The European Student Barometer 2007 Partner Report

Welcome to the European Student Barometer 2007 Partner Report.

The European Student Barometer 2007 is the largest survey of its kind completed to date. 40 000 students in 400 institutions from the following 18 countries completed the survey: Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, Norway, Poland, Portugal, Republic of Ireland, Spain, Sweden, Switzerland, The Netherlands and the United Kingdom.

This partner report compares the results from your institution, Czech Republic and Europe. Even though your institution did not invite engineering/IT students the results of these students have nevertheless been provided to allow you to compare them with the business students.

We look forward to your cooperation in 2008!

Yours sincerely,

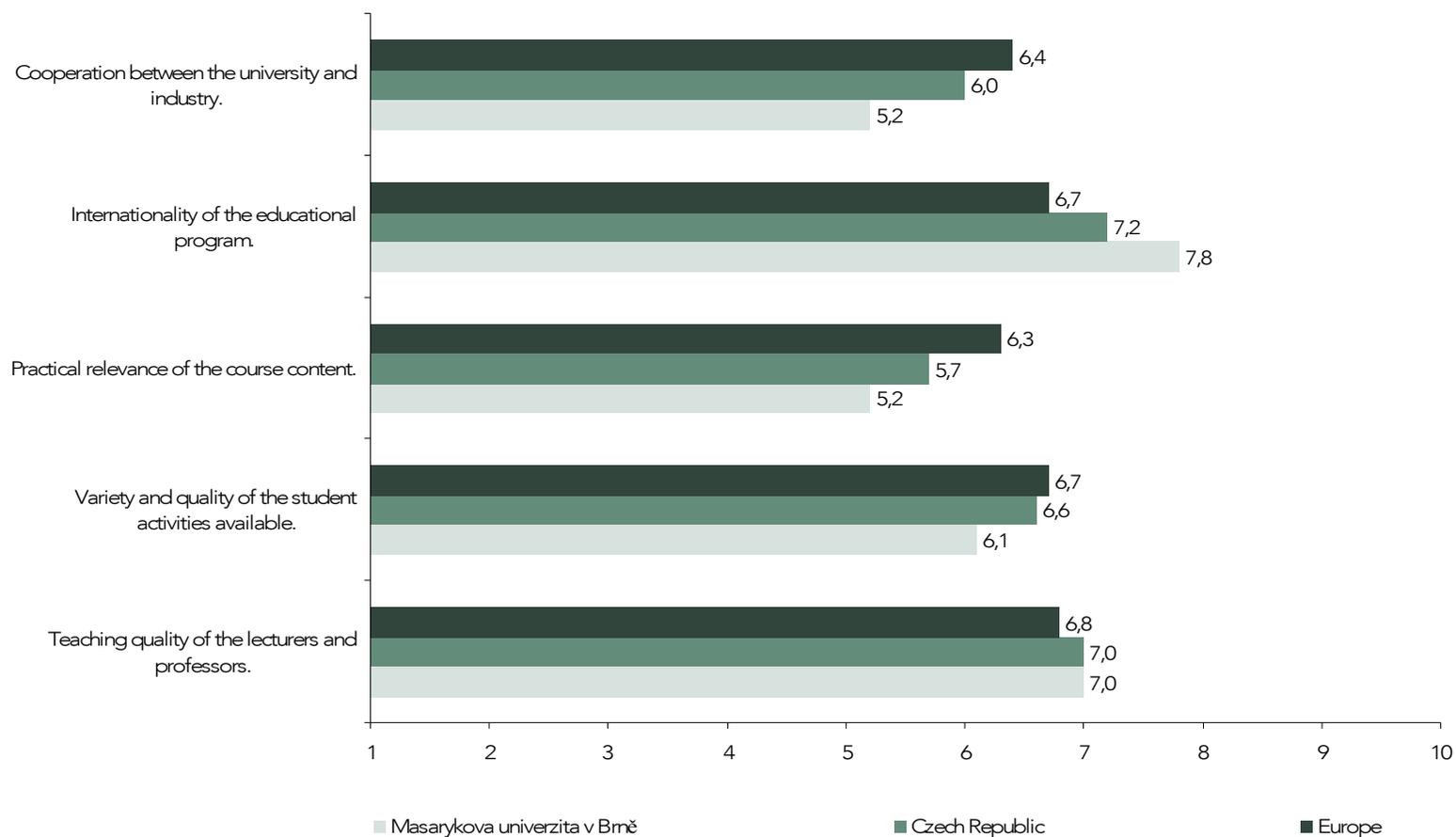Markus Pohl

Research Director

Contents

University performance

University performance – Business students

Please assess the performance of your university in terms of the following criteria using a scale from 1 - 10 (with 1 being the worst and 10 the best).

Cooperation between the university and industry.
- Europe: 6,4
- Czech Republic: 6,0
- Masarykova univerzita v Brně: 5,2

Internationality of the educational program.
- Europe: 6,7
- Czech Republic: 7,2
- Masarykova univerzita v Brně: 7,8

Practical relevance of the course content.
- Europe: 6,3
- Czech Republic: 5,7
- Masarykova univerzita v Brně: 5,2

Variety and quality of the student activities available.
- Europe: 6,7
- Czech Republic: 6,6
- Masarykova univerzita v Brně: 6,1

Teaching quality of the lecturers and professors.
- Europe: 6,8
- Czech Republic: 7,0
- Masarykova univerzita v Brně: 7,0

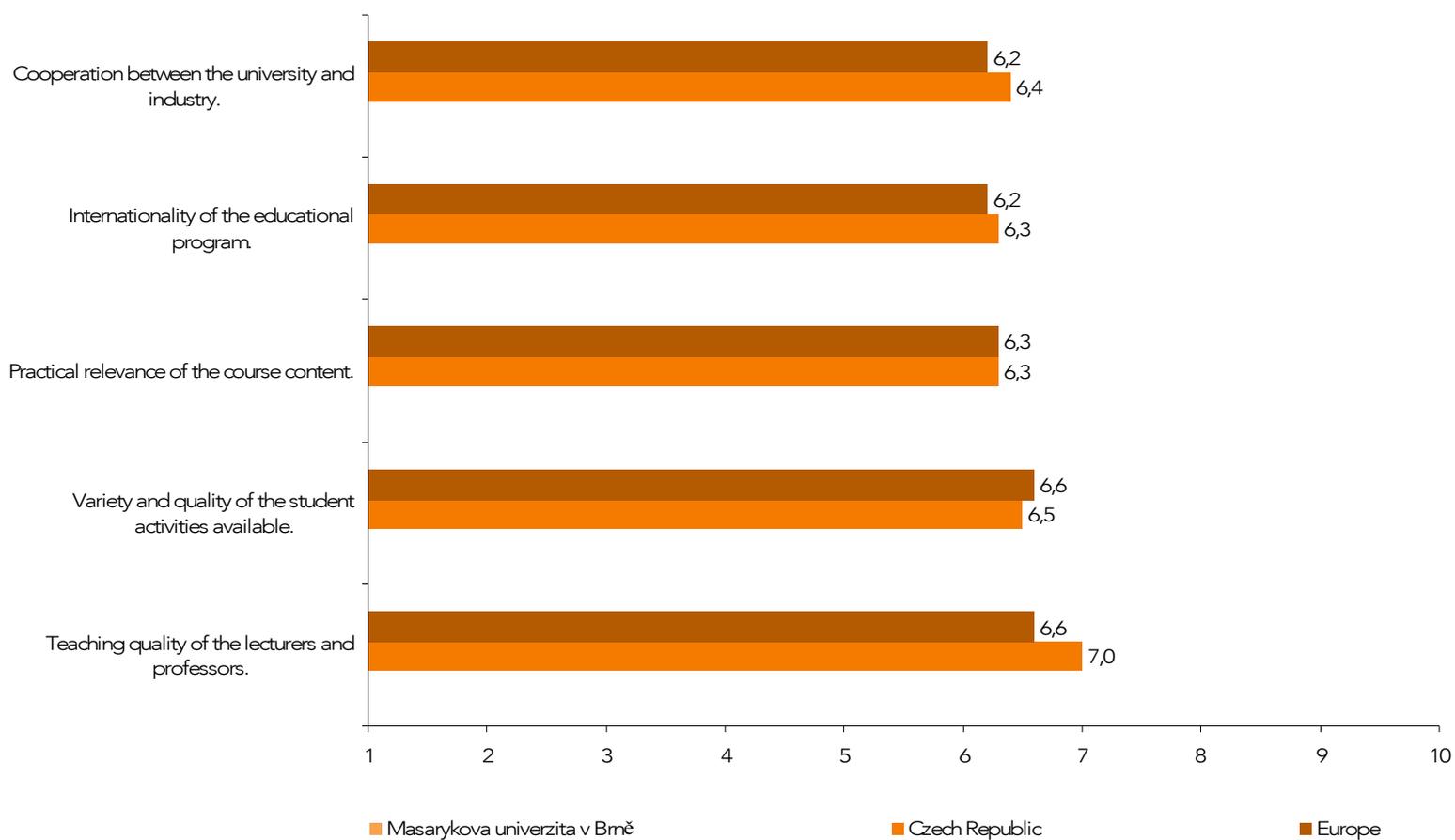Legend: Masarykova univerzita v Brně | Czech Republic | Europe

University performance – Engineering students

Please assess the performance of your university in terms of the following criteria using a scale from 1 - 10 (with 1 being the worst and 10 the best).

Criterion	Czech Republic	Europe
Cooperation between the university and industry.	6,4	6,2
Internationality of the educational program.	6,3	6,2
Practical relevance of the course content.	6,3	6,3
Variety and quality of the student activities available.	6,5	6,6
Teaching quality of the lecturers and professors.	7,0	6,6

■ Masarykova univerzita v Brně   ■ Czech Republic   ■ Europe

University performance – European comparison – Business students

Please assess the performance of your university in terms of the following criteria using a scale from 1 - 10 (with 1 being the worst and 10 the best).

Important employer characteristics	Europe	Belgium	Czech Rep.	Denmark	Finland	France	Germany	Hungary	Italy
Teaching quality of the lecturers and professors.	6,8	7,2	7,0	6,5	7,1	7,5	3,7	7,0	7,6
Variety and quality of the student activities available.	6,7	6,6	6,6	6,6	7,4	7,6	4,0	7,1	6,6
Practical relevance of the course content.	6,3	6,8	5,7	6,7	5,9	7,4	4,8	5,5	6,5
Internationality of the educational program.	6,7	6,7	7,2	7,6	7,2	7,4	4,1	6,2	6,6
Cooperation between the university and industry.	6,4	6,3	6,0	7,4	5,9	7,4	4,1	6,8	7,0

Important employer characteristics	Norway	Poland	Portugal	Rep. of Ireland	Spain	Sweden	Switzerland	The Netherlands	United Kingdom
Teaching quality of the lecturers and professors.	7,0	7,1	7,3	7,2	6,3	6,4	4,7	6,8	7,3
Variety and quality of the student activities available.	8,1	7,4	6,6	7,3	5,9	6,8	5,0	6,7	7,0
Practical relevance of the course content.	6,8	6,3	6,0	6,6	5,4	4,6	4,7	6,6	7,3
Internationality of the educational program.	6,5	7,1	7,0	6,9	5,9	7,3	5,0	6,8	7,4
Cooperation between the university and industry.	7,0	6,4	6,7	6,2	5,9	5,8	4,6	6,5	7,0

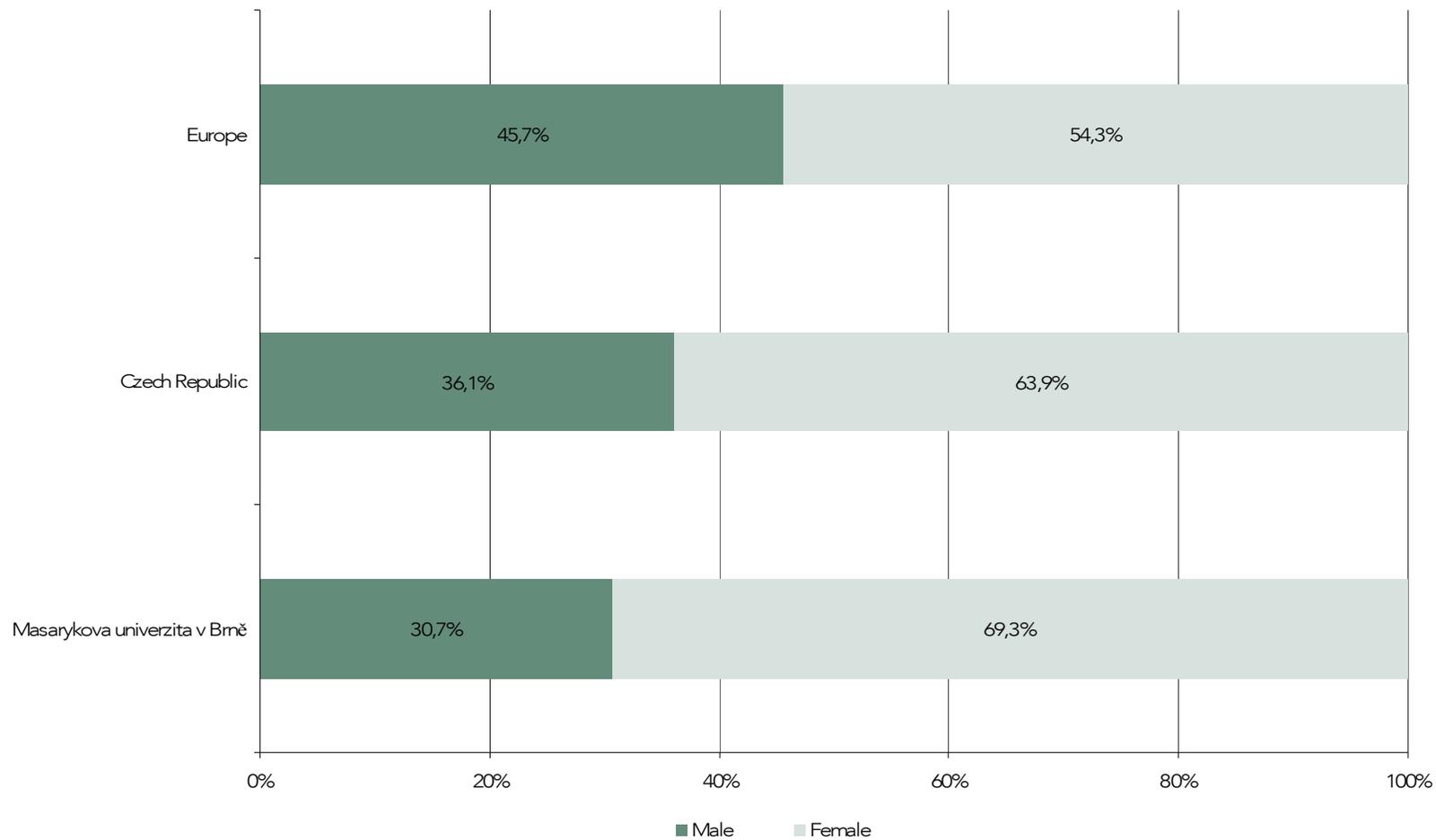# University performance – European comparison – Engineering students

Please assess the performance of your university in terms of the following criteria using a scale from 1 - 10 (with 1 being the worst and 10 the best).

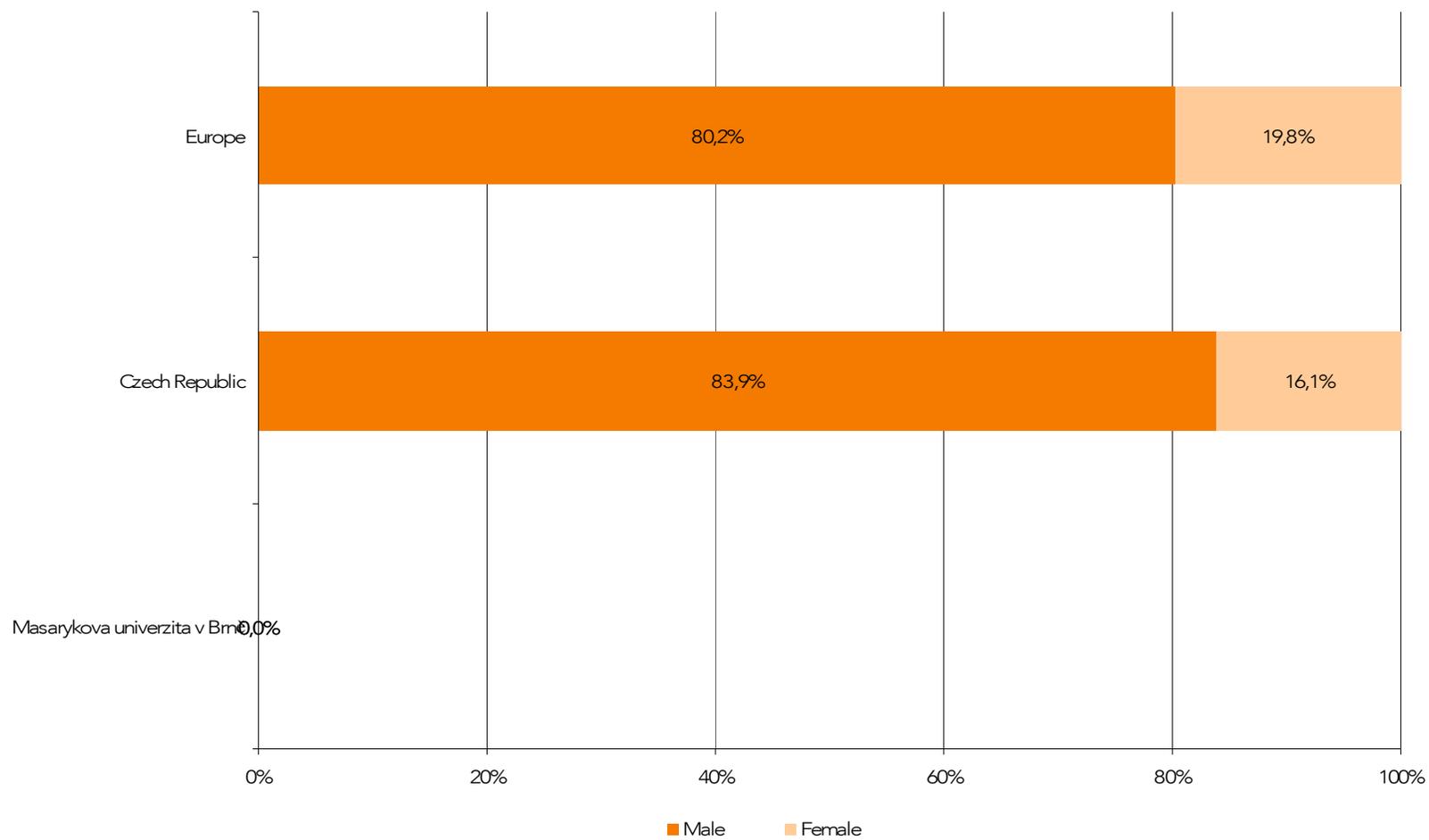| Important employer characteristics	Europe	Austria	Belgium	Czech Rep.	Denmark	Finland	France	Germany	Hungary	Italy
Teaching quality of the lecturers and professors.	6,6	7,3	7,3	7,0	7,2	7,0	7,0	3,8	6,7	7,2
Variety and quality of the student activities available.	6,6	7,0	6,9	6,5	7,3	7,7	7,8	4,2	7,0	6,0
Practical relevance of the course content.	6,3	7,6	6,9	6,3	7,2	6,4	7,1	4,3	5,7	6,1
Internationality of the educational program .	6,2	6,9	6,4	6,3	7,9	7,3	7,1	4,7	5,7	5,5
Cooperation between the university and industry.	6,2	7,9	6,3	6,4	7,6	6,8	7,2	4,0	6,5	5,6

