Southampton SOLENT Business School

The Higher Education Academy

Business School Graduate Insights

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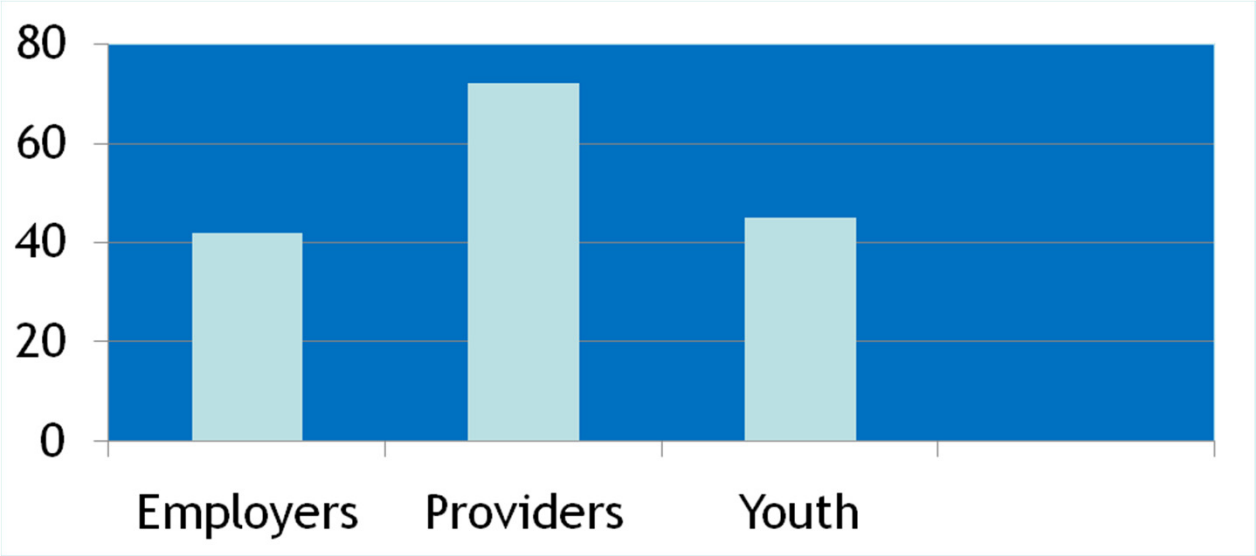
‘*Employers, education providers, and youth live in parallel universes*’

(McKinsey & Company, 2012.)



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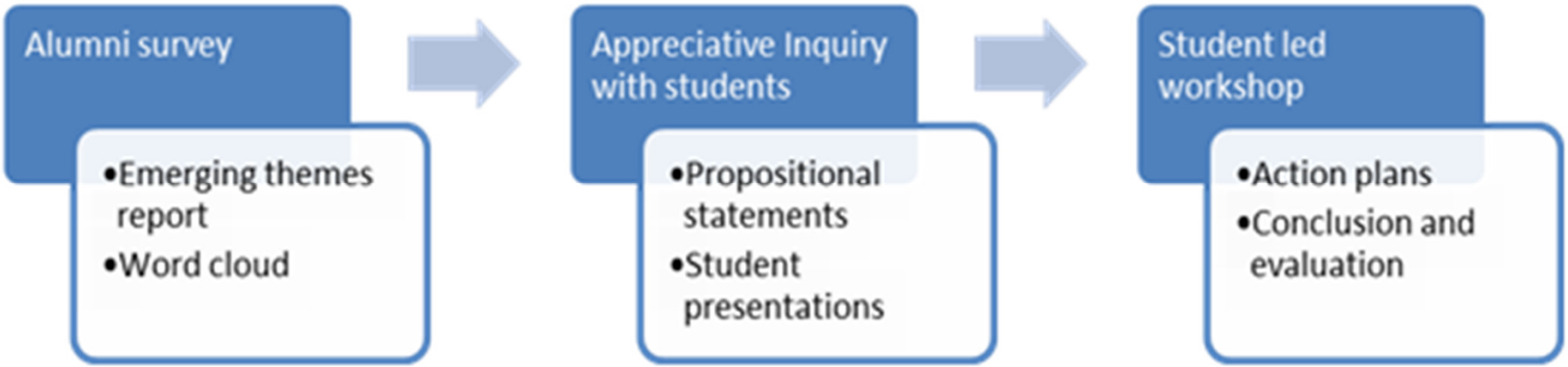
Project Structure



