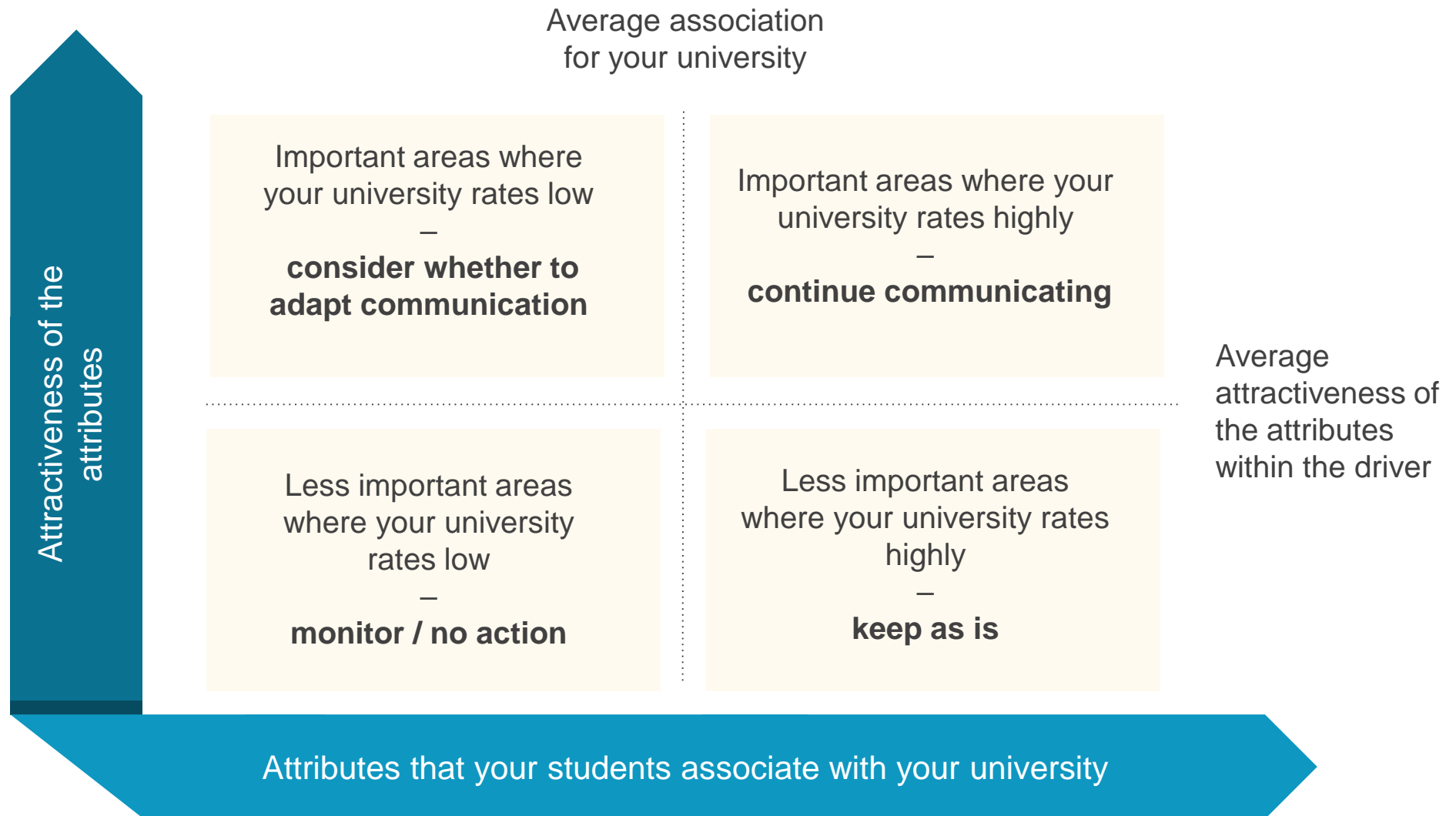


EDUCATIONAL OFFERING

1. Quality and variety of courses
2. Attractive/exciting programs and fields of study
3. Exceptional professors/lecturers

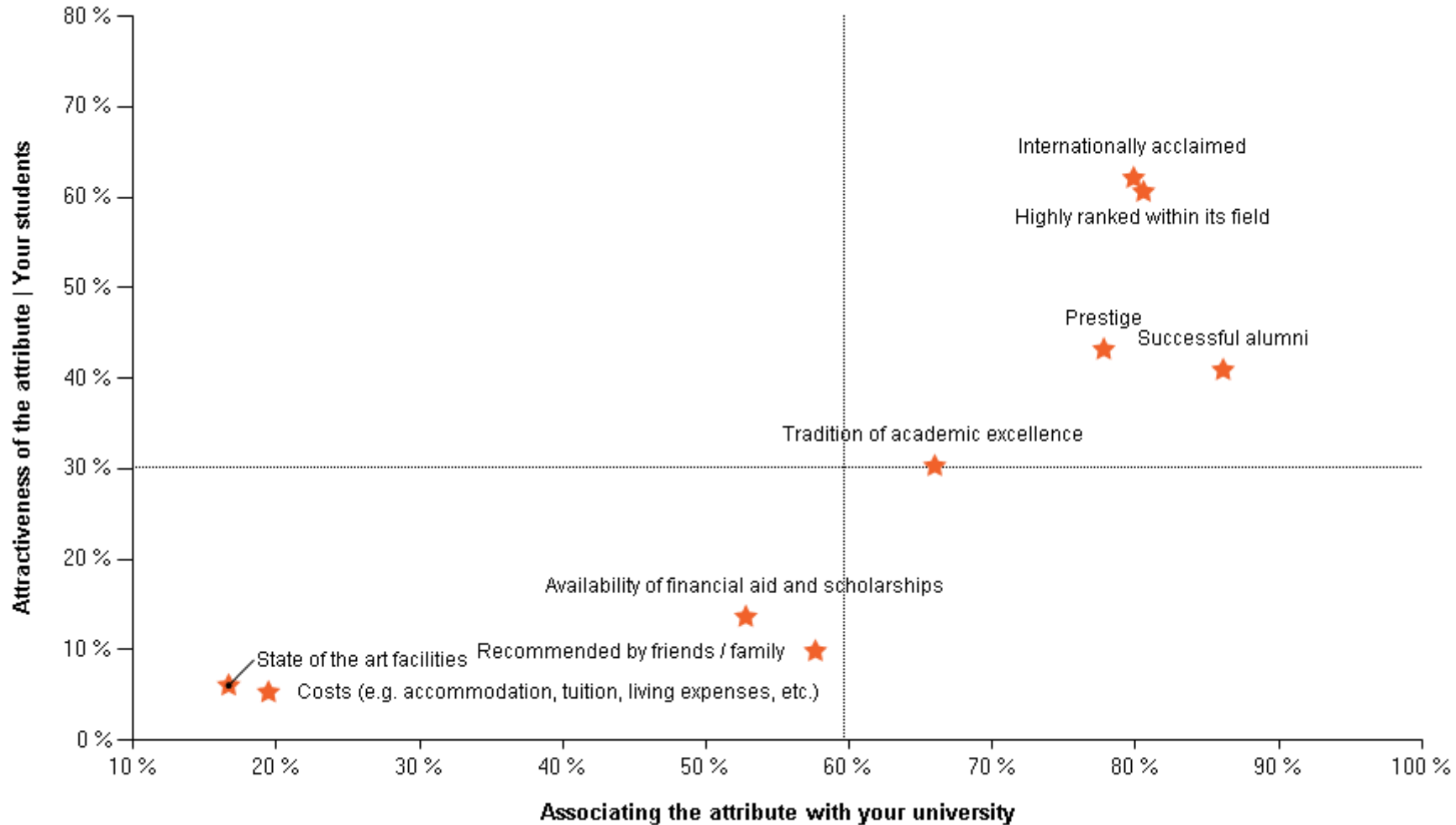


Attractiveness vs. Associations



Reputation & Image

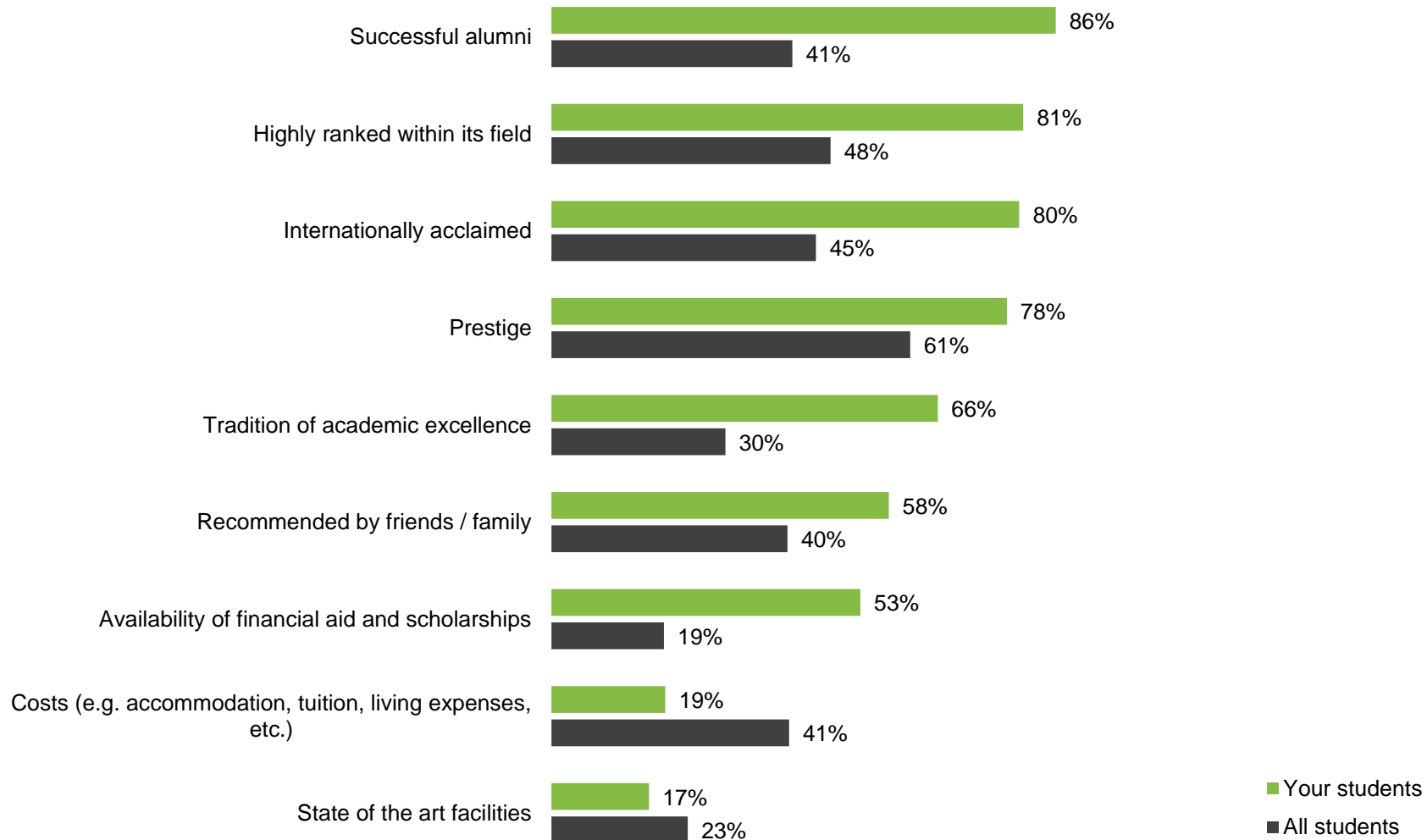
Attractiveness vs. Associations with Hanken - School of Economics, Helsinki



- ? Which of the following attributes do you associate with your college or university? Select as many as applicable.
- Which of these are most important to you? (Max. 3)

