

Detailed Report:**AUBG EMPLOYER SURVEY 2015****Number Of Responses:****15**<http://www.applynet.net/survey>

1.Type of organization	Number Of Responses	Response Ratio
Business Process Outsourcing		
Business Service Center		
Consulting		
eCommerce		
FMCG		
Insurance, Shared Services		
Investment Intermediary		
Investment management company		
Manufacturing		
Production company		
Professional Services:Audit, Financial Advisory, Tax, Consulting		
Prtnership		
Software Development		
Technology/Software		
Wholesale		
Summary	15	100.00 %

2.Approximate number of employees	Number Of Responses	Response Ratio
100		
15		
18		
20		
250		
2500		
300		
350		
600		
74000		
80		
800		
860		
Summary	15	100.00 %

3. Most desired fields of study for new employees (mark as many as apply):	Answer	Number Of Responses	Response Ratio
Accounting	Yes	7	46.67 %
	No	8	53.33 %
Advertising	Yes	1	6.67 %
	No	14	93.33 %
Auditing	Yes	3	20.00 %
	No	12	80.00 %
Banking	Yes	2	13.33 %
	No	13	86.67 %
Computer Science	Yes	6	40.00 %
	No	9	60.00 %
Decision Science	Yes	0	0.00 %
	No	15	100.00 %
Economics	Yes	11	73.33 %
	No	4	26.67 %
English	Yes	1	6.67 %
	No	14	93.33 %
Environmental Studies	Yes	0	0.00 %
	No	15	100.00 %
European Studies	Yes	0	0.00 %
	No	15	100.00 %
Finance	Yes	10	66.67 %
	No	5	33.33 %
Fine Arts	Yes	0	0.00 %
	No	15	100.00 %
Foreign Languages	Yes	2	13.33 %
	No	13	86.67 %
Graphic Design	Yes	0	0.00 %
	No	15	100.00 %

History	Yes	0	0.00 %
	No	15	100.00 %
HR Management	Yes	4	26.67 %
	No	11	73.33 %
Information Systems	Yes	7	46.67 %
	No	8	53.33 %
International Relations	Yes	2	13.33 %
	No	13	86.67 %
Journalism	Yes	0	0.00 %
	No	15	100.00 %
Management	Yes	9	60.00 %
	No	6	40.00 %
Marketing	Yes	6	40.00 %
	No	9	60.00 %
Mathematics	Yes	4	26.67 %
	No	11	73.33 %
Media Production	Yes	1	6.67 %
	No	14	93.33 %
Operations Management	Yes	4	26.67 %
	No	11	73.33 %
Photography	Yes	0	0.00 %
	No	15	100.00 %
Political Science	Yes	0	0.00 %
	No	15	100.00 %
Production	Yes	2	13.33 %
	No	13	86.67 %
Psychology	Yes	3	20.00 %
	No	12	80.00 %
Public Relations	Yes	2	13.33 %
	No	13	86.67 %

Software Development	Yes	4	26.67 %
	No	11	73.33 %
Web Design	Yes	2	13.33 %
	No	13	86.67 %
Summary		15	100.00 %

4.To what extent does each of the following describe your impression of AUBG?						
	To a Great Extent	To Some Extent	To a Small Extent	Not at All	No	Unanswered
Academically rigorous	7 46.67 %	7 46.67 %	0 0.00 %	1 6.67 %	0 0.00 %	0 0.00 %
Gives broad knowledge in many fields	8 53.33 %	6 40.00 %	1 6.67 %	0 0.00 %	0 0.00 %	0 0.00 %
Relevant curriculum	3 20.00 %	11 73.33 %	0 0.00 %	0 0.00 %	0 0.00 %	1 6.67 %
Provides practical experience	6 40.00 %	7 46.67 %	2 13.33 %	0 0.00 %	0 0.00 %	0 0.00 %
Develops communication skills	13 86.67 %	2 13.33 %	0 0.00 %	0 0.00 %	0 0.00 %	0 0.00 %
Promotes teamwork and ability to get along with others	13 86.67 %	2 13.33 %	0 0.00 %	0 0.00 %	0 0.00 %	0 0.00 %
Committed to integrity	9 60.00 %	6 40.00 %	0 0.00 %	0 0.00 %	0 0.00 %	0 0.00 %
High quality programs	7 46.67 %	7 46.67 %	1 6.67 %	0 0.00 %	0 0.00 %	0 0.00 %
Socially responsible	5 33.33 %	8 53.33 %	2 13.33 %	0 0.00 %	0 0.00 %	0 0.00 %
Develops critical thinking	9 60.00 %	6 40.00 %	0 0.00 %	0 0.00 %	0 0.00 %	0 0.00 %
Summary	8 53.33 %	6 40.00 %	0 0.00 %	0 0.00 %	0 0.00 %	0 0.00 %

