



Universum Talent Research 2017

Partner Report | Silesian University in Opava
Czech Edition | Students | All main fields of study



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

November 2016 to March 2017



Total number of
respondents in the survey

14 280

THIS REPORT

Number of respondents

GROUP 1

Your students

135

GROUP 2

All Students

14 280

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. Costs (e.g. accommodation, tuition, living expenses, etc.)
2. Availability of financial aid and scholarships
3. Recommended by friends / family



CULTURE & STUDENT LIFE

1. Friendly and open environment
2. Secure campus environment
3. Commitment to diversity and inclusion



EMPLOYABILITY & FUTURE OPPORTUNITIES

1. Opportunities to network with employers
2. Focus on professional development
2. Good reference for future career and/or education



EDUCATIONAL OFFERING

1. Study abroad program
2. Attractive/exciting programs and fields of study
3. Strong student support (e.g. Tutors, advisors, etc.)



TOP OF MIND ASSOCIATIONS

těžkost ccna nekompetentnost Vzdělávání
 astrofyzika Karviná ochota Zkoušky jídlo
 Jam komorní Opava pohoda Politika Snaha
 vzdělání ekonomika burda OPF
 znalosti láska atraktivní nízká úroveň Super Mladá
 průměr uplatnění příjemný rodina Kvalita neprestiz

Summary of your University Brand Perception (2/2)

CONTINUE COMMUNICATING

REPUTATION & IMAGE

- ✓ Successful alumni



CULTURE & STUDENT LIFE

- ✓ Creative and dynamic atmosphere
- ✓ Friendly and open environment
- ✓ Secure campus environment



EMPLOYABILITY & FUTURE OPPORTUNITIES

- ✓ Focus on professional development
- ✓ Good reference for future career and/or education
- ✓ Opportunities to network with employers
- ✓ Teaches transferable and practical skills employers are looking for



EDUCATIONAL OFFERING

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



AVERAGE SATISFACTION

Your students

6,5

All Students

7,3

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

Your students

18%

All Students

37%

General profile and summary of career preferences



Your students



TOP CAREER GOALS

1. To have work/life balance
2. To be secure or stable in my job
3. To be dedicated to a cause or to feel that I am serving a greater good



STATEMENTS STUDENTS IDENTIFY THEMSELVES WITH

1. Taking time to think
2. Future-Oriented
3. Continuous renewal of yourself



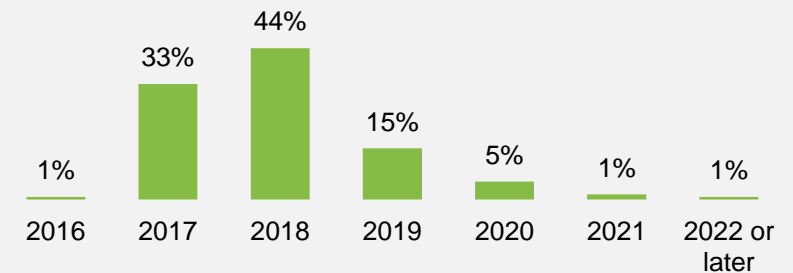
TOP 3 MOST PREFERRED INDUSTRIES

1. Tourism, Hospitality and Leisure Activities
2. Arts, Entertainment and Recreation
3. Educational and Scientific Institutions

TOP 5 OVERALL MOST IMPORTANT ATTRIBUTES

1. A friendly work environment
2. Respect for its people
3. Prestige
4. Secure employment
5. Professional training and development

YEAR OF GRADUATION DISTRIBUTION:



General profile and summary of career preferences



All Students



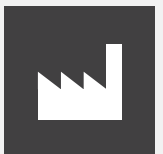
TOP CAREER GOALS

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2. To be dedicated to a cause or to feel that I am serving a greater good
3. To be secure or stable in my job



STATEMENTS STUDENTS IDENTIFY THEMSELVES WITH

1. Future-Oriented
2. Continuous renewal of yourself
3. Taking time to think



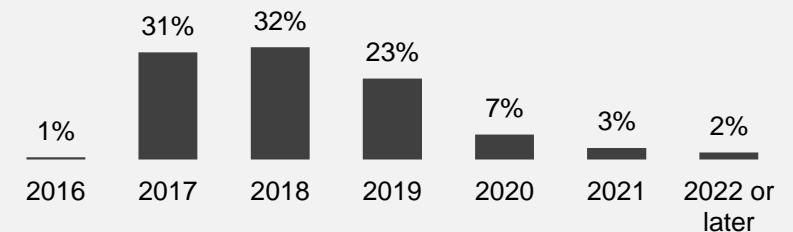
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1. Educational and Scientific Institutions
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3. Tourism, Hospitality and Leisure Activities

TOP 5 OVERALL MOST IMPORTANT ATTRIBUTES

1. A friendly work environment
2. Professional training and development
3. High future earnings
4. A creative and dynamic work environment
5. Good reference for future career

YEAR OF GRADUATION DISTRIBUTION:



Agenda

1

EXECUTIVE SUMMARY

2

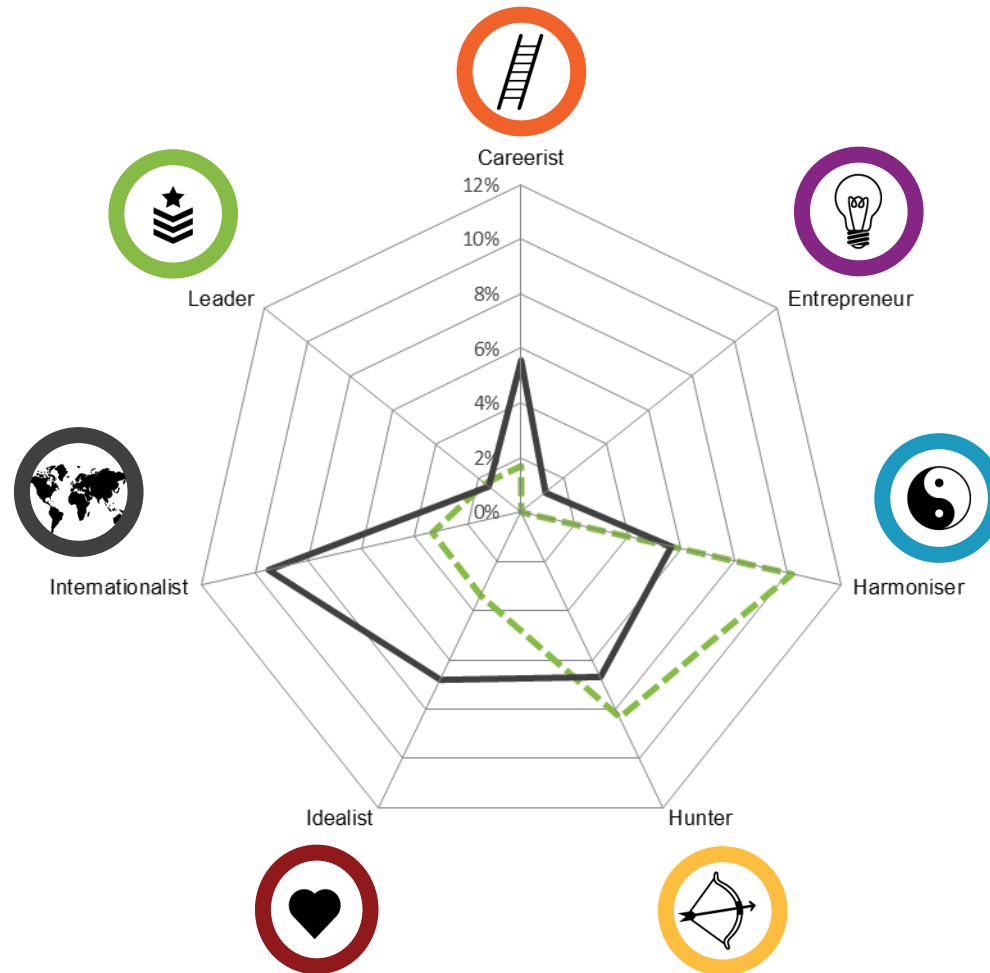
TALENT PROFILE

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

— Your students
— All Students



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

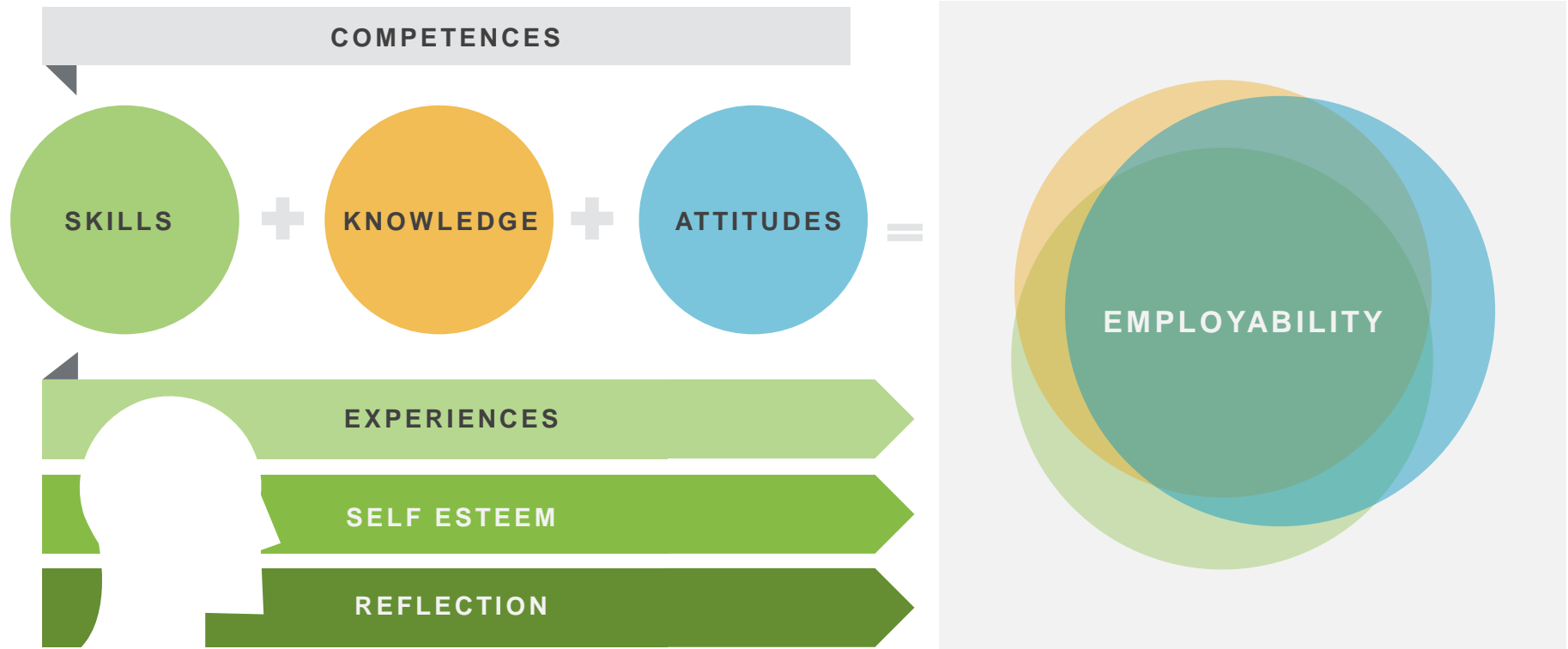
tend to be “big-picture” individuals who focus primarily on the future instead of day-to-day or historical situations. They usually (but not always) know relatively early on in their lives that they want to have an international career and are usually interested in building international connections. 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



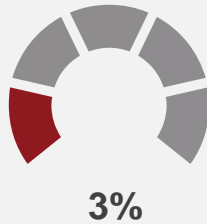
3% of your students have an International Mindset

Internationalists

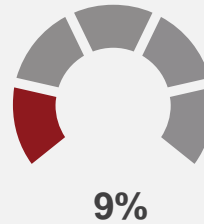


Share of talent with an international mindset within the target group:

Your students



All Students



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.*

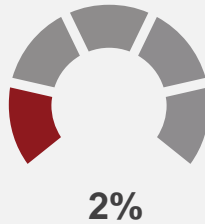
2% of your students are particularly interested in Leadership

Leaders

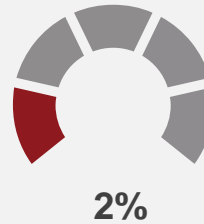


Share of talent with
Leadership Potential
within the target group:

Your students



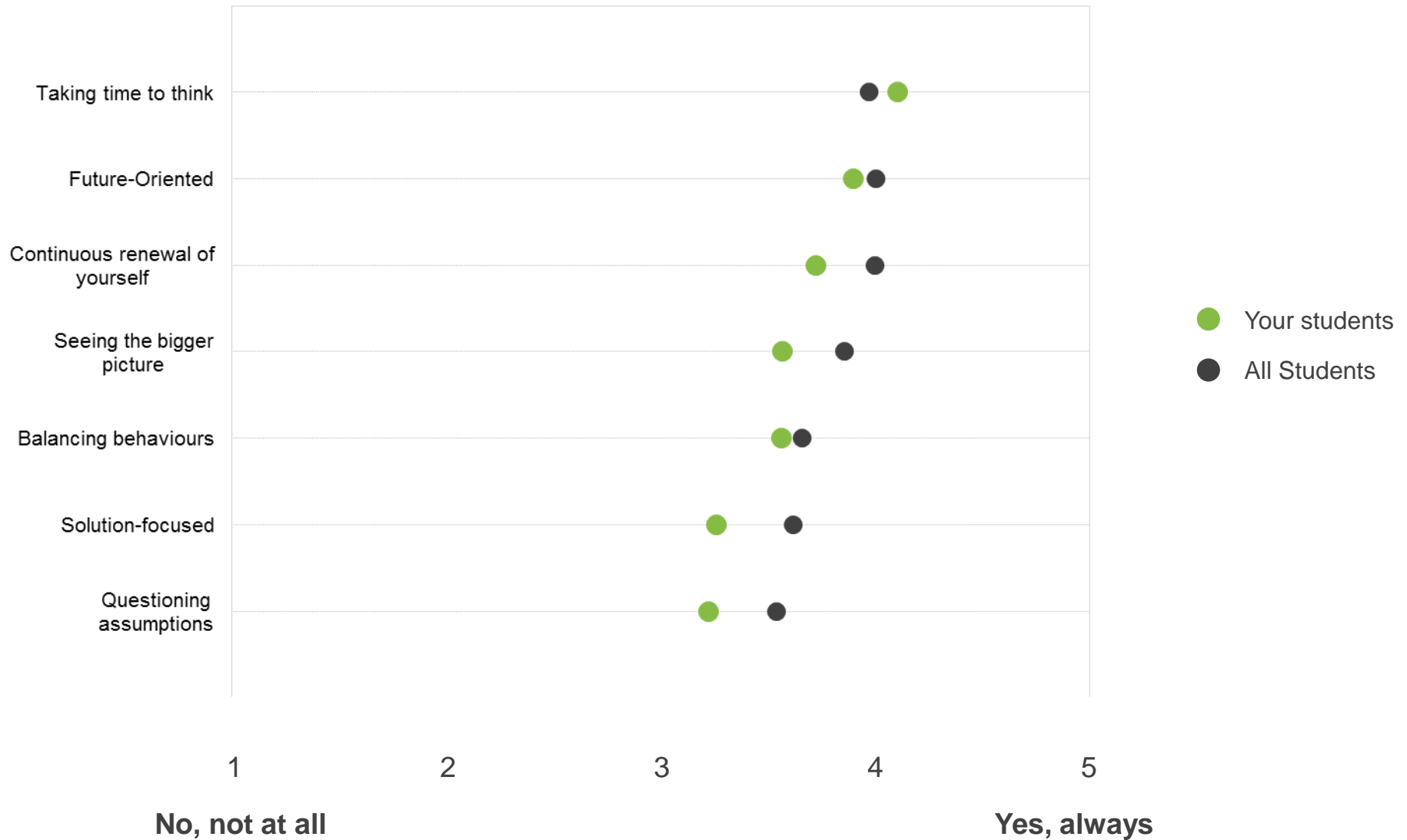
All Students



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



13% of your students are confident in their personality skills

Skill confidence

Share of talent showing a high level of skill confidence:

Your students



13%

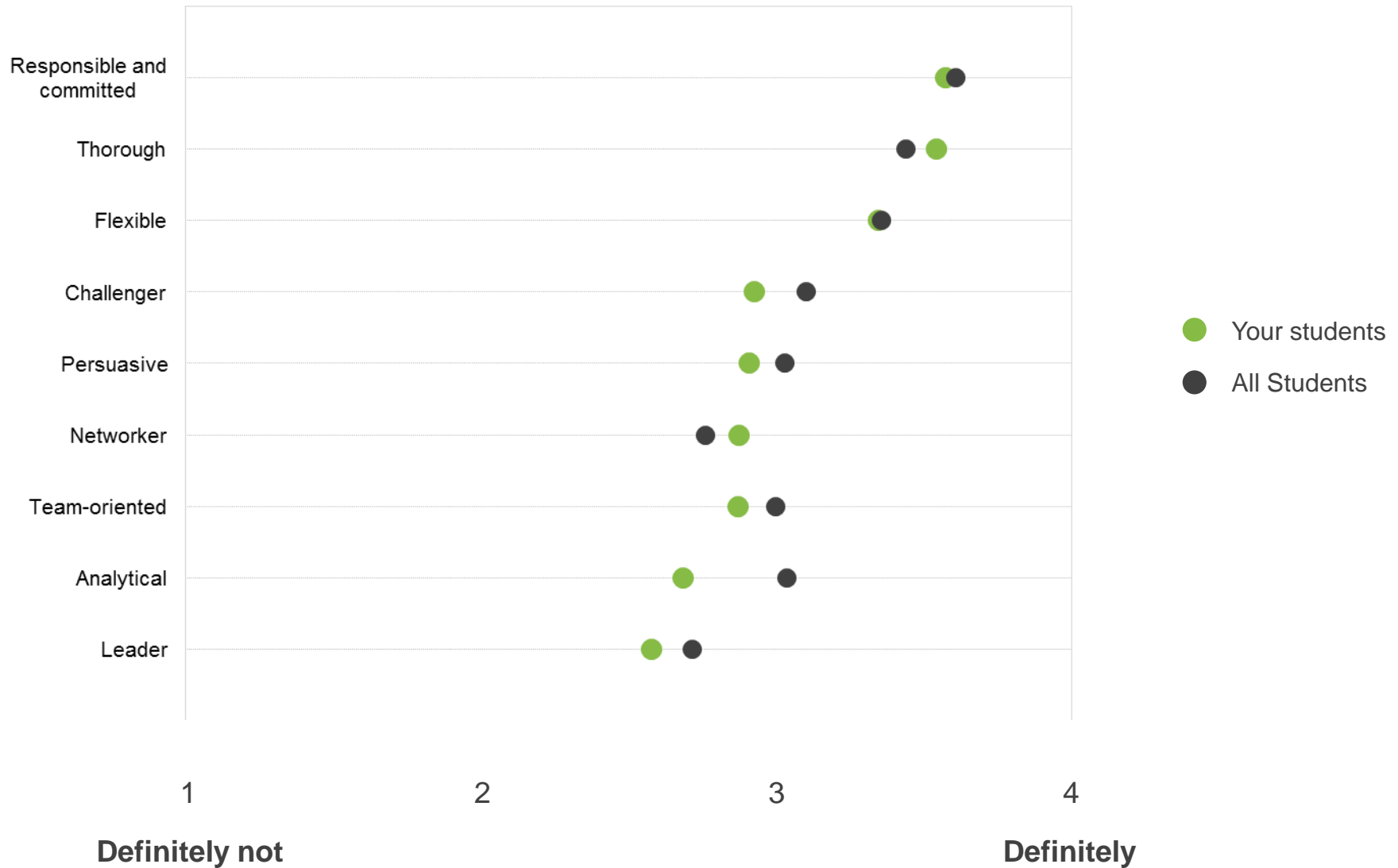
All Students



20%

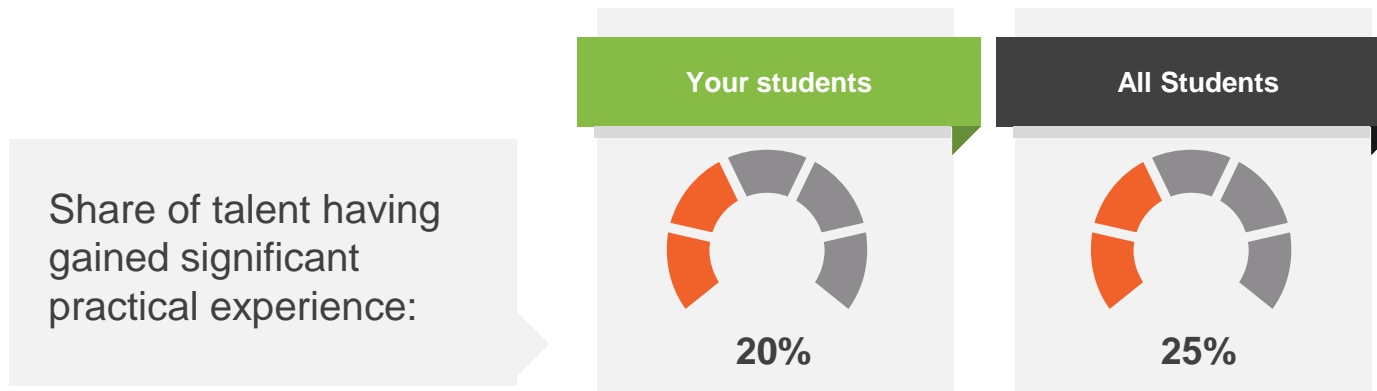
Self-esteem and having confidence into their own personality, soft-skills and experience is important for the employability of talent. Especially in presenting it to potential employers to gain, keep or find new employment when needed. See details on next slide.

Which personality skills describe each target group?



