



# Swiss Graduate Survey 2007

**Presentation by:**

*Jacob Andelius*

Jacob.Andelius@universum.se

## The Universum Graduate Survey 2007 - Swiss Edition



# TRENDS

---

- **Niedrigere Lohnerwartungen**
- **Höhere Pensumerwartungen**
- **Schweizerische Unternehmen stets top in den Rankings**
- **Trainee Programme weniger reizvoll**



# Männer vs. Frauen

- **Top 3 Branchen für Frauen: Marketing, PR, Öffentlicher Dienst**
- **Top 3 Branchen für Männer: Ingenieurwesen, Unternehmensberatung, Marketing**
- **44% der Frauen bezeichnen sich als “verantwortungsbewusst”, verglichen mit 31% der Männer (Auswahl von max 3 aus Liste von 15 Kategorien)**
- **Nur 9,5% der Frauen trauen sich Führungseigenschaften zu, verglichen mit 18% der Männer (Auswahl von max 3 aus Liste von 15 Kategorien)**
- **Work-Life Balance ist bei Frauen ein grosses Thema – weniger brisant unter Männer (48% vs. 37%)**
- **19% der Frauen erwarten ein Anfangssalär von mehr als 50' EUR nach dem Studium – die Zahl für Männer beträgt 32%**
- **28% (lag 2006 bei 36%) der Frauen sehen Gleichheit zwischen den Geschlechtern als ein ‘wichtiger Entscheidungsfaktor’ bei der Jobsuche**



## Männer vs. Frauen (2)

- **UBS und CS die Arbeitgeber Nummer eins und zwei für sowohl Männer und Frauen – danach gibt's aber grosse Unterschiede**
- **Unternehmen, die bei Frauen attraktiver sind: Bundesverwaltung, Kuoni, das Rote Kreuz, SWISS**



# Career goals 2007 vs. 2006

	2007		2006
Work with increasingly challenging tasks	38	Balance personal life and career	46
Balance personal life and career	38	Work with increasingly challenging tasks	41
Work internationally	37	Work internationally	34
Build a sound financial base	35	Build a sound financial base	32
Reach a managerial level	25	Manage projects	26
Manage projects	23	Reach a managerial level	25
Work independently	18	Develop new products	21
Develop new products	17	Contribute to society	16
Contribute to society	15	Influence corporate strategies	14
Become a specialist	14	Become a specialist	13
Influence corporate strategies	12	Start a business	7
Start a business	7	Rotate jobs within company	3
Rotate jobs within company	2	Other	1
Other	1		



# What career goals do you hope to attain within three years of graduation?

## Business

## Engineering

	2007	2006		2007	2006
	%	%		%	%
Work internationally	42	40	Balance personal life and career	39	47
Work with increasingly challenging tasks	40	47	Build a sound financial base	35	31
Balance personal life and career	37	44	Work with increasingly challenging tasks	35	36
Build a sound financial base	36	33	Develop new products	31	33
Reach a managerial level	34	34	Work internationally	31	30
Manage projects	20	21	Manage projects	26	29
Work independently	17	-	Work independently	19	-
Influence corporate strategies	17	19	Contribute to society	17	18
Contribute to society	12	13	Become a specialist	16	16
Become a specialist	12	10	Reach a managerial level	16	18
Start a business	7	8	Influence corporate strategies	8	10
Develop new products	6	7	Start a business	6	5
Rotate jobs within company	3	6	Rotate jobs within company	2	1
Other	0	1	Other	1	1



# Which of the following would you find most attractive if offered by an employer?

## Business

## Engineering

	2007	2006		2007	2006
	%	%		%	%
Competitive compensation	42	28	Variety of assignments	44	42
Variety of assignments	41	38	Flexible working hours	41	33
International career opportunities	36	39	Competitive compensation	29	20
Flexible working hours	32	28	Inspiring colleagues	25	29
Managerial responsibility	24	22	International career opportunities	24	27
Increasingly challenging tasks	21	26	Secure employment	22	26
Inspiring colleagues	18	22	Project-based work	21	25
Rapid career advancement	14	14	Internal education	20	19
Project-based work	14	14	Increasingly challenging tasks	19	20
Good career reference	12	13	Managerial responsibility	15	15
Internal education	12	14	Good career reference	13	11
Secure employment	12	13	Rapid career advancement	7	7
Trainee programme	10	15	Trainee programme	5	10
Mentorships	4	7	Mentorships	4	5
Other	1	1	Other	1	1



