Employer Surveys & University Performance

How to use employer surveys
to assess university performance

emerging driving employability

One of the key roles of universities is to give (young) people the ability to deal with today's and tomorrow's challenges in their professional lives.

New factors of competition, especially employability, are key to making an impact today.
Employability has become a major component of the university brand

Deliver insights and values from the employers empowers universities and students make the right decisions in drawing an adapted education journey

- 3 "stakeholders " of employability : employers, students, university

- A changing market, different contexts in different geographies, industries, and economic challenges

- A changing market with transformative challenges like digitalization, entrepreneurship, sustainability

ADAPTABILITY IS KEY :
HE needs to constantly update its understanding of the global and local environment and identify the coming trends and best practice anywhere in this globalized field.

PERFORMANCE ANALISIS

- Emerging's experience optimizing recruitment started in 2001

- 13 years of ongoing surveys and experts feedback consolidate the concept of employability performance analisis

- A top 250 as a global standart

- A partner since 2010: Trendence

Survey and Ranking

A SURVEY

Employer insights

Employers worldwide share their knowledge on the challenges of future training and their expectations of Higher Education.

Participating corporate managers are carefully screened and selected.

The voting process

Employers rate the **employability performance** of a list of more than 1000 universities worldwide. 100% qualified managers have up to 10 votes each. Employer opinion and insights collected throughout the survey play a pivotal role in shaping the ranking, complementing a robust 35-criteria framework developed in collaboration with experts and employability leaders.

+ RANKING

University Selection

Listed in the yearly GEURS ranking of **TOP 250** universities for employability are the institutions with the highest overall number of votes

Criteria

Once chosen, the performances of the institutions of Higher Education are justified by the voters, who are asked to apply a maximum of 6 criteria out of 35 suggested categories.

Key facts

13 years of data

GEURS is the leading barometer of graduate employability.

Conducted every year since 2010, GEURS compiles 13 year of data on Higher Education and worldwide graduate employment.

100% qualified managers

100% of our survey respondents are top operational managers who work with and/or recruit more than 5 young graduates per year.

8 million recruitments

We've collected the feedback from managers who are responsible for no less than 8 million recruitments worldwide.

40 countries

We've scanned 40 countries from all continents regarding market expectations toward graduates and employability performance.

5 million evaluations

We have collected over 5 million ratings of universities, covering over 6000 institutions worldwide which have being assessed by employers.

6,000 institutions covered

The GEURS survey has covered 6,000 institutions spanning all continents. Every year GEURS pays attention to new entrants in the TOP 250.

The KEY EMPLOYABILITY DRIVERS

The Key Employability Driver are the decisive factors that drive employability. We've developed a framework comprised of 35 categories covering over one hundred fine-grained indicators which set a global standard, to measure and manage strategic decisions for employability. They can rapidly adapt to a changing environment.

The EMPLOYABILITY SKILLS MAP

Every year we track the skills which are required for a better market fit, staying tuned to current trends, by type of job and by industry. Hard skills, soft skills, smart skills, mad skills... We help leverage these leading-edge insights into practical, actionable steps within educational strategies.

the employers' list

A list that uncovers employers' expectations on graduate's mindset. It monitors how transformative challenges like digitalisation, entrepreneurship, technological innovation or sustainability impact employability. It documents best practices in skills development and cooperation strategies. It benchmarks and gives the employers'choice of best performing universities locally, worldwide or by subjects.

Global Employability University Ranking and Survey 2024

How to use employer surveys
to assess university performance

Geurs2024

Profile of respondents

Countries surveyed

- Argentina
- Australia
- Brazil
- Canada
- China (Mainland & Hong Kong)
- France
- Germany
- India
- Indonesia
- Japan
- Mexico
- Netherlands
- Singapore
- South Africa
- South Korea
- Spain
- Sweden
- Switzerland
- United Kingdom
- USA

Source: GEURS by Emerging, 2023.