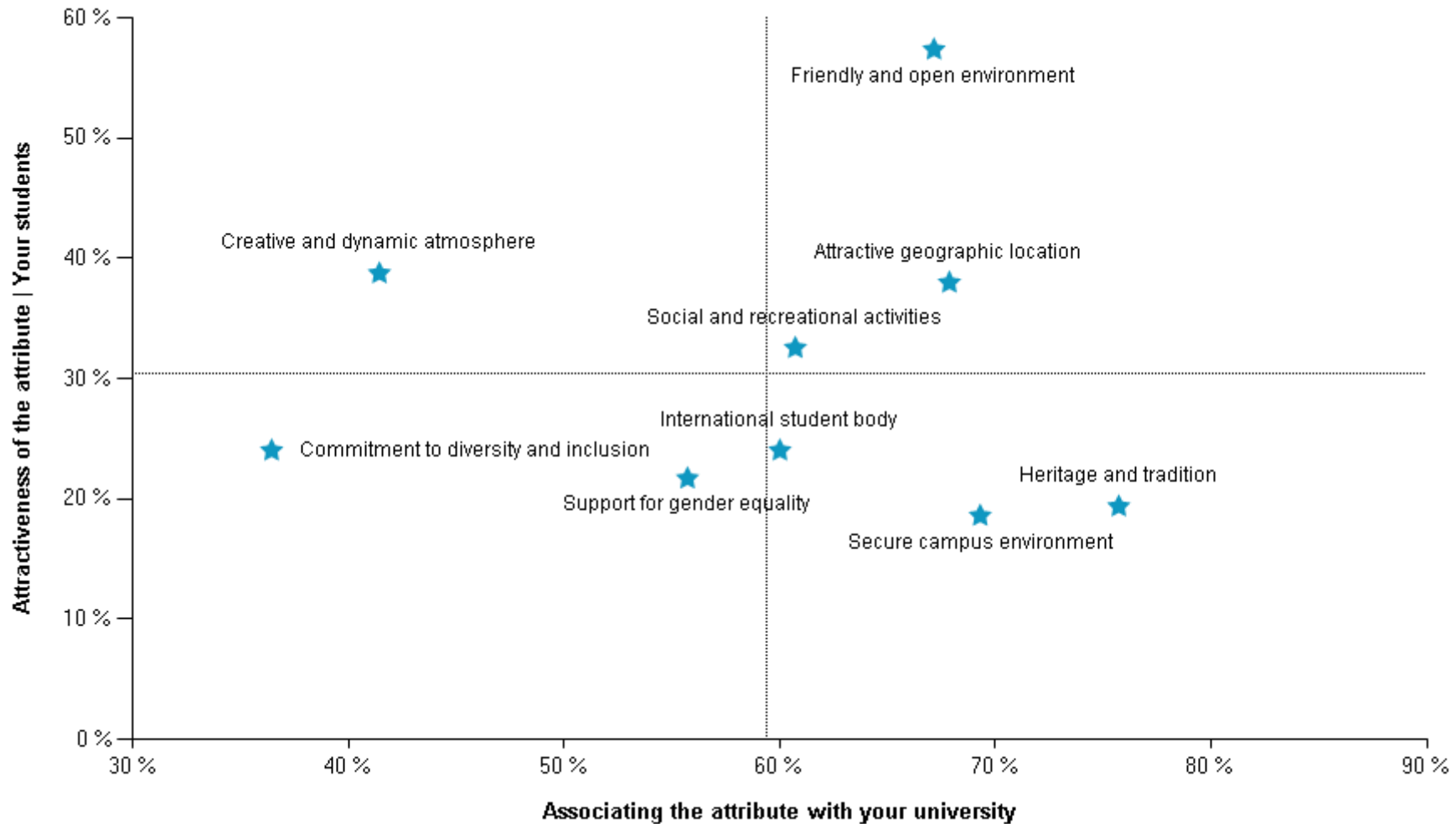
Reputation & Image

Most frequent associations



Culture & Student Life

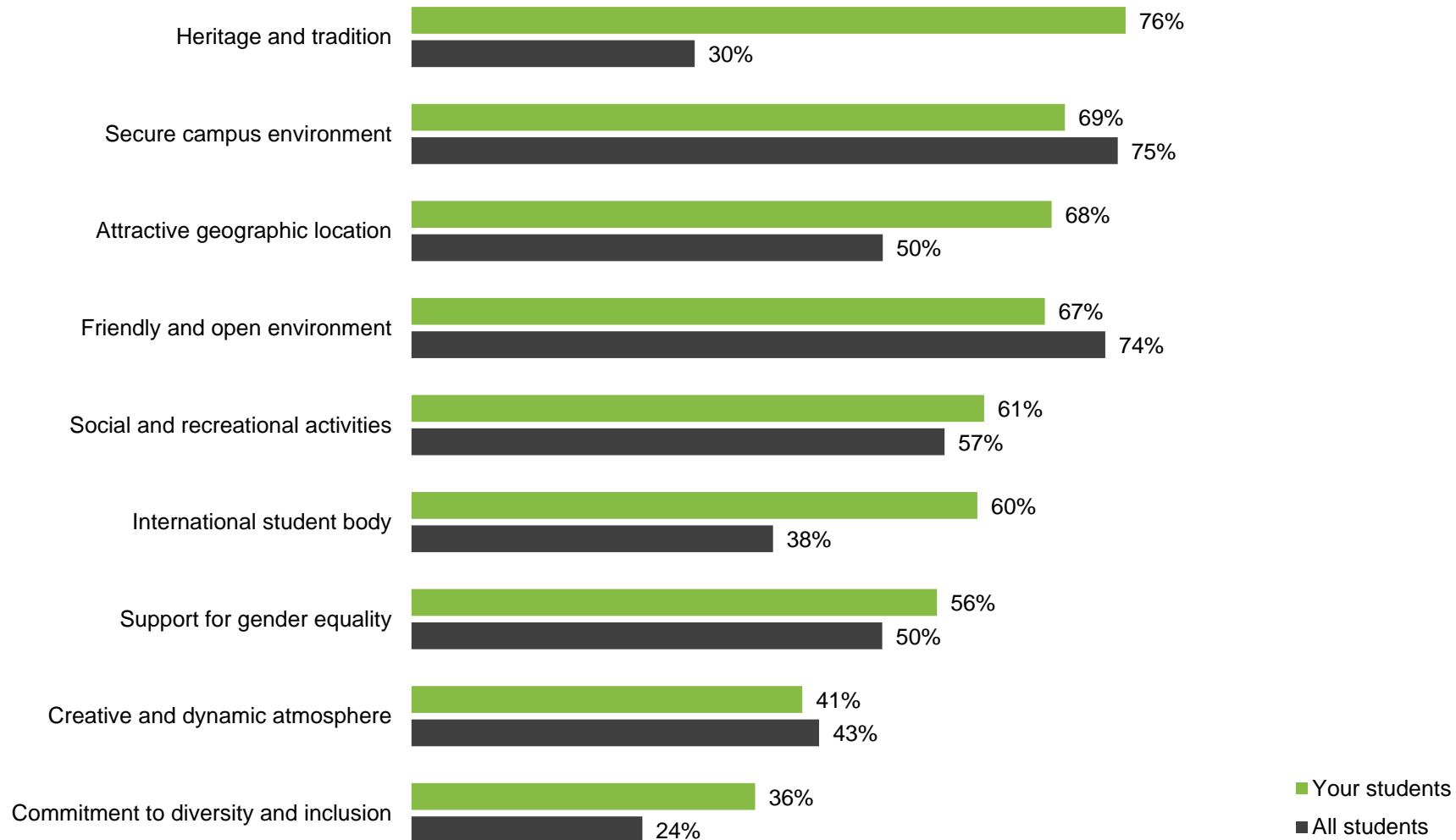
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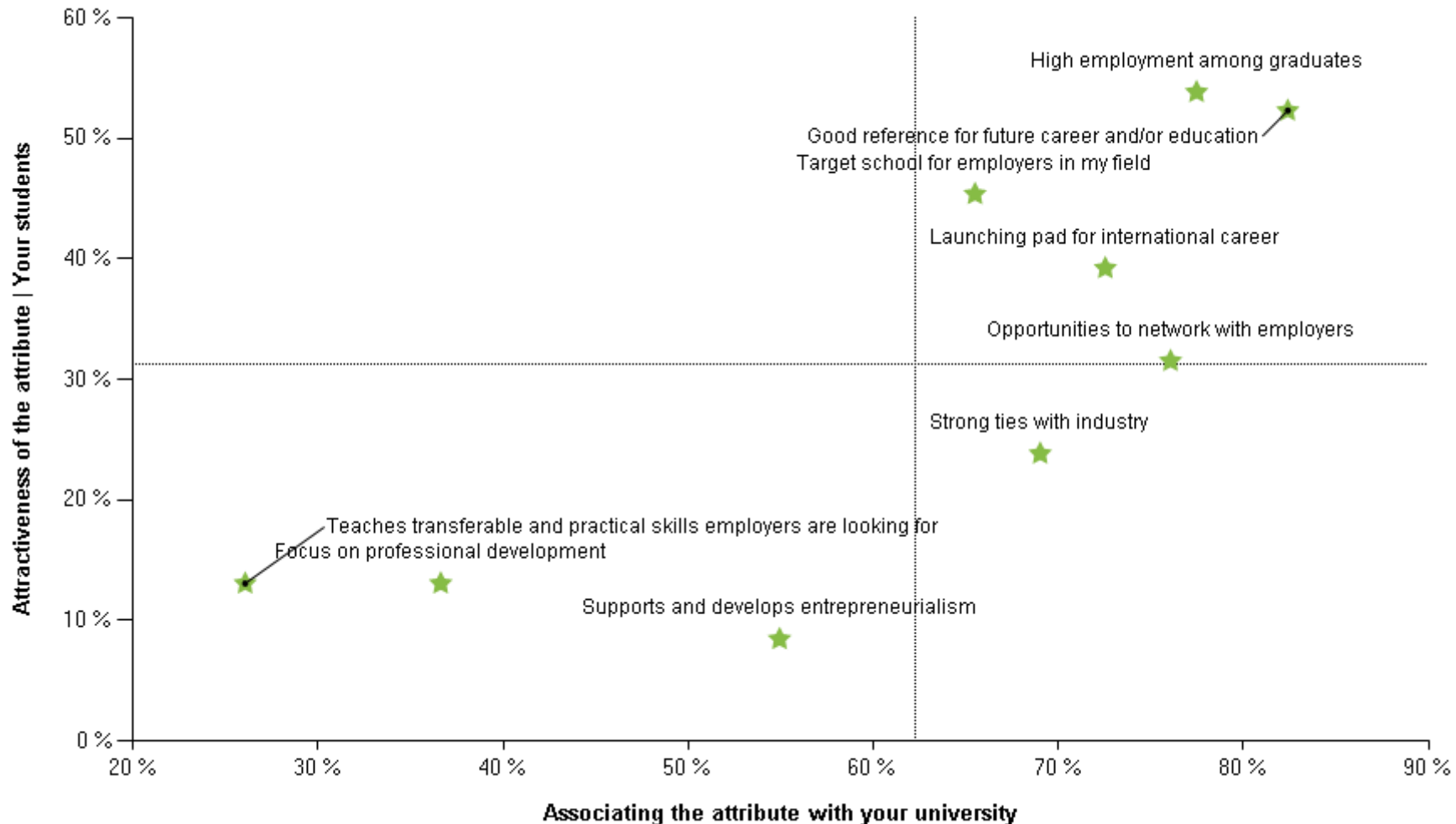
Culture & Student Life

Most frequent associations



Employability & Future Opportunities

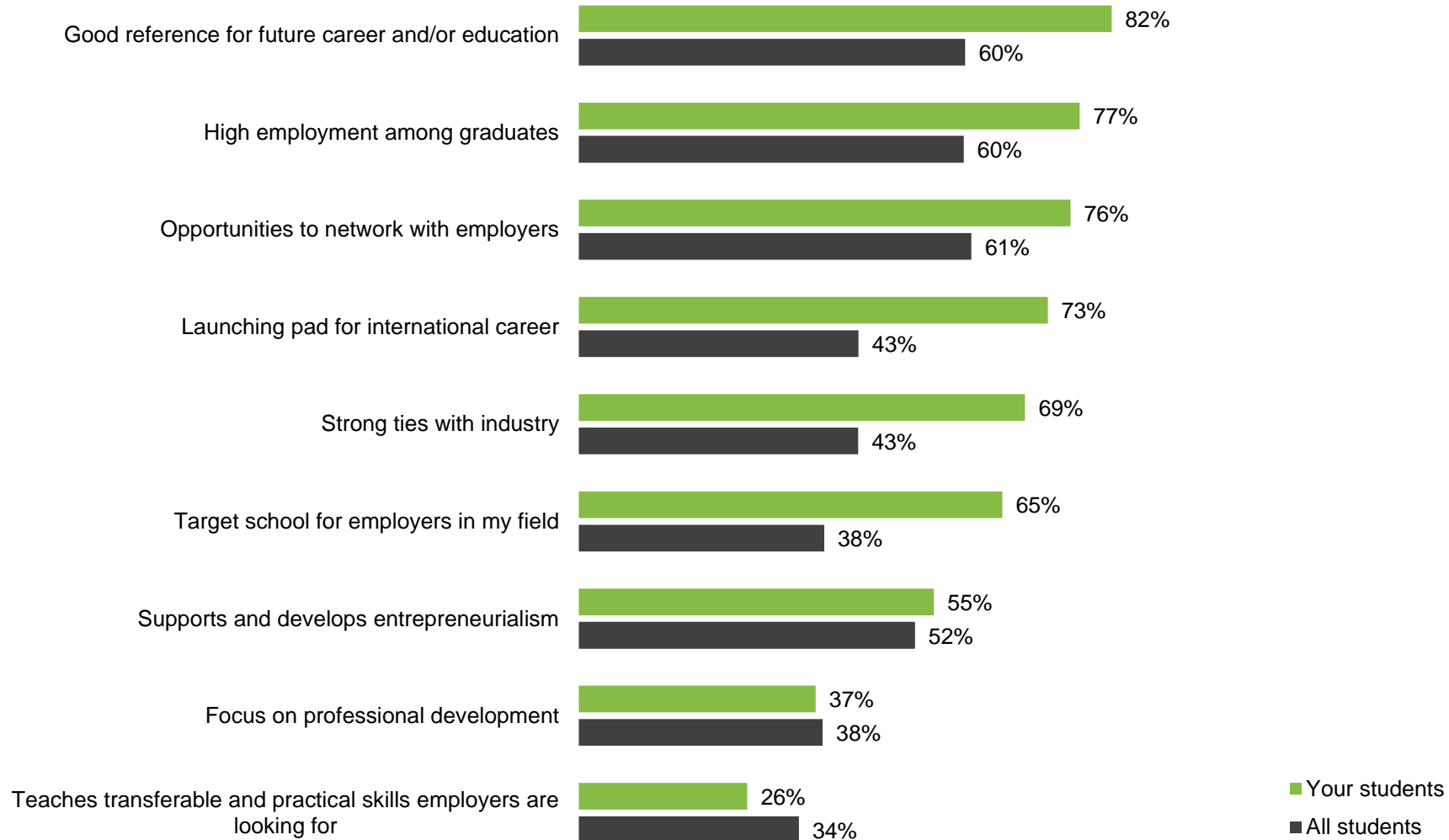
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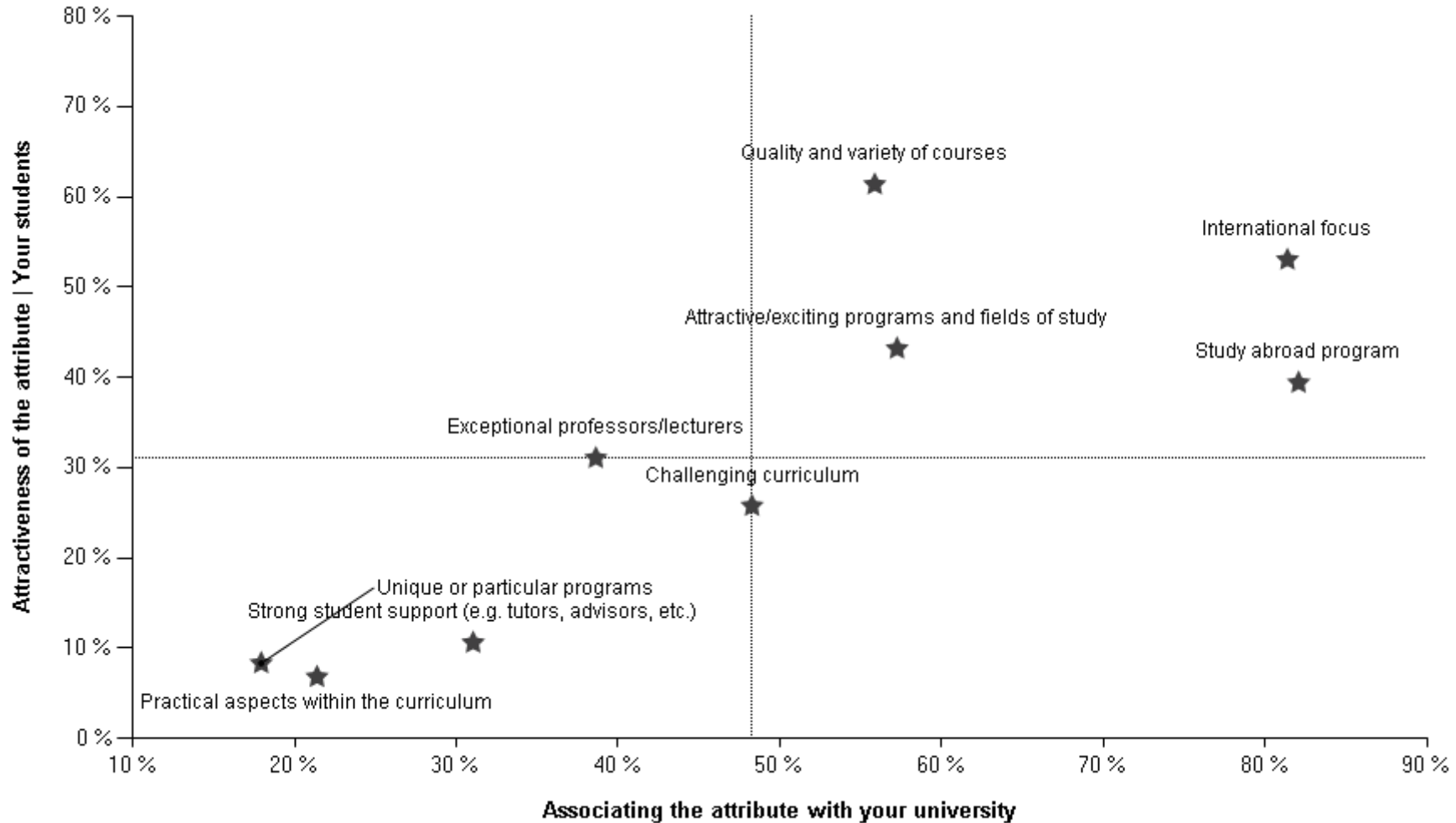
Employability & Future Opportunities

Most frequent associations



Educational Offering

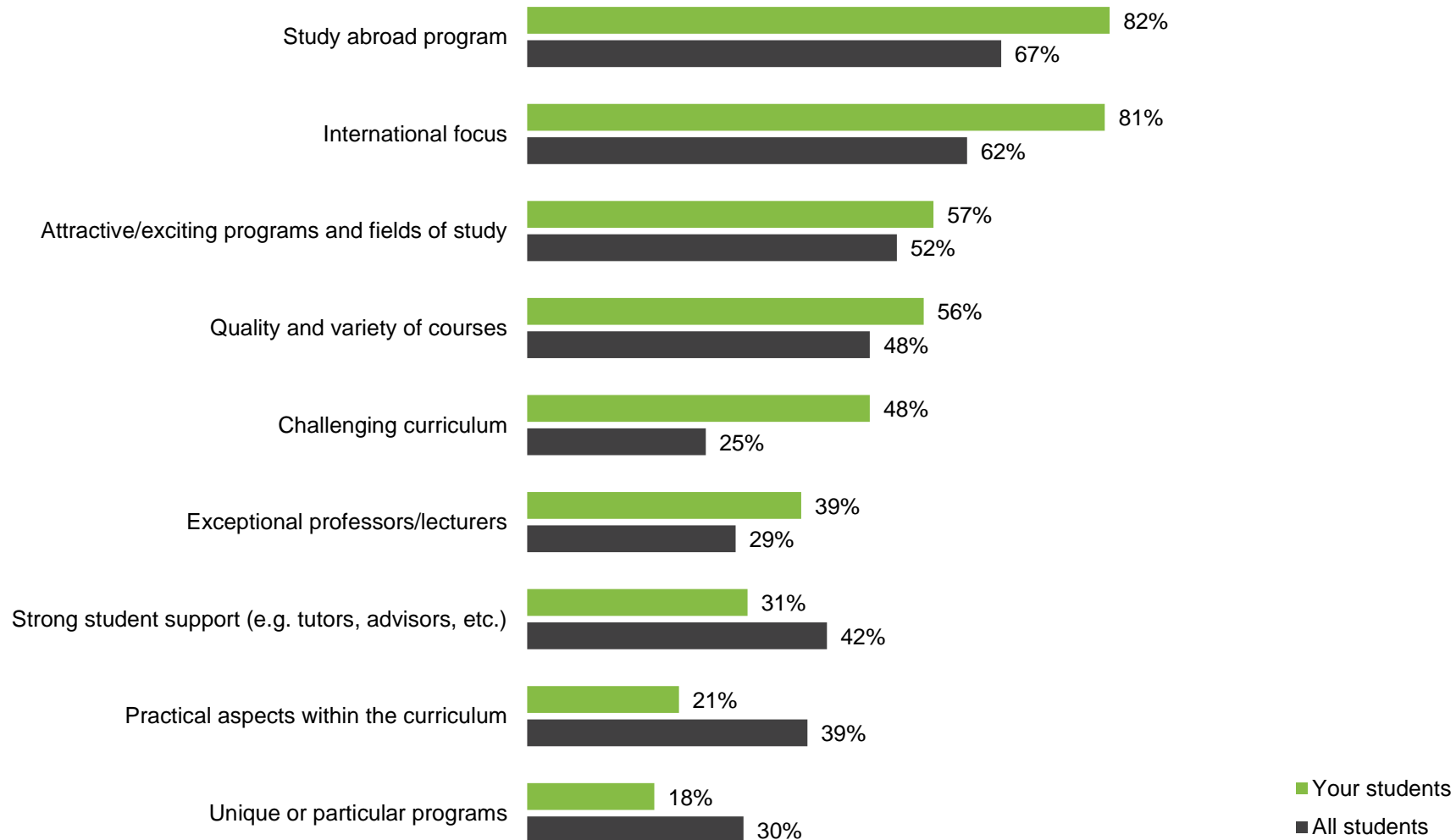
Attractiveness vs. Associations with Hanken - School of Economics, Helsinki