Other:	Number Of Responses	Response Ratio
Summary	0	0.00 %

5.What are the key trends and challenges facing your business or professional area in the next five years?	Number Of Responses	Response Ratio
Bright young people with creative and critical thinking will be the determining force for the success of each service oriented firms. Constant change in regulatory framework will be affecting us the the most.		
Constant change and trabsformation of business processes		
Dynamic change in technology and communication.		
European market is in decline, so ability to optimize processes and do more with less will be the key to winning over the competition. Ability to disrupt the industry and look for new ways of connecting to consumers will also play an important role in achieving success.		
Finding talented professionals willing to stay in CEE		
Gap between education and business		
Hiring senior developers, who could contribute more to the products we are developing.		
Key challenge: lack of engineers. Bulgaria lacks specialists who can develop high quality products in order to create sustainable economy growth.		
new fast developing tech industry		
promote daily commuting to our non local employees		
Scarces human resources - fewer well educated graduates as well as experienced professionals. Significant migration of skilled workforce.		
Shrinking purchase power on the market, increasing competition in our sector, scarce talent on the labour market.		
Talents, Potential leaders in the job market		
Summary	13	86.67 %

6.What are the most important skills, abilities, attributes, and/or knowledge areas needed by graduates in order to be successful in your business or professional area now and in the future?	Number Of Responses	Response Ratio
Ability to make unstructured and semi-structured decisions		
Ability to work and adapt in fast-paced environment, communication effectiveness, strive for excellence		
Be committed when change is the only constant thing		
Critical thinking Vitality Acertiveness		
critical thinking, logic, hands-on experience, better understanding of fixed income and equities based instruments, better understanding of financial engineering.		
Curiosity, willing to learn as much as possible, communication skills, sound knowledge on accounting, auditing, corporate finance, finance, information systems, Software developers, etc		
IN DEPTH knowledge about any topic they start a conversation on. Especially those related to their education. We are also looking for brave, smart and energetic individuals with fully developed analytical and critical thinking.		
Open minded, innovative, motivated and committed. The company is quite strong in training so attitude is key when selecting young applicants.		
Team work, excellent language skills, very good soft skills, experience and knowledge in the field , being familiar with the newest technologies and trends in the Software Industry.		
technical knowledge (accounting, finance), ability to present well, critical thinking, analytical skills		
The ability to communicate successfully; critical thinking and adaptability; strong motivation and drive to transform the surrounding social/business environment, and not vice-versa		
willingness to learn; great motivation; time management; flexibility;		
Summary	12	80.00 %

7.What should AUBG do to make sure its graduates meet these expectations?	Number Of Responses	Response Ratio
Be in line with business development in the country and region.		
close work with field experts and embedding of more such material into the curriculum. Setup a framework where outside firms can participate in the process: coursework and extra-credit activities.		
Continue improving its programs in order to fit the business needs.		
If not done already, focus on change management		
Introduce more simulations of professional environment and work closely with the business (i.e. maybe introduction of mandatory internship)		
Keep up the good work :)		
Know deeper the business environment and trends in the labor market		
More practical knowledge and experience in the field; motivation to stay and work in Bulgaria		
Provide maximum hands-on experience where possible. Charge prospective employees with positivism and self-motivation (not to be confused with empty idealism), and strong interpersonal skills		
Providing challenging educational programs, as well as putting focus and promoting student-organized activities and clubs		
Target Bulgarian students as these are becoming a minority at the university in recent years		
Unfortunately this year career forum was not that visited as we expected		
Summary	12	80.00 %