Company's main sector of activity

- Accounting / Finance
- Aerospace and defense
- Automotive
- Banking and insurance
- Construction and civil engineering
- Consulting
- Education and training
- Electro-technics and electronics
- Energy and environment
- Engineering, design & manufacture
- Fast-moving consumer goods
- Food and beverage
- Hospitality, leisure and tourism
- IT Hardware
- IT software and engineering
- Logistics, transport and supply chain
- Luxury goods
- Media and communication
- Pharmaceutical and chemical
- Retail
- Telecom and networks

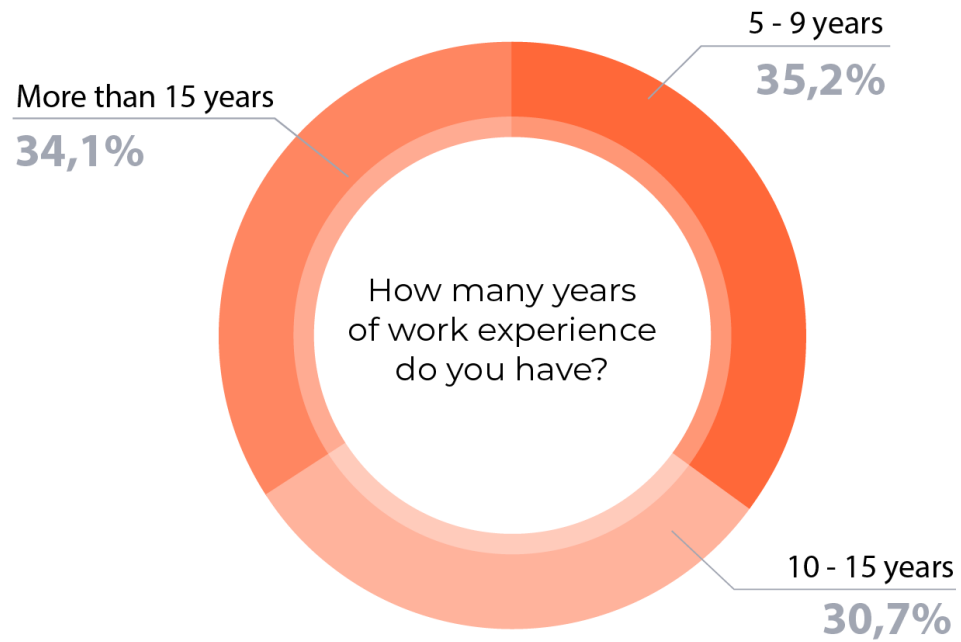*Source: GEURS by Emerging, 2023.*

Company department

- Accounting / Finance
- Customer Service
- Finance
- General Administration and Management
- Human Resources, Training and Development
- Information Technology
- Legal and Compliance
