

American University in Bulgaria

AUBG Employer Satisfaction Survey 2022

1 - 1. Type of organization

Response Rate 18/166 (10.84%)



- bank
- IT services
- Consulting company in the energy sector
- Information Technology Auditing and Cybersecurity firm
- Consulting, Education
- Full service distributor of multiple brands. Executes sales, marketing, import/export, warehousing and accounting.
- Global Market research company with professional services and own IT solutions for Market Research
- Manufacturer
- NPO
- Bank
- business
- customer experience industry
- Global Corporation
- Public multinational company
- FCMG
- Software development company
- Software Company
- Media Analytics

2 - 2. Approximate number of employees

Response Rate 18/166 (10.84%)

- 2500
- 400
- 80
- 600
- 10
- 19
- 200
- 1400
- 3
- 5000
- 260
- 4200
- 1700
- 3500
- 40
- 200
- 350
- 80

3 - 3. Have you ever employed AUBG graduates?

Response Option	Weight	Frequency	Percent	Percent Responses	Means
Yes	(1)	15	83.33%		
No	(2)	3	16.67%		
				0 25 50 75 100	
Response Rate					
18/166 (10.84%)					

American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

4 - 4. Most desired fields of study for new employees (list as many as apply):

Response Option	Weight	Frequency	Percent	Percent Responses	Means
Accounting	(1)	6	33.33%		
Advertising	(2)	3	16.67%		
Auditing	(3)	4	22.22%		
Banking	(4)	3	16.67%		
Computer Science	(5)	10	55.56%		
Decision Science	(6)	2	11.11%		
Economics	(7)	8	44.44%		
English	(8)	2	11.11%		
Environmental Studies	(9)	1	5.56%		
European Studies	(10)	2	11.11%		
Finance	(11)	7	38.89%		
Fine Arts	(12)	0	0.00%		
Foreign Languages	(13)	5	27.78%		
Graphic Design	(14)	3	16.67%		
History	(15)	0	0.00%		
HR Management	(16)	2	11.11%		
Information Systems	(17)	9	50.00%		
International Relations	(18)	3	16.67%		
Journalism	(19)	2	11.11%		
Management	(20)	8	44.44%		
Marketing	(21)	9	50.00%		
Mathematics	(22)	4	22.22%		
Media Production	(23)	1	5.56%		
Operations Management	(24)	6	33.33%		
Photography	(25)	0	0.00%		
Political Science	(26)	1	5.56%		
Production	(27)	2	11.11%		
Psychology	(28)	0	0.00%		
Public Relations	(29)	2	11.11%		
Software Development	(30)	9	50.00%		
Web Design	(31)	7	38.89%		
				0 25 50 75 100	
Response Rate	18/166 (10.84%)				

5 - 4a. Other desired fields of study for new employees (not listed above):

Response Rate	11/166 (6.63%)
<ul style="list-style-type: none"> • - • Project Management/ Business Analysis • Energy knowledge • Cybersecurity, Information Systems Management, Information Technology • Sales • Compliance, Legal • Pharmaceutical Industry • Information Security • Business analysis • Business Administration • Media Analysts 	

American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

6 - 5. To what extent does each of the following describe your impression of AUBG?						
Academically rigorous						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	6	33.33%		3.31	
To Some Extent	(3)	9	50.00%			
To a Small Extent	(2)	1	5.56%			
Not at All	(1)	0	0.00%			
N/A	(0)	2	11.11%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.31	0.60				

6 - 5. To what extent does each of the following describe your impression of AUBG?						
Gives broad knowledge in many fields						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	9	50.00%		3.56	
To Some Extent	(3)	7	38.89%			
To a Small Extent	(2)	0	0.00%			
Not at All	(1)	0	0.00%			
N/A	(0)	2	11.11%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.56	0.51				

6 - 5. To what extent does each of the following describe your impression of AUBG?						
Relevant curriculum						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	6	33.33%		3.31	
To Some Extent	(3)	9	50.00%			
To a Small Extent	(2)	1	5.56%			
Not at All	(1)	0	0.00%			
N/A	(0)	2	11.11%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.31	0.60				

6 - 5. To what extent does each of the following describe your impression of AUBG?						
Provides practical experience						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	4	22.22%		3.13	
To Some Extent	(3)	9	50.00%			
To a Small Extent	(2)	2	11.11%			
Not at All	(1)	0	0.00%			
N/A	(0)	3	16.67%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.13	0.64				

American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

6 - 5. To what extent does each of the following describe your impression of AUBG?						
Develops communication skills						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	10	55.56%		3.63	
To Some Extent	(3)	6	33.33%			
To a Small Extent	(2)	0	0.00%			
Not at All	(1)	0	0.00%			
N/A	(0)	2	11.11%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.63	0.50				

6 - 5. To what extent does each of the following describe your impression of AUBG?						
Promotes teamwork and ability to get along with others						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	10	55.56%		3.63	
To Some Extent	(3)	6	33.33%			
To a Small Extent	(2)	0	0.00%			
Not at All	(1)	0	0.00%			
N/A	(0)	2	11.11%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.63	0.50				

6 - 5. To what extent does each of the following describe your impression of AUBG?						
Committed to integrity						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	8	44.44%		3.41	
To Some Extent	(3)	8	44.44%			
To a Small Extent	(2)	1	5.56%			
Not at All	(1)	0	0.00%			
N/A	(0)	1	5.56%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.41	0.62				

6 - 5. To what extent does each of the following describe your impression of AUBG?						
High quality programs						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	8	47.06%		3.53	
To Some Extent	(3)	7	41.18%			
To a Small Extent	(2)	0	0.00%			
Not at All	(1)	0	0.00%			
N/A	(0)	2	11.76%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
17/166 (10.24%)	3.53	0.52				

American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

6 - 5. To what extent does each of the following describe your impression of AUBG?

Socially responsible

Response Option	Weight	Frequency	Percent	Percent Responses	Means
To a Great Extent	(4)	5	29.41%		3.27
To Some Extent	(3)	9	52.94%		
To a Small Extent	(2)	1	5.88%		
Not at All	(1)	0	0.00%		
N/A	(0)	2	11.76%		
				0 25 50 75 100	Spørsmål
Response Rate	Mean	STD			
17/166 (10.24%)	3.27	0.59			

6 - 5. To what extent does each of the following describe your impression of AUBG?

