

# **American University in Bulgaria**

## **Student Outcomes Assessment Committee (SOAC) Employer Survey (18 completed surveys)**

### **1 Organizational Background**

#### **1.1 (Q) Type of organization (18 responses)**

- (A) bank(A) non-profit non-governmental organisation
- (A) Software Engineering
- (A) Private
- (A) Zip Travel Bulgaria Ltd.
- (A) Software Development Sector
- (A) Film production company
- (A) Advertising Agency
- (A) IT Company
- (A) Media Analysis Company
- (A) FMCG
- (A) Brewery
- (A) Corporate Finance Advisory focused on M&A
- (A) company providing professional services
- (A) private
- (A) holding with main object industry - producing of non-ferrous metals
- (A) Foundation
- (A) Media Analysis/PR

#### **1.2 (Q) Approximate number of employees (18 responses)**

- (A) 4000
- (A) 6
- (A) 200
- (A) 22
- (A) 15
- (A) 500
- (A) 4 staff, 100 on call

- (A) 50
- (A) 74
- (A) 55
- (A) 30
- (A) Over 550
- (A) 10
- (A) 230
- (A) 15
- (A) 2 500
- (A) 15
- (A) 60

### 1.3 (Q) Most desired fields of study for new employees

- (A) Accounting - 27.78% (5 responses)
- (A) Advertising - 27.78% (5 responses)
- (A) Auditing - 16.67% (3 responses)
- (A) Banking - 16.67% (3 responses)
- (A) Computer Science - 55.56% (10 responses)
- (A) Economics - 50% (9 responses)
- (A) English - 27.78% (5 responses)
- (A) Environmental Studies - 5.56% (1 response)
- (A) European Studies - 11.11% (2 responses)
- (A) Finance - 44.44% (8 responses)
- (A) Fine Arts - 5.56% (1 response)
- (A) Foreign Languages - 22.22% (4 responses)
- (A) Graphic Design - 22.22% (4 responses)
- (A) HR Management - 27.78% (5 responses)
- (A) Information Systems - 27.78% (5 responses)
- (A) International Relations - 22.22% (4 responses)
- (A) Journalism - 27.78% (5 responses)
- (A) Management - 44.44% (8 responses)
- (A) Marketing - 61.11% (11 responses)

- (A) Mathematics - 5.56% (1 response)
- (A) Media Production - 22.22% (4 responses)
- (A) Operations Management - 16.67% (3 responses)
- (A) Political Science - 5.56% (1 response)
- (A) Psychology - 5.56% (1 response)
- (A) Public Relations - 27.78% (5 responses)
- (A) Software Development - 44.44% (8 responses)
- (A) Web Design - 27.78% (5 responses)

## 2. Perceptions about American University in Bulgaria

To what extent does each of the following describe your impression of AUBG?

GE	SE	SME	Not	NoAnswer	
39% (7)	44% (8)	17% (3)	0% (0)	0% (0)	Academically rigorous
50% (9)	44% (8)	0% (0)	0% (0)	6% (1)	Gives broad knowledge in many fields
22% (4)	67% (12)	11% (2)	0% (0)	0% (0)	Relevant curriculum
17% (3)	56% (10)	17% (3)	6% (1)	6% (1)	Provides practical experience
61% (11)	33% (6)	6% (1)	0% (0)	0% (0)	Develops communication skills
59% (10)	35% (6)	6% (1)	0% (0)	0% (0)	Promotes teamwork and ability to get along with others
22% (4)	56% (10)	11% (2)	0% (0)	11% (2)	Committed to integrity
33% (6)	44% (8)	11% (2)	0% (0)	11% (2)	High quality programs

(6) (8) (2) (0) (2)

6% 72% 0% 11% 11% Socially responsible  
(1) (13) (0) (2) (2)

39% 33% 6% 6% 17% Develops critical thinking  
(7) (6) (1) (1) (3)

(A) Good interpersonal skills, quick reactions on the job, but more ambition than commitment.

### 3 . Perceptions about the Changing Business Environment

#### 3.1 (Q) What are the key trends and challenges facing your business or professional area in the next 5 years? (8 responses)

(A) Hi corruption level in the institutions in Bulgaria. Hi level of poverty and inequity in Bulgaria.

(A) Global Crisis, IT Industry downturn

(A) To develop and keep being the leader as usual in IT/ITES recruitment in time of crisis.

(A) the major threat is that in time of crisis companies cut first their marketing budgets

(A) recession increased competition cost pressures cautious clients

(A) to hire the top students

(A) No comment

(A) More expensive leverage, more distress situations, more restructuring opportunities

#### 3.2 (Q) 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? (5 responses)

(A) leadership, dignity, trust, communication skills

(A) Communication and team working skills. Attention to details. Knowledge of English.