# Which of the following would you find most attractive if offered by an employer?

## Business

## Engineering

	2007	2006		2007	2006
	%	%		%	%
Competitive compensation	42	28	Variety of assignments	44	42
Variety of assignments	41	38	Flexible working hours	41	33
International career opportunities	36	39	Competitive compensation	29	20
Flexible working hours	32	28	Inspiring colleagues	25	29
Managerial responsibility	24	22	International career opportunities	24	27
Increasingly challenging tasks	21	26	Secure employment	22	26
Inspiring colleagues	18	22	Project-based work	21	25
Rapid career advancement	14	14	Internal education	20	19
Project-based work	14	14	Increasingly challenging tasks	19	20
Good career reference	12	13	Managerial responsibility	15	15
Internal education	12	14	Good career reference	13	11
Secure employment	12	13	Rapid career advancement	7	7
Trainee programme	10	15	Trainee programme	5	10
Mentorships	4	7	Mentorships	4	5
Other	1	1	Other	1	1



# Top Companies Male vs Female 2007 vs 2006 Ideal

Male

Female

	2007	2006		2007	2006
UBS	1	1	UBS	1	1
Credit Suisse	2	2	Credit Suisse	2	3
ABB	3	5	Nestlé	3	2
IBM	4	3	L'Oréal	4	7
Nestlé	4	4	Die Bundesverwaltung	5	7
Novartis	6	8	Novartis	5	4
PricewaterhouseCoopers	7	9	IKRK (Internationales Komitee vom Roten Kreuz)	7	6
Logitech	8	-	PricewaterhouseCoopers	8	14
McKinsey & Company	9	10	Procter & Gamble	9	9
Ernst & Young	10	14	Kuoni	10	11
Swisscom	11	7	Roche	11	5
Die Bundesverwaltung	12	20	Swatch Group	11	14
Roche	13	11	SWISS (Swiss airlines)	11	?
The Boston Consulting Group	14	17	SBB CFF FFS	14	12
IKRK (Internationales Komitee vom Roten Kreuz)	15	?	Ernst & Young	15	16
ALSTOM	16	18	IKEA	15	?
SBB CFF FFS	16	11	McKinsey & Company	17	?
Siemens	16	6	Coca-Cola	18	16
Swatch Group	19	13	Migros	18	10
KPMG	20	?	Lindt & Sprüngli AG	20	19



# Ranking Business Apply vs. Ideal 2007 vs. 2006

## Apply

	2007	2006
UBS	1	1
Credit Suisse	2	2
Nestlé	3	3
PricewaterhouseCoopers	4	4
Ernst & Young	5	9
McKinsey & Company	6	8
Novartis	7	7
KPMG	8	10
L'Oréal	9	6
Swatch Group	10	11
Procter & Gamble	11	5
The Boston Consulting Group	12	19
Coca-Cola	13	23
IBM	14	20
Schweizerische Nationalbank	15	14
Die Bundesverwaltung	16	16
Logitech	17	-
Swisscom	18	14
Kuoni	19	12
SWISS (Swiss airlines)	20	22

## Ideal

	2007	2006
UBS	1	1
Nestlé	2	2
Credit Suisse	3	3
PricewaterhouseCoopers	4	4
Coca-Cola	5	10
Novartis	6	9
McKinsey & Company	7	7
Ernst & Young	8	11
Swatch Group	9	6
L'Oréal	10	5
SWISS (Swiss airlines)	11	21
IKEA	12	12
Logitech	13	-
Schweizerische Nationalbank	14	14
IKRK (Internationales Komitee vom Roten Kreuz)	15	8
Kuoni	16	15
Procter & Gamble	17	13
Lindt & Sprüngli AG	18	19
Die Bundesverwaltung	19	16
Migros	20	18



# Ranking Engineering Apply vs. Ideal 2007 vs. 2006

## Apply

	2007	2006
Logitech	1	-
IBM	2	3
Novartis	3	4
ABB	4	1
Nestlé	5	2
Roche	6	7
UBS	7	11
ALSTOM	8	9
SBB CFF FFS	9	10
Lonza Group	10	41
Leica Geosystems	11	12
Siemens	12	5
Cisco Systems	13	15
IKRK (Internationales Komitee vom Roten Kreuz)	14	27
Pilatus Aircraft	15	8
Microsoft	16	13
Serono	17	16
RUAG	18	-
Hilti	19	18
Swisscom	20	6

## Ideal

	2007	2006
Logitech	1	-
ABB	2	1
IBM	3	3
Nestlé	4	4
Novartis	5	5
Siemens	6	2
Leica Geosystems	7	8
IKRK (Internationales Komitee vom Roten Kreuz)	8	11
SBB CFF FFS	9	6
Pilatus Aircraft	10	7
Roche	11	10
Cisco Systems	12	13
UBS	13	16
Sun Microsystems	14	9
Hilti	15	17
Microsoft	16	24
ALSTOM	17	18
Swatch Group	18	15
RUAG	19	-
Die Bundesverwaltung	20	19