20% of your students have gained significant practical experience

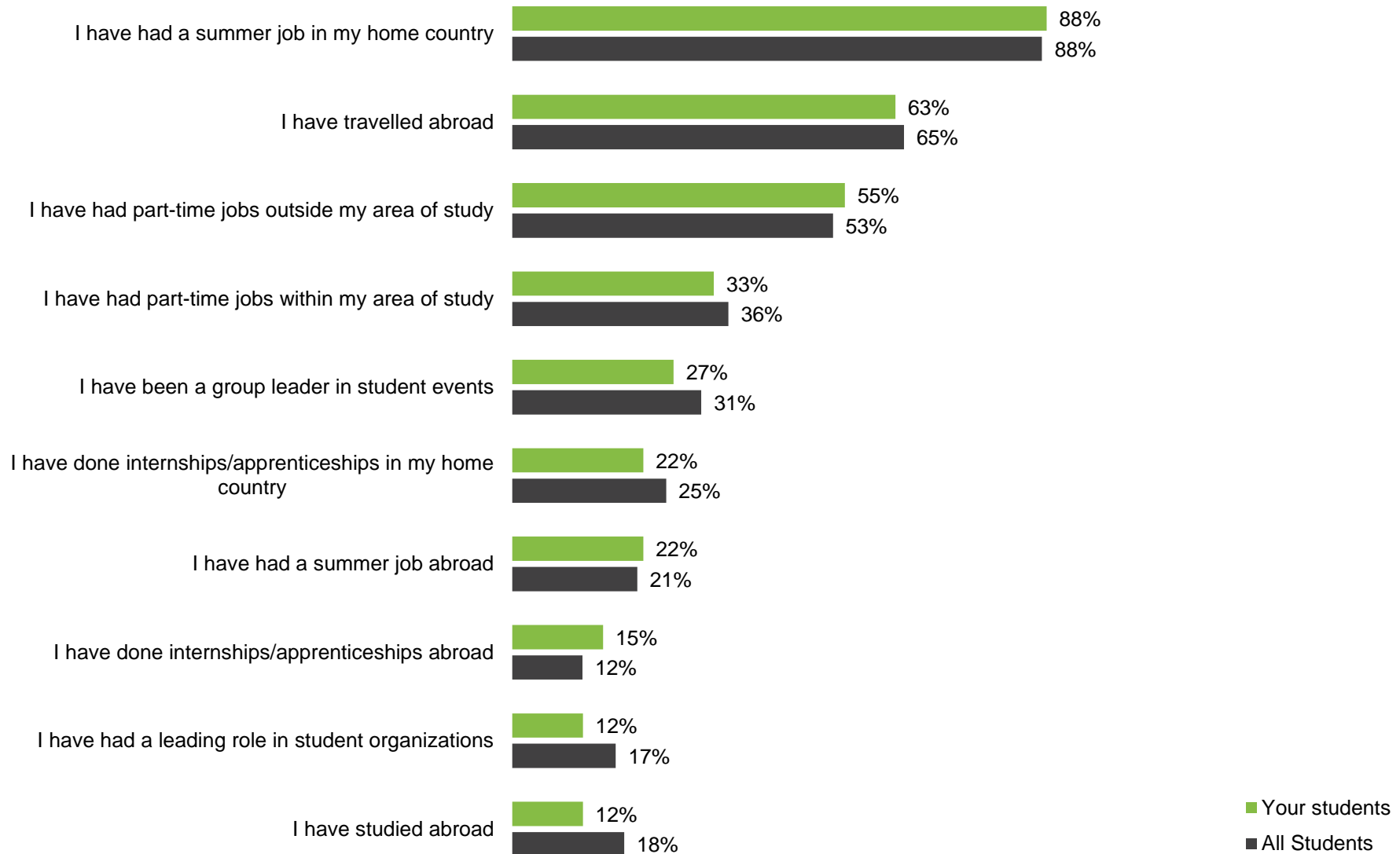
Practical Experience



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?

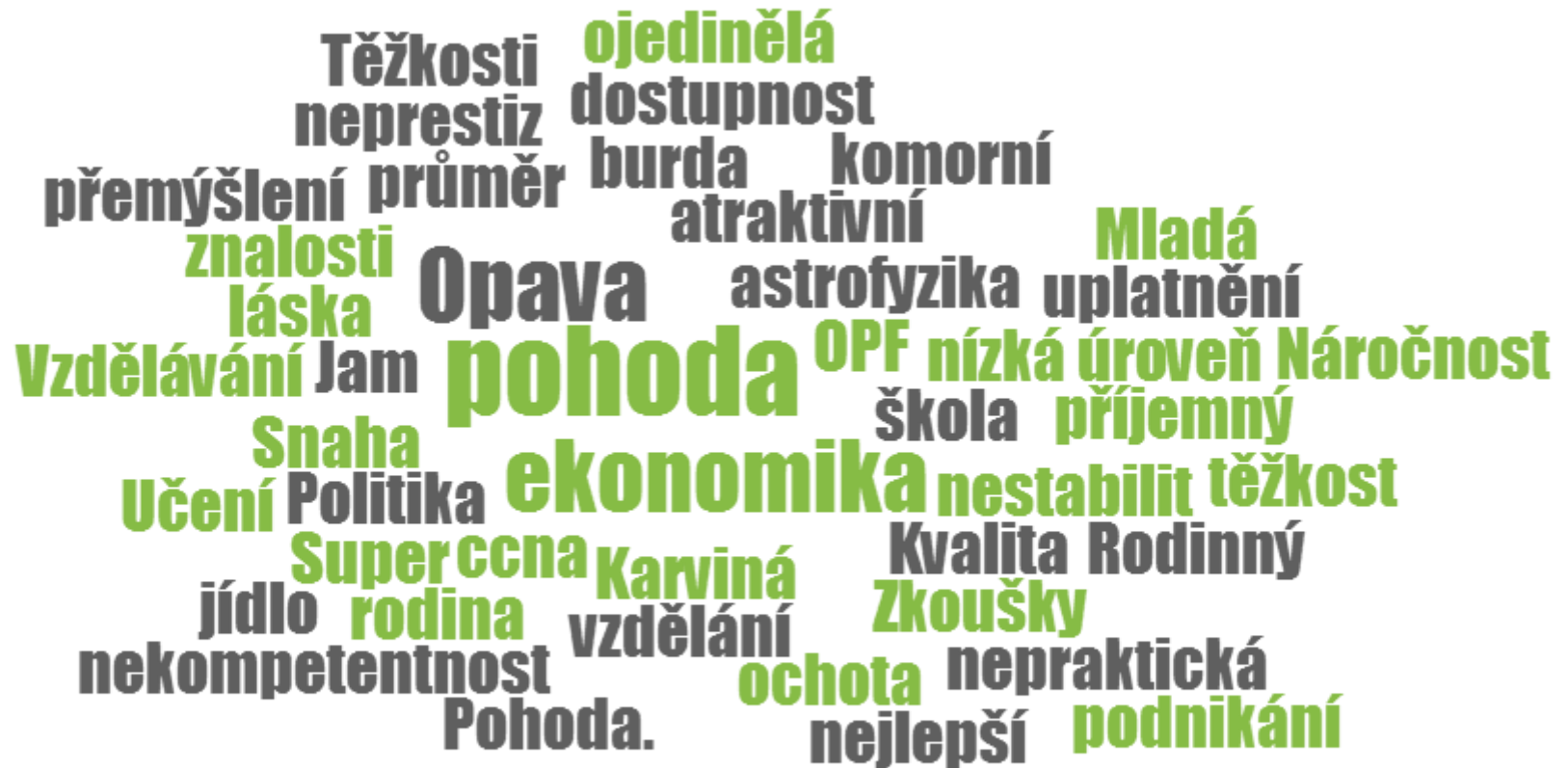


Agenda

- 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.

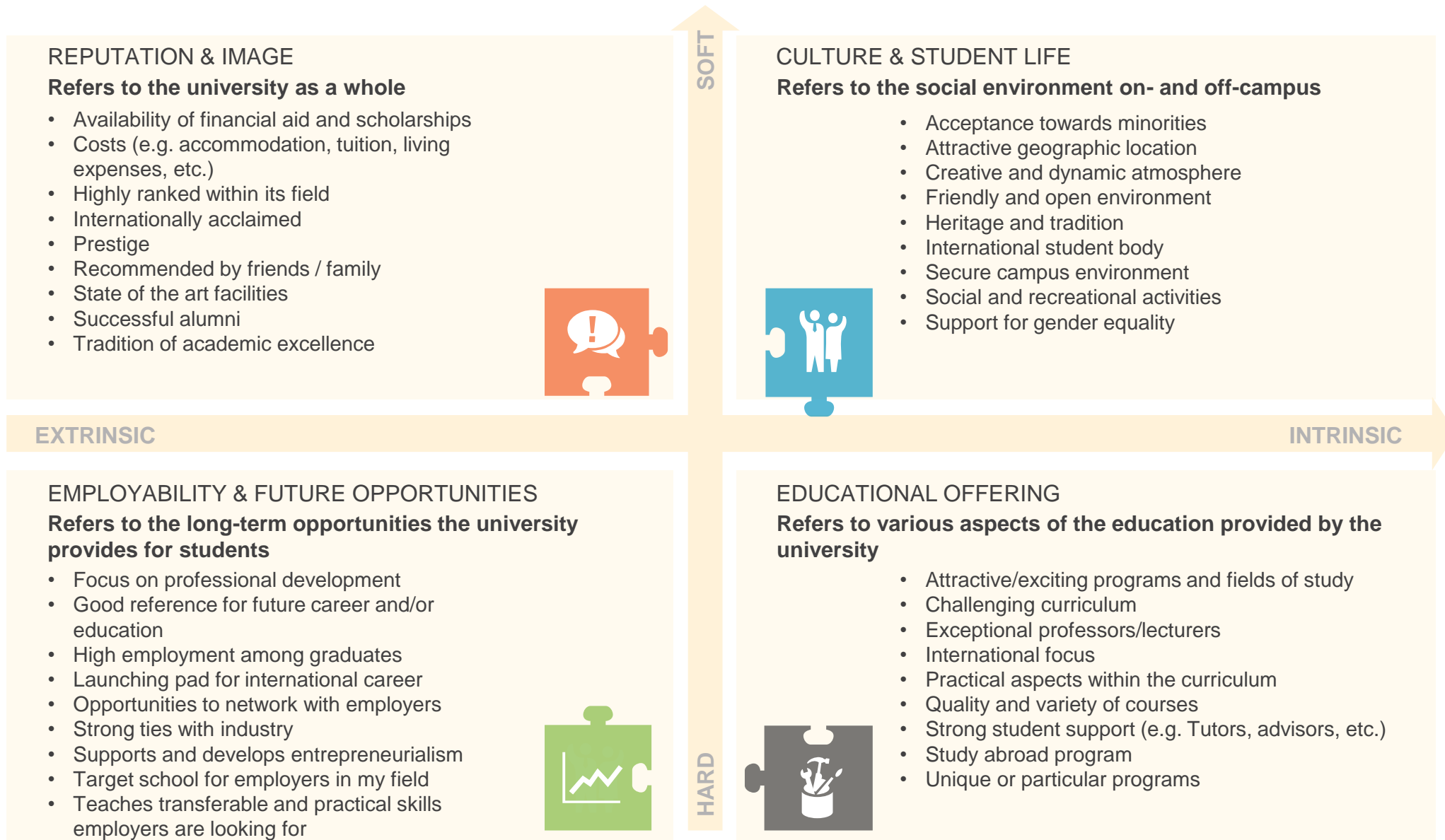
Top of mind associations with Silesian University in Opava



- 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.

The Universum Drivers of University Attractiveness



Most attractive attributes

Your students

REPUTATION & IMAGE

1. Successful alumni
2. Costs (e.g. accommodation, tuition, living expenses, etc.)
3. Highly ranked within its field



CULTURE & STUDENT LIFE

1. Friendly and open environment
2. Creative and dynamic atmosphere
2. Secure campus environment



EMPLOYABILITY & FUTURE OPPORTUNITIES

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



EDUCATIONAL OFFERING

1. Attractive/exciting programs and fields of study
2. Study abroad program
3. Exceptional professors/lecturers



All Students

REPUTATION & IMAGE

1. Successful alumni
2. Highly ranked within its field
3. Prestige



CULTURE & STUDENT LIFE

1. Friendly and open environment
2. Creative and dynamic atmosphere
3. Secure campus environment



EMPLOYABILITY & FUTURE OPPORTUNITIES

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

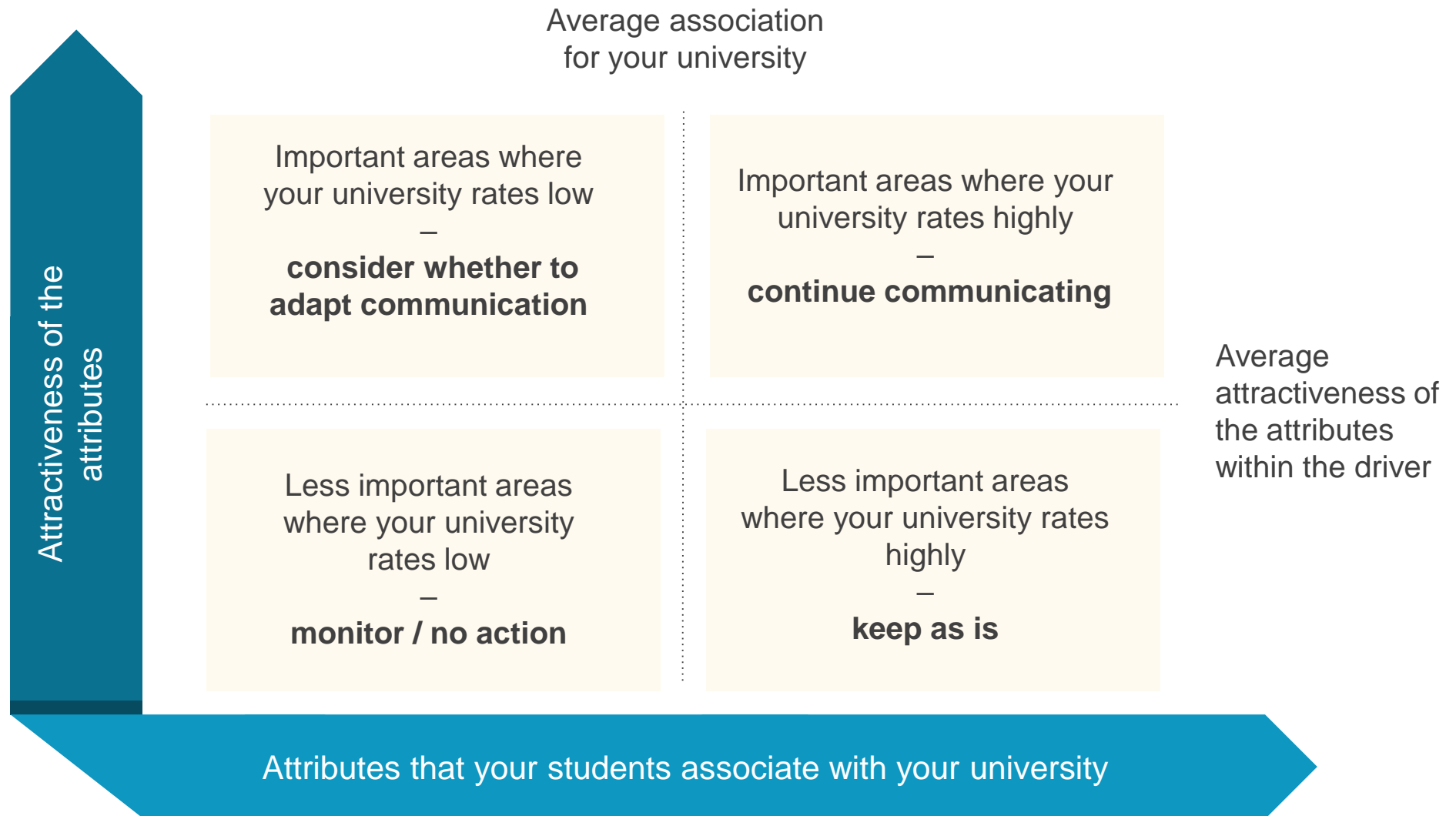


EDUCATIONAL OFFERING

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

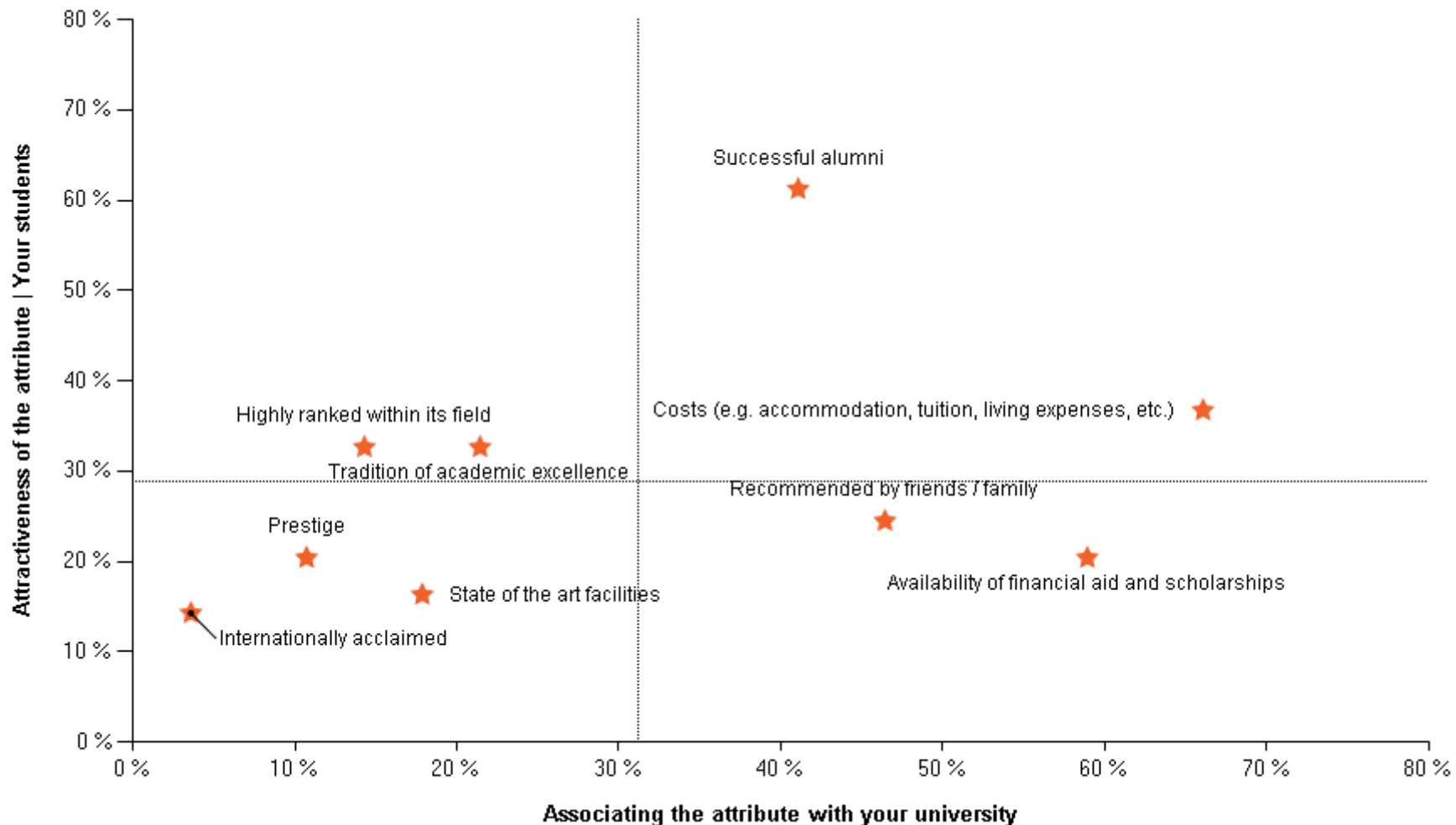


Attractiveness vs. Associations



Reputation & Image

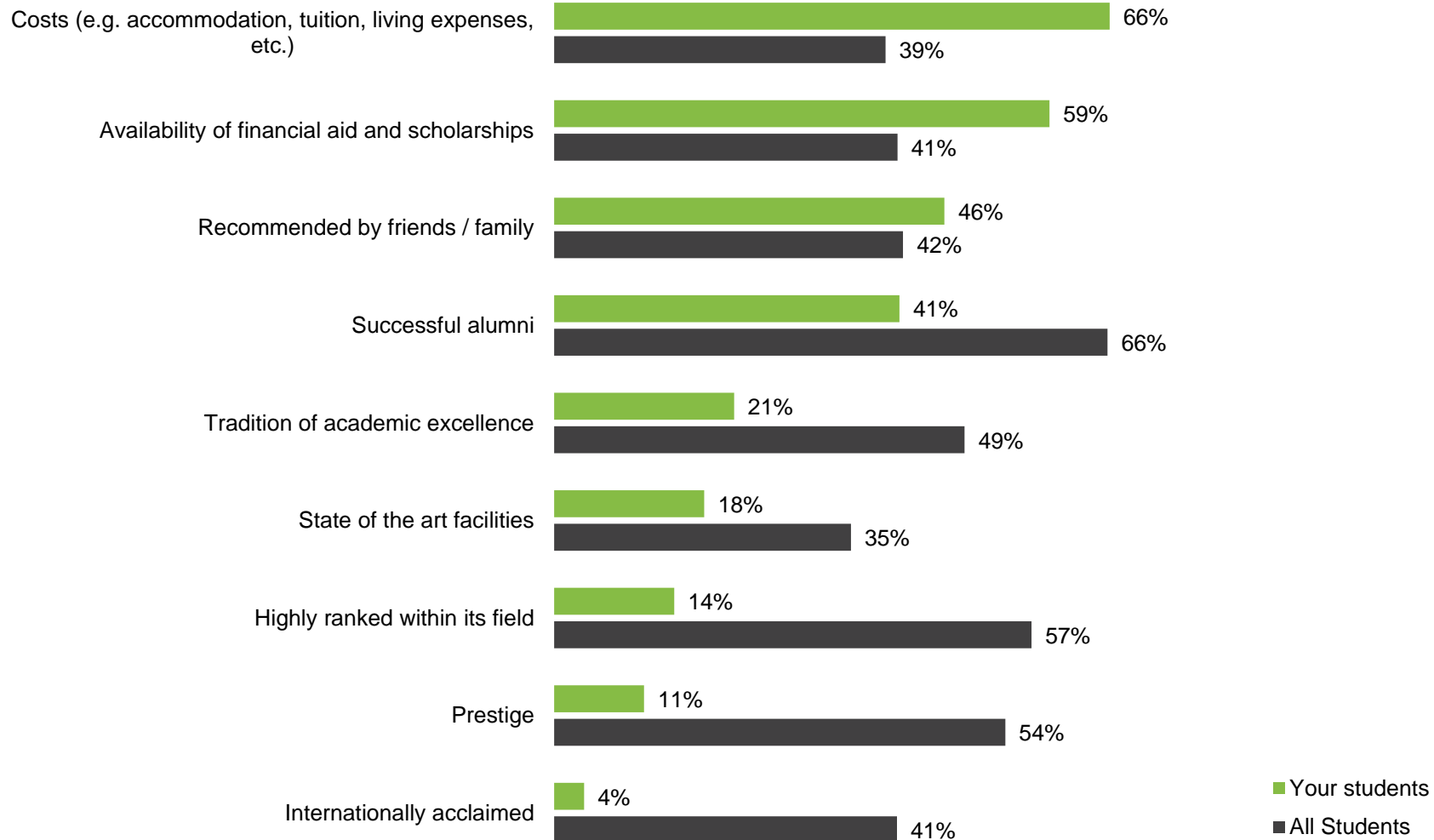
Attractiveness vs. Associations with Silesian University in Opava



- 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)

