



# Universum Talent Research 2016

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 2015 to February 2016



Total number of  
respondents in the survey

14 462

## THIS REPORT

Number of respondents

### GROUP 1

Your students

88

### GROUP 2

All Students

14 462

# Agenda

1

## EXECUTIVE SUMMARY

Find a summary of your university brand perception and 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. Successful alumni
3. Availability of financial aid and scholarships



### CULTURE & STUDENT LIFE

1. Friendly and open environment
2. Secure campus environment
3. Social and recreational activities



### EMPLOYABILITY & FUTURE OPPORTUNITIES

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



### EDUCATIONAL OFFERING

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



## TOP OF MIND ASSOCIATIONS

spokojenost  
Vzdělání  
šance rodina jídlo Zábava  
Alma mater kamarádská tradice  
Příležitost  
NUDA malá prestiž  
Stres život kvalita  
záchrana  
zbytečnost

# Summary of your University Brand Perception (2/2)

## CONTINUE COMMUNICATING

### REPUTATION & IMAGE

- ✓ Successful alumni



### CULTURE & STUDENT LIFE

- ✓ Social and recreational activities
- ✓ Secure campus environment
- ✓ Friendly and open environment



### EMPLOYABILITY & FUTURE OPPORTUNITIES

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



### EDUCATIONAL OFFERING

- ✓ Study abroad program
- ✓ Exceptional professors/lecturers
- ✓ Attractive/exciting programs and fields of study



### AVERAGE SATISFACTION

Silesian University in  
Opava

**6,9**

All universities

**7,5**

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

Silesian University in  
Opava

**24%**

All universities

**39%**

# 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



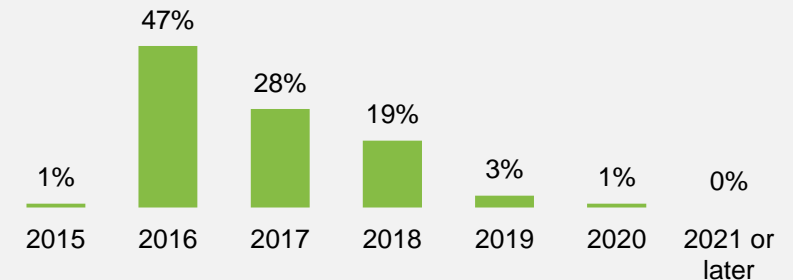
### TOP 3 MOST PREFERRED INDUSTRIES

1. Tourism
2. Educational and Scientific Institutions
3. Public Sector and Governmental Agencies

### TOP 5 OVERALL MOST IMPORTANT ATTRIBUTES

1. Professional training and development
2. A creative and dynamic work environment
3. Market success
4. High future earnings
5. A friendly work environment

### 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 secure or stable in my job



### STATEMENTS STUDENTS IDENTIFY THEMSELVES WITH

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



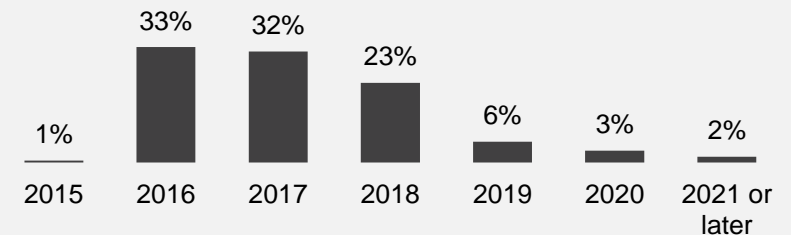
### TOP 3 MOST PREFERRED INDUSTRIES

1. Educational and Scientific Institutions
2. Media and Advertising
3. Tourism

### TOP 5 OVERALL MOST IMPORTANT ATTRIBUTES

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

### YEAR OF GRADUATION DISTRIBUTION:



# Agenda

1

EXECUTIVE SUMMARY

2

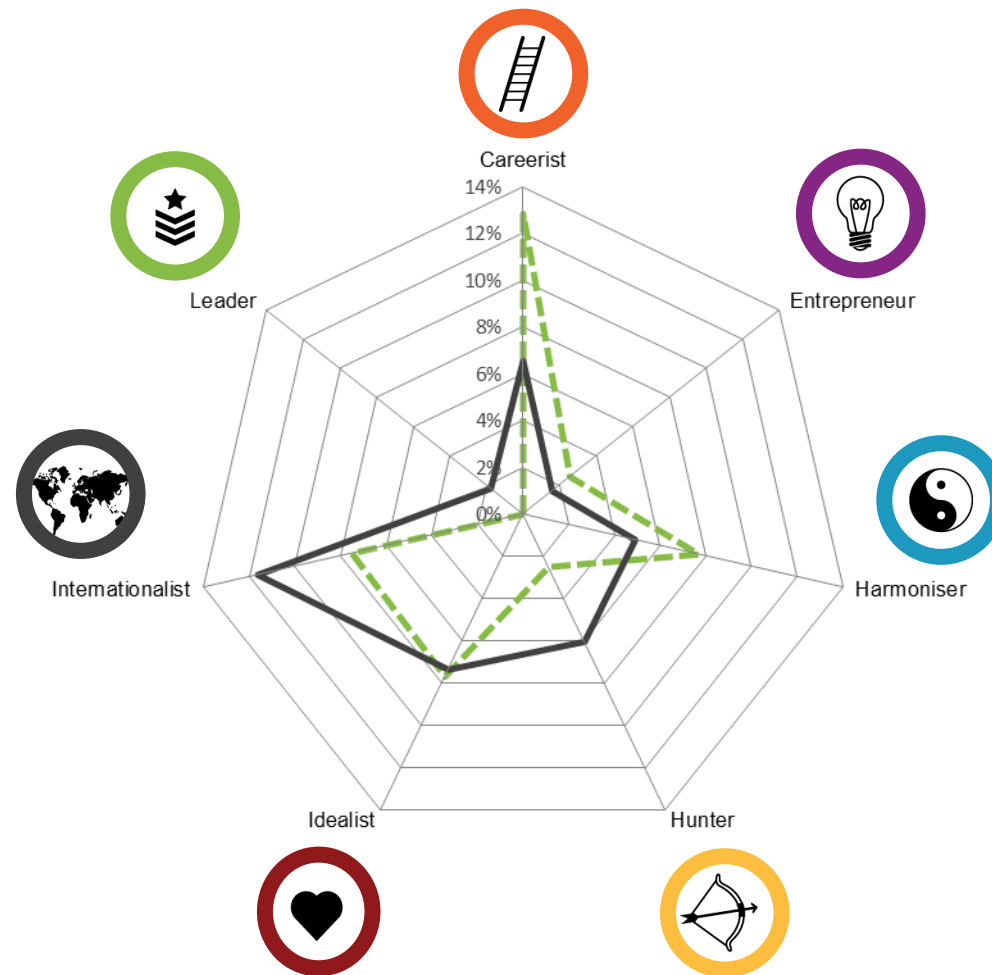
TALENT PROFILE

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

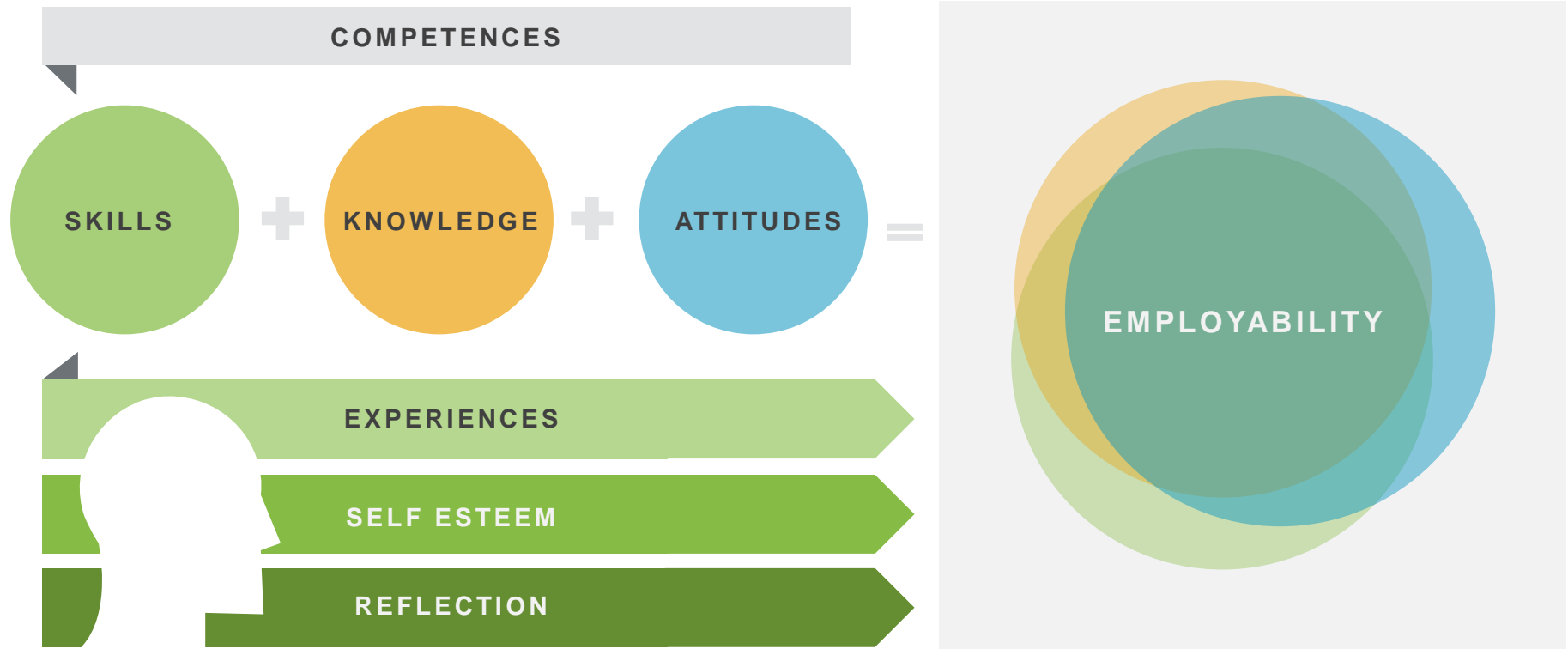
Distribution per target group

— Your students  
— All Students





# How we operationalize Employability in the Universum Talent Survey



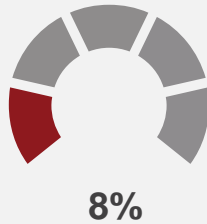
# 8% of your students have an International Mindset

Internationalists

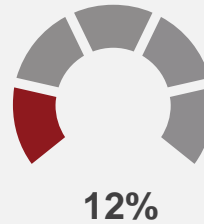


Share of talent with an international mindset within the target group:

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*

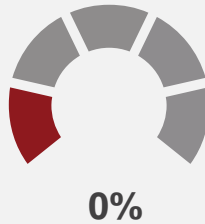
# 0% of your students are particularly interested in Leadership

Leaders

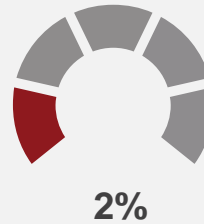


Share of talent with  
Leadership Potential  
within the target group:

Your students



All Students

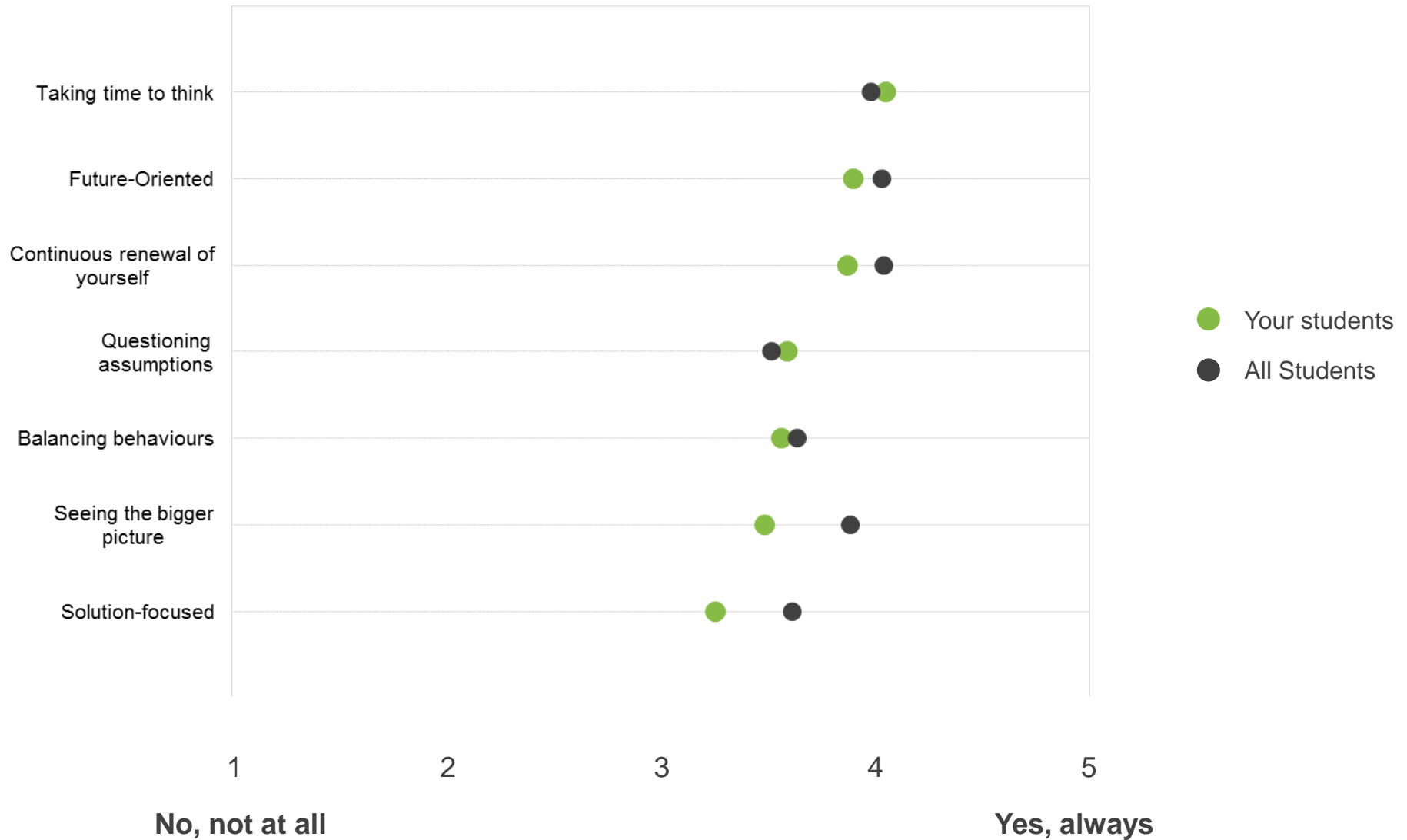


*Having a large share of future leaders in the population is important, as those will be the individuals who have the chance to influence business, governments and society in the future. Leaders combine:*

- *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

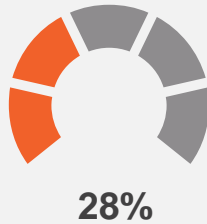


# 28% of your students are confident in their personality skills

## Skill confidence

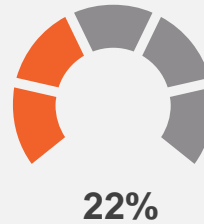
Share of talent showing a high level of skill confidence:

Your students



28%

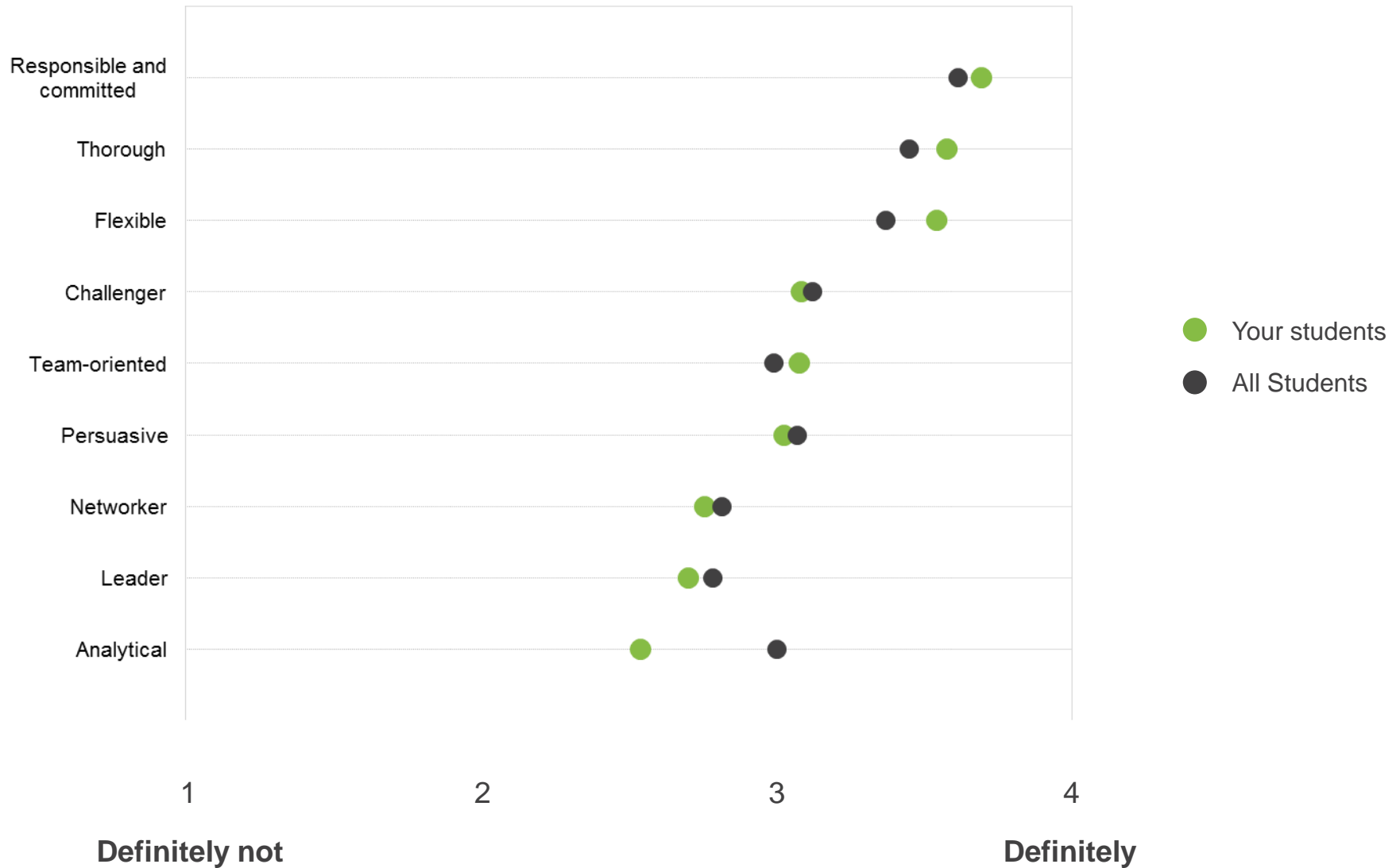
All Students



22%

*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.*

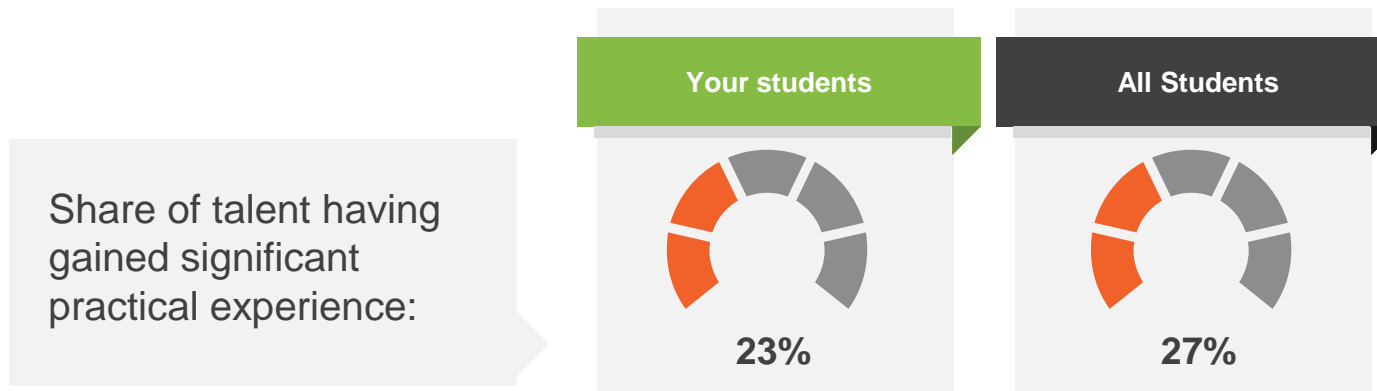
# Which personality skills describe each target group?