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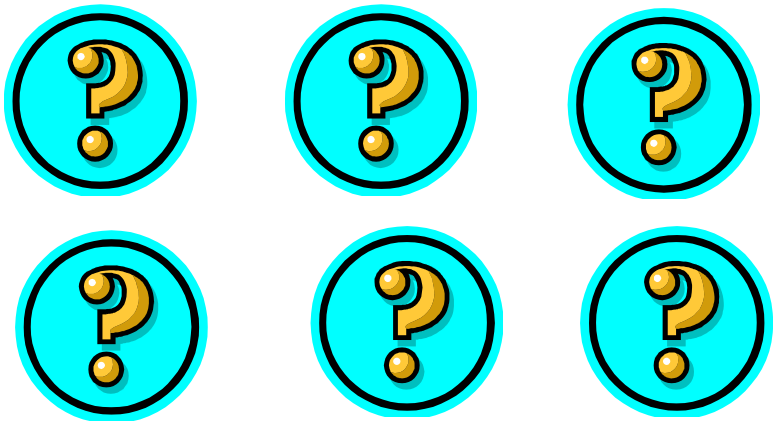
Survey Instrument



- Demographic information
- Employability skills developed on course
- Activities on course to prepare for employment
- Extracurricular activities
- Challenges on starting first job after graduation
- Strategies for overcoming challenges
- Advice to Universities

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Responses

- 418 eligible responses from 17 universities.
- Two universities accounted for 397 respondents.
- Respondents came from 161 UG and PG courses.
- The most commonly reported year of graduation was 2009 with 101 respondents.

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The vast majority of graduates (91.6%) felt that it is very important or essential for university courses to prepare graduates for employment.

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Activities

Business games/simulation
Consultancy project
Essay writing
Group work
Live client brief
Networking
Reflection
Research
Using IT
Work placement
Other (please specify)

Business pitch
CV writing
Extra curricular activities
Guest speakers
Mock interviews
Presentation
Report writing
Role play
Volunteering
Working with people
from different cultures

Which activities on your course provided the MOST useful preparation for employment?

- ✓ research
- ✓ presentations
- ✓ work placement
- ✓ working with people from different cultures
- ✓ report writing
- ✓ group work
- ✓ using IT

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Which activities on your course provided the LEAST useful preparation for employment?

- Essay writing
- Volunteering
- Business games / simulations
- Role Play
- Extra curricular activities

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30% of graduates said they didn’t take part in any extracurricular activities