Develops critical thinking

Response Option	Weight	Frequency	Percent	Percent Responses	Means
To a Great Extent	(4)	9	50.00%		3.50
To Some Extent	(3)	6	33.33%		
To a Small Extent	(2)	1	5.56%		
Not at All	(1)	0	0.00%		
N/A	(0)	2	11.11%		
				0 25 50 75 100	Spørsmål
Response Rate	Mean	STD			
18/166 (10.84%)	3.50	0.63			

7 - 5a. Other, please specify:

Response Rate	7/166 (4.22%)
<ul style="list-style-type: none"> • - • - • adaptability • I am not well informed at depth to be able to distinguish to what extend the AUBG covers the above mentioned categories • None. • Develops habits and discipline to work hard. • NA 	

8 - 6. What are the key trends and challenges your business or professional area will be facing in the next five years?

Response Rate	14/166 (8.43%)
<ul style="list-style-type: none"> • - • - competitive market and dynamic working environment - employees' satisfaction and retention strategies - external factors such as the geopolitical challenges • A lot more energy risk specialists will be needed since there is an ongoing energy crisis. • Trends: continuous growth and expansion on many levels; challenges: navigating through an ongoing pandemic. • New employees lack grit (passion and perseverance for long-term and meaningful goals. It is the ability to persist in something you feel passionate about and persevere when you face obstacles.) • The need of marketing talents. • Employment and retention of talent. Youth and young adults are demonstrating controversial skills and desires, mostly not being prepared for becoming active part of the work-force, low self-esteem, low personal motivation, low interest to learn and invest in competence development. • One of the key challenges in the banking and business area will be to focus on the digitalization but at the same time motivate and keep key players in the company i.e. to save the human side of the organization which is always the most important. • Automation • Lack of candidates with high level education in foreign languages. • Expansion of all functions, but limited talent pool. Mainly in the software development and information security field. • the organization will continue to grow • Keeping up-to-speed on latest product and industry developments, including hiring and onboarding new members. • No university majors in Media Analytics 	

American University in Bulgaria

AUBG Employer Satisfaction Survey 2022

9 - 7. 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?

Response Rate 15/166 (9.04%)

- thinking outside of the box, responsibility, proactivity and cooperation
- - adaptability, up-to-date technical skills, communication and organization skills, creativity, curiosity
- Adaptability, communication and interest in challenges. Basically even if you don't know something, to not be afraid to try to figure it out and ask as many questions as needed to do it. Energy market knowledge, software development, business know how
- Basic technical knowledge related to any field listed above, great communication and networking skills, great English speaking, writing and listening skills, motivation and ambitious, a life-long learner attitude, desire to grow and develop career.
- Grit Ethics Effective Listening Communication skills Decision Making Time Management and prioritization Adaptability
- Client communication, analytical thinking, Data literacy, strategic thinking, planning capabilities,
- The ability to think out of the box.
- Attitudes of: - following a process for long enough to be able to learn and perform (at least 6 months) - can do Abilities to process and hold complex ideas and concepts, critical thinking and solution oriented focus.
- Commitment, responsibility, engagement, team spirit
- Communication, social skills, math and tech savvy, logical thinking, problem solving, multitasking
- To be motivated to learn and grow and of course to be fluent in foreign languages (C1 and above).
- Open mindset, desire to develop, flexible to the constantly changing business environment. Fluent English, knowledge of the Fintech industry, payments specifically. Main knowledge areas - software development, product development, customer service, information security, finance functions, legal.
- communication skills, integrity, ethics and compliance, agility, solving problems, innovations, development, meeting deadlines
- Key skills include persistence, self-drive, and a professional attitude. Critical thinking and communication skills are considered a foundation upon which to build a successful career. A good level of technical knowledge also helps.
- Equal high levels of language and data analytics abilities (acumen to language and IT/ excel/ PowerPoint/ computer literacy)





10 - 8. What should AUBG do to make sure its graduates meet these expectations?

Response Rate 14/166 (8.43%)

- -
- - Try to constantly upgrade the curriculum so that it matches the needs of the business and the working environment - More practical seminars/ projects will be a great bonus for students - Drive to students to think about real life cases and to find solutions for them - Advise them on how to proactively reach employers (networking practices) and how to make themselves stand out from the crowd - More career- oriented resources will be a plus - CV and motivation letter seminars
- Invite companies to give real life tasks and examples, let students work on real projects. Try to push them to improve their communication skills even more, across different majors.
- Continue to host career fairs, have guest speakers from a variety of companies, continue to develop academic curriculum, host and provide workshops for career building strategies and skills.
- Put students in tough situations, where failure to meet the standards is almost guaranteed, and stress them. Put them in situations where the initial work they do is overcome by real-world events and they must adjust their work as a result.
- Provide real life examples.
- Since I am not informed and knowledgeable regarding the tuition process at AUBG, it might be already happening. What I consider empowering is training students via real case studies, shadowing and mentoring programs with real employers. Theoretical knowledge is important and I assume it is well covered in AUBG curriculum, so what is necessary to invest in is real examples, case studies and participation in problem solving while in tuition.
- To be highly motivated and prove themselves as the key players in the company who are ready to invest in it and in their future as well as part of the staff.
- N/A
- To provide foreign language education on a high level.
- Keep its curriculum up to date as the industry is changing fast. Introduce as much business related practice as possible in the programmes. Train creativity and flexibility as skills.
- to have strong applicants, that would like to grow and to develop
- Work with employers to understand requirements and the nature of the work available post-graduation. Tailor the curriculum to build foundations that help graduates meet the increasing requirements.
- Internships, major in Media Analytics

11 - 9. The PERSONAL abilities of graduates – importance for early career in your company / organization