- Marketing / Communications
- Operations
- Procurement
- Production
- Quality Assurance / Quality Control
- Research & Development
- Sales and Business Development
- Supply Chain Logistics
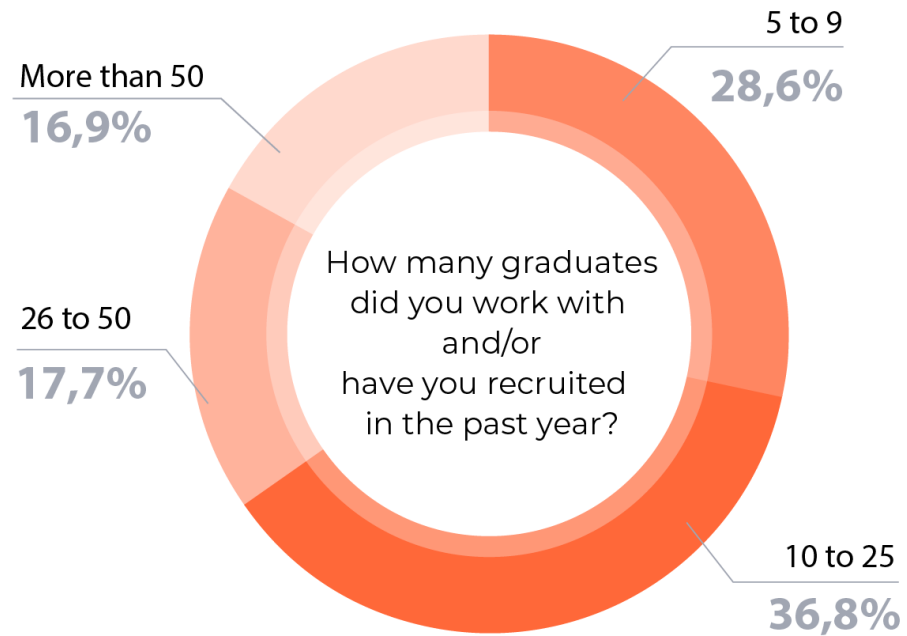
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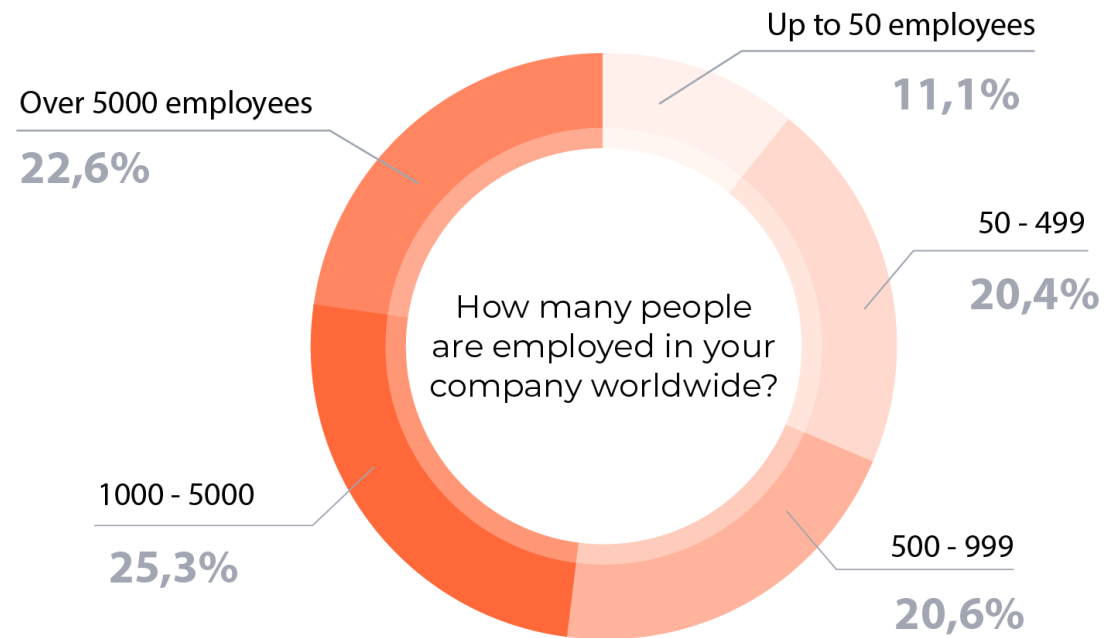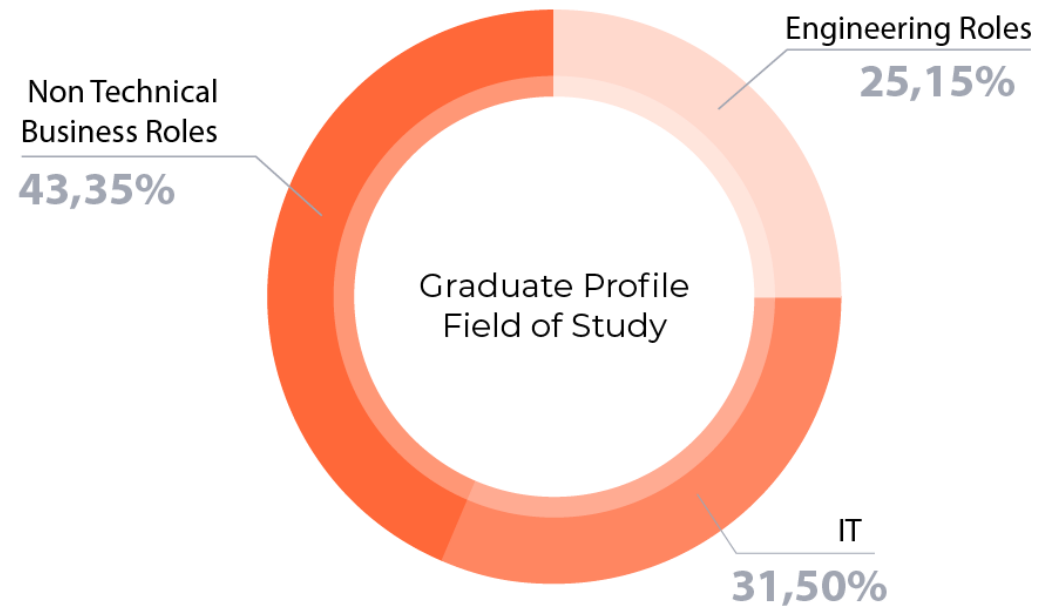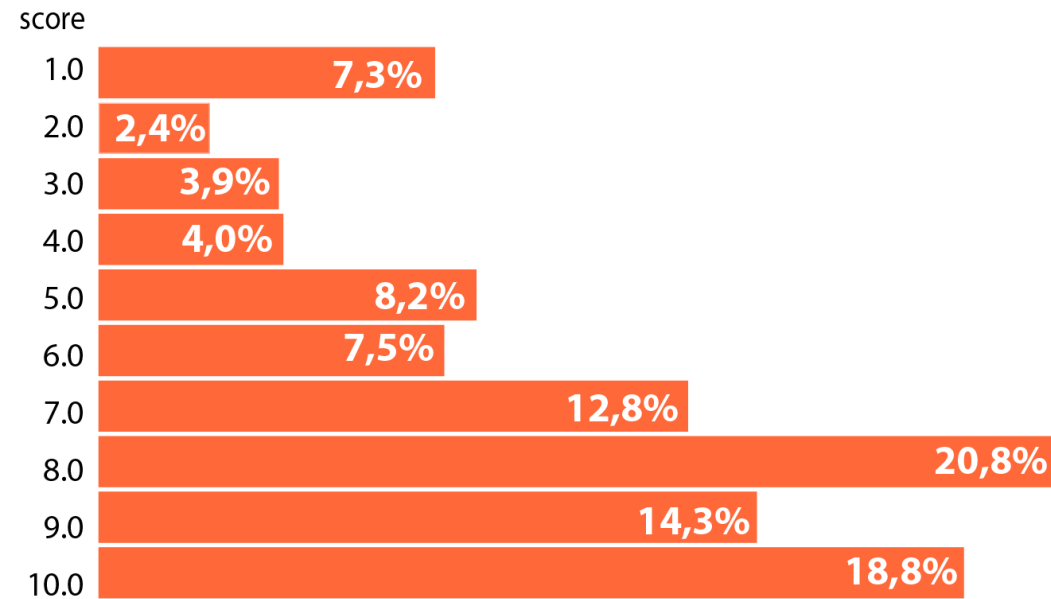
Profile of respondents