# 23% of your students have gained significant practical experience

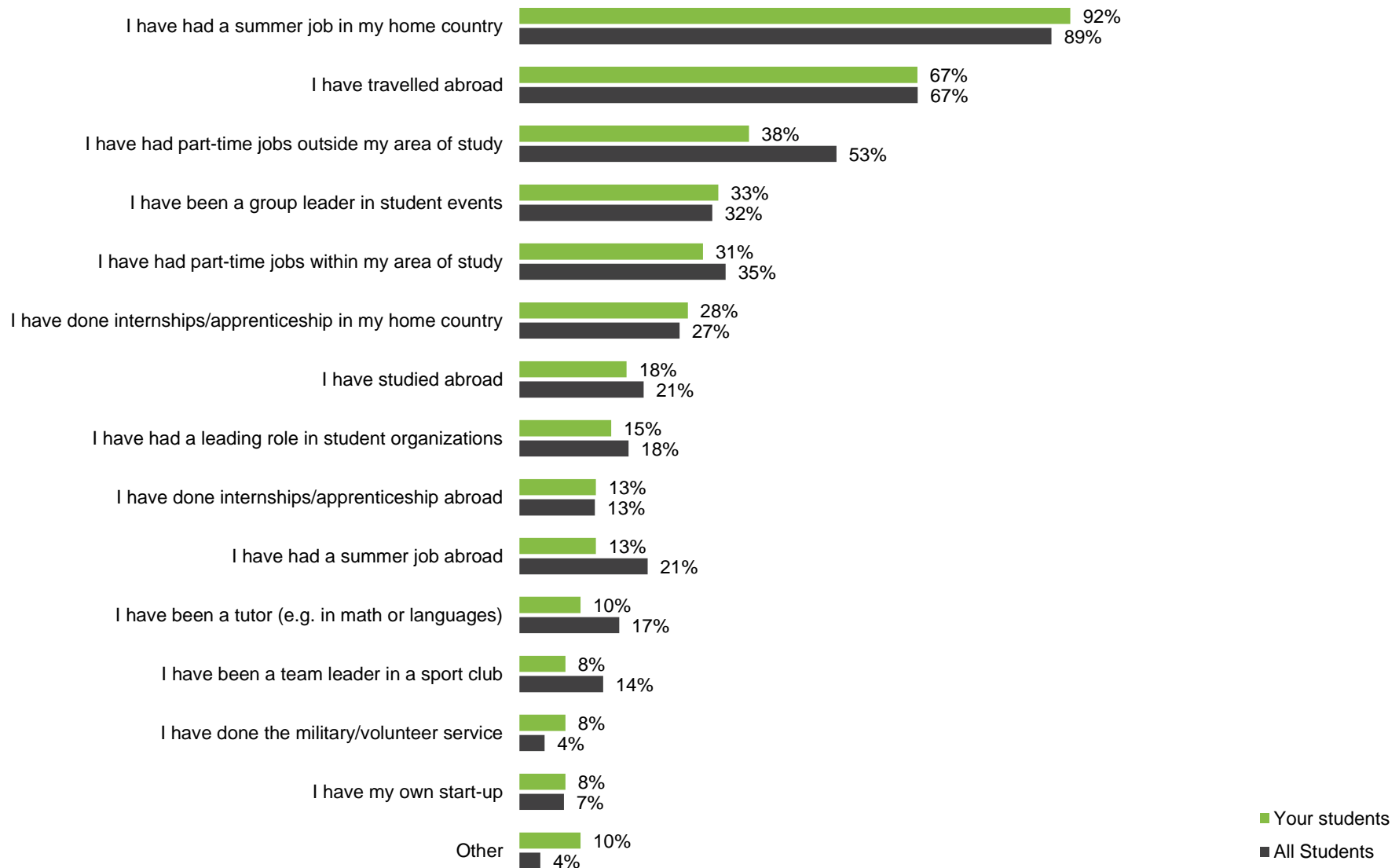
## Practical Experience



*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

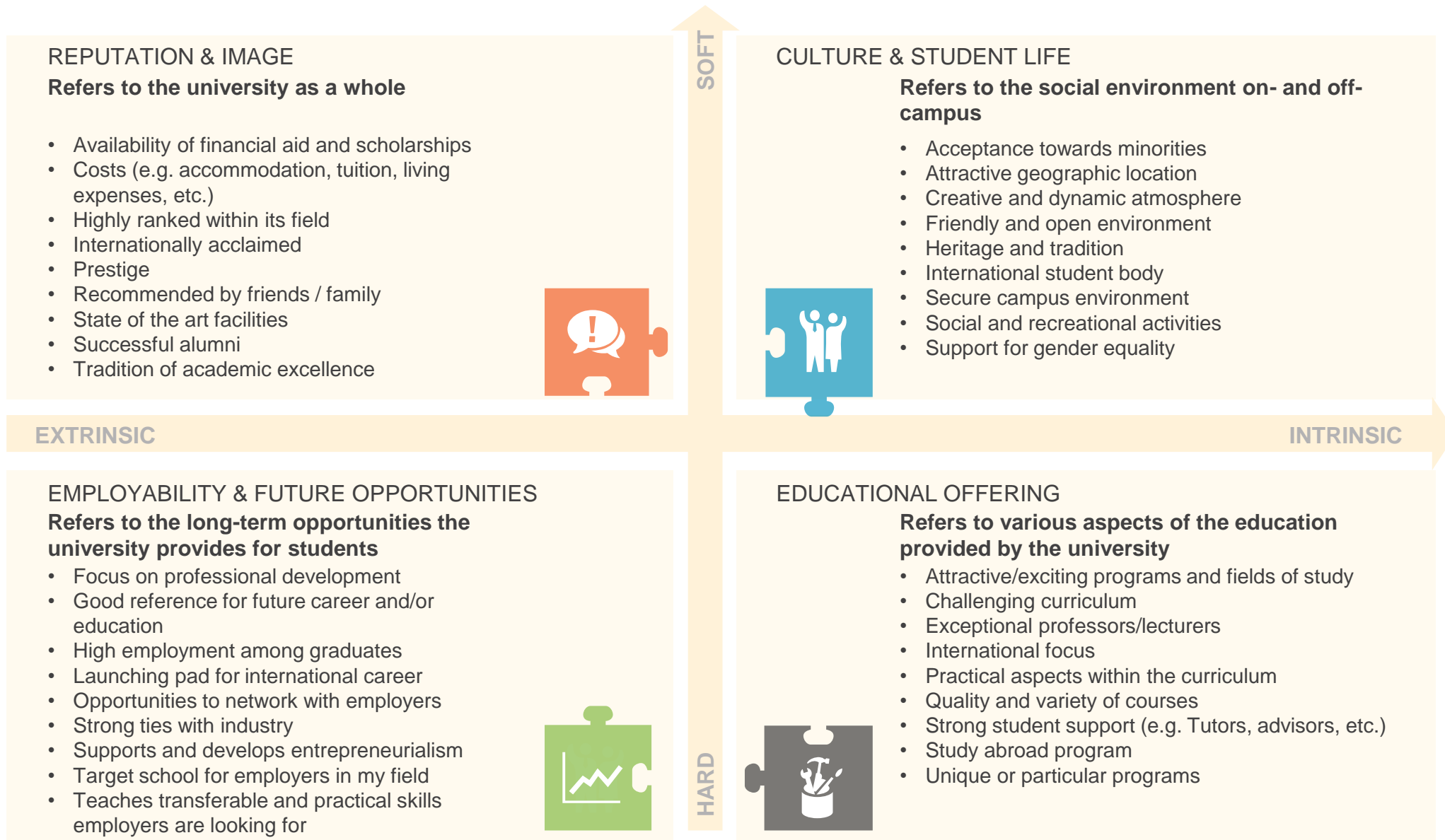
This chapter evaluates your university brand perception with regards to four different aspects: Reputation & Image, Educational Offering, Culture & Student Life and Employability & Future Opportunities.

## Top of mind associations with Silesian University in Opava





# The Universum Drivers of University Attractiveness



# Most attractive attributes

## Silesian University in Opava

### REPUTATION & IMAGE

1. Costs (e.g. accommodation, tuition, living expenses, etc.)
2. Successful alumni
3. Prestige



### CULTURE & STUDENT LIFE

1. Friendly and open environment
2. Creative and dynamic atmosphere
2. International student body



### 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. Quality and variety of courses
2. Study abroad program
3. Attractive/exciting programs and fields of study



## All universities

### 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

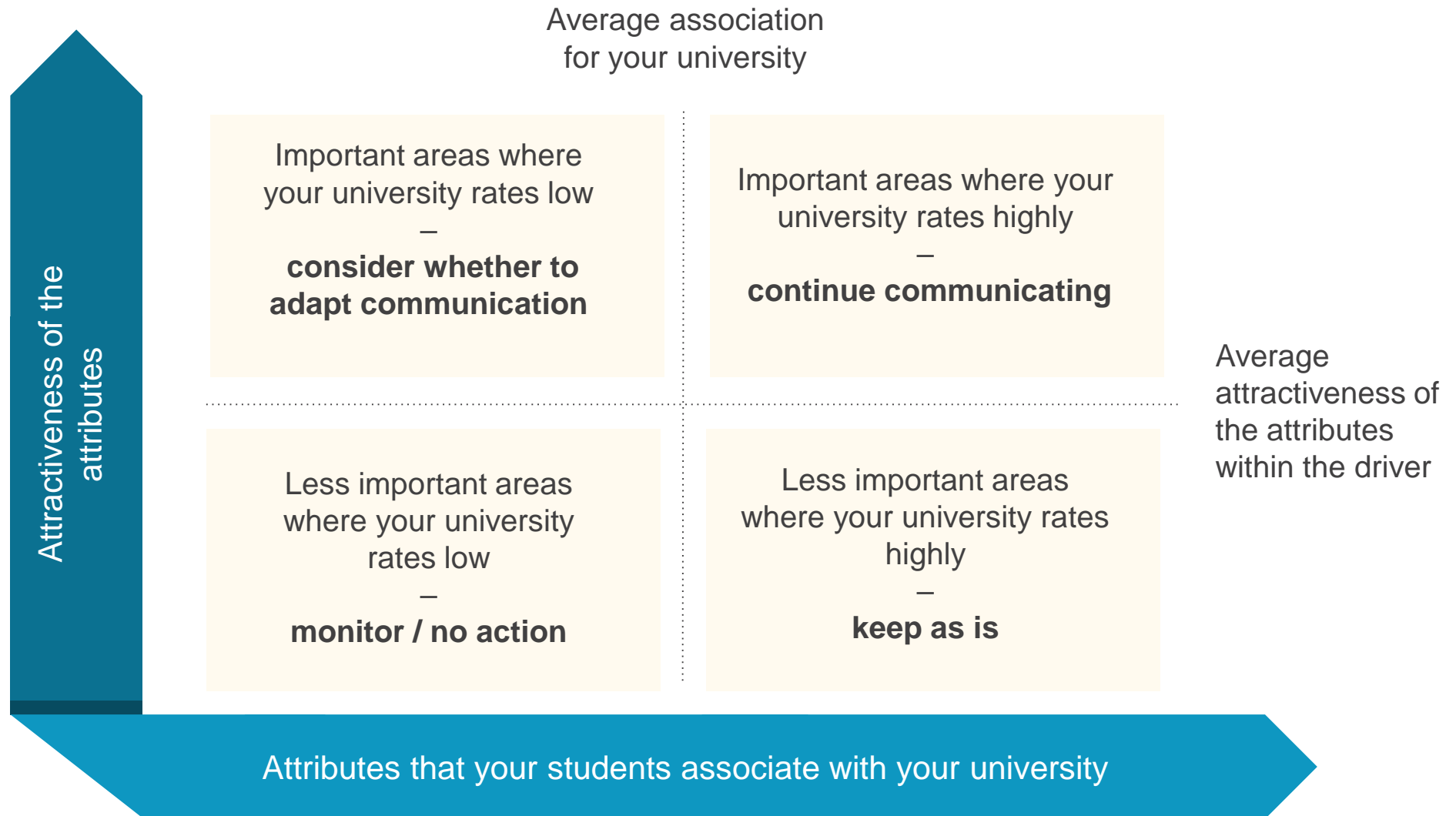


### EDUCATIONAL OFFERING

1. Attractive/exciting programs and fields of study
2. Quality and variety of courses
3. Practical aspects within the curriculum

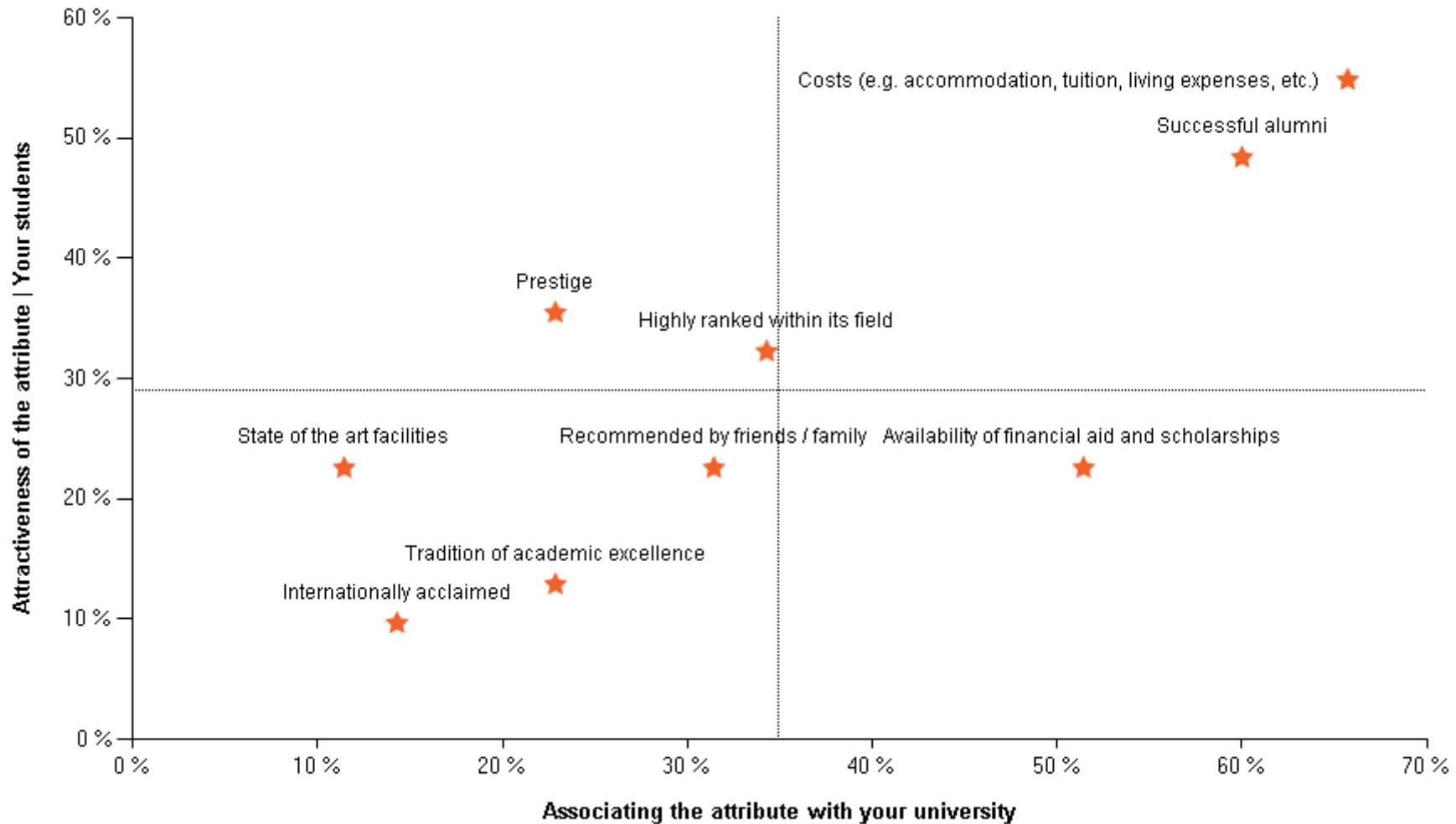


# Attractiveness vs. Associations



# Reputation & Image

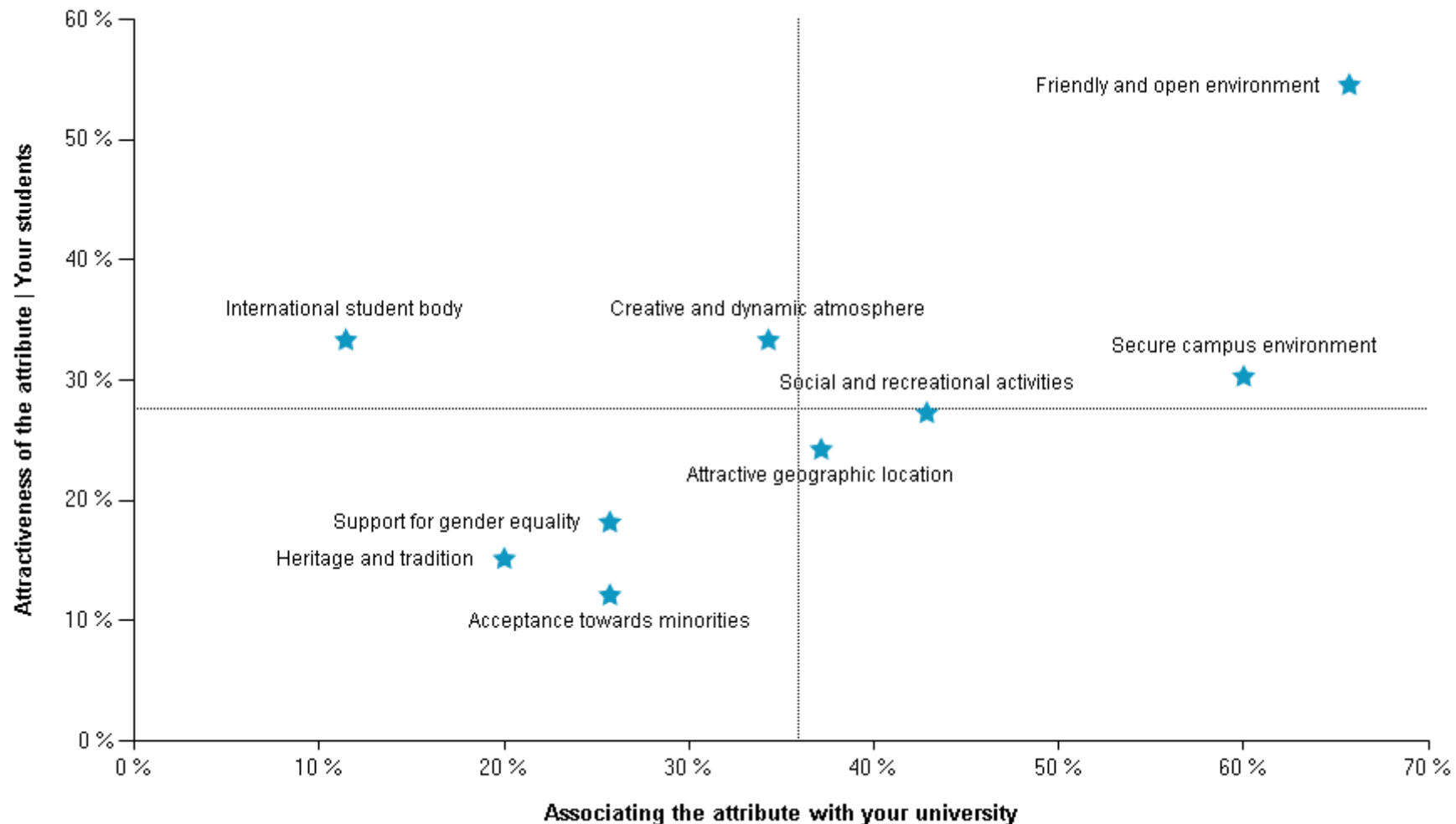
## Attractiveness vs. Associations with Silesian University in Opava