(A) ability to adapt; analytical thinking; creative; knowledgeable in finance and economics fields

(A) Ability to work in team, knowledge in economics and relevant technology according business area

(A) motivated, communicative, team player, responsible, using foreign languages

### 3.3 (Q) What should AUBG do to make sure its graduates meet these expectations? (8 responses)

- (A) Improve the full-time professors to students ratio
- (A) Keep up the good work; try to make on spot unpaid short internships with companies perhaps.
- (A) You already do it. Maybe put more emphasis on the importance of collective results and team work.
- (A) I think this is a question for you to answer :)
- (A) Doing it already
- (A) to focus on strategical and innovative thinking, creativeness
- (A) To investigate requirements of companies about human resources regularly as well as market trends
- (A) to graduate motivated and effectively working and flexible future employees

## 4. The Personal Abilities of Graduates

Importance for early career success in my organization Extent to which AUBG graduates possess this ability

Ess	Vimp	Simp	Nimp	Noan		GE	SomeE	SmE	Not	Noan
61%	39%	0%	0%	0%	Ability to learn from errors and respond to feedback	29%	47%	12%	0%	12%
(11)	(7)	(0)	(0)	(0)		(5)	(8)	(2)	(0)	(2)
33%	61%	6%	0%	0%	Willingness to persevere when things are not working as anticipated	29%	35%	24%	0%	12%
(6)	(11)	(1)	(0)	(0)		(5)	(6)	(4)	(0)	(2)
72%	22%	6%	0%	0%	Motivated to produce as good a job as possible	29%	47%	12%	0%	12%
(13)	(4)	(1)	(0)	(0)		(5)	(8)	(2)	(0)	(2)
61%	33%	6%	0%	0%	Willingness to take responsibility for projects, including outcomes	29%	47%	12%	0%	12%
(11)	(6)	(1)	(0)	(0)		(5)	(8)	(2)	(0)	(2)
33%	39%	22%	6%	0%	Commitment to ethical practice	29%	29%	12%	12%	18%
(6)	(7)	(4)	(1)	(0)		(5)	(5)	(2)	(2)	(3)
61%	28%	6%	6%	0%	Flexibility and adaptability	12%	65%	6%	6%	12%
(11)	(5)	(1)	(1)	(0)		(2)	(11)	(1)	(1)	(2)

78%	22%	0%	0%	0%	Ability to organize work and manage time effectively	29%	47%	12%	0%	12%
(14)	(4)	(0)	(0)	(0)		(5)	(8)	(2)	(0)	(2)

## 5. The Interpersonal Abilities of Graduates

35%	41%	18%	6%	0%	Ability to work productively with people from diverse backgrounds and cultures	63%	19%	6%	0%	13%
(6)	(7)	(3)	(1)	(0)		(10)	(3)	(1)	(0)	(2)

47%	41%	6%	6%	0%	Willingness to listen to different points of view before coming to a decision	19%	63%	6%	0%	13%
(8)	(7)	(1)	(1)	(0)		(3)	(10)	(1)	(0)	(2)

65%	24%	12%	0%	0%	Ability to develop and use networks of colleagues to accomplish the task	25%	56%	6%	0%	13%
(11)	(4)	(2)	(0)	(0)		(4)	(9)	(1)	(0)	(2)

53%	47%	0%	0%	0%	Ability to contribute to team-based projects both as a leader and participant	44%	31%	13%	0%	13%
(9)	(8)	(0)	(0)	(0)		(7)	(5)	(2)	(0)	(2)

41%	53%	0%	6%	0%	Ability to give constructive feedback to work colleagues	20%	47%	13%	0%	20%
(7)	(9)	(0)	(1)	(0)		(3)	(7)	(2)	(0)	(3)

59%	29%	6%	6%	0%	Ability to persuade, motivate, and negotiate	31%	25%	19%	0%	25%
(10)	(5)	(1)	(1)	(0)		(5)	(4)	(3)	(0)	(4)

71%	24%	6%	0%	0%	Ability to understand the work environment and meet professional expectations	31%	31%	13%	6%	19%
(12)	(4)	(1)	(0)	(0)		(5)	(5)	(2)	(1)	(3)

(A) Again big differences between fresh graduates and those with some experience

## 6. The Intellectual Abilities of Graduates

56%	44%	0%	0%	0%	Ability to identify from a mass of detail the core issue in any situation	18%	47%	24%	0%	12%
(10)	(8)	(0)	(0)	(0)		(3)	(8)	(4)	(0)	(2)