Important employer characteristics	Norway	Poland	Portugal	Rep. of Ireland	Spain	Sweden	Switzerland	The Netherlands	United Kingdom
Teaching quality of the lecturers and professors.	6,2	6,9	6,7	6,9	6,2	6,5	5,4	6,8	7,4
Variety and quality of the student activities available.	6,6	6,8	6,4	7,3	6,0	7,1	5,3	6,8	7,3
Practical relevance of the course content.	6,6	6,4	6,5	6,6	5,3	5,5	5,2	7,0	7,4
Internationality of the educational program .	5,7	5,7	6,5	6,3	5,8	6,7	5,5	6,0	7,0
Cooperation between the university and industry.	5,7	5,8	6,1	6,5	5,2	5,7	5,1	6,6	7,3

The students

Gender – Business students

	Male	Female
Europe	45,7%	54,3%
Czech Republic	36,1%	63,9%
Masarykova univerzita v Brně	30,7%	69,3%

■ Male ■ Female

Gender – Engineering students

European Student Barometer 2007 Masarykova univerzita v Brne Partner Report

Gender (female %) – European comparison – Business students

	36%– 45%
	46% - 55%
	56% - 65%
	66% - 75%

54.3%

Gender (female %) – European comparison – Engineering students

7% - 16%
17% - 26%
27% - 36%
37% - 46%

19.8%

Age – Business students

Europe	22,9
Czech Republic	22,7
Masarykova univerzita v Brně	23,7

17 18 19 20 21 22 23 24 25 26 27 28 29 30

Age – Engineering students

Europe: 23,3

Czech Republic: 22,8

Masarykova univerzita v Brně

Age – European comparison – Business students

21 years
22 years
23 years
24 years or older
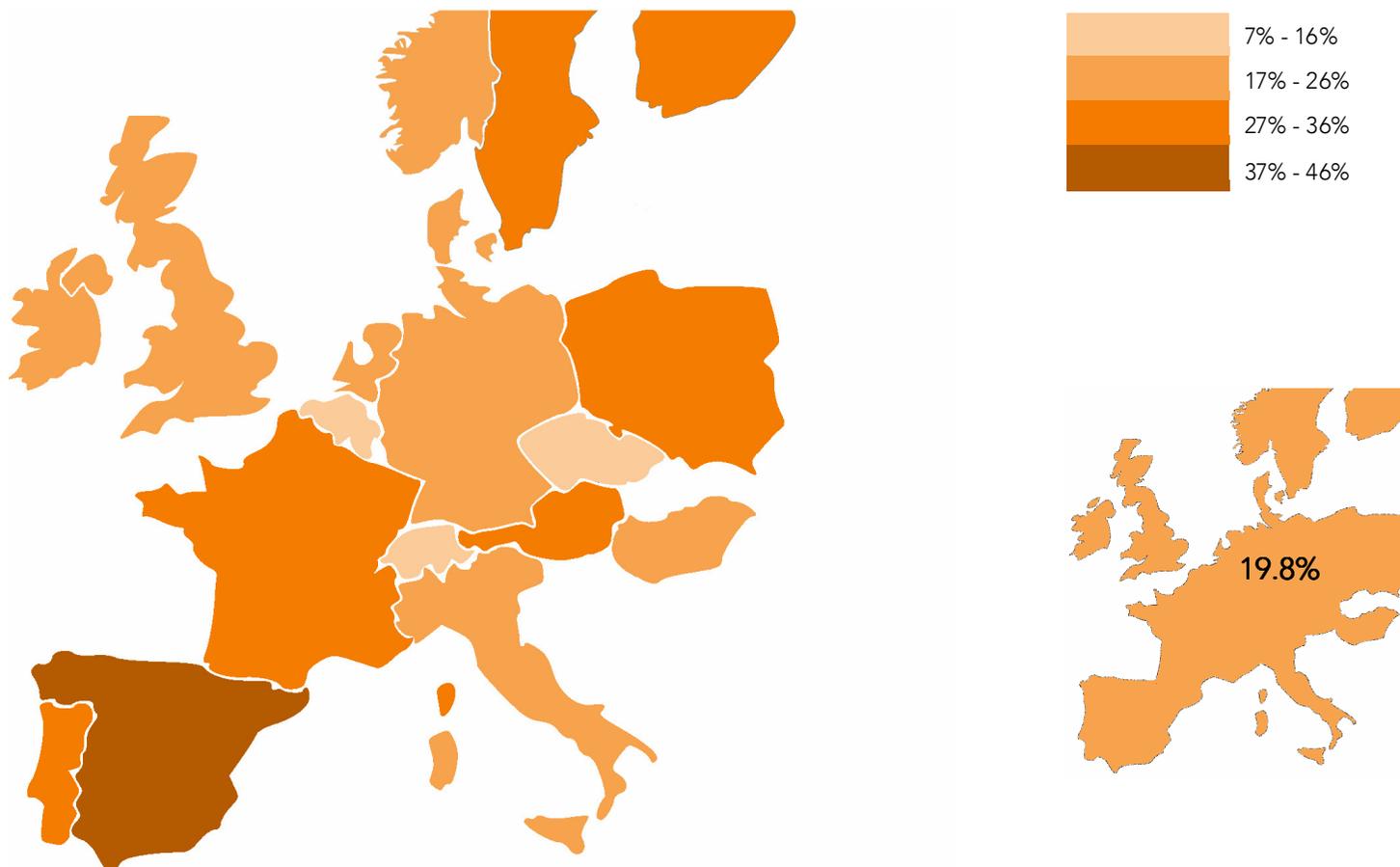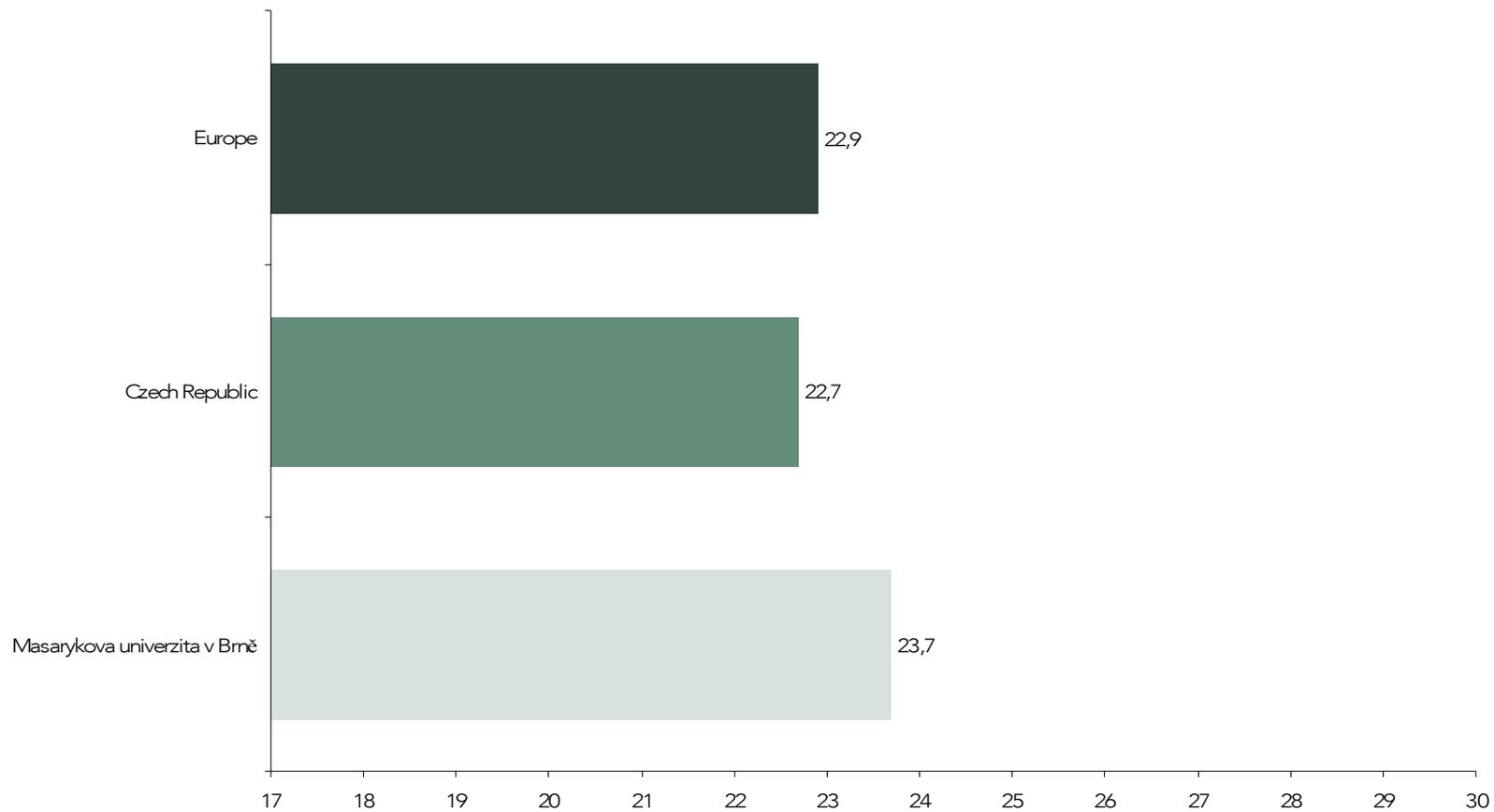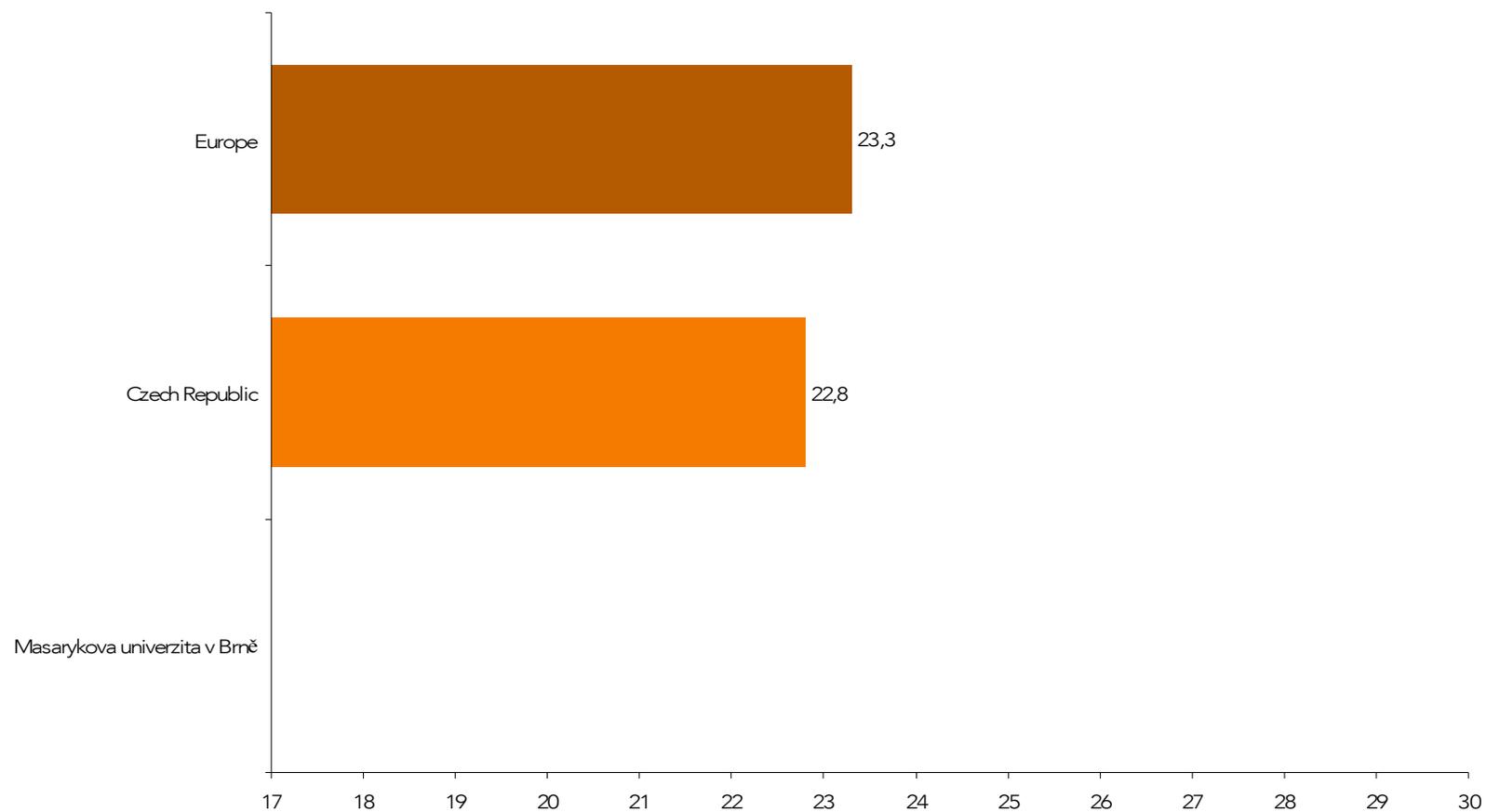
22.9 years

Age – European comparison – Engineering students

22 years or less
23 years
24 years
25 years

23.3 years
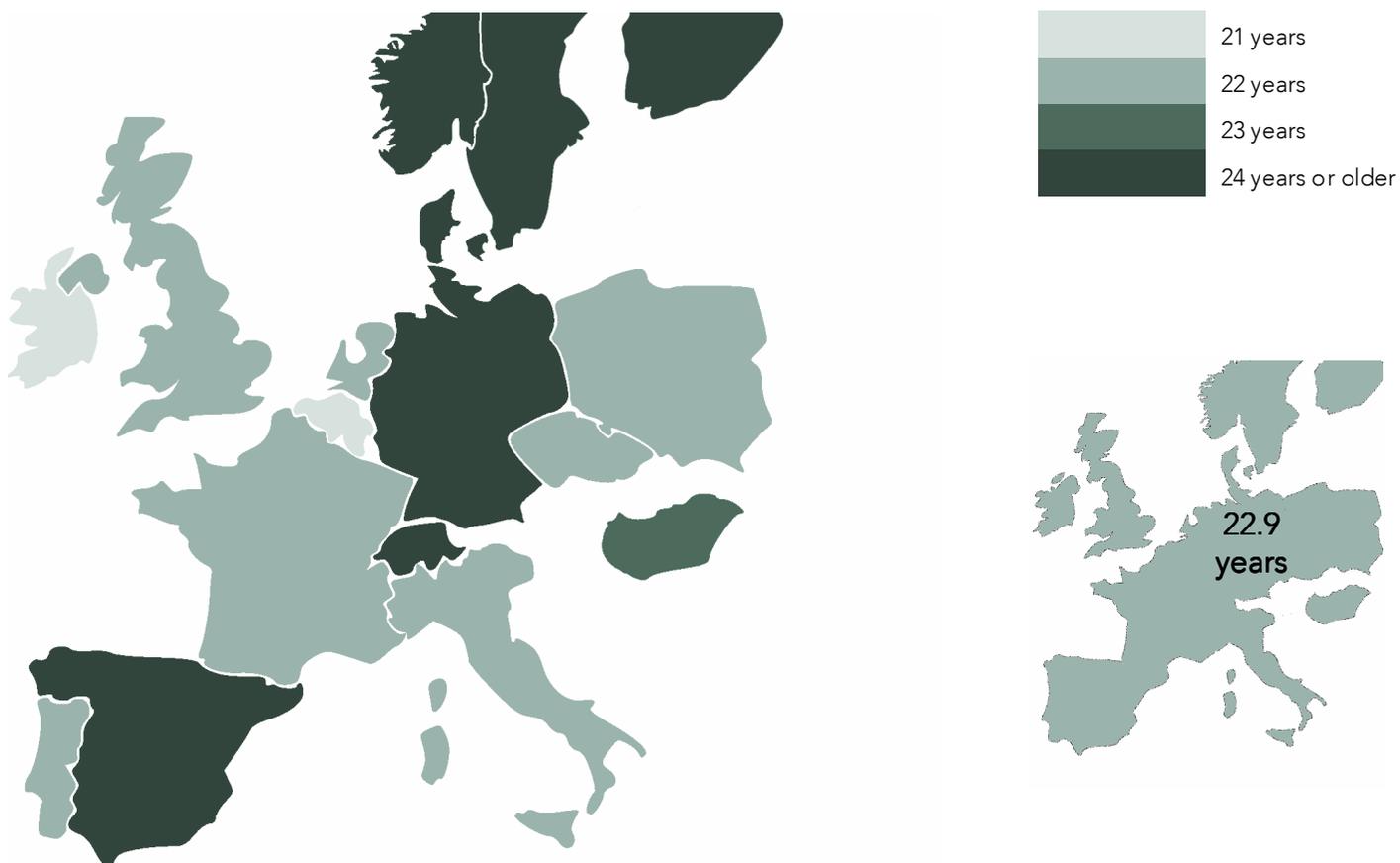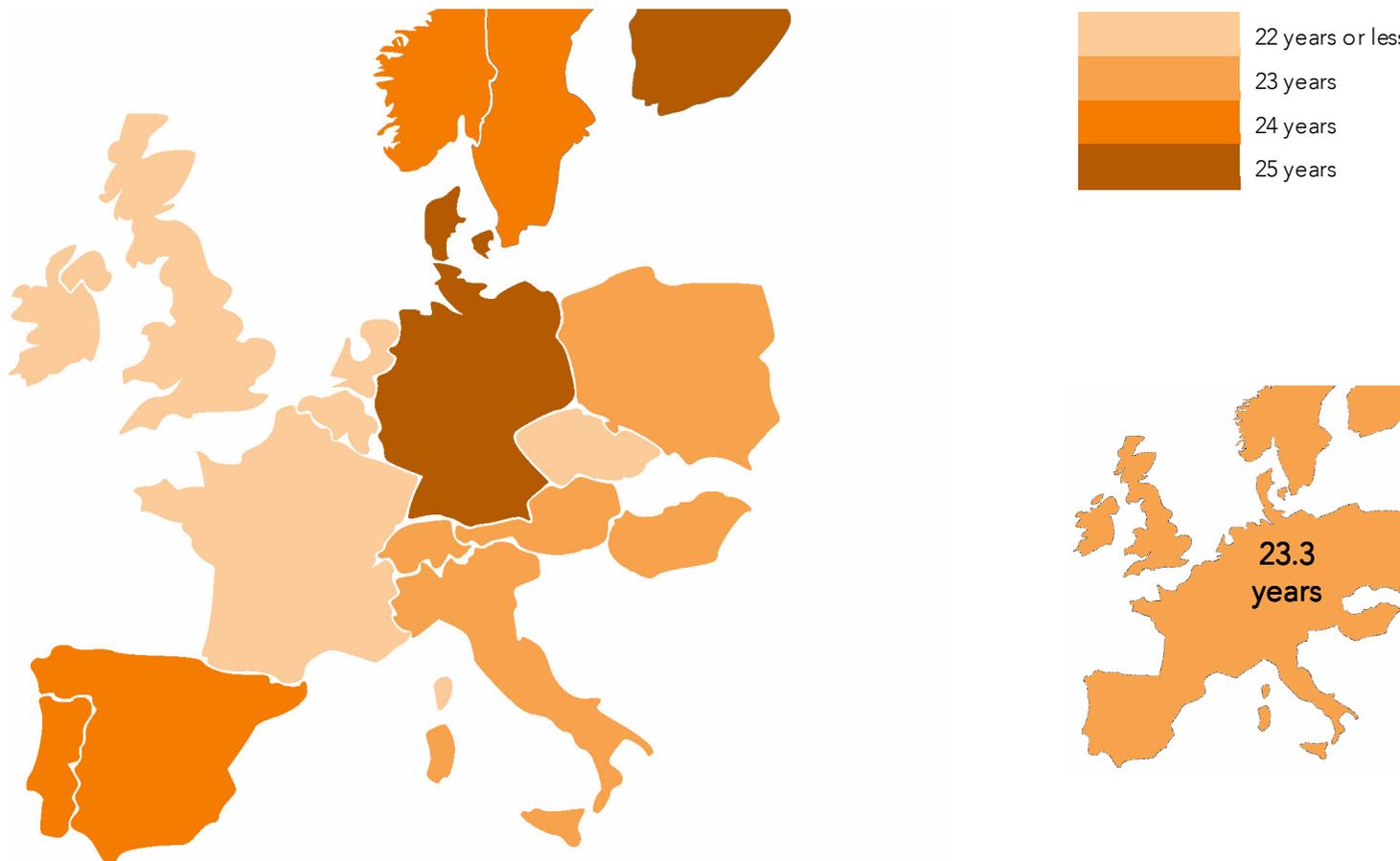
Expected length of studies (years) – Business students