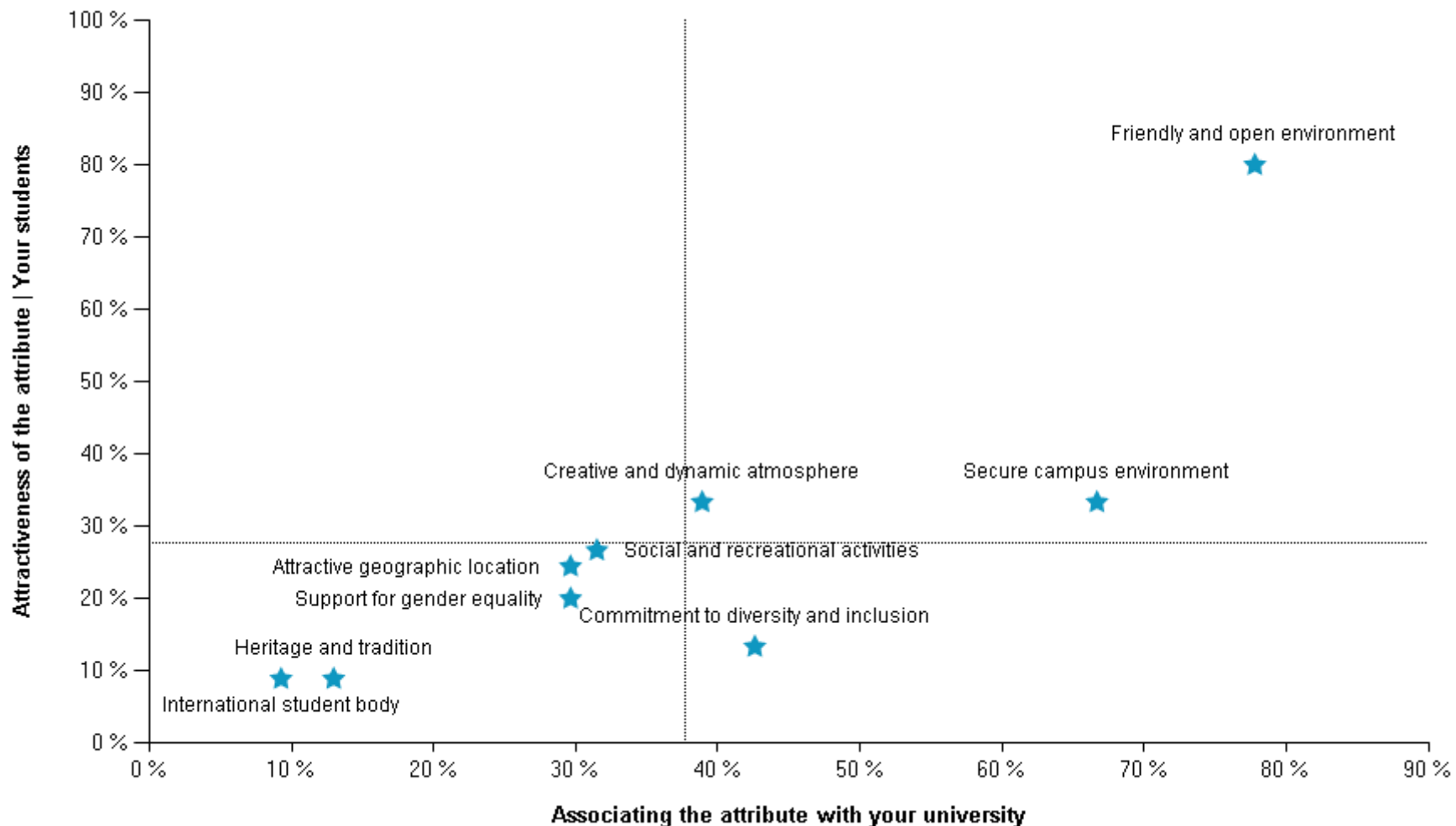
Reputation & Image

Most frequent associations



Culture & Student Life

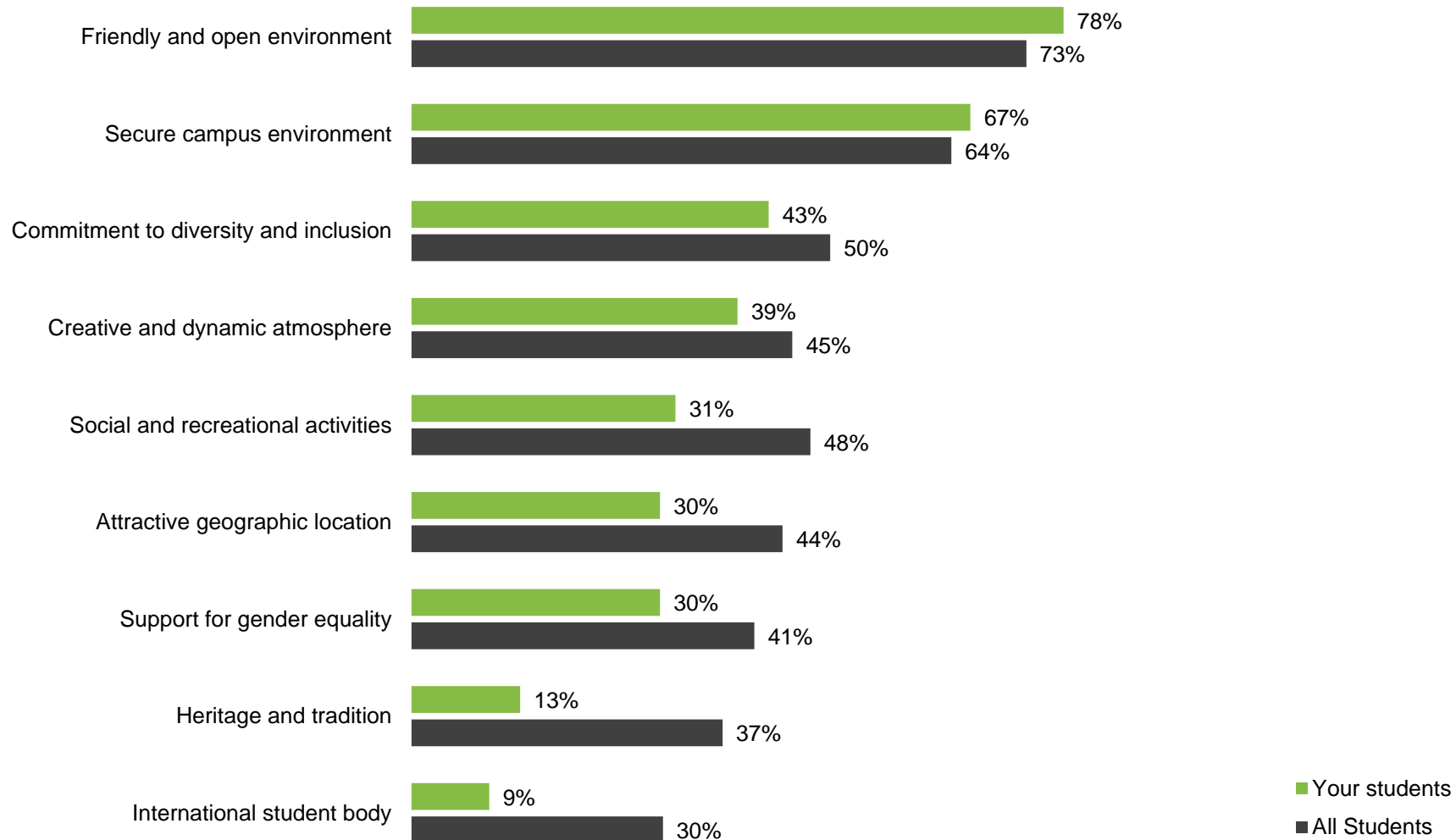
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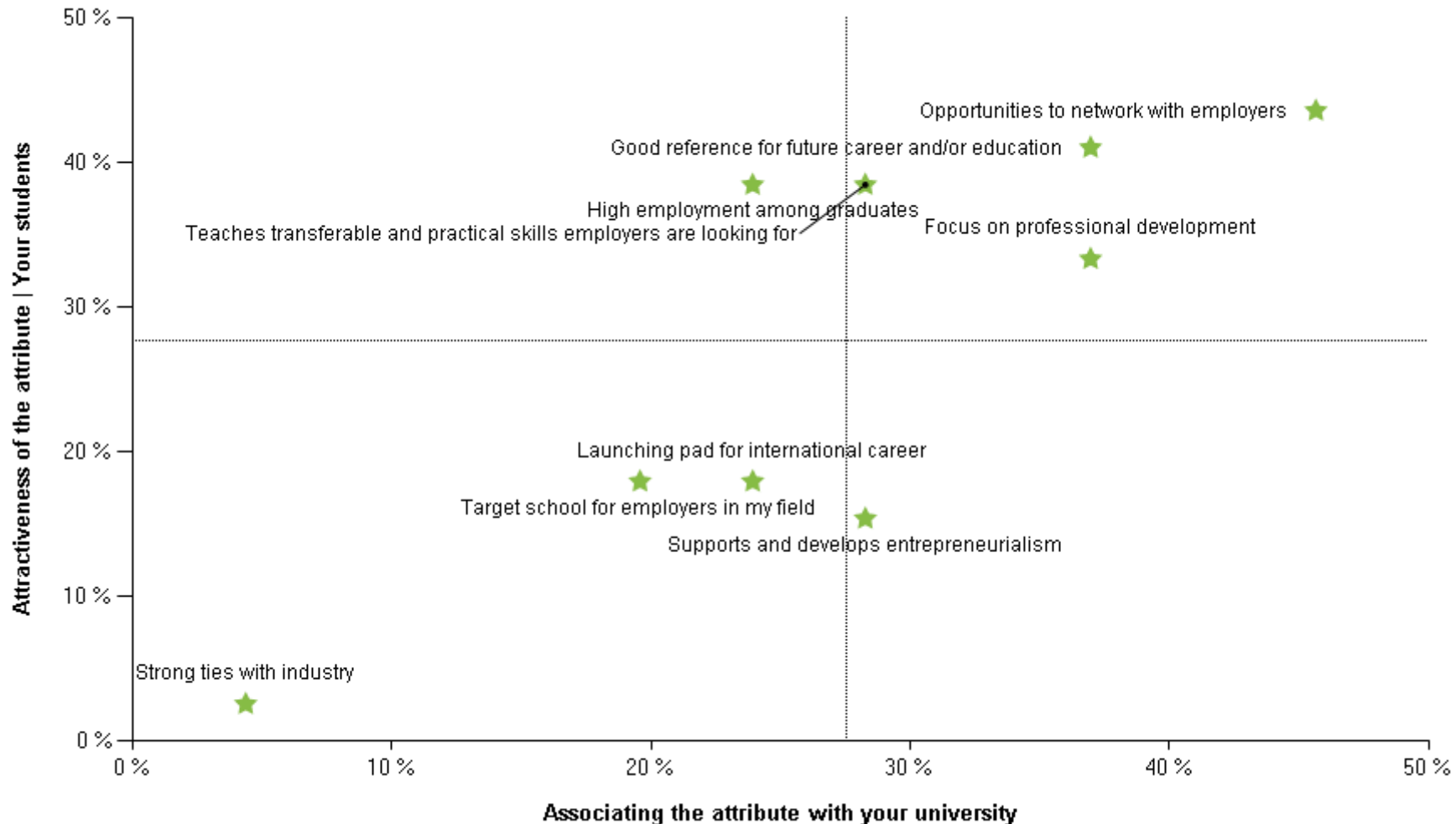
Culture & Student Life

Most frequent associations



Employability & Future Opportunities

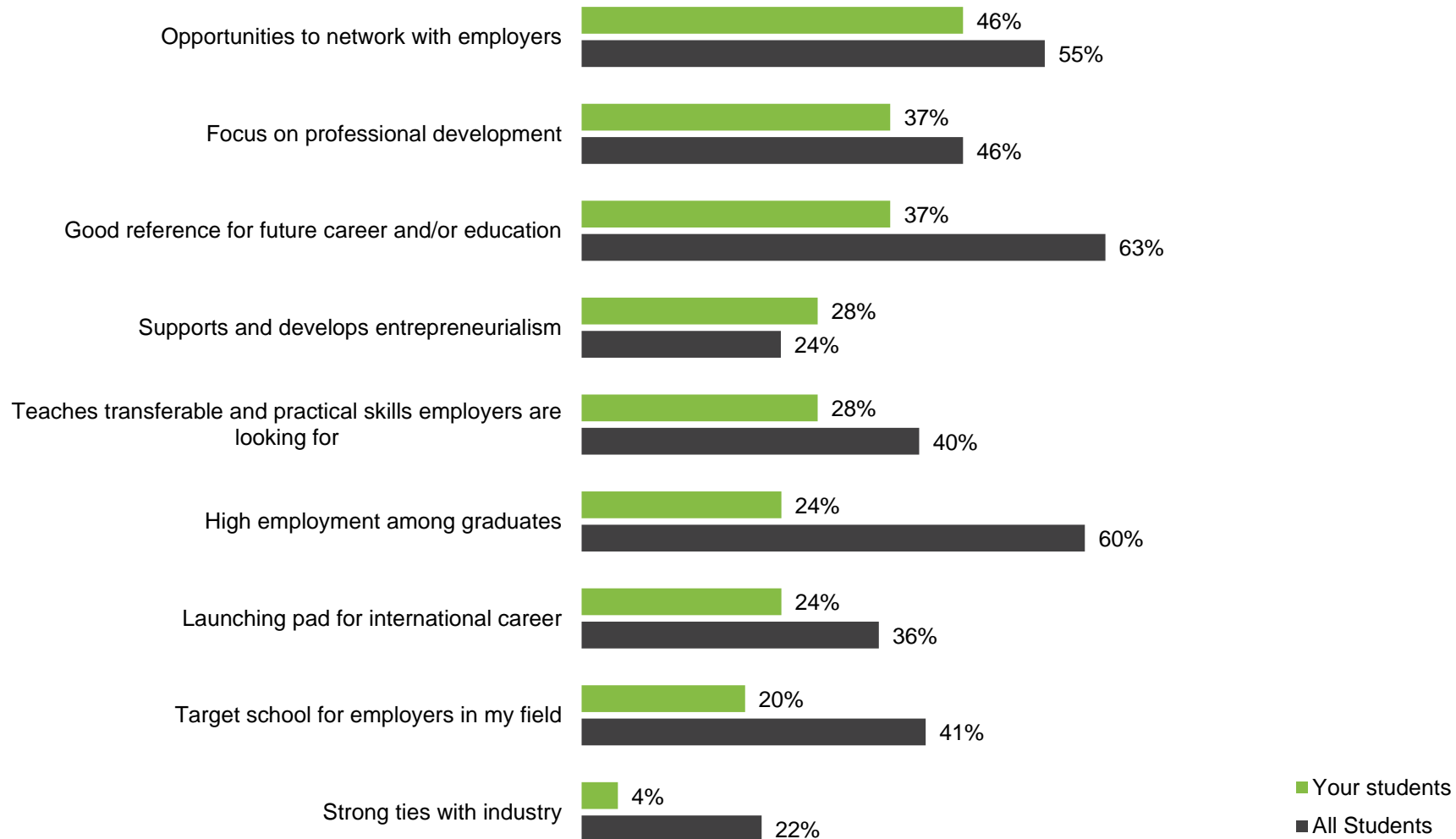
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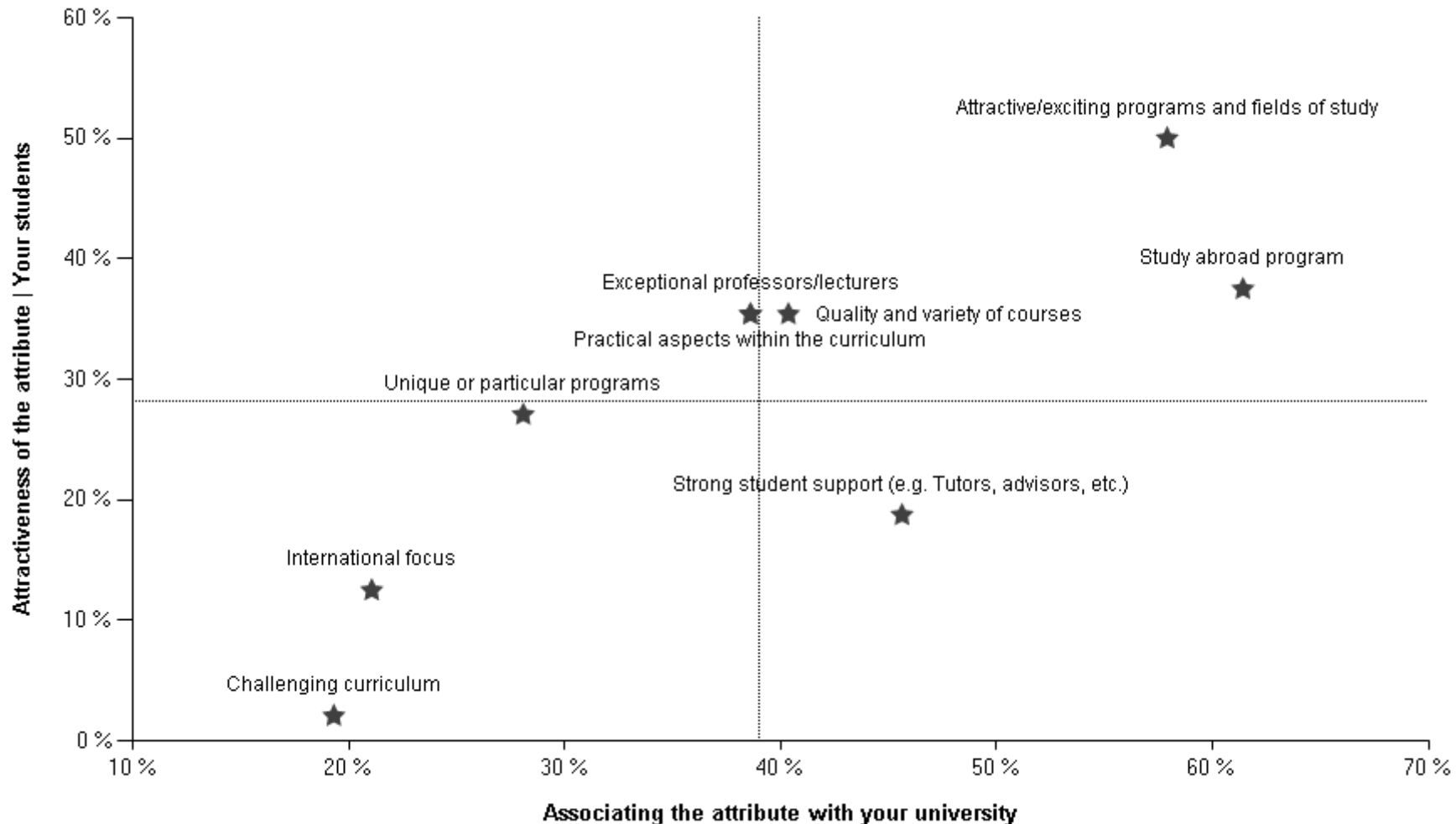
Employability & Future Opportunities

Most frequent associations



Educational Offering

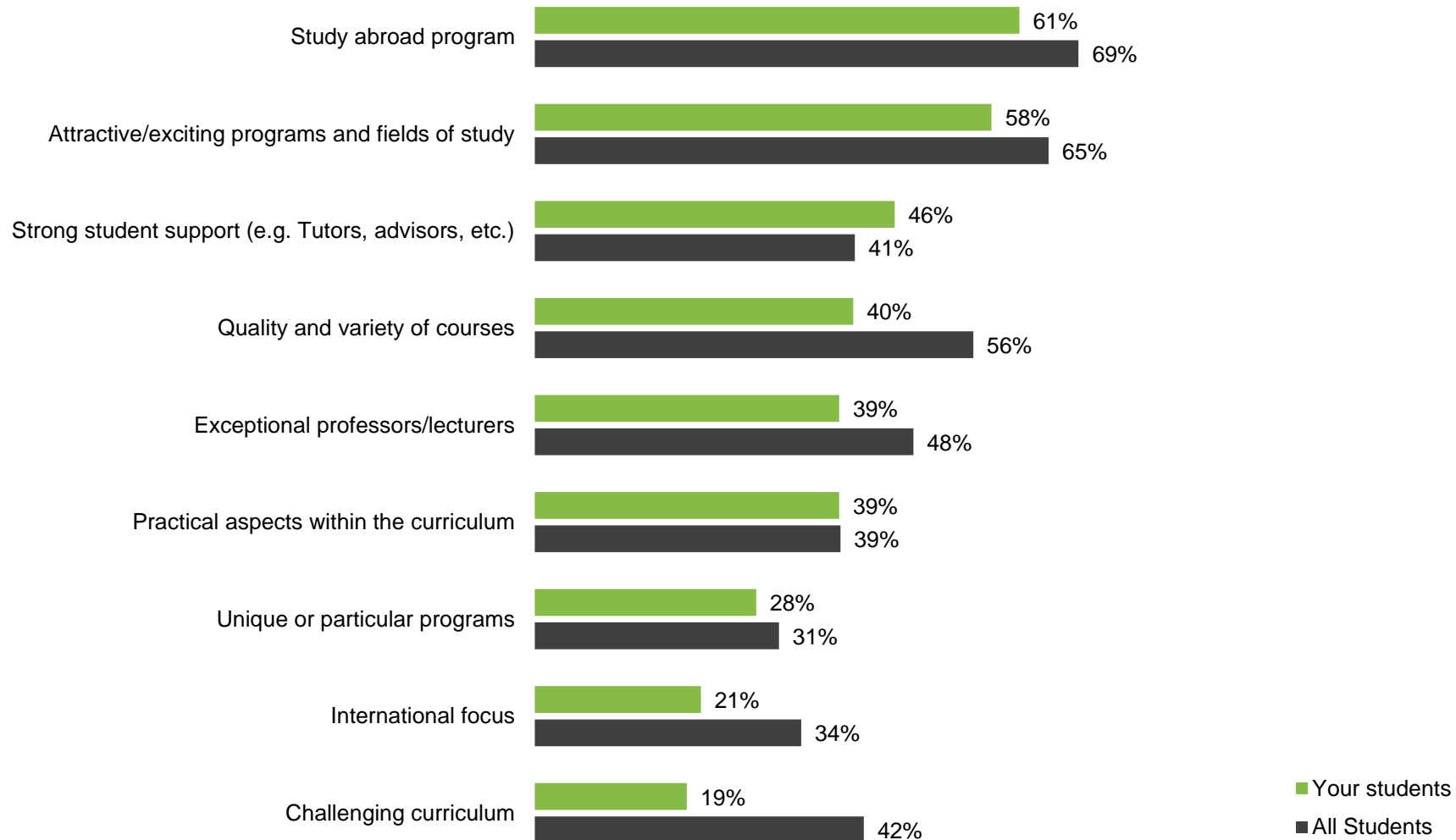
Attractiveness vs. Associations with Silesian University in Opava