Profile of respondents

Respondent influence on the recruiting process

Sandrine Dates de la field phase bien avant et partenariat avec Le THE
Le Top 250 est un modèle et un standart
Insights – description du top 250 Global

GLOBAL RESULTS TOP 250

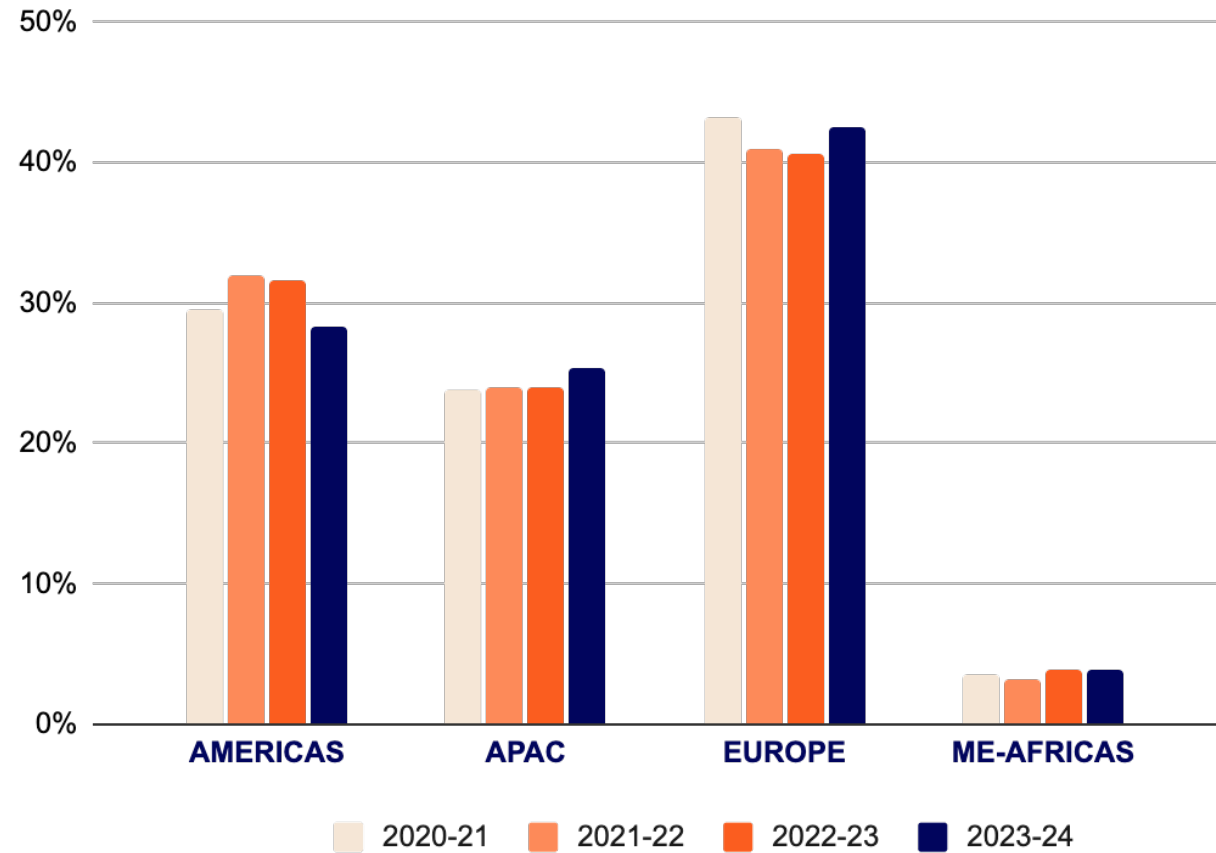| Rank	University	Country	Rank 2022
1	California Institute of Technology	USA	2
2	Massachusetts Institute of Technology	USA	1
3	Stanford University	USA	5
4	University of Cambridge	UK	4
5	Harvard University	USA	3
6	Princeton University	USA	9
7	The University of Tokyo	Japan	7
8	University of Oxford	UK	6
9	National University of Singapore	Singapore	8
10	Yale University	USA	10
11	Imperial College London	UK	16
12	University of Toronto	Canada	11
13	Technical University of Munich	Germany	12
14	Peking University	China	14
15	ETH Zurich	Switzerland	15
16	Columbia University	USA	13
17	New York University	USA	17
18	IE University	Spain	19
19	CentraleSupélec - Paris Saclay University	France	18
20	University of California, Berkeley	USA	21
21	Tsinghua University	China	27
22	HEC Paris	France	23
23	École Polytechnique Fédérale de Lausanne	Switzerland	20
24	London School of Economics and Political Science (LSE)	UK	25
25	Boston University	USA	22
26	Carnegie Mellon University	USA	24
27	Indian Institute of Technology Delhi	India	28
28	Ecole Polytechnique - Institut Polytechnique de Paris	France	33
29	Hong Kong University of Science and Technology	Hong Kong	30
30	Duke University	USA	26

