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MBA's want international careers, but do not prioritise this when looking for employers

Gen Y soon to hit MBA courses

London, 2010-06-08 – Based on 7,028 employer evaluations, reflecting the opinions of 2,009 students, Universum releases the European MBA Ideal Employer rankings. The data highlights the differences between Europe's MBA and undergraduate/Master's students.

Changes in career goals

MBA's shake-up 2010's top four career goals: *international career* is now the most important, climbing from fourth place. MBA's choices of employers, however, have not evolved to reflect this. MBA's associate international travel most with Bain & Company, Booz & Company and Oliver Wyman, respectively. These employers do not feature in MBA's top five Ideal employers: Booz & Company is ranked 26, while Oliver Wyman is at 68. Interestingly, an international career is less important for undergraduate/Master's students in Europe, falling to the sixth most important career goal for this group.

To be competitively or intellectually challenged and to be a leader or manager of people have both dropped in importance from one to two and two to four respectively. Work-life balance holds steady as the third most important career goal. This is in stark contrast to Europe's undergraduate/Master's who have this as their top career goal. The average age of MBA's in the survey is 26.7 years, for the Pan-European survey, addressing undergraduate/Master's students it is 23.3 years. These three years currently make all the difference. From next year, more Generation Y students will be making their way onto MBA courses and bringing their Millennial values with them. In 2011, it will be interesting to see if the importance of work-life balance for MBA's is a product of work-life experience or that many are still currently Generation X.

Top industries

Management consulting remains the top industry for MBA's to work in, with almost 30 per cent of this year's respondents hoping to find a post-MBA job within this industry. Unsurprisingly, McKinsey & Company is the most popular employer for this talent group, followed in third by The Boston Consulting Group. Most industries have remained consistent in popularity with the exception of retail/fashion/apparel which has increased to the seventh most popular industry from 15 in 2009. Conversely, IT consulting (one of the most popular industries for undergraduate/Master's students) has continued to fall to 15, from 13 in 2009 and eight in 2008.

Remuneration

The most important form of remuneration for MBA's is a *good reference for future career*, reflecting that MBA students are career focused and interested in long-term progression. *Leadership opportunities* are second in importance followed by *competitive base salary*. MBA expectations in this area have dropped this year, with an expected annual salary now at 54,809 Euros compared to 62,446 Euros in 2009. An

increase in the number of MBA students enrolling during the recession and consequently an increase in graduates this year may contribute to lower expectations.

Employer image

MBA's seek employers that offer: *challenging work; a creative and dynamic work environment; professional training & development* and *good reference for future career*, respectively.

Google (ranked two) continues to seduce MBA students, even though it is not perceived to deliver as highly in all of the above areas as other employers. Google is ranked 14th in association with *challenging work*, 42nd for *professional training & development* and tenth for *good reference for future career*. It is only in the areas of *creative & dynamic work environment* that it holds the highest association.

Bain & Company, ranked within the top three for all the above attributes, fell in popularity from rank five to seven this year.

The biggest climber is Heineken, climbing 24 places from 76 to 52. General Electric (GE) dropped the most from 12 to 31. Some of this can be explained by its challenge to attract female MBA talent. GE is ranked tenth by men, but only 51 by women. Other employers which struggle to attract women are EADS (44 place difference) and Oracle (43 place difference).

Conversely, American Express (51 place difference), Danone (50 place difference) and Kraft Foods (49 place difference) all struggle to attract male MBAs – this can be a significant issue as more men study MBA's than women, indicating that they appeal to a significantly smaller MBA talent group.

Those that have the balance and appeal equally to both genders are Apple, Deutsche Bank and ABB.

High ethical standards has decreased in importance with only 22 per cent of MBA's choosing this as an important employer attribute, compared to 30 per cent in 2009. Perhaps we should be asking: "Has Europe's MBAs already forgotten the global banking crisis?"