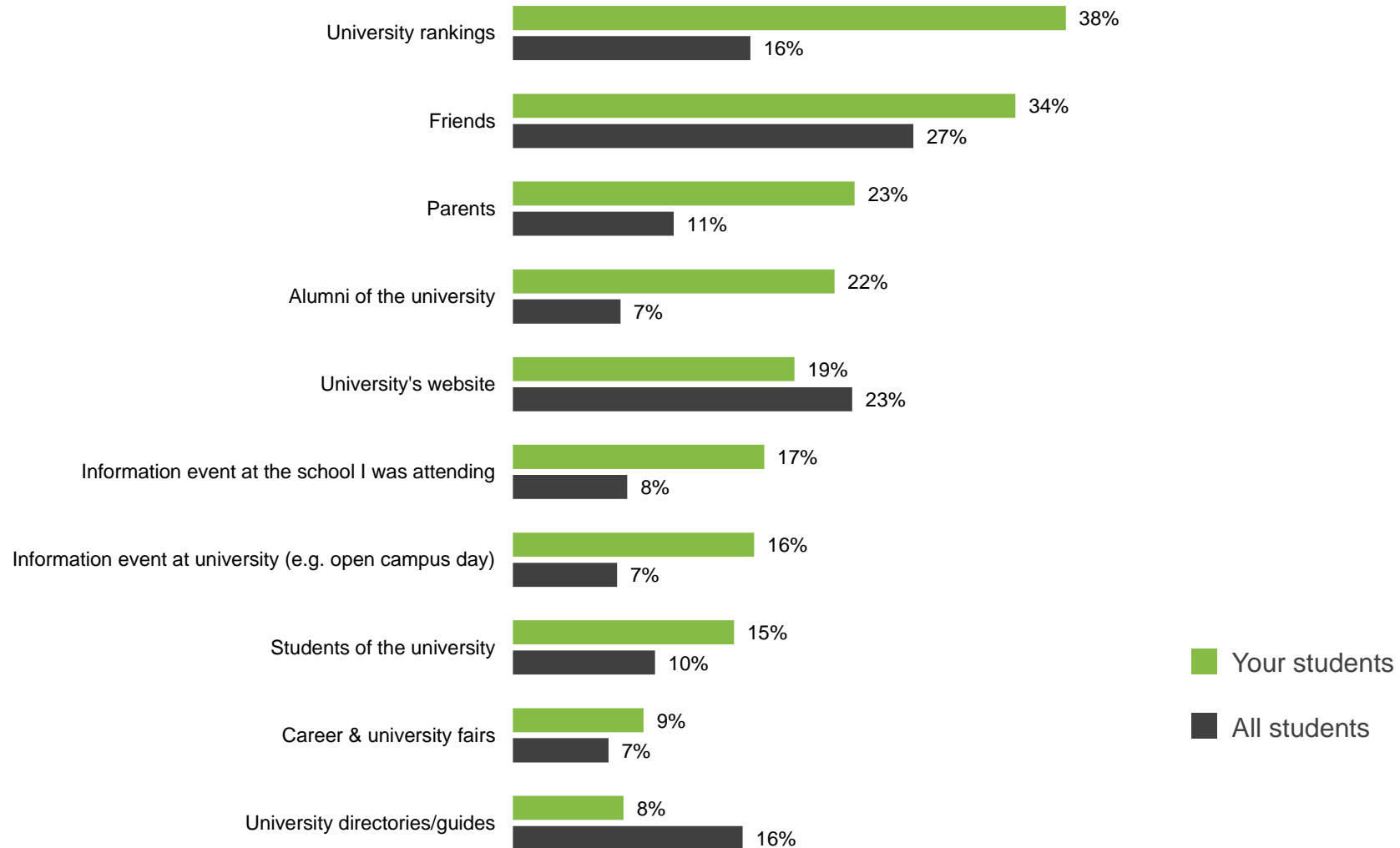
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- Which of these are most important to you? (Max. 3)

Educational Offering

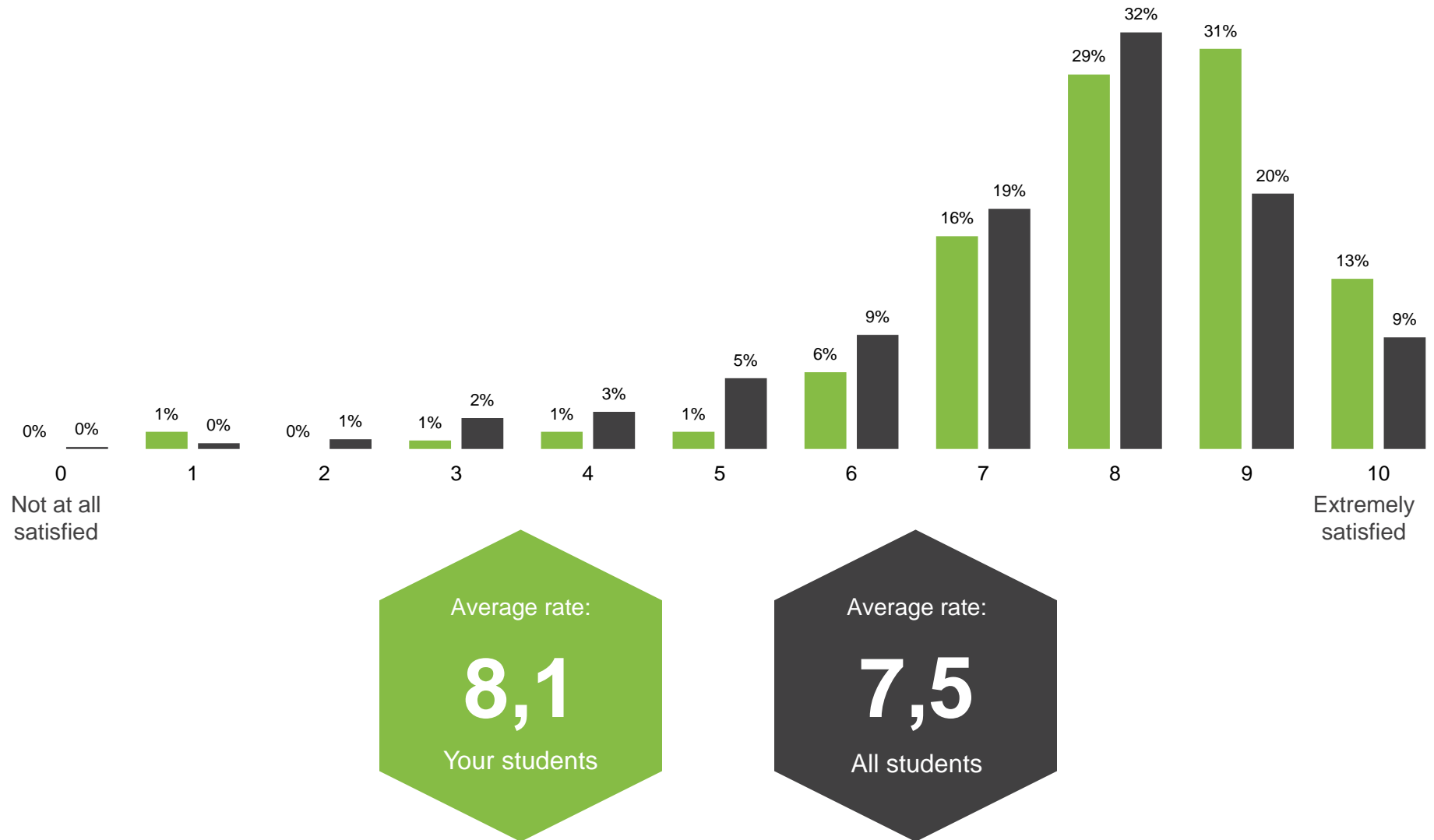
Most frequent associations



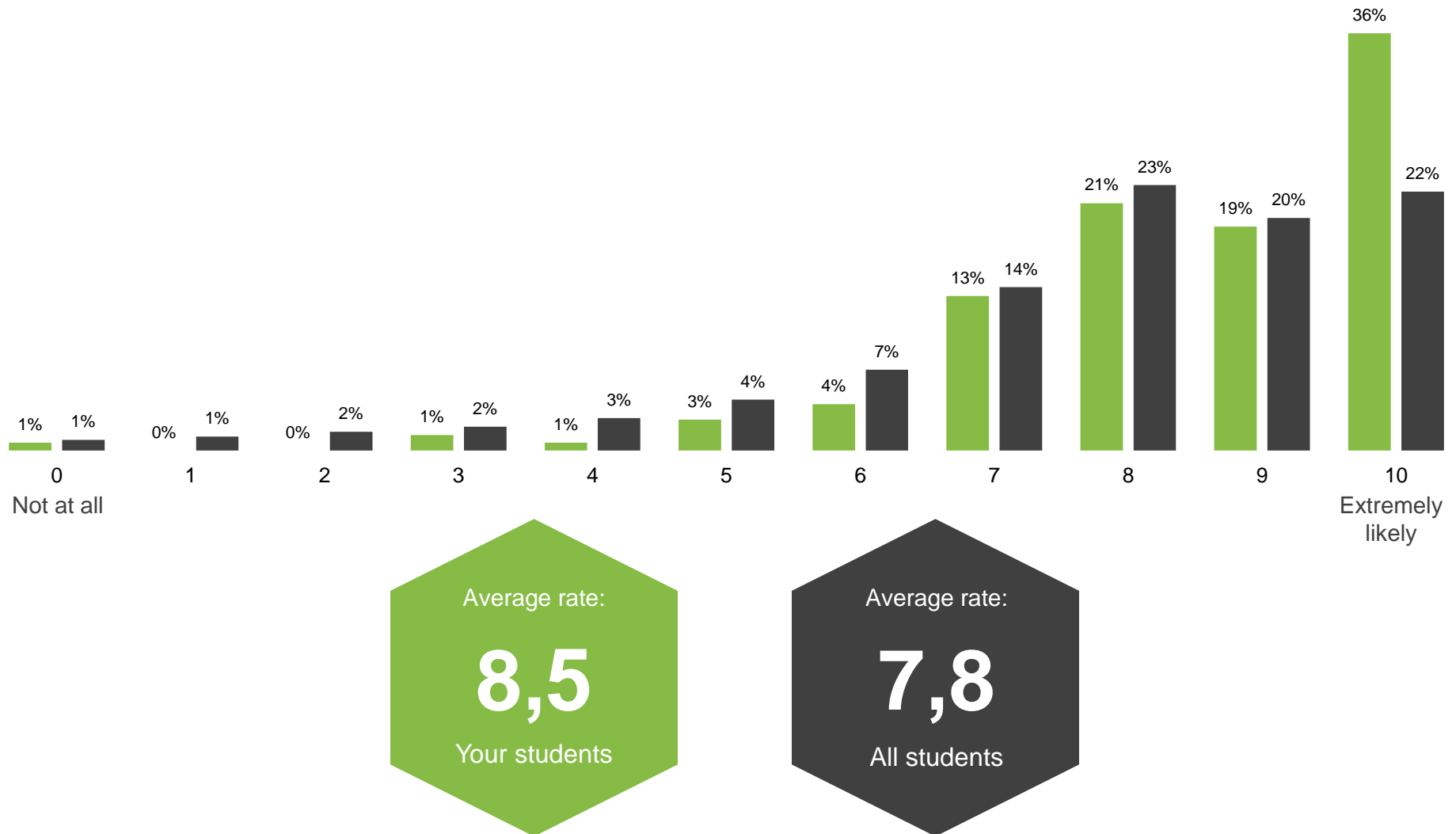
Who influenced your students the most when choosing your university?



How satisfied are your students with you?

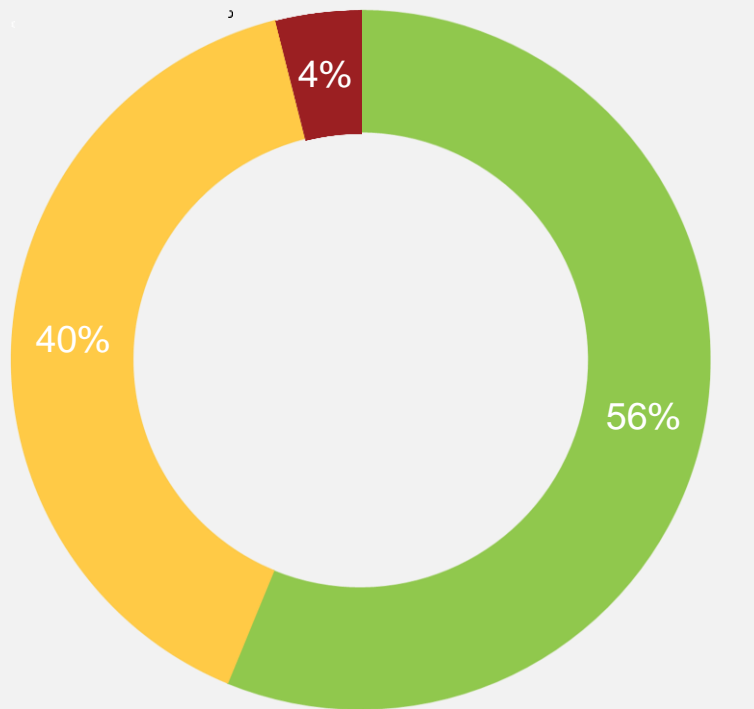


Would your students recommend Hanken - School of Economics, Helsinki to a friend or family member?



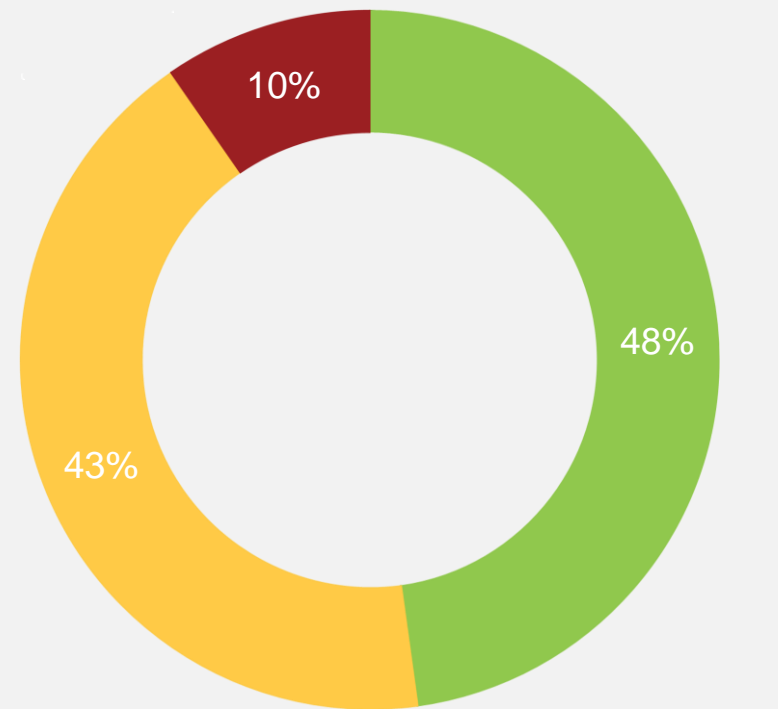
If your students could begin their studies again, would they choose Hanken - School of Economics, Helsinki?