GLOBAL RESULTS

COUNTRY	NUMBER OF UNIVERSITIES
USA	51
France	19
Germany	19
UK	13
China	13
Canada	11
Australia	9
Japan	9
Switzerland	7
South Korea	7
Netherlands	8
Spain	8
India	9
Sweden	6
Hong Kong	4
Israel	4
Italy	6
Singapore	2
Belgium	3
Denmark	4
Taiwan	3
Mexico	3

COUNTRY	NUMBER OF UNIVERSITIES
Norway	3
Finland	2
Austria	2
Brazil	2
UAE	2
Argentina	2
Saudi Arabia	2
New Zealand	1
Turkey	2
Qatar	1
Lebanon	1
Iceland	1
Chile	1
Ireland	1
South Africa	2
Czech Rep	1
Malaysia	1
Portugal	1
Greece	1
Indonesia	1
Morroco	1
Egypt	1
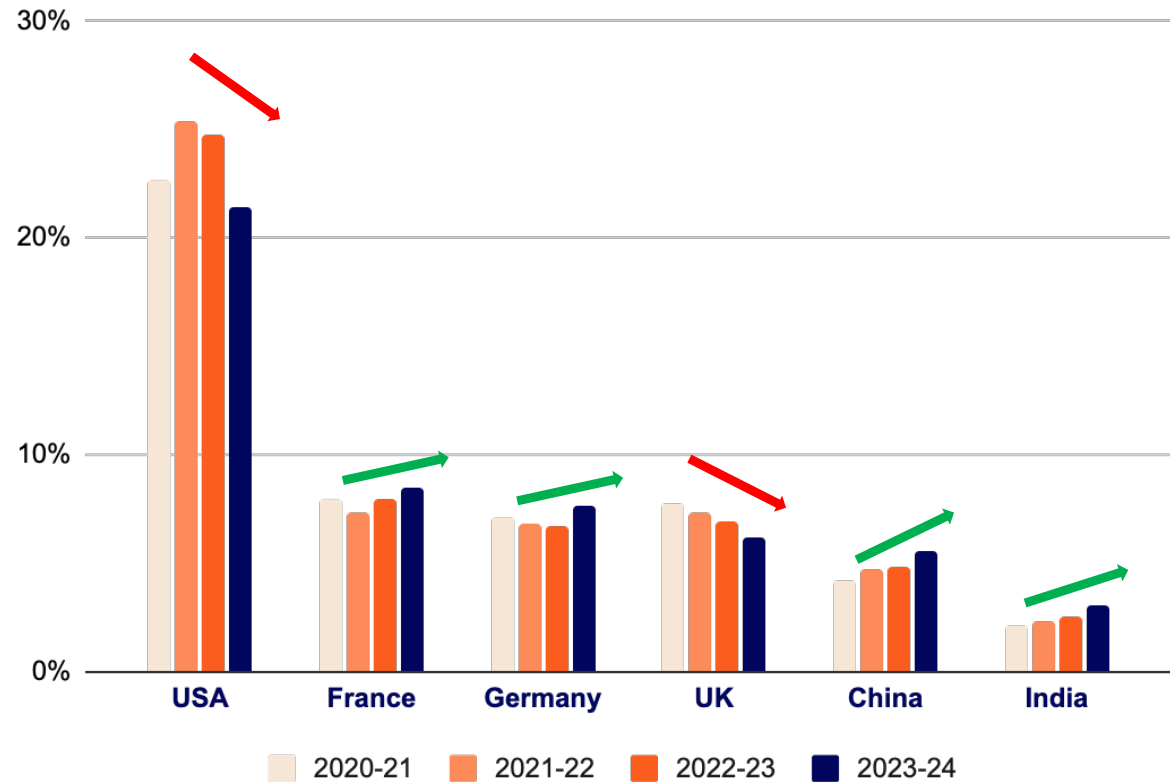
GEURS 2023-24- GERMANY

