Universum Talent Research 2017
Partner Report | Aalto University
Finnish Edition | Students | Business
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.

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

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.

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.
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. TALENT PROFILE
2. UNIVERSITY BRAND PERCEPTION
3. 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

NUMBER OF RESPONDENTS

THIS REPORT

Your business students 2017 489
Your business students 2016 492
All business students, Finland, 2017 4 316
All university business students, Finland, 2017 2 306
General profile and summary of career preferences

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Finland</td>
<td>Students</td>
<td>Business</td>
<td></td>
</tr>
<tr>
<td>AVERAGE AGE (years)</td>
<td>24.4</td>
<td></td>
<td></td>
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<tr>
<td>AVERAGE REPORTED</td>
<td>7.8</td>
<td></td>
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<tr>
<td>ACADEMIC PERFORMANCE</td>
<td>out of 10</td>
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<tr>
<td>AVERAGE EXPECTED</td>
<td>3,220 EUR</td>
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<tr>
<td>MONTHLY SALARY</td>
<td></td>
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<tr>
<td>Your students 2017</td>
<td>41 %</td>
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<tr>
<td></td>
<td>59 %</td>
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<tr>
<td>AVERAGE EXPECTED</td>
<td>3,237 EUR</td>
<td></td>
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<tr>
<td>MONTHLY SALARY</td>
<td></td>
<td></td>
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<tr>
<td>Your students 2016</td>
<td>41 %</td>
<td></td>
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<tr>
<td></td>
<td>59 %</td>
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</tr>
<tr>
<td>AVERAGE AGE (years)</td>
<td>24.5</td>
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<tr>
<td>AVERAGE REPORTED</td>
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<tr>
<td>ACADEMIC PERFORMANCE</td>
<td>out of 10</td>
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<tr>
<td>AVERAGE EXPECTED</td>
<td>2,910 EUR</td>
<td></td>
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<tr>
<td>MONTHLY SALARY</td>
<td></td>
<td></td>
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<tr>
<td>All business students 2017</td>
<td>33 %</td>
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<td></td>
<td>67 %</td>
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<td>AVERAGE AGE (years)</td>
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<tr>
<td>AVERAGE REPORTED</td>
<td>7.5</td>
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<tr>
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<td>2,910 EUR</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>MONTHLY SALARY</td>
<td></td>
<td></td>
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</tbody>
</table>
The Universum Career Profiles

Distribution per target group
26% of your students have an International Mindset

Internationalists

Share of talent with an international mindset within the target group:

- Your students 2017: 26%
- Your students 2016: 31%
- All business students 2017: 24%

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.
10% of your students are particularly interested in Leadership

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.
39% of your students are confident in their personality skills

Skill confidence

Share of talent showing a high level of skill confidence:

- Your business students 2017: 39%
- Your business students 2016: 58%
- All business students 2017: 46%

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.
45% of your students have gained significant 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.
This chapter evaluates your university brand perception with regards to four different aspects: Reputation & Image, Educational Offering, Culture & Student Life and Employability & Future Opportunities.
The Universum Drivers of University Attractiveness

**REPUTATION & IMAGE**
Refers to the university as a whole
- Availability of financial aid and scholarships
- Costs (e.g. accommodation, tuition, living expenses, etc.)
- Highly ranked within its field
- Internationally acclaimed
- Prestige
- Recommended by friends / family
- State of the art facilities
- Successful alumni
- Tradition of academic excellence

**EMPLOYABILITY & FUTURE OPPORTUNITIES**
Refers to the long-term opportunities the university provides for students
- Focus on professional development
- Good reference for future career and/or education
- High employment among graduates
- Launching pad for international career
- Opportunities to network with employers
- Strong ties with industry
- Supports and develops entrepreneurialism
- Target school for employers in my field
- Teaches transferable and practical skills employers are looking for

**CULTURE & STUDENT LIFE**
Refers to the social environment on- and off-campus
- Acceptance towards minorities
- Attractive geographic location
- Creative and dynamic atmosphere
- Friendly and open environment
- Heritage and tradition
- International student body
- Secure campus environment
- Social and recreational activities
- Support for gender equality

**EDUCATIONAL OFFERING**
Refers to various aspects of the education provided by the university
- Attractive/exciting programs and fields of study
- Challenging curriculum
- Exceptional professors/lecturers
- International focus
- Practical aspects within the curriculum
- Quality and variety of courses
- Strong student support (e.g. Tutors, advisors, etc.)
- Study abroad program
- Unique or particular programs

*This framework has been developed by Universum in cooperation with universities.*
Reputation & Image

Attractiveness vs. Associations with Aalto University

- 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)
Culture & Student Life

Attractiveness vs. Associations with Aalto University

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)
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)
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)
Who influenced your students the most when choosing your university?