Able to learn from errors and respond to feedback

Response Option	Weight	Frequency	Percent	Percent Responses	Means
Essential	(4)	12	66.67%		
Very important	(3)	5	27.78%		
Somewhat important	(2)	1	5.56%		
Not important	(1)	0	0.00%		
N/A	(0)	0	0.00%		
				0 25 50 75 100	Spørsmål
Response Rate	Mean	STD			
18/166 (10.84%)	3.61	0.61			

American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

11 - 9. The PERSONAL abilities of graduates – importance for early career in your company / organization						
Willing to persevere						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	7	38.89%		3.28	
Very important	(3)	9	50.00%			
Somewhat important	(2)	2	11.11%			
Not important	(1)	0	0.00%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.28	0.67				

11 - 9. The PERSONAL abilities of graduates – importance for early career in your company / organization						
Motivated to achieve excellence						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	7	38.89%		3.28	
Very important	(3)	9	50.00%			
Somewhat important	(2)	2	11.11%			
Not important	(1)	0	0.00%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.28	0.67				

11 - 9. The PERSONAL abilities of graduates – importance for early career in your company / organization						
Willing to take responsibility						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	8	44.44%		3.39	
Very important	(3)	9	50.00%			
Somewhat important	(2)	1	5.56%			
Not important	(1)	0	0.00%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.39	0.61				

11 - 9. The PERSONAL abilities of graduates – importance for early career in your company / organization						
Committed to ethical practice						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	9	50.00%		3.39	
Very important	(3)	7	38.89%			
Somewhat important	(2)	2	11.11%			
Not important	(1)	0	0.00%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.39	0.70				

American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

11 - 9. The PERSONAL abilities of graduates – importance for early career in your company / organization						
Flexible and adaptive						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	11	61.11%		3.61	
Very important	(3)	7	38.89%			
Somewhat important	(2)	0	0.00%			
Not important	(1)	0	0.00%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.61	0.50				

11 - 9. The PERSONAL abilities of graduates – importance for early career in your company / organization						
Demonstrate organizational skills						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	5	27.78%		3.06	
Very important	(3)	9	50.00%			
Somewhat important	(2)	4	22.22%			
Not important	(1)	0	0.00%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.06	0.73				

12 - 10. The PERSONAL abilities of graduates – extent to which AUBG graduates possess these abilities						
Able to learn from errors and respond to feedback						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	6	37.50%		3.42	
To Some Extent	(3)	5	31.25%			
To a Small Extent	(2)	1	6.25%			
Not at All	(1)	0	0.00%			
N/A	(0)	4	25.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
16/166 (9.64%)	3.42	0.67				

12 - 10. The PERSONAL abilities of graduates – extent to which AUBG graduates possess these abilities						
Willing to persevere						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	3	18.75%		3.17	
To Some Extent	(3)	8	50.00%			
To a Small Extent	(2)	1	6.25%			
Not at All	(1)	0	0.00%			
N/A	(0)	4	25.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
16/166 (9.64%)	3.17	0.58				

American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

12 - 10. The PERSONAL abilities of graduates – extent to which AUBG graduates possess these abilities						
Motivated to achieve excellence						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	4	25.00%		3.33	
To Some Extent	(3)	8	50.00%			
To a Small Extent	(2)	0	0.00%			
Not at All	(1)	0	0.00%			
N/A	(0)	4	25.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
16/166 (9.64%)	3.33	0.49				

12 - 10. The PERSONAL abilities of graduates – extent to which AUBG graduates possess these abilities						
Willing to take responsibility						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	2	12.50%		3.08	
To Some Extent	(3)	9	56.25%			
To a Small Extent	(2)	1	6.25%			
Not at All	(1)	0	0.00%			
N/A	(0)	4	25.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
16/166 (9.64%)	3.08	0.51				

12 - 10. The PERSONAL abilities of graduates – extent to which AUBG graduates possess these abilities						
Committed to ethical practice						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	4	25.00%		3.17	
To Some Extent	(3)	6	37.50%			
To a Small Extent	(2)	2	12.50%			
Not at All	(1)	0	0.00%			
N/A	(0)	4	25.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
16/166 (9.64%)	3.17	0.72				

12 - 10. The PERSONAL abilities of graduates – extent to which AUBG graduates possess these abilities						
Flexible and adaptive						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	8	50.00%		3.58	
To Some Extent	(3)	3	18.75%			
To a Small Extent	(2)	1	6.25%			
Not at All	(1)	0	0.00%			
N/A	(0)	4	25.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
16/166 (9.64%)	3.58	0.67				

American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

12 - 10. The PERSONAL abilities of graduates – extent to which AUBG graduates possess these abilities						
Demonstrate organizational skills						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	6	37.50%		3.42	
To Some Extent	(3)	5	31.25%			
To a Small Extent	(2)	1	6.25%			
Not at All	(1)	0	0.00%			
N/A	(0)	4	25.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
16/166 (9.64%)	3.42	0.67				

13 - 11. The INTERPERSONAL abilities of graduates – importance for early career in your company / organization						
Able to work in a multicultural environment						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	8	44.44%		3.44	
Very important	(3)	10	55.56%			
Somewhat important	(2)	0	0.00%			
Not important	(1)	0	0.00%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.44	0.51				

13 - 11. The INTERPERSONAL abilities of graduates – importance for early career in your company / organization						
Willing to consider different points of view						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	10	55.56%		3.50	
Very important	(3)	7	38.89%			
Somewhat important	(2)	1	5.56%			
Not important	(1)	0	0.00%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.50	0.62				

13 - 11. The INTERPERSONAL abilities of graduates – importance for early career in your company / organization						
Adept with networking skills						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	7	38.89%		3.17	
Very important	(3)	8	44.44%			
Somewhat important	(2)	2	11.11%			
Not important	(1)	1	5.56%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.17	0.86				

American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

13 - 11. The INTERPERSONAL abilities of graduates – importance for early career in your company / organization						
Team-working skills						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	14	77.78%		3.67	
Very important	(3)	2	11.11%			
Somewhat important	(2)	2	11.11%			
Not important	(1)	0	0.00%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.67	0.69				

13 - 11. The INTERPERSONAL abilities of graduates – importance for early career in your company / organization						
Able to give constructive feedback						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	7	38.89%		3.28	
Very important	(3)	9	50.00%			
Somewhat important	(2)	2	11.11%			
Not important	(1)	0	0.00%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.28	0.67				