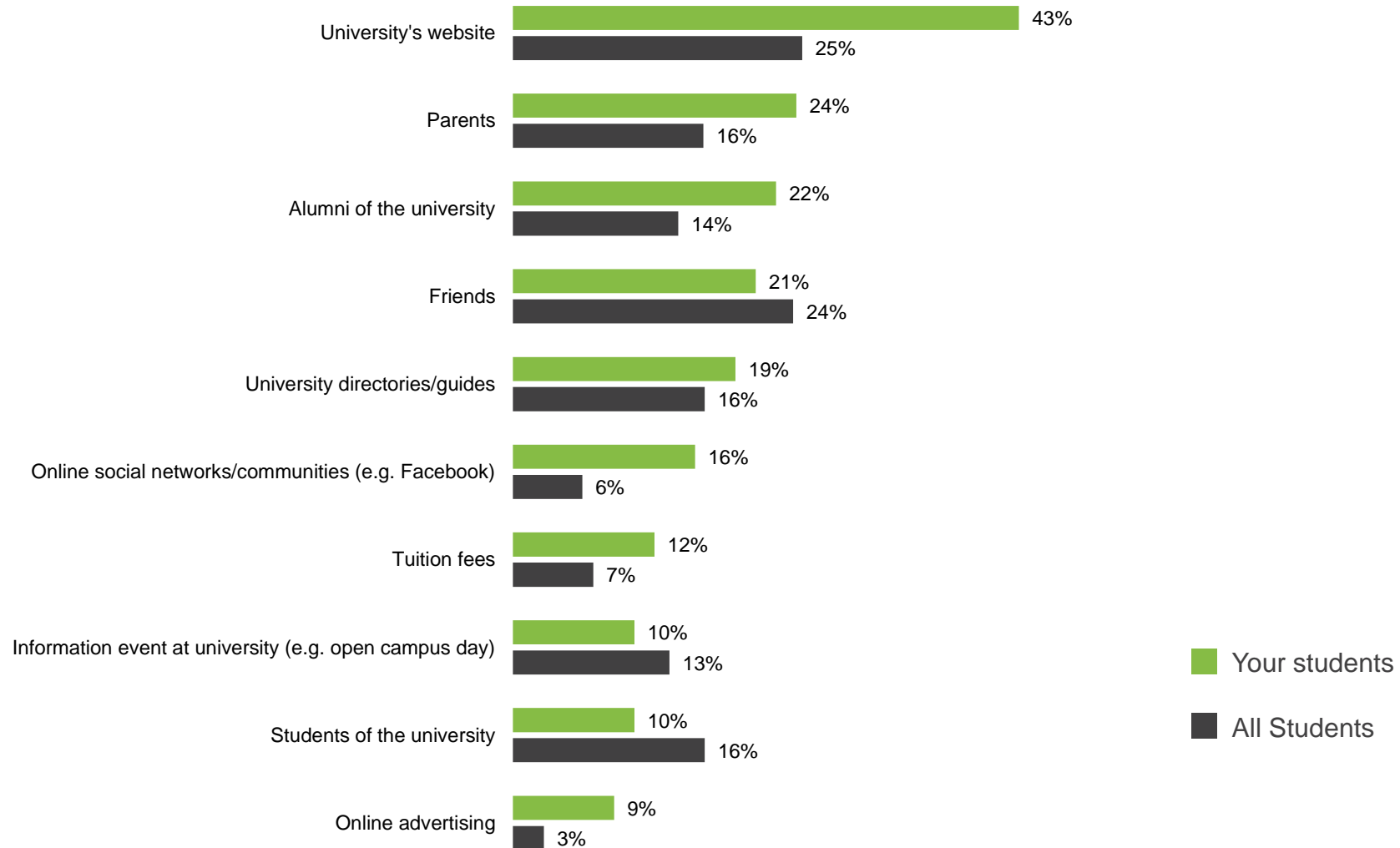
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Educational Offering

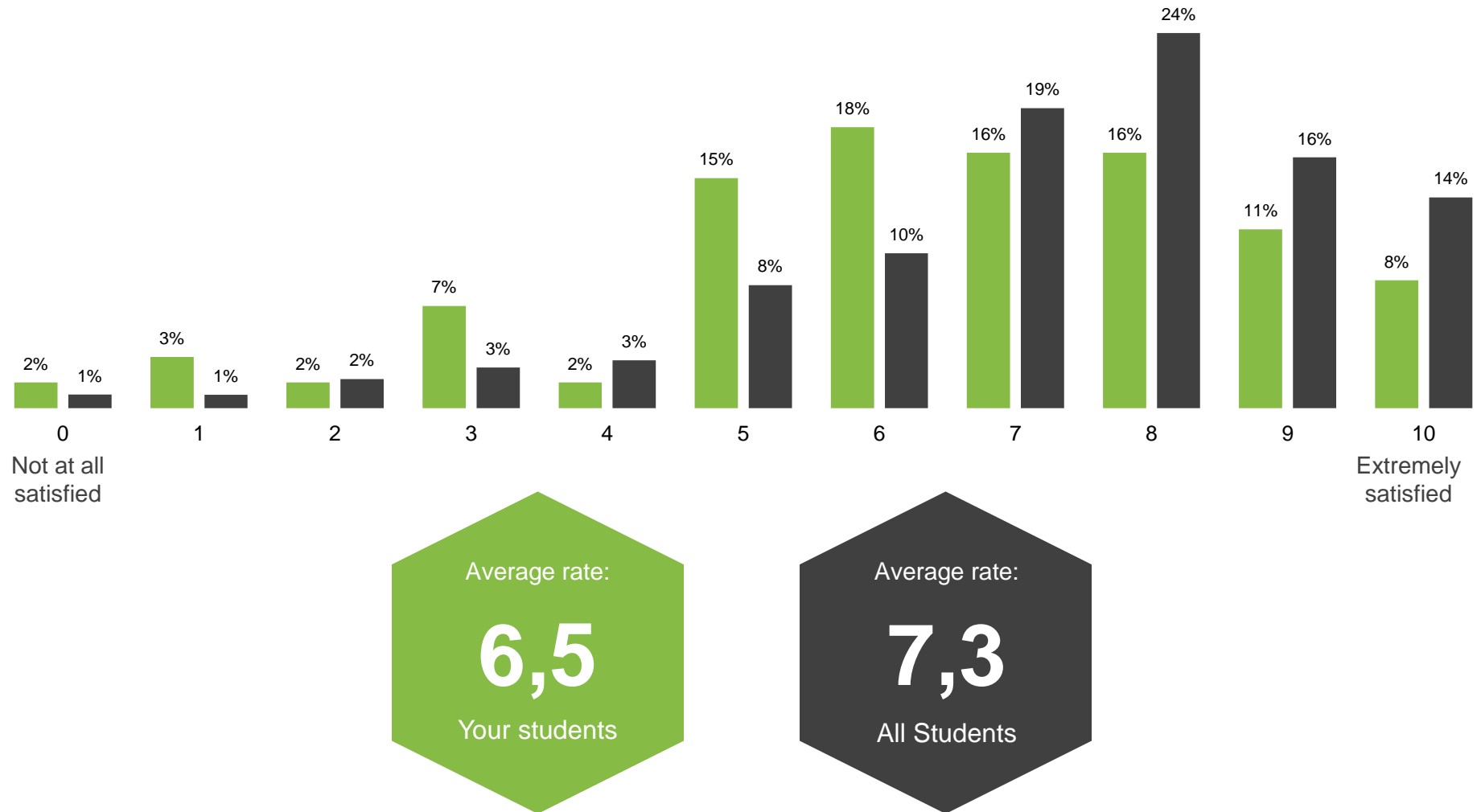
Most frequent associations



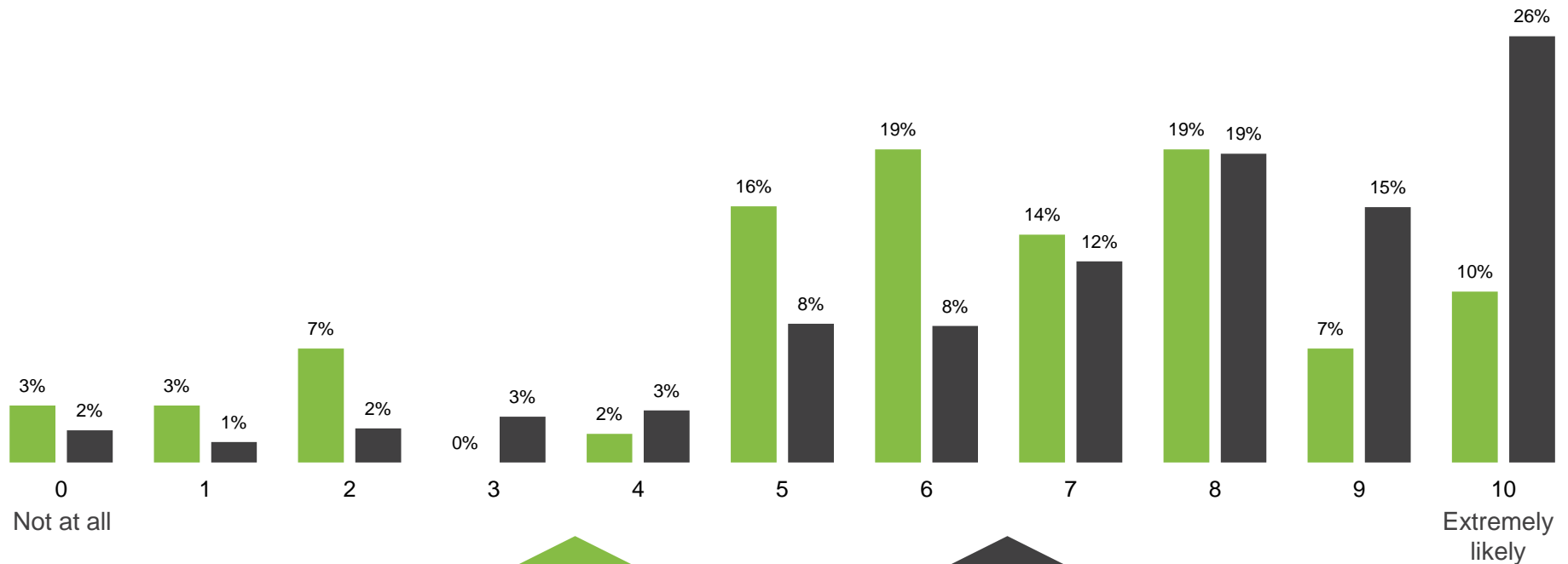
Who influenced your students the most when choosing your university?



How satisfied are your students with you?



Would your students recommend Silesian University in Opava to a friend or family member?



Average rate:

6,3

Your students

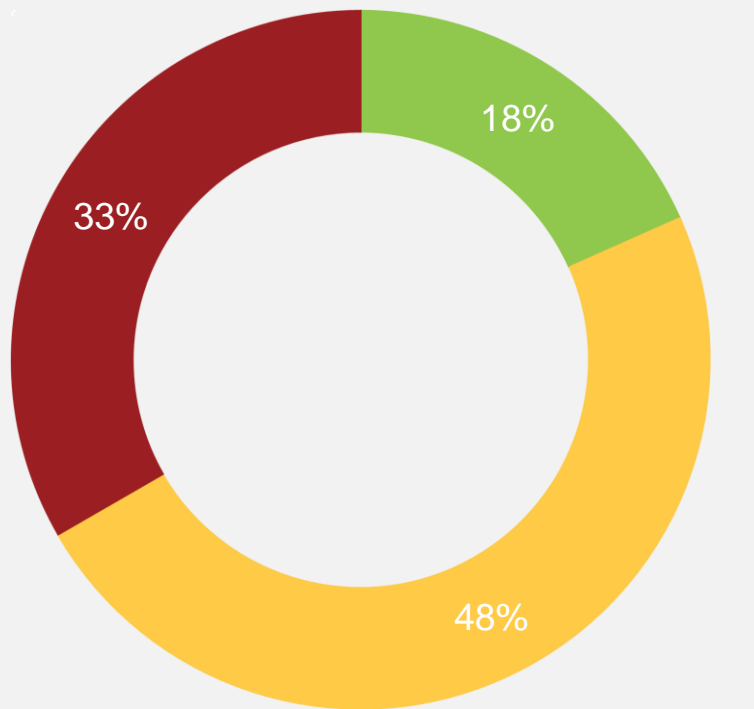
Average rate:

7,5

All Students

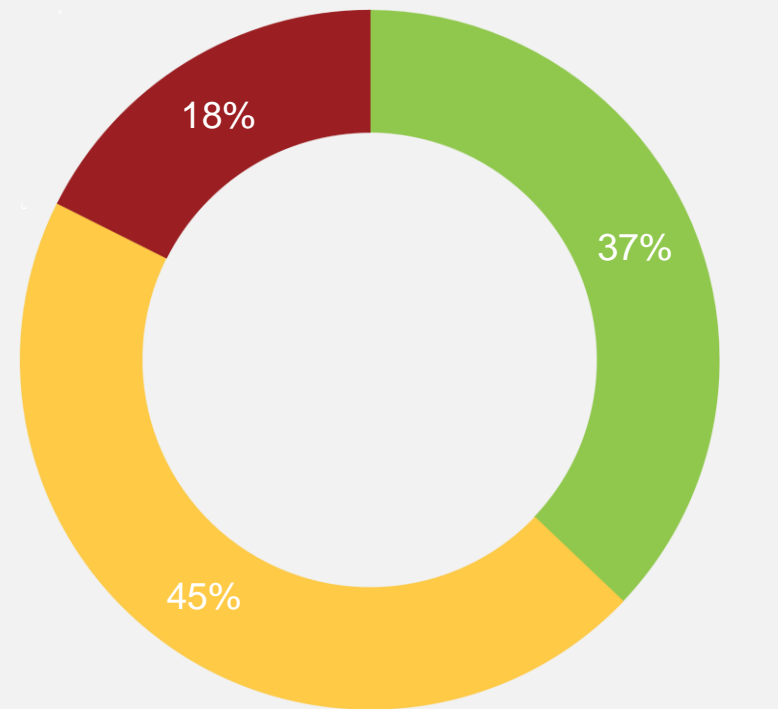
If your students could begin their studies again, would they choose Silesian University in Opava?

Your students



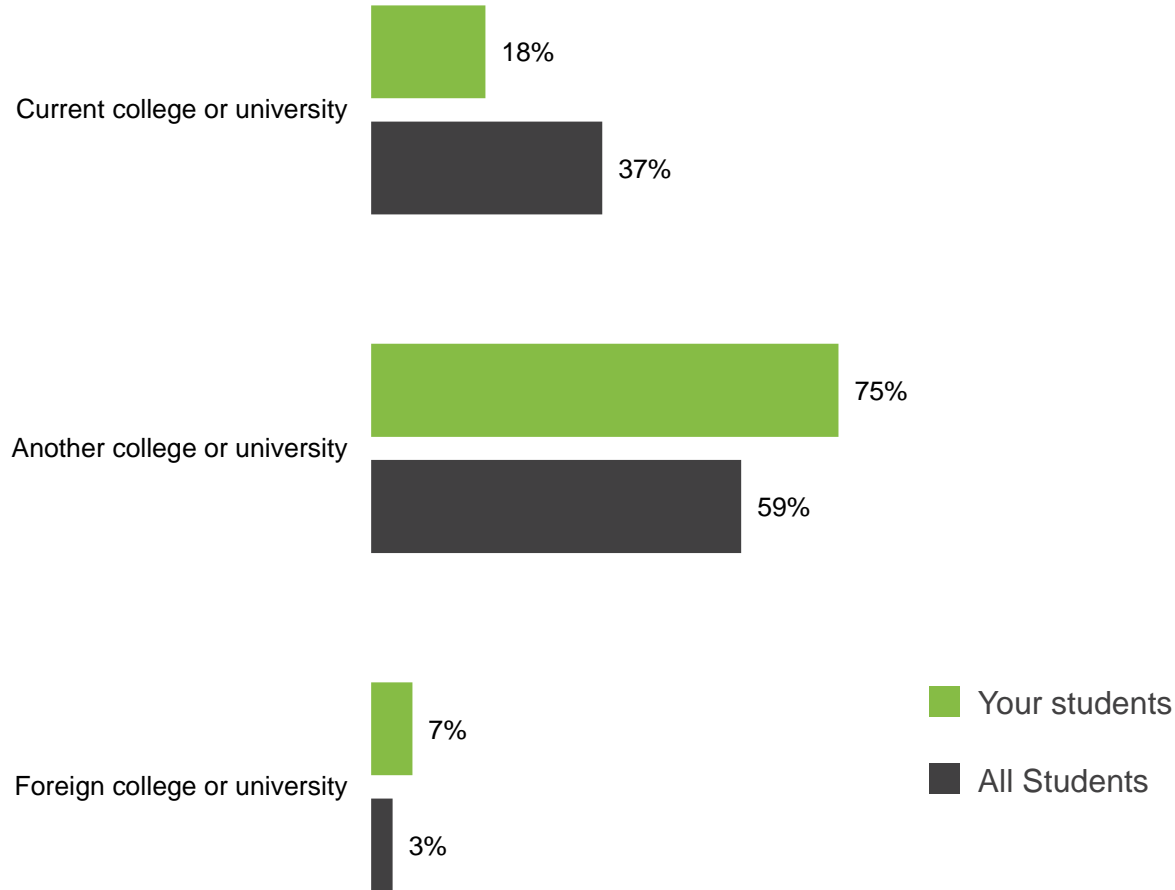
■ Yes, definitely ■ Maybe ■ No, not at all

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...

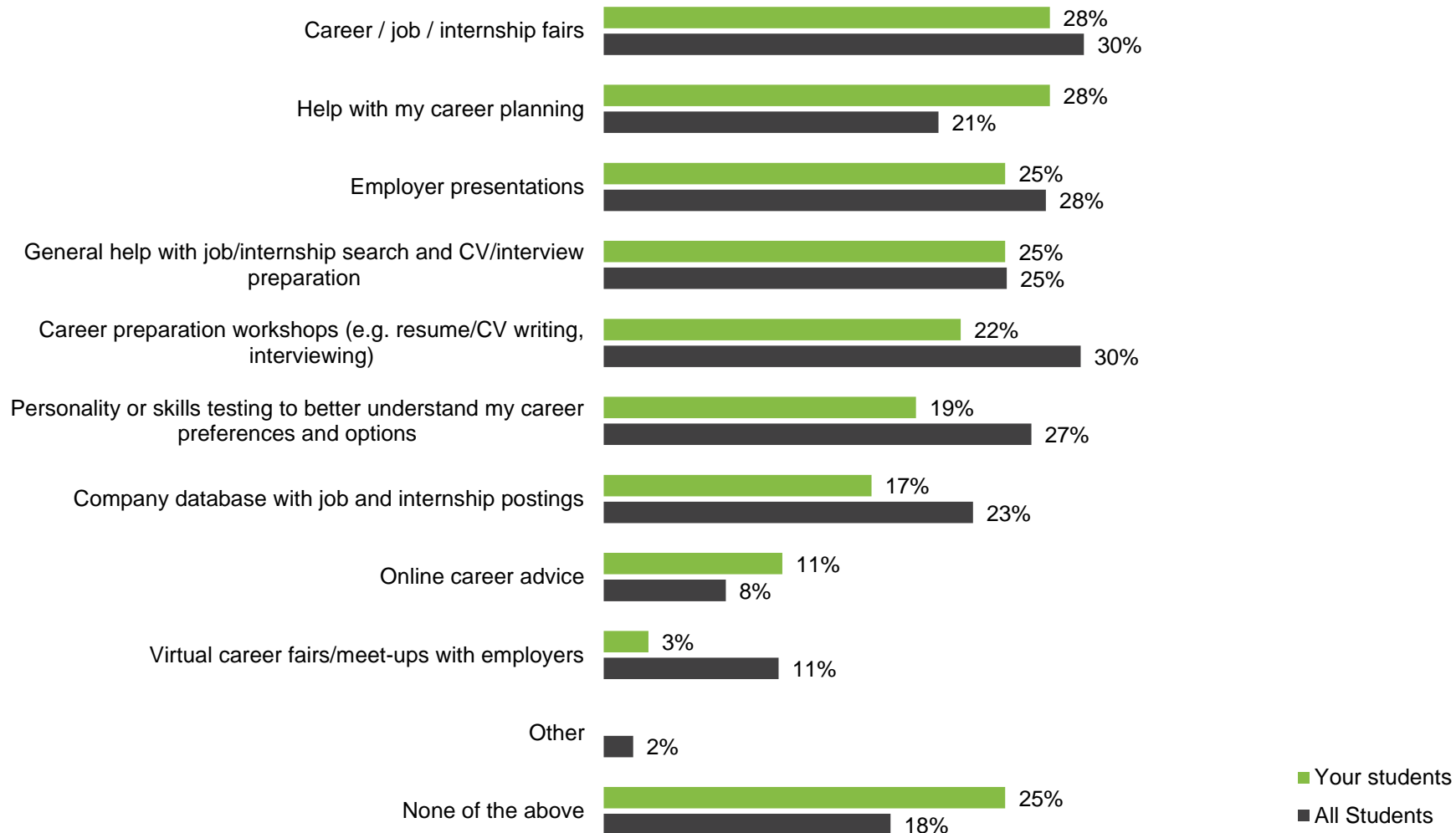
University	Rank	Percent
University of Ostrava	1	16%
Palacký University of Olomouc	2	14%
Masaryk University	3	10%
Tomas Bata University in Zlín	3	10%
Foreign college or university	5	8%
Academy of Performing Arts in Prague	6	6%
Police Academy	6	6%
Charles University in Prague	8	4%
Mendel University Brno	8	4%
University of Economics, Prague	8	4%

82%

of your students would choose another university if they were to restart their studies at any college or university.

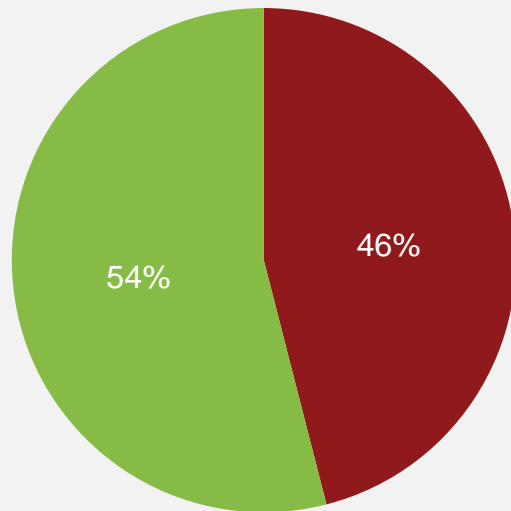
The most preferred are presented in the table.

Which are the most important career services to your students?