8.Importance for early career success in my organization						9.Extent to which AUBG graduates possess this ability						
	Essential	Very important	Somewhat important	Not important	No answer	Unanswered	To a Great Extent	To Some Extent	To a Small Extent	Not at All	No answer	Unanswered
Ability to learn from errors and respond to feedback	11 73.33 %	3 20.00 %	0 0.00 %	0 0.00 %	0 0.00 %	1 6.67 %	1 6.67 %	13 86.67 %	0 0.00 %	0 0.00 %	0 0.00 %	1 6.67 %
Willingness to persevere when things are not working as anticipated	8 53.33 %	5 33.33 %	0 0.00 %	0 0.00 %	0 0.00 %	2 13.33 %	4 26.67 %	8 53.33 %	2 13.33 %	0 0.00 %	0 0.00 %	1 6.67 %
Motivated to produce as good a job as possible	9 60.00 %	5 33.33 %	0 0.00 %	0 0.00 %	0 0.00 %	1 6.67 %	10 66.67 %	3 20.00 %	1 6.67 %	0 0.00 %	0 0.00 %	1 6.67 %
Willingness to take responsibility for projects, including outcomes	7 46.67 %	7 46.67 %	0 0.00 %	0 0.00 %	0 0.00 %	1 6.67 %	6 40.00 %	8 53.33 %	0 0.00 %	0 0.00 %	0 0.00 %	1 6.67 %
Commitment to ethical practice	7 46.67 %	5 33.33 %	2 13.33 %	0 0.00 %	0 0.00 %	1 6.67 %	5 33.33 %	7 46.67 %	1 6.67 %	0 0.00 %	1 6.67 %	1 6.67 %
Flexibility and adaptability	10 66.67 %	4 26.67 %	0 0.00 %	0 0.00 %	0 0.00 %	1 6.67 %	5 33.33 %	8 53.33 %	1 6.67 %	0 0.00 %	0 0.00 %	1 6.67 %
Ability to organize work and manage time effectively	7 46.67 %	5 33.33 %	2 13.33 %	0 0.00 %	0 0.00 %	1 6.67 %	6 40.00 %	6 40.00 %	1 6.67 %	0 0.00 %	1 6.67 %	1 6.67 %
Summary	8 53.33 %	4 26.67 %	0 0.00 %	0 0.00 %	0 0.00 %	1 6.67 %	5 33.33 %	7 46.67 %	0 0.00 %	0 0.00 %	0 0.00 %	1 6.67 %

Comments	Number Of Responses	Response Ratio
Conclusions based on a small number of people.		
Large international companies like mine have established set of rules and procedures which regulate how things happen inside and between the companies. Most intelligent grads can fit in nicely, so long as they cover a decent ethics, communication and understanding of work relations. CEE, however, has a slight cultural catch-up to do, with regards to how business is executed, how relationships occur. AUBG has always striven to produce future leaders and trendsetters. In my view, grads from AUBG need to be first and foremost self-motivated to drive change and apply change.		
Summary	2	13.33 %