- 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)

# Culture & Student Life

## Attractiveness vs. Associations with Silesian University in Opava

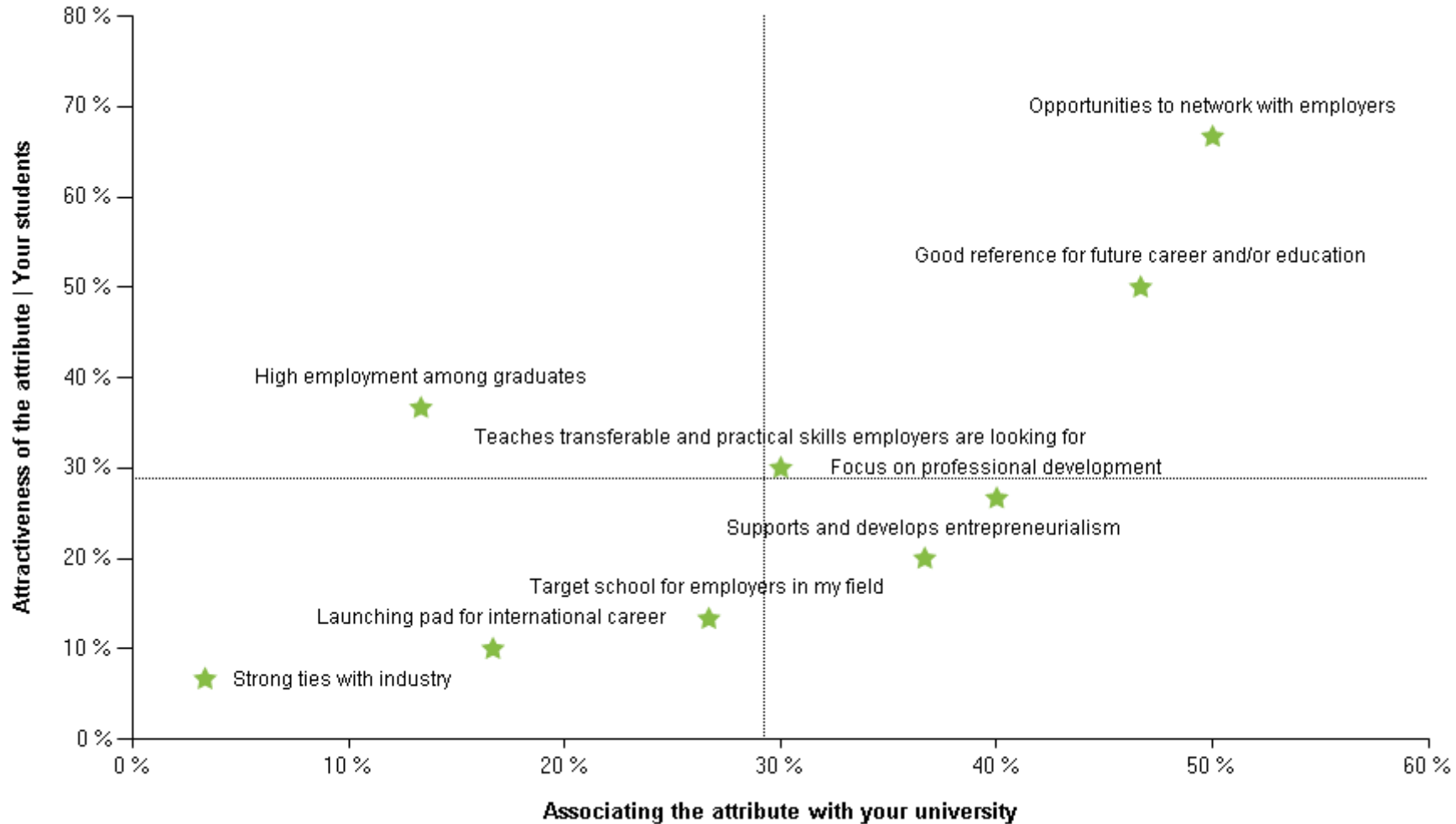


- Which of the following attributes do you associate with your college or university? Select as many as applicable.
- Which of these are most important to you? (Max. 3)



# Employability & Future Opportunities

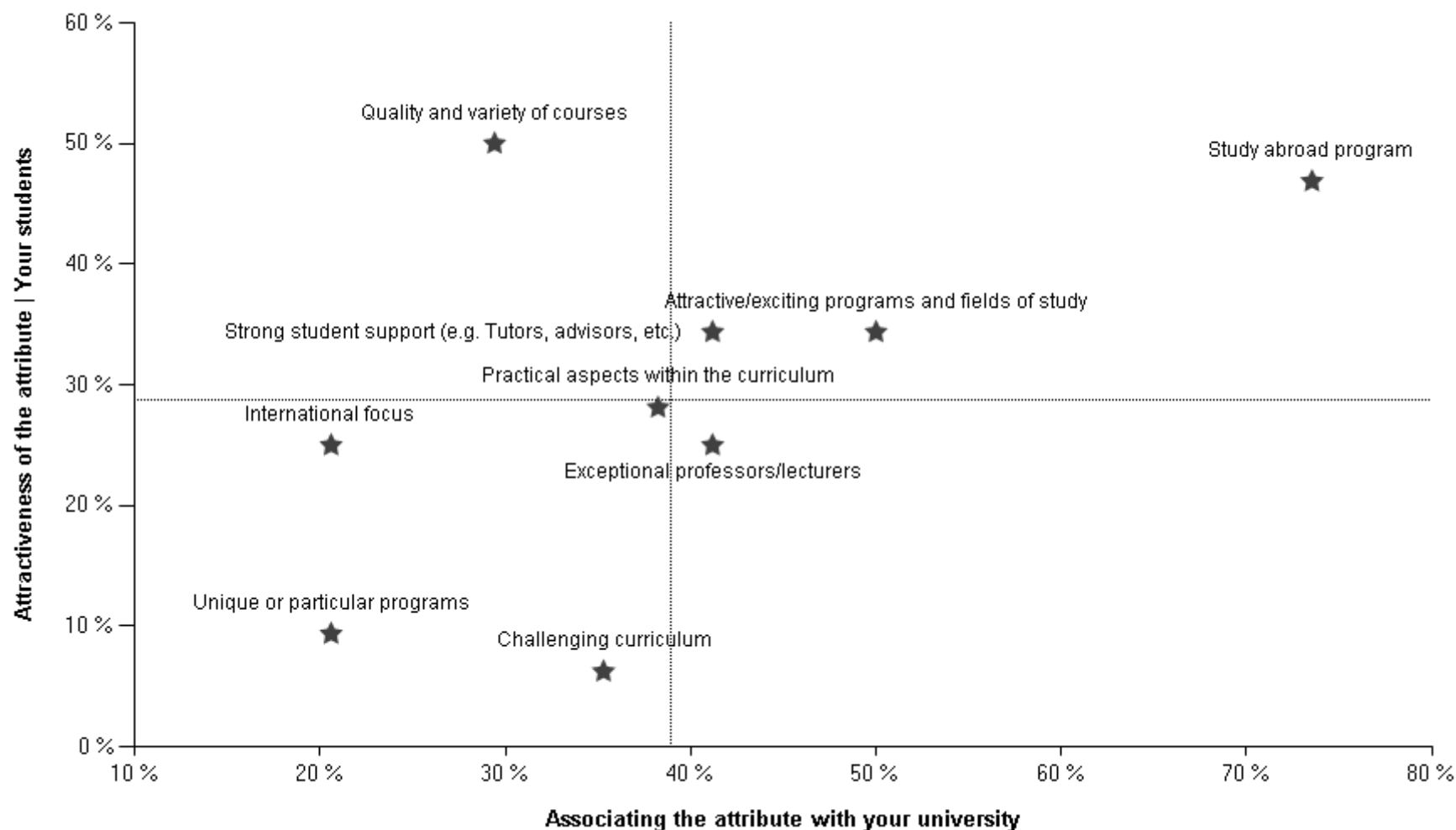
## Attractiveness vs. Associations with Silesian University in Opava



- 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)

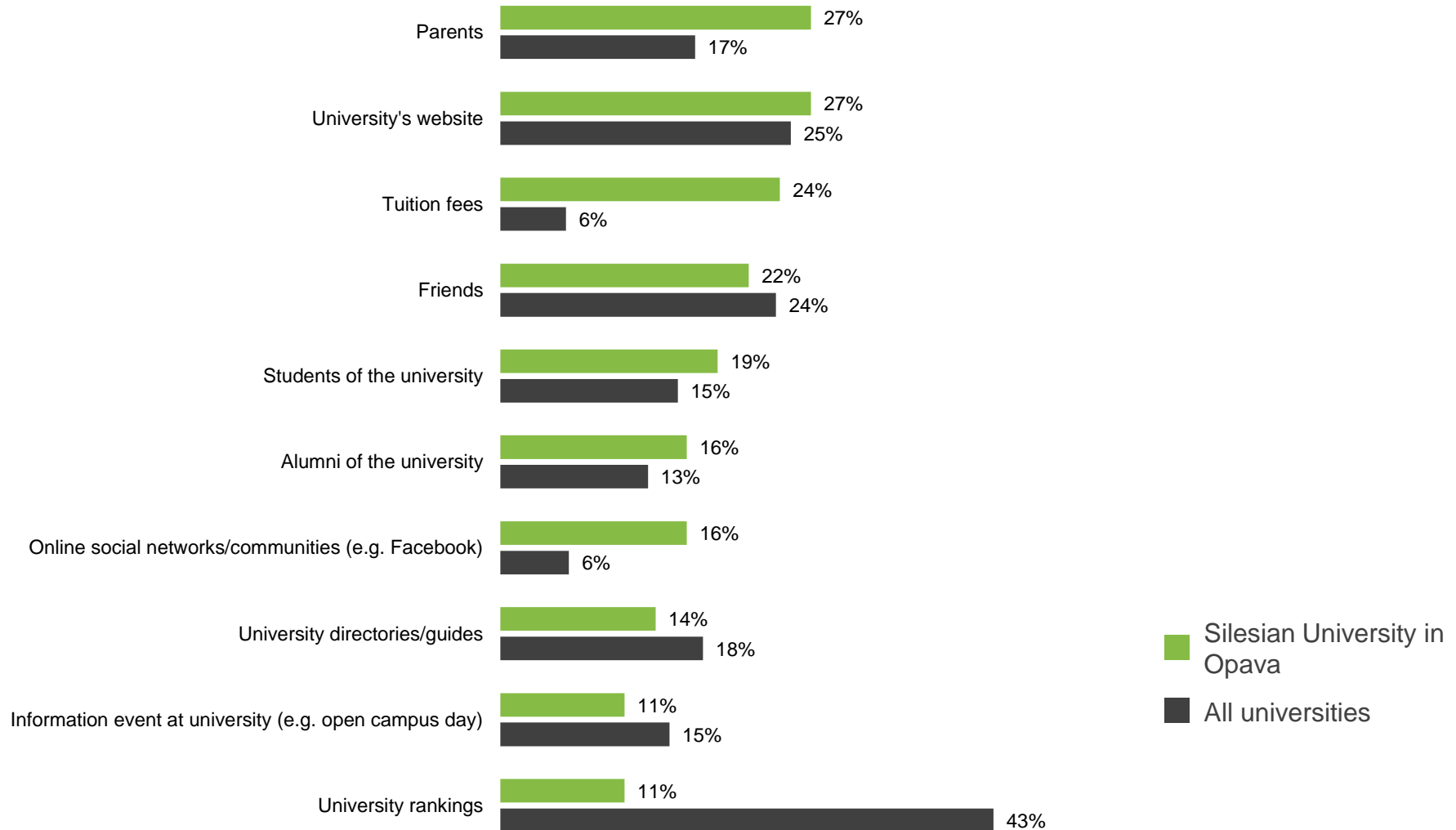
# Educational Offering

## Attractiveness vs. Associations with Silesian University in Opava

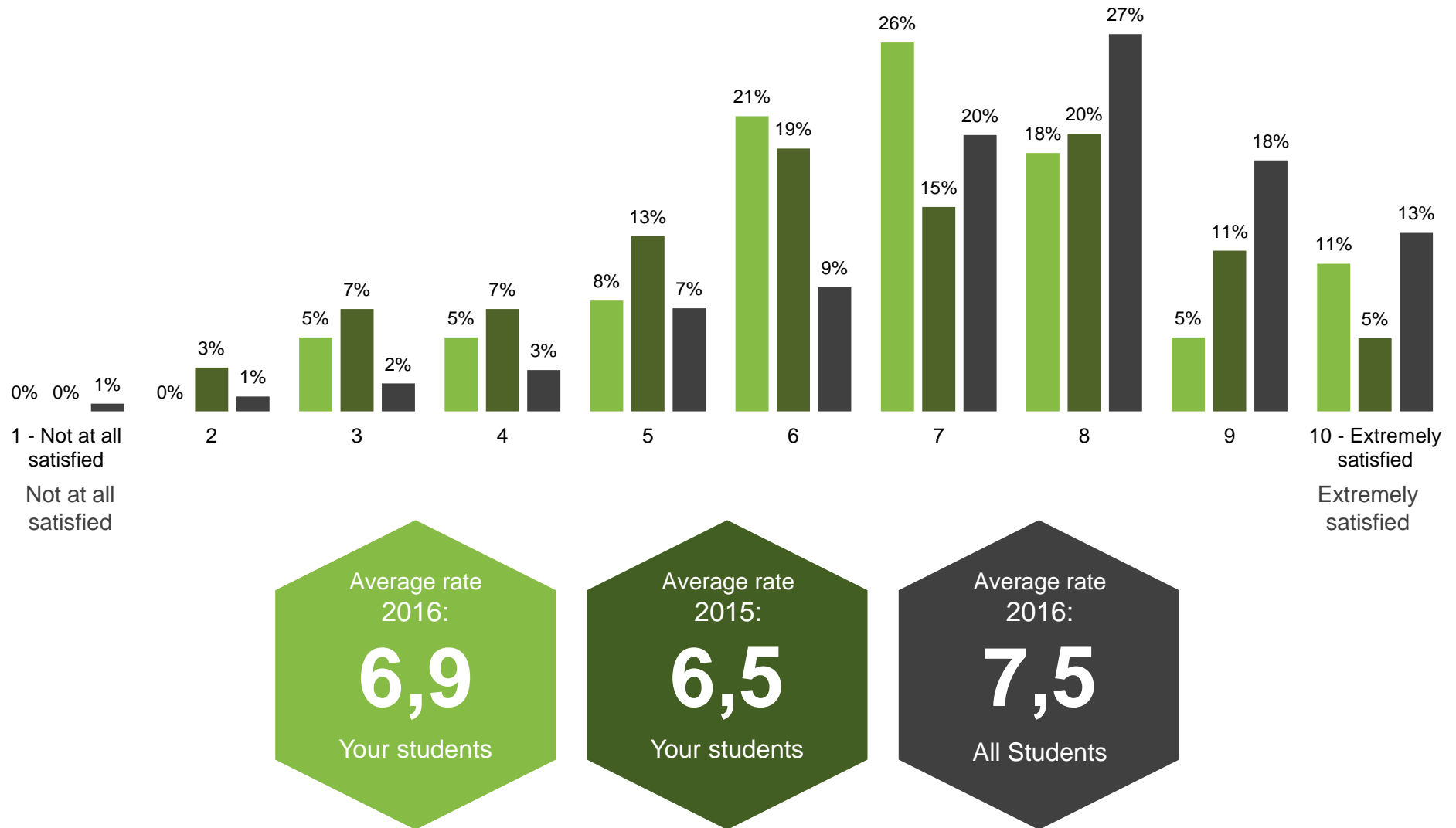


- Which of the following attributes do you associate with your college or university? Select as many as applicable.
- Which of these are most important to you? (Max. 3)

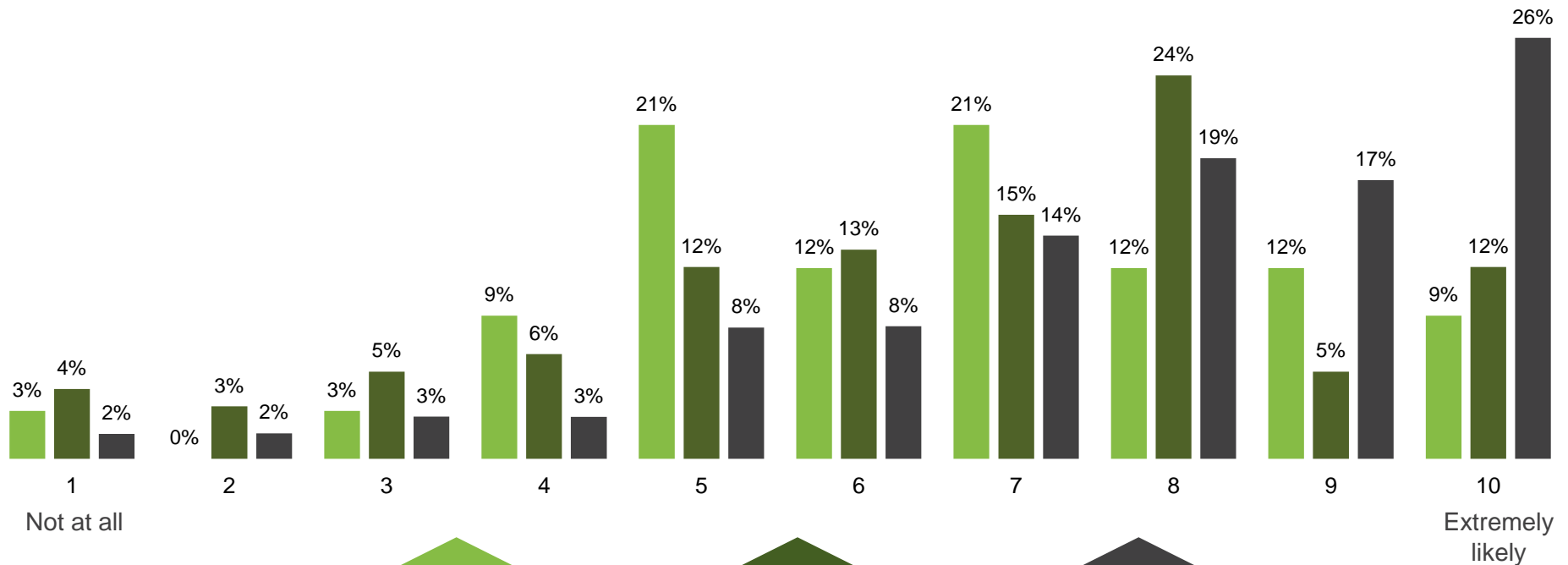
# Who influenced your students the most when choosing your university?