13 - 11. The INTERPERSONAL abilities of graduates – importance for early career in your company / organization						
Leadership potential						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	4	22.22%		2.83	
Very important	(3)	7	38.89%			
Somewhat important	(2)	7	38.89%			
Not important	(1)	0	0.00%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	2.83	0.79				

13 - 11. The INTERPERSONAL abilities of graduates – importance for early career in your company / organization						
Demonstrate understanding of the work environment and meet professional expectations						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	13	76.47%		3.76	
Very important	(3)	4	23.53%			
Somewhat important	(2)	0	0.00%			
Not important	(1)	0	0.00%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
17/166 (10.24%)	3.76	0.44				

American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

14 - 12. The INTERPERSONAL abilities of graduates – extent to which AUBG graduates possess these abilities						
Able to work in a multicultural environment						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	9	50.00%		3.64	
To Some Extent	(3)	5	27.78%			
To a Small Extent	(2)	0	0.00%			
Not at All	(1)	0	0.00%			
N/A	(0)	4	22.22%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.64	0.50				

14 - 12. The INTERPERSONAL abilities of graduates – extent to which AUBG graduates possess these abilities						
Willing to consider different points of view						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	6	33.33%		3.21	
To Some Extent	(3)	5	27.78%			
To a Small Extent	(2)	3	16.67%			
Not at All	(1)	0	0.00%			
N/A	(0)	4	22.22%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.21	0.80				

14 - 12. The INTERPERSONAL abilities of graduates – extent to which AUBG graduates possess these abilities						
Adept with networking skills						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	6	33.33%		3.36	
To Some Extent	(3)	7	38.89%			
To a Small Extent	(2)	1	5.56%			
Not at All	(1)	0	0.00%			
N/A	(0)	4	22.22%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.36	0.63				

14 - 12. The INTERPERSONAL abilities of graduates – extent to which AUBG graduates possess these abilities						
Team-working skills						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	7	38.89%		3.50	
To Some Extent	(3)	7	38.89%			
To a Small Extent	(2)	0	0.00%			
Not at All	(1)	0	0.00%			
N/A	(0)	4	22.22%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.50	0.52				

American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

14 - 12. The INTERPERSONAL abilities of graduates – extent to which AUBG graduates possess these abilities						
Able to give constructive feedback						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	3	16.67%		 3.00	
To Some Extent	(3)	8	44.44%			
To a Small Extent	(2)	3	16.67%			
Not at All	(1)	0	0.00%			
N/A	(0)	4	22.22%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.00	0.68				

14 - 12. The INTERPERSONAL abilities of graduates – extent to which AUBG graduates possess these abilities						
Leadership potential						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	5	27.78%		 3.31	
To Some Extent	(3)	7	38.89%			
To a Small Extent	(2)	1	5.56%			
Not at All	(1)	0	0.00%			
N/A	(0)	5	27.78%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.31	0.63				

14 - 12. The INTERPERSONAL abilities of graduates – extent to which AUBG graduates possess these abilities						
Demonstrate understanding of the work environment and meet professional expectations						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	7	38.89%		 3.36	
To Some Extent	(3)	5	27.78%			
To a Small Extent	(2)	2	11.11%			
Not at All	(1)	0	0.00%			
N/A	(0)	4	22.22%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.36	0.74				

15 - 13. The INTELLECTUAL abilities of graduates – importance for early career in your company / organization						
Able to identify core issues in any situation						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	7	38.89%		 3.22	
Very important	(3)	8	44.44%			
Somewhat important	(2)	3	16.67%			
Not important	(1)	0	0.00%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.22	0.73				

American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

15 - 13. The INTELLECTUAL abilities of graduates – importance for early career in your company / organization						
Decision making skills						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	4	22.22%		<div style="border: 1px solid black; padding: 10px; text-align: center;"> <p>3.06</p> </div>	
Very important	(3)	11	61.11%			
Somewhat important	(2)	3	16.67%			
Not important	(1)	0	0.00%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.06	0.64				

15 - 13. The INTELLECTUAL abilities of graduates – importance for early career in your company / organization						
Demonstrate creativity and innovative thinking						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	5	27.78%		<div style="border: 1px solid black; padding: 10px; text-align: center;"> <p>3.11</p> </div>	
Very important	(3)	10	55.56%			
Somewhat important	(2)	3	16.67%			
Not important	(1)	0	0.00%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.11	0.68				

15 - 13. The INTELLECTUAL abilities of graduates – importance for early career in your company / organization						
Able to learn independently						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	11	61.11%		<div style="border: 1px solid black; padding: 10px; text-align: center;"> <p>3.61</p> </div>	
Very important	(3)	7	38.89%			
Somewhat important	(2)	0	0.00%			
Not important	(1)	0	0.00%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.61	0.50				

15 - 13. The INTELLECTUAL abilities of graduates – importance for early career in your company / organization						
Strategic thinking						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	7	38.89%		<div style="border: 1px solid black; padding: 10px; text-align: center;"> <p>3.22</p> </div>	
Very important	(3)	8	44.44%			
Somewhat important	(2)	3	16.67%			
Not important	(1)	0	0.00%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.22	0.73				

American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

15 - 13. The INTELLECTUAL abilities of graduates – importance for early career in your company / organization						
Problem solving skills						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	14	77.78%			
Very important	(3)	4	22.22%			
Somewhat important	(2)	0	0.00%			
Not important	(1)	0	0.00%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.78	0.43				

16 - 14. The INTELLECTUAL abilities of graduates – extent to which AUBG graduates possess these abilities						
Able to identify core issues in any situation						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	3	17.65%			
To Some Extent	(3)	9	52.94%			
To a Small Extent	(2)	1	5.88%			
Not at All	(1)	0	0.00%			
N/A	(0)	4	23.53%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
17/166 (10.24%)	3.15	0.55				