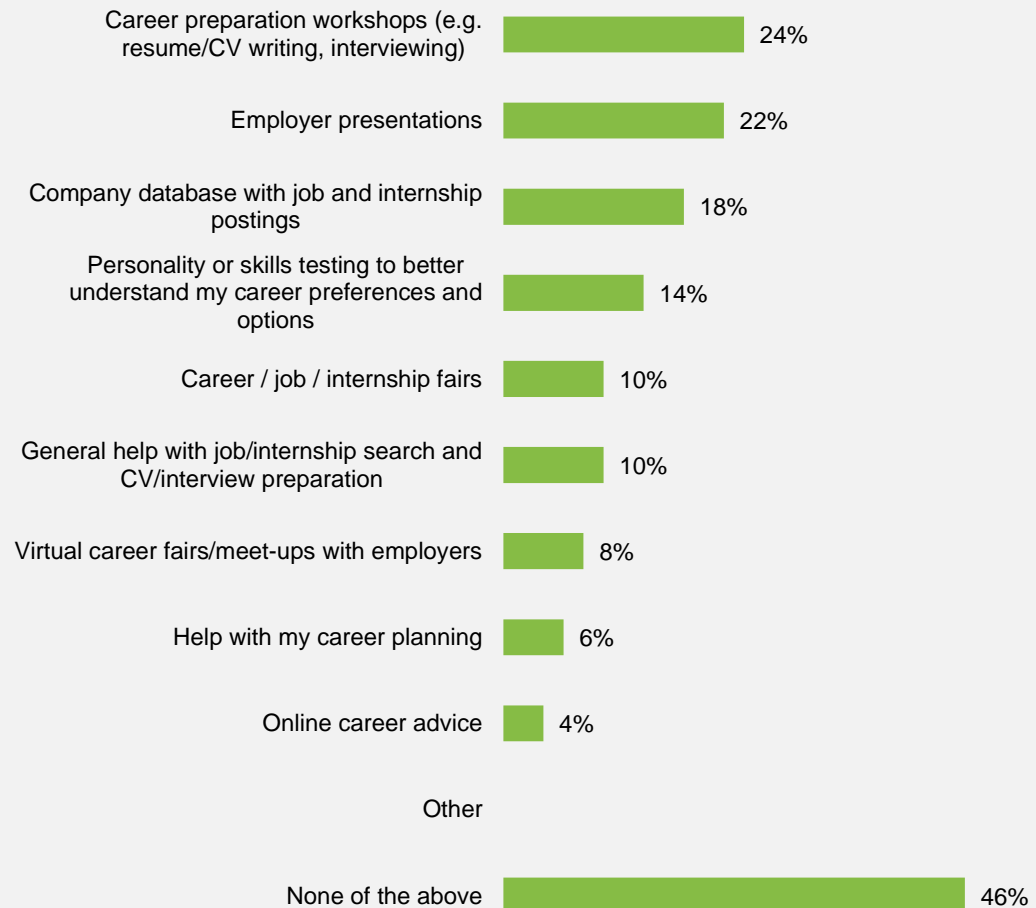


To what extent are students using the career services you offer?

Your students

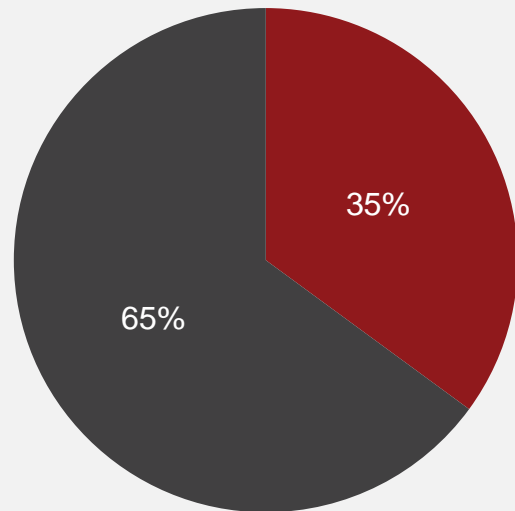


- Share of students using one or more career services at their university
- Share of students not using any career service at their university

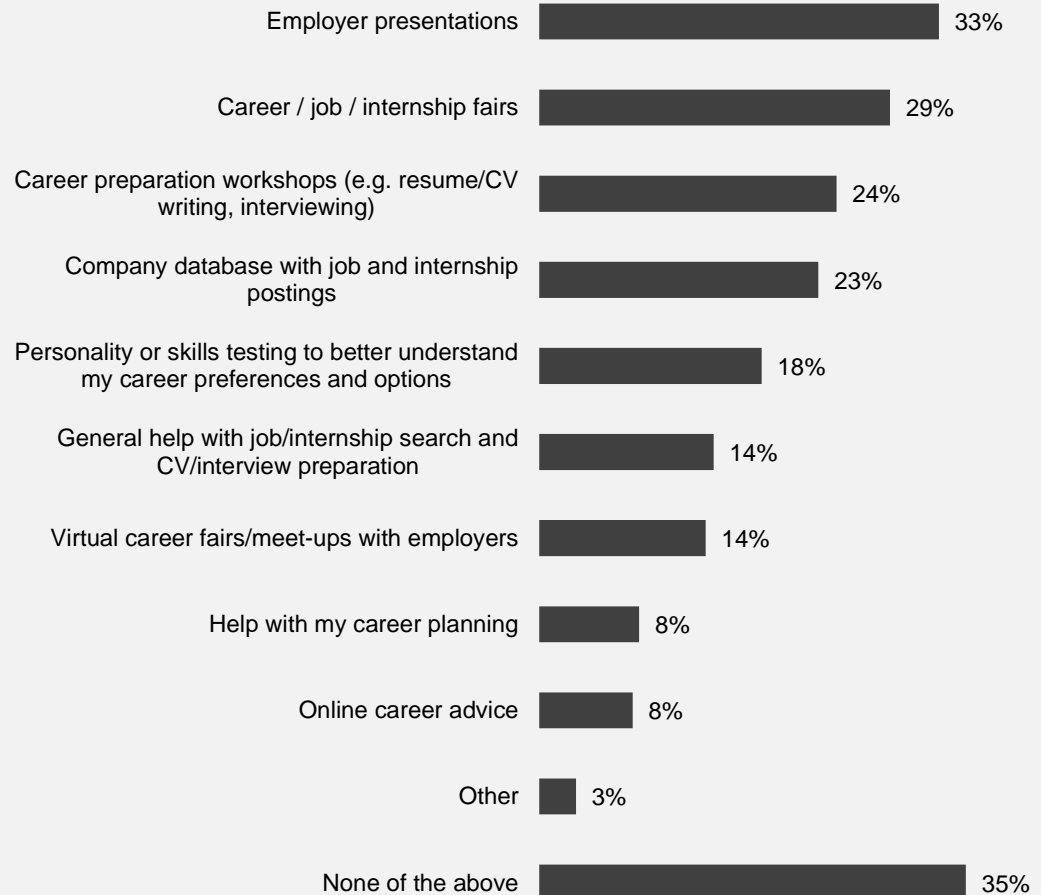


General usage of career services

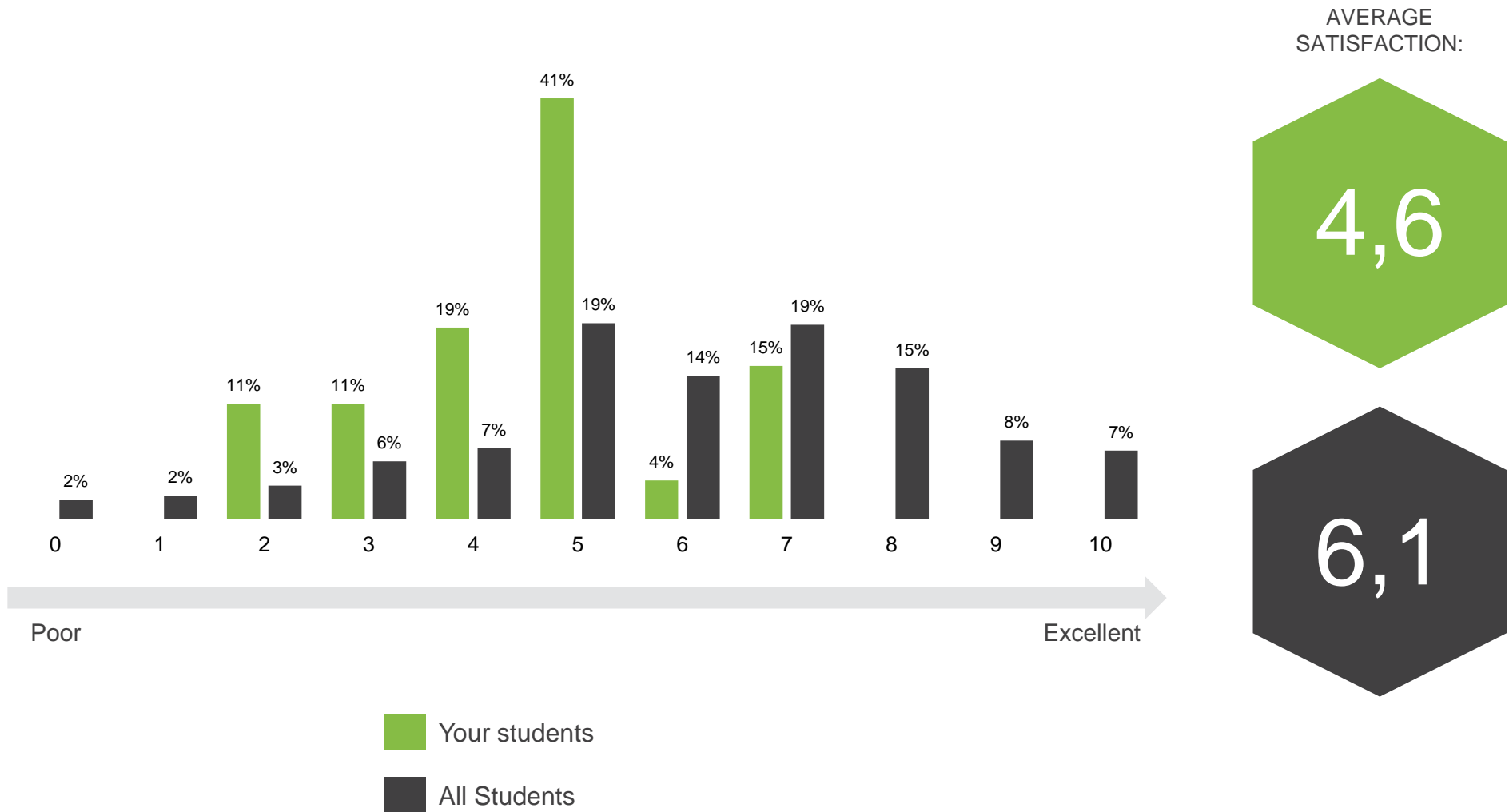
All Students



- 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?

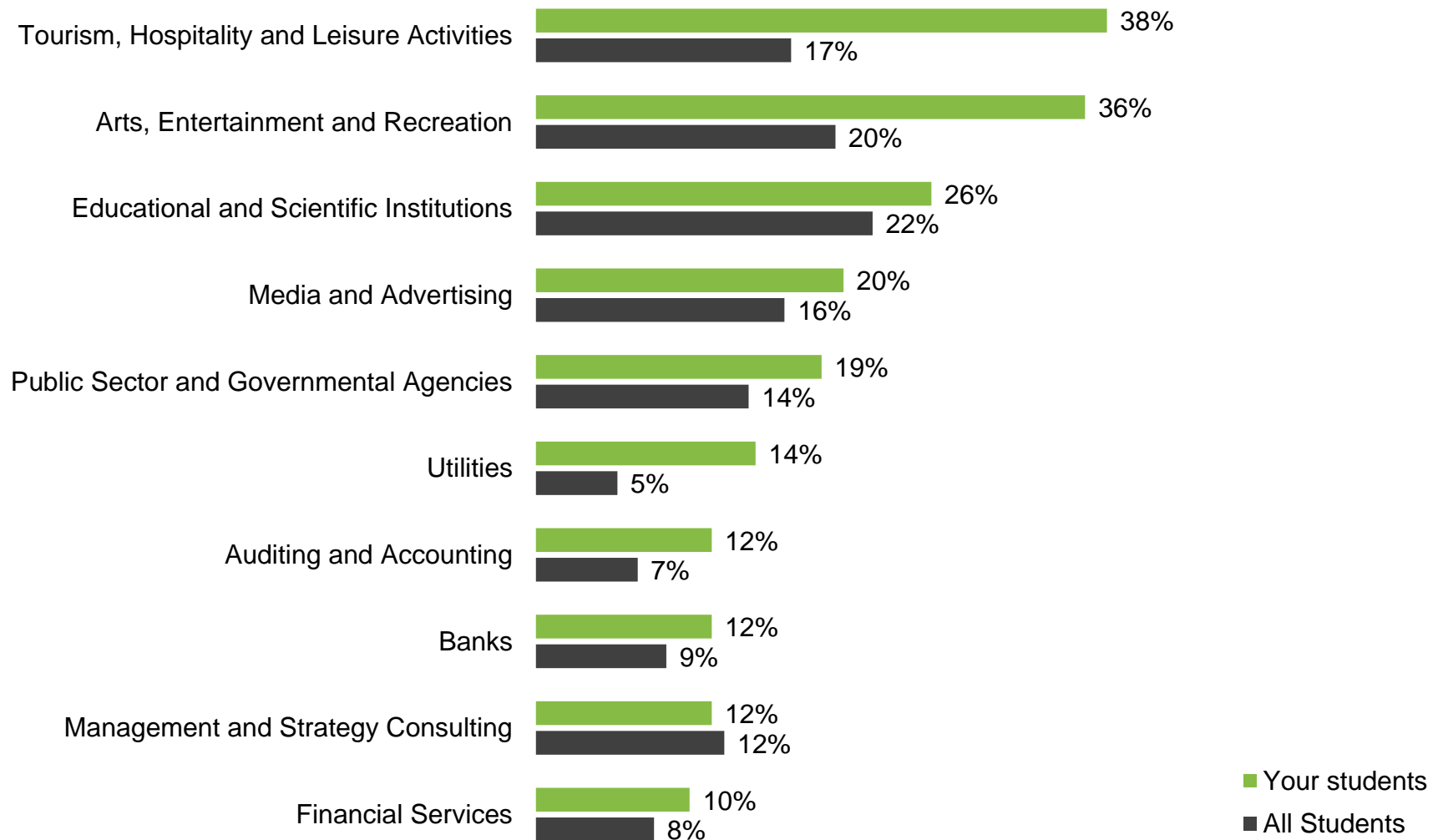


Agenda

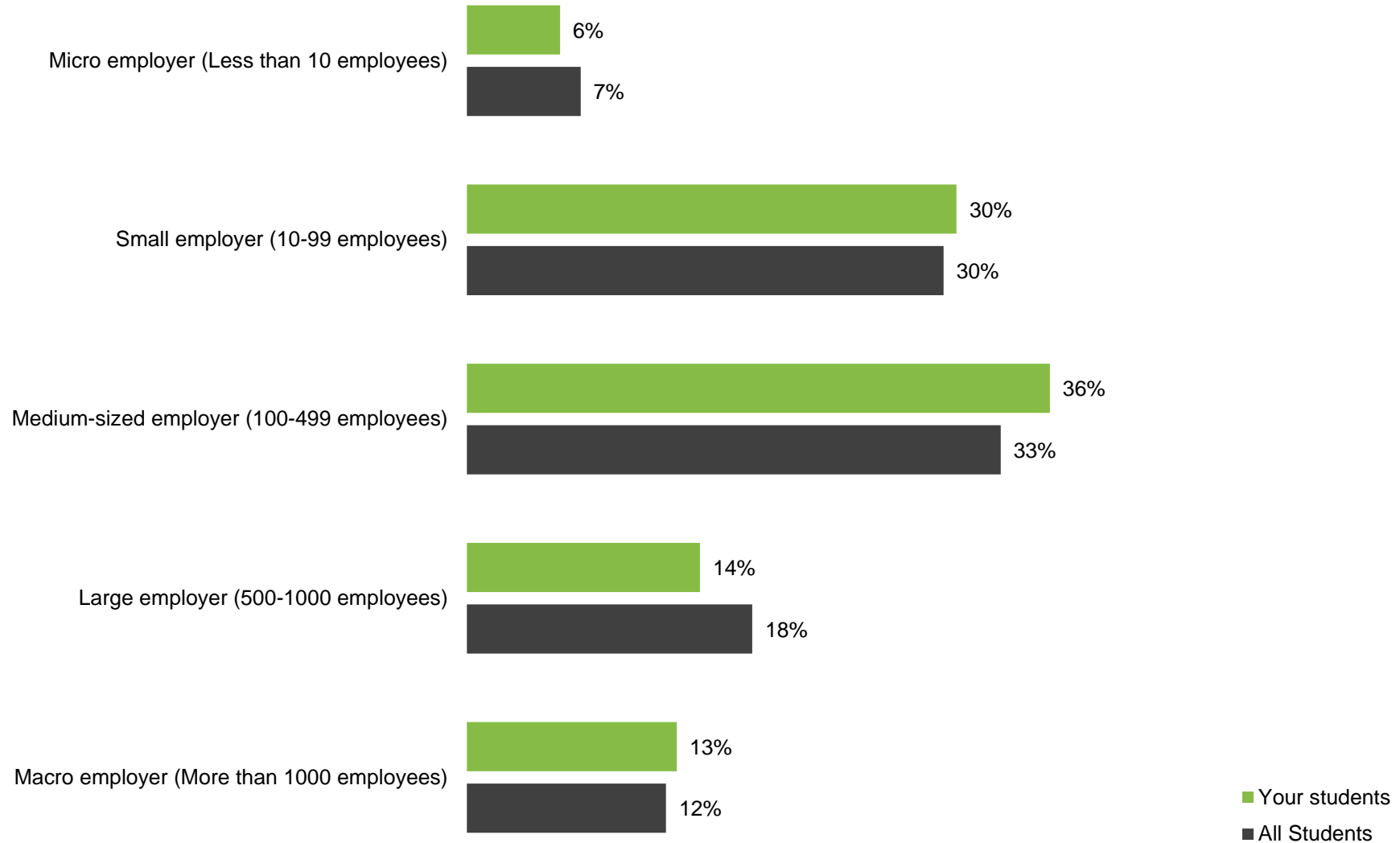
- 1 EXECUTIVE SUMMARY
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- 4 CAREER & EMPLOYER PREFERENCES

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.

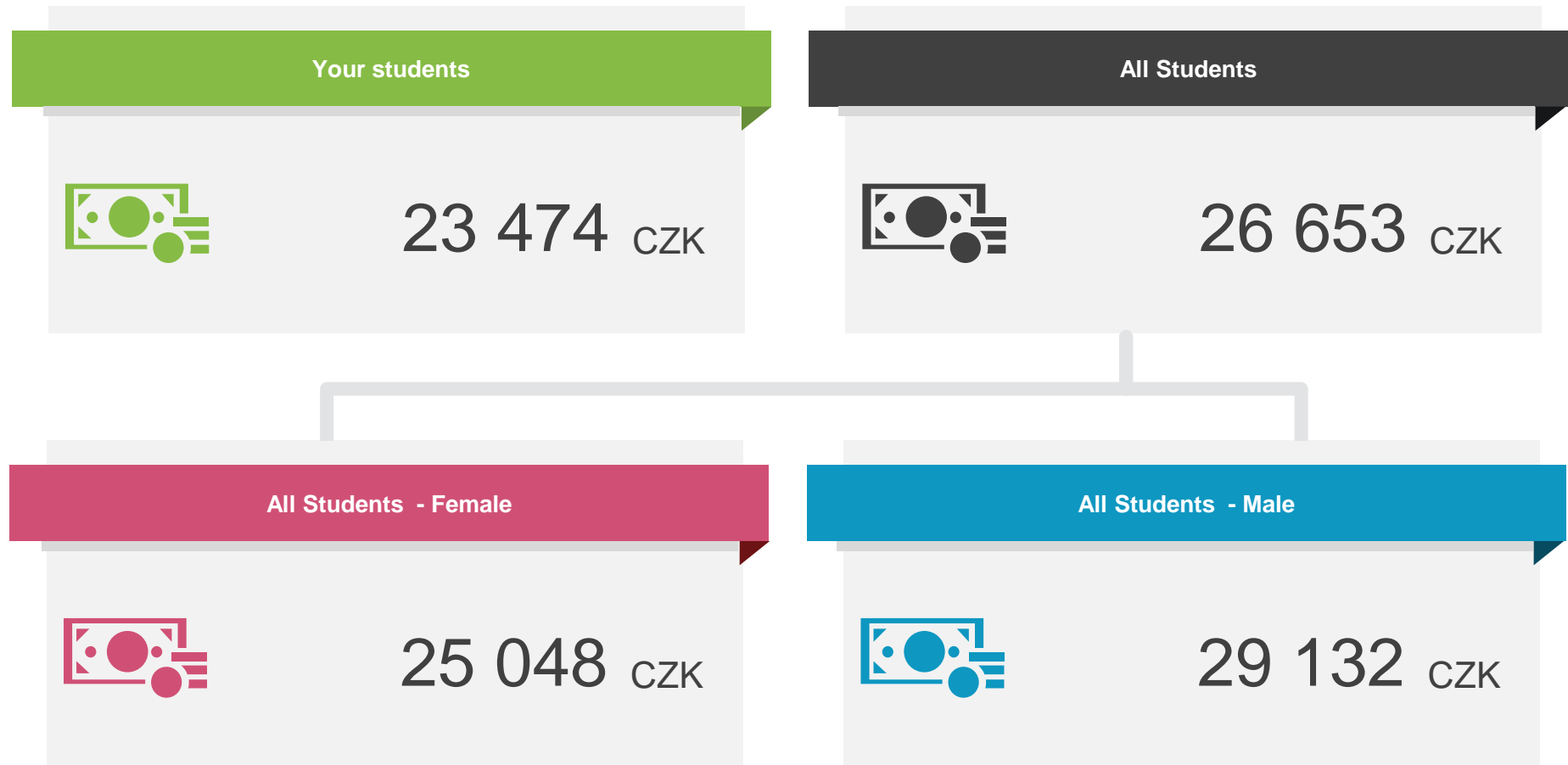
Students' most preferred industries



For what size of employer would you prefer to work when choosing your first employment?