Europe: 4,0
Czech Republic: 4,5
Masarykova univerzita v Brně: 5,2
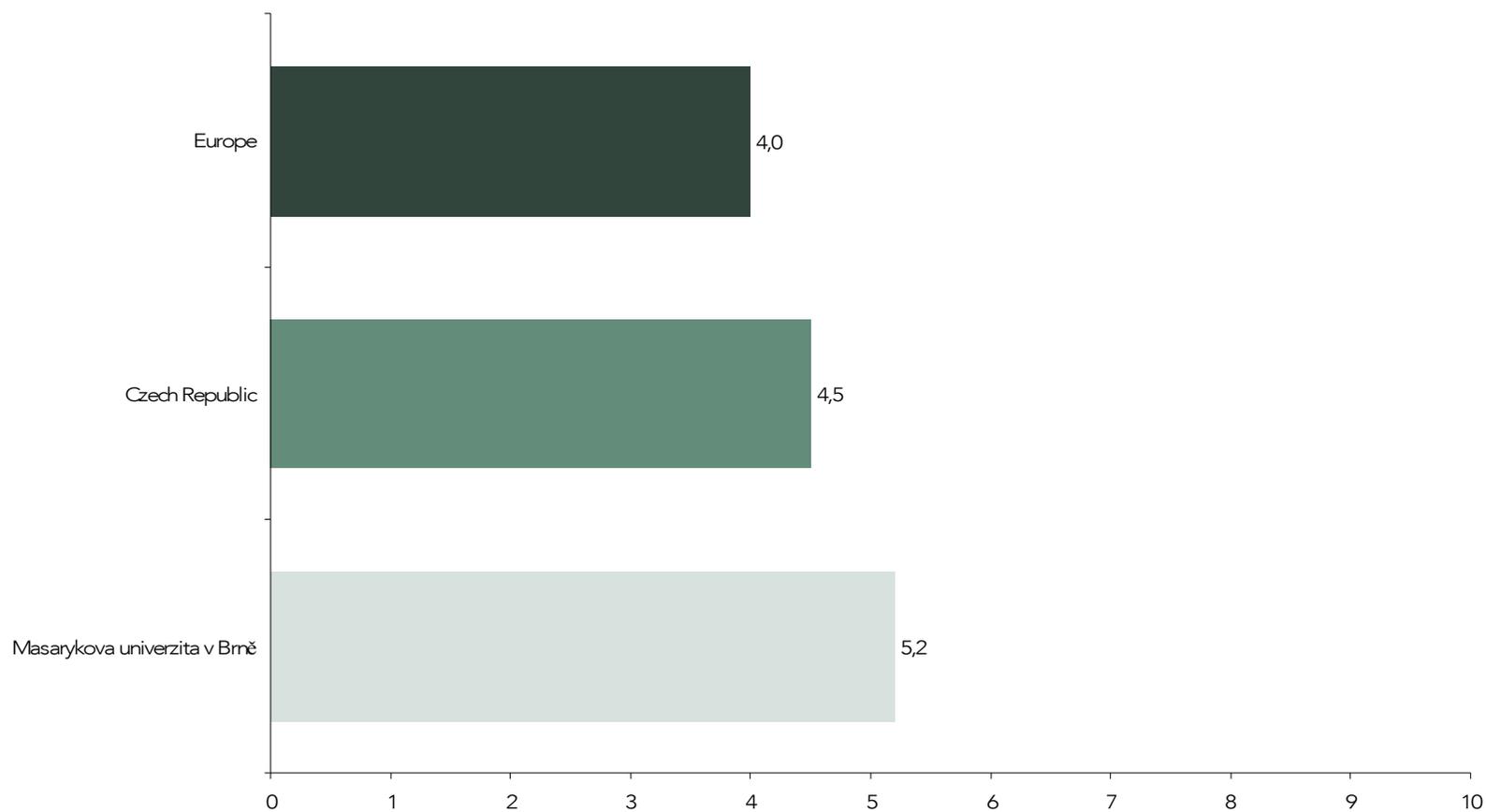
Expected length of studies (years) – Engineering students
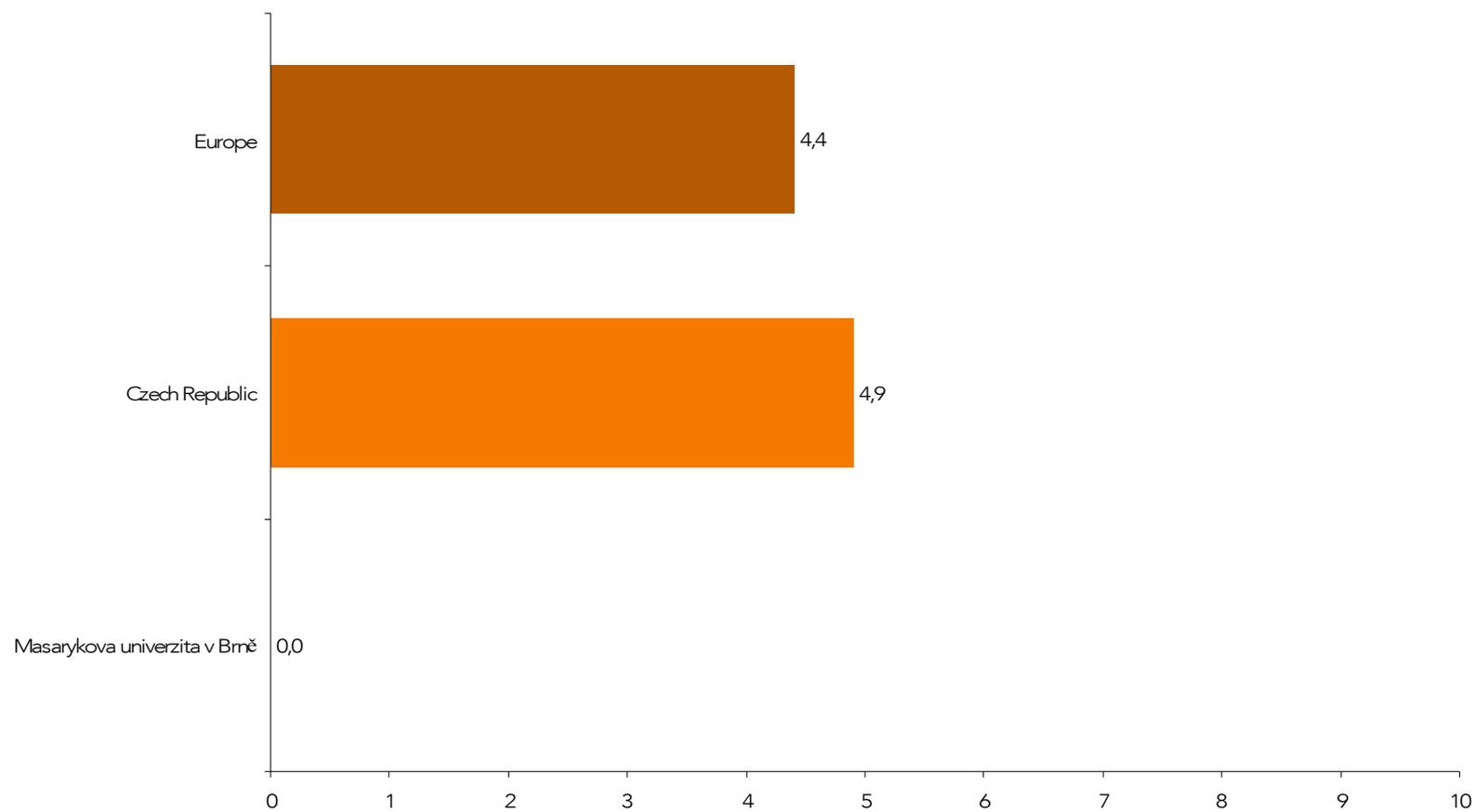
Europe	4,4
Czech Republic	4,9
Masarykova univerzita v Brně	0,0

Expected length of studies (years) – European comparison – Business students

Legend:
- Less than 4 years
- 4 – 4.4 years
- 4.5 – 4.9 years
- 5 – 5.4 years

4.0 years

Expected length of studies (years) – European comparison – Engineering students

	3 years
	4 years
	5 years
	6 years

4.4 years
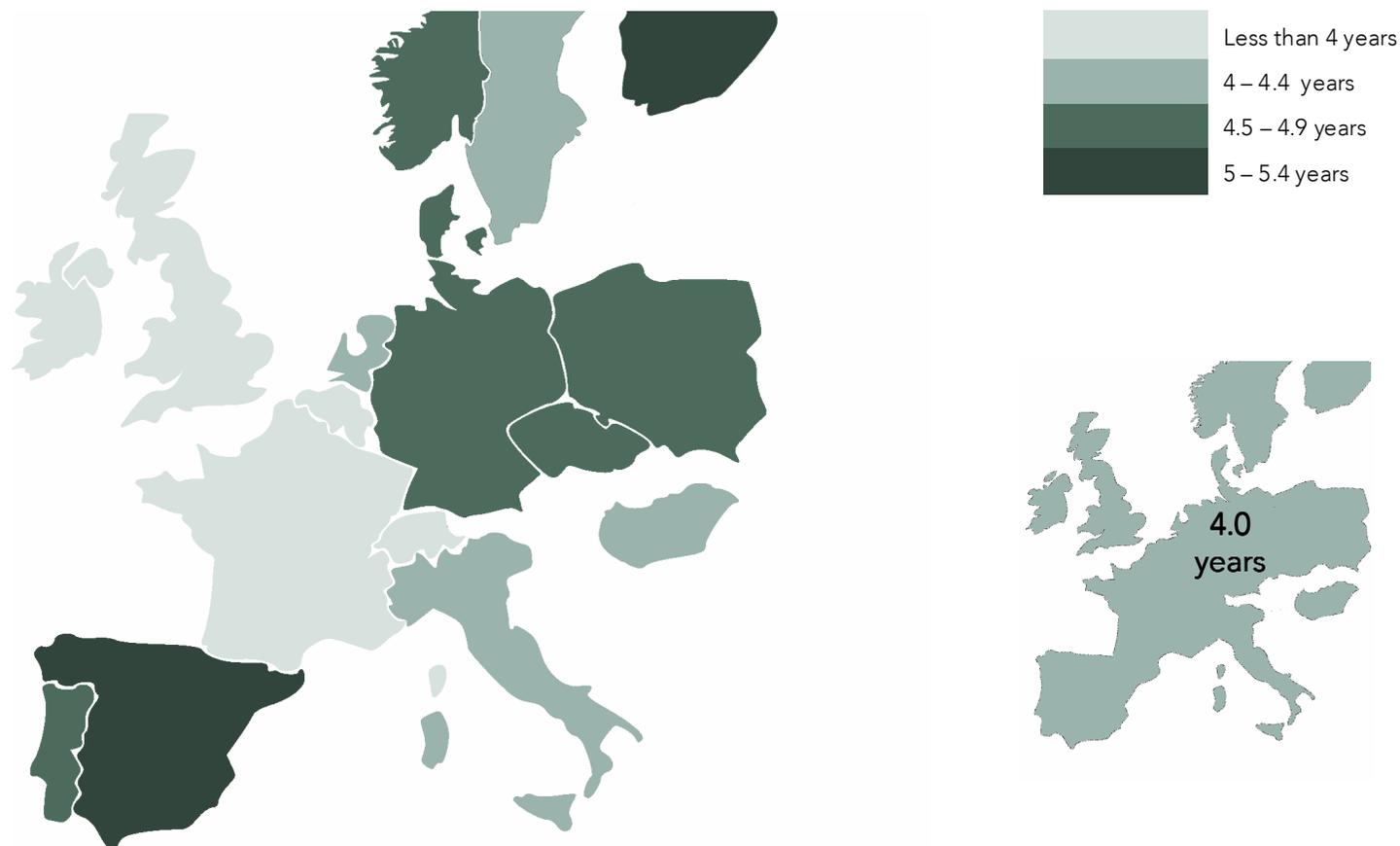
Subjects – Business students

What specific subjects do you study? You can select up to 3 subjects.

Economics (e.g. micro/macro economics, econometrics)	30,4%	57,7%	64,7%
Management	22,8%	37,5%	31,0%
Finance/investment	25,5%	21,4%	19,0%
Marketing	32,8%	18,8%	16,4%
Taxes	3,8%	5,1%	13,8%
Banking management	8,8%	8,4%	11,2%
Accounting	12,1%	7,4%	8,6%
Tourism	3,8%	8,6%	6,0%
Human resource management	11,4%	4,8%	5,2%
Insurance	1,6%	1,9%	5,2%
Controlling/accountancy	17,8%	2,1%	2,6%
Business information	4,9%	3,4%	1,7%
International management	13,7%	6,1%	0,9%
Communication	7,1%	3,4%	0,0%
Media	2,2%	1,5%	0,0%

■ Masarykova univerzita v Brně   ■ Czech Republic   ■ Europe

Subjects – Engineering students

Which specific subject do you study?