16 - 14. The INTELLECTUAL abilities of graduates – extent to which AUBG graduates possess these abilities						
Decision making skills						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	4	23.53%			
To Some Extent	(3)	7	41.18%			
To a Small Extent	(2)	2	11.76%			
Not at All	(1)	0	0.00%			
N/A	(0)	4	23.53%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
17/166 (10.24%)	3.15	0.69				

16 - 14. The INTELLECTUAL abilities of graduates – extent to which AUBG graduates possess these abilities						
Demonstrate creativity and innovative thinking						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	5	29.41%			
To Some Extent	(3)	6	35.29%			
To a Small Extent	(2)	2	11.76%			
Not at All	(1)	0	0.00%			
N/A	(0)	4	23.53%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
17/166 (10.24%)	3.23	0.73				

American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

16 - 14. The INTELLECTUAL abilities of graduates – extent to which AUBG graduates possess these abilities

Able to learn independently

Response Option	Weight	Frequency	Percent	Percent Responses	Means
To a Great Extent	(4)	7	41.18%		3.46
To Some Extent	(3)	5	29.41%		
To a Small Extent	(2)	1	5.88%		
Not at All	(1)	0	0.00%		
N/A	(0)	4	23.53%		
				0 25 50 75 100	Spørsmål
Response Rate	Mean	STD			
17/166 (10.24%)	3.46	0.66			

16 - 14. The INTELLECTUAL abilities of graduates – extent to which AUBG graduates possess these abilities

Strategic thinking

Response Option	Weight	Frequency	Percent	Percent Responses	Means
To a Great Extent	(4)	5	29.41%		3.33
To Some Extent	(3)	6	35.29%		
To a Small Extent	(2)	1	5.88%		
Not at All	(1)	0	0.00%		
N/A	(0)	5	29.41%		
				0 25 50 75 100	Spørsmål
Response Rate	Mean	STD			
17/166 (10.24%)	3.33	0.65			

16 - 14. The INTELLECTUAL abilities of graduates – extent to which AUBG graduates possess these abilities

Problem solving skills

Response Option	Weight	Frequency	Percent	Percent Responses	Means
To a Great Extent	(4)	5	29.41%		3.38
To Some Extent	(3)	8	47.06%		
To a Small Extent	(2)	0	0.00%		
Not at All	(1)	0	0.00%		
N/A	(0)	4	23.53%		
				0 25 50 75 100	Spørsmål
Response Rate	Mean	STD			
17/166 (10.24%)	3.38	0.51			

17 - 15. The SPECIFIC SKILLS AND KNOWLEDGE of graduates – importance for early career in your company / organization

IT literacy

Response Option	Weight	Frequency	Percent	Percent Responses	Means
Essential	(4)	9	50.00%		3.28
Very important	(3)	5	27.78%		
Somewhat important	(2)	4	22.22%		
Not important	(1)	0	0.00%		
N/A	(0)	0	0.00%		
				0 25 50 75 100	Spørsmål
Response Rate	Mean	STD			
18/166 (10.84%)	3.28	0.83			

American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

17 - 15. The SPECIFIC SKILLS AND KNOWLEDGE of graduates – importance for early career in your company / organization

Able to work with numeric data

Response Option	Weight	Frequency	Percent	Percent Responses	Means
Essential	(4)	5	27.78%		3.00
Very important	(3)	8	44.44%		
Somewhat important	(2)	5	27.78%		
Not important	(1)	0	0.00%		
N/A	(0)	0	0.00%		
				0 25 50 75 100	Spørsmål
Response Rate	Mean	STD			
18/166 (10.84%)	3.00	0.77			

17 - 15. The SPECIFIC SKILLS AND KNOWLEDGE of graduates – importance for early career in your company / organization

Foreign language skills

Response Option	Weight	Frequency	Percent	Percent Responses	Means
Essential	(4)	10	55.56%		3.50
Very important	(3)	7	38.89%		
Somewhat important	(2)	1	5.56%		
Not important	(1)	0	0.00%		
N/A	(0)	0	0.00%		
				0 25 50 75 100	Spørsmål
Response Rate	Mean	STD			
18/166 (10.84%)	3.50	0.62			

17 - 15. The SPECIFIC SKILLS AND KNOWLEDGE of graduates – importance for early career in your company / organization

Communications skills

Response Option	Weight	Frequency	Percent	Percent Responses	Means
Essential	(4)	12	66.67%		3.61
Very important	(3)	5	27.78%		
Somewhat important	(2)	1	5.56%		
Not important	(1)	0	0.00%		
N/A	(0)	0	0.00%		
				0 25 50 75 100	Spørsmål
Response Rate	Mean	STD			
18/166 (10.84%)	3.61	0.61			

17 - 15. The SPECIFIC SKILLS AND KNOWLEDGE of graduates – importance for early career in your company / organization

Reading/writing skills

Response Option	Weight	Frequency	Percent	Percent Responses	Means
Essential	(4)	11	61.11%		3.50
Very important	(3)	5	27.78%		
Somewhat important	(2)	2	11.11%		
Not important	(1)	0	0.00%		
N/A	(0)	0	0.00%		
				0 25 50 75 100	Spørsmål
Response Rate	Mean	STD			
18/166 (10.84%)	3.50	0.71			

American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

17 - 15. The SPECIFIC SKILLS AND KNOWLEDGE of graduates – importance for early career in your company / organization						
Presentation skills						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	7	38.89%		 3.11	
Very important	(3)	6	33.33%			
Somewhat important	(2)	5	27.78%			
Not important	(1)	0	0.00%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	3.11	0.83				

17 - 15. The SPECIFIC SKILLS AND KNOWLEDGE of graduates – importance for early career in your company / organization						
Able to understand how company decisions are interrelated with economy and markets						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	4	22.22%		 2.89	
Very important	(3)	8	44.44%			
Somewhat important	(2)	6	33.33%			
Not important	(1)	0	0.00%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	2.89	0.76				

17 - 15. The SPECIFIC SKILLS AND KNOWLEDGE of graduates – importance for early career in your company / organization						
Able to consider legal requirements and ethical consequences of decisions						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	3	16.67%		 2.94	
Very important	(3)	11	61.11%			
Somewhat important	(2)	4	22.22%			
Not important	(1)	0	0.00%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	2.94	0.64				