# How satisfied are your students with you?



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



Average rate  
2016:

**6,5**

Your students

Average rate  
2015:

**6,5**

Your students

Average rate  
2016:

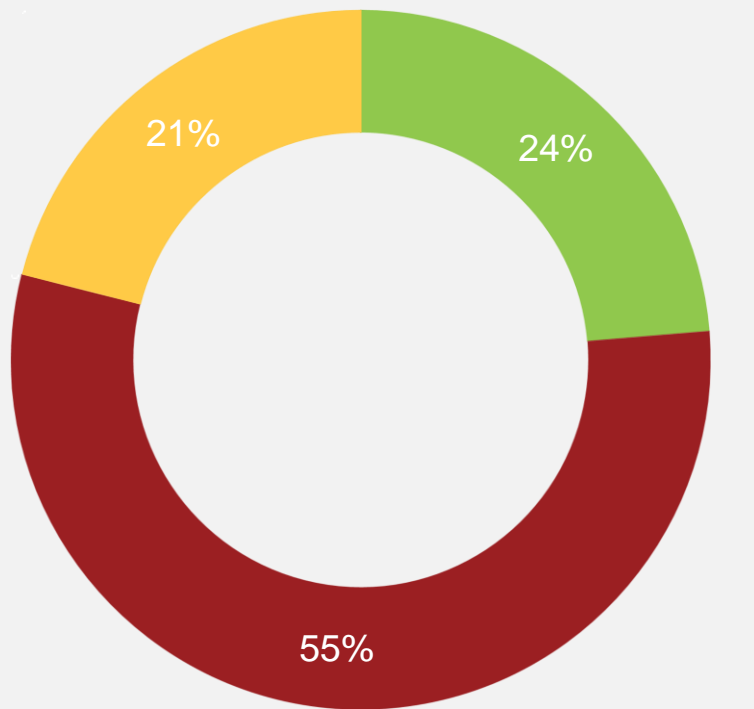
**7,7**

All Students



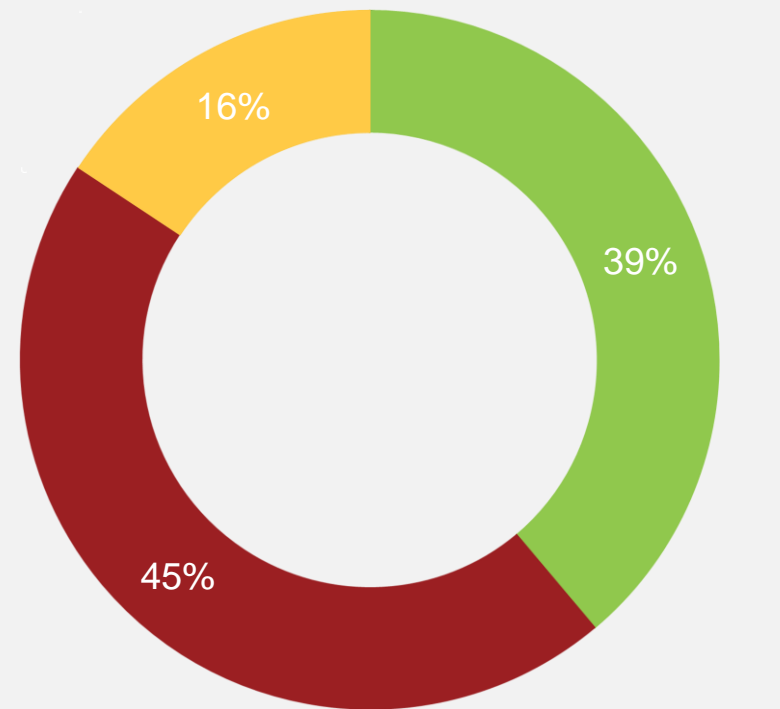
# If your students could begin their studies again, would they choose Silesian University in Opava?

## Your students



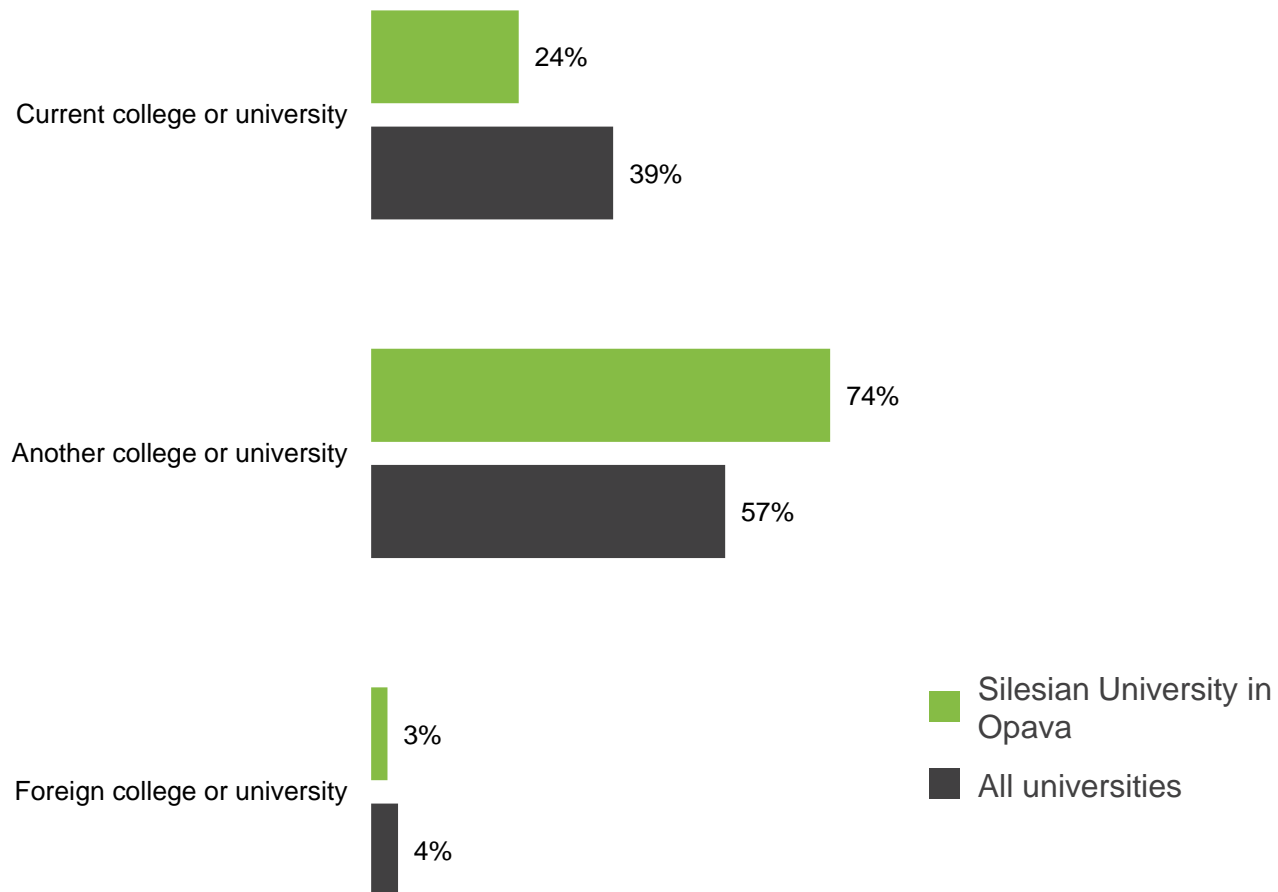
■ Yes, definitely   ■ Maybe   ■ No, not at all

## All universities

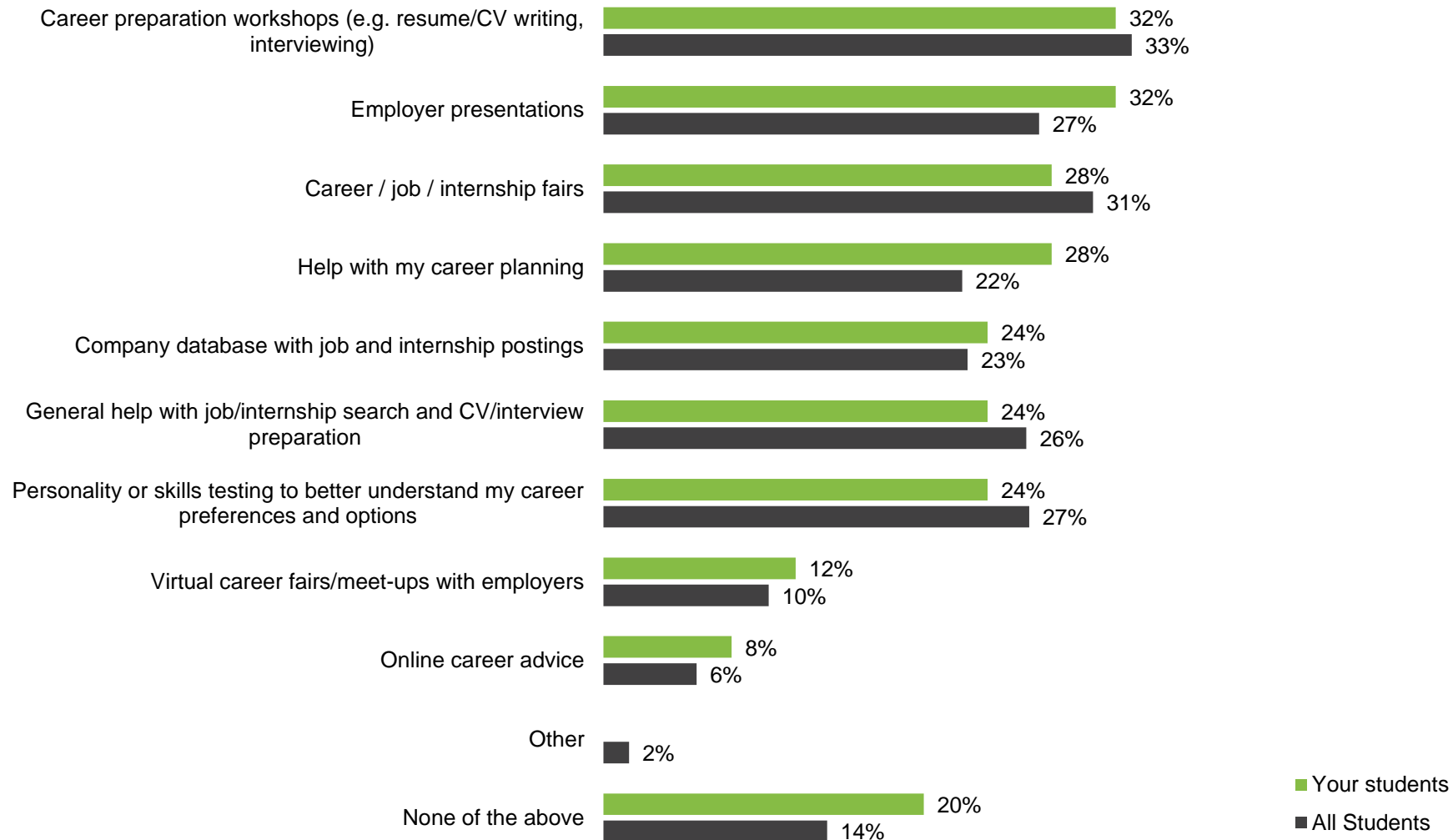


■ Yes, definitely   ■ Maybe   ■ No, not at all

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

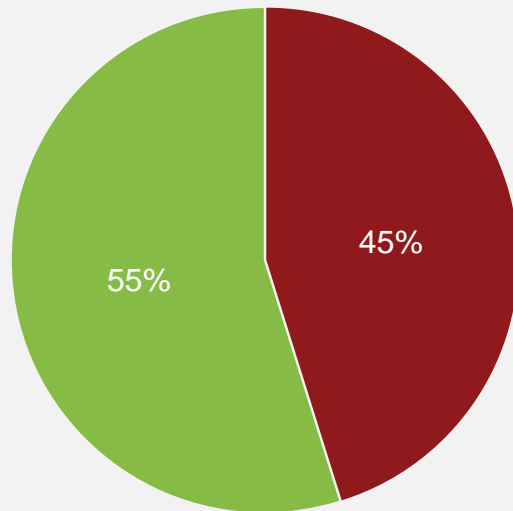


# Which are the most important career services to your students?

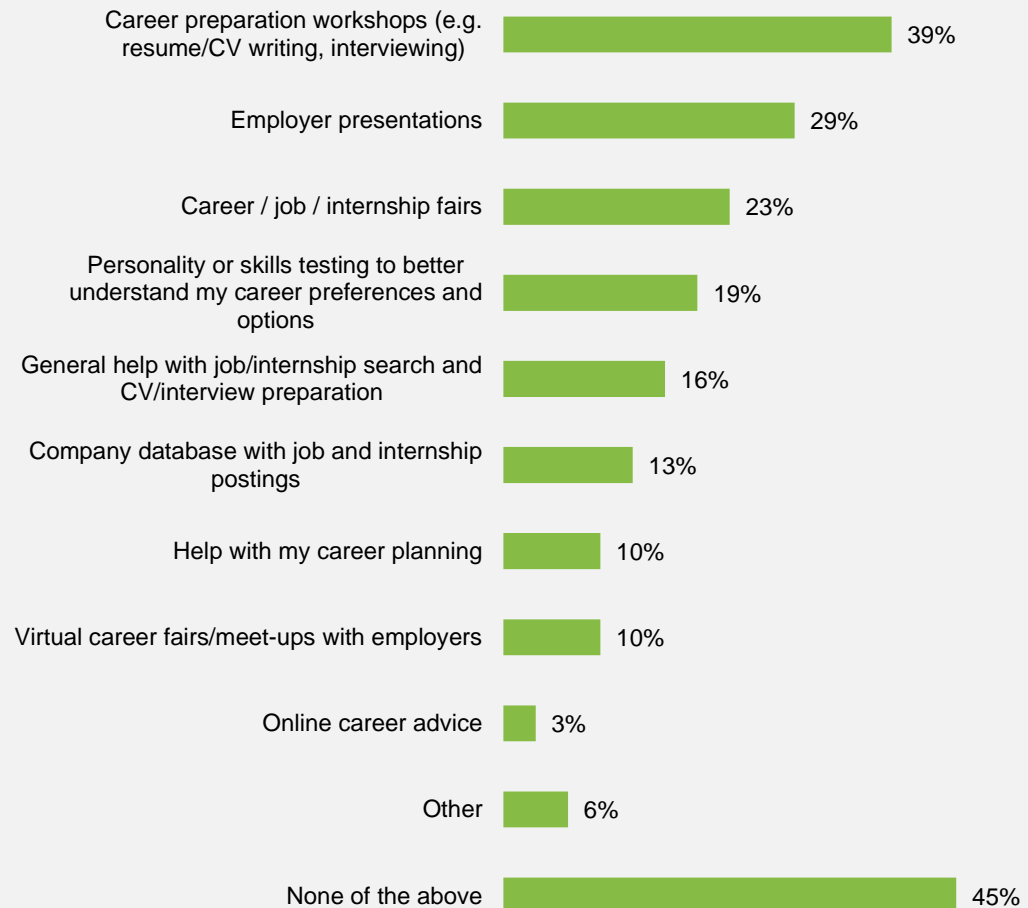


# To what extent are students using the career services you offer?

## Silesian University in Opava

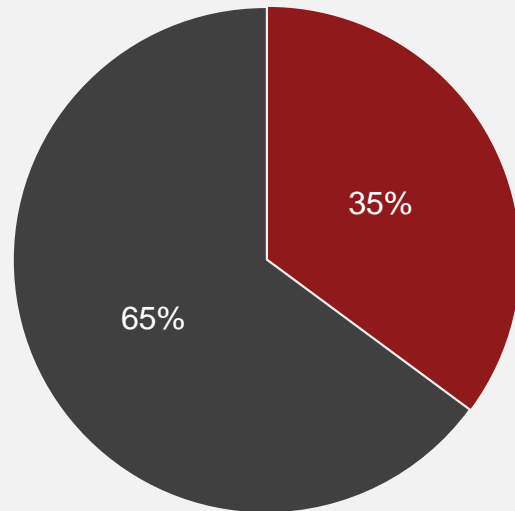


- Share of students using one or more career services at their university
- Share of students not using any career service at their university