Computer Science/IT	36,3% / 48,1% / 0,0%
Mechanical Engineering	17,7% / 17,4% / 0,0%
Electrical/Electronic Engineering	16,3% / 18,4% / 0,0%
Civil Engineering	15,7% / 7,8% / 0,0%
Industrial Engineering	14,1% / 8,3% / 0,0%

■ Masarykova univerzita v Brně   ■ Czech Republic   ■ Europe
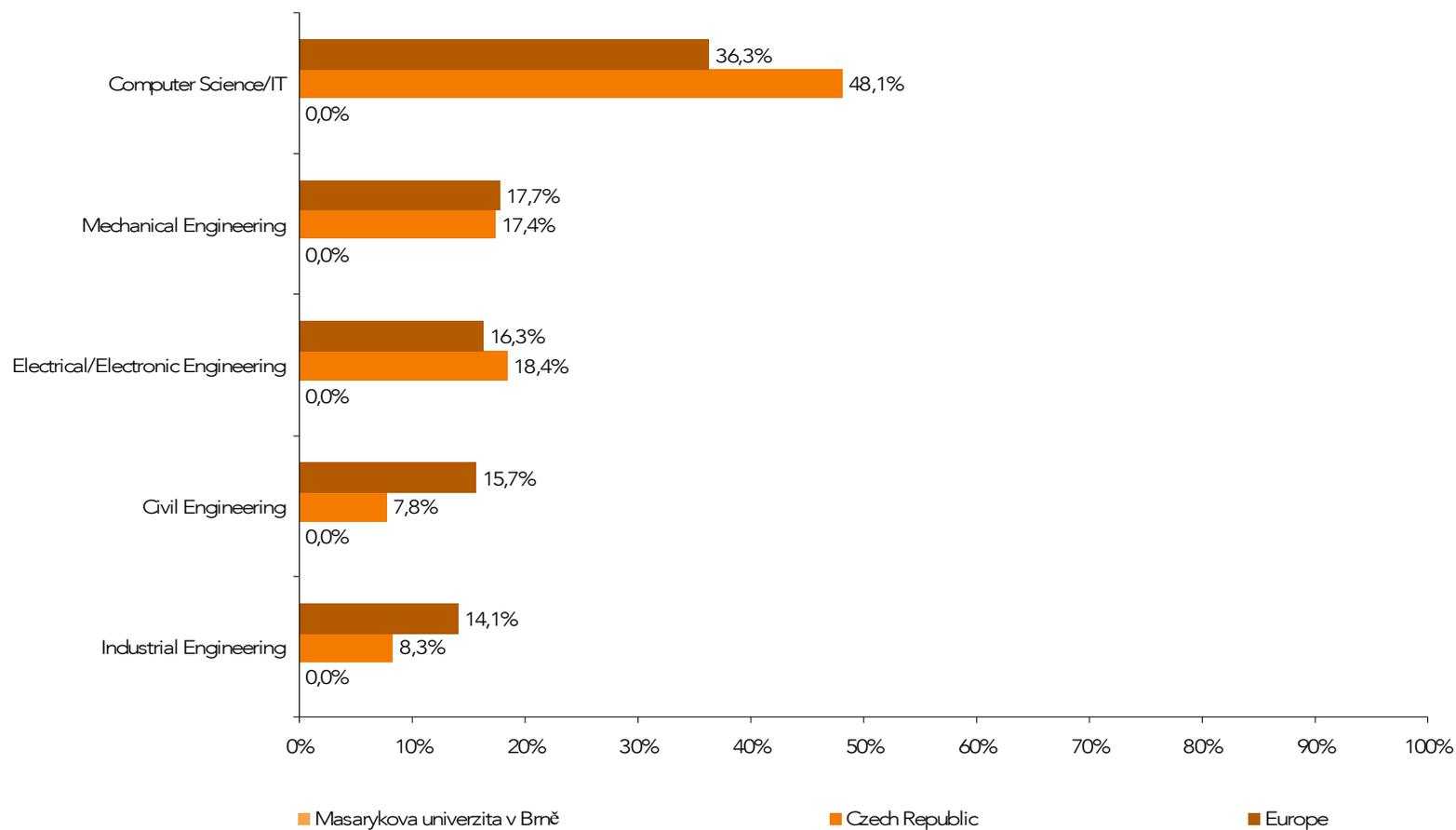
Academic achievement – Business students

How would you describe your academic achievements? (1 - Very poor achievement; 7 - Excellent achievement)
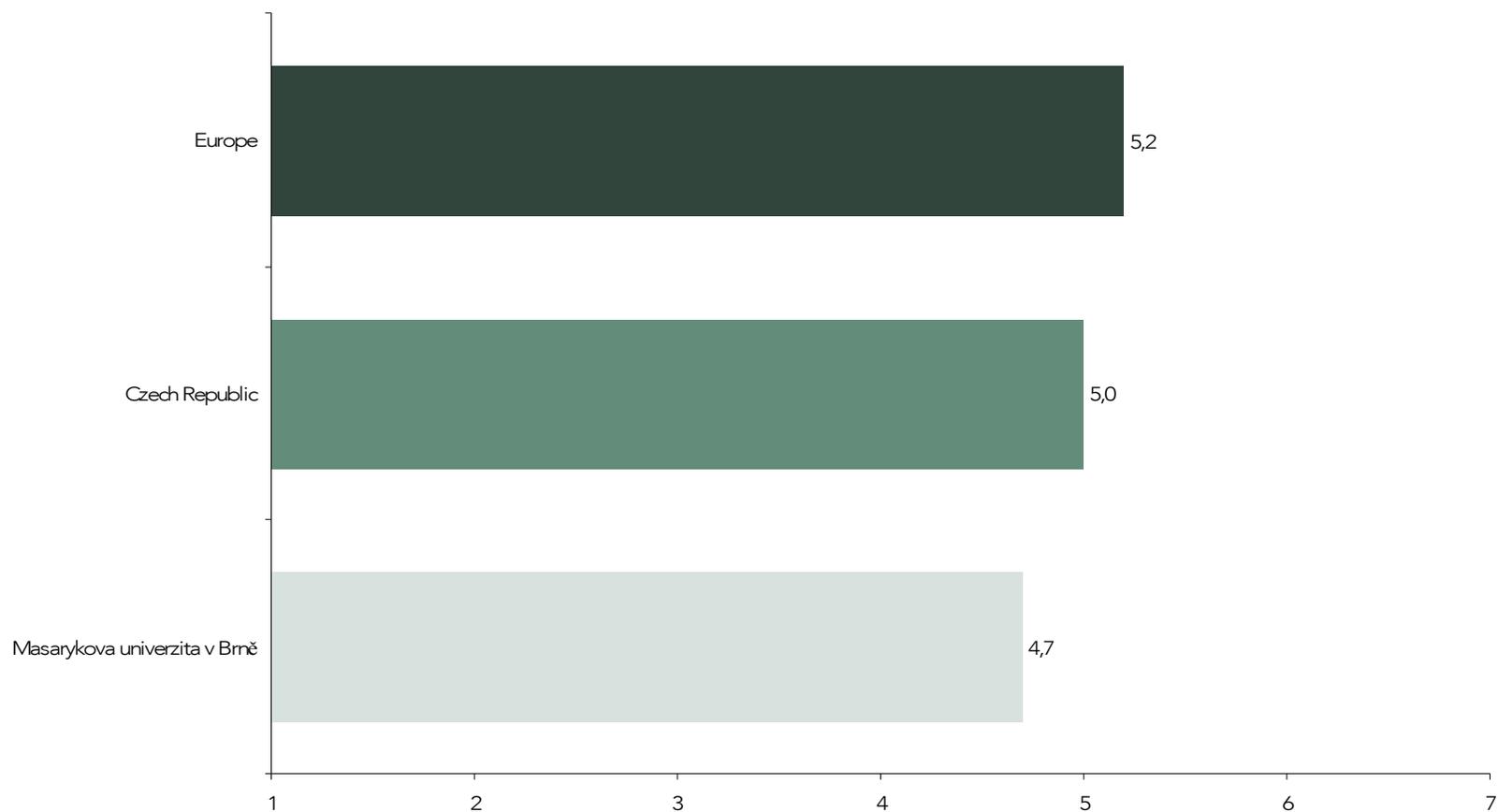
Academic achievement – Engineering students

How would you describe your academic achievements? (1 - Very poor achievement; 7 - Excellent achievement)

	Value
Europe	4,8
Czech Republic	4,9
Masarykova univerzita v Brně	
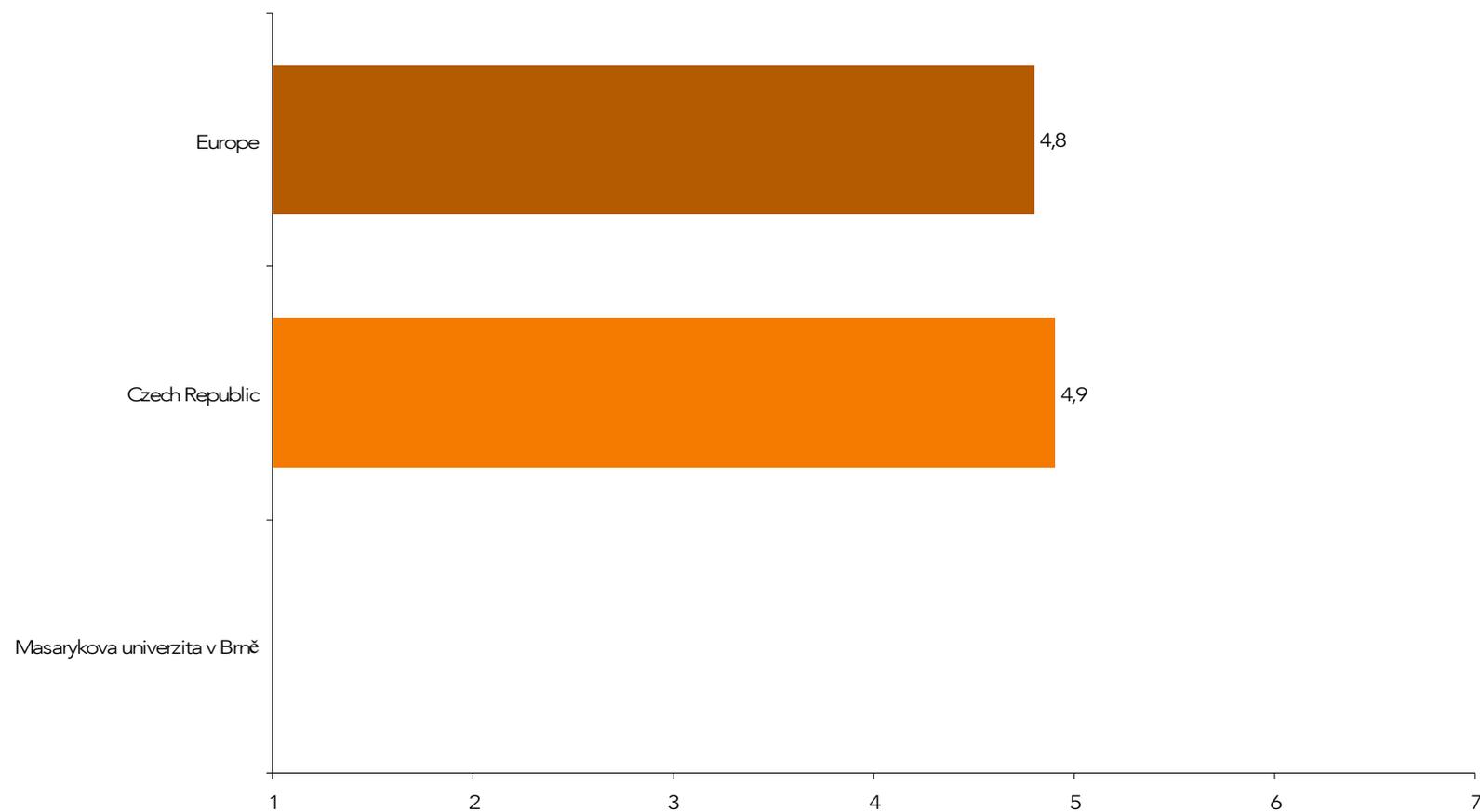
Experiences – Business students

	Masarykova univerzita v Brně	Czech Republic	Europe
Obtained fluency in a foreign language	27,3%	33,0%	53,7%
Casual work experience e.g. bar work	42,4%	27,6%	53,3%
Work experience related to my course	38,4%	45,3%	53,0%
Non-academic engagement	62,6%	67,8%	52,3%
Placement/internship in home country	74,7%	72,1%	48,0%
Study abroad	34,3%	30,4%	36,9%
Placement/internship in foreign country	20,2%	13,5%	20,0%
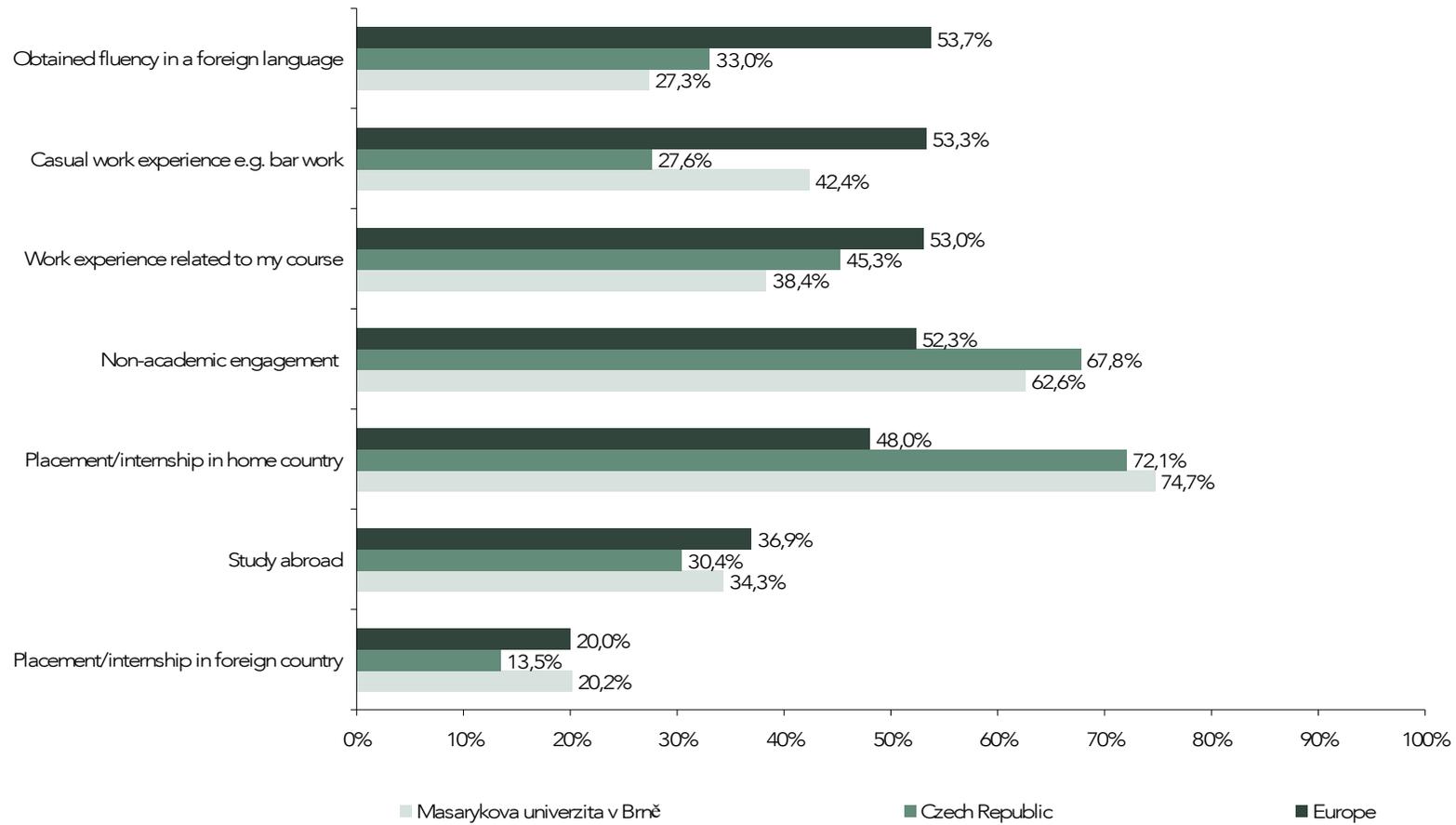
Experiences – Engineering students

Work experience related to my course
- Europe: 54,3%
- Czech Republic: 50,1%
- Masarykova univerzita v Brně: 0,0%

Casual work experience e.g. bar work
- Europe: 51,6%
- Czech Republic: 12,9%
- Masarykova univerzita v Brně: 0,0%

Non-academic engagement
- Europe: 50,8%
- Czech Republic: 58,7%
- Masarykova univerzita v Brně: 0,0%

Obtained fluency in a foreign language
- Europe: 46,3%
- Czech Republic: 29,4%
- Masarykova univerzita v Brně: 0,0%

Placement/internship in home country
- Europe: 42,2%
- Czech Republic: 35,4%
- Masarykova univerzita v Brně: 0,0%

Study abroad
- Europe: 25,9%
- Czech Republic: 29,7%
- Masarykova univerzita v Brně: 0,0%

Placement/internship in foreign country
- Europe: 17,4%
- Czech Republic: 5,6%
- Masarykova univerzita v Brně: 0,0%