17 - 15. The SPECIFIC SKILLS AND KNOWLEDGE of graduates – importance for early career in your company / organization						
Able to consider precedents of human history when suggesting decisions						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	2	11.11%		 2.41	
Very important	(3)	7	38.89%			
Somewhat important	(2)	4	22.22%			
Not important	(1)	4	22.22%			
N/A	(0)	1	5.56%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	2.41	1.00				

American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

17 - 15. The SPECIFIC SKILLS AND KNOWLEDGE of graduates – importance for early career in your company / organization						
Able to understand ethical implications of political processes						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	2	11.76%		<p>2.35</p>	
Very important	(3)	5	29.41%			
Somewhat important	(2)	7	41.18%			
Not important	(1)	3	17.65%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
17/166 (10.24%)	2.35	0.93				

17 - 15. The SPECIFIC SKILLS AND KNOWLEDGE of graduates – importance for early career in your company / organization						
Able to make decisions or recommendations based on organizational research						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	4	22.22%		<p>2.94</p>	
Very important	(3)	9	50.00%			
Somewhat important	(2)	5	27.78%			
Not important	(1)	0	0.00%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
18/166 (10.84%)	2.94	0.73				

17 - 15. The SPECIFIC SKILLS AND KNOWLEDGE of graduates – importance for early career in your company / organization						
Able to recognize the impact of global trends in their work decisions						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	4	23.53%		<p>2.88</p>	
Very important	(3)	8	47.06%			
Somewhat important	(2)	4	23.53%			
Not important	(1)	1	5.88%			
N/A	(0)	0	0.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
17/166 (10.24%)	2.88	0.86				

17 - 15. The SPECIFIC SKILLS AND KNOWLEDGE of graduates – importance for early career in your company / organization						
Able to create models of real phenomena using a broad background of methods						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	3	17.65%		<p>2.73</p>	
Very important	(3)	5	29.41%			
Somewhat important	(2)	7	41.18%			
Not important	(1)	0	0.00%			
N/A	(0)	2	11.76%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
17/166 (10.24%)	2.73	0.80				

American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

18 - 16. The SPECIFIC SKILLS AND KNOWLEDGE OF GRADUATES – extent to which AUBG graduates possess these abilities						
IT literacy						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	4	25.00%		3.31	
To Some Extent	(3)	9	56.25%			
To a Small Extent	(2)	0	0.00%			
Not at All	(1)	0	0.00%			
N/A	(0)	3	18.75%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
16/166 (9.64%)	3.31	0.48				

18 - 16. The SPECIFIC SKILLS AND KNOWLEDGE OF GRADUATES – extent to which AUBG graduates possess these abilities						
Able to work with numeric data						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	1	6.25%		3.08	
To Some Extent	(3)	11	68.75%			
To a Small Extent	(2)	0	0.00%			
Not at All	(1)	0	0.00%			
N/A	(0)	4	25.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
16/166 (9.64%)	3.08	0.29				

18 - 16. The SPECIFIC SKILLS AND KNOWLEDGE OF GRADUATES – extent to which AUBG graduates possess these abilities						
Foreign language skills						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	6	37.50%		3.38	
To Some Extent	(3)	6	37.50%			
To a Small Extent	(2)	1	6.25%			
Not at All	(1)	0	0.00%			
N/A	(0)	3	18.75%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
16/166 (9.64%)	3.38	0.65				

18 - 16. The SPECIFIC SKILLS AND KNOWLEDGE OF GRADUATES – extent to which AUBG graduates possess these abilities						
Communications skills						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	7	43.75%		3.54	
To Some Extent	(3)	6	37.50%			
To a Small Extent	(2)	0	0.00%			
Not at All	(1)	0	0.00%			
N/A	(0)	3	18.75%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
16/166 (9.64%)	3.54	0.52				

American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

18 - 16. The SPECIFIC SKILLS AND KNOWLEDGE OF GRADUATES – extent to which AUBG graduates possess these abilities						
Reading/writing skills						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	6	37.50%		3.46	
To Some Extent	(3)	7	43.75%			
To a Small Extent	(2)	0	0.00%			
Not at All	(1)	0	0.00%			
N/A	(0)	3	18.75%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
16/166 (9.64%)	3.46	0.52				

18 - 16. The SPECIFIC SKILLS AND KNOWLEDGE OF GRADUATES – extent to which AUBG graduates possess these abilities						
Presentation skills						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	6	37.50%		3.42	
To Some Extent	(3)	5	31.25%			
To a Small Extent	(2)	1	6.25%			
Not at All	(1)	0	0.00%			
N/A	(0)	4	25.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
16/166 (9.64%)	3.42	0.67				

18 - 16. The SPECIFIC SKILLS AND KNOWLEDGE OF GRADUATES – extent to which AUBG graduates possess these abilities						
Able to understand how company decisions are interrelated with economy and markets						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	1	6.25%		3.00	
To Some Extent	(3)	10	62.50%			
To a Small Extent	(2)	1	6.25%			
Not at All	(1)	0	0.00%			
N/A	(0)	4	25.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
16/166 (9.64%)	3.00	0.43				

18 - 16. The SPECIFIC SKILLS AND KNOWLEDGE OF GRADUATES – extent to which AUBG graduates possess these abilities						
Able to consider legal requirements and ethical consequences of decisions						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	1	6.25%		2.83	
To Some Extent	(3)	8	50.00%			
To a Small Extent	(2)	3	18.75%			
Not at All	(1)	0	0.00%			
N/A	(0)	4	25.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
16/166 (9.64%)	2.83	0.58				

American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

18 - 16. The SPECIFIC SKILLS AND KNOWLEDGE OF GRADUATES – extent to which AUBG graduates possess these abilities						
Able to consider precedents of human history when suggesting decisions						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	1	6.25%		<p>2.73</p>	
To Some Extent	(3)	6	37.50%			
To a Small Extent	(2)	4	25.00%			
Not at All	(1)	0	0.00%			
N/A	(0)	5	31.25%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
16/166 (9.64%)	2.73	0.65				