10.Importance for early career success in my organization							11.Extent to which AUBG graduates possess this ability					
	Essential	Very important	Somewhat important	Not important	No answer	Unanswered	To a Great Extent	To Some Extent	To a Small Extent	Not at All	No answer	Unanswered
Ability to work productively with people from diverse backgrounds and cultures	4 26.67 %	4 26.67 %	6 40.00 %	0 0.00 %	0 0.00 %	1 6.67 %	11 73.33 %	2 13.33 %	0 0.00 %	0 0.00 %	1 6.67 %	1 6.67 %
Willingness to listen to different points of view before coming to a decision	4 26.67 %	9 60.00 %	1 6.67 %	0 0.00 %	0 0.00 %	1 6.67 %	2 13.33 %	9 60.00 %	2 13.33 %	0 0.00 %	1 6.67 %	1 6.67 %
Ability to develop and use networks of colleagues to accomplish the task	7 46.67 %	5 33.33 %	2 13.33 %	0 0.00 %	0 0.00 %	1 6.67 %	8 53.33 %	5 33.33 %	0 0.00 %	0 0.00 %	1 6.67 %	1 6.67 %
Ability to contribute to team-based projects both as a leader and participant	9 60.00 %	3 20.00 %	1 6.67 %	1 6.67 %	0 0.00 %	1 6.67 %	7 46.67 %	7 46.67 %	0 0.00 %	0 0.00 %	0 0.00 %	1 6.67 %
Ability to give constructive feedback to work colleagues	4 26.67 %	8 53.33 %	2 13.33 %	0 0.00 %	0 0.00 %	1 6.67 %	2 13.33 %	6 40.00 %	5 33.33 %	0 0.00 %	1 6.67 %	1 6.67 %
Ability to persuade, motivate, and negotiate	7 46.67 %	4 26.67 %	2 13.33 %	1 6.67 %	0 0.00 %	1 6.67 %	3 20.00 %	8 53.33 %	3 20.00 %	0 0.00 %	0 0.00 %	1 6.67 %
Ability to understand the work environment and meet professional expectations	9 60.00 %	5 33.33 %	0 0.00 %	0 0.00 %	0 0.00 %	1 6.67 %	3 20.00 %	9 60.00 %	2 13.33 %	0 0.00 %	0 0.00 %	1 6.67 %
Summary	6 40.00 %	5 33.33 %	2 13.33 %	0 0.00 %	0 0.00 %	1 6.67 %	5 33.33 %	6 40.00 %	1 6.67 %	0 0.00 %	0 0.00 %	1 6.67 %

12.Importance for early career success in my organization							13.Extent to which AUBG graduates possess this ability					
	Essential	Very important	Somewhat important	Not important	No answer	Unanswered	To a Great Extent	To Some Extent	To a Small Extent	Not at All	No answer	Unanswered
Ability to think strategically	4 26.67 %	7 46.67 %	3 20.00 %	0 0.00 %	0 0.00 %	1 6.67 %	3 20.00 %	9 60.00 %	1 6.67 %	0 0.00 %	1 6.67 %	1 6.67 %
Ability to learn independently	8 53.33 %	6 40.00 %	0 0.00 %	0 0.00 %	0 0.00 %	1 6.67 %	7 46.67 %	6 40.00 %	1 6.67 %	0 0.00 %	0 0.00 %	1 6.67 %
Ability to use creativity and innovative thinking	7 46.67 %	6 40.00 %	1 6.67 %	0 0.00 %	0 0.00 %	1 6.67 %	5 33.33 %	7 46.67 %	1 6.67 %	0 0.00 %	1 6.67 %	1 6.67 %
Ability to understand the social, economic, and political environment that impacts the organization	6 40.00 %	3 20.00 %	4 26.67 %	1 6.67 %	0 0.00 %	1 6.67 %	3 20.00 %	9 60.00 %	1 6.67 %	0 0.00 %	1 6.67 %	1 6.67 %
Ability to assess the consequences of alternative courses of action and choose the most suitable	6 40.00 %	7 46.67 %	1 6.67 %	0 0.00 %	0 0.00 %	1 6.67 %	3 20.00 %	8 53.33 %	2 13.33 %	0 0.00 %	1 6.67 %	1 6.67 %
Ability to identify from a mass of detail the core issue in any situation	10 66.67 %	4 26.67 %	0 0.00 %	0 0.00 %	0 0.00 %	1 6.67 %	3 20.00 %	8 53.33 %	2 13.33 %	0 0.00 %	1 6.67 %	1 6.67 %
Ability to solve complex problems	6 40.00 %	7 46.67 %	1 6.67 %	0 0.00 %	0 0.00 %	1 6.67 %	4 26.67 %	8 53.33 %	1 6.67 %	0 0.00 %	1 6.67 %	1 6.67 %
Summary	6 40.00 %	5 33.33 %	1 6.67 %	0 0.00 %	0 0.00 %	1 6.67 %	4 26.67 %	7 46.67 %	1 6.67 %	0 0.00 %	0 0.00 %	1 6.67 %