■ Masarykova univerzita v Brně   ■ Czech Republic   ■ Europe
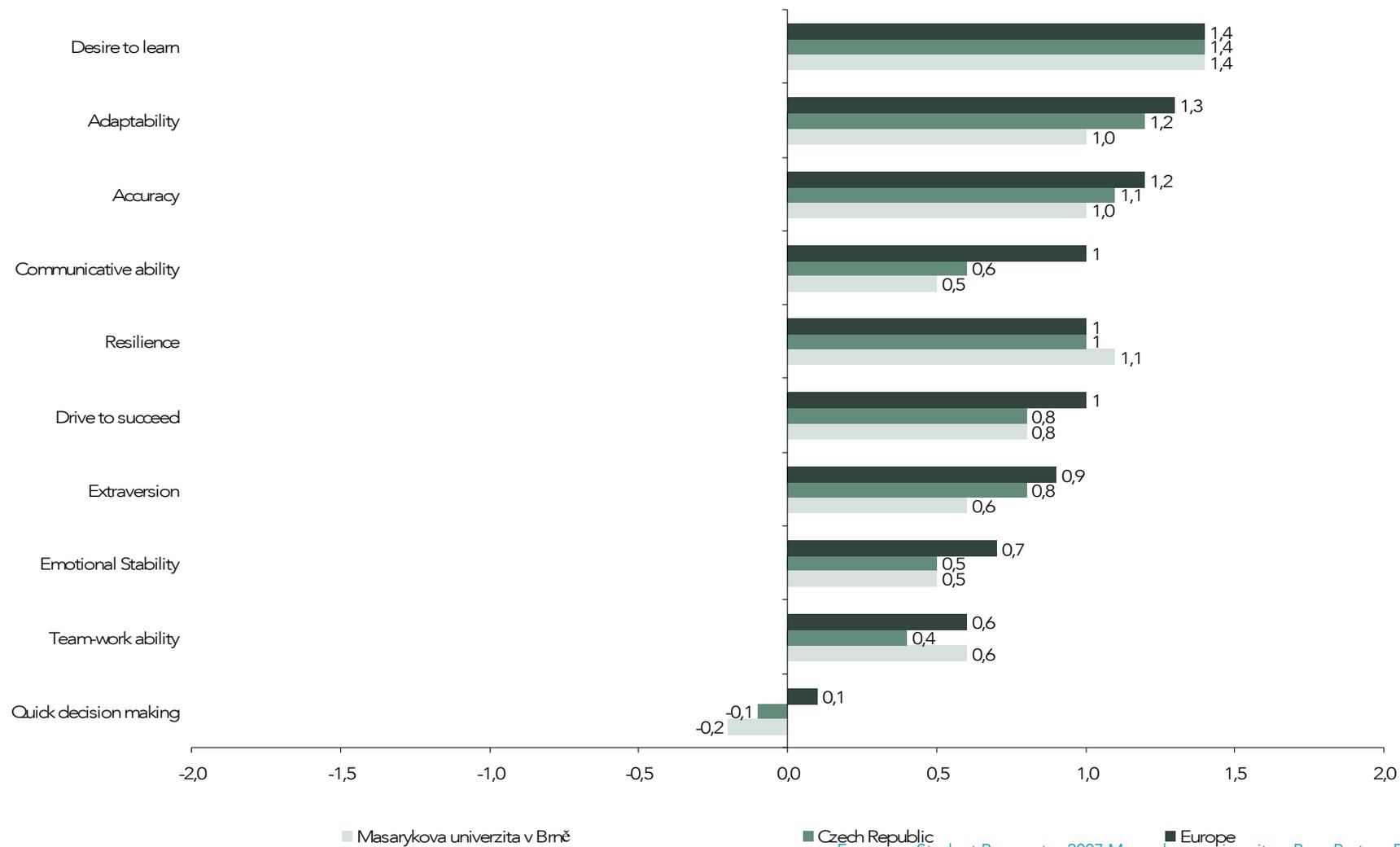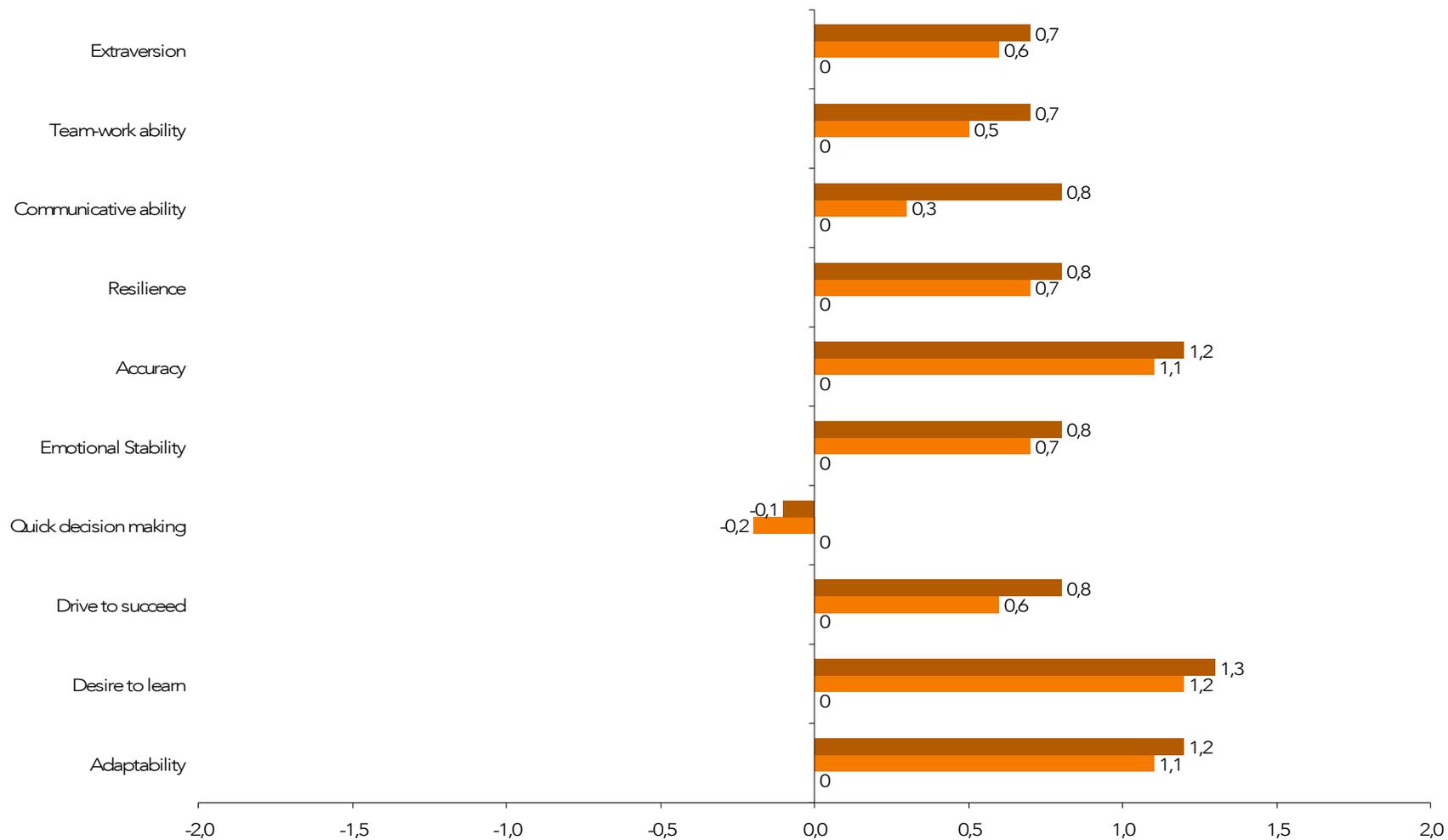
Soft skills – Business students

To what extent do the following describe you? Please use the four point scale from -2 (don't agree at all) to +2 (fully agree)

Soft skills – Engineering students

To what extent do the following describe you? Please use the four point scale from -2 (don't agree at all) to +2 (fully agree)

	Masarykova univerzita v Brně	Czech Republic	Europe
Extraversion	0	0,6	0,7
Team-work ability	0	0,5	0,7
Communicative ability	0	0,3	0,8
Resilience	0	0,7	0,8
Accuracy	0	1,1	1,2
Emotional Stability	0	0,7	0,8
Quick decision making	0	-0,2	-0,1
Drive to succeed	0	0,6	0,8
Desire to learn	0	1,2	1,3
Adaptability	0	1,1	1,2

Opinions – Business students

Please specify to what extent you agree/disagree with the following statements. (-1 fully disagree, 0 no opinion, +1 fully agree)
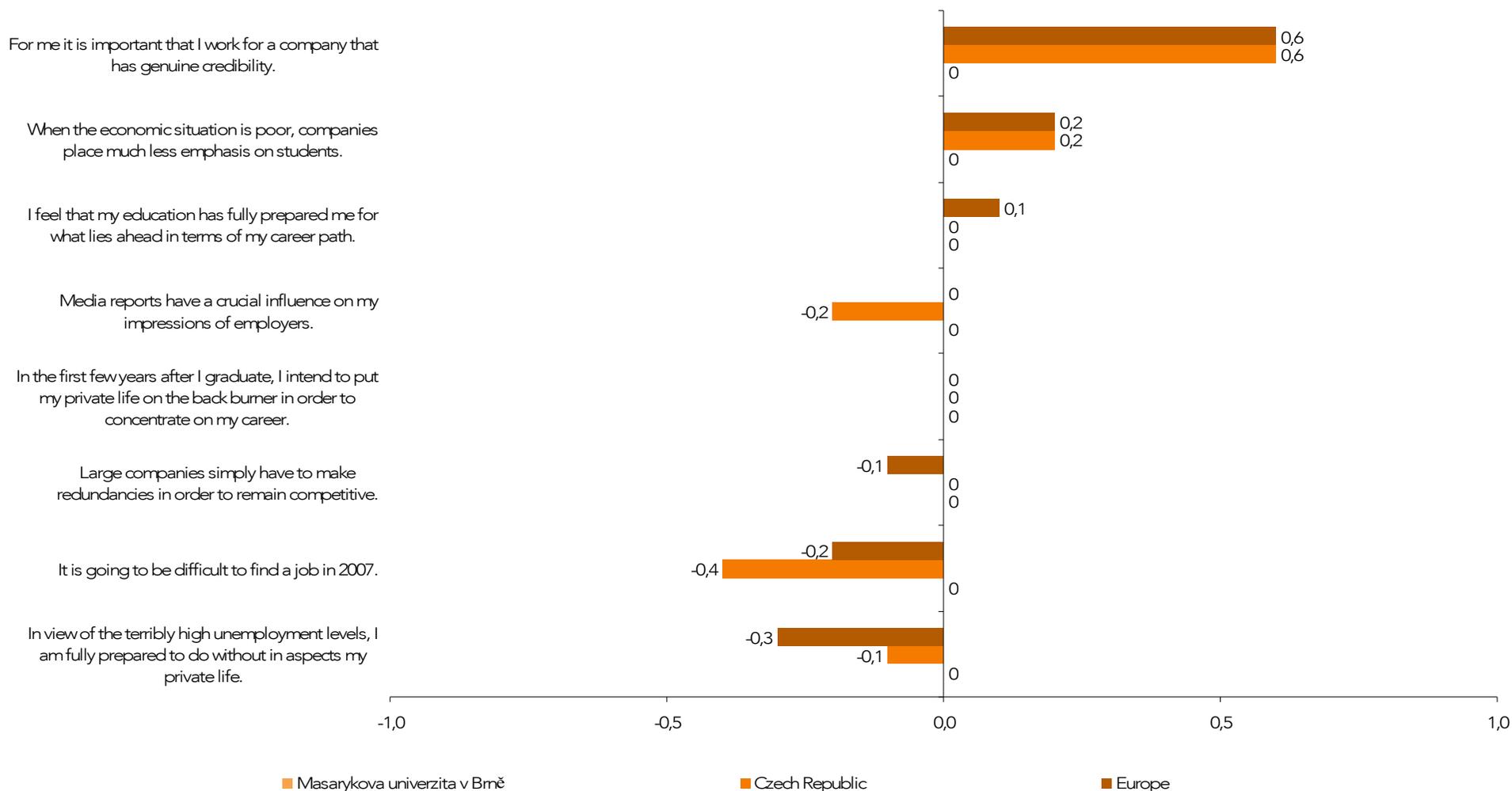

For me it is important that I work for a company that has genuine credibility.	0,6 / 0,6 / 0,6
Large companies simply have to make redundancies in order to remain competitive.	0,1 / 0 / 0,1
When the economic situation is poor, companies place much less emphasis on students.	0,3 / 0 / 0
I feel that my education has fully prepared me for what lies ahead in terms of my career path.	0,2 / 0 / 0
Media reports have a crucial influence on my impressions of employers.	0 / 0 / 0
In the first few years after I graduate, I intend to put my private life on the back burner in order to concentrate on my career.	0,2 / 0 / -0,1
I am very concerned about the global political situation.	0,1 / 0 / -0,2
It is going to be difficult to find a job in 2007.	-0,1 / -0,2 / -0,2

■ Masarykova univerzita v Brně   ■ Czech Republic   ■ Europe

Opinions – Engineering students

Please specify to what extent you agree/disagree with the following statements. (-1 fully disagree, 0 no opinion, +1 fully agree)

For me it is important that I work for a company that has genuine credibility.
0,6
0,6
0

When the economic situation is poor, companies place much less emphasis on students.
0,2
0,2
0

I feel that my education has fully prepared me for what lies ahead in terms of my career path.
0,1
0
0

Media reports have a crucial influence on my impressions of employers.
0
-0,2
0

In the first few years after I graduate, I intend to put my private life on the back burner in order to concentrate on my career.
0
0
0

Large companies simply have to make redundancies in order to remain competitive.
-0,1
0
0

It is going to be difficult to find a job in 2007.
-0,2
-0,4
0

In view of the terribly high unemployment levels, I am fully prepared to do without in aspects my private life.
-0,3
-0,1
0

■ Masarykova univerzita v Brně   ■ Czech Republic   ■ Europe

Opinions – European comparison – Business students

Please specify to what extent you agree/disagree with the following statements. (-1 fully disagree, 0 no opinion, +1 fully agree)

Opinions	Europe	Belgium	Czech Rep	Denmark	Finnland	France	Germany	Hungary	Italy
In the first few years after I graduate, I intend to put my private life on the back burner in order to concentrate on my career.	0.2	0.0	0.0	0.2	0.1	0.4	0.3	0.0	0.2
For me it is important that I work for a company that has genuine credibility.	0.6	0.2	0.6	0.7	0.3	0.8	0.8	0.6	0.4
I feel that my education has fully prepared me for what lies ahead in terms of my career path.	0.2	-0.1	0.0	0.3	0.0	0.5	-0.1	0.1	0.1
It is going to be difficult to find a job in 2007.	-0.1	-0.3	-0.2	-0.7	-0.2	-0.3	-0.3	0.3	0.1
Media reports have a crucial influence on my impressions of employers.	0.0	-0.1	0.0	-0.2	0.2	0.0	0.2	-0.2	-0.2
When the economic situation is poor, companies place much less emphasis on students.	0.3	0.0	0.0	0.3	0.2	0.6	0.2	0.2	0.2
Large companies simply have to make redundancies in order to remain competitive.	0.1	0.0	0.0	0.1	-0.1	0.9	-0.1	-0.1	-0.4
I am very concerned about the global political situation.	0.1	-0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.1

Opinions	Norway	Poland	Portugal	Rep. of Ireland	Spain	Sweden	Switzerland	The Netherlands	United Kingdom
In the first few years after I graduate, I intend to put my private life on the back burner in order to concentrate on my career.	0.1	-0.1	0.1	-0.1	0.2	0.3	0.1	-0.1	0.2
For me it is important that I work for a company that has genuine credibility.	0.7	0.7	0.4	0.4	0.2	0.5	0.9	0.5	0.6
I feel that my education has fully prepared me for what lies ahead in terms of my career path.	0.1	0.2	0.1	0.1	0.0	-0.4	0.3	0.0	0.1
It is going to be difficult to find a job in 2007.	-0.5	-0.1	0.0	-0.2	0.0	-0.3	-0.4	-0.4	0.2
Media reports have a crucial influence on my impressions of employers.	0.2	-0.1	0.0	0.0	-0.1	-0.2	0.4	0.2	0.2
When the economic situation is poor, companies place much less emphasis on students.	0.3	0.1	0.0	-0.1	0.1	0.1	0.2	0.2	0.2
Large companies simply have to make redundancies in order to remain competitive.	-0.2	0.0	-0.3	0.0	-0.1	0.2	0.4	0.1	-0.1
I am very concerned about the global political situation.	-0.1	0.0	0.2	-0.1	0.2	0.0	0.8	0.0	0.2

Opinions – European comparison – Engineering students

Please specify to what extent you agree/disagree with the following statements. (-1 fully disagree, 0 no opinion, +1 fully agree)
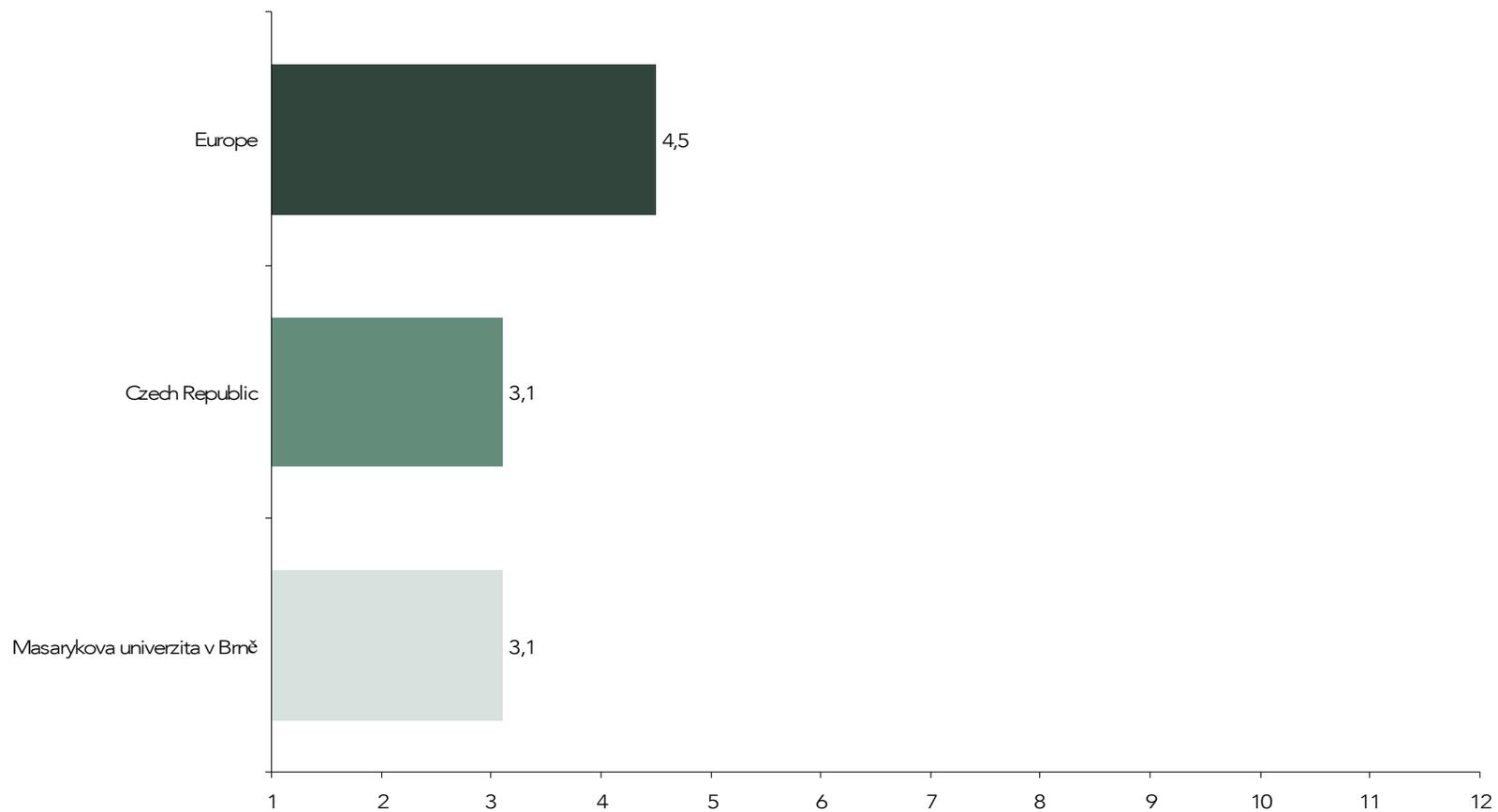
Opinions	Europe	Austria	Belgium	Czech Rep	Denmark	Finnland	France	Germany	Hungary	Italy
In the first few years after I graduate, I intend to put my private life on the back burner in order to concentrate on my career.	0.0	0.0	-0.1	0.0	0.1	0.0	0.1	0.1	-0.1	0.0
For me it is important that I work for a company that has genuine credibility.	0.6	0.4	0.4	0.6	0.7	0.5	0.8	0.8	0.6	0.3
I feel that my education has fully prepared me for what lies ahead in terms of my career path.	0.1	0.2	-0.1	0.0	0.4	0.2	0.3	0.0	0.1	0.1
In view of the terribly high unemployment levels, I am fully prepared to do without in aspects my private life.	-0.3	-0.5	-0.4	-0.1	-0.6	-0.1	-0.4	-0.3	-0.2	-0.3
It is going to be difficult to find a job in 2007.	-0.2	-0.6	-0.6	-0.4	-0.8	-0.1	-0.4	-0.5	0.1	0.0
Media reports have a crucial influence on my impressions of employers.	0.0	-0.2	0.0	-0.2	-0.4	0.0	0.0	0.1	-0.2	-0.3
When the economic situation is poor, companies place much less emphasis on students.	0.2	0.1	0.0	0.2	0.3	0.4	0.3	-0.4	0.2	0.2
Large companies simply have to make redundancies in order to remain competitive.	-0.1	-0.1	-0.1	0.0	0.0	-0.1	-0.1	-0.3	-0.1	-0.4