18 - 16. The SPECIFIC SKILLS AND KNOWLEDGE OF GRADUATES – extent to which AUBG graduates possess these abilities						
Able to understand ethical implications of political processes						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	2	12.50%		<p>2.83</p>	
To Some Extent	(3)	6	37.50%			
To a Small Extent	(2)	4	25.00%			
Not at All	(1)	0	0.00%			
N/A	(0)	4	25.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
16/166 (9.64%)	2.83	0.72				

18 - 16. The SPECIFIC SKILLS AND KNOWLEDGE OF GRADUATES – extent to which AUBG graduates possess these abilities						
Able to make decisions or recommendations based on organizational research						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	2	12.50%		<p>2.83</p>	
To Some Extent	(3)	6	37.50%			
To a Small Extent	(2)	4	25.00%			
Not at All	(1)	0	0.00%			
N/A	(0)	4	25.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
16/166 (9.64%)	2.83	0.72				

18 - 16. The SPECIFIC SKILLS AND KNOWLEDGE OF GRADUATES – extent to which AUBG graduates possess these abilities						
Able to recognize the impact of global trends in their work decisions						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
To a Great Extent	(4)	2	12.50%		<p>2.92</p>	
To Some Extent	(3)	7	43.75%			
To a Small Extent	(2)	3	18.75%			
Not at All	(1)	0	0.00%			
N/A	(0)	4	25.00%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
16/166 (9.64%)	2.92	0.67				

American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

18 - 16. The SPECIFIC SKILLS AND KNOWLEDGE OF GRADUATES – extent to which AUBG graduates possess these abilities

Able to create models of real phenomena using a broad background of methods

Response Option	Weight	Frequency	Percent	Percent Responses	Means
To a Great Extent	(4)	1	6.25%		2.67
To Some Extent	(3)	6	37.50%		
To a Small Extent	(2)	5	31.25%		
Not at All	(1)	0	0.00%		
N/A	(0)	4	25.00%		
				0 25 50 75 100	Spørsmål
Response Rate	Mean	STD			
16/166 (9.64%)	2.67	0.65			

19 - 17. The AUBG CAREER CENTER SUPPORT FOR EMPLOYERS – importance in helping promote your organization and recruit AUBG students

Jobs advertising

Response Option	Weight	Frequency	Percent	Percent Responses	Means
Essential	(4)	8	47.06%		3.44
Very important	(3)	7	41.18%		
Somewhat important	(2)	1	5.88%		
Not important	(1)	0	0.00%		
N/A	(0)	1	5.88%		
				0 25 50 75 100	Spørsmål
Response Rate	Mean	STD			
17/166 (10.24%)	3.44	0.63			

19 - 17. The AUBG CAREER CENTER SUPPORT FOR EMPLOYERS – importance in helping promote your organization and recruit AUBG students

Internships promotion

Response Option	Weight	Frequency	Percent	Percent Responses	Means
Essential	(4)	9	52.94%		3.53
Very important	(3)	5	29.41%		
Somewhat important	(2)	1	5.88%		
Not important	(1)	0	0.00%		
N/A	(0)	2	11.76%		
				0 25 50 75 100	Spørsmål
Response Rate	Mean	STD			
17/166 (10.24%)	3.53	0.64			

19 - 17. The AUBG CAREER CENTER SUPPORT FOR EMPLOYERS – importance in helping promote your organization and recruit AUBG students

Resume book

Response Option	Weight	Frequency	Percent	Percent Responses	Means
Essential	(4)	3	18.75%		2.57
Very important	(3)	4	25.00%		
Somewhat important	(2)	5	31.25%		
Not important	(1)	2	12.50%		
N/A	(0)	2	12.50%		
				0 25 50 75 100	Spørsmål
Response Rate	Mean	STD			
16/166 (9.64%)	2.57	1.02			

American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

19 - 17. The AUBG CAREER CENTER SUPPORT FOR EMPLOYERS – importance in helping promote your organization and recruit AUBG students						
Annual job and internship fair						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	8	47.06%		 3.13	
Very important	(3)	3	17.65%			
Somewhat important	(2)	4	23.53%			
Not important	(1)	1	5.88%			
N/A	(0)	1	5.88%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
17/166 (10.24%)	3.13	1.02				

19 - 17. The AUBG CAREER CENTER SUPPORT FOR EMPLOYERS – importance in helping promote your organization and recruit AUBG students						
Employer led workshops (salary negotiation, interviewing)						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	8	47.06%		 3.27	
Very important	(3)	4	23.53%			
Somewhat important	(2)	2	11.76%			
Not important	(1)	1	5.88%			
N/A	(0)	2	11.76%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
17/166 (10.24%)	3.27	0.96				

19 - 17. The AUBG CAREER CENTER SUPPORT FOR EMPLOYERS – importance in helping promote your organization and recruit AUBG students						
Company presentations						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	7	43.75%		 3.43	
Very important	(3)	6	37.50%			
Somewhat important	(2)	1	6.25%			
Not important	(1)	0	0.00%			
N/A	(0)	2	12.50%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
16/166 (9.64%)	3.43	0.65				


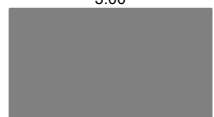




19 - 17. The AUBG CAREER CENTER SUPPORT FOR EMPLOYERS – importance in helping promote your organization and recruit AUBG students						
Arranging campus interviews						
Response Option	Weight	Frequency	Percent	Percent Responses	Means	
Essential	(4)	5	29.41%		 2.69	
Very important	(3)	3	17.65%			
Somewhat important	(2)	6	35.29%			
Not important	(1)	2	11.76%			
N/A	(0)	1	5.88%			
				0 25 50 75 100	Spørsmål	
Response Rate	Mean	STD				
17/166 (10.24%)	2.69	1.08				

American University in Bulgaria

AUBG Employer Satisfaction Survey 2022

19 - 17. The AUBG CAREER CENTER SUPPORT FOR EMPLOYERS – importance in helping promote your organization and recruit AUBG students