28%	56%	17%	0%	0%	Ability to assess the consequences of alternative courses of action and choose the most suitable	35%	29%	24%	0%	12%
(5)	(10)	(3)	(0)	(0)		(6)	(5)	(4)	(0)	(2)

28%	28%	39%	6%	0%	Ability to understand the social, economic, and political environment that impacts the organization	12%	53%	12%	6%	18%
(5)	(5)	(7)	(1)	(0)		(2)	(9)	(2)	(1)	(3)

50%	33%	17%	0%	0%	Ability to use creativity and innovative thinking	47%	24%	6%	12%	12%
(9)	(6)	(3)	(0)	(0)		(8)	(4)	(1)	(2)	(2)
50%	39%	11%	0%	0%	Ability to learn independently	35%	47%	6%	0%	12%
(9)	(7)	(2)	(0)	(0)		(6)	(8)	(1)	(0)	(2)
39%	33%	28%	0%	0%	Ability to think strategically	24%	29%	29%	6%	12%
(7)	(6)	(5)	(0)	(0)		(4)	(5)	(5)	(1)	(2)
33%	61%	6%	0%	0%	Ability to solve complex problems	35%	24%	24%	0%	18%
(6)	(11)	(1)	(0)	(0)		(6)	(4)	(4)	(0)	(3)
<b>7. The Specific Skills and Knowledge of Graduates</b>										
39%	33%	28%	0%	0%	Ability to use IT effectively to perform key work functions	65%	24%	6%	0%	6%
(7)	(6)	(5)	(0)	(0)		(11)	(4)	(1)	(0)	(1)
50%	6%	33%	6%	6%	Ability to process and interpret numerical data	41%	29%	12%	0%	18%
(9)	(1)	(6)	(1)	(1)		(7)	(5)	(2)	(0)	(3)
61%	28%	11%	0%	0%	Foreign language skills	76%	6%	6%	0%	12%
(11)	(5)	(2)	(0)	(0)		(13)	(1)	(1)	(0)	(2)
50%	28%	17%	0%	6%	Ability to write reports	47%	24%	6%	0%	24%
(9)	(5)	(3)	(0)	(1)		(8)	(4)	(1)	(0)	(4)
50%	17%	22%	6%	6%	Ability to make presentations	35%	41%	12%	0%	12%
(9)	(3)	(4)	(1)	(1)		(6)	(7)	(2)	(0)	(2)
33%	11%	44%	11%	0%	Ability to analyze economic issues and understand how markets function	24%	47%	12%	0%	18%
(6)	(2)	(8)	(2)	(0)		(4)	(8)	(2)	(0)	(3)
17%	0%	39%	39%	6%	Ability to understand political processes and institutions	18%	29%	24%	0%	29%
(3)	(0)	(7)	(7)	(1)		(3)	(5)	(4)	(0)	(5)
28%	44%	22%	6%	0%	Ability to conduct research and solve problems using a variety of methodologies and sources of information	35%	35%	12%	0%	18%
(5)	(8)	(4)	(1)	(0)		(6)	(6)	(2)	(0)	(3)
17%	33%	33%	11%	6%	Ability to recognize the impact of global trends in their work decisions	24%	41%	18%	0%	18%
(3)	(6)	(6)	(2)	(1)		(4)	(7)	(3)	(0)	(3)

11%	11%	33%	17%	28%	Create models of real phenomena using a broad background of methods	12%	41%	18%	0%	29%
(2)	(2)	(6)	(3)	(5)		(2)	(7)	(3)	(0)	(5)

A) Biggest skill is English language and IT literacy beyond average.

## 8. The AUBG Career Center Support for Employers

44%	39%	17%	0%	0%	Jobs advertising
(8)	(7)	(3)	(0)	(0)	

50%	33%	11%	0%	6%	Internships promotion
(9)	(6)	(2)	(0)	(1)	

22%	33%	39%	0%	6%	Resume book
(4)	(6)	(7)	(0)	(1)	

44%	22%	33%	0%	0%	Annual job and internship fair
(8)	(4)	(6)	(0)	(0)	

17%	50%	6%	0%	28%	Employer led workshops (salary negotiation, interviewing)
(3)	(9)	(1)	(0)	(5)	

39%	33%	22%	0%	6%	Company presentations
(7)	(6)	(4)	(0)	(1)	

33%	22%	22%	6%	17%	Arranging campus interviews
(6)	(4)	(4)	(1)	(3)	

11%	50%	28%	0%	11%	Company on-site visits
(2)	(9)	(5)	(0)	(2)	