Your students



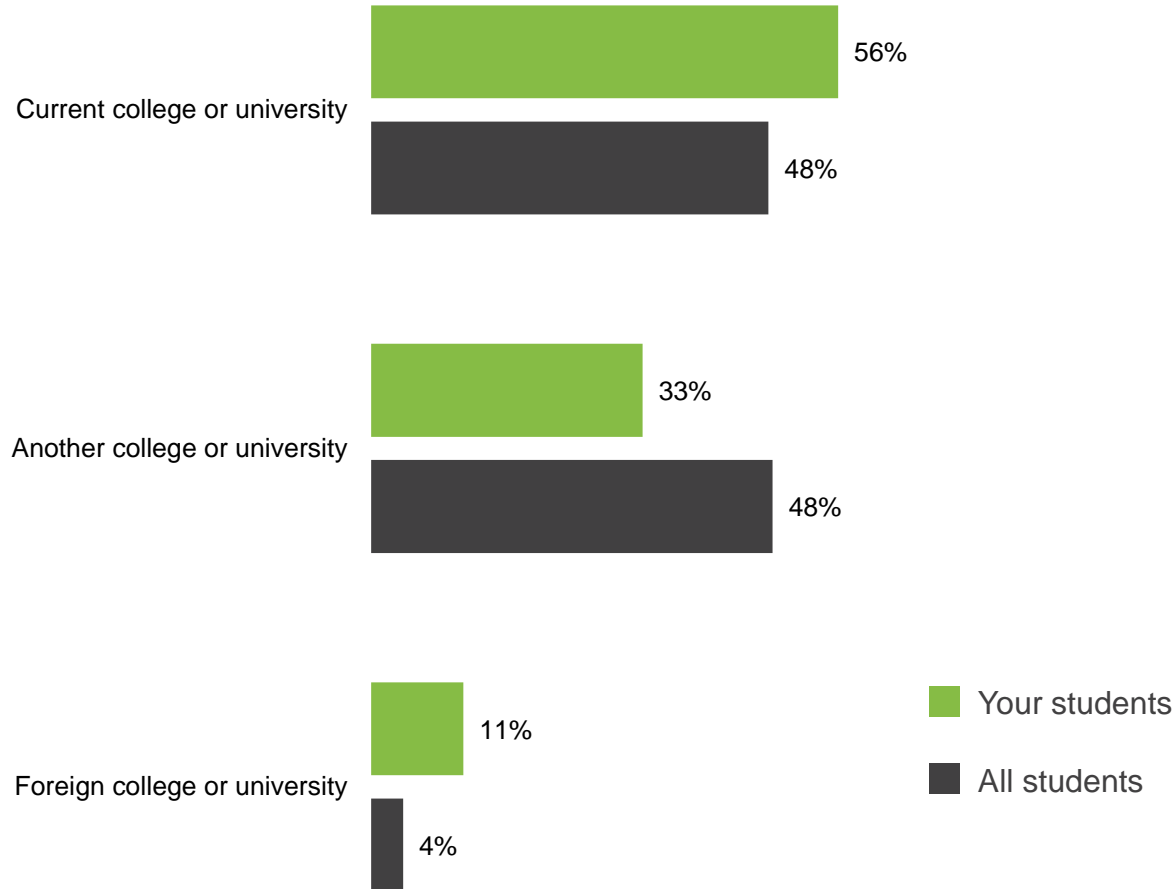
■ Yes, definitely ■ Maybe ■ No, not at all

All students



■ Yes, definitely ■ Maybe ■ No, not at all

If your students could begin their studies again, they would choose...



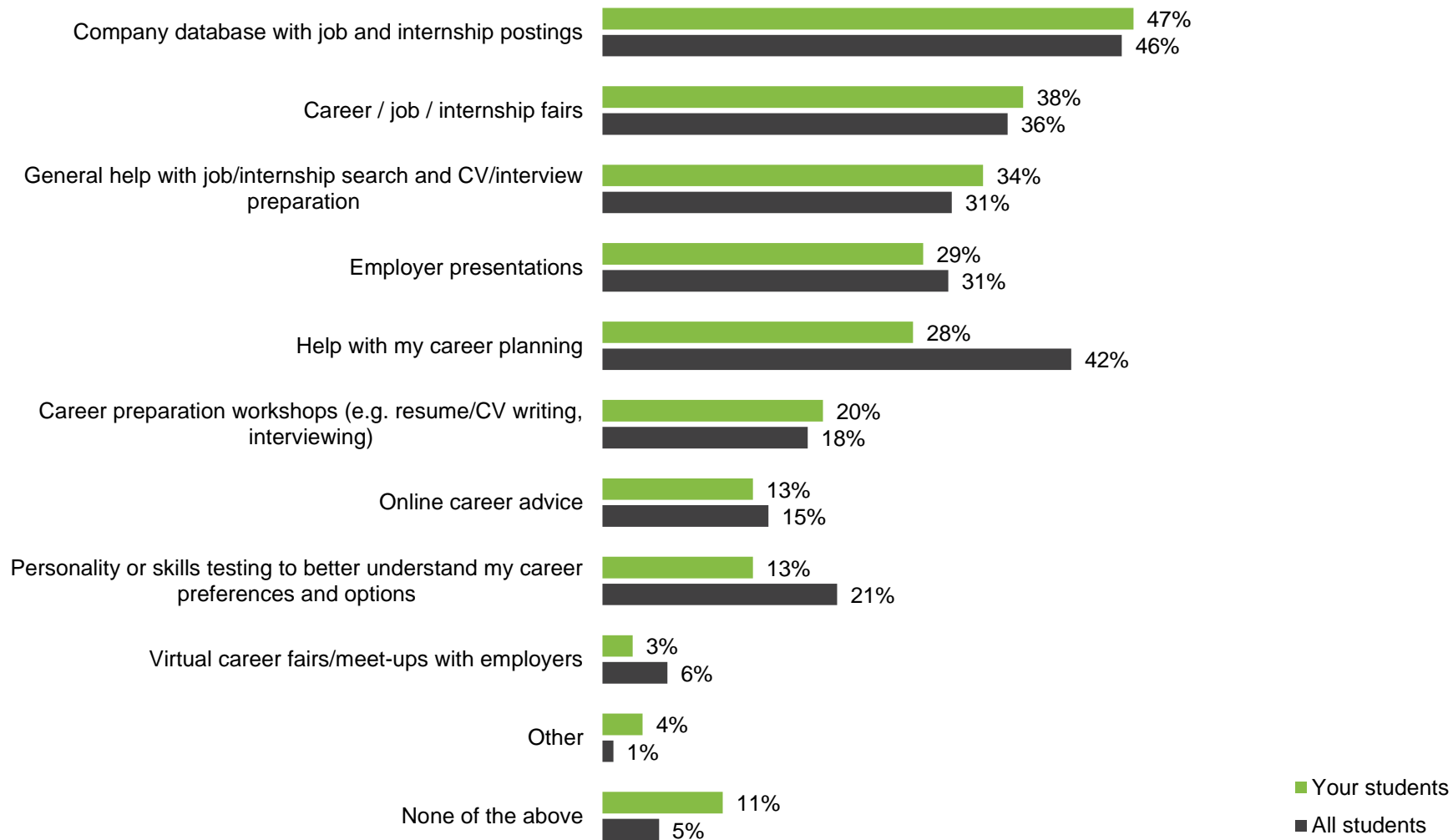
If your students could begin their studies again, they would choose...

University	Rank	Percent
Aalto University	1	30%
Foreign college or university	2	25%
University of Helsinki	3	16%
Åbo Akademi University	4	7%
Arcada University of Applied Sciences	5	4%
JAMK - Jyväskylä University of Applied Sciences	6	1%
University of Lapland	6	1%
University of Oulu	6	1%
University of the Arts Helsinki	6	1%
University of Vaasa	6	1%

44%

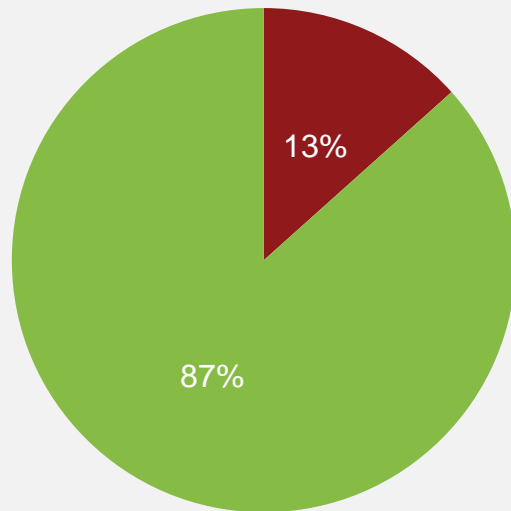
of your students would choose another university if they were to restart their studies at any college or university.
The most preferred are presented in the table.

Which are the most important career services to your students?

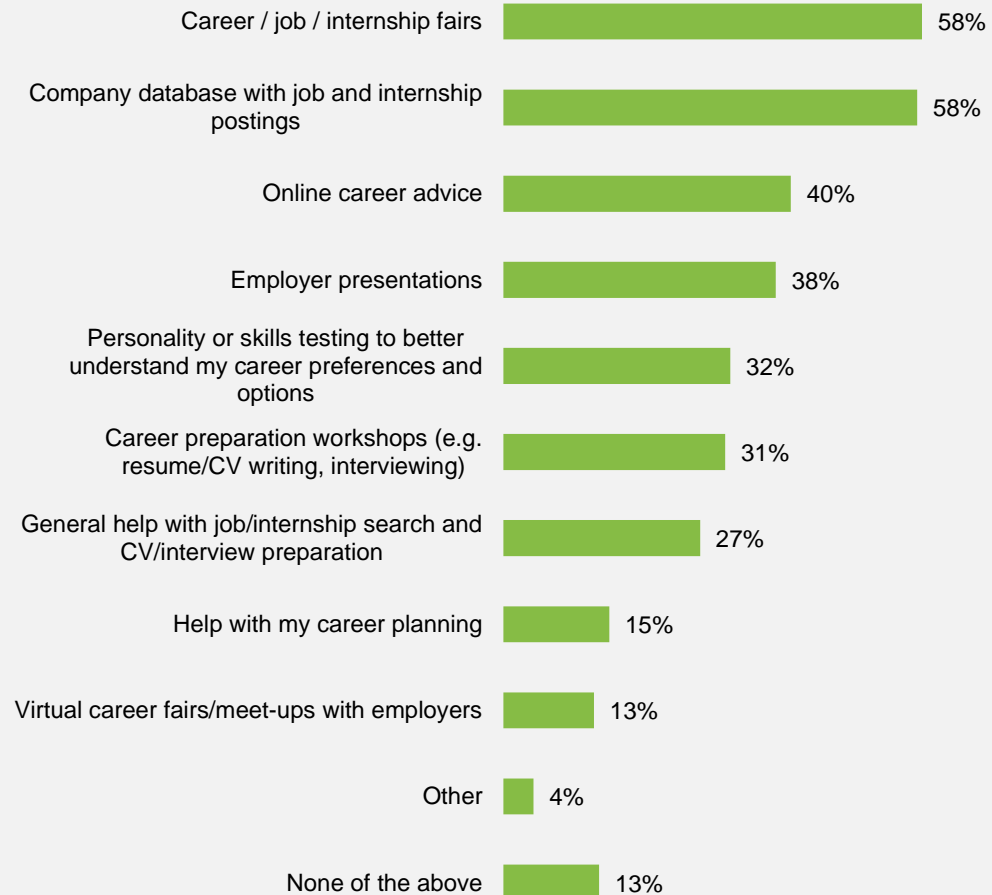


To what extent are students using the career services you offer?

Your students

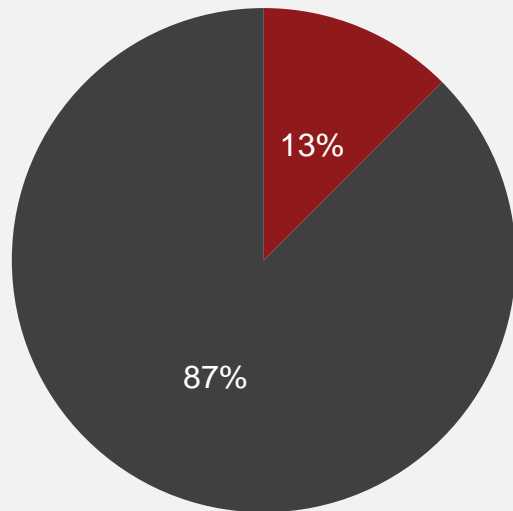


- Share of students using one or more career services at their university
- Share of students not using any career service at their university