14.Importance for early career success in my organization							15.Extent to which AUBG graduates possess this ability					
	Essential	Very important	Somewhat important	Not important	No answer	Unanswered	To a Great Extent	To Some Extent	To a Small Extent	Not at All	No answer	Unanswered
Ability to use IT effectively to perform key work functions	6 40.00 %	7 46.67 %	0 0.00 %	1 6.67 %	0 0.00 %	1 6.67 %	5 33.33 %	6 40.00 %	0 0.00 %	0 0.00 %	2 13.33 %	2 13.33 %
Ability to process and interpret numerical data	4 26.67 %	7 46.67 %	2 13.33 %	0 0.00 %	1 6.67 %	1 6.67 %	6 40.00 %	3 20.00 %	2 13.33 %	0 0.00 %	2 13.33 %	2 13.33 %
Foreign language skills	11 73.33 %	3 20.00 %	0 0.00 %	0 0.00 %	0 0.00 %	1 6.67 %	10 66.67 %	2 13.33 %	0 0.00 %	0 0.00 %	2 13.33 %	1 6.67 %
Ability to write reports	4 26.67 %	5 33.33 %	3 20.00 %	2 13.33 %	0 0.00 %	1 6.67 %	4 26.67 %	8 53.33 %	0 0.00 %	0 0.00 %	2 13.33 %	1 6.67 %
Ability to make presentations	3 20.00 %	7 46.67 %	3 20.00 %	1 6.67 %	0 0.00 %	1 6.67 %	6 40.00 %	5 33.33 %	1 6.67 %	0 0.00 %	2 13.33 %	1 6.67 %
Ability to analyze economic issues and understand how markets function	4 26.67 %	5 33.33 %	4 26.67 %	1 6.67 %	0 0.00 %	1 6.67 %	4 26.67 %	5 33.33 %	1 6.67 %	0 0.00 %	4 26.67 %	1 6.67 %
Ability to understand political processes and institutions	3 20.00 %	2 13.33 %	3 20.00 %	6 40.00 %	0 0.00 %	1 6.67 %	0 0.00 %	5 33.33 %	2 13.33 %	0 0.00 %	7 46.67 %	1 6.67 %
Ability to conduct research and solve problems using a variety of methodologies and sources of information	4 26.67 %	6 40.00 %	2 13.33 %	2 13.33 %	0 0.00 %	1 6.67 %	6 40.00 %	5 33.33 %	0 0.00 %	0 0.00 %	3 20.00 %	1 6.67 %
Ability to recognize the impact of global trends in their work decisions	5 33.33 %	5 33.33 %	2 13.33 %	2 13.33 %	0 0.00 %	1 6.67 %	0 0.00 %	9 60.00 %	1 6.67 %	0 0.00 %	4 26.67 %	1 6.67 %
Create models of real phenomena using a broad background of methods	3 20.00 %	3 20.00 %	4 26.67 %	3 20.00 %	1 6.67 %	1 6.67 %	1 6.67 %	3 20.00 %	2 13.33 %	1 6.67 %	7 46.67 %	1 6.67 %
Summary	4 26.67 %	5 33.33 %	2 13.33 %	1 6.67 %	0 0.00 %	1 6.67 %	4 26.67 %	5 33.33 %	0 0.00 %	0 0.00 %	3 20.00 %	1 6.67 %

THE AUBG CAREER CENTER SUPPORT FOR EMPLOYERS

Following is the range of services the AUBG Career Center provides to employers. Please rate the importance of each service in helping promote your organization's image on campus and recruit AUBG students and alumni.