Rank 2023-24	German University	Prev.
13	Technical University of Munich	12
46	Humboldt University of Berlin	48
53	LMU Munich	54
56	Technical University of Berlin	53
70	Heidelberg University	73
79	Frankfurt School of Finance and Management	82
96	Free University of Berlin	98
101	Karlsruhe Institute of Technology KIT	107
112	University of Hamburg	114
123	Chemnitz University of Technology	127
124	RWTH Aachen University	120
134	Goethe University Frankfurt	140
140	University of Mannheim	141
142	University of Cologne	149
208	University of Bonn	*NEW*
218	University of Freiburg	*NEW*
221	Technical University Darmstadt	232
222	Leibniz University Hannover	201
226	Bielefeld University	234

Germany in top 3 for the 1ˢᵗ time

Greatest Rises 2023-24

Germany
China
France
India

Greatest Drops 2023-24

USA
UK
Singapore
Japan

	2020-21	2021-22	2022-23	2023-24
USA	1	1	1	1
France	2	2	2	2
Germany	4	4	4	3
UK	3	3	3	4
China	7	5	5	5
Canada	5	6	6	6
Australia	6	8	8	7
Japan	9	7	7	8
Switzerland	8	9	9	9
South Korea	10	11	11	10

ORIGIN OF VOTES

Origin of foreign votes for German universities

- United States — 10.9%
- Turkey — 6.9%
- United Kingdom — 6.0%
- Spain — 6.0%
- India — 5.8%
- Egypt — 5.3%
- France — 4.3%
- China. Republic of — 4.2%
- Switzerland — 3.9%
- Korea. Republic of — 3.3%
- Poland — 3.1%
- Mexico — 2.7%
- Japan — 2.4%
- Brazil — 2.2%
- Canada — 2.1%
- Others — 24.8%
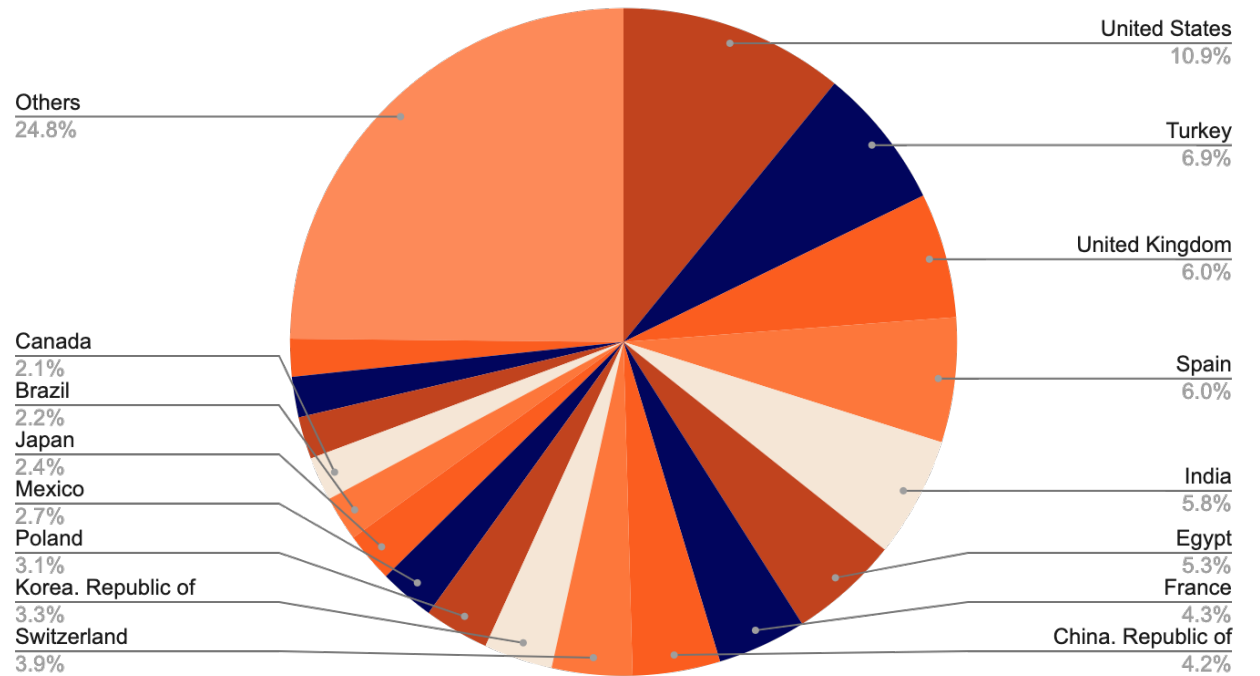
DRIVERS OF RANKING PERFORMANCE