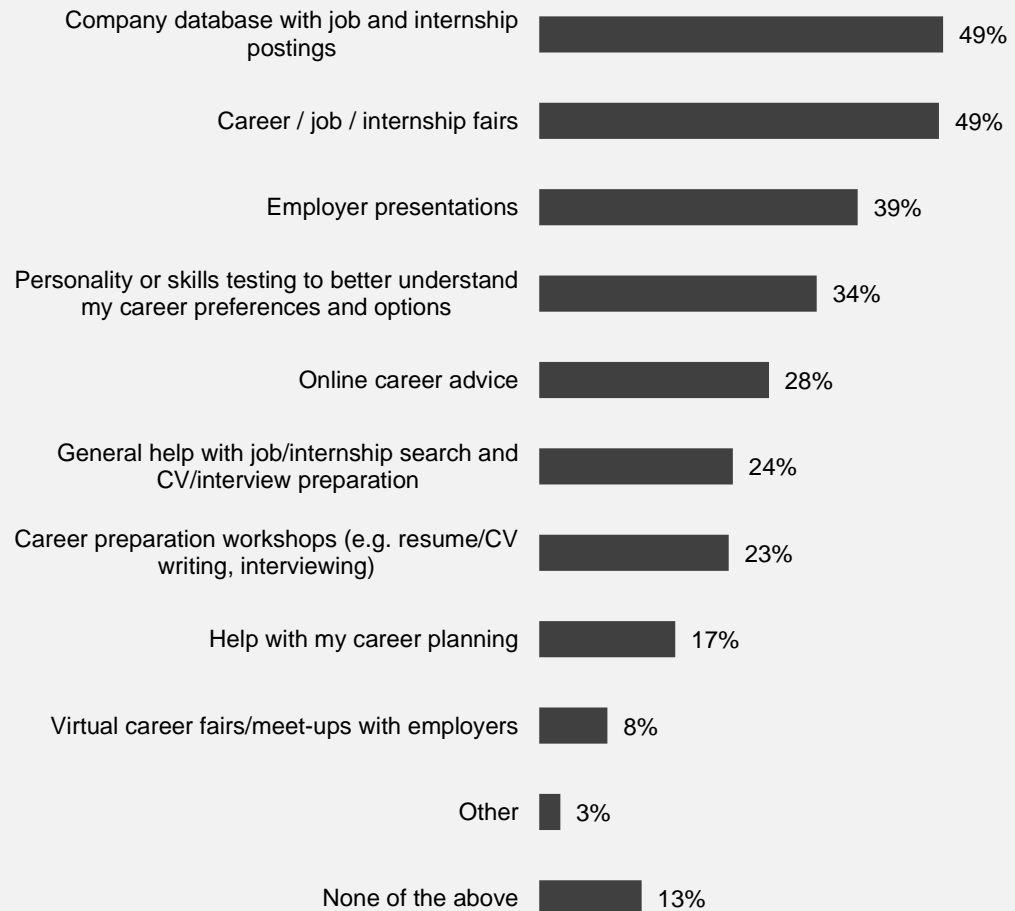


General usage of career services

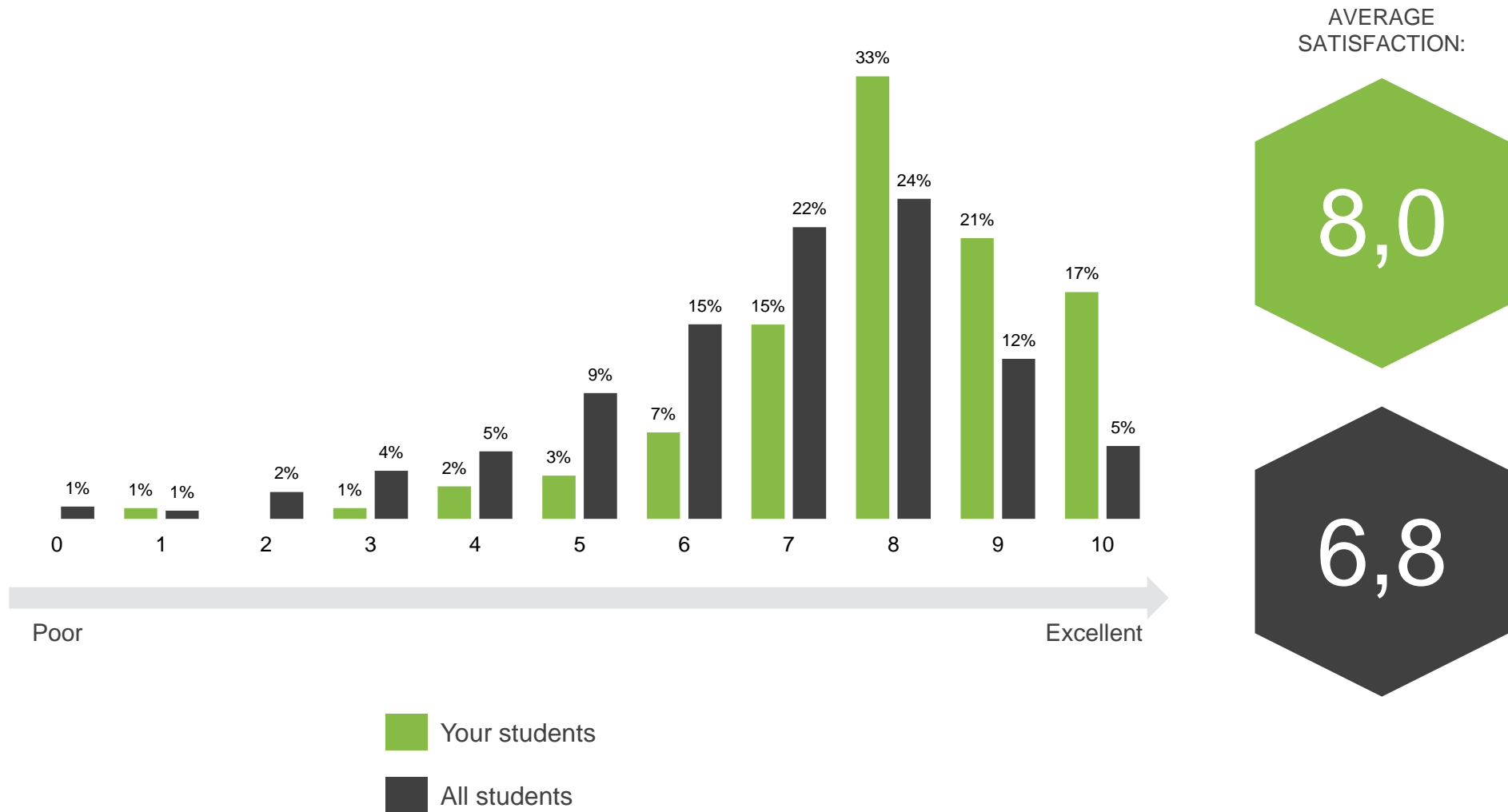
All students



- Share of students using one or more career services at their university
- Share of students not using any career service at their university



How satisfied are your students with the career services you offer?

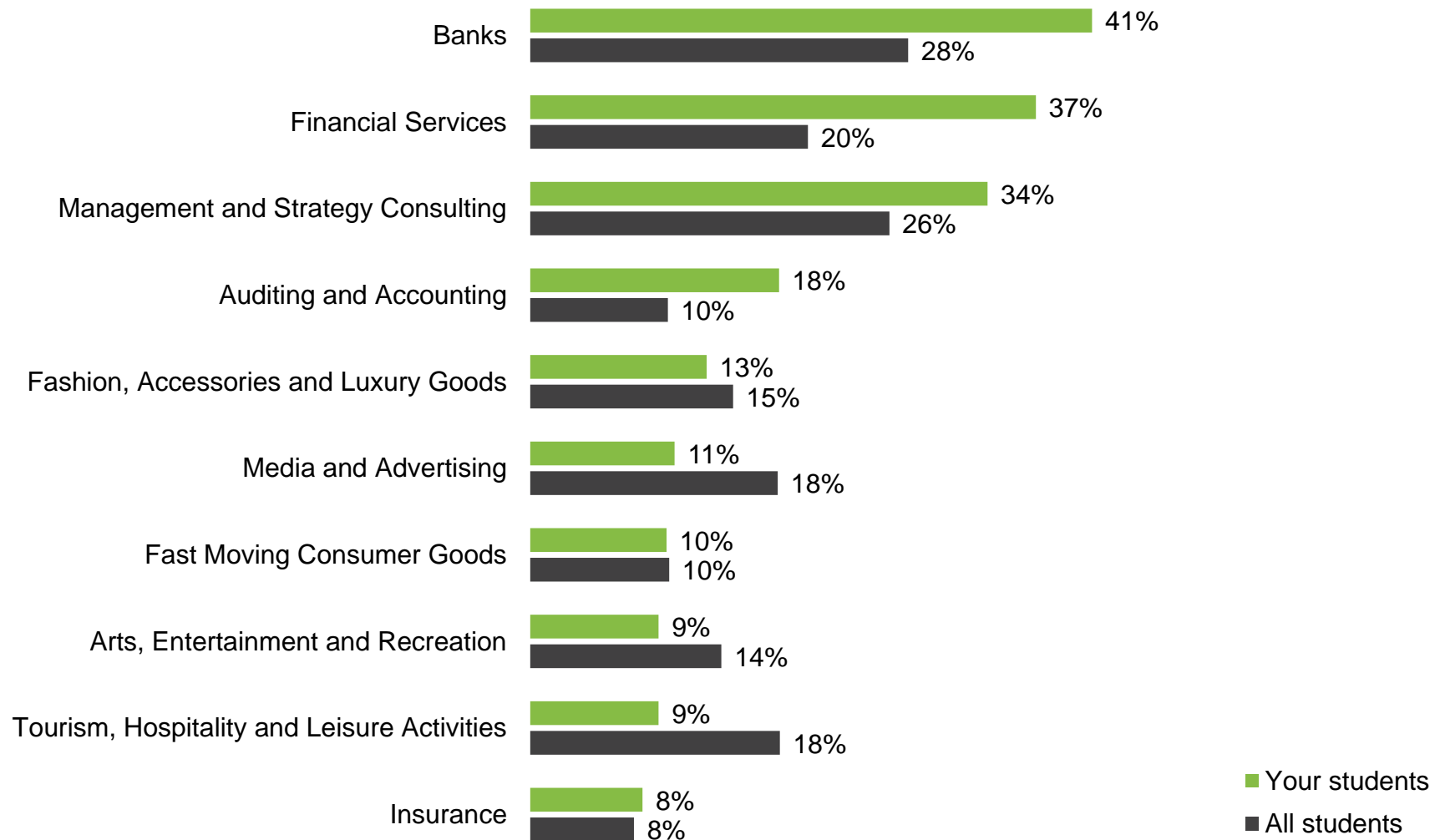


Agenda

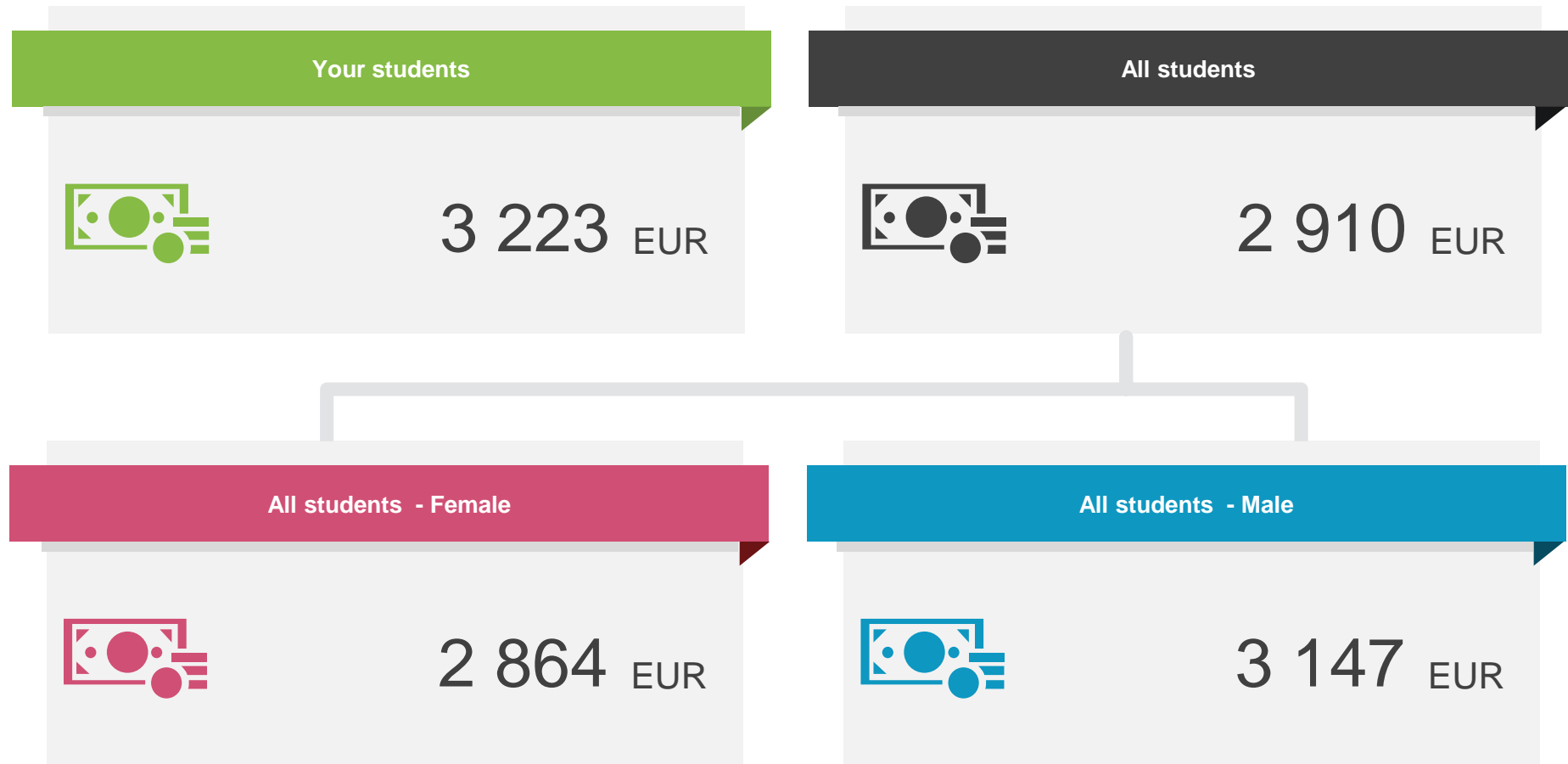
- 1 EXECUTIVE SUMMARY
- 2 TALENT PROFILE
- 3 UNIVERSITY BRAND PERCEPTION
- 4 CAREER & EMPLOYER PREFERENCES

Find out which are students' most preferred employers and get insight into the career preferences and expectations of your students in comparison to the overall population. Also, understand how your institution has shaped the career path of your students and alumni.