- University rankings: 49% (Your students: 16%)
- Friends: 26% (Your students: 27%)
- University's website: 22% (Your students: 23%)
- Tuition fees: 16% (Your students: 4%)
- Alumni of the university: 14% (Your students: 7%)
- Parents: 13% (Your students: 11%)
- Students of the university: 13% (Your students: 10%)
- University directories/guides: 13% (Your students: 16%)
- Information event at the school I was attending: 13% (Your students: 8%)
- Media coverage, including articles in newspapers and magazines: 8% (Your students: 4%)

*Which of the following influenced you the most to choose your college or university? Please select a maximum of 3 alternatives.*

*The chart shows the top 10 sources of influence.*
How satisfied are your students with you?

Average rate:

8.2
Your students 2017

8.4
Your students 2016

8.0
Your students 2015

7.5
All business students 2017

7.9
All university business students 2017

Would your students recommend Aalto University to a friend or family member?

Average rate:

8.8
Your students 2017

8.9
Your students 2016

8.7
Your students 2015

7.8
All business students 2017

8.3
All university business students 2017

10 = Extremely likely
1 = Not at all
Top of mind associations with Aalto University

What is the first word that comes to mind when you think of your college or university?

These are answers written in by your students.

Spelling mistakes might occur.
Which are the most important career services to your students?

<table>
<thead>
<tr>
<th>Service</th>
<th>Your students</th>
<th>All students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company database with job and internship postings</td>
<td>50%</td>
<td>46%</td>
</tr>
<tr>
<td>Career / job / internship fairs</td>
<td>46%</td>
<td>36%</td>
</tr>
<tr>
<td>Help with my career planning</td>
<td>32%</td>
<td>42%</td>
</tr>
<tr>
<td>General help with job/internship search and CV/interview</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>Career preparation workshops (e.g. resume/CV writing, interviewing)</td>
<td>29%</td>
<td>18%</td>
</tr>
<tr>
<td>Employer presentations</td>
<td>23%</td>
<td>31%</td>
</tr>
<tr>
<td>Personality or skills testing to better understand my career preferences and options</td>
<td>15%</td>
<td>21%</td>
</tr>
<tr>
<td>Online career advice</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Virtual career fairs/meet-ups with employers</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>None of the above</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

• Which of these are most important to you? (Max. 3)
To what extent are students using the career services you offer?

### Your business students 2017

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career / job / internship fairs</td>
<td>79%</td>
</tr>
<tr>
<td>Company database with job and internship postings</td>
<td>61%</td>
</tr>
<tr>
<td>Employer presentations</td>
<td>55%</td>
</tr>
<tr>
<td>Online career advice</td>
<td>49%</td>
</tr>
<tr>
<td>Personality or skills testing to better understand my career preferences and options</td>
<td>45%</td>
</tr>
<tr>
<td>Career preparation workshops (e.g. resume/CV writing, interviewing)</td>
<td>35%</td>
</tr>
<tr>
<td>General help with job/internship search and CV/interview preparation</td>
<td>31%</td>
</tr>
<tr>
<td>Help with my career planning</td>
<td>15%</td>
</tr>
<tr>
<td>Virtual career fairs/meet-ups with employers</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
<tr>
<td>None of the above</td>
<td>5%</td>
</tr>
</tbody>
</table>

### Your business students 2016

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career / job / internship fairs</td>
<td>87%</td>
</tr>
<tr>
<td>Company database with job and internship postings</td>
<td>74%</td>
</tr>
<tr>
<td>Employer presentations</td>
<td>60%</td>
</tr>
<tr>
<td>Online career advice</td>
<td>54%</td>
</tr>
<tr>
<td>Career preparation workshops (e.g. resume/CV writing, interviewing)</td>
<td>40%</td>
</tr>
<tr>
<td>General help with job/internship search and CV/interview preparation</td>
<td>37%</td>
</tr>
<tr>
<td>Personality or skills testing to better understand my career preferences and options</td>
<td>36%</td>
</tr>
<tr>
<td>Help with my career planning</td>
<td>15%</td>
</tr>
<tr>
<td>Virtual career fairs/meet-ups with employers</td>
<td>11%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
<tr>
<td>None of the above</td>
<td>2%</td>
</tr>
</tbody>
</table>
How satisfied are your students with the career services you offer?

Utilization rate

95 %  98 %  87 %

Average rate:
8,0  8,2  6,8  7,1

Aalto business 2017
Aalto business 2016
All business students 2017
All university business students 2017

How would you rate the career services offered at your college or university? 1 – Poor, 10 – Excellent
Agenda

1. TALENT PROFILE

2. UNIVERSITY BRAND PERCEPTION

3. 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

- Management and Strategy Consulting: 39% (Your students) 26% (All students)
- Banks: 29% (Your students) 28% (All students)
- Financial Services: 21% (Your students) 20% (All students)
- Media and Advertising: 17% (Your students) 18% (All students)
- Fashion, Accessories and Luxury Goods: 15% (Your students) 15% (All students)
- Technology Hardware & Equipment: 14% (Your students) 7% (All students)
- Tourism, Hospitality and Leisure Activities: 13% (Your students) 18% (All students)
- Software, Computer Services, Multimedia Development, Digital Entertainment: 13% (Your students) 7% (All students)
- Arts, Entertainment and Recreation: 12% (Your students) 14% (All students)
- Fast Moving Consumer Goods: 11% (Your students) 10% (All students)