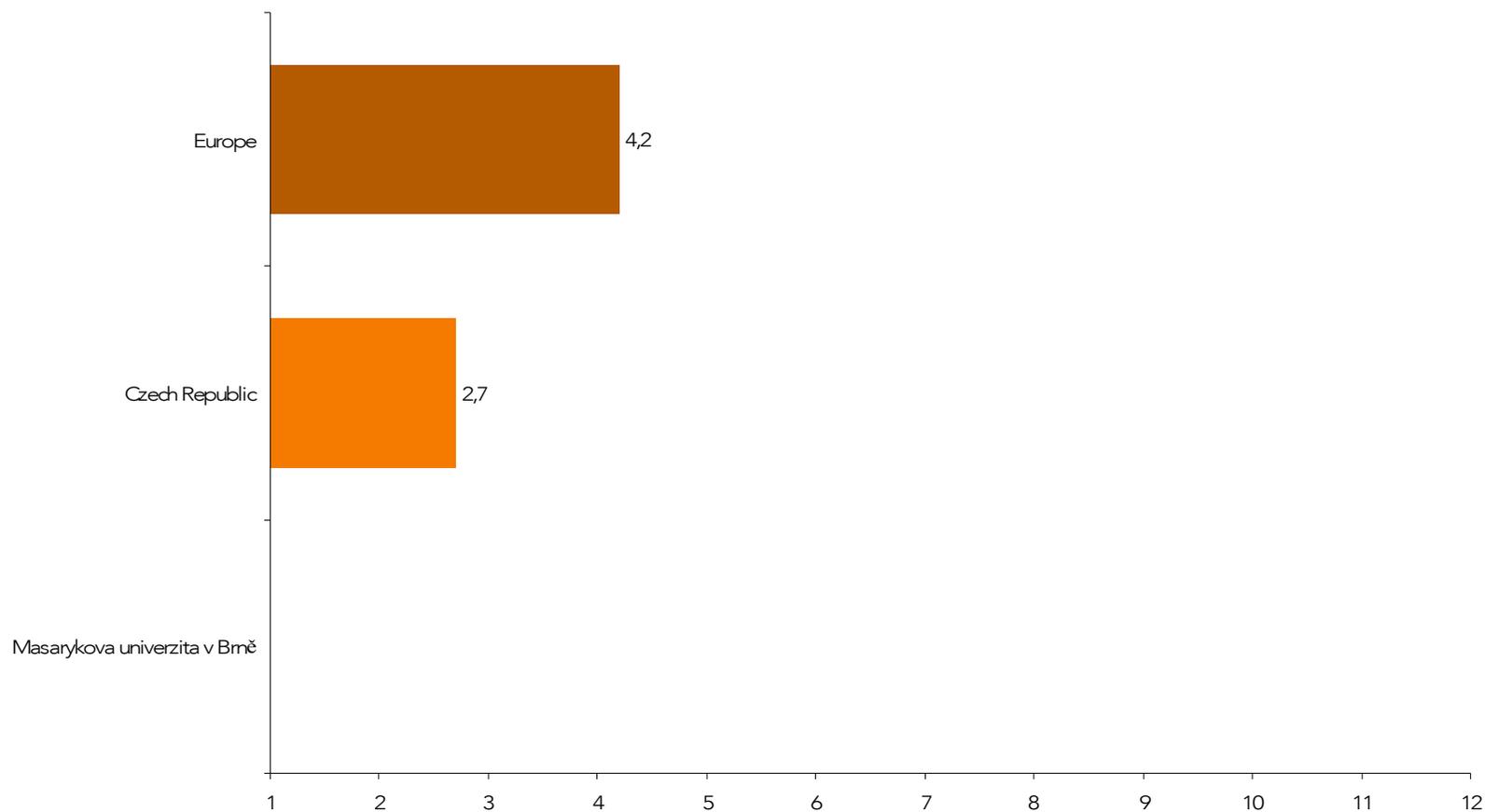| Opinions	Norway	Poland	Portugal	Rep. of Ireland	Spain	Sweden	Switzerland	The Netherlands	United Kingdom
In the first few years after I graduate, I intend to put my private life on the back burner in order to concentrate on my career.	0.0	-0.1	0.1	-0.1	0.0	-0.1	-0.1	-0.2	-0.1
For me it is important that I work for a company that has genuine credibility.	0.7	0.7	0.4	0.2	0.1	0.8	0.8	0.5	0.6
I feel that my education has fully prepared me for what lies ahead in terms of my career path.	-0.1	0.2	0.1	-0.1	0.0	0.1	0.2	-0.1	0.1
In view of the terribly high unemployment levels, I am fully prepared to do without in aspects my private life.	-0.5	-0.2	-0.2	-0.1	-0.2	-0.4	-0.6	-0.4	-0.2
It is going to be difficult to find a job in 2007.	-0.2	-0.2	0.0	-0.3	0.0	-0.3	-0.4	-0.5	0.0
Media reports have a crucial influence on my impressions of employers.	0.1	-0.2	0.0	-0.1	-0.1	0.0	0.3	0.1	0.1
When the economic situation is poor, companies place much less emphasis on students.	0.3	0.2	0.1	0.2	0.3	0.3	0.3	0.3	0.3
Large companies simply have to make redundancies in order to remain competitive.	-0.1	0.0	-0.3	0.0	-0.1	-0.1	-0.3	0.0	-0.1

Job application process

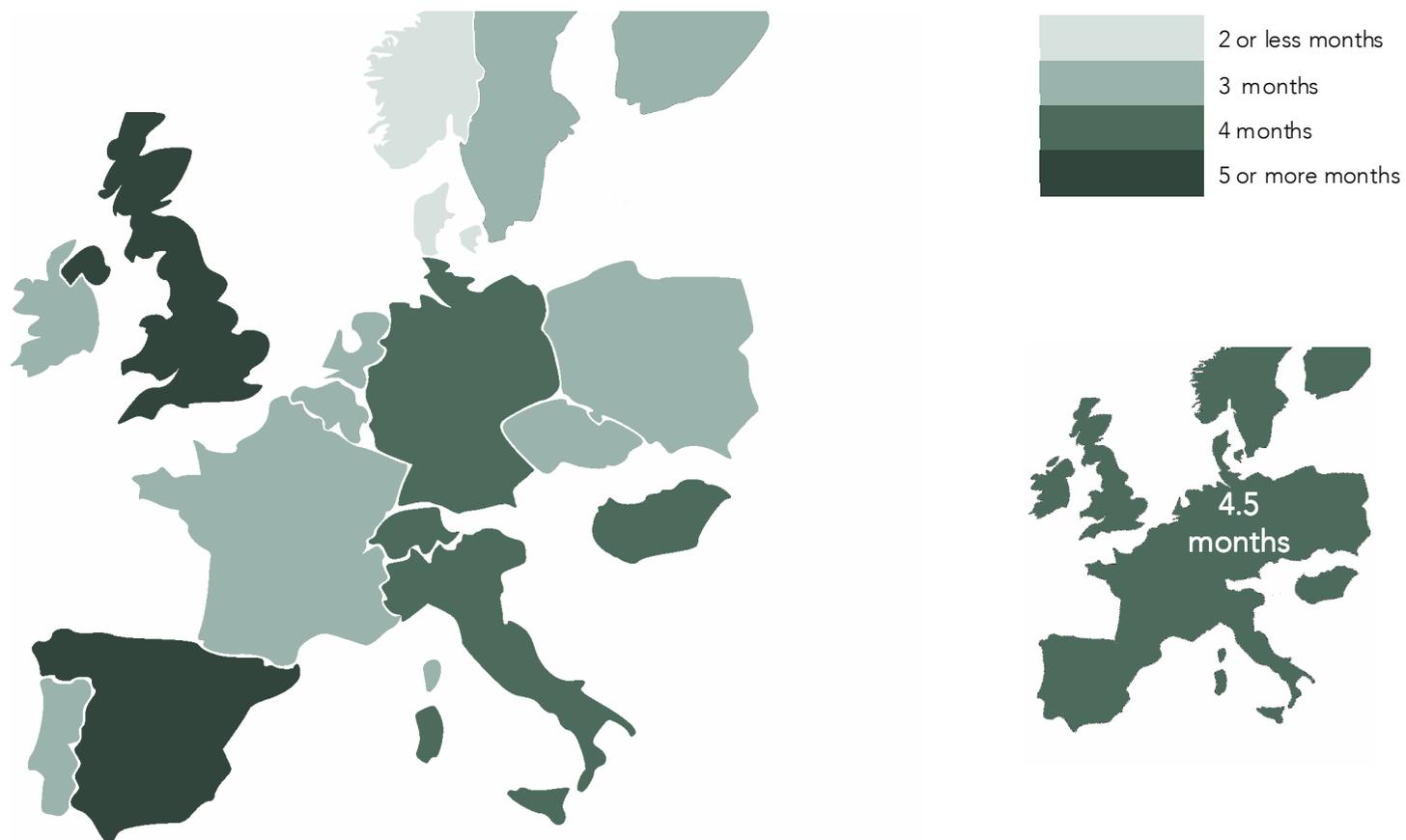# Timeframe to find first employer (months) – Business students

Europe	4,5
Czech Republic	3,1
Masarykova univerzita v Brně	3,1

Timeframe to find first employer (months) – Engineering students

Europe	4,2
Czech Republic	2,7
Masarykova univerzita v Brně	

Timeframe to find first employer (months) – European comparison – Business students

2 or less months
3 months
4 months
5 or more months

4.5 months

Timeframe to find first employer (months) – European comparison – Engineering students

	2 months
	3 months
	4 months
	5 months

4.2 months

Number of applications to find first employer – Business students

Europe	25,5
Czech Republic	17,5
Masarykova univerzita v Brně	19,2
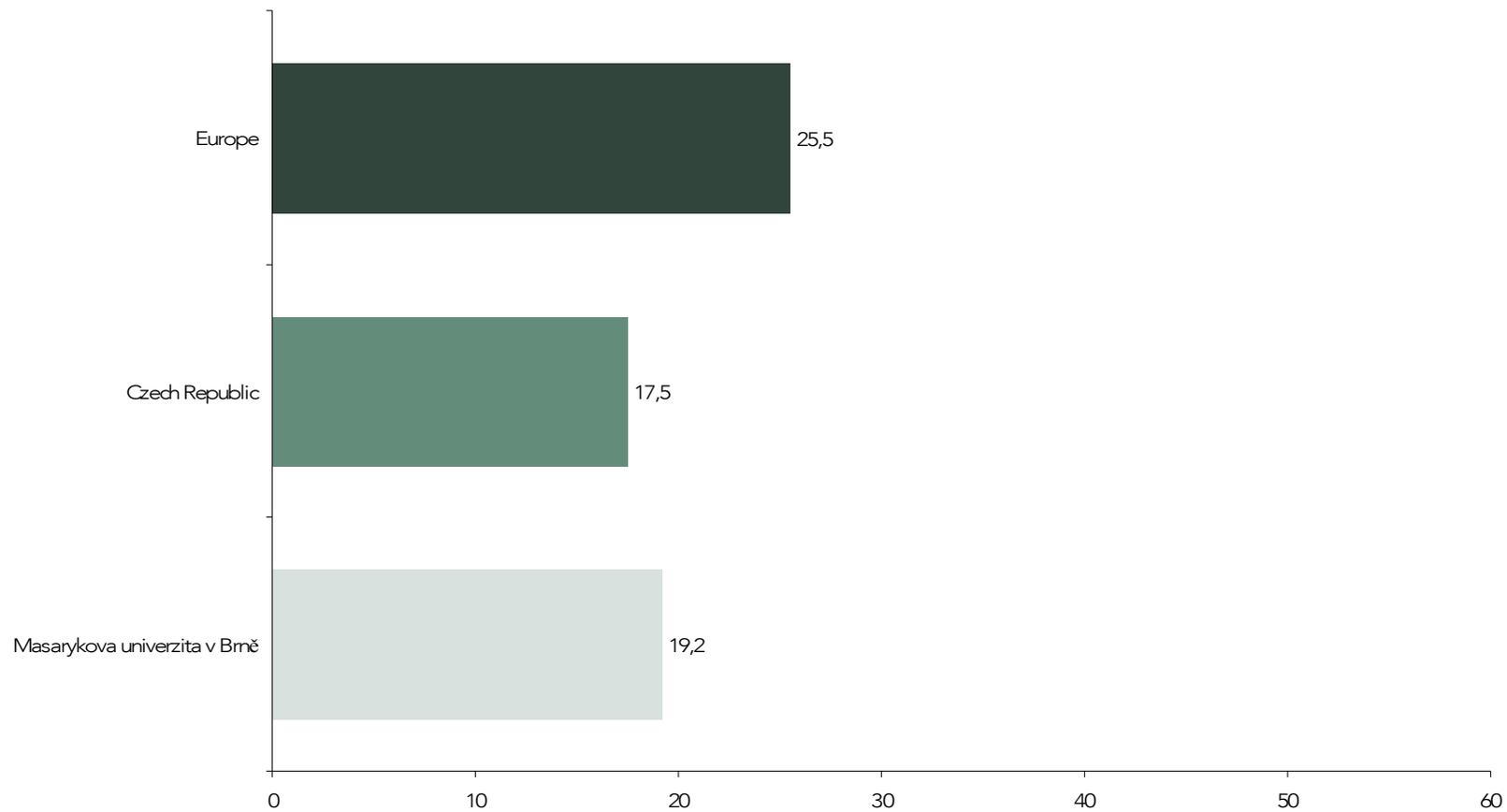
Number of applications to find first employer – Engineering students

Europe	19,8
Czech Republic	12,7
Masarykova univerzita v Brně	0,0

Number of applications to find first employer – European comparison – Business students

10 - 16 applications

17 - 23 applications

24 – 30 applications

31 – 37 applications

25.5
Applications

Number of applications to find first employer – European comparison – Engineering students

7 – 11 applications
12 – 16 applications
17 – 21 applications
22 – 26 applications

19.8 Applications

Career

Salary expectations (€) – Business students

Europe	27900
Czech Republic	11600
Masarykova univerzita v Brně	10900
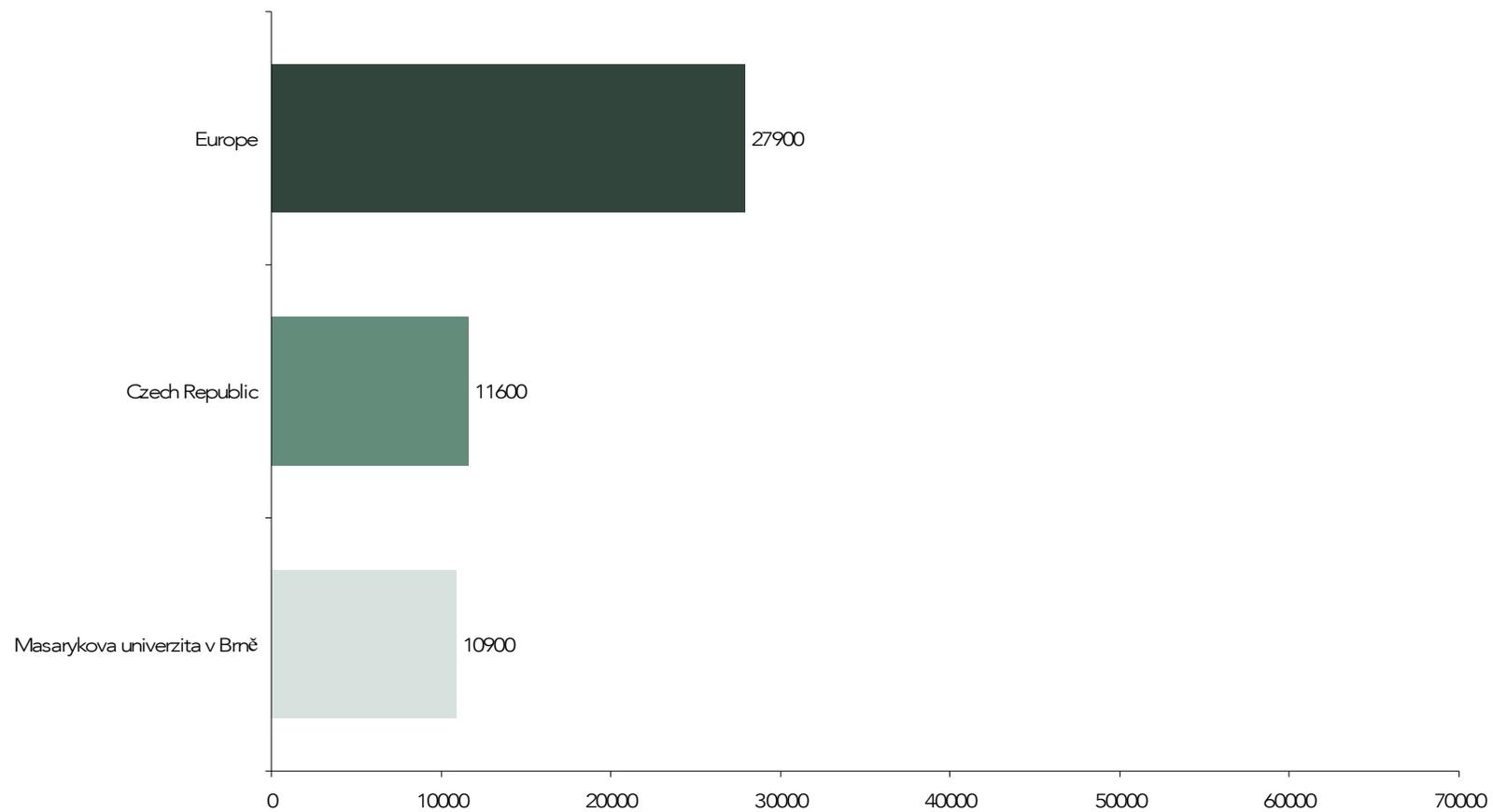
Salary expectations (€) – Engineering students