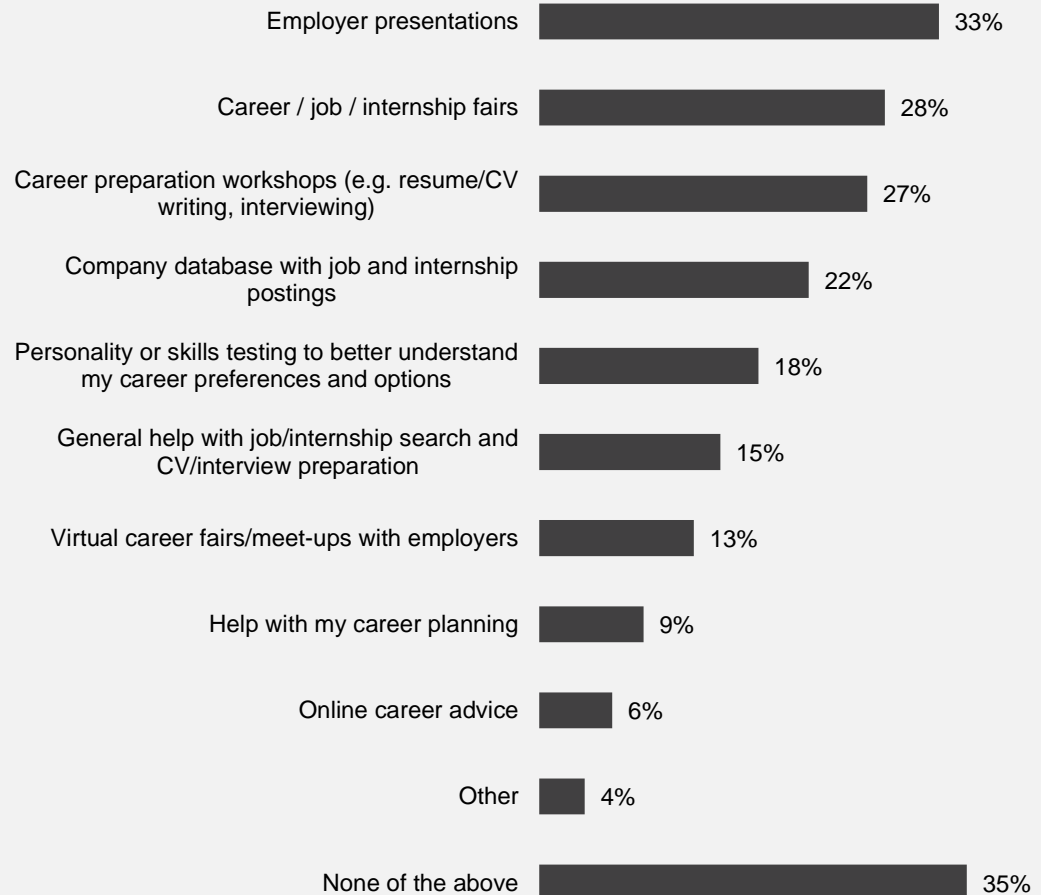


# General usage of career services

## All universities

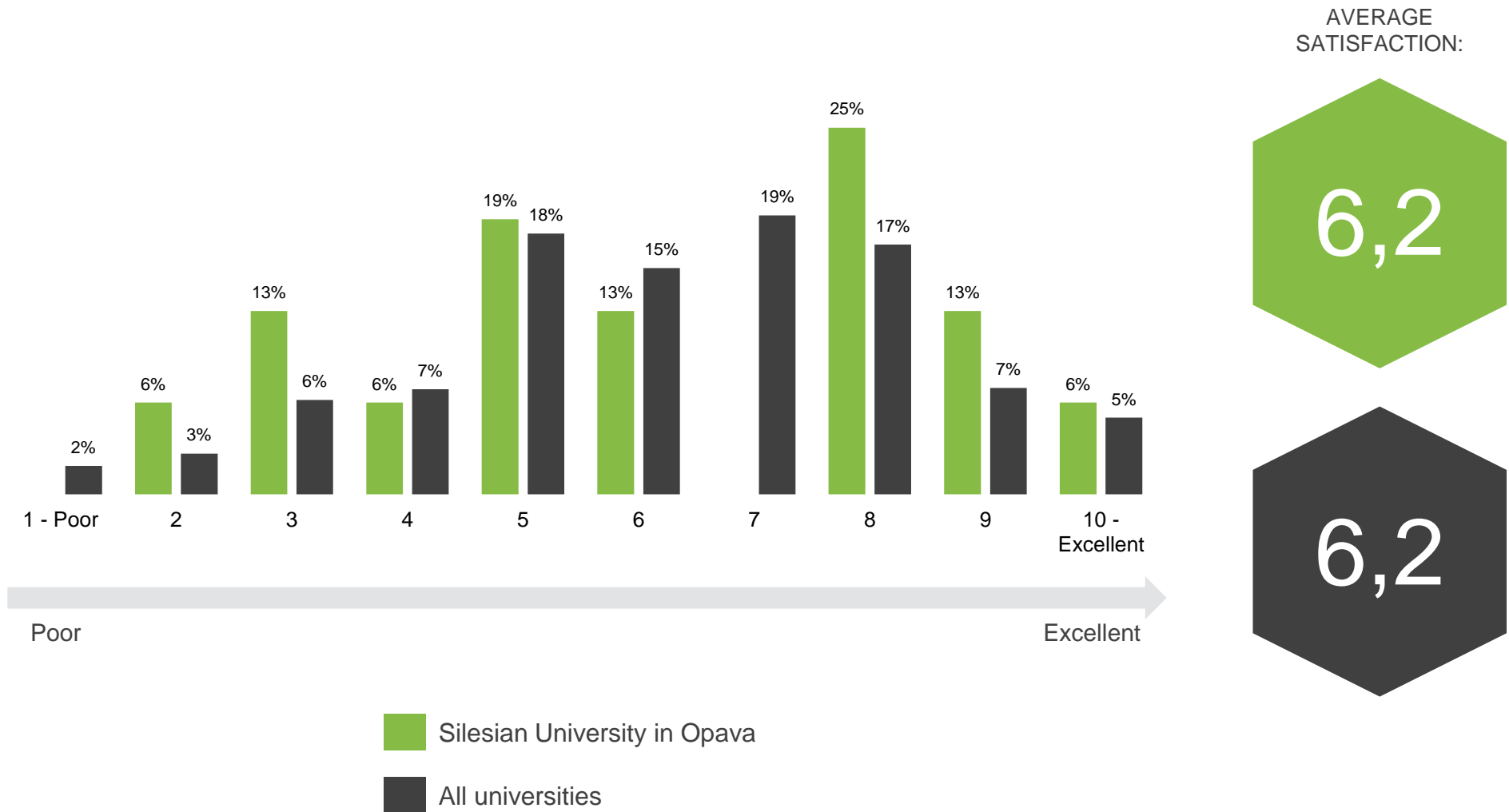


- Share of students using one or more career services at their university
- Share of students not using any career service at their university





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

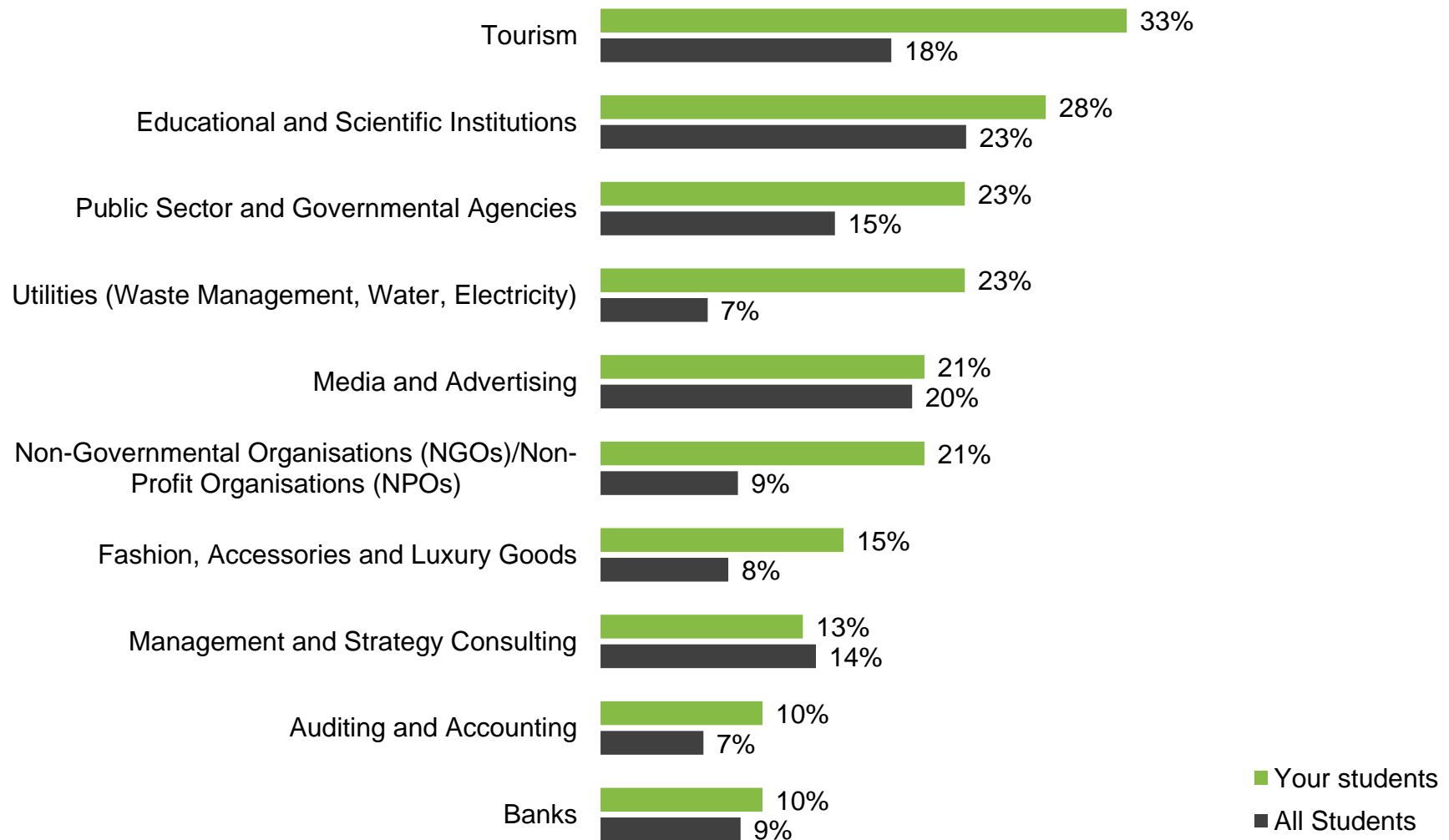


# Agenda

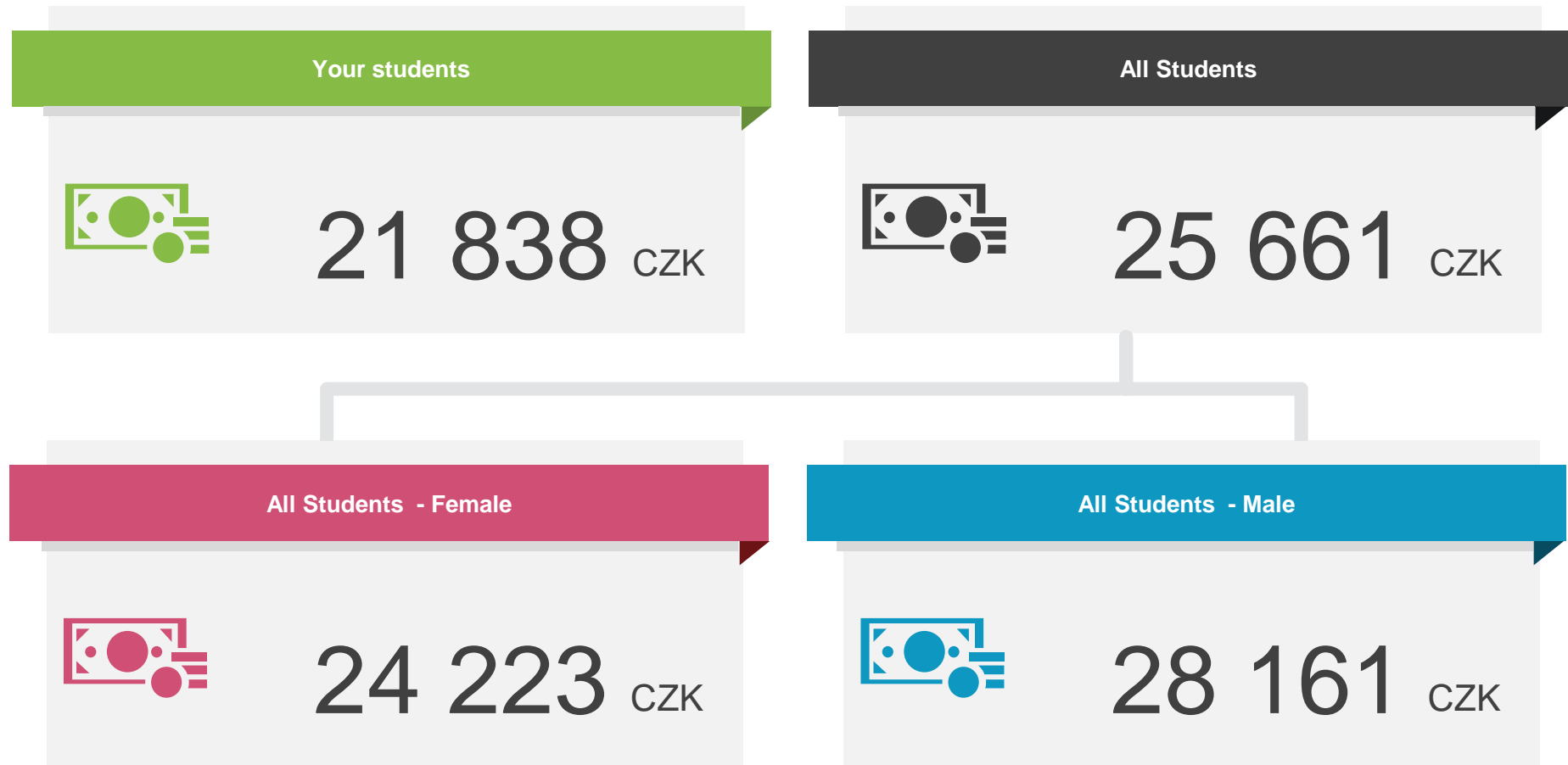
- 1 EXECUTIVE SUMMARY
- 2 TALENT PROFILE
- 3 UNIVERSITY BRAND PERCEPTION
- 4 CAREER & EMPLOYER PREFERENCES

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

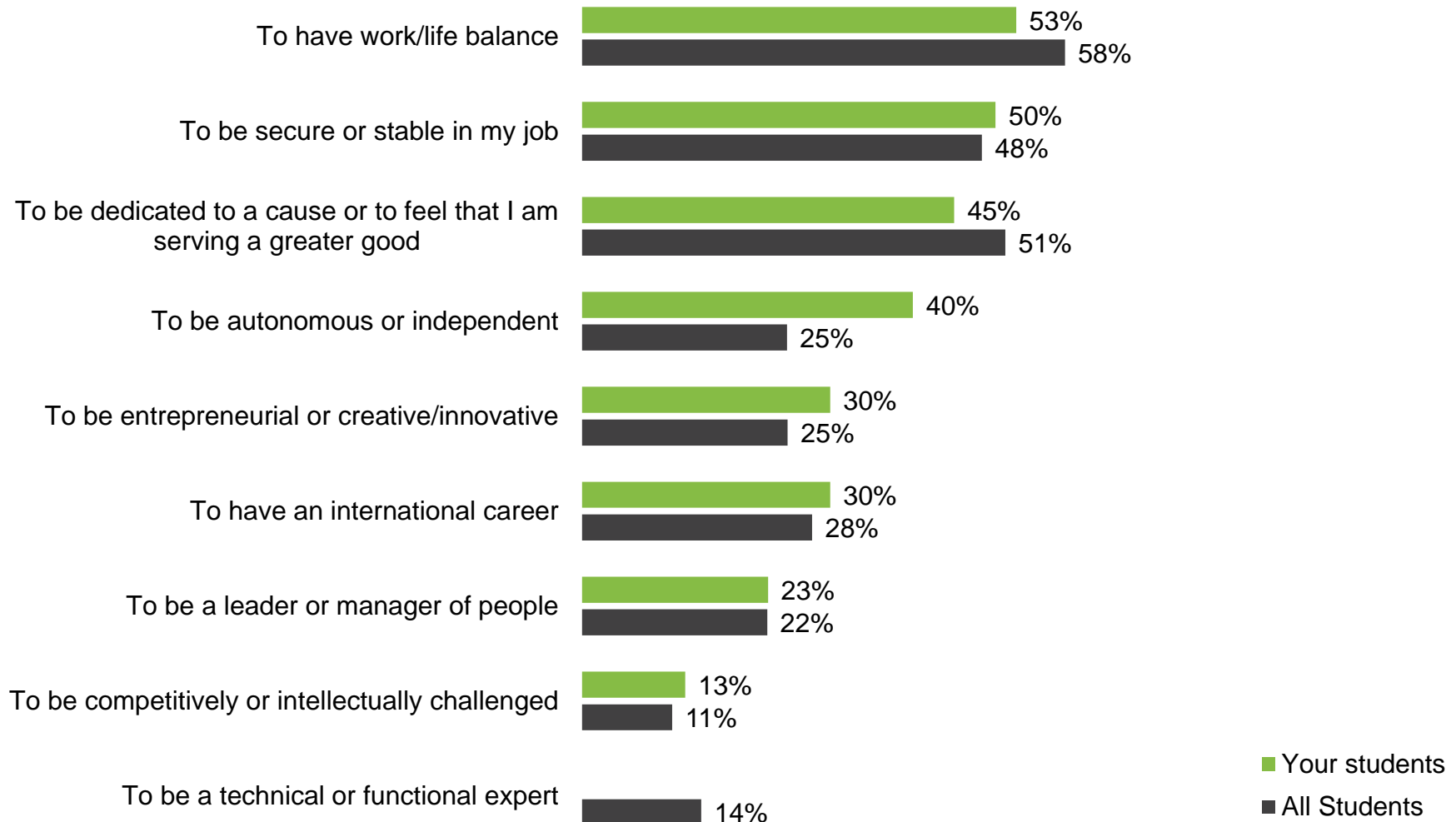


# Students' expected monthly salary



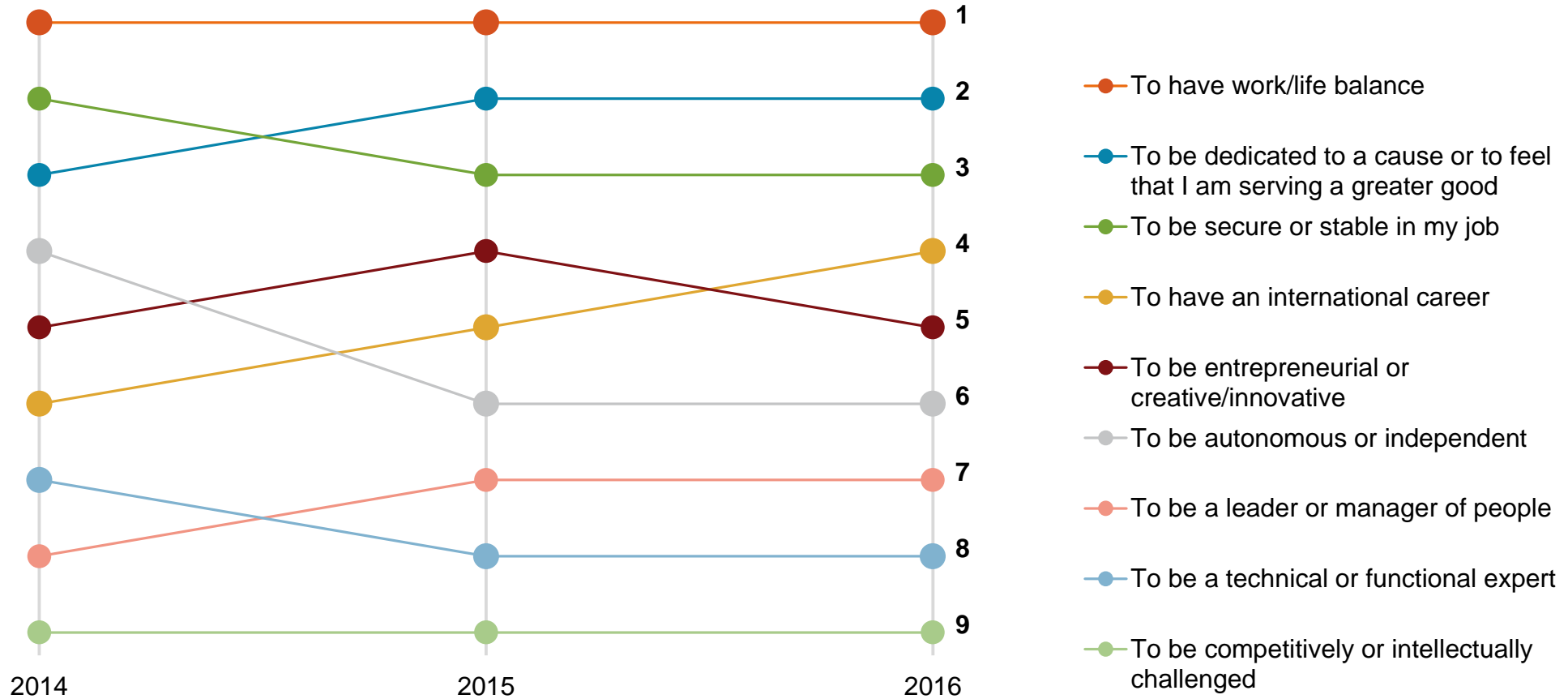
- What is your expected salary before taxes (excluding commission and bonus) at your first employment after graduation?