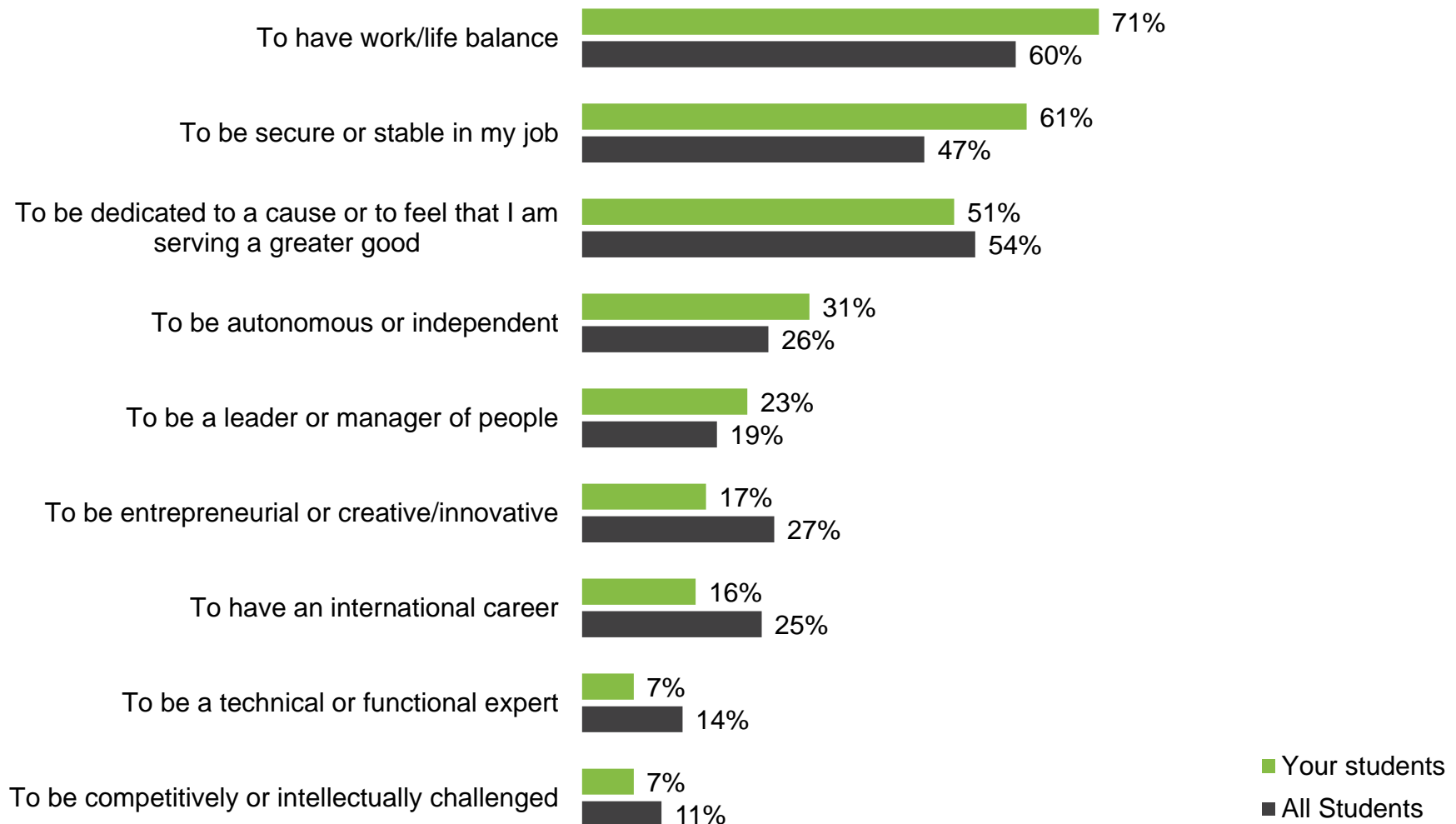


Students' expected monthly salary



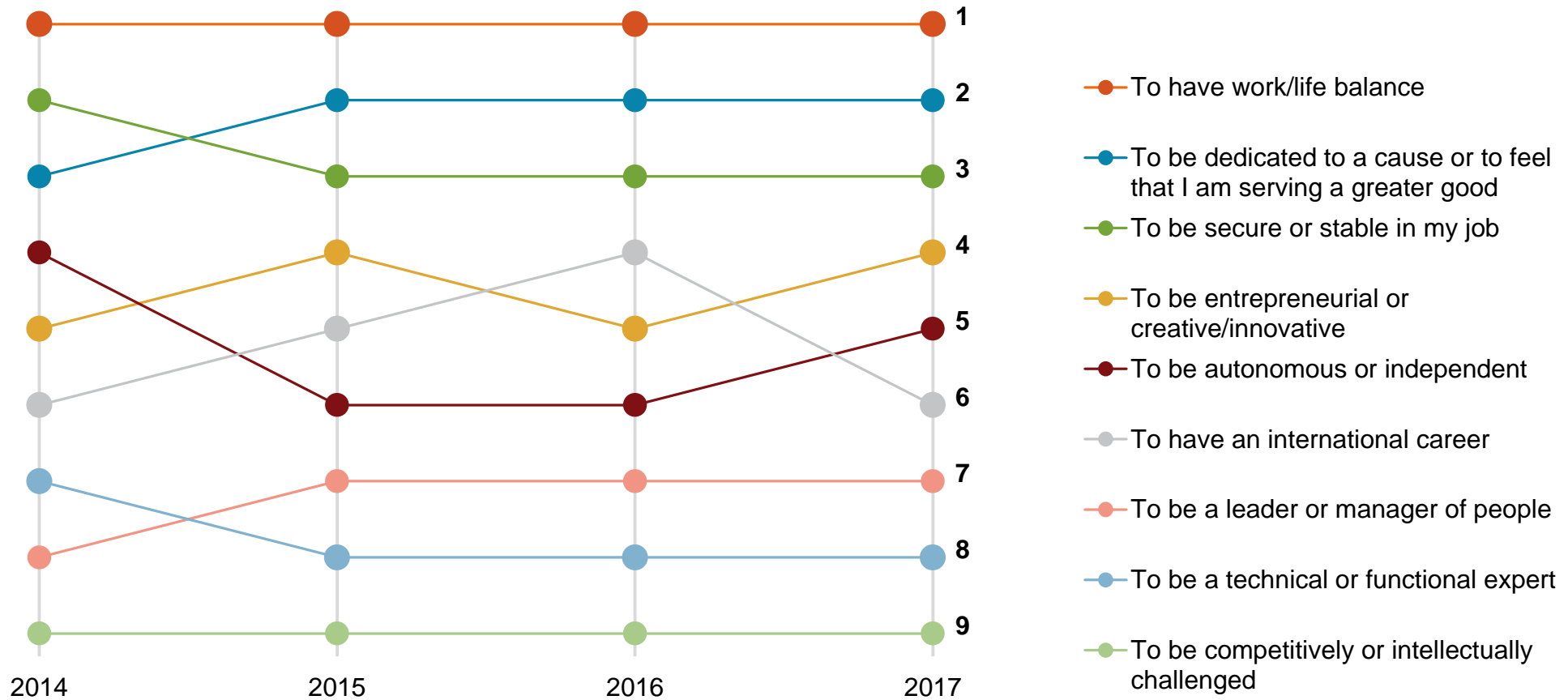
• What is your expected salary before taxes (excluding commission and bonus) at your first employment after graduation?

“To have work/life balance” is the most important long term career goal



Career goals over time

All Students

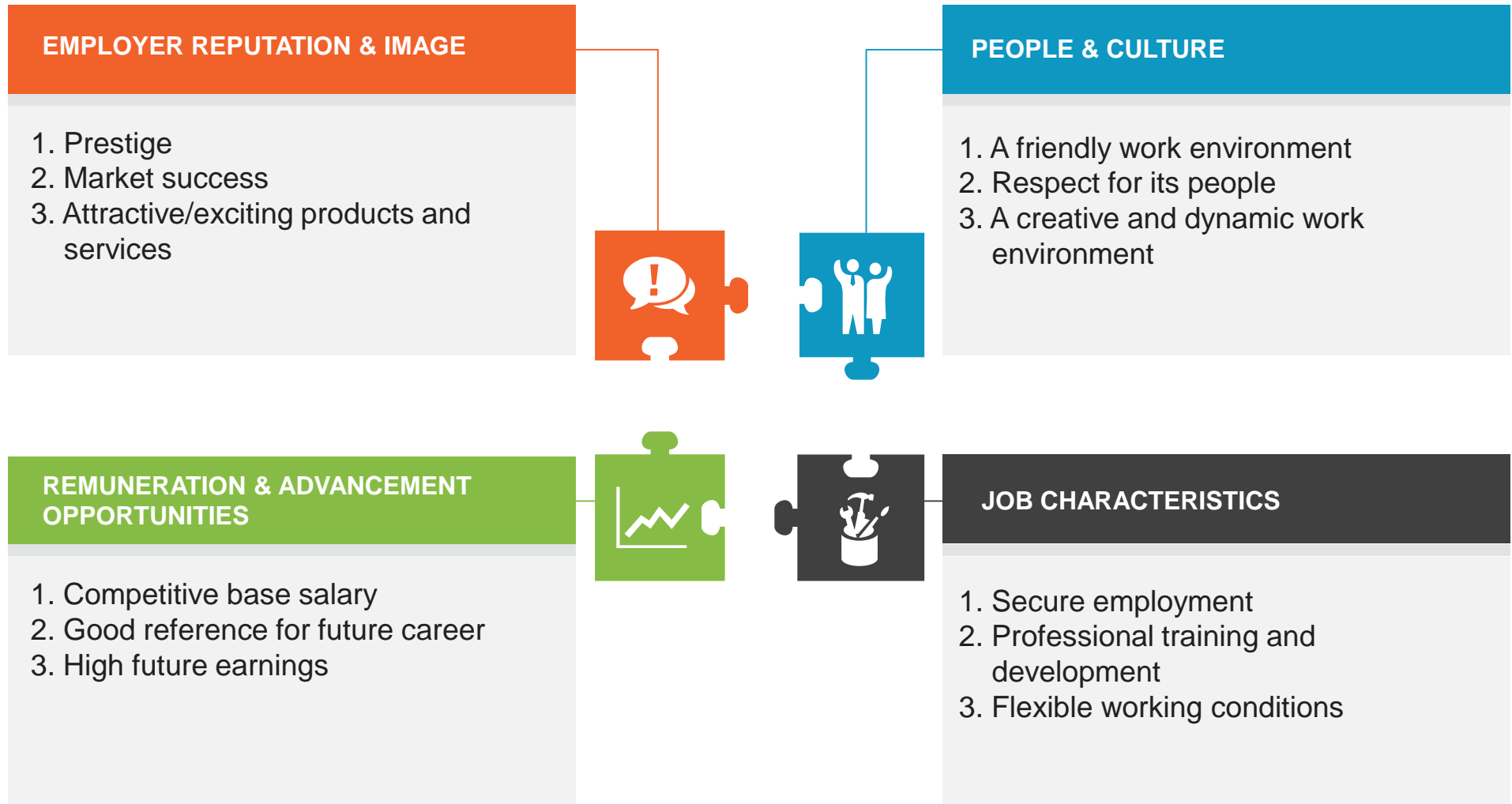


The Universum Drivers of Employer Attractiveness



What is attractive?

Your students



“A friendly work environment” is the overall most important attribute to your students

Your students

1. A friendly work environment
2. Respect for its people
3. Prestige
4. Secure employment
5. Professional training and development
6. Market success
7. Competitive base salary
8. Leaders who will support my development
9. High future earnings
10. A creative and dynamic work environment

Employer Reputation & Image

Remuneration & Advancement Opportunities

All Students

1. A friendly work environment
2. Professional training and development
3. High future earnings
4. A creative and dynamic work environment
5. Good reference for future career
6. Market success
7. Flexible working conditions
8. Prestige
9. Opportunities for international travel/relocation
10. Competitive base salary

People & Culture

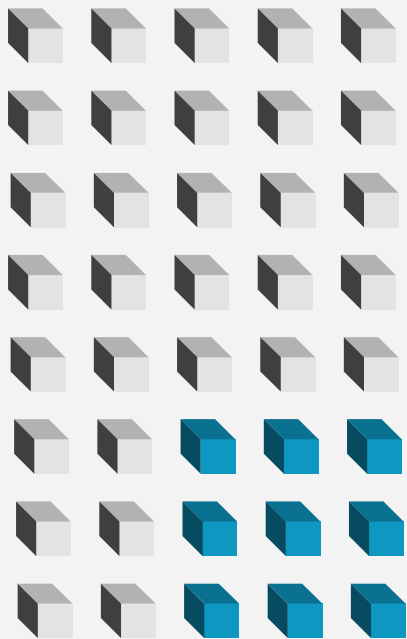
Job Characteristics

- 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
(58-135 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)



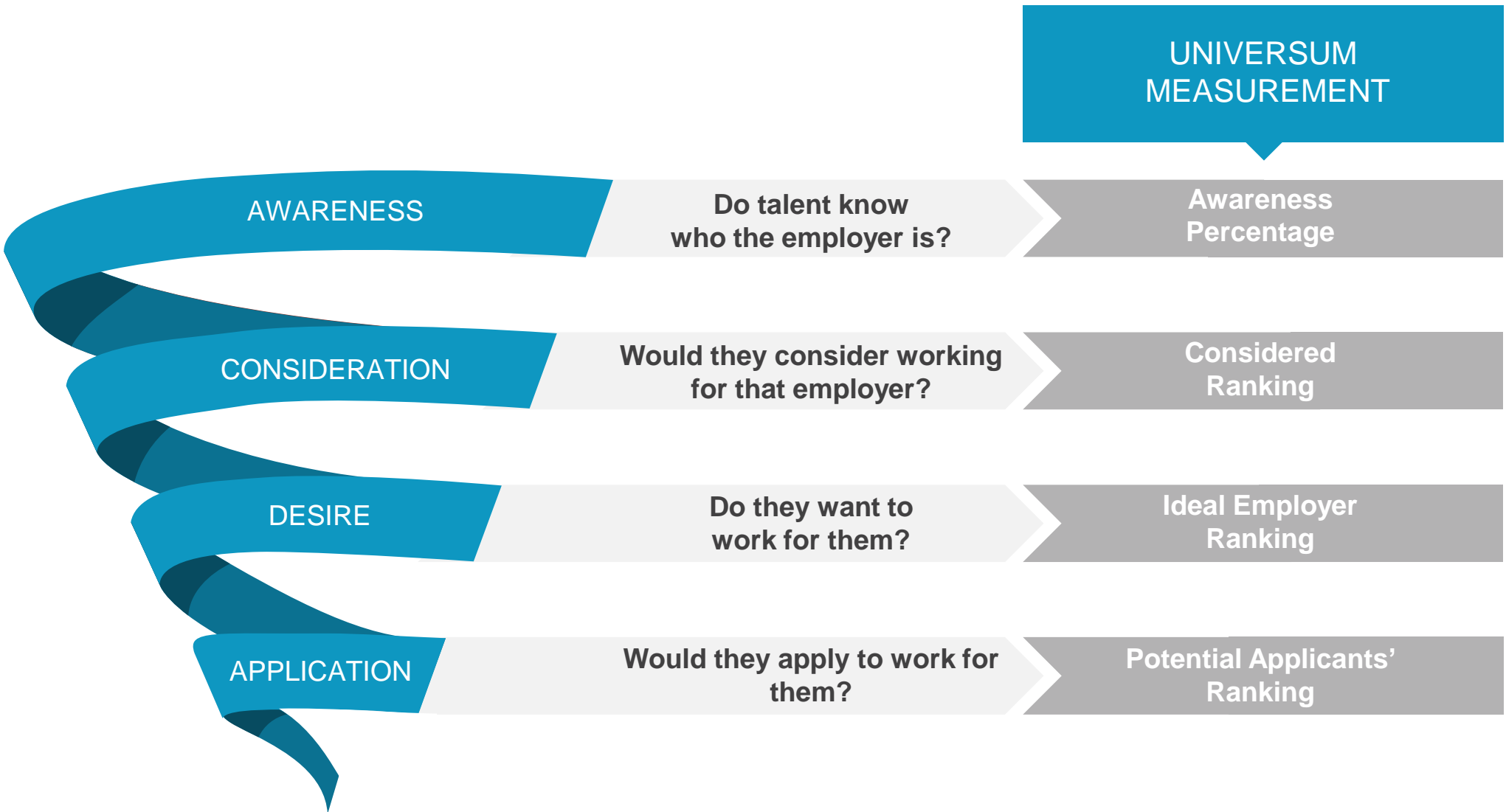
“Now choose the five (5) employers you most want to work for, your five Ideal Employers.”

**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/Commerce

Employer	Rank 2017	Percent 2017	Trend		Employer	Rank 2017	Percent 2017	Trend	
Google	1	38,46%	→	0	Ministerstvo vnitra (vč. Policie ČR)	10	21,54%	↑	24
Kofola	2	35,38%	↑	3	Seznam.cz	10	21,54%	↑	5
Letiště Praha (včetně Czech Airlines Technics, Czech Airlines Handling)	3	30,77%	↑	19	Škoda Auto	10	21,54%	↓	-5
Student Agency	3	30,77%	↓	-1	IKEA	14	20,00%	↓	-11
Ministerstvo zahraničních věcí	5	29,23%	↑	4	Ministerstvo financí	14	20,00%	↓	-5
Česká národní banka	6	27,69%	↓	-2	Coca-Cola	16	18,46%	↓	-4
Nestlé	7	26,15%	↓	-2	ČSOB (KBC)	16	18,46%	↑	2
Amazon	8	24,62%	NEW	-	LEO Express	18	16,92%	↓	-13
Microsoft	9	23,08%	↑	9	L'Oréal Group	18	16,92%	↑	16
Česká televize	10	21,54%	↓	-1	Alza.cz	20	15,38%	NEW	-

Ideal Employer Ranking | Top 20

Your students | Business/Commerce

Employer	Rank 2017	Percent 2017	Trend		Employer	Rank 2017	Percent 2017	Trend	
Google	1	25,00%	→	0	Kiwi.com (dříve Skypicker)	9	9,38%	NEW	-
Kofola	2	15,63%	↑	5	Nestlé	9	9,38%	↑	27
Letiště Praha (včetně Czech Airlines Technics, Czech Airlines Handling)	3	14,06%	↑	12	Seznam.cz	9	9,38%	↑	27
Ministerstvo zahraničních věcí	3	14,06%	↑	4	Student Agency	9	9,38%	↓	-5
Česká národní banka	5	10,94%	↓	-3	Česká televize	15	7,81%	→	0
Microsoft	5	10,94%	↑	10	ČSOB (KBC)	15	7,81%	NEW	-
Ministerstvo financí	5	10,94%	→	0	Hewlett Packard Enterprise	15	7,81%	NEW	-
Ministerstvo vnitra (vč. Policie ČR)	5	10,94%	↑	17	IKEA	15	7,81%	↓	-10
Amazon	9	9,38%	NEW	-	Orgány EU	15	7,81%	→	0
Coca-Cola	9	9,38%	→	0	Red Bull	15	7,81%	→	0

Potential Applicants' Ranking | Top 20

Your students | Business/Commerce

Employer	Rank 2017	Percent 2017	Trend		Employer	Rank 2017	Percent 2017	Trend	
Coca-Cola	1	6,12%	↑	11	Student Agency	5	4,08%	↓	-3
Deloitte	1	6,12%	↑	4	Toyota Peugeot Citroen Automobile	5	4,08%	↑	7
Kofola	1	6,12%	↑	11	Česká televize	13	2,04%	NEW	-
Nestlé	1	6,12%	NEW	-	ČSOB (KBC)	13	2,04%	NEW	-
ArcelorMittal	5	4,08%	NEW	-	EY (Ernst & Young)	13	2,04%	↓	-8
Hyundai	5	4,08%	↑	7	Google	13	2,04%	↓	-1
KPMG	5	4,08%	↓	-3	IKEA	13	2,04%	↓	-8
Lidl	5	4,08%	NEW	-	J&T BANKA	13	2,04%	↓	-1
Ministerstvo vnitra (vč. Policie ČR)	5	4,08%	NEW	-	Karlovarské minerální vody	13	2,04%	NEW	-
Siemens	5	4,08%	NEW	-	Kaufland	13	2,04%	NEW	-

- ?
- 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

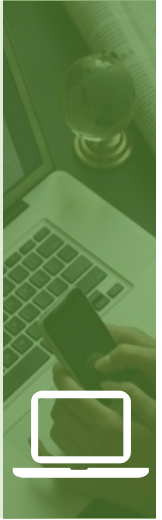
PRINT

- 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

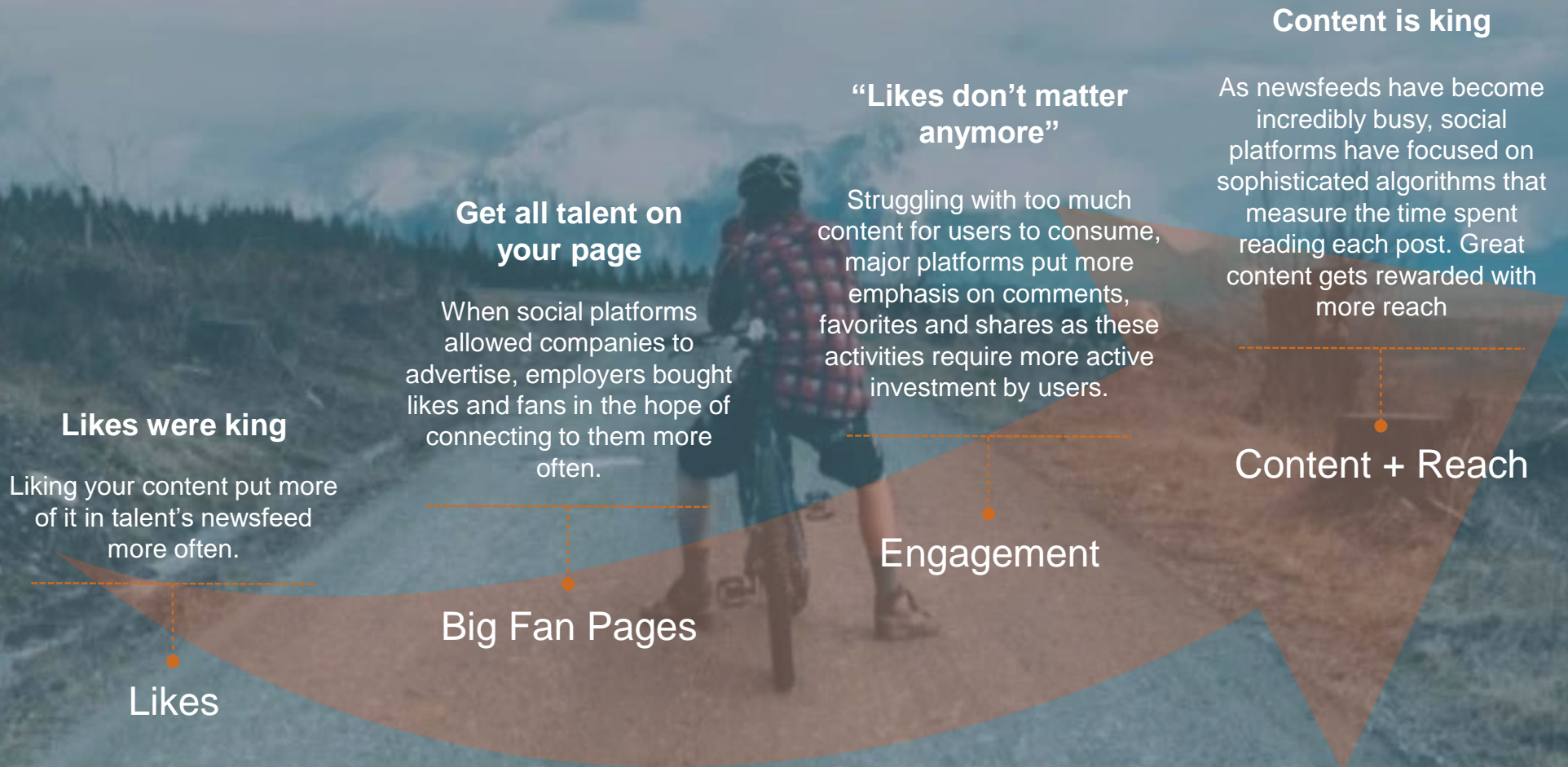


OTHER CHANNELS

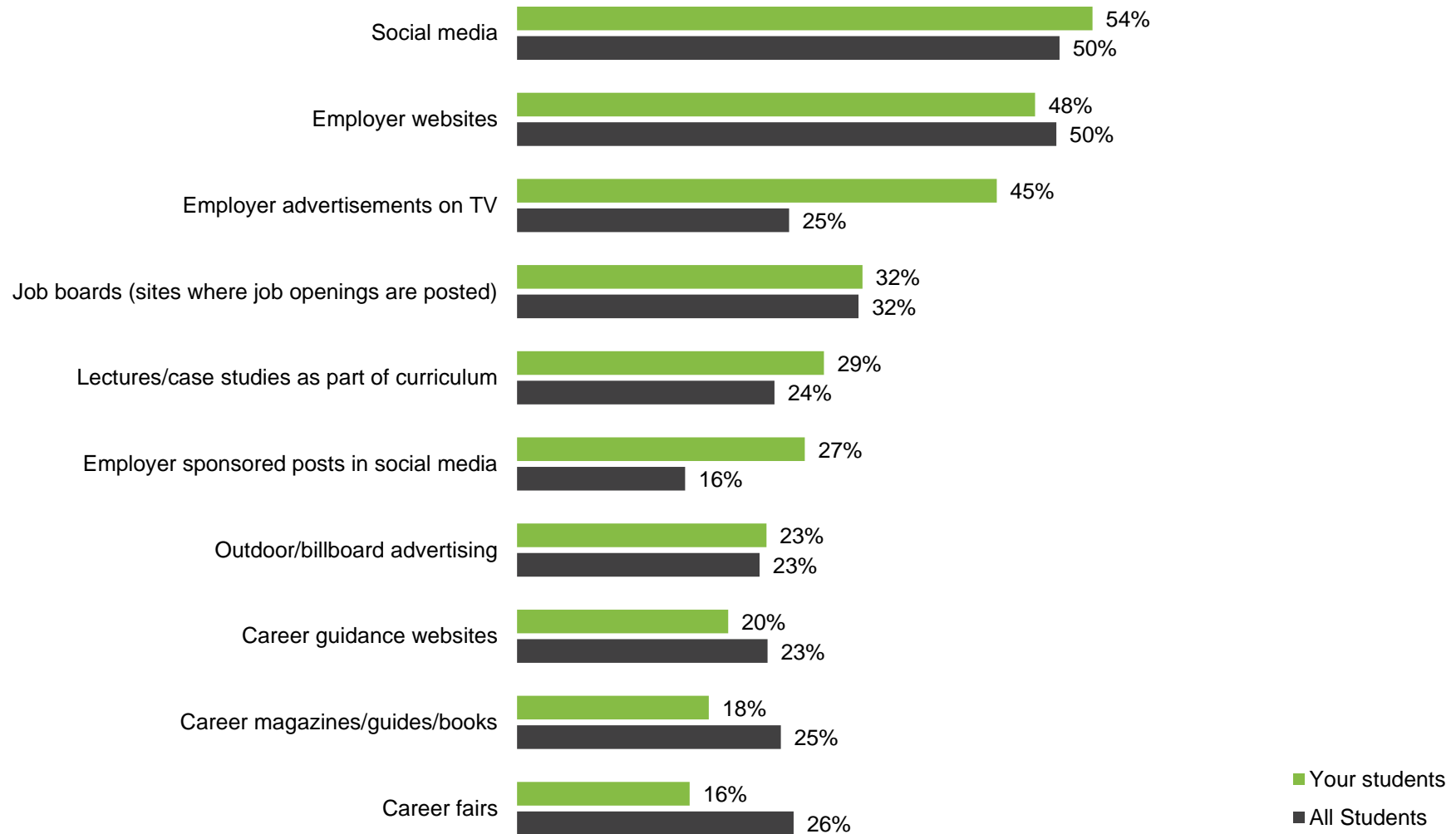
- Employer advertisements on the radio
- Employer advertisements on TV
- Outdoor/billboard advertising