	Essential	Very important	Somewhat important	Not important	No answer	Unanswered
Jobs advertising	8 53.33 %	4 26.67 %	1 6.67 %	0 0.00 %	1 6.67 %	1 6.67 %
Internships promotion	7 46.67 %	4 26.67 %	1 6.67 %	0 0.00 %	2 13.33 %	1 6.67 %
Resume book	6 40.00 %	3 20.00 %	2 13.33 %	1 6.67 %	2 13.33 %	1 6.67 %
Annual job and internship fair	8 53.33 %	3 20.00 %	0 0.00 %	1 6.67 %	2 13.33 %	1 6.67 %
Employer led workshops (salary negotiation, interviewing)	1 6.67 %	7 46.67 %	3 20.00 %	1 6.67 %	2 13.33 %	1 6.67 %
Company presentations	4 26.67 %	7 46.67 %	2 13.33 %	1 6.67 %	0 0.00 %	1 6.67 %
Arranging campus interviews	5 33.33 %	1 6.67 %	5 33.33 %	1 6.67 %	2 13.33 %	1 6.67 %
Company on-site visits	4 26.67 %	3 20.00 %	1 6.67 %	3 20.00 %	3 20.00 %	1 6.67 %
Summary	5 33.33 %	4 26.67 %	1 6.67 %	1 6.67 %	1 6.67 %	1 6.67 %

Comments	Number Of Responses	Response Ratio
Career center can definitely do a better job at coordinating the recruitment and promotion activities a company initiates on and off campus.		
There is an issue with the foreign students who want to stay and work in country, especially those whom nationality requires a work permit. They need support in that regard as well as when deciding staying in Bulgaria, consider learning well the local language - these two are the main obstacles for career start in the country.		
Summary	2	13.33 %

RELEVANCE OF THE UNIVERSITY CURRICULUM TO THE NEEDS OF EMPLOYERS

The following question seeks your opinion on what the University needs to teach in the majors it offers in order to respond to the needs of your company

17. Only for fields in which you seek employees, please list a few most important topics the University must teach to respond to the needs of your company

Topics to be studied in Business Administration

	Number Of Responses	Response Ratio
Accounting		
behavioral finance		
Data analysis		
Financial modelling		
Summary	4	26.67 %

	Number Of Responses	Response Ratio
Business communication		
Capital Markets		
Excel skills		
Process optimization methodologies		
Summary	4	26.67 %

	Number Of Responses	Response Ratio
Estimations		
Investment Management		
PPT skills		
Summary	3	20.00 %

	Number Of Responses	Response Ratio
Financial engineering		
Investment management		
Summary	2	13.33 %

	Number Of Responses	Response Ratio
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Mergers and Acquisitions		
Portfolio Structuring		
Summary	2	13.33 %

	Number Of Responses	Response Ratio
Financial Instruments		
Microeconomics: industry analysis		
Summary	2	13.33 %

	Number Of Responses	Response Ratio
Commercial history		
Summary	1	6.67 %

Topics to be studied in Computer Science

	Number Of Responses	Response Ratio
Presentation skills		
The new age of Enterprise Solutions: Cloud Computing, IoT, Industry 4.0, Mobility		
Summary	2	13.33 %

	Number Of Responses	Response Ratio
SQL		
Summary	1	6.67 %

	Number Of Responses	Response Ratio
Networking		
Summary	1	6.67 %

Topics to be studied in Economics

	Number Of Responses	Response Ratio
applied math		
Summary	1	6.67 %

E-mail	Number Of Responses	Response Ratio
a.panayotov@alaricsecurities.com		
aleksandar.nestorov@sap.com		
boryana.petkova@intellico-solutions.com		
igor.gurkin@ab-inbev.com		
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o.chobanova@aurubis.com		
philip.anastassiu@metro.bg		
ptsvetanova@infragistics.com		
radostina.georgieva@c3connect.com		
rpajaj1@gmail.com		
tpetrushinova@kpmg.com		
ventislava.dimitrova@aig.com		
Summary	12	80.00 %