

Fifth internal interview of alumni
Deggendorf
University of Applied Sciences

International Management
Bachelor

Year of Graduation 2010
Conducted by the Career Service
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Table of Contents

I.	General Information	2
1.	„How would you assess the value of your course of studies with regard to your actual employment, from 1) inevitable to 5) dispensable?“	4
2.	„Which courses were of capital importance for your actual employment?“	4
3.	„From your actual point of view which module/subject did you miss during your scholastics?“	5
4.	„Where do you think is some room for improvement concerning your studies?“	6
5.	„Where did you do your internships during your studies?“	6
6.	What kind of international experiences did you gain?	7
7.	„Your actual highest academic degree is“	7
8.	„After finishing your studies in Deggendorf did you attend any further education programmes?“	8
8.1.	„If so, which ones?“	8
8.2.	At which institution/country?“	8
9.	„Where are you working now?“	8
10.	„What was your starting salary at your first job after graduation?“	10
11.	„How did you find your first employment as a post graduate?“	10
12.	„How long did it take you to find your first job and how many applications did you have to write?“	11
13.	„Did you change your job within the last two years?“	12
14.	„Do you consider doing a masters degree later?“	12
15.	„Are you regularly informed by the services and offers of the Alumni management via e-mail, e.g. seminars for young professionals, the publishing of the latest online-magazine for post graduate students from Deggendorf? ...“	13
II.	Appendix	14
	- Acknowledgement	
	- Questionnaire	

I. General Information

Out of the 49 graduates of International Management, who were given a survey, 10 