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About the Universum European MBA Survey 2010

- Field period: October 29th 2009 to April 23rd 2010
- Number of respondents: 2,009
- Number of evaluations: 7,028
- Respondents from 75 schools, 30 of which are the top MBA schools

About Universum

Universum is an international company which specialises in the field of employer branding*. Founded in 1988, its goal was to improve communication between students and the employers who want to recruit them. Today, Universum's mission is to help employers excel in recruitment and retention by ensuring improvements to their employer brand. Universum delivers a full range of services in research, strategic consulting and communication solutions that enable employers to better understand, attract and retain current and future ideal employees. Universum is a trusted partner to 1,200 clients, including many Fortune 500 companies, and co-operates with 1,500 universities worldwide to conduct research on the career and employer preferences of top talent. This year, Universum will survey 400,000 students and professionals worldwide.

Universum has been present on the UK market for over a decade and has close relations with over 65 educational institutions in the UK, including the top schools. The UK team works with many household names, including: Credit Suisse, Morgan Stanley, Ernst & Young, Deutsche Bank, Shell, Citi, Cisco and JP Morgan.

For more information, go to www.universumglobal.com

**Employer branding is the strategy companies use to appeal to desired current and future ideal talent.*

European MBA Ideal Employer Rankings 2010

Company	2010	2009	Difference 10-09
	Rank	Rank	
McKinsey & Company	1	1	0
Google	2	2	0
The Boston Consulting Group	3	3	0
Apple	4	4	0
LVMH	5	19	14
L'Oréal	6	6	0
Bain & Company	7	5	-2
Procter & Gamble	8	11	3
Goldman Sachs	9	7	-2
Nestlé	10	8	-2
The Coca-Cola Company	11	13	2
Microsoft	12	10	-2
BMW	13	14	1
PricewaterhouseCoopers	14	16	2
Unilever	15	27	12
Ernst & Young	16	18	2
Porsche	17	9	-8
J.P. Morgan	18	15	-3
IKEA	19	22	3
Deloitte	20	33	13
Nokia	21	17	-4
Audi	22	34	12
Ferrari	23	23	0
HSBC	24	31	7
Adidas	25	32	7
Booz & Company	26	25	-1
Johnson & Johnson	27	24	-3
Shell	28	28	0
Nike	29	29	0
IBM	30	20	-10
General Electric	31	12	-19

European Central Bank	32	26	-6
Deutsche Bank	33	21	-12
Accenture	34	39	5
KPMG	35	40	5
EADS	36	37	1
Veolia Environnement	37	50	13
Sony	38	35	-3
Vestas	39	new	-
Morgan Stanley	40	38	-2
Danone	41	45	4
Credit Suisse	42	30	-12
Boeing	43	new	-
Barclays	44	new	-
Siemens	45	36	-9
A.T. Kearney	46	55	9
Toyota	47	new	-
Roland Berger	48	41	-7
BP	49	43	-6
Kraft Foods	50	58	8
Total	51	57	6
Heineken	52	76	24
Bank of America / Merrill Lynch	53	new	-
Roche	54	64	10
BNP Paribas	55	42	-13
Volkswagen	56	62	6
PepsiCo	57	74	17
3M	58	44	-14
Novartis	59	52	-7
Pfizer	60	82	22
Capgemini	61	68	7
UBS	62	46	-16
GlaxoSmithKline	63	67	4
Esso/ExxonMobil	64	49	-15
ABB	65	59	-6
Philips	66	51	-15
Citi	67	65	-2
Oliver Wyman	68	69	1
Intel	69	56	-13
Cisco Systems	70	72	2
Schlumberger	71	70	-1
GDF SUEZ	72	88	16
Hewlett-Packard	73	61	-12
American Express	74	new	-

Beiersdorf	75	81	6
SAP	76	48	-28
Carrefour	77	87	10
Sony Ericsson	78	60	-18
Oracle	79	new	-
Royal Bank of Scotland	80	66	-14
Henkel	81	79	-2
DHL	82	83	1
Société Générale	83	54	-29
Mars	84	75	-9
Carlsberg Group	85	100	15
Bosch	86	47	-39
AXA	87	91	4
EDF	88	90	2
E.ON	89	89	0
sanofi-aventis	90	92	2
Merck	91	new	-
Philip Morris International	92	97	5
Alstom	93	86	-7
Volvo Group	94	63	-31
Dell	95	new	-
British American Tobacco	96	96	0
Bayer	97	77	-20
BASF	98	78	-20
Daimler	99	73	-26
Ericsson	100	71	-29