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 | All main fields of study
- 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



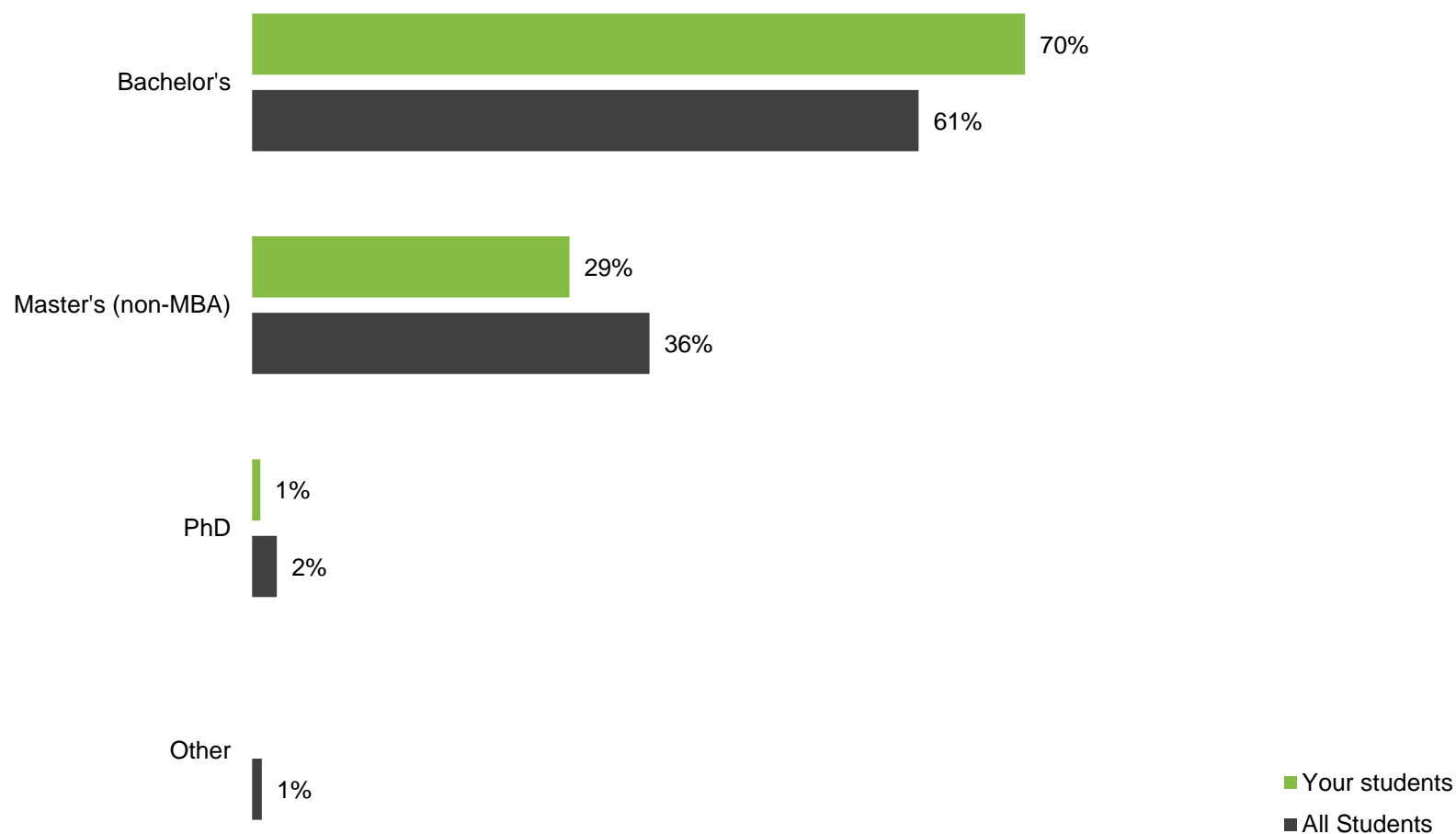
WE HAVE CONDUCTED THE
UNIVERSUM TALENT SURVEY
FOR OVER 25 YEARS



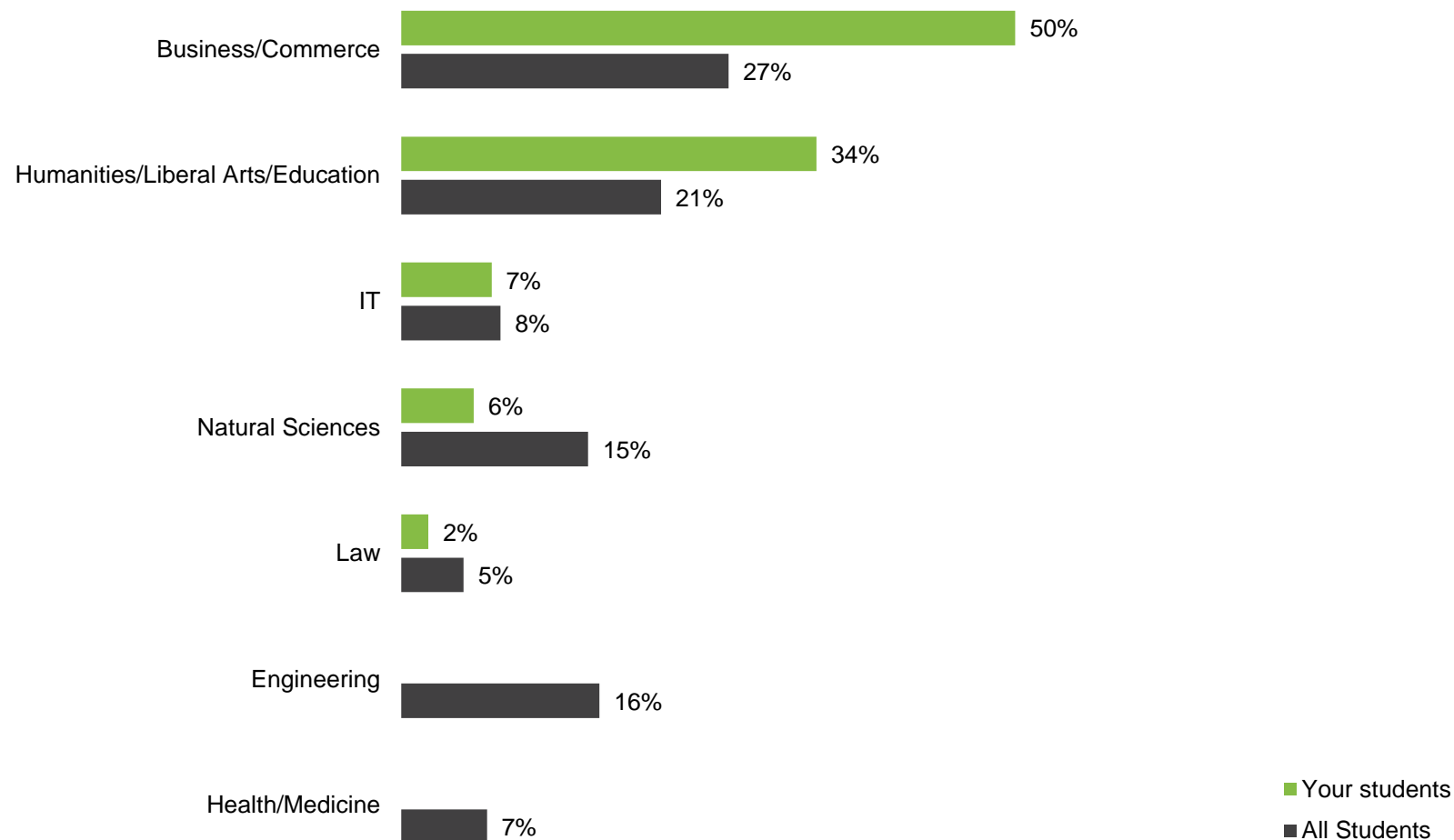
Total number of respondents
in the survey 2017:

1 300 000+

Highest qualification



Main field of study



Educational institutions (1/2)

All Students

University	All Students	University	All Students
Charles University in Prague	12,4%	University of Hradec Králové	2,1%
Masaryk University	9,4%	Technical University of Liberec	1,8%
Czech University of Life Sciences Prague	6,8%	Silesian University in Opava	1,6%
Brno University of Technology	6,8%	University of Chemistry and Technology, Prague	1,5%
Czech Technical University in Prague	6,5%	University of Business in Prague	1,0%
Palacký University of Olomouc	5,7%	The University of Finance and Administration	0,9%
University of Economics, Prague	5,7%	VŠEM - University of Economics and Management	0,8%
VŠB Technical University of Ostrava	5,4%	Institute of Technology and Business, České Budějovice	0,8%
Mendel University Brno	3,5%	Metropolitan University Prague	0,7%
University of West Bohemia	3,4%	University of Veterinary and Pharmaceutical Sciences, Brno	0,6%
University of South Bohemia in České Budějovice	3,1%	Institute of Hospitality Management in Prague	0,5%
Tomas Bata University in Zlín	3,1%	Škoda Auto University	0,4%
University of Pardubice	2,6%	University of Defence	0,4%
University of Ostrava	2,5%	College of Polytechnics Jihlava	0,3%
Jan Evangelista Purkyně University in Ústí nad Labem	2,3%		

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

Educational institutions (2/2)

All Students

University	All Students	University	All Students
Academy of Performing Arts in Prague	0,3%	Academy of Fine Arts, Prague	0,1%
CEVRO Institut - Praha	0,2%	Karel Englis College	0,1%
Banking Institute / College of Banking	0,2%	University of International and Public Relations Prague	0,1%
Private College of Economic Studies in Znojmo	0,2%	College of European and Regional Studies	0,1%
Jan Amos Komensky University Prague	0,2%	Private College of Economic Studies	0,1%
Janáček Academy of Music and Performing Arts	0,2%	University of New York in Prague	0,1%
Police Academy	0,1%	Filmová akademie Miroslava Ondříčka v Písku	0,0%
Moravian University College Olomouc	0,1%	Anglo-American College	0,0%
Institute of Regional Development	0,1%	College of Logistics	0,0%
NEWTON College	0,1%	Prague College of Psychosocial Studies	0,0%
Academy of Arts, Architecture and Design in Prague	0,1%	College of Social and Administration, Institute of Lifelong Learning Havířov	0,0%
Akademie STING	0,1%	College of Creative Communications	0,0%
College of Business and Hotel Management	0,1%	College of Applied Psychology	0,0%
College of Nursing	0,1%	Other	4,2%
University of Entrepreneurship and Law	0,1%		

- 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
Business Administration and Management	38%	Communication and PR	8%
Marketing	26%	Banking	8%
Finance and Accounting	25%	International Relations	8%
Economics and National economy	17%	Project Management	7%
Business and Administration	15%	Regional Development	6%
Tourism and hospitality	13%	Logistics	6%
International Business	12%	Law in Economics	5%
Economic Policy and Administration	11%	Insurance	4%
Commerce	10%	Arts Management	3%
Taxation	10%	Other Business	4%

Areas of study

All Students | Engineering (1/1)

Area of study	All Students	Area of study	All Students
Mechanical Engineering	29%	Biomedical Engineering	5%
Civil engineering	22%	Nanotechnology	3%
Electrical engineering	14%	Metallurgy	3%
Transport	12%	Textile engineering	1%
Architecture	11%	Geodesy	1%
Material Engineering	10%	Mining engineering	1%
Energetics	8%	Polygraphy	1%
Safety Engineering	6%	Other Engineering	8%
Biomedical Technology	6%		

Areas of study

All Students | IT (1/1)

Area of study	All Students	Area of study	All Students
Applied Informatics	44%	Electrical Engineering and Computer Science	13%
Business Information Systems	34%	Artificial Intelligence	9%
Software Engineering	32%	Mathematical Informatics	7%
Information Management	19%	Bioinformatics	3%
Telecommunications and Computer Networks	17%	Other IT	11%
Computer Graphics and Multimedia	13%		

Areas of study

All Students | Natural Sciences (1/1)

Area of study	All Students	Area of study	All Students
Biology	41%	Food-processing	10%
Chemistry	37%	Landscaping and Gardening	6%
Mathematics	19%	Geology	6%
Ecology	18%	Statistics and Demographics	6%
Agriculture	15%	Forestry	5%
Physics	14%	Fishery	1%
Geography	10%	Other Natural Sciences	7%

Areas of study

All Students | Humanities (1/1)

Area of study	All Students	Area of study	All Students
Teaching/Education	26%	Journalism	6%
Linguistics/Foreign Languages	17%	Anthropology	6%
Philology	15%	Performing Arts	6%
Psychology	14%	Human Resources	4%
History	13%	Andragogics	4%
Social Sciences	11%	Social care	3%
Political Science	11%	Physical education	2%
Design, Graphics, Photography, Aesthetics and art	9%	Religions	2%
Philosophy	9%	Archeology	1%
Social Work	8%	Theology	1%
Literature	6%	Other Humanities	8%
New Media and Multimedia	6%		

Areas of study

All Students | Law (1/1)

Area of study	All Students	Area of study	All Students
Law and Legal Science	63%	Criminology	10%
Law and Public administration	27%	Politics and diplomacy	9%
Business Law	22%	Other Law	6%
Criminal Law	17%		

Areas of study

All Students | Health/Medicine (1/1)

Area of study	All Students	Area of study	All Students
Medicine	46%	Nursing	3%
Pharmacy	12%	Nutritional Therapist	3%
Physiotherapy	9%	Paramedic	3%
General nurse	8%	Ergotherapy	2%
Medical Laboratory Technician	6%	Optometry	1%
Veterinary Medicine	5%	Radiology Assistant	1%
Laboratory Technician	4%	Other Health/Medicine	5%
Midwifery	4%		

Considered Employer Ranking | Top 30

All Students | Business/Commerce

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
Google	1	46,35%	→ 0	Samsung	16	22,25%	↑ 1
Škoda Auto	2	32,94%	→ 0	Seznam.cz	17	21,85%	↑ 4
Microsoft	3	29,00%	↑ 4	ČSOB (KBC)	18	21,39%	→ 0
Česká národní banka	4	28,66%	↓ -1	ČEZ	19	20,65%	↓ -5
Letiště Praha (včetně Czech Airlines Technics, Czech Airlines Handling)	5	27,93%	↑ 6	Ministerstvo zahraničních věcí	20	20,46%	↓ -5
Kofola	6	27,33%	↓ -1	Česká spořitelna (Erste Bank)	21	19,28%	↓ -2
L'Oréal Group	7	24,73%	↓ -1	Air Bank	22	18,86%	↑ 3
Česká televize	8	24,62%	↑ 2	IBM	23	18,65%	↓ -1
Nestlé	9	24,60%	↓ -5	Komerční banka (Société Générale)	24	18,55%	↓ -1
Red Bull	10	23,94%	↓ -1	Alza.cz	25	17,86%	NEW -
Student Agency	11	23,72%	↓ -3	Lego	26	16,96%	NEW -
Coca-Cola	12	23,23%	→ 0	Deloitte	27	16,90%	↑ 2
IKEA	13	23,12%	→ 0	KPMG	28	16,74%	→ 0
Amazon	14	22,70%	NEW -	Ministerstvo vnitra (vč. Policie ČR)	29	16,57%	↓ -2
Ministerstvo financí	15	22,55%	↑ 1	HEINEKEN	30	16,49%	↓ -10

Considered Employer Ranking | Top 30

All Students | Engineering

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
Škoda Auto	1	40,97%	→ 0	Lego	16	13,35%	↓ -2
Siemens	2	28,70%	→ 0	IKEA	17	12,58%	↑ 2
Robert Bosch	3	27,86%	↑ 6	IBM	18	12,12%	↑ 2
Škoda Transportation	4	24,54%	↓ -1	Akademie věd České republiky	19	11,57%	↓ -1
ČEZ	5	22,91%	↓ -1	Aircraft Industries	20	10,91%	NEW -
Honeywell	6	22,57%	↓ -1	Automotive Lighting	21	10,80%	→ 0
Google	7	21,07%	↓ -1	Strabag	22	10,14%	↓ -6
Metrostav	8	19,36%	↓ -1	České dráhy	23	10,14%	↓ -1
Skanska	9	16,39%	↓ -1	AERO Vodochody	24	9,50%	↑ 3
Hyundai	10	16,13%	→ 0	Vítkovice machinery group	25	8,69%	↓ -1
Letiště Praha (včetně Czech Airlines Technics, Czech Airlines Handling)	11	15,21%	↑ 6	Plzeňský Prazdroj	26	8,56%	↑ 9
TATRA TRUCKS	12	15,14%	↓ -1	Dell	27	8,54%	↑ 2
ABB	13	14,25%	↑ 2	Energetický a průmyslový holding	28	8,51%	↑ 3
Microsoft	14	14,03%	↓ -1	Eurovia	29	8,14%	↑ 4
Toyota Peugeot Citroen Automobile	15	13,40%	↓ -3	Continental (incl. Barum)	30	8,12%	↑ 8

Considered Employer Ranking | Top 30

All Students | IT

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
Google	1	64,81%	→ 0	Siemens	16	22,06%	→ 0
Microsoft	2	53,47%	→ 0	T-Mobile	17	20,95%	→ 0
IBM	3	43,94%	→ 0	ČEZ	18	18,34%	↑ 1
Seznam.cz	4	41,07%	→ 0	HP Inc Czech Republic	19	17,96%	NEW -
Oracle	5	35,12%	→ 0	Lego	20	17,84%	↑ 3
Avast Software	6	34,77%	↑ 1	Honeywell	21	17,39%	↓ -1
ESET software	7	31,79%	↑ 1	AT&T	22	17,02%	↑ 3
Alza.cz	8	30,69%	↑ 2	Vodafone	23	15,88%	↓ -5
Dell	9	28,78%	↓ -3	UPC	24	15,78%	→ 0
Cisco Systems	10	26,73%	↑ 1	Bezpečnostní informační služba	25	15,18%	↑ 3
Škoda Auto	11	26,70%	↑ 4	Kiwi.com (dříve Skypicker)	26	15,10%	NEW -
AVG Technologies CZ	12	26,01%	↓ -3	Kofola	27	15,04%	↓ -6
Red Hat	13	24,76%	↓ -1	ČSOB (KBC)	28	14,62%	↓ -6
Hewlett Packard Enterprise	14	23,03%	NEW -	NBÚ (včetně Národní centrum kybernetické bezpečnosti ČR)	29	13,82%	NEW -
O2 Czech Republic	15	22,45%	↓ -1	IKEA	30	13,70%	↓ -3

Ideal Employer Ranking | Top 30

All Students | Business/Commerce

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
Google	1	28,12%	→ 0	Student Agency	16	7,03%	↓ -5
Škoda Auto	2	14,51%	↑ 1	Coca-Cola	17	6,97%	→ 0
Česká národní banka	3	13,65%	↓ -1	Nestlé	18	6,97%	↑ 1
Letiště Praha (včetně Czech Airlines Technics, Czech Airlines Handling)	4	12,25%	↑ 1	Seznam.cz	19	6,58%	↑ 8
Microsoft	5	11,02%	↑ 4	Orgány EU	20	6,52%	↓ -6
L'Oréal Group	6	10,73%	↓ -2	EY (Ernst & Young)	21	6,41%	→ 0
Red Bull	7	10,51%	↑ 1	Amazon	22	6,20%	NEW -
Ministerstvo financí	8	9,85%	↑ 2	ČEZ	23	5,72%	↓ -10
Ministerstvo zahraničních věcí	9	9,56%	↓ -2	IBM	24	5,20%	↑ 1
Česká televize	10	8,72%	↓ -4	ČSOB (KBC)	25	5,19%	↓ -3
KPMG	11	7,86%	↑ 5	Kiwi.com (dříve Skypicker)	26	5,03%	NEW -
Ministerstvo vnitra (vč. Policie ČR)	12	7,72%	↑ 6	PwC	27	4,88%	↑ 2
IKEA	13	7,49%	↑ 2	Lego	28	4,55%	NEW -
Kofola	14	7,43%	↓ -2	Česká spořitelna (Erste Bank)	29	4,54%	↓ -6
Deloitte	15	7,29%	↑ 5	Plzeňský Prazdroj	30	4,53%	↓ -4