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



# Career goals over time

## All Students



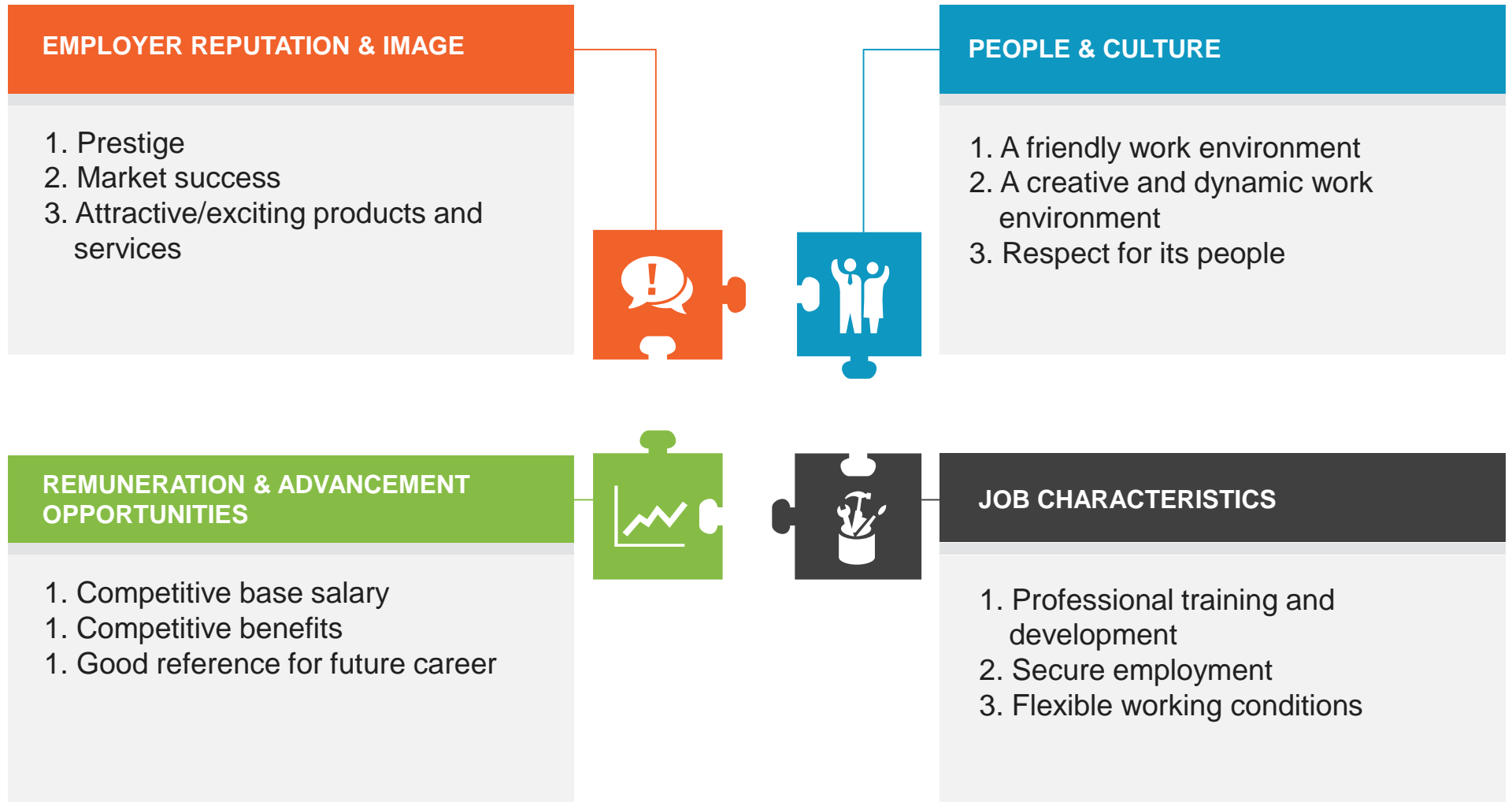


# The Universum Drivers of Employer Attractiveness



# What is attractive?

## Your students



# “Professional training and development” is the overall most important attribute to your students

## Your students

1. Professional training and development
2. A creative and dynamic work environment
3. Market success
4. High future earnings
5. A friendly work environment
6. Attractive/exciting products and services
7. Secure employment
8. Competitive base salary
9. Competitive benefits
10. Good reference for future career

Employer Reputation & Image

Remuneration & Advancement Opportunities

## All Students

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

People & Culture

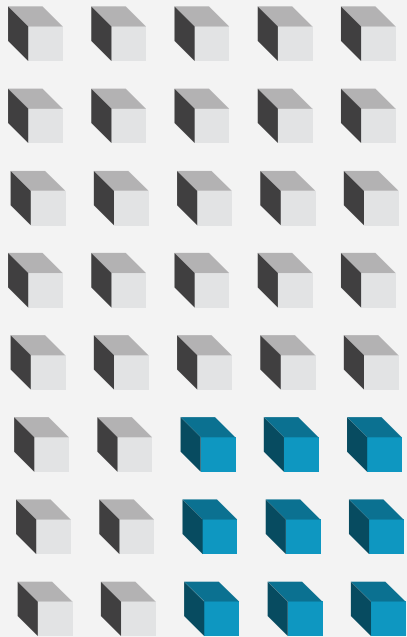
Job Characteristics

• 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**  
(59-129 employers within each  
main field of study)



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



**IDEAL EMPLOYER RANKING**  
(maximum five employers)



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



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

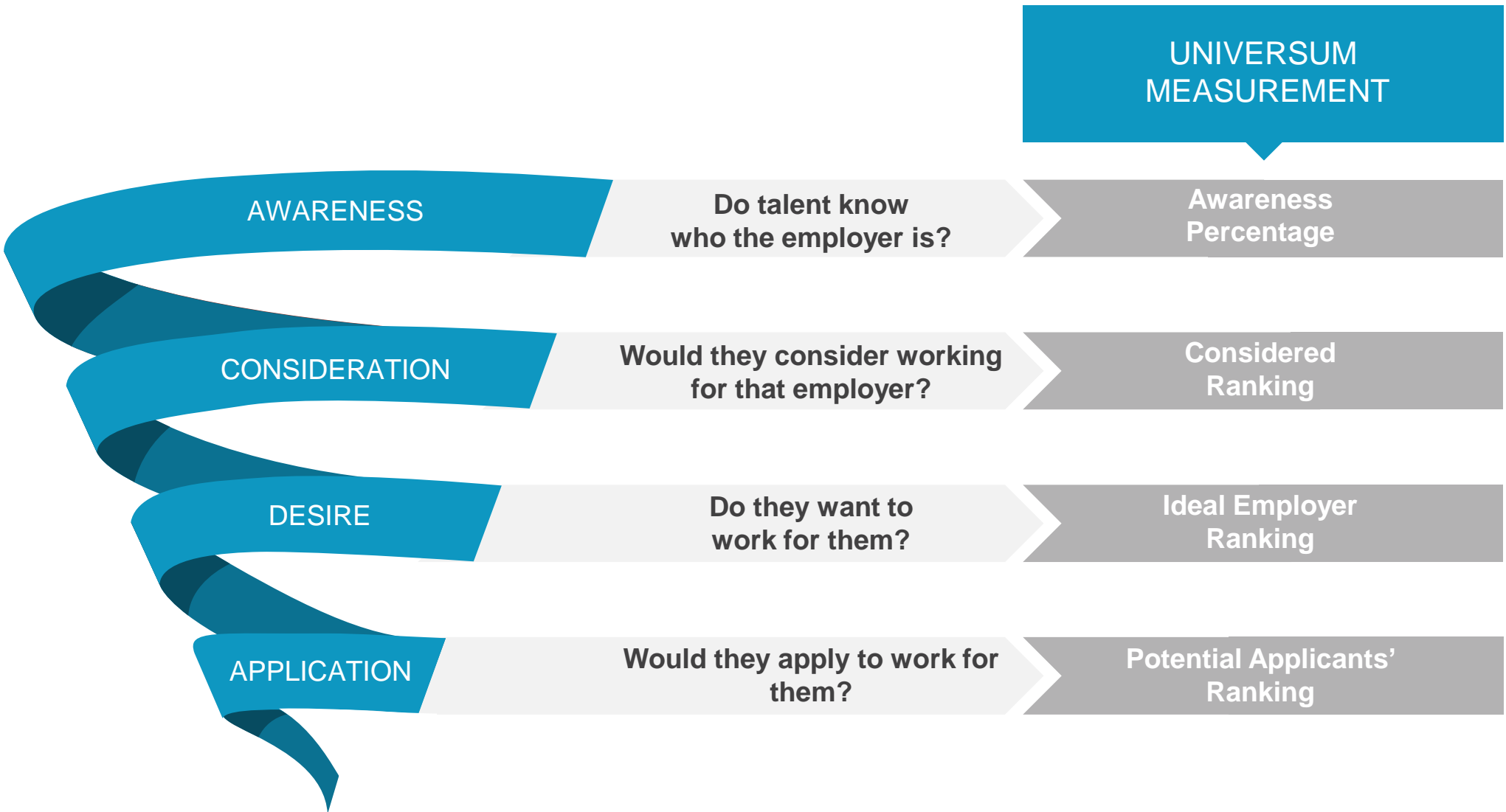
"Now choose the five (5) employers you most want to work for, your five Ideal Employers."

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



• For layout reasons, the employer's name can be shortened in this report.

# The Universum Recruitment Funnel



# Considered Employer Ranking | Top 20

Your students | Business/Commerce

Employer	Rank 2016	Percent 2016	Trend	Employer	Rank 2016	Percent 2016	Trend
Google	1	47,73%	↑ 2	Ministerstvo zahraničních věcí	9	25,00%	NEW -
Student Agency	2	40,91%	↓ -1	Air Bank	12	22,73%	↑ 36
IKEA	3	36,36%	↑ 12	České dráhy	12	22,73%	↑ 17
Česká národní banka	4	31,82%	↓ -1	Coca-Cola	12	22,73%	↑ 4
Kofola	5	29,55%	↓ -3	ČEZ	15	20,45%	↑ 1
LEO Express	5	29,55%	↑ 11	Samsung	15	20,45%	NEW -
Nestlé	5	29,55%	→ 0	Seznam.cz	15	20,45%	↑ 11
Škoda Auto (Volkswagen Group)	5	29,55%	↑ 1	ČSOB (KBC)	18	18,18%	↑ 2
Česká televize	9	25,00%	↑ 3	Fio banka	18	18,18%	↑ 37
Ministerstvo financí	9	25,00%	NEW -	mBank	18	18,18%	↑ 47

# Ideal Employer Ranking | Top 20

Your students | Business/Commerce

Employer	Rank 2016	Percent 2016	Trend	Employer	Rank 2016	Percent 2016	Trend
Google	1	31,82%	↑ 1	Coca-Cola	9	9,09%	↑ 8
Česká národní banka	2	25,00%	↑ 1	KPMG	9	9,09%	↑ 20
Škoda Auto (Volkswagen Group)	3	20,45%	↑ 4	L'Oréal Group	9	9,09%	↓ -2
Student Agency	4	18,18%	↓ -3	Samsung	9	9,09%	NEW -
IKEA	5	15,91%	↑ 9	ArcelorMittal	15	6,82%	↑ 42
Ministerstvo financí	5	15,91%	NEW -	Česká televize	15	6,82%	↓ -5
Kofola	7	13,64%	→ 0	Český aeroholding	15	6,82%	↓ -11
Ministerstvo zahraničních věcí	7	13,64%	NEW -	Microsoft	15	6,82%	↓ -9
České dráhy	9	9,09%	↑ 4	Orgány EU	15	6,82%	↑ 23
Člověk v tísni	9	9,09%	NEW -	Plzeňský Prazdroj	15	6,82%	NEW -



# Potential Applicants' Ranking | Top 20

Your students | Business/Commerce

Employer	Rank 2016	Percent 2016	Trend		Employer	Rank 2016	Percent 2016	Trend	
Česká národní banka	1	7,69%	↑	2	UniCredit Bank	5	3,85%	↑	20
KPMG	2	5,77%	↑	10	Air Bank	12	1,92%	↑	13
Ministerstvo zahraničních věcí	2	5,77%	NEW	-	Allianz	12	1,92%	NEW	-
Student Agency	2	5,77%	→	0	Barclays	12	1,92%	NEW	-
České dráhy	5	3,85%	↑	1	Český aeroholding	12	1,92%	↓	-9
Deloitte	5	3,85%	↑	7	ČEZ	12	1,92%	↓	-6
EY (Ernst & Young)	5	3,85%	↑	7	Coca-Cola	12	1,92%	↑	13
IKEA	5	3,85%	NEW	-	DHL	12	1,92%	↑	13
L'Oréal Group	5	3,85%	↑	7	Fio banka	12	1,92%	NEW	-
Red Bull	5	3,85%	↑	20	Google	12	1,92%	↑	13

- ?
- 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 in social media
- Employer advertisements on news/business-related websites
- 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

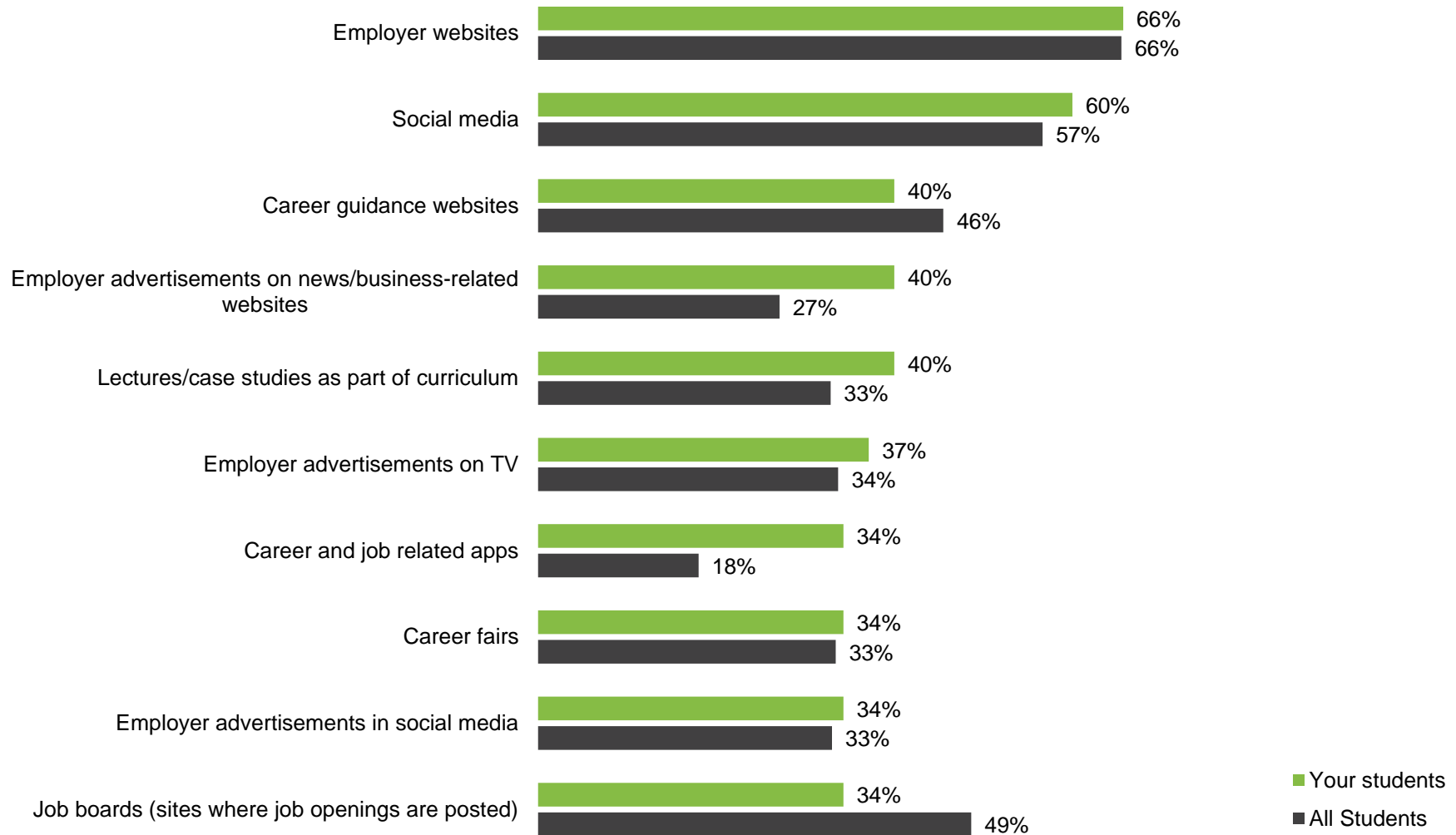


## OTHER CHANNELS

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



# Which communication channels do your students use the most?



THANK YOU!

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

# 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



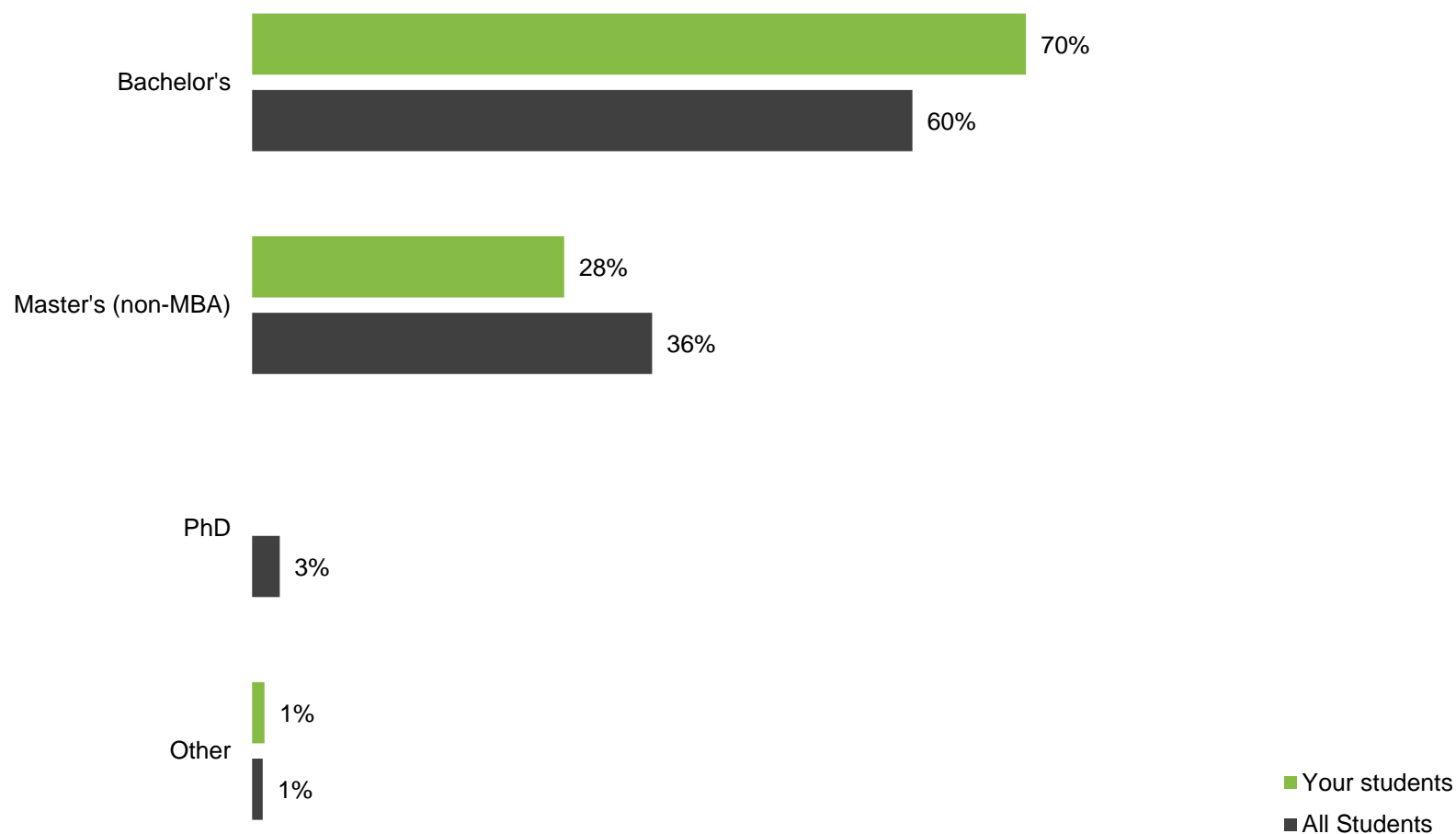
WE HAVE CONDUCTED THE  
UNIVERSUM TALENT SURVEY  
FOR OVER 25 YEARS



Total number of respondents  
in the survey 2016:

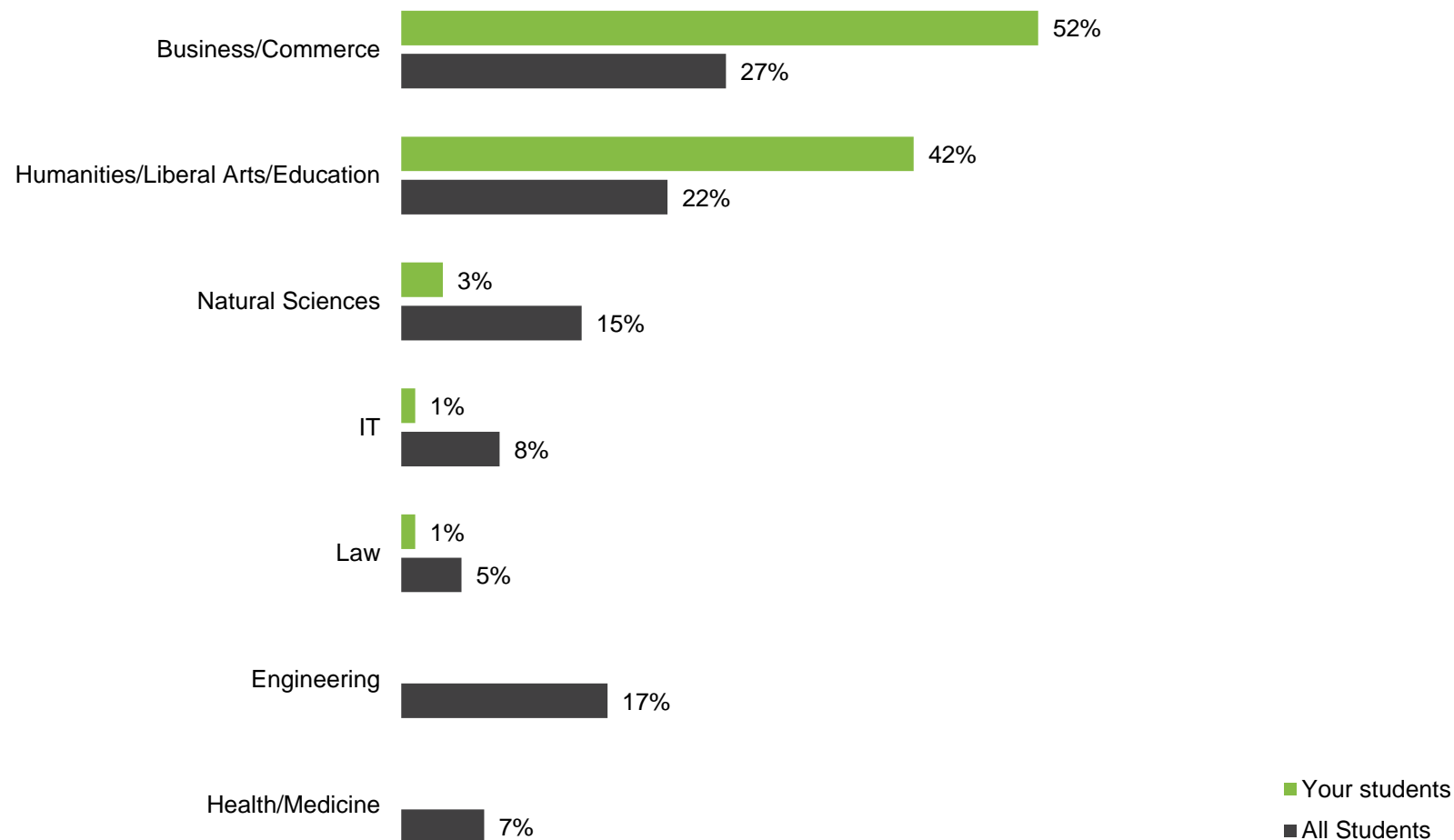
1.300.000+

# Highest qualification





# Main field of study



# Educational institutions (1/2)

## All Students

University	All Students	University	All Students
Charles University in Prague	12%	Technical University of Liberec	2%
Masaryk University	10%	Silesian University in Opava	2%
Brno University of Technology	7%	University of Chemistry and Technology, Prague	1%
Czech University of Life Sciences Prague	6%	The University of Finance and Administration	1%
Czech Technical University in Prague	6%	Institute of Technology and Business, České Budějovice	1%
Palacký University of Olomouc	6%	University of Business in Prague	1%
VŠB Technical University of Ostrava	6%	Metropolitan University Prague	1%
University of Economics, Prague	5%	VŠEM - University of Economics and Management	1%
University of West Bohemia	4%	University of Veterinary and Pharmaceutical Sciences, Brno	1%
Mendel University Brno	3%	Institute of Hospitality Management in Prague	1%
University of South Bohemia in České Budějovice	3%	Banking Institute / College of Banking	0%
University of Pardubice	3%	Jan Amos Komensky University Prague	0%
Tomas Bata University in Zlín	3%	Škoda Auto University	0%
University of Ostrava	3%	University of Defence	0%
Jan Evangelista Purkyně University in Ústí nad Labem	3%	Academy of Performing Arts in Prague	0%
University of Hradec Králové	2%	College of Polytechnics Jihlava	0%



- 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
Ostrava Business School	0%	Private College of Economic Studies in Znojmo	0%
CEVRO Institut, o.p.s. - Praha	0%	Academy of Fine Arts, Prague	0%
Janáček Academy of Music and Performing Arts	0%	Prague College	0%
Anglo-American College	0%	ART & DESIGN INSTITUT, s.r.o.	0%
Moravian University College Olomouc	0%	Filmová akademie Miroslava Ondříčka v Písku, o.p.s.	0%
College of Business and Hotel Management	0%	Karel Engliš College	0%
University of International and Public Relations Prague	0%	College of Karlovy Vary, o.p.s.	0%
Police Academy	0%	Unicorn College s.r.o.	0%
Academy of Arts, Architecture and Design in Prague	0%	College of Applied Law, s.r.o.	0%
NEWTON College, a.s.	0%	B.I.B.S., a.s. Brno International Business School	0%
College of Nursing, o. p. s	0%	College of information Management, Business Administration and Law	0%
Institute of Regional Development	0%	College of Logistics	0%
University of New York in Prague, s.r.o.	0%	AKCENT College, s.r.o.	0%
Prague College of Psychosocial Studies	0%	International ART CAMPUS Prague, s.r.o.	0%
College of European and Regional Studies	0%	College of Applied Psychology	0%
Akademie STING	0%	Other	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
Business Administration and Management	37%	Banking	10%
Marketing	26%	Communication and PR	9%
Finance and Accounting	25%	International Relations	9%
Economics and National economy	18%	Project Management	7%
Business and Administration	15%	Regional Development	7%
Tourism and hospitality	14%	Logistics	6%
Economic Policy and Administration	12%	Law in Economics	5%
International Business	12%	Insurance	4%
Commerce	11%	Arts Management	2%
Taxation	11%	Other Business	4%

# Areas of study

## All Students | Engineering (1/1)

Area of study	All Students	Area of study	All Students
Mechanical Engineering	27%	Safety Engineering	6%
Civil engineering	22%	Nanotechnology	3%
Electrical engineering	17%	Metallurgy	3%
Transport	11%	Geodesy	2%
Architecture	11%	Textile engineering	2%
Material Engineering	9%	Mining engineering	1%
Energetics	9%	Polygraphy	1%
Biomedical Technology	7%	Other Engineering	8%
Biomedical Engineering	7%		

# Areas of study

## All Students | IT (1/1)

Area of study	All Students	Area of study	All Students
Applied Informatics	41%	Electrical Engineering and Computer Science	15%
Business Information Systems	37%	Artificial Intelligence	9%
Software Engineering	32%	Mathematical Informatics	5%
Information Management	20%	Bioinformatics	2%
Telecommunications and Computer Networks	18%	Other IT	8%
Computer Graphics and Multimedia	15%		

# Areas of study

## All Students | Natural Sciences (1/1)

Area of study	All Students	Area of study	All Students
Biology	42%	Food-processing	9%
Chemistry	39%	Landscaping and Gardening	7%
Mathematics	20%	Geology	7%
Ecology	18%	Statistics and Demographics	6%
Agriculture	16%	Forestry	5%
Physics	15%	Fishery	2%
Geography	13%	Other Natural Sciences	6%

# Areas of study

## All Students | Humanities (1/1)

Area of study	All Students	Area of study	All Students
Teaching/Education	26%	New Media and Multimedia	6%
Linguistics/Foreign Languages	19%	Performing Arts	5%
Philology	16%	Anthropology	5%
Psychology	13%	Social care	4%
History	13%	Andragogics	4%
Social Sciences	11%	Physical education	4%
Political Science	11%	Human Resources	3%
Philosophy	10%	Religions	3%
Design, Graphics, Photography, Aesthetics and art	10%	Archeology	2%
Social Work	8%	Theology	2%
Literature	7%	Other Humanities	9%
Journalism	6%		



# Areas of study

## All Students | Law (1/1)

Area of study	All Students	Area of study	All Students
Law and Legal Science	66%	Criminology	12%
Law and Public administration	22%	Politics and diplomacy	12%
Business Law	21%	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	49%	Midwifery	4%
Pharmacy	11%	Nutritional Therapist	4%
Physiotherapy	8%	Laboratory Technician	4%
General nurse	8%	Radiology Assistant	3%
Veterinary Medicine	5%	Optometry	2%
Medical Laboratory Technician	5%	Ergotherapy	1%
Paramedic	5%	Other Health/Medicine	6%
Nursing	5%		

# Considered Employer Ranking | Top 30

All Students | Business/Commerce

Employer	Rank 2016	Percent 2016	Trend	Employer	Rank 2016	Percent 2016	Trend
Google	1	42,14%	→ 0	Ministerstvo financí	16	21,61%	NEW -
Škoda Auto (Volkswagen Group)	2	29,98%	↑ 1	Samsung	17	21,11%	NEW -
Česká národní banka	3	28,11%	↓ -1	ČSOB (KBC)	18	19,33%	↓ -2
Nestlé	4	26,93%	↑ 4	Česká spořitelna (Erste Bank)	19	18,76%	↓ -1
Kofola	5	26,78%	↑ 2	Heineken	20	18,16%	↓ -3
L'Oréal Group	6	26,15%	↑ 6	Seznam.cz	21	17,68%	→ 0
Microsoft	7	25,85%	↓ -2	IBM	22	17,38%	↓ -3
Student Agency	8	25,28%	↓ -4	Komerční banka (Société Générale)	23	17,36%	↓ -3
Red Bull	9	24,32%	↑ 5	GE Money Bank	24	17,35%	↓ -2
Česká televize	10	23,57%	↑ 1	Air Bank	25	17,13%	↓ -1
Český aeroholding	11	22,93%	↑ 2	Plzeňský Prazdroj	26	16,92%	NEW -
Coca-Cola	12	22,49%	↓ -3	Ministerstvo vnitra (vč. Policie ČR)	27	15,93%	NEW -
IKEA	13	22,48%	↑ 2	KPMG	28	15,67%	↓ -3
ČEZ	14	22,12%	↓ -8	Deloitte	29	15,43%	↑ 1
Ministerstvo zahraničních věcí	15	21,91%	NEW -	Orgány EU	30	15,38%	↑ 8

# Considered Employer Ranking | Top 30

## All Students | Engineering

Employer	Rank 2016	Percent 2016	Trend	Employer	Rank 2016	Percent 2016	Trend
Škoda Auto (Volkswagen Group)	1	33,44%	→ 0	STRABAG	16	12,24%	↑ 1
Siemens	2	25,97%	↑ 1	Český aeroholding	17	12,20%	↓ -6
Škoda Transportation	3	25,17%	↑ 1	Akademie věd České republiky	18	11,95%	↓ -6
ČEZ	4	22,38%	↓ -2	IKEA	19	11,93%	↓ -1
Honeywell	5	21,16%	↑ 5	IBM	20	10,76%	↑ 2
Google	6	18,93%	→ 0	Automotive Lighting	21	10,75%	↓ -1
Metrostav	7	18,71%	↓ -2	České dráhy	22	9,94%	↓ -9
Skanska	8	17,11%	↓ -1	E.ON Česká republika	23	9,29%	↑ 5
Robert Bosch	9	15,89%	↑ 5	Vítkovice machinery group	24	9,14%	↑ 1
Hyundai	10	15,65%	↓ -2	Třinecké železárny	25	8,57%	↑ 1
TATRA TRUCKS	11	13,77%	NEW -	RWE	26	8,56%	↓ -3
Toyota Peugeot Citroen Automobile	12	13,64%	↓ -3	AERO Vodochody	27	8,52%	↑ 11
Microsoft	13	13,45%	↑ 3	ČKD	28	8,39%	↑ 2
Lego	14	12,92%	↑ 5	Dell	29	7,95%	↑ 5
ABB	15	12,81%	↑ 6	Kofola	30	7,80%	↑ 1

# Considered Employer Ranking | Top 30

All Students | IT

Employer	Rank 2016	Percent 2016	Trend	Employer	Rank 2016	Percent 2016	Trend
Google	1	61,16%	→ 0	Siemens	16	24,27%	↓ -3
Microsoft	2	54,44%	→ 0	T-Mobile	17	23,11%	→ 0
IBM	3	43,96%	→ 0	Vodafone	18	19,93%	↑ 2
Seznam.cz	4	38,02%	→ 0	ČEZ	19	19,28%	↓ -1
Oracle	5	35,35%	↑ 1	Honeywell	20	18,92%	↑ 15
Dell	6	32,49%	↑ 1	Kofola	21	17,55%	↑ 8
Avast Software	7	32,40%	↑ 2	ČSOB (KBC)	22	17,32%	→ 0
ESET software	8	31,82%	↑ 3	Lego	23	16,57%	↑ 5
AVG Technologies CZ	9	27,89%	↑ 3	UPC	24	16,43%	↓ -1
Alza.cz	10	27,62%	→ 0	AT&T	25	16,31%	↓ -4
Cisco Systems	11	27,52%	↑ 4	Česká spořitelna (Erste Bank)	26	15,83%	↓ -2
Red Hat	12	26,74%	↑ 4	IKEA	27	15,06%	↑ 3
HP	13	26,07%	↓ -5	Bezpečnostní informační služba	28	14,55%	NEW -
O2 Czech Republic	14	24,54%	↑ 5	Škoda Transportation	29	14,20%	↑ 13
Škoda Auto (Volkswagen Group)	15	24,30%	↓ -1	Komerční banka (Société Générale)	30	13,94%	↑ 2

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

# Ideal Employer Ranking | Top 30

## All Students | Business/Commerce

Employer	Rank 2016	Percent 2016	Trend	Employer	Rank 2016	Percent 2016	Trend
Google	1	26,79%	→ 0	KPMG	16	7,04%	↓ -3
Česká národní banka	2	14,34%	↑ 1	Coca-Cola	17	7,00%	↓ -5
Škoda Auto (Volkswagen Group)	3	14,04%	↓ -1	Ministerstvo vnitra (vč. Policie ČR)	18	7,00%	NEW -
L'Oréal Group	4	12,94%	↑ 4	Nestlé	19	6,93%	↓ -4
Český aeroholding	5	11,47%	↑ 1	Deloitte	20	6,15%	↑ 1
Česká televize	6	10,65%	↑ 5	EY (Ernst & Young)	21	5,46%	↓ -5
Ministerstvo zahraničních věcí	7	10,59%	NEW -	ČSOB (KBC)	22	5,27%	↑ 2
Red Bull	8	10,56%	↑ 2	Česká spořitelna (Erste Bank)	23	5,20%	↑ 2
Microsoft	9	10,44%	↓ -4	Samsung	24	5,20%	NEW -
Ministerstvo financí	10	10,16%	NEW -	IBM	25	5,18%	↓ -6
Student Agency	11	8,85%	↓ -4	Plzeňský Prazdroj	26	5,07%	NEW -
Kofola	12	7,74%	↑ 2	Seznam.cz	27	4,40%	→ 0
ČEZ	13	7,55%	↓ -4	Komerční banka (Société Générale)	28	4,39%	↓ -5
Orgány EU	14	7,40%	↑ 3	PwC	29	4,35%	↓ -1
IKEA	15	7,32%	↑ 3	Člověk v tísni	30	4,17%	NEW -

# Ideal Employer Ranking | Top 30

## All Students | Engineering

Employer	Rank 2016	Percent 2016	Trend	Employer	Rank 2016	Percent 2016	Trend
Škoda Auto (Volkswagen Group)	1	23,34%	→ 0	IKEA	16	5,92%	↓ -3
Siemens	2	14,57%	↑ 3	Hyundai	17	5,71%	↓ -5
Honeywell	3	13,69%	↑ 5	Český aeroholding	18	5,56%	↓ -4
ČEZ	4	12,10%	↓ -2	Toyota Peugeot Citroen Automobile	19	4,46%	→ 0
Metrostav	5	11,56%	↓ -2	Automotive Lighting	20	3,52%	↑ 5
Google	6	11,19%	↓ -2	České dráhy	21	3,29%	↓ -3
Skanska	7	9,99%	↓ -1	E.ON Česká republika	22	3,23%	↑ 7
Škoda Transportation	8	9,76%	↓ -1	Eurovia	23	3,18%	NEW -
Robert Bosch	9	8,42%	↑ 1	IBM	24	3,14%	↓ -2
ABB	10	6,47%	↑ 1	ArcelorMittal	25	3,10%	↓ -2
Akademie věd České republiky	11	6,45%	↓ -2	Správa železniční dopravní cesty	26	2,94%	↓ -6
Microsoft	12	6,33%	↑ 3	Bezpečnostní informační služba	27	2,84%	NEW -
TATRA TRUCKS	13	6,27%	NEW -	Vítkovice machinery group	28	2,83%	↓ -2
STRABAG	14	6,20%	↑ 2	AERO Vodochody	29	2,76%	↑ 2
Lego	15	6,13%	↑ 2	JABLOTRON	30	2,76%	NEW -

# Ideal Employer Ranking | Top 30

All Students | IT

Employer	Rank 2016	Percent 2016	Trend	Employer	Rank 2016	Percent 2016	Trend
Google	1	50,52%	→ 0	HP	16	6,10%	↓ -2
Microsoft	2	35,66%	→ 0	Bezpečnostní informační služba	17	5,58%	NEW -
IBM	3	23,74%	→ 0	Siemens	18	5,46%	→ 0
Seznam.cz	4	16,32%	→ 0	Lego	19	5,25%	↑ 2
Red Hat	5	14,43%	↑ 1	ČEZ	20	5,19%	↓ -4
Oracle	6	14,07%	↓ -1	O2 Czech Republic	21	4,95%	↑ 7
Cisco Systems	7	9,66%	↑ 2	AT&T	22	4,28%	↓ -2
ESET software	8	9,50%	↑ 2	Akademie věd České republiky	23	3,86%	↓ -10
Avast Software	9	9,02%	↑ 6	Kofola	24	3,79%	↑ 3
Škoda Auto (Volkswagen Group)	10	8,62%	↑ 1	T-Mobile	25	3,56%	↓ -2
AVG Technologies CZ	11	8,33%	↑ 6	SAP	26	3,56%	↓ -2
Dell	12	8,09%	↓ -4	ČSOB (KBC)	27	3,55%	↓ -8
Alza.cz	13	7,42%	↓ -1	Plzeňský Prazdroj	28	2,94%	NEW -
Tieto	14	7,35%	NEW -	Coca-Cola	29	2,94%	↑ 3
Honeywell	15	6,68%	↑ 7	Česká spořitelna (Erste Bank)	30	2,91%	→ 0