Company on-site visits

Response Option	Weight	Frequency	Percent	Percent Responses	Means
Essential	(4)	6	35.29%		 3.00
Very important	(3)	5	29.41%		
Somewhat important	(2)	4	23.53%		
Not important	(1)	1	5.88%		
N/A	(0)	1	5.88%		
				0 25 50 75 100	Spørsmål
Response Rate	Mean	STD			
17/166 (10.24%)	3.00	0.97			



20 - 17a. The AUBG CAREER CENTER SUPPORT FOR EMPLOYERS – Additional Comments

Response Rate	Mean
6/166 (3.61%)	
<ul style="list-style-type: none"> - to have a more transparent approach when promoting companies - clearly define the process on how to send materials for promotions (instead of doing it manually via emails, it would be great if employers can upload their job ads through a career platform) • Maybe send emails to companies who participated in the job fair, with a list of options that they can chose from and how much it costs. For example, for job advertising, or for a visit on campus, etc. • Any support helping to bridge the gap between education and business is highly anticipated. • the Career center always try to help and we are in very good cooperation with them • The job fair in 2022 had been a very productive and useful experience, where we got to meet motivated seniors and juniors eager to learn more about the different industries and land a position that fits their profile and interests. Fortunately, there were a number of members that seemed a good fit, some of which are being on boarded with us full-time. • NA 	

21 - Relevance of the University Curriculum to the needs of employers - Business Administration



Response Option	Weight	Frequency	Percent	Percent Responses	Means
Yes	(1)	12	75.00%		
N/A	(0)	4	25.00%		
				0 25 50 75 100	
Response Rate					
16/166 (9.64%)					
<ul style="list-style-type: none"> • Human Resources, Organization Development and Challenges • Keeping well-organised files and records of business activity Researching company data and archived reports Interacting with clients either on the phone or in person Answering phones and connecting calls to the proper department Taking phone messages and passing them on Following up on business communications, billing, and ordering Communicating with materials suppliers and vendors Learning about the company's mission and available products/services Educating clients about what products/services are available and how to purchase them Building relationships with clients Writing and editing company correspondence • Business Communication/ Stakeholder Communication, Marketing research, consumer behavior, negotiations, MIS - very important • Corporate Finance I and II, Accounting classes, Financial Markets, Alternative Investments and Private Markets. 					

22 - Relevance of the University Curriculum to the needs of employers - Computer Science / Information Systems

Response Option	Weight	Frequency	Percent	Percent Responses	Means
Yes	(1)	14	82.35%		
N/A	(0)	3	17.65%		
				0 25 50 75 100	
Response Rate					
17/166 (10.24%)					
<ul style="list-style-type: none"> • - Agile methodology, more practical work and projects • More courses on new technology and the ones that are most searched for: Java, Python, Cloud technologies, .NET, etc. • Cybersecurity, IT audit, QA • Use of standard tools: Outlook, Excel, Word, PowerPoint • Programing with Python, Programing with JavaScript, • Personal productivity, Excel, Outlook, CRM/ERP systems, Reporting systems (Tableau, Power BI, etc.) 					



American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

23 - Relevance of the University Curriculum to the needs of employers - Journalism and Mass Communication

Response Option	Weight	Frequency	Percent	Percent Responses	Means
Yes	(1)	7	43.75%		
N/A	(0)	9	56.25%		
				0 25 50 75 100	
Response Rate					
16/166 (9.64%)					



-
- How to tell a company or brand story in articles, editorials, blogs and other written and video content
 - Media Analytics

24 - Relevance of the University Curriculum to the needs of employers - European Studies / Political Science

Response Option	Weight	Frequency	Percent	Percent Responses	Means
Yes	(1)	3	18.75%		
N/A	(0)	13	81.25%		
				0 25 50 75 100	
Response Rate					
16/166 (9.64%)					

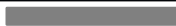

-
- Media Analytics

25 - Relevance of the University Curriculum to the needs of employers - Economics

Response Option	Weight	Frequency	Percent	Percent Responses	Means
Yes	(1)	11	68.75%		
N/A	(0)	5	31.25%		
				0 25 50 75 100	
Response Rate					
16/166 (9.64%)					



-
- Accounting
 - Macroeconomics, Econometrics, Senior thesis in a related subject.
 - Media Analytics



26 - Relevance of the University Curriculum to the needs of employers - Mathematics



Response Option	Weight	Frequency	Percent	Percent Responses	Means
Yes	(1)	9	56.25%		
N/A	(0)	7	43.75%		
				0 25 50 75 100	
Response Rate					
16/166 (9.64%)					

-
- Statistics Business Analysis
 - Statistics, Linear Algebra
 - any subject can be beneficial.

American University in Bulgaria
AUBG Employer Satisfaction Survey 2022

27 - Relevance of the University Curriculum to the needs of employers - History					
Response Option	Weight	Frequency	Percent	Percent Responses	Means
Yes	(1)	2	12.50%		
N/A	(0)	14	87.50%		
				0 25 50 75 100	
Response Rate					
16/166 (9.64%)					
• -					

28 - Relevance of the University Curriculum to the needs of employers - Psychology					
Response Option	Weight	Frequency	Percent	Percent Responses	Means
Yes	(1)	7	43.75%		
N/A	(0)	9	56.25%		
				0 25 50 75 100	
Response Rate					
16/166 (9.64%)					
• -					
• Organizational Dynamics					
• Advanced Research Methods both Qualitative and Quantitative. Students should gain experience with SPSS or R.					

29 - Relevance of the University Curriculum to the needs of employers - Physics					
Response Option	Weight	Frequency	Percent	Percent Responses	Means
Yes	(1)	2	12.50%		
N/A	(0)	14	87.50%		
				0 25 50 75 100	
Response Rate					
16/166 (9.64%)					

30 - Relevance of the University Curriculum to the needs of employers - other topics (please, specify)					
Response Rate	4/166 (2.41%)				
• Data Science & Analytics Major - a combination of Business, Mathematics & Computer science courses with addition of few Data Science related courses and a senior thesis/senior project. It is a ever growing profession with very high salary ranges. Collaboration with INSAIT would be great! But also guest lectures on data science and analytics topics could be led by companies like GemSeek.					
• BPO, Customer experience, foreign languages					
• None.					
• Media Analytics					