Students' most preferred industries

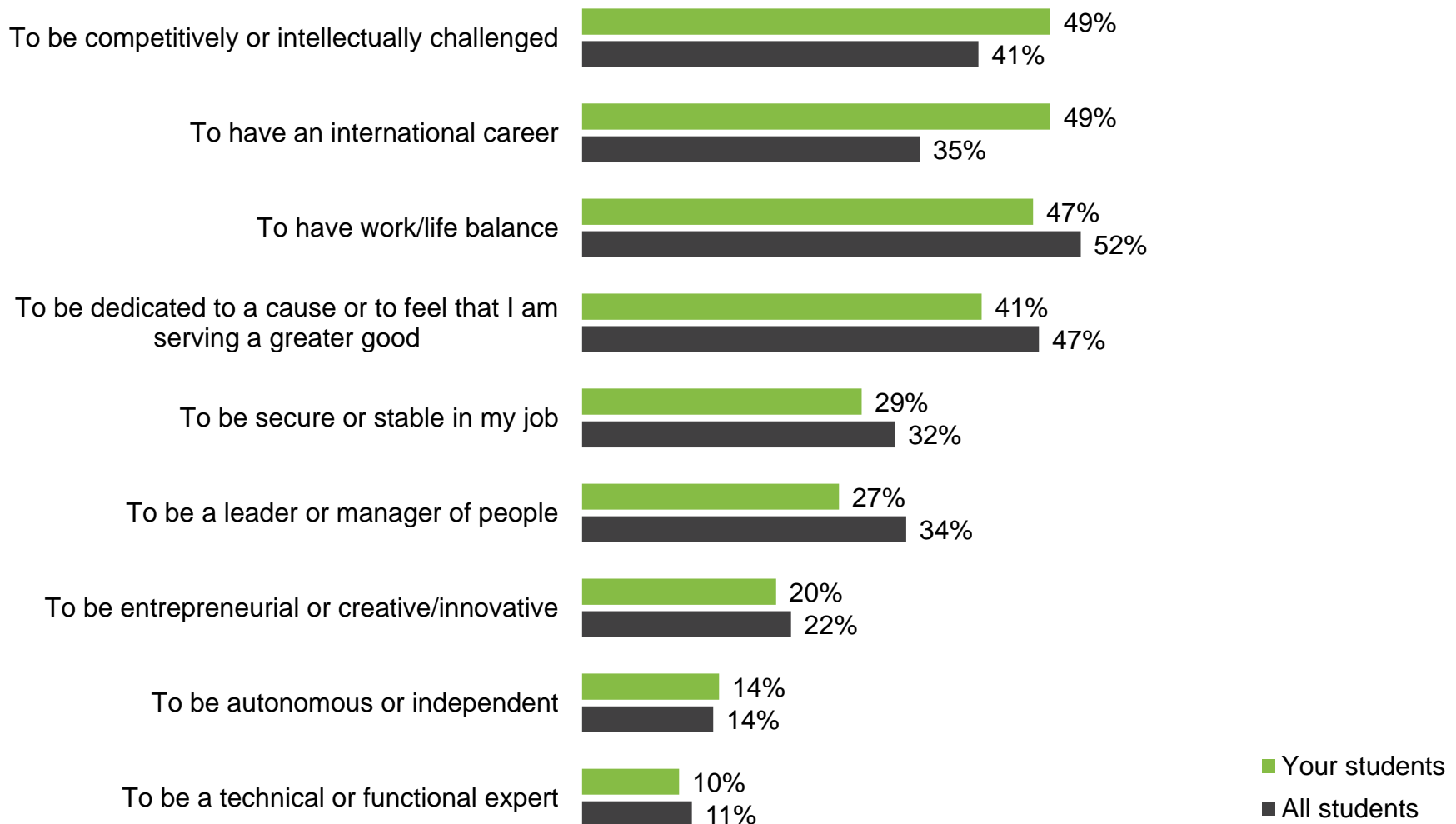


Students' expected monthly salary



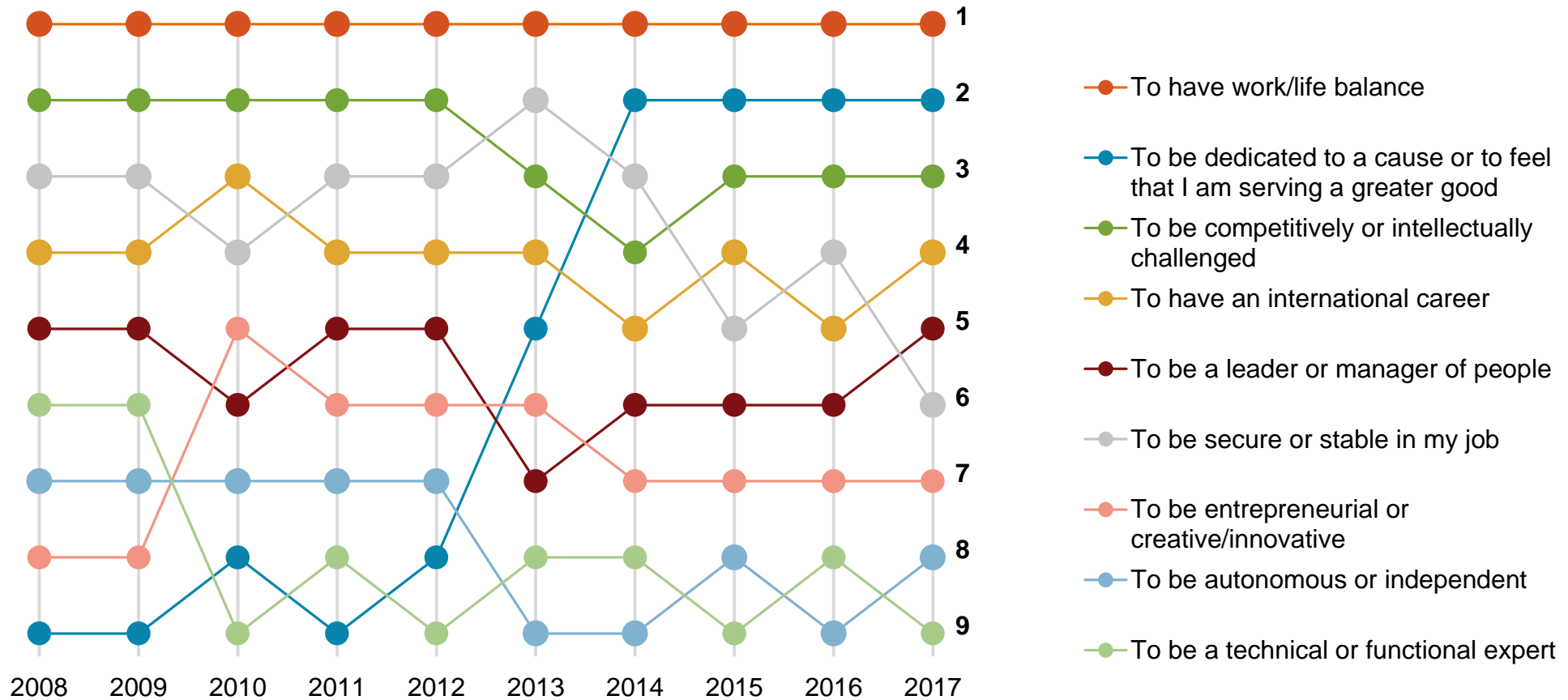
• What is your expected salary before taxes (excluding commission and bonus) at your first employment after graduation?

“To be competitively or intellectually challenged” is the most important long term career goal



Career goals over time

All students

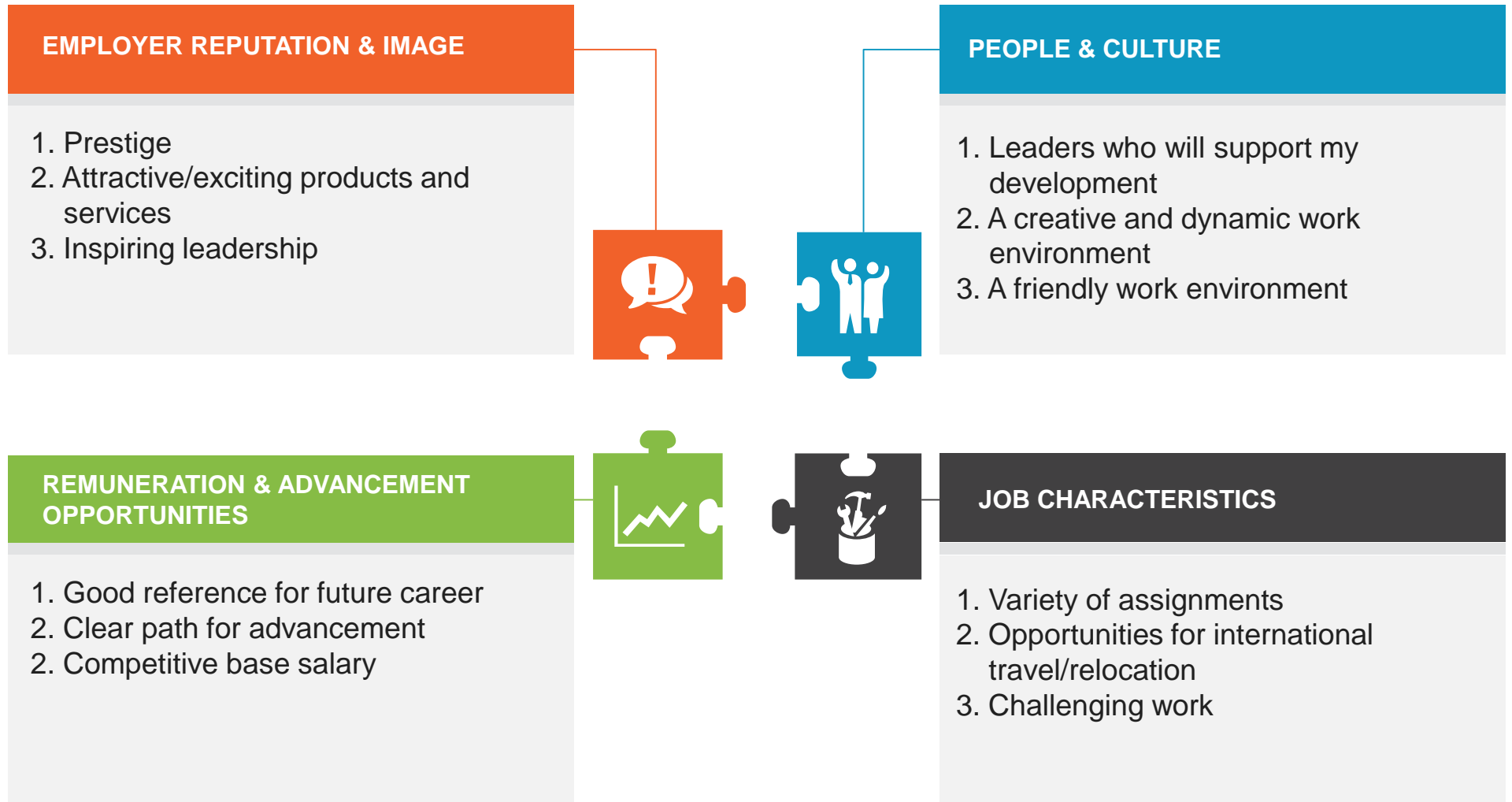


The Universum Drivers of Employer Attractiveness



What is attractive?

Your students



“Good reference for future career” is the overall most important attribute to your students

Your students

1. Good reference for future career
2. Variety of assignments
3. Leaders who will support my development
4. Competitive base salary
5. Clear path for advancement
6. A creative and dynamic work environment
7. High future earnings
8. Opportunities for international travel/relocation
9. Leadership opportunities
10. Prestige

Employer Reputation & Image

Remuneration & Advancement Opportunities

All students

1. Variety of assignments
2. Leadership opportunities
3. Leaders who will support my development
4. Good reference for future career
5. A friendly work environment
6. High future earnings
7. Attractive/exciting products and services
8. Respect for its people
9. Competitive base salary
10. Prestige

People & Culture

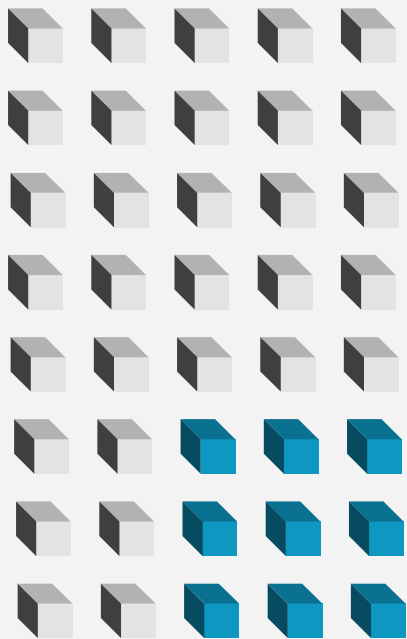
Job Characteristics

• How important to you is each of the below aspects? (Scale 1-5, 1=Not important at all, 5=Very important)
• Which attributes do you perceive as the most attractive? Please select a maximum of three alternatives.

• This is the attractiveness of the 40 attributes in relation to how important respondents think its driver is. This analysis gives a summarised 360 degree view of what influences employer attractiveness.

The Universum Rankings

FULL COMPANY LIST
(50 - 115 employers within
each main field of study)

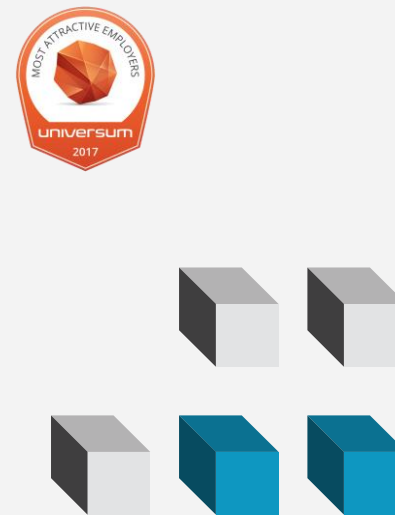


**CONSIDERED EMPLOYER
RANKING**
(as many as applicable)



"Below is a list of companies and organisations. For which of these employers would you consider working?"

IDEAL EMPLOYER RANKING
(maximum five employers)



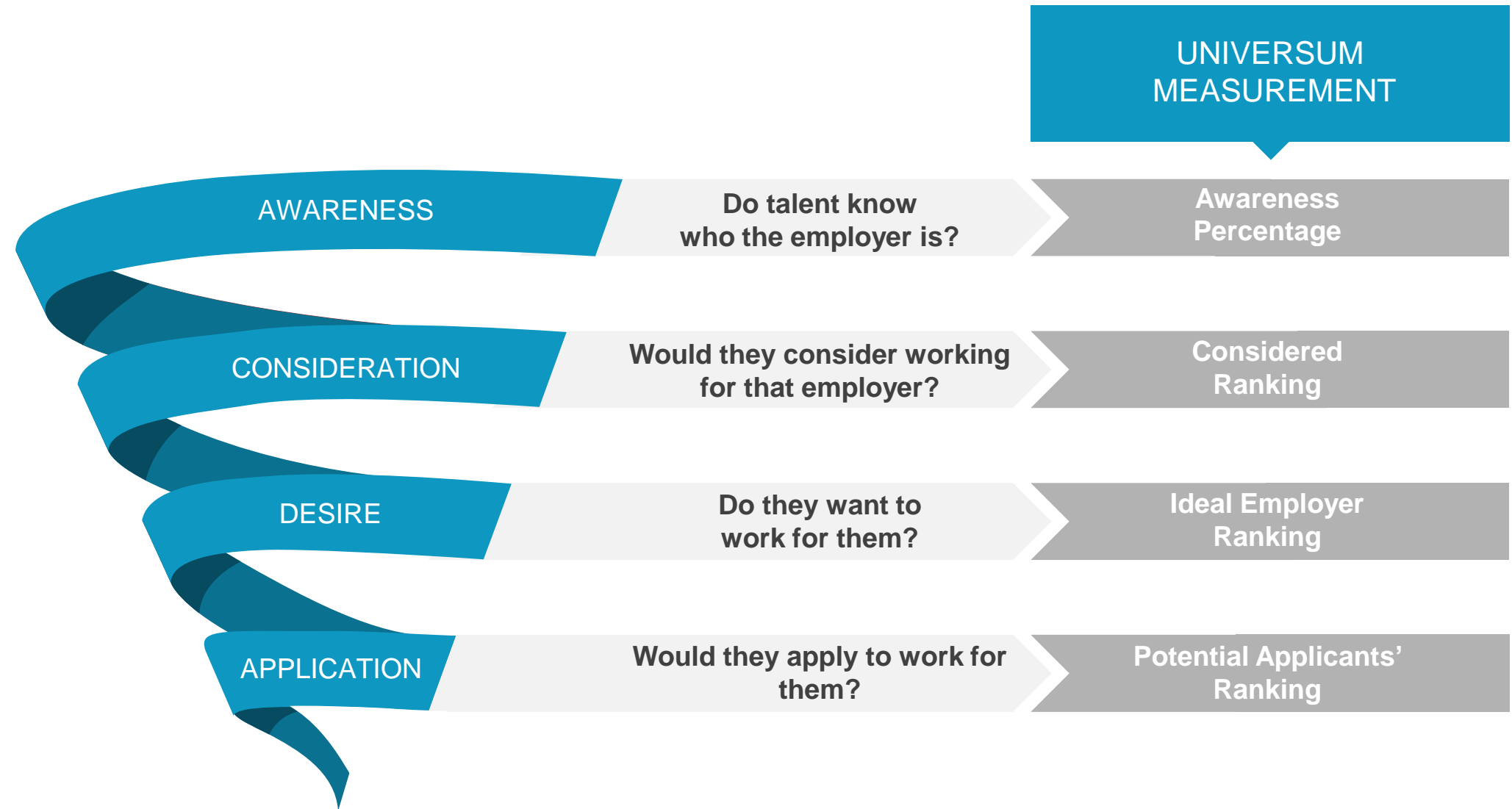
"Now choose the five (5) employers you most want to work for, your five Ideal Employers."

**POTENTIAL APPLICANTS'
RANKING**
(Yes, I have / Yes, I will)



"Have you applied or will you apply to these employers?"

The Universum Recruitment Funnel



Considered Employer Ranking | Top 20

Your students | Business

Employer	Rank 2017	Percent 2017	Trend		Employer	Rank 2017	Percent 2017	Trend	
Danske Bank	1	55,59%	↑	3	Finnair	11	45,05%	↓	-2
Nordea	2	53,67%	↓	-1	Google	11	45,05%	↓	-5
Handelsbanken	3	48,88%	↓	-1	KONE	11	45,05%	↓	-8
The Boston Consulting Group (BCG)	3	48,88%	↑	6	Fazer	14	44,73%	↓	-8
Nordic Investment Bank	5	47,92%	↑	7	Aktia	15	44,09%	↓	-4
PwC	6	47,28%	→	0	Deloitte	16	39,94%	↑	16
SEB	6	47,28%	↑	6	Accenture	17	37,06%	↑	2
EY (Ernst & Young)	8	46,65%	↑	10	Mandatum Life	18	33,87%	↑	4
KPMG	8	46,65%	↓	-3	OP Ryhmä	18	33,87%	↑	7
McKinsey & Company	10	45,69%	↑	4	Microsoft	20	33,55%	↑	5

Ideal Employer Ranking | Top 20

Your students | Business

Employer	Rank 2017	Percent 2017	Trend		Employer	Rank 2017	Percent 2017	Trend	
Nordea	1	25,32%	↑	1	L'Oréal	11	12,18%	↓	-6
The Boston Consulting Group (BCG)	2	22,76%	↓	-1	Handelsbanken	12	11,54%	↓	-4
McKinsey & Company	3	19,23%	→	0	Lumene	13	11,22%	↓	-2
Google	4	18,59%	↑	1	Bain & Company	14	10,90%	↑	9
Danske Bank	5	17,95%	↑	2	KONE	15	10,58%	↓	-12
Finnair	6	16,67%	↑	9	KPMG	15	10,58%	↓	-7
EY (Ernst & Young)	7	14,74%	↑	4	Miltton	17	10,26%	↑	16
PwC	8	14,10%	↑	7	Aktia	18	9,94%	↓	-7
Nordic Investment Bank	9	13,14%	↑	6	Deloitte	19	9,29%	↑	41
SEB	10	12,50%	→	0	Unilever	19	9,29%	↓	-5

Potential Applicants' Ranking | Top 20

Your students | Business

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
Nordea	1	9,07%	↑ 3	Nordic Investment Bank	10	3,20%	↑ 6
The Boston Consulting Group (BCG)	2	6,41%	↓ -1	Deloitte	12	2,67%	NEW -
Danske Bank	3	5,52%	↑ 4	OP Ryhmä	12	2,67%	↑ 12
PwC	4	5,16%	↑ 6	Aktia	14	2,49%	↓ -13
SEB	5	4,63%	↑ 2	Finnair	15	2,31%	↓ -3
EY (Ernst & Young)	6	4,45%	↓ -2	Google	16	2,14%	↓ -4
McKinsey & Company	6	4,45%	↓ -2	KONE	17	1,96%	↓ -16
Bain & Company	8	3,56%	↑ 4	Miltton	17	1,96%	↑ 15
KPMG	9	3,38%	↓ -2	Unilever	19	1,78%	↓ -3
Handelsbanken	10	3,20%	↑ 2	Fazer	20	1,60%	↑ 4