Europe	29400
Czech Republic	12200
Masarykova univerzita v Brně	0

Axis: 0, 10000, 20000, 30000, 40000, 50000, 60000, 70000
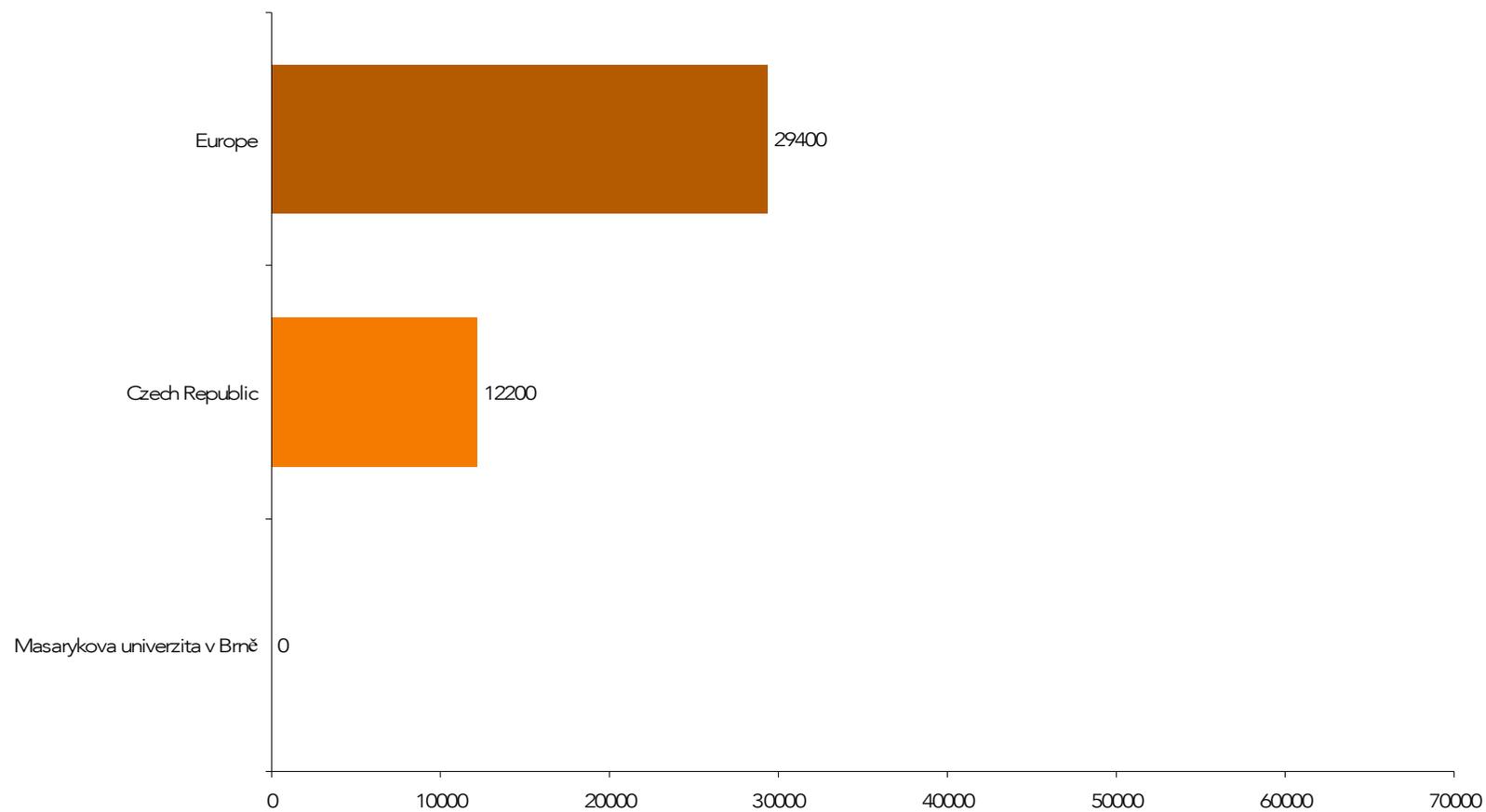
Working hours expectations (per week) – Business students

Europe	43,4
Czech Republic	44,0
Masarykova univerzita v Brně	44,2

20   30   40   50   60   70
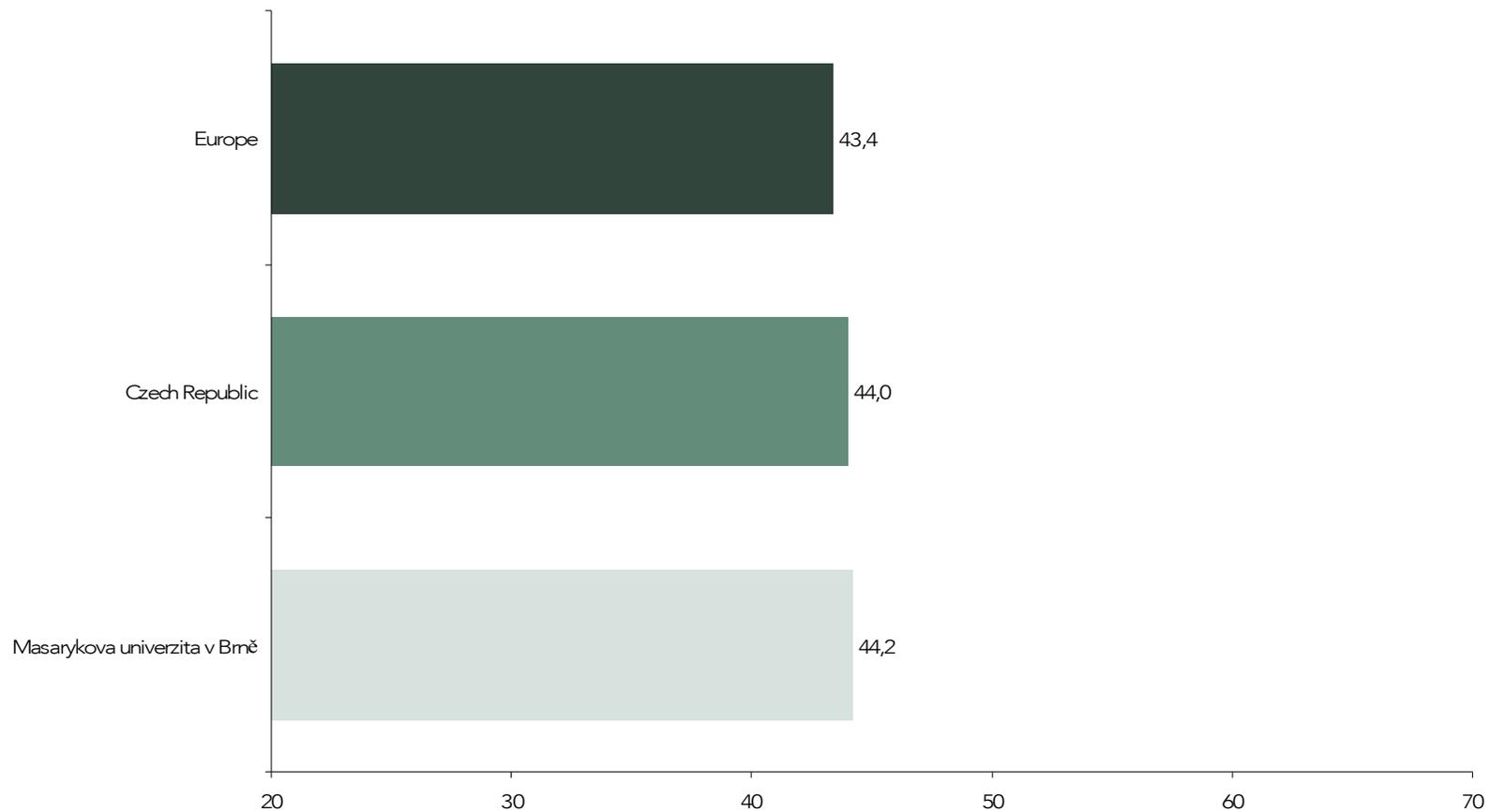
Working hours expectations (per week) – Engineering students

Europe — 42,4

Czech Republic — 43,9

Masarykova univerzita v Brně

20   30   40   50   60   70
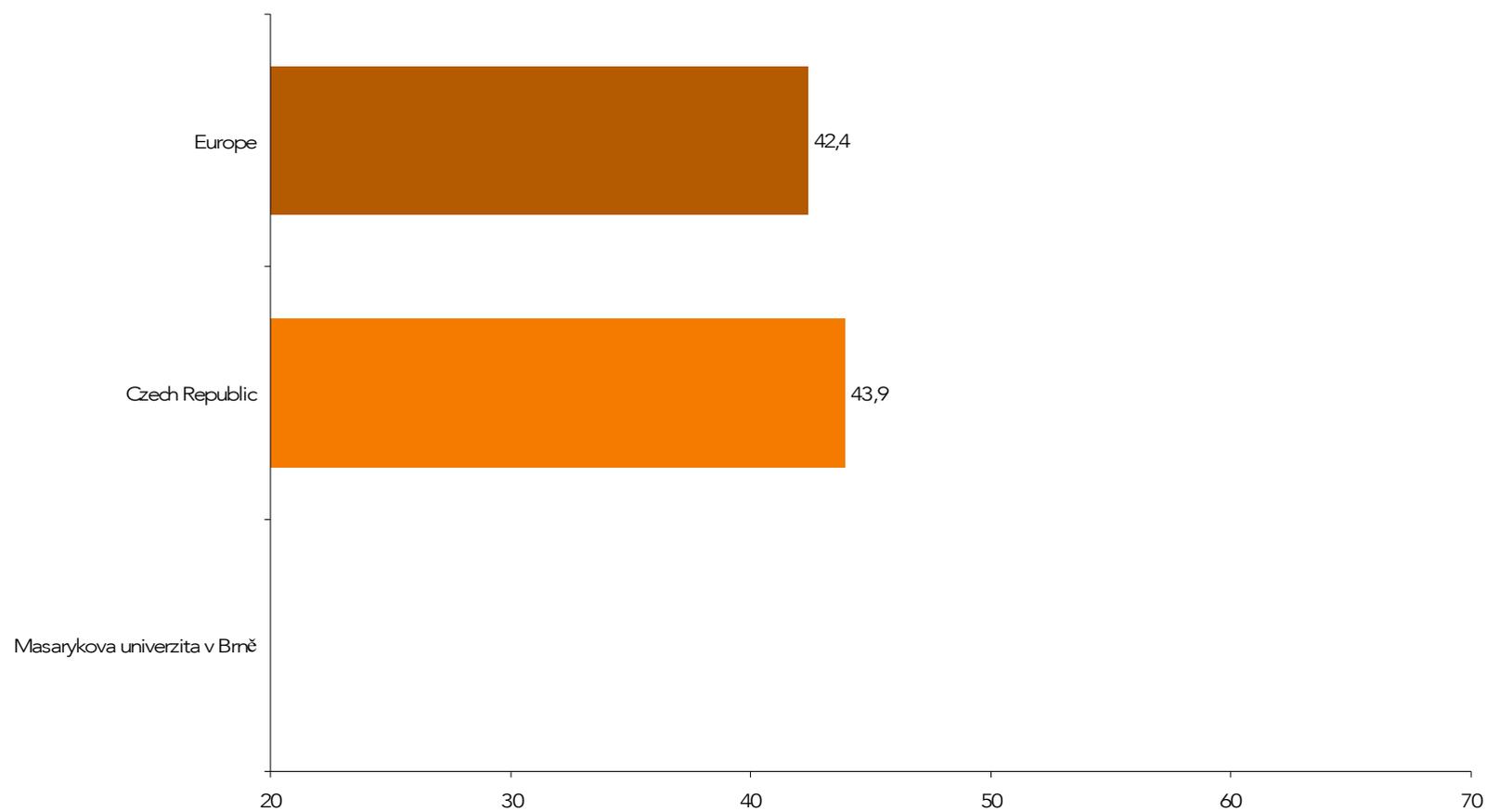
Mobility – Business students

If you were to receive a very good job offer which required that you relocate, to what extent would you accept it?

	I would prefer to stay in my home region.	I would relocate within my home country.	I would relocate to a European country.	I would relocate anywhere.
Europe	13,6%	36,4%	33,4%	46,1%
Czech Republic	14,30%	33,50%	41,40%	32,60%
Masarykova univerzita v Brně	16,8%	37,9%	33,7%	28,4%

■ Masarykova univerzita v Brně   ■ Czech Republic   ■ Europe
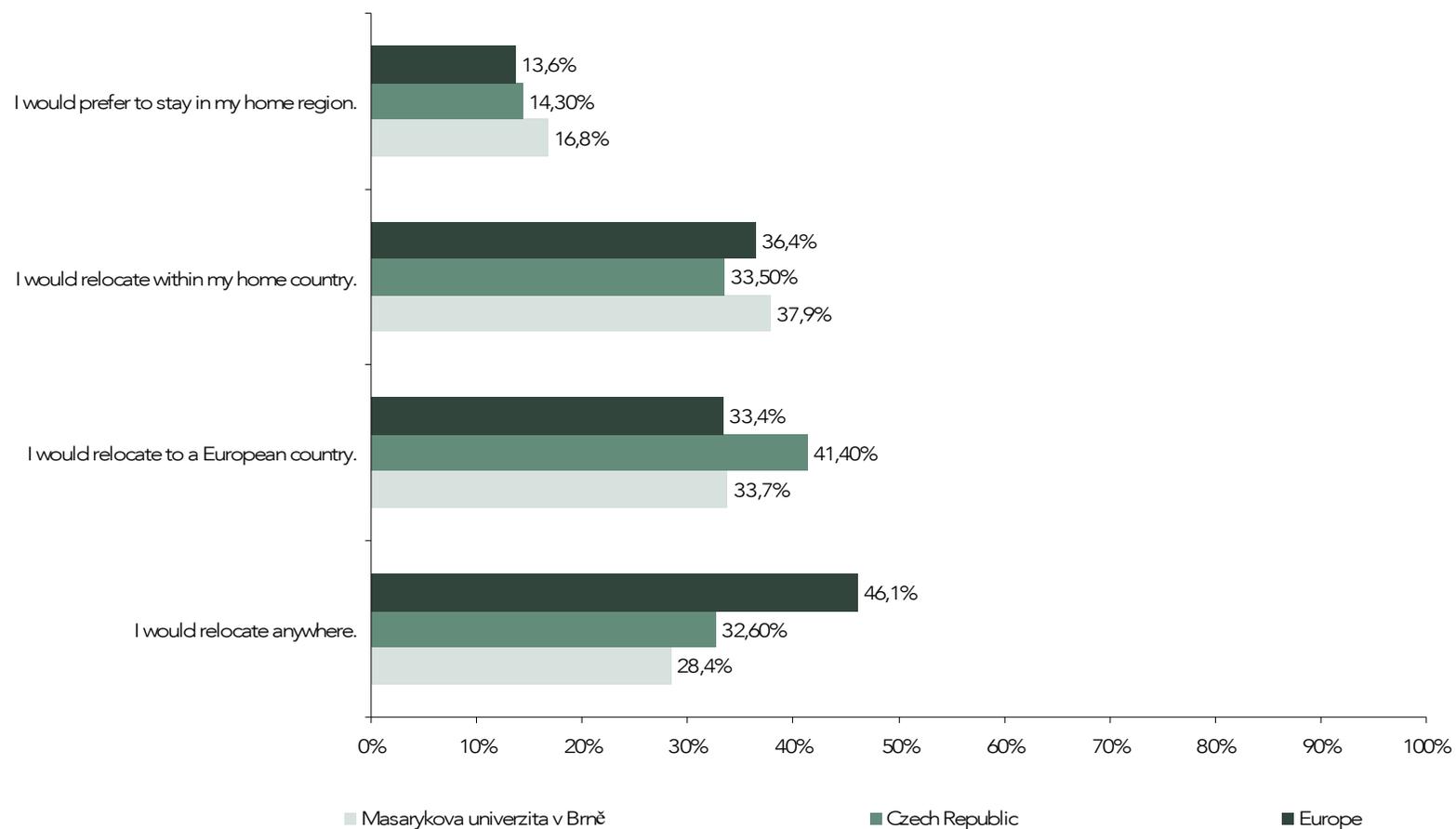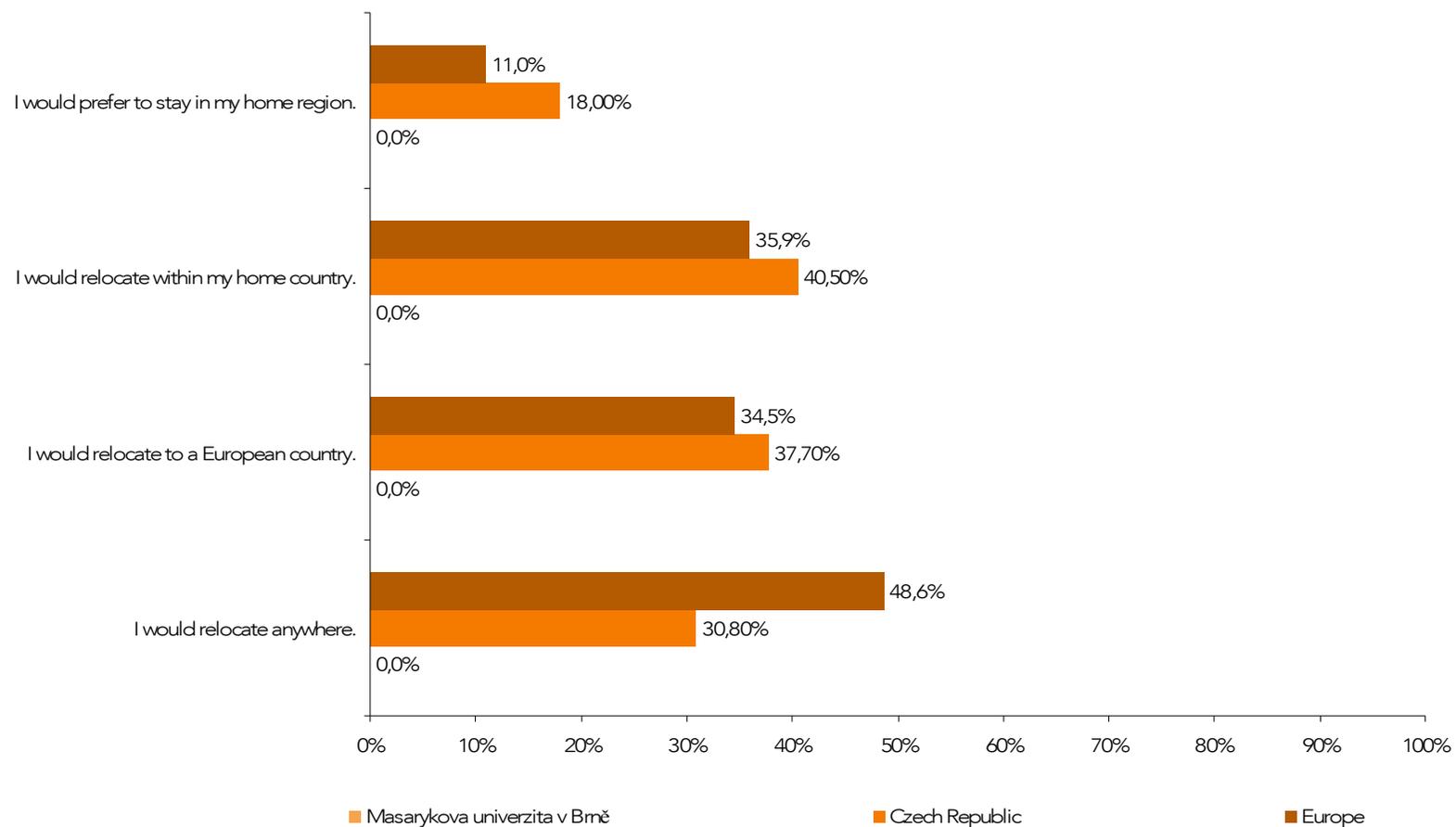
Mobility – Engineering students

If your were to receive a very good job offer which required that you relocate, to what extent would you accept it?