	USA	France	UK	Germany	China	Switzerland	Belgium	Mexico
Academic performance	1	5	2	5	5	6	4	1
Specialization	2	2	5	1	4	1	1	2
Digital performance	3	4	4	2	2	5	2	5
Internationality	4	6	3	6	6	2	5	3
Focus on work expertise	5	3	6	4	1	4	3	6
Graduate skills	6	1	1	3	3	3	6	4

SKILLS

The 10 most wanted skills from German recruiters

German rank		Intl. rank	
1	Ability to work in a team	1	-
2	Logical reasoning	5	+3
3	Thoroughness	10	+7
4	Self-confidence	6	+2
5	Resisting pressure	16	+11
6	Resolving conflicts	14	+8
7	Time management	3	-4
8	Inspiring trust	4	-4
9	Cooperative spirit	2	-7
10	Structured problem solving	7	-3

More important to German professionals

Less important to German professionals

MATT

MATT

Sector: SMBs

Department: IT / Product

Region: European Union

Opinions:

"Business & management graduates of specialised business schools are better prepared for the workplace than those from universities."

"Universities must find the right balance between broad education and targeted career preparation."

Recruited profile:

Graduate and Undergraduate roles with specialized knowledge

TOP Graduate skills:

1. Ability to work in a team
2. Inspiring trust
3. Logical reasoning
4. Cooperative spirit
5. Resolving conflicts

TOP University selection criteria:

1. Up-to-date technical equipment
2. Knowledge transfer
3. Quality of teaching staff
4. Curricula updates based on industry trends
5. Student admission criteria

Recommendation

Matt needs **specialized** graduates with a good mix of practical and theoretical knowledge. He looks for **logical minds** that are able to work with others and inspire trust.
Beside academical excellence, he also expects from universities to focus on **knowledge transfer** and have a dynamic, "job role related approach" in the development of their curricula.
He supports this process by collaborating with universities in **Research and Technology Transfer**.

BENEFITS

- **Understand global and local employability challenges to anticipate upcoming market requirements - analyze and benchmark your position on the global higher education market**

- **Learn from the best : analyse your strenghts and weakneses, understand what drives your performance in your sector, local market or on a global scale**

- **Drive change and evaluate the effectiveness of your actions in relation to the objectives - Define your own employability KPI's and follow-up on the effectiveness of your actions.**