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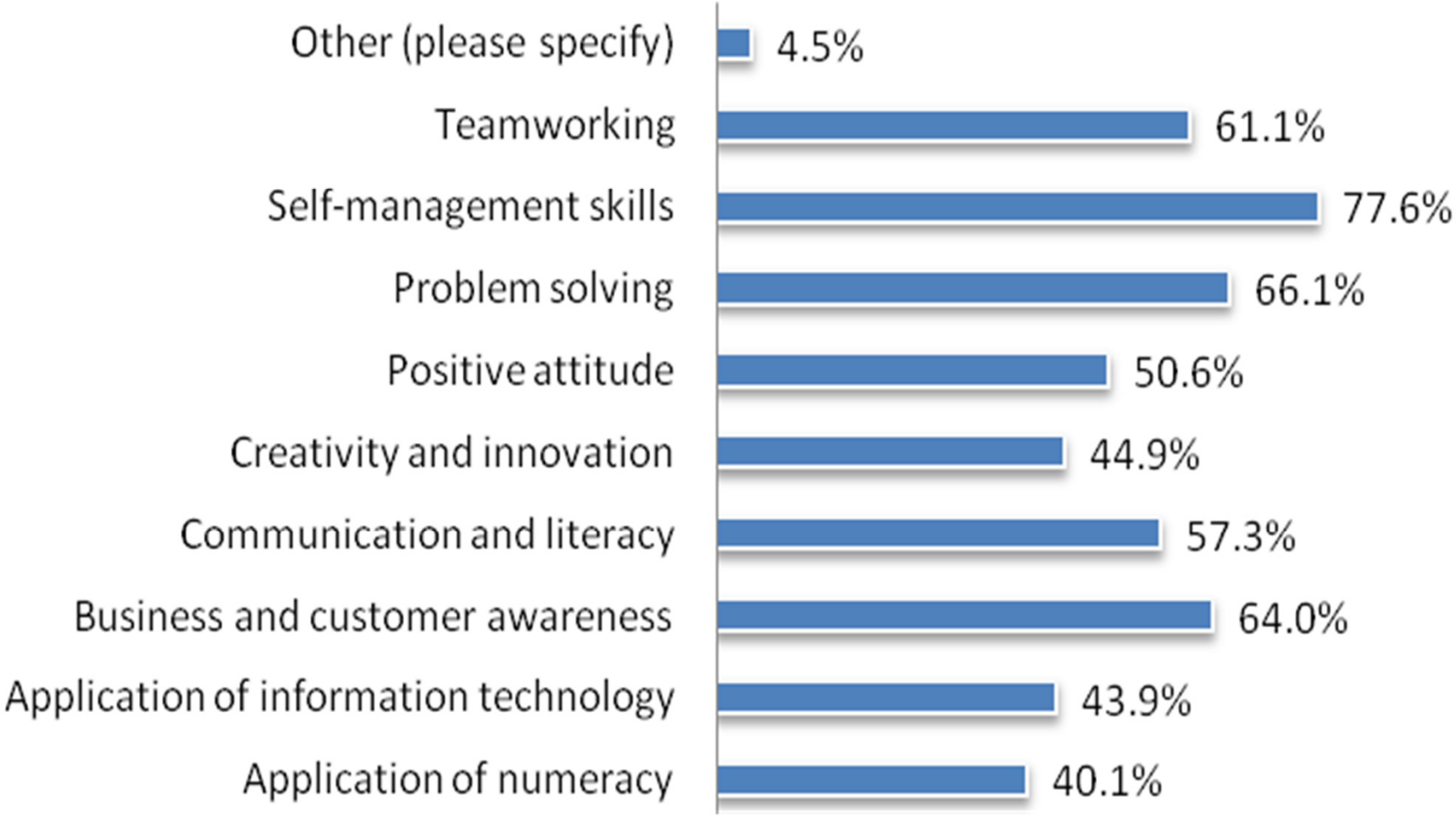
Q1. Skills developed on course



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Biggest challenges faced by graduates:

- adjusting to work life (e.g. early morning, 25 days holidays.)
- adjusting to organisational culture
- lack of work experience
- finding a job
- converting theoretical knowledge into practical skills

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These challenges were overcome by:

- working hard
- networking
- asking for advice/help

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Advice to universities when developing courses:

- work experience
- career advice
- practical application of knowledge
- industry knowledge
- networking
- guest speakers

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http://www.wordle.net/create

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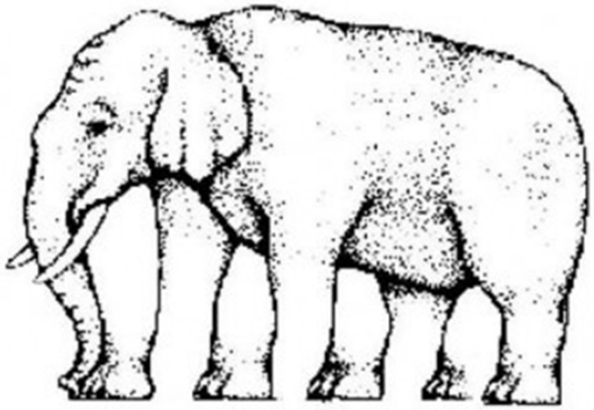
What next?



How can we develop:

- Networking skills
- Relevant work experience
- Real world learning
- Creativity and innovation
- Application of numeracy and IT
- Behavioural skills
- Learner perceptions

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