I would prefer to stay in my home region.
- Europe: 11,0%
- Czech Republic: 18,00%
- Masarykova univerzita v Brně: 0,0%

I would relocate within my home country.
- Europe: 35,9%
- Czech Republic: 40,50%
- Masarykova univerzita v Brně: 0,0%

I would relocate to a European country.
- Europe: 34,5%
- Czech Republic: 37,70%
- Masarykova univerzita v Brně: 0,0%

I would relocate anywhere.
- Europe: 48,6%
- Czech Republic: 30,80%
- Masarykova univerzita v Brně: 0,0%

Legend: Masarykova univerzita v Brně | Czech Republic | Europe

Interest in working abroad (% who said yes) – Business students

Europe: 68,0%
Czech Republic: 65,8%
Masarykova univerzita v Brně: 55,8%
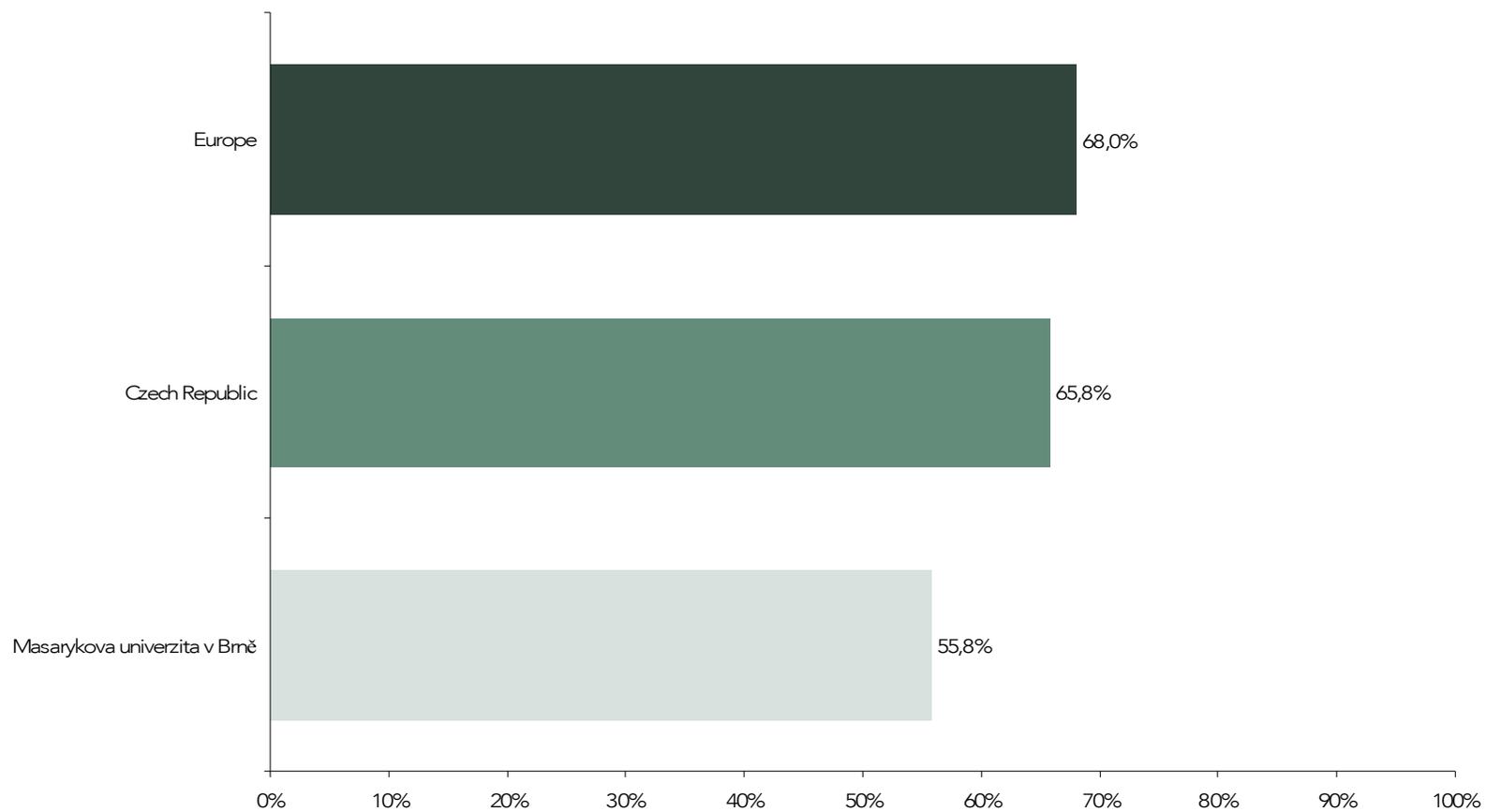
Interest in working abroad (% who said yes) – Engineering students

Europe	71,4%
Czech Republic	59,4%
Masarykova univerzita v Brně	0,0%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
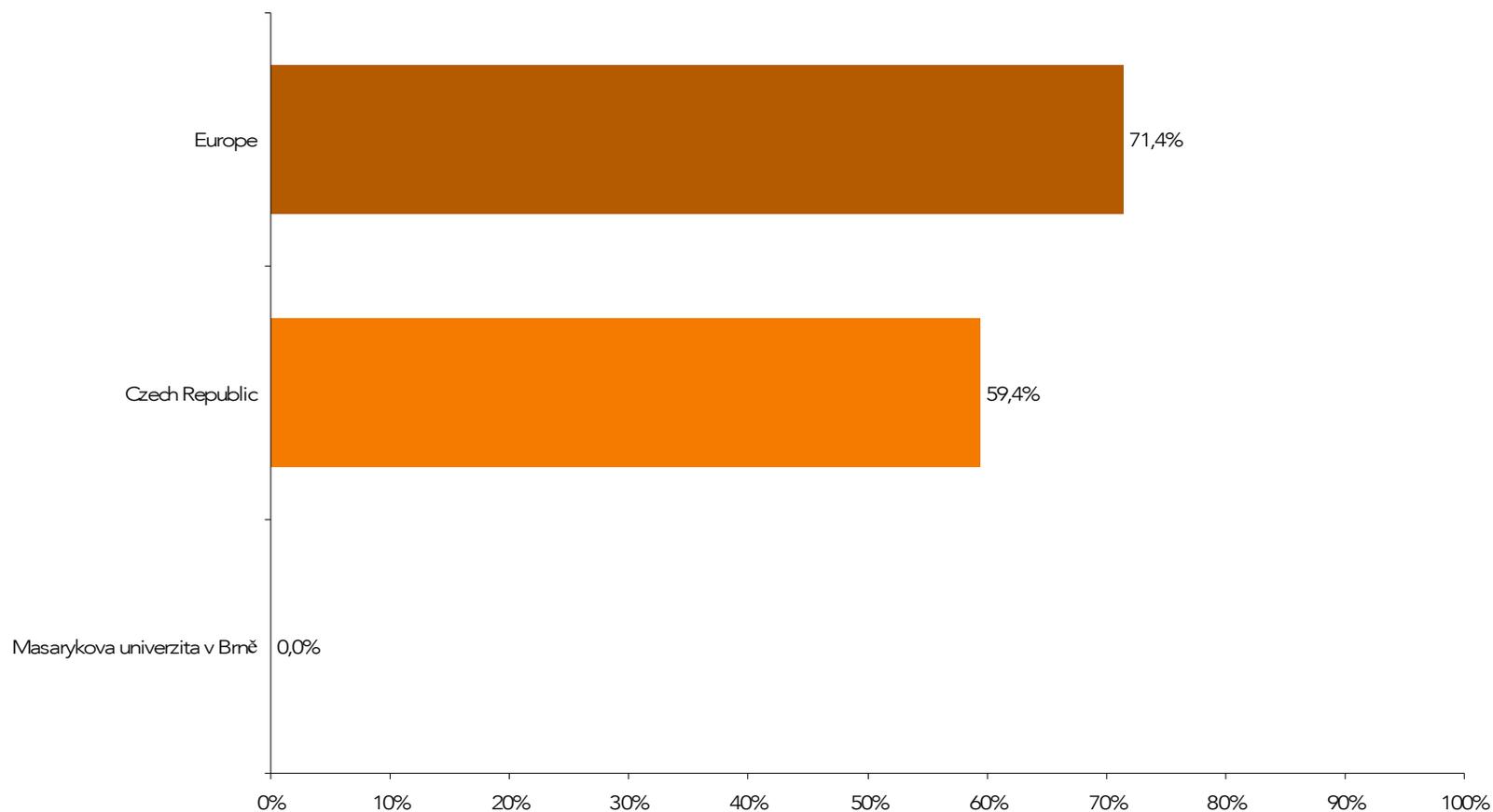
Employer attractiveness

Employer attractiveness

Attractiveness of European companies – Business students

Which of these companies would you like to apply to after concluding your studies? Please select a maximum of six companies.

2007 Rank	Company	% 2007
1	L'Oréal	15.4%
2	PricewaterhouseCoopers	13.8%
3	Coca-Cola	13.5%
4	Ernst & Young	13.4%
5	adidas	12.1%
5	Apple	12.1%
7	Nokia	12.0%
8	BMW Group	11.7%
9	Deloitte	11.2%
10	Microsoft	10.9%
11	KPMG	10.5%
12	Nestlé	10.1%
12	Procter & Gamble	10.1%
14	Porsche	9.7%
15	Sony	9.2%
16	IKEA	8.8%
17	Unilever	8.6%
18	Deutsche Bank	8.3%
19	McKinsey & Company	7.9%
20	Danone	7.4%
21	IBM	7.1%
22	British Airways	6.8%
22	European Central Bank (ECB)	6.8%
24	Volkswagen Group (incl. Audi, Bentley, Bugatti, Seat)	6.7%

2007 Rank	Company	% 2007
25	Morgan Stanley	6.6%
26	Barclays Bank	6.4%
26	HSBC	6.4%
28	JPMorgan Chase	6.2%
29	Accenture	5.8%
29	Air France Group	5.8%
31	Goldman Sachs	5.4%
32	Vodafone	5.3%
33	Merrill Lynch	5.2%
34	LVMH	5.1%
35	ABN Amro	4.7%
35	European Commission	4.7%
35	Lufthansa Aviation Group	4.7%
38	BCG (The Boston Consulting Group)	4.6%
38	Johnson & Johnson	4.6%
40	Heineken International	4.5%
41	Citigroup	4.4%
41	Toyota	4.4%
43	ING Group	4.3%
43	Philips	4.3%
45	Siemens	4.2%
46	Hewlett-Packard	4.1%
47	Inditex	4.0%
47	Royal Bank of Scotland	4.0%

Attractiveness of European companies – Business students

Which of these companies would you like to apply to after concluding your studies? Please select a maximum of six companies

2007 Rank	Company	% 2007
49	Masterfoods (part of Mars Inc.)	3.9%
50	BNP Paribas	3.6%
51	Carlsberg	3.5%
52	DaimlerChrysler	3.4%
52	Ferrero	3.4%
52	Shell	3.4%
55	Allianz Group	3.3%
55	UBS	3.3%
57	Credit Suisse Group	3.2%
58	General Electric (GE)	2.7%
58	Orange (France Telecom Group)	2.7%
60	AXA	2.6%
60	BP	2.6%
60	Kraft Foods	2.6%
63	Banca d'Italia	2.5%
63	BBVA Group	2.5%
63	Fiat	2.5%
63	General Motors (incl. Opel, Saab, Vauxhall)	2.5%
63	Renault	2.5%
68	GlaxoSmithKline	2.4%
68	Philip Morris International	2.4%
70	Grupo Santander	2.3%
70	SAP	2.3%
72	Bayer	2.2%

2007 Rank	Company	% 2007
72	Ford Motor Company (incl. Aston Martin, Jaguar, Volvo)	2.2%
72	Société Générale	2.2%
75	Barilla	2.1%
75	Capgemini	2.1%
75	Carrefour	2.1%
78	Telefónica	2.0%
79	Alitalia	1.9%
79	Tesco	1.9%
81	Bain & Company	1.8%
81	Banca Intesa	1.8%
81	EADS	1.8%
81	Henkel	1.8%
81	Pinault-Printemps-Redoute	1.8%
81	PSA Peugeot Citroën Group	1.8%
81	Total	1.8%
88	Aldi	1.7%
89	Beiersdorf	1.6%
89	Commerzbank	1.6%
89	Pirelli	1.6%
92	Mercer Management Consulting	1.5%
92	Vivendi (incl. Canal+, Universal Music)	1.5%
94	British Telecom	1.4%
95	A.T. Kearney	1.3%
95	Crédit Agricole (incl. Crédit Lyonnais)	1.3%

Employer attractiveness

Attractiveness of European companies – Business students

Which of these companies would you like to apply to after concluding your studies? Please select a maximum of six companies

2007 Rank	Company	% 2007
97	Assicurazioni Generali	1.2%
97	Metro Group	1.2%
97	Pfizer	1.2%
97	Robert Bosch GmbH	1.2%
97	Sara Lee	1.2%
102	BASF	1.1%
102	Lidl	1.1%
102	Novartis	1.1%
105	Bertelsmann AG	1.0%
105	Deutsche Telekom (incl. T-Com, T-Mobile, T-Online, T-Systems)	1.0%
105	Dresdner Bank	1.0%
108	sanofi-aventis	0.9%
108	Xerox	0.9%
110	Statoil	0.7%
111	HypoVereinsbank (HVB)	0.6%
111	SONAE	0.6%
111	Telecom Italia (incl. Olivetti)	0.6%
114	Dresdner Kleinwort	0.5%
115	DuPont	0.4%
116	Continental AG	0.3%

Attractiveness of European companies – Engineering students

Which of these companies would you like to apply to after concluding your studies? Please select a maximum of six companies

2007 Rank	Company	% 2007
1	IBM	19.3%
2	Microsoft	17.5%
3	BMW Group	15.1%
4	Apple	14.1%
5	Intel	12.9%
5	Sony	12.9%
7	Porsche	12.7%
8	Nokia	12.6%
9	Siemens	12.3%
10	AMD	11.3%
11	Boeing	9.1%
12	Volkswagen Group (incl. Audi, Bentley, Bugatti, Seat)	8.8%
13	Hewlett-Packard	8.2%
14	Cisco Systems	8.1%
14	EADS	8.1%
16	Sun Microsystems	7.9%
17	Philips	7.2%
18	Accenture	7.0%
19	ABB	6.4%
20	Shell	6.3%
20	Toyota	6.3%
22	European Space Agency (ESA)	6.0%
23	Ericsson	5.4%
24	General Electric (GE)	5.3%

2007 Rank	Company	% 2007
25	L'Oréal	5.1%
25	Renault	5.1%
27	BP	5.0%
28	Oracle	4.8%
28	Vodafone	4.8%
30	Air France Group	4.4%
30	DaimlerChrysler	4.4%
30	PSA Peugeot Citroën Group	4.4%
33	Ford Motor Company (incl. Aston Martin, Jaguar, Volvo)	4.3%
33	Motorola	4.3%
33	Volvo Group	4.3%
36	BAE Systems	4.2%
36	SAP	4.2%
38	Fiat	4.1%
39	General Motors (incl. Opel, Saab, Vauxhall)	4.0%
39	Nestlé	4.0%
41	British Airways	3.9%
42	Alstom	3.6%
42	Danone	3.6%
42	Texas Instruments	3.6%
45	Thalès	3.5%
46	Procter & Gamble	3.4%
46	Robert Bosch GmbH	3.4%
48	Bayer	3.3%

Employer attractiveness

Attractiveness of European companies – Engineering students

Which of these companies would you like to apply to after concluding your studies? Please select a maximum of six companies.

2007 Rank	Company	% 2007
48	Bombardier Transportations	3.3%
48	Dassault Group	3.3%
51	BASF	3.2%
51	Michelin	3.2%
51	Total	3.2%
54	Lufthansa Technik AG	3.0%
55	McKinsey & Company	2.9%
56	Alcatel	2.8%
56	Heineken International	2.8%
56	ST Microelectronics	2.8%
59	EDF	2.7%
59	MAN Group	2.7%
61	Orange (France Telecom Group)	2.6%
62	Delphi	2.5%
62	Fraunhofer	2.5%
64	Capgemini	2.4%
65	Air Liquide	2.3%
65	ExxonMobil	2.3%
65	Repsol	2.3%
65	Schlumberger	2.3%
65	Unilever	2.3%
70	Bouygues	2.2%
70	British Telecom	2.2%
70	Valeo	2.2%

2007 Rank	Company	% 2007
73	Johnson & Johnson	2.1%
74	ENI (incl. Agip)	2.0%
74	Telefónica	2.0%
76	BCG (The Boston Consulting Group)	1.9%
76	GlaxoSmithKline	1.9%
76	Pirelli	1.9%
79	Black & Decker	1.7%
79	DuPont	1.7%
79	ThyssenKrupp	1.7%
82	Goodyear	1.6%
82	Infineon Technologies	1.6%
84	Deutsche Telekom (incl. T-Com, T-Mobile, T-Online, T-Systems)	1.5%
84	Masterfoods (part of Mars Inc.)	1.5%
84	Telecom Italia (incl. Olivetti)	1.5%
87	Alitalia	1.4%
87	Altran	1.4%
87	Pfizer	1.4%
87	Xerox	1.4%
91	Roche	1.3%
92	Sanofi-Aventis	1.2%
93	Agilent Technologies	1.1%
93	AstraZeneca	1.1%
93	Atos Origin	1.1%
93	Nortel Networks	1.1%

Attractiveness of European companies – Engineering students

Which of these companies would you like to apply to after concluding your studies? Please select a maximum of six companies.

2007 Rank	Company	% 2007
93	Novartis	1.1%
93	Safran	1.1%
99	European Patent Office	1.0%
100	Linde	0.9%
100	LogicaCMG	0.9%
100	Lucent Technologies	0.9%
100	ZF Group	0.9%
104	Continental AG	0.7%
104	Imperial Chemical Industries (ICI)	0.7%
106	SONAE	0.5%
106	UPM-Kymmene	0.5%