Ideal Employer Ranking | Top 30

All Students | Engineering

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
Škoda Auto	1	26,39%	→ 0	Lego	16	4,80%	↓ -1
Siemens	2	16,37%	→ 0	GE Aviation	17	4,35%	↑ 23
Robert Bosch	3	14,20%	↑ 6	IBM	18	4,13%	↑ 6
Honeywell	4	13,05%	↓ -1	Toyota Peugeot Citroen Automobile	19	4,10%	→ 0
Google	5	12,97%	↑ 1	Strabag	20	4,09%	↓ -6
ČEZ	6	11,61%	↓ -2	Hyundai	21	4,06%	↓ -4
Metrostav	7	10,90%	↓ -2	AERO Vodochody	22	3,82%	↑ 7
Škoda Transportation	8	9,88%	→ 0	Aircraft Industries	23	3,47%	NEW -
Skanska	9	7,85%	↓ -2	České dráhy	24	3,28%	↓ -3
Letiště Praha (včetně Czech Airlines Technics, Czech Airlines Handling)	10	7,38%	↑ 8	Eurovia	25	3,25%	↓ -2
ABB	11	6,95%	↓ -1	FEI	26	2,98%	↑ 5
TATRA TRUCKS	12	6,60%	↑ 1	Plzeňský Prazdroj	27	2,94%	↑ 8
IKEA	13	6,22%	↑ 3	Automotive Lighting	28	2,83%	↓ -8
Akademie věd České republiky	14	5,80%	↓ -3	E.ON Česká republika	29	2,77%	↓ -7
Microsoft	15	5,09%	↓ -3	Continental (incl. Barum)	30	2,67%	↑ 9

Ideal Employer Ranking | Top 30

All Students | IT

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
Google	1	53,63%	→ 0	Lego	16	5,72%	↑ 3
Microsoft	2	33,81%	→ 0	AVG Technologies CZ	17	5,36%	↓ -6
IBM	3	22,11%	→ 0	NBÚ (včetně Národní centrum kybernetické bezpečnosti ČR)	18	5,20%	NEW -
Seznam.cz	4	16,81%	→ 0	AT&T	19	5,20%	↑ 3
Oracle	5	13,81%	↑ 1	Hewlett Packard Enterprise	20	4,96%	NEW -
Red Hat	6	11,75%	↓ -1	Siemens	21	4,63%	↓ -3
ESET software	7	10,77%	↑ 1	Bezpečnostní informační služba	22	4,62%	↓ -5
Avast Software	8	10,69%	↑ 1	ČEZ	23	4,46%	↓ -3
Cisco Systems	9	9,11%	↓ -2	STRV	24	3,86%	NEW -
Škoda Auto	10	8,89%	→ 0	O2 Czech Republic	25	3,74%	↓ -4
Alza.cz	11	7,12%	↑ 2	Akademie věd České republiky	26	3,43%	↓ -3
Tieto	12	7,07%	↑ 2	Letiště Praha (včetně Czech Airlines Technics, Czech Airlines Handling)	27	3,38%	↑ 6
Dell	13	7,07%	↓ -1	Unicorn	28	3,28%	↑ 6
Kiwi.com (dříve Skypicker)	14	5,93%	NEW -	SAP	29	3,24%	↓ -3
Honeywell	15	5,75%	→ 0	T-Mobile	30	3,12%	↓ -5

Potential Applicants' Ranking | Top 30

All Students | Business/Commerce

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
Škoda Auto	1	5,02%	→ 0	McKinsey & Company	16	1,65%	↑ 6
Google	2	4,18%	↑ 1	Microsoft	17	1,62%	↑ 8
KPMG	3	4,07%	↓ -1	IBM	18	1,62%	↑ 3
EY (Ernst & Young)	4	3,81%	↑ 3	Ministerstvo vnitra (vč. Policie ČR)	19	1,61%	↓ -6
Deloitte	5	3,76%	↓ -1	Armáda ČR	20	1,52%	↑ 14
Letiště Praha (včetně Czech Airlines Technics, Czech Airlines Handling)	6	3,56%	↓ -1	Česká spořitelna (Erste Bank)	21	1,48%	↓ -6
PwC	7	2,71%	↑ 3	Česká televize	22	1,47%	↓ -10
L'Oréal Group	8	2,63%	↓ -2	Red Bull	23	1,46%	↓ -12
ČSOB (KBC)	9	2,23%	↑ 8	Procter & Gamble (P&G)	24	1,36%	↑ 6
Česká národní banka	10	2,12%	↓ -1	Kofola	25	1,26%	↓ -5
Ministerstvo financí	11	1,99%	↑ 5	IKEA	26	1,25%	↑ 1
Komerční banka (Société Générale)	12	1,88%	↑ 2	Seznam.cz	27	1,23%	↑ 21
Ministerstvo zahraničních věcí	13	1,84%	↓ -5	Student Agency	28	1,21%	↓ -10
Nestlé	14	1,68%	↑ 12	Amazon	29	1,20%	NEW -
ČEZ	15	1,68%	↑ 4	J&T BANKA	30	1,13%	↓ -2

- ?
- 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)

Potential Applicants' Ranking | Top 30

All Students | Engineering

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
Škoda Auto	1	9,40%	↑ 1	Eurovia	16	1,53%	↑ 8
ČEZ	2	6,41%	↑ 1	ČEPS	17	1,40%	→ 0
Siemens	3	6,40%	↑ 1	Continental (incl. Barum)	18	1,36%	↑ 17
Honeywell	4	6,40%	↓ -3	AERO Vodochody	19	1,36%	↑ 22
Robert Bosch	5	5,42%	↑ 1	Hyundai	20	1,28%	↑ 5
Letiště Praha (včetně Czech Airlines Technics, Czech Airlines Handling)	6	4,34%	↑ 4	Akademie věd České republiky	21	1,18%	↓ -10
Škoda Transportation	7	4,10%	↑ 5	IBM	22	1,16%	↑ 12
Metrostav	8	3,75%	↓ -3	Strabag	23	1,16%	↓ -14
ABB	9	3,35%	↓ -1	E.ON Česká republika	24	1,08%	↓ -9
Skanska	10	2,46%	↓ -3	České dráhy	25	1,06%	↓ -12
TATRA TRUCKS	11	1,93%	↑ 9	VEOLIA	26	1,05%	↑ 18
IKEA	12	1,89%	↑ 10	MBtech Bohemia	27	1,05%	↓ -8
GE Aviation	13	1,89%	↑ 13	Správa železniční dopravní cesty	28	0,96%	↑ 2
Google	14	1,73%	↑ 7	Automotive Lighting	29	0,85%	↑ 11
FEI	15	1,62%	↑ 1	ArcelorMittal	30	0,78%	↓ -12

- ?
- 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)

Potential Applicants' Ranking | Top 30

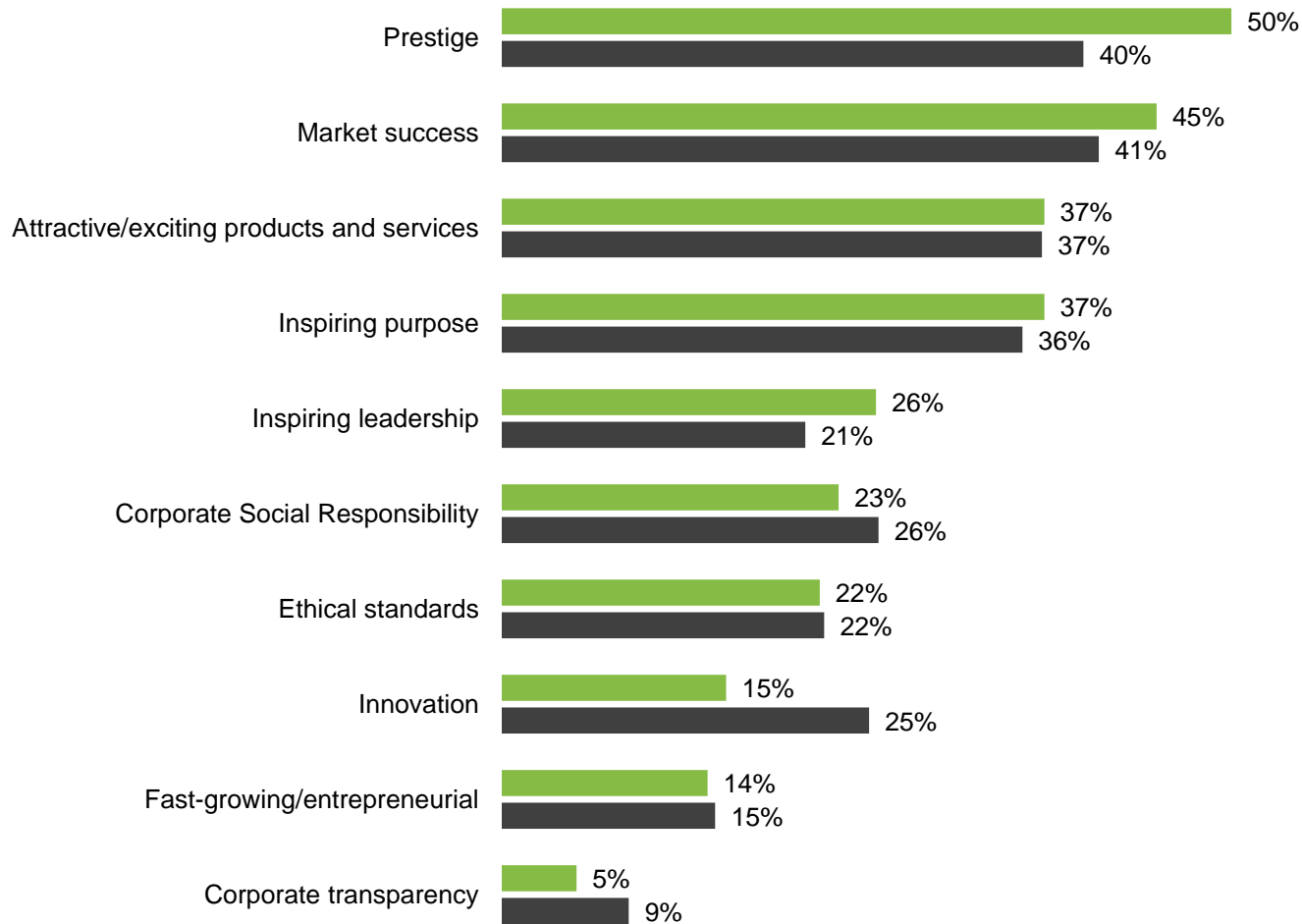
All Students | IT

Employer	Rank 2017	Percent 2017	Trend	Employer	Rank 2017	Percent 2017	Trend
Google	1	11,43%	→ 0	AT&T	16	1,73%	↑ 5
Tieto	2	6,99%	↑ 2	Česká spořitelna (Erste Bank)	17	1,72%	↓ -1
IBM	3	6,44%	→ 0	ČEZ	18	1,57%	↓ -6
Microsoft	4	5,96%	↓ -2	NBÚ (včetně Národní centrum kybernetické bezpečnosti ČR)	19	1,56%	NEW -
Red Hat	5	4,58%	→ 0	Komerční banka (Société Générale)	20	1,47%	↑ 13
Seznam.cz	6	4,32%	→ 0	STRV	21	1,43%	NEW -
Cisco Systems	7	3,43%	↑ 12	AVG Technologies CZ	22	1,37%	↓ -14
ESET software	8	3,43%	↑ 1	Unicorn	23	1,33%	↑ 8
Avast Software	9	2,52%	↑ 30	Lego	24	1,30%	↑ 44
Honeywell	10	2,50%	↑ 3	OKIN GROUP	25	1,07%	NEW -
Oracle	11	2,24%	→ 0	Etnetera	26	1,06%	NEW -
Kiwi.com (dříve Skypicker)	12	2,11%	NEW -	Bezpečnostní informační služba	27	1,01%	↓ -9
Alza.cz	13	1,99%	↑ 7	Accenture	28	1,01%	↑ 22
Dell	14	1,90%	↑ 9	UPC	29	1,00%	↓ -5
Škoda Auto	15	1,79%	↓ -8	EmbedIT	30	0,94%	↓ -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)

Employer Reputation & Image

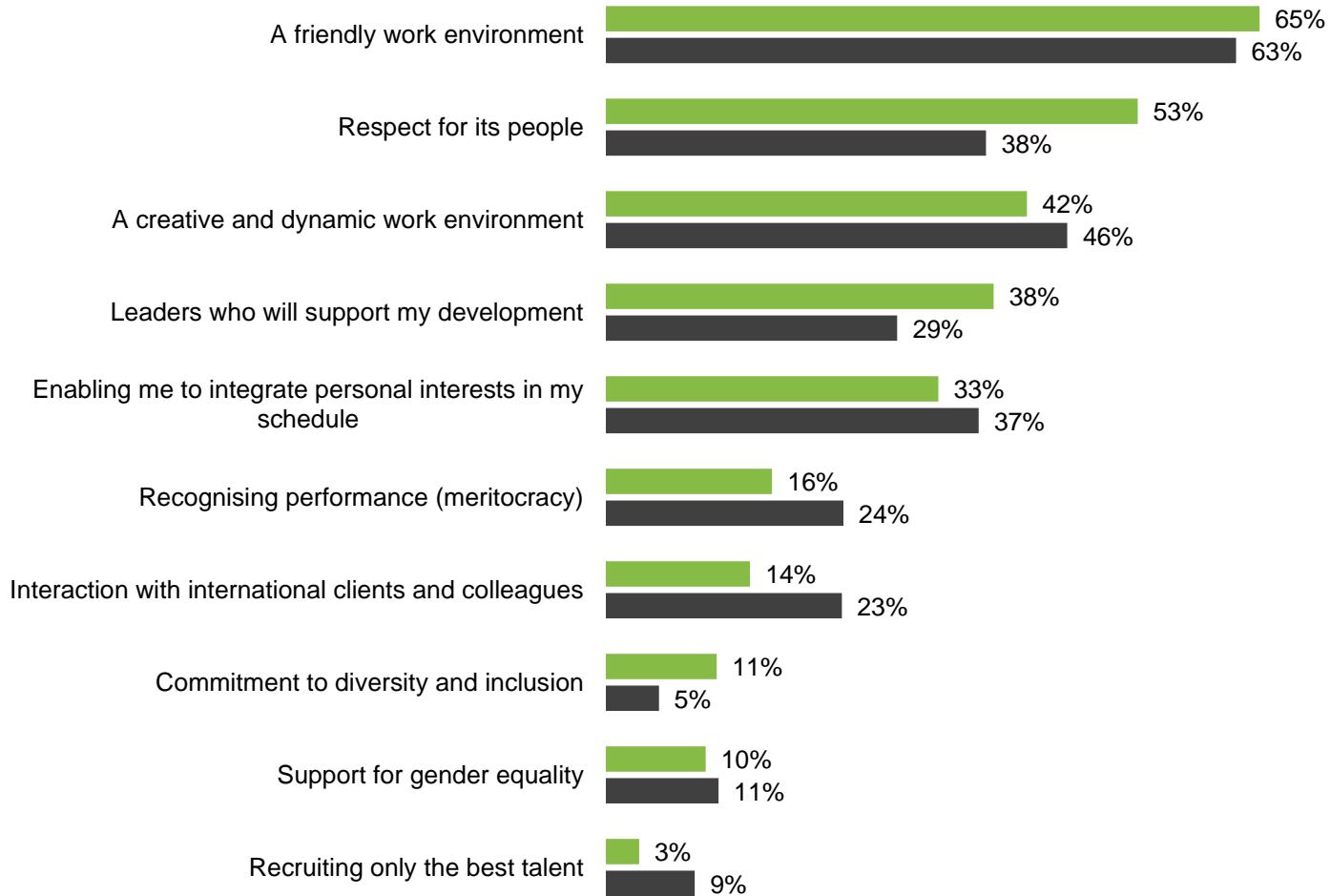
Attractive attributes



■ Your students
■ All Students

People & Culture

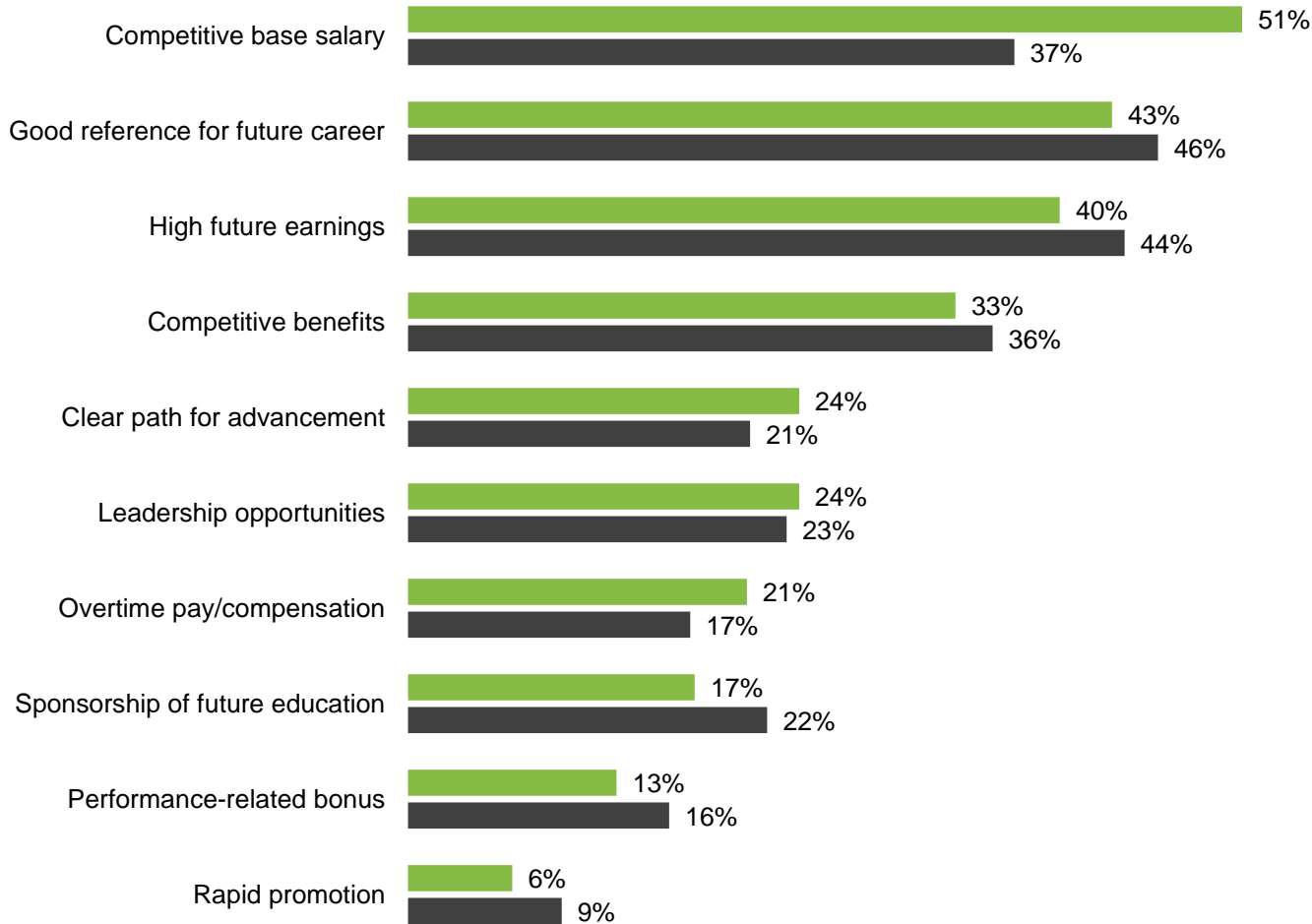
Attractive attributes



■ Your students
■ All Students

Remuneration & Advancement Opportunities

Attractive attributes

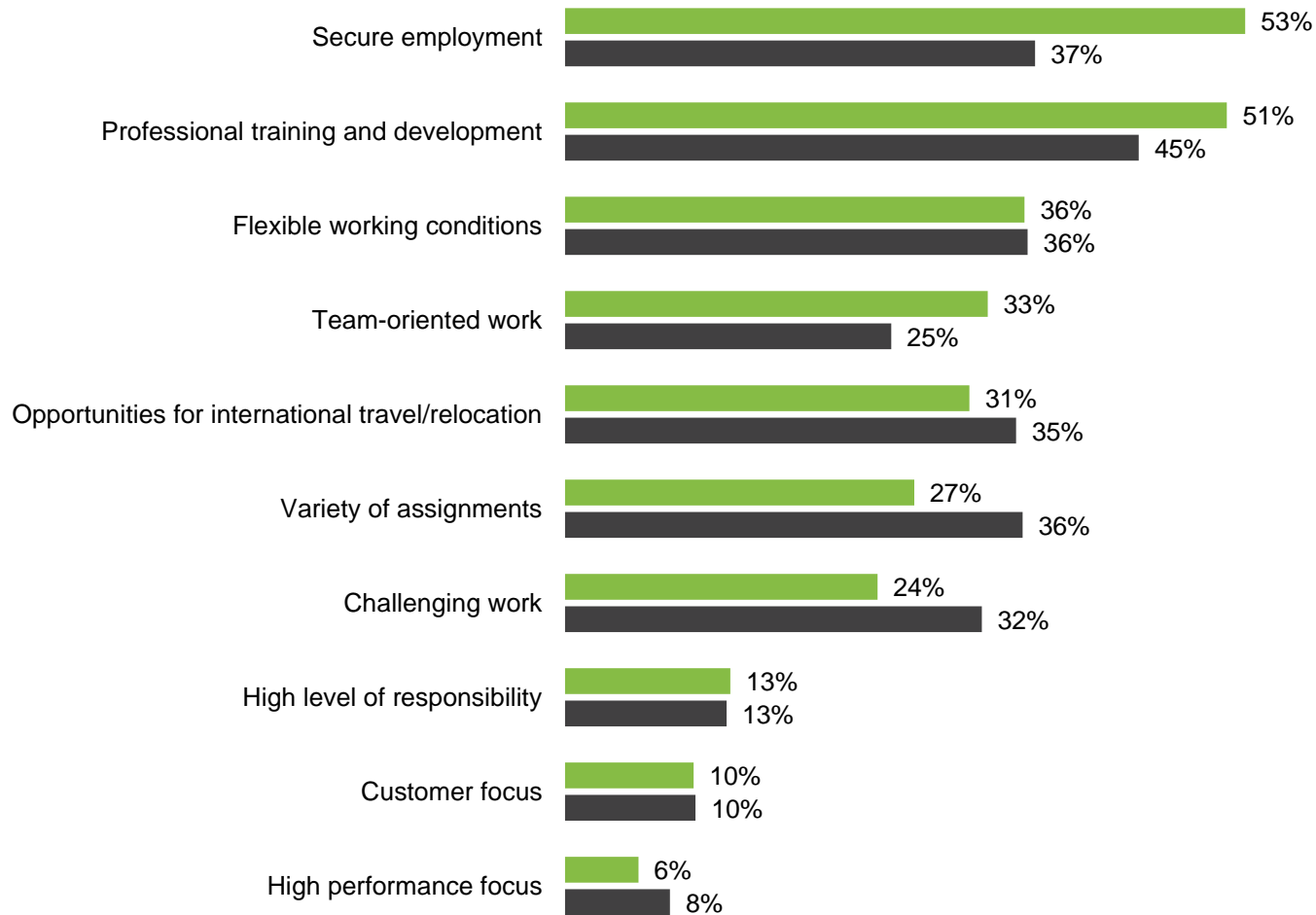


■ Your students

■ All Students

Job Characteristics

Attractive attributes



■ Your students
■ All Students

THANK YOU!

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