*In which industries would you like to work most after graduating? You can choose up to 3 industries*
“To be competitively or intellectually challenged” is the most important long term career goal

- To be competitively or intellectually challenged: 51%
- To have work/life balance: 50%
- To be dedicated to a cause or to feel that I am serving a greater good: 46%
- To have an international career: 41%
- To be a leader or manager of people: 31%
- To be entrepreneurial or creative/innovative: 23%
- To be secure or stable in my job: 23%
- To be a technical or functional expert: 14%
- To be autonomous or independent: 9%

Which of these career goals are most important to you? Please select a maximum of 3 alternatives.
What is attractive? The Universum Drivers of Employer Attractiveness

**EMPLOYER REPUTATION & IMAGE**
- Attractive/exciting products and services
- Corporate Social Responsibility
- Corporate transparency
- Ethical standards
- Fast-growing/entrepreneurial
- Innovation
- Inspiring leadership
- Inspiring purpose
- Market success
- Prestige

**PEOPLE & CULTURE**
- A creative and dynamic work environment
- A friendly work environment
- Commitment to diversity and inclusion
- Enabling me to integrate personal interests in my schedule
- Interaction with international clients and colleagues
- Leaders who will support my development
- Recognising performance (meritocracy)
- Recruiting only the best talent
- Respect for its people
- Support for gender equality

**REMUNERATION & ADVANCEMENT OPPORTUNITIES**
- Clear path for advancement
- Competitive base salary
- Competitive benefits
- Good reference for future career
- High future earnings
- Leadership opportunities
- Overtime pay/compensation
- Performance-related bonus
- Rapid promotion
- Sponsorship of future education

**JOB CHARACTERISTICS**
- Challenging work
- Customer focus
- Flexible working conditions
- High level of responsibility
- High performance focus
- Opportunities for international travel/relocation
- Professional training and development
- Secure employment
- Team-oriented work
- Variety of assignments
“Variety of assignments” is the overall most important attribute to your students

<table>
<thead>
<tr>
<th>Your business students 2017</th>
<th>Your business students 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Variety of assignments</td>
<td>1. Variety of assignments</td>
</tr>
<tr>
<td>2. Good reference for future career</td>
<td>2. Good reference for future career</td>
</tr>
<tr>
<td>3. Leadership opportunities</td>
<td>3. A creative and dynamic work environment</td>
</tr>
<tr>
<td>4. Leaders who will support my development</td>
<td>4. Leadership opportunities</td>
</tr>
<tr>
<td>5. A friendly work environment</td>
<td>5. Opportunities for international travel/relocation</td>
</tr>
<tr>
<td>6. Attractive/exciting products and services</td>
<td>6. Attractive/exciting products and services</td>
</tr>
<tr>
<td>7. A creative and dynamic work environment</td>
<td>7. Competitive base salary</td>
</tr>
<tr>
<td>8. Competitive base salary</td>
<td>8. Leaders who will support my development</td>
</tr>
<tr>
<td>9. High future earnings</td>
<td>9. Interaction with international clients and colleagues</td>
</tr>
<tr>
<td>10. Opportunities for international travel/relocation</td>
<td>10. Prestige</td>
</tr>
</tbody>
</table>

- Employer Reputation & Image
- Remuneration & Advancement Opportunities
- 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.
Ideal Employer Ranking | Top 10

<table>
<thead>
<tr>
<th>Rank</th>
<th>Employer</th>
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<tbody>
<tr>
<td>1.</td>
<td>Finnair</td>
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<td>2.</td>
<td>Google</td>
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<td>3.</td>
<td>OP Ryhmä</td>
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<tr>
<td>4.</td>
<td>Nordea</td>
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<td>5.</td>
<td>KONE</td>
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<td>6.</td>
<td>Fazer</td>
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<td>7.</td>
<td>Lumene</td>
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<tr>
<td>8.</td>
<td>Marimekko</td>
</tr>
<tr>
<td>9.</td>
<td>L’Oréal</td>
</tr>
<tr>
<td>10.</td>
<td>Suomen Pankki</td>
</tr>
</tbody>
</table>


• Now choose the five (5) employers you most want to work for, your five Ideal Employers
Which communication channels do your students use the most?

- Employer websites: Your students 60%, All students 61%
- Social media: Your students 57%, All students 66%
- Career fairs: Your students 26%, All students 48%
- Job boards (sites where job openings are posted): Your students 35%, All students 44%
- Employer office/site visits: Your students 25%, All students 35%
- Employer presentations on campus: Your students 23%, All students 34%
- Employer sponsored posts in social media: Your students 31%, All students 34%
- Lectures/case studies as part of curriculum: Your students 28%, All students 33%
- Career guidance websites: Your students 31%, All students 31%
- Career magazines/guides/books: Your students 14%, All students 24%

Which channels do you use in general to learn about potential employers?
THANK YOU!

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

Please contact us at Universum:
micke@universumglobal.com or
miikka.huhta@universumglobal.com