# Potential Applicants' Ranking | Top 30

## All Students | Business/Commerce

Employer	Rank 2016	Percent 2016	Trend	Employer	Rank 2016	Percent 2016	Trend
Škoda Auto (Volkswagen Group)	1	4,86%	↑ 1	Ministerstvo financí	16	2,03%	NEW -
KPMG	2	4,01%	↑ 2	ČSOB (KBC)	17	1,83%	↓ -2
Google	3	3,88%	↑ 2	Student Agency	18	1,72%	↓ -5
Deloitte	4	3,61%	↑ 4	ČEZ	19	1,64%	↓ -9
Český aeroholding	5	3,58%	↓ -2	Kofola	20	1,62%	↑ 7
L'Oréal Group	6	3,02%	↑ 8	IBM	21	1,59%	↑ 5
EY (Ernst & Young)	7	2,95%	→ 0	McKinsey & Company	22	1,58%	↑ 11
Ministerstvo zahraničních věcí	8	2,90%	NEW -	Plzeňský Prazdroj	23	1,48%	NEW -
Česká národní banka	9	2,89%	→ 0	Orgány EU	24	1,43%	↓ -12
PwC	10	2,57%	↑ 6	Microsoft	25	1,41%	↓ -5
Red Bull	11	2,31%	↑ 10	Nestlé	26	1,28%	↓ -4
Česká televize	12	2,10%	↑ 6	IKEA	27	1,25%	↑ 9
Ministerstvo vnitra (vč. Policie ČR)	13	2,09%	NEW -	J&T BANKA	28	1,20%	↑ 1
Komerční banka (Société Générale)	14	2,04%	↓ -3	Coca-Cola	29	1,20%	↓ -4
Česká spořitelna (Erste Bank)	15	2,03%	↑ 4	Procter & Gamble (P&G)	30	1,15%	↑ 8

- ?
- 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 2016	Percent 2016	Trend	Employer	Rank 2016	Percent 2016	Trend
Honeywell	1	8,12%	↑ 3	FEI	16	1,45%	NEW -
Škoda Auto (Volkswagen Group)	2	6,76%	↓ -1	ČEPS	17	1,43%	↑ 1
ČEZ	3	6,08%	↓ -1	ArcelorMittal	18	1,39%	↓ -1
Siemens	4	5,72%	↑ 1	MBtech Bohemia	19	1,35%	↑ 26
Metrostav	5	4,80%	↓ -2	TATRA TRUCKS	20	1,34%	NEW -
Robert Bosch	6	4,44%	↑ 1	Google	21	1,30%	↓ -7
Skanska	7	4,17%	↑ 1	IKEA	22	1,23%	↓ -1
ABB	8	3,85%	↓ -2	Toyota Peugeot Citroen Automobile	23	1,22%	↑ 4
STRABAG	9	2,95%	↑ 4	Eurovia	24	1,19%	NEW -
Český aeroholding	10	2,37%	↑ 1	Hyundai	25	1,16%	↓ -6
Akademie věd České republiky	11	2,11%	↓ -2	GE Aviation	26	1,14%	↑ 10
Škoda Transportation	12	1,95%	↓ -2	Vítkovice machinery group	27	1,00%	↓ -4
České dráhy	13	1,91%	↓ -1	Microsoft	28	0,93%	↑ 1
Doosan	14	1,64%	↑ 12	Lego	29	0,92%	↑ 13
E.ON Česká republika	15	1,49%	↑ 5	Správa železniční dopravní cesty	30	0,90%	↓ -14

- ?
- 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

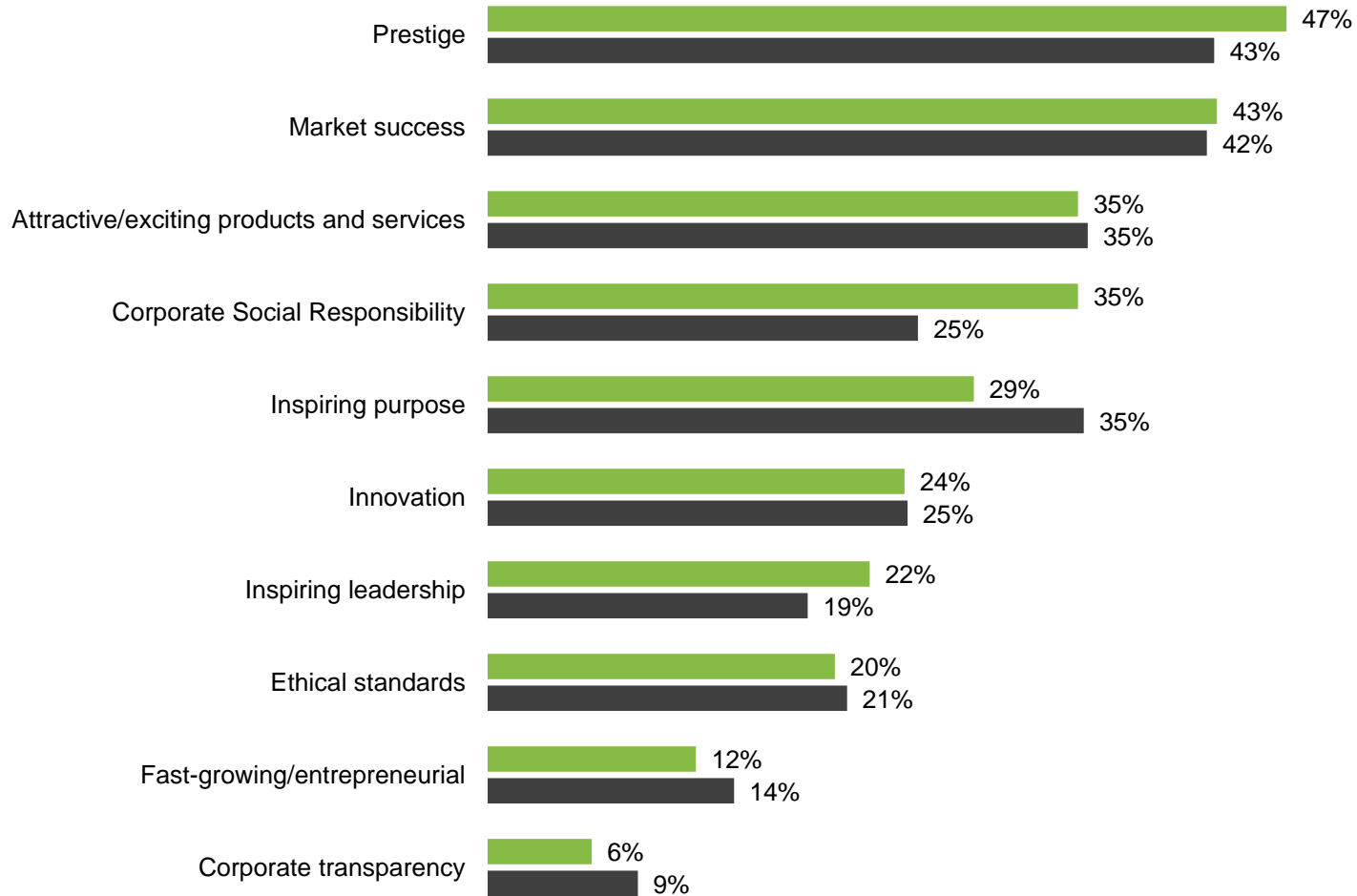
## All Students | IT

Employer	Rank 2016	Percent 2016	Trend	Employer	Rank 2016	Percent 2016	Trend
Google	1	11,13%	→ 0	Česká spořitelna (Erste Bank)	16	1,68%	↑ 3
Microsoft	2	7,99%	↑ 1	ČSOB (KBC)	17	1,67%	↓ -9
IBM	3	7,89%	↓ -1	Bezpečnostní informační služba	18	1,65%	NEW -
Tieto	4	5,15%	NEW -	Cisco Systems	19	1,55%	↓ -6
Red Hat	5	5,03%	↓ -1	Alza.cz	20	1,34%	↓ -9
Seznam.cz	6	4,12%	↑ 6	AT&T	21	1,29%	↑ 1
Škoda Auto (Volkswagen Group)	7	3,09%	↑ 3	Česká pojišťovna	22	1,19%	↑ 27
AVG Technologies CZ	8	2,71%	↑ 13	Dell	23	1,15%	↓ -16
ESET software	9	2,28%	↑ 5	UPC	24	1,15%	↑ 8
Siemens	10	2,16%	↓ -1	Český aeroholding	25	1,06%	→ 0
Oracle	11	2,16%	↓ -5	EmbedIT	26	1,02%	↑ 7
ČEZ	12	2,15%	↑ 4	FNZ (Czechia)	27	1,01%	↑ 1
Honeywell	13	1,87%	↑ 2	SAP	28	0,98%	↓ -10
O2 Czech Republic	14	1,73%	↑ 30	Deloitte	29	0,97%	↓ -5
HP	15	1,69%	↑ 14	KPMG	30	0,95%	↓ -5

- ?
- 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

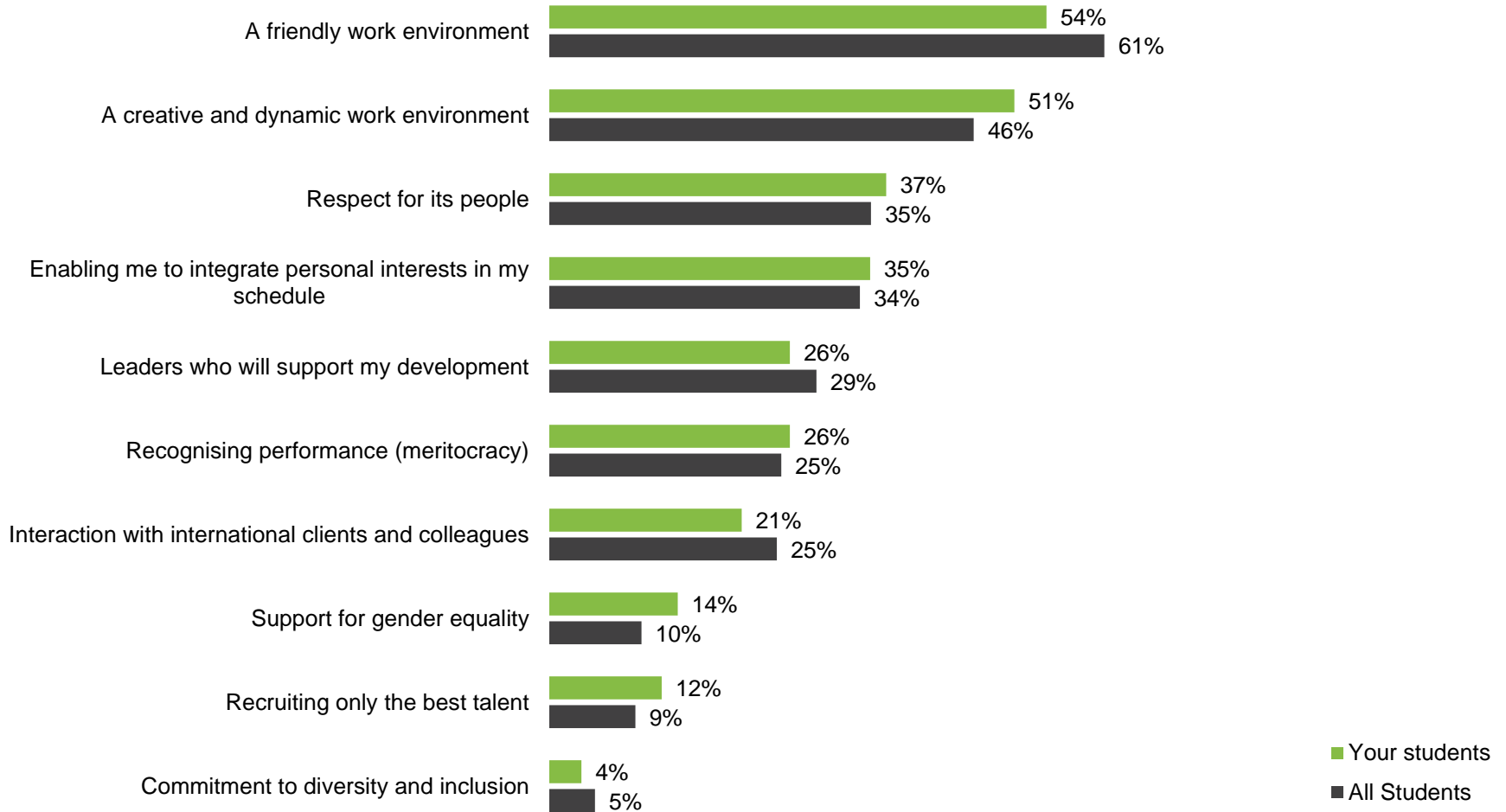
## Attractive attributes



■ Your students  
■ All Students

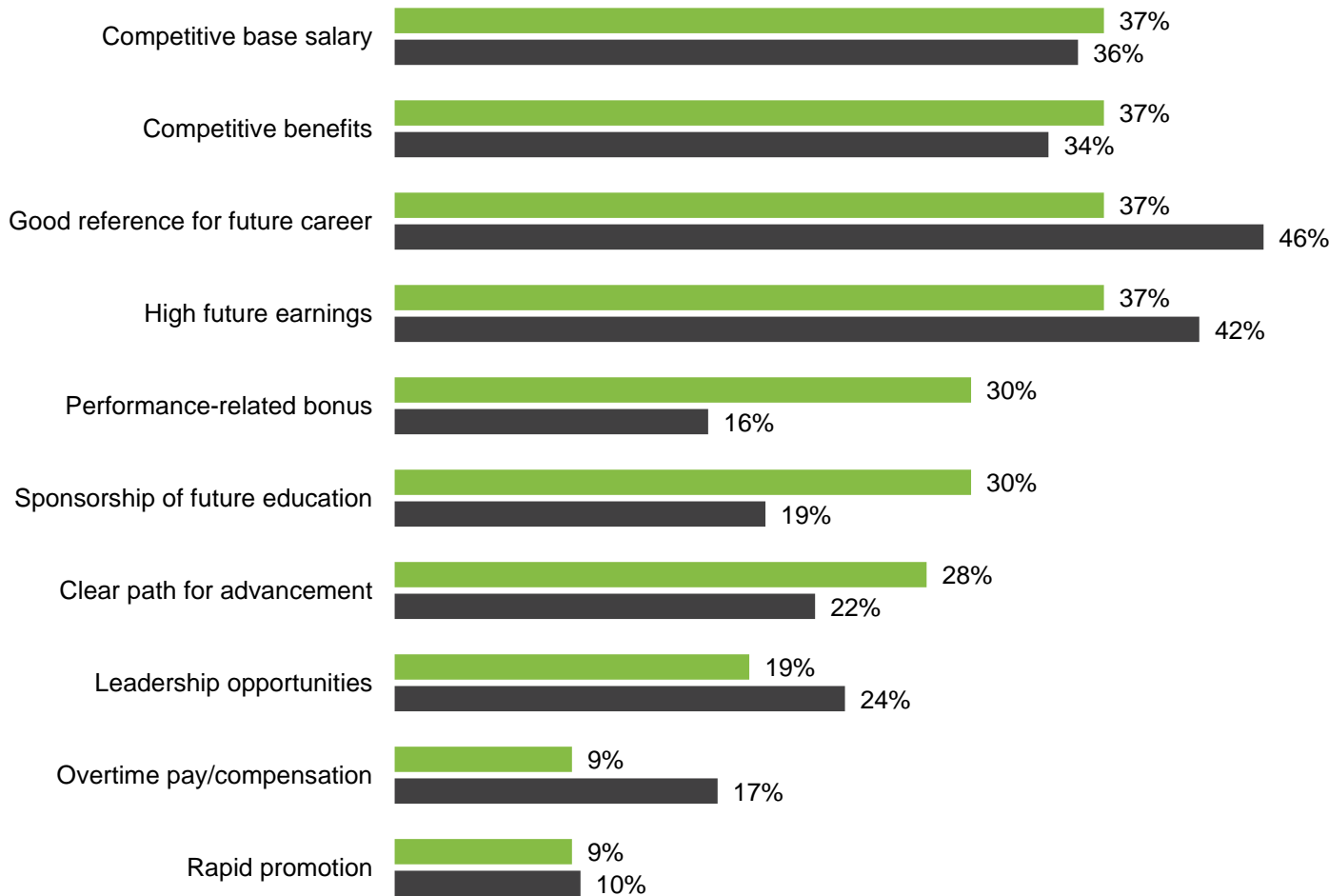
# People & Culture

## Attractive attributes



# Remuneration & Advancement Opportunities

## Attractive attributes

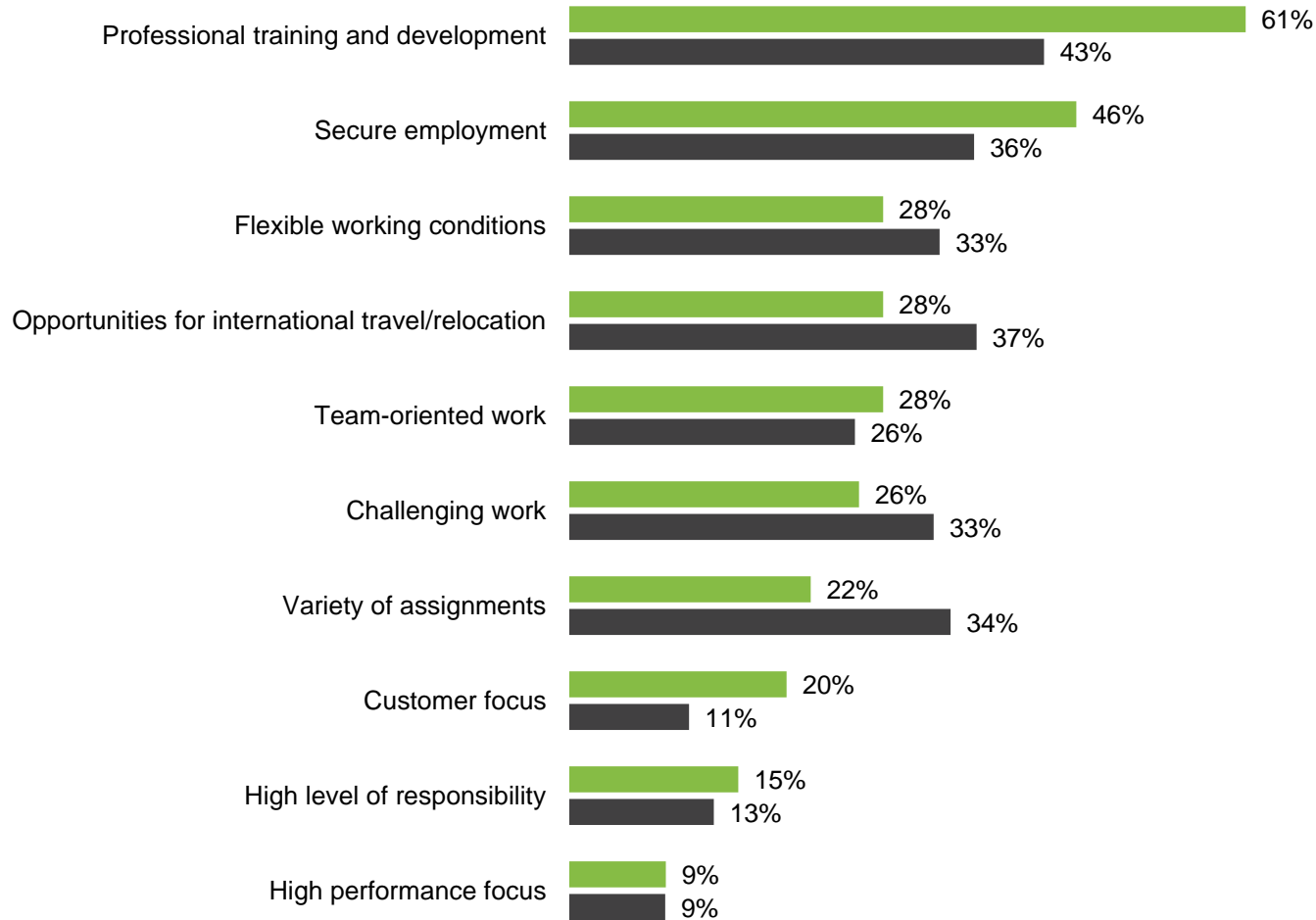


■ Your students

■ All Students

# Job Characteristics

## Attractive attributes



■ 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.



THANK YOU!

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