# Ranking Female Engineers Ideal vs. Apply 2007

## Ideal

	2007
IKRK (Internationales Komitee vom Roten Kreuz)	1
Novartis	2
Roche	3
Nestlé	4
Die Bundesverwaltung	5
SBB CFF FFS	6
Migros	7
Lindt & Sprüngli AG	8
IBM	9
Leica Geosystems	9
Syngenta	11
Serono	12
IKEA	13
SWISS (Swiss airlines)	13
Swiss Re	13
Bayer	16
UBS	16
L'Oréal	18
ABB	19
Kuoni	19

## Apply

	2007
Novartis	1
Roche	2
Nestlé	3
IBM	4
Lonza Group	5
Serono	5
UBS	5
IKRK (Internationales Komitee vom Roten Kreuz)	8
Swiss Re	9
Bayer	10
Die Bundesverwaltung	11
Lindt & Sprüngli AG	11
Migros	11
Procter & Gamble	11
ABB	15
The Boston Consulting Group	15
Accenture	17
Beiersdorf	17
Ciba Spezialitätenchemie	17
Hilti	17



# Ranking Male Engineers Ideal vs. Apply 2007

<b>Ideal</b>	2007	<b>Apply</b>	2007
ABB	1	ABB	1
IBM	2	IBM	2
Logitech	3	Logitech	3
Siemens	4	Nestlé	3
Pilatus Aircraft	5	Novartis	5
Nestlé	6	UBS	5
SBB CFF FFS	7	ALSTOM	7
UBS	8	Siemens	8
Cisco Systems	9	Roche	9
Novartis	9	Pilatus Aircraft	10
Sun Microsystems	11	SBB CFF FFS	11
ALSTOM	12	Cisco Systems	12
Leica Geosystems	12	IKRK (Internationales Komitee vom Roten Kreuz)	13
IKRK (Internationales Komitee vom Roten Kreuz)	14	Swisscom	13
Roche	15	Swiss Re	15
Die Bundesverwaltung	16	Leica Geosystems	16
Microsoft	17	Credit Suisse	17
Bombardier Transportation	18	Microsoft	17
Hilti	18	RUAG	17
Ericsson	20	Bombardier Transportation	20



# Ranking Male Business Ideal vs. Apply 2007

## Ideal

2007

UBS	1
Credit Suisse	2
Nestlé	3
PricewaterhouseCoopers	4
McKinsey & Company	5
Ernst & Young	6
Novartis	7
Coca-Cola	8
Logitech	9
IBM	10
The Boston Consulting Group	11
ABB	12
Schweizerische Nationalbank	13
IKRK (Internationales Komitee vom Roten Kreuz)	14
SWISS (Swiss airlines)	15
Swatch Group	16
Die Bundesverwaltung	17
Microsoft	18
Migros	19
Swisscom	20

## Apply

2007

UBS	1
Credit Suisse	2
PricewaterhouseCoopers	3
Ernst & Young	4
McKinsey & Company	5
Nestlé	6
IBM	7
The Boston Consulting Group	7
KPMG	9
Novartis	10
Swisscom	11
Die Bundesverwaltung	12
Goldman Sachs	13
Swatch Group	13
ABB	15
JPMorgan	16
Logitech	17
Schweizerische Nationalbank	17
Coca-Cola	19
SWISS (Swiss airlines)	20



# Ranking Female Business Ideal vs. Apply 2007

<b>Ideal</b>	2007	<b>Apply</b>	2007
UBS	1	UBS	1
Nestlé	2	Credit Suisse	2
L'Oréal	3	Nestlé	3
Credit Suisse	4	L'Oréal	4
Coca-Cola	5	PricewaterhouseCoopers	5
Kuoni	6	Procter & Gamble	6
IKEA	7	Ernst & Young	7
SWISS (Swiss airlines)	8	Coca-Cola	8
Swatch Group	9	Kuoni	8
PricewaterhouseCoopers	10	McKinsey & Company	10
Lindt & Sprüngli AG	11	Novartis	10
Ernst & Young	12	Swatch Group	10
IKRK (Internationales Komitee vom Roten Kreuz)	12	IKEA	13
Novartis	14	Die Bundesverwaltung	14
McKinsey & Company	15	SWISS (Swiss airlines)	14
Procter & Gamble	16	SBB CFF FFS	16
Schweizerische Nationalbank	17	Lindt & Sprüngli AG	17
Die Bundesverwaltung	18	Unilever	17
Migros	19	IKRK (Internationales Komitee vom Roten Kreuz)	19
Johnson & Johnson	20	Migros	19