- ?
- Have you applied or will you apply to these employers? – Yes, I have applied / Yes, I will apply (students)
 - If you were looking for a new job, would you consider applying at these employers? – Yes, definitely (Professionals)

The Universum Communication Channel Framework

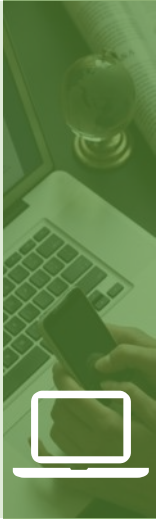
PRINT

- Brochures presenting career possibilities at a company/organisation
- Career magazines/guides/books
- Direct mailings per post
- Employer advertisements in business magazines
- Employer advertisements in lifestyle magazines & other periodicals
- Employer advertisements in newspapers
- University press & student organisation publications



DIGITAL

- Blogs
- Career and job related apps
- Career guidance websites
- Employer advertisements on news/business-related websites
- Employer sponsored posts in social media
- Employer websites
- Job boards
- Live online events with employers
- Social media
- Targeted emails



IN-PERSON

- Career fairs
- Conferences arranged and hosted by employers
- Employer office/site visits
- Employer presentations on campus
- Informational interviews with employers
- Lectures/case studies as part of curriculum
- Skills training sessions organised by employers

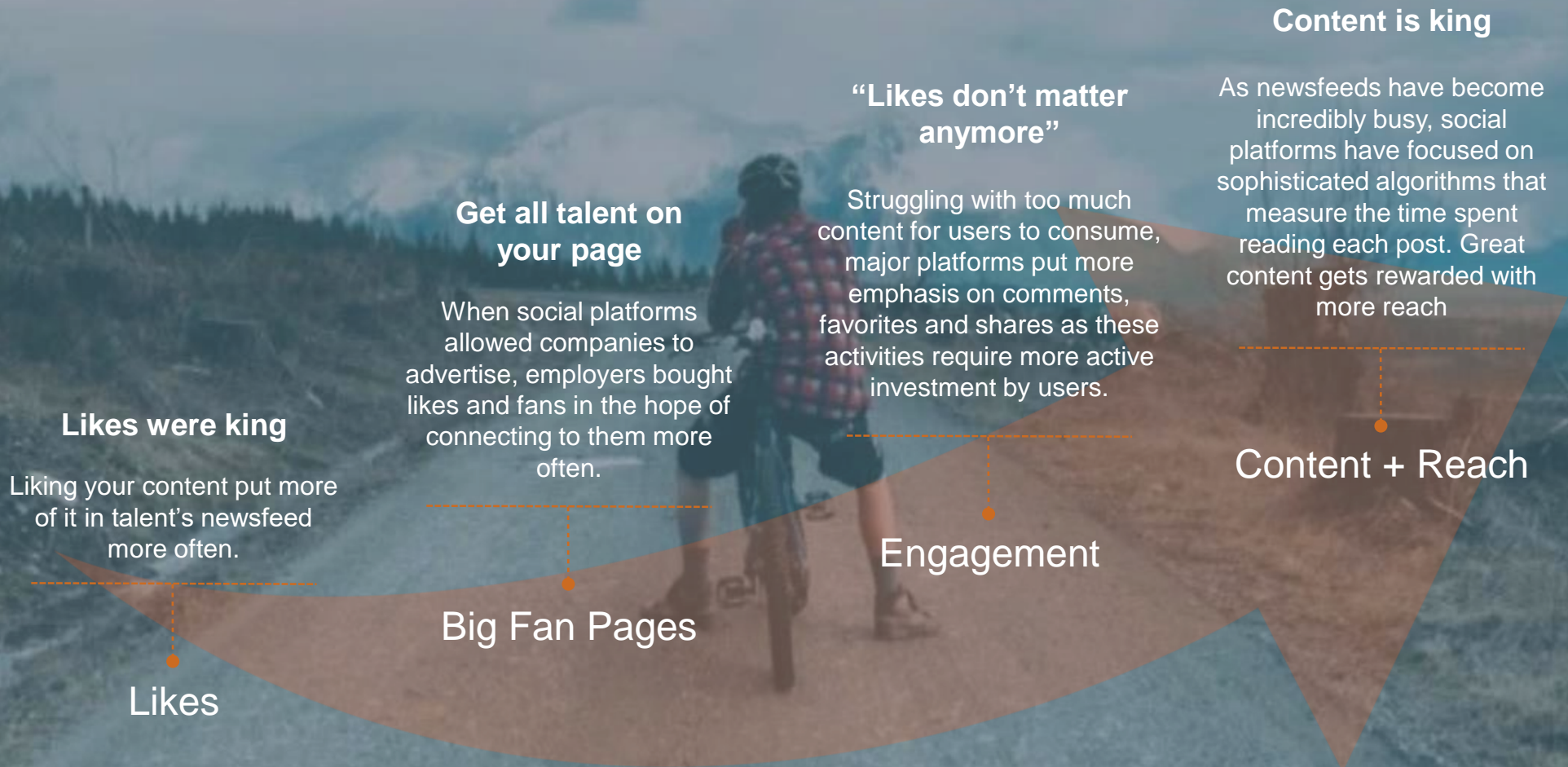


OTHER CHANNELS

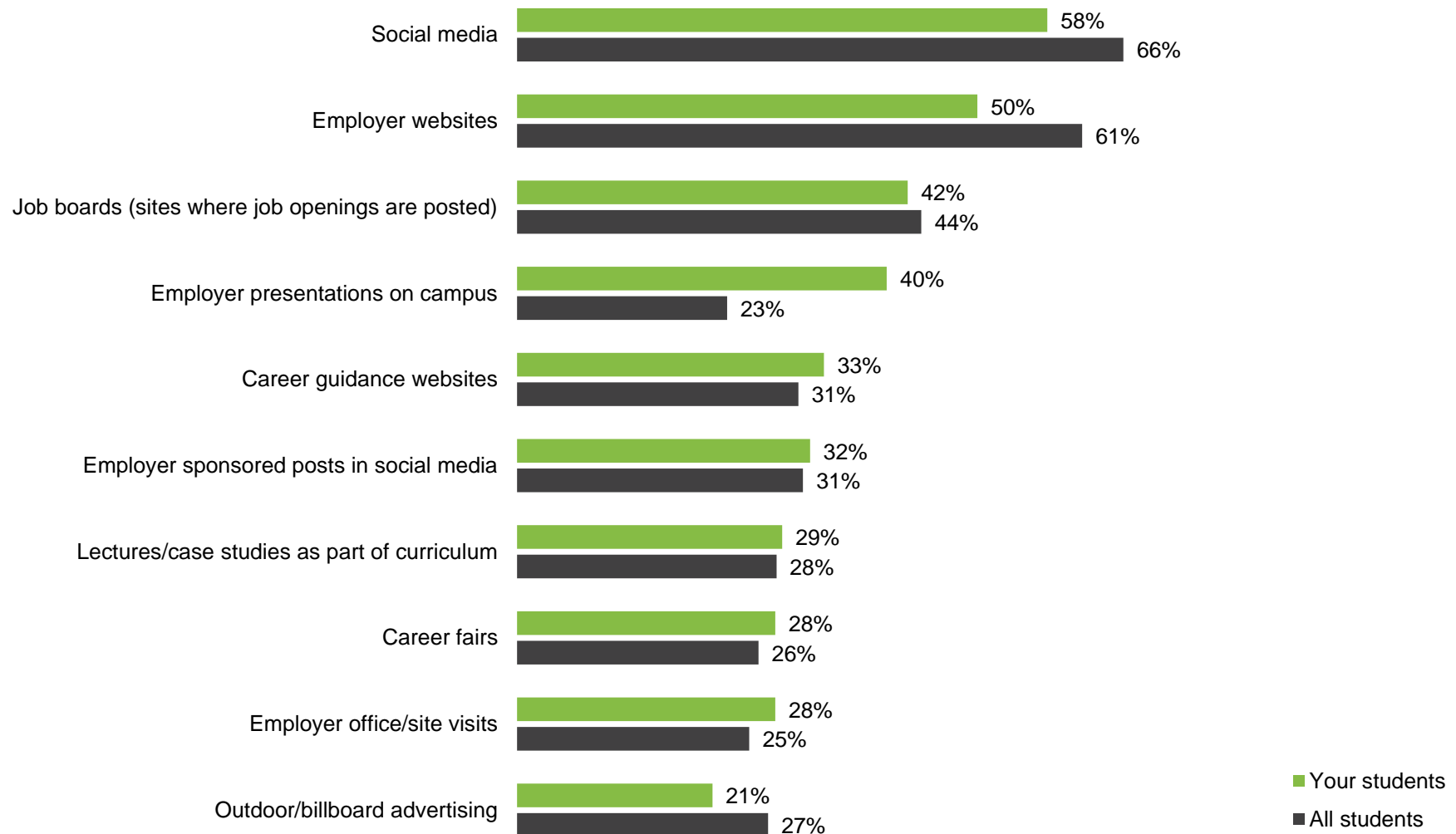
- Employer advertisements on the radio
- Employer advertisements on TV
- Outdoor/billboard advertising



Social media measurement has become more sophisticated



Which communication channels do your students use the most?



APPENDIX

- About the Universum Talent Research
- Highest qualification
- Main field of study
- Educational institutions
- Area of study
- Employer rankings among Students | Business
- Importance of attributes for all four drivers of employer attractiveness
- The Universum Career Profiles

About the Universum Talent Research

THE QUESTIONNAIRE

- Created based on over 25 years of experience, extensive research within HR, focus groups and communication with both our clients and talent.
- Global perspective - local insight.

DATA COLLECTION

Conducted via an online survey. The online link was distributed via university and alumni-networks, communities, the Universum Panel and different local and global partners.

WEIGHTING

- In order to provide our clients with reliable data we set targets per main field of study and educational institution/industry to reflect the actual distribution of students and professionals. Weighting is used to compensate for discrepancies from the targets.
- Note that only data based on all respondents or on all respondents within a main field of study is weighted. Breakdowns like gender, high achievers or other more specific target groups are not weighted.



2 200

educational institutions



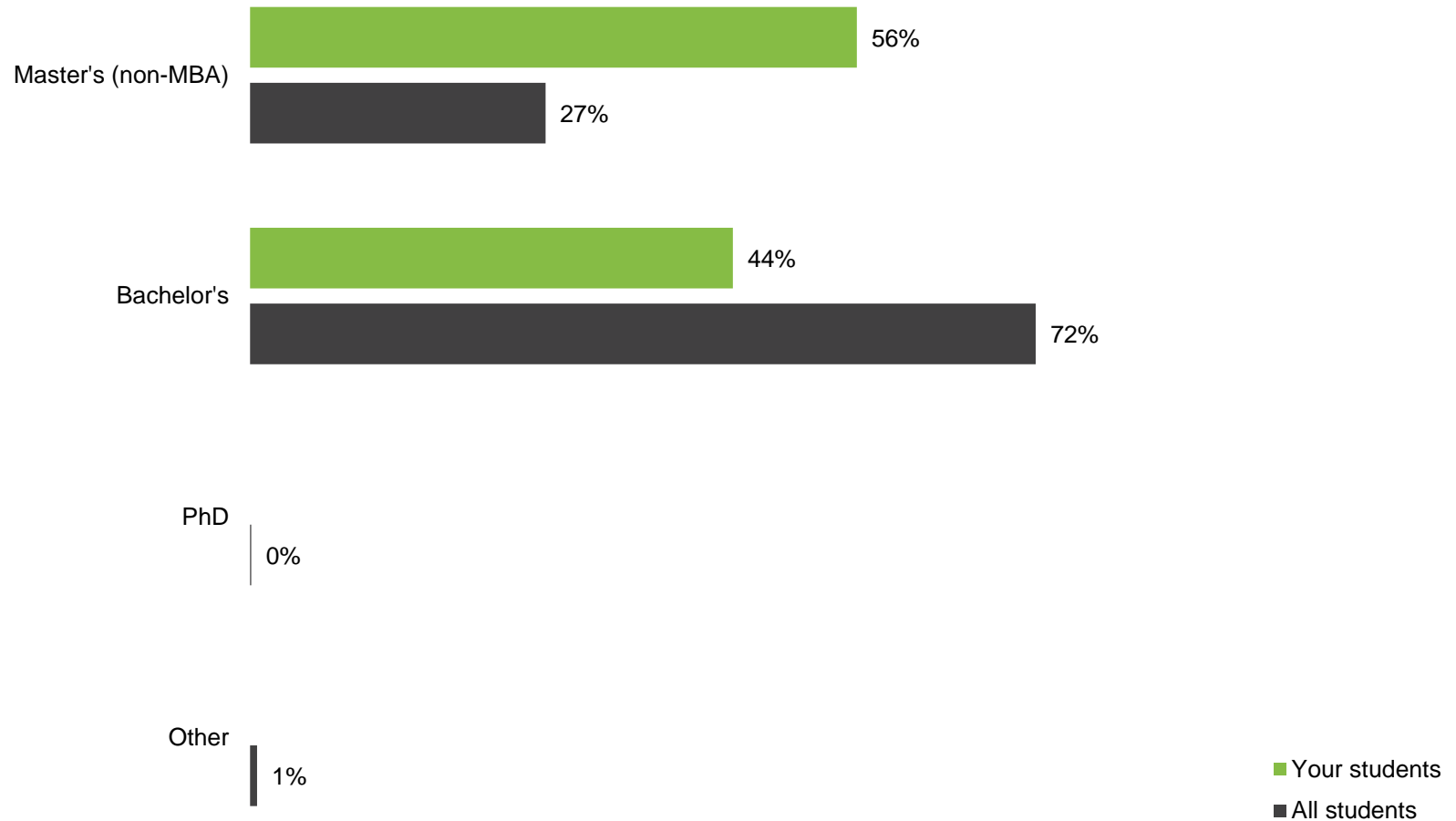
WE HAVE CONDUCTED THE
UNIVERSUM TALENT SURVEY
FOR OVER 25 YEARS



Total number of respondents
in the survey 2017:

1 300 000+

Highest qualification



Educational institutions (1/1)

All students

University	All students	University	All students
Aalto University	9,0%	Savonia University of Applied Sciences	1,9%
Haaga-Helia University of Applied Sciences	8,0%	Kymenlaakso University of Applied Sciences	1,9%
University of Vaasa	7,2%	Vaasa University of Applied Sciences	1,9%
University of Turku	6,8%	Seinäjoki University of Applied Sciences	1,9%
University of Jyväskylä	5,0%	Åbo Akademi University	1,8%
Laurea University of Applied Sciences	4,8%	Centria University of Applied Sciences	1,8%
University of Oulu	4,2%	Hanken - School of Economics, Vasa	1,6%
Hanken - School of Economics, Helsinki	4,1%	Lapin AMK, Lapland University of Applied Sciences	1,5%
Lappeenranta University of Technology	3,3%	Saimaa University of Applied Sciences	1,3%
University of Tampere	3,1%	Arcada University of Applied Sciences	1,2%
JAMK - Jyväskylä University of Applied Sciences	2,9%	Mikkeli University of Applied Sciences	1,2%
Metropolia University of Applied Sciences	2,9%	HAMK - University of Applied Sciences	1,1%
TAMK - Tampere University of Applied Sciences	2,7%	Karelia University of Applied Sciences	1,0%
SAMK - Satakunta University of Applied Sciences	2,7%	KAMK - Kajaani University of Applied Sciences	0,8%
Turku University of Applied Sciences	2,7%	Novia University of Applied Sciences	0,7%
University of Eastern Finland	2,5%	University of Lapland	0,0%
Oulu University of Applied Sciences	2,4%	Other	1,8%
Lahti University of Applied Sciences	2,3%		



- Which college or university do you attend? (students)
- From which college or university did you graduate with your highest degree? (professionals)

Areas of study

All students | Business (1/1)

Area of study	All students	Area of study	All students
Marketing	21%	Industrial Engineering	2%
Commercial Economics	20%	Management Assistant	2%
Accounting	18%	Creative Sustainability	2%
Management	17%	Supply Management	2%
International Business	15%	Information and Service Management	2%
Finance	13%	Strategy Research	1%
Economics	7%	International Business Communication	1%
Entrepreneurship	6%	Mathematics and Statistics	1%
Tourism	5%	International Design Business Management	1%
Commercial Law	5%	Politics and Business	0%
Sales	5%	Business Geographics	0%
Hotel and Catering	5%	Business Sociology	0%
Logistics	4%	Other Business	6%
Information Systems Science	3%		

Considered Employer Ranking | Top 30

All students | Business

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
Finnair	1	55,01%	→ 0	Hartwall	16	34,75%	↓ -2
Fazer	2	49,00%	↑ 1	IKEA	17	33,46%	→ 0
Nordea	3	45,37%	↓ -1	Samsung	18	32,95%	↑ 2
Google	4	45,36%	↑ 1	Valio	19	32,80%	↓ -1
KONE	5	44,46%	↑ 1	LähiTapiola	20	32,34%	↓ -4
OP Ryhmä	6	43,54%	↓ -2	K-ryhmä	21	31,38%	↑ 4
Danske Bank	7	39,10%	↑ 1	Supercell	22	31,10%	↑ 8
S-ryhmä	8	37,03%	↑ 7	Handelsbanken	23	30,39%	↓ -2
Stockmann	9	36,84%	↓ -2	Paulig Group	24	30,36%	→ 0
Lumene	10	36,77%	→ 0	If	25	30,01%	↓ -2
Suomen Pankki	11	35,66%	↓ -2	Rovio Entertainment	26	29,59%	↑ 6
Fiskars	12	35,44%	↓ -1	EY (Ernst & Young)	27	29,09%	↓ -1
L'Oréal	13	35,08%	→ 0	Aktia	28	28,87%	↑ 1
Microsoft	14	34,96%	↓ -2	MTV	29	28,26%	↓ -7
Marimekko	15	34,76%	↑ 4	KPMG	30	27,97%	↑ 3

Ideal Employer Ranking | Top 30

All students | Business

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
Finnair	1	22,20%	→ 0	PwC	16	6,89%	↑ 3
Google	2	18,18%	→ 0	Danske Bank	17	6,80%	↑ 1
OP Ryhmä	3	14,77%	↑ 1	Microsoft	18	6,48%	↓ -5
Nordea	4	14,55%	↓ -1	Stockmann	19	6,44%	↓ -5
KONE	5	13,29%	→ 0	The Boston Consulting Group (BCG)	20	6,28%	↑ 1
Fazer	6	13,21%	↑ 1	IKEA	21	6,15%	↑ 2
Lumene	7	11,57%	↓ -1	MTV	22	5,81%	↓ -6
Marimekko	8	10,93%	↑ 2	Fiskars	23	5,54%	↓ -1
L'Oréal	9	8,99%	↓ -1	McKinsey & Company	24	5,53%	↑ 3
Suomen Pankki	10	8,53%	↓ -1	Rovio Entertainment	25	5,50%	↑ 8
EY (Ernst & Young)	11	8,25%	→ 0	Valtiovarainministeriö	26	5,38%	↓ -2
S-ryhmä	12	7,94%	↑ 3	Accenture	27	5,33%	↑ 2
Supercell	13	7,83%	↑ 4	Verohallinto	28	5,25%	↑ 2
Ulkoasiainministeriö	14	7,79%	↓ -2	Paulig Group	29	5,20%	↑ 12
KPMG	15	6,94%	↑ 5	Amer Sports	30	5,12%	↑ 2

Potential Applicants' Ranking | Top 30

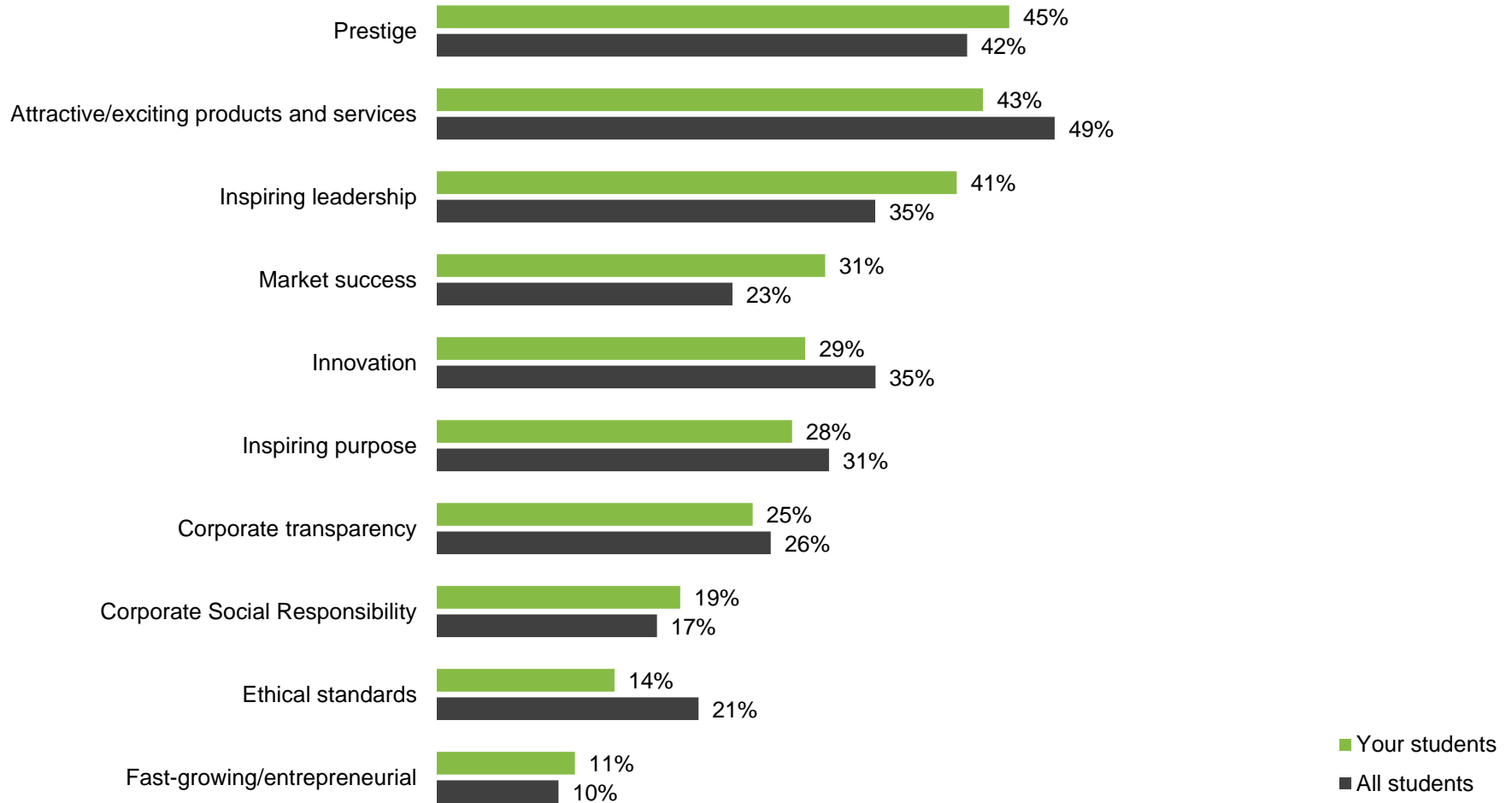
All students | Business

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
OP Ryhmä	1	5,96%	→ 0	The Boston Consulting Group (BCG)	16	1,57%	↑ 2
Nordea	2	5,81%	→ 0	Deloitte	17	1,55%	↑ 10
Finnair	3	4,04%	↑ 5	McKinsey & Company	18	1,53%	↑ 4
S-ryhmä	4	3,57%	→ 0	Verohallinto	19	1,50%	↑ 2
KONE	5	3,10%	↓ -2	IKEA	20	1,43%	↑ 8
EY (Ernst & Young)	6	2,92%	↓ -1	Stockmann	21	1,42%	↓ -10
PwC	7	2,54%	→ 0	L'Oréal	22	1,40%	↓ -6
KPMG	8	2,47%	↓ -2	Ulkoasiainministeriö	23	1,39%	↓ -9
Danske Bank	9	2,20%	→ 0	ABB	24	1,37%	↑ 1
Fazer	10	2,10%	↑ 5	Wärtsilä	25	1,31%	↓ -8
Google	11	2,07%	↓ -1	Lumene	26	1,29%	→ 0
Suomen Pankki	12	1,98%	↑ 1	UPM	27	1,25%	↑ 2
Marimekko	13	1,72%	↑ 10	Alko	28	1,23%	↑ 16
K-ryhmä	14	1,67%	↑ 10	LähiTapiola	29	1,14%	↓ -10
Accenture	15	1,61%	↓ -3	Unilever	30	1,06%	→ 0

- ?
- Have you applied or will you apply to these employers? – Yes, I have applied / Yes, I will apply (students)
 - If you were looking for a new job, would you consider applying at these employers? – Yes, definitely (Professionals)

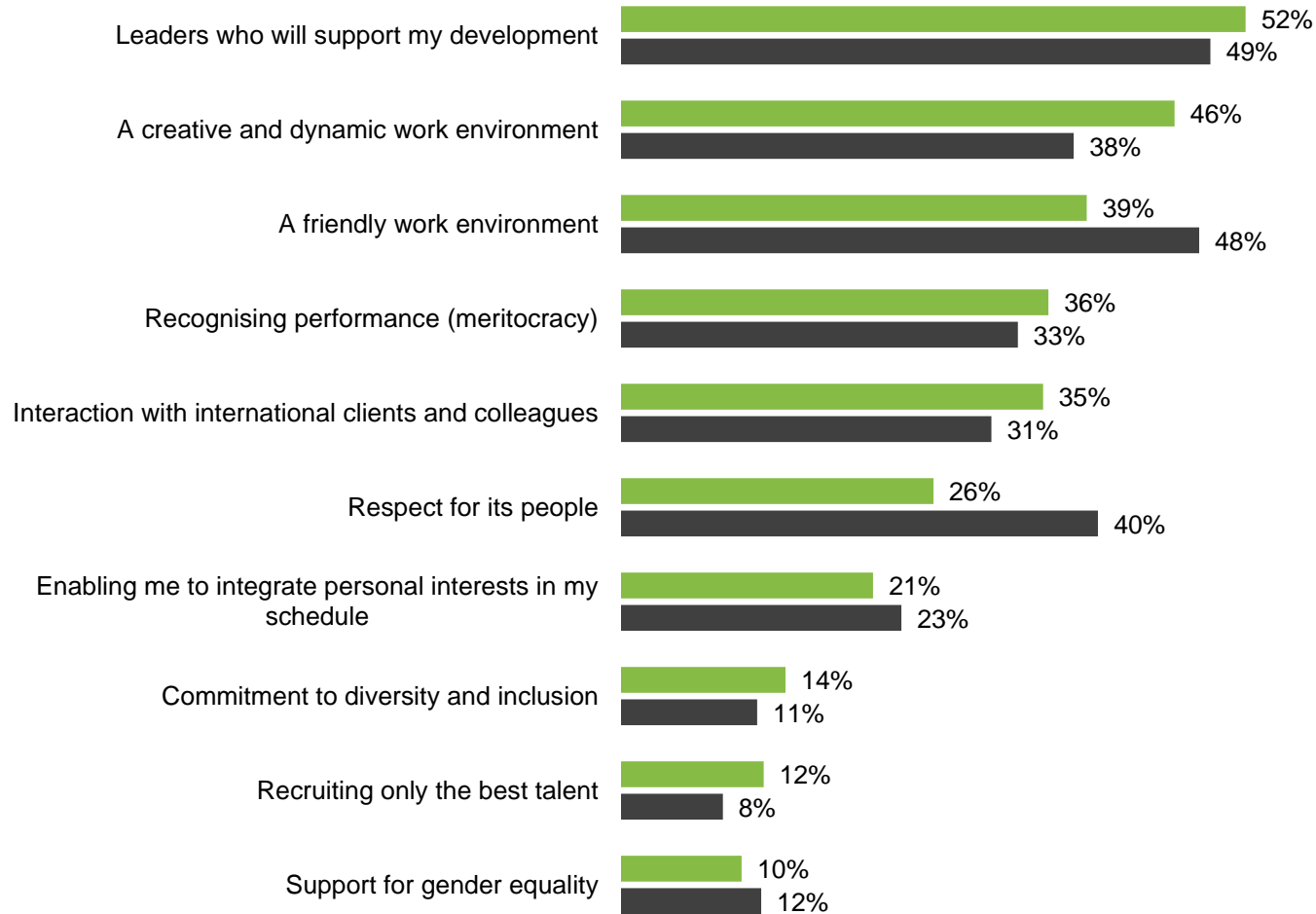
Employer Reputation & Image

Attractive attributes



People & Culture

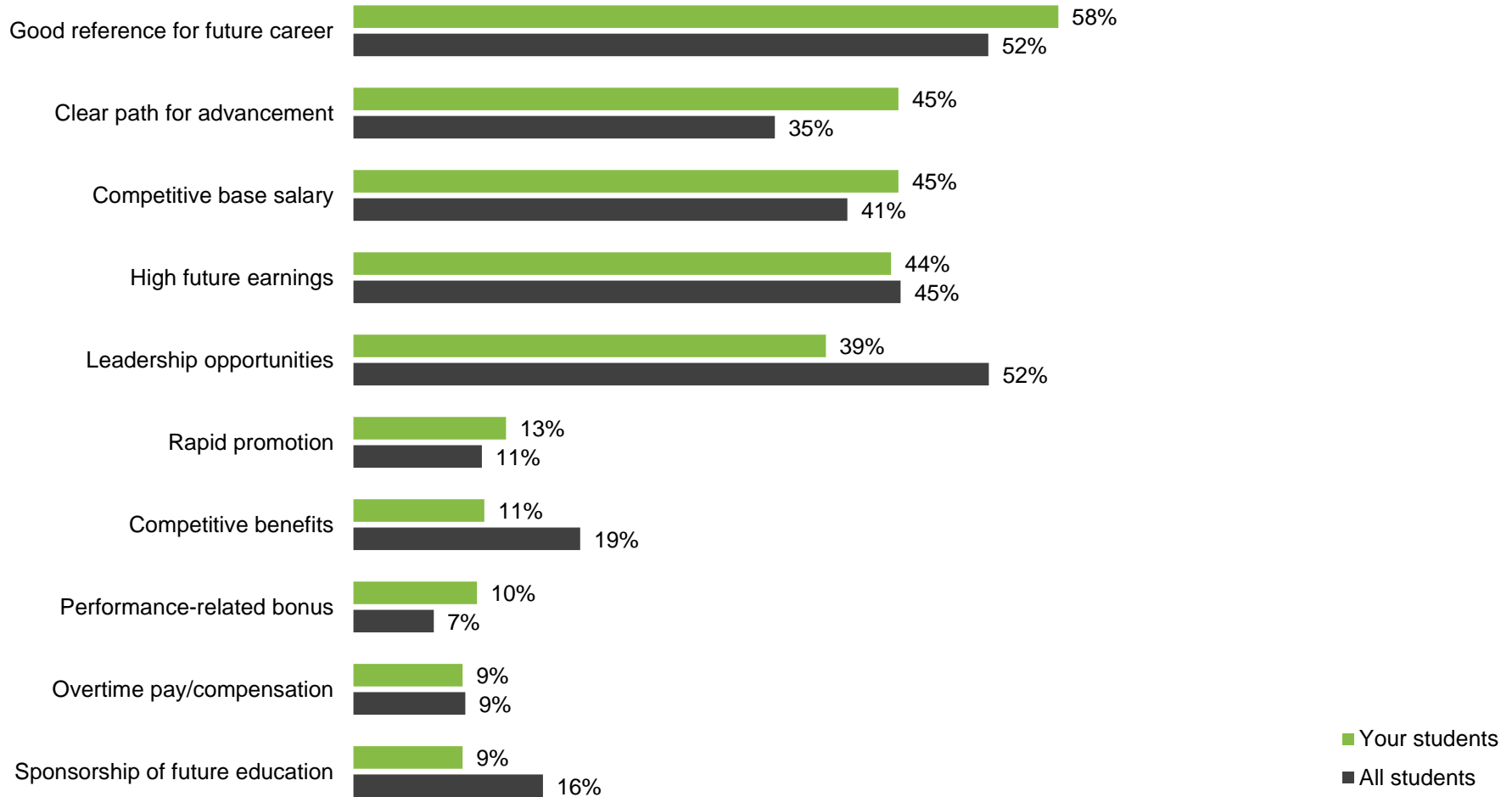
Attractive attributes



■ Your students
■ All students

Remuneration & Advancement Opportunities

Attractive attributes



Job Characteristics

Attractive attributes



■ Your students

■ All students

THANK YOU!

Are you INTERESTED
in getting MORE insights about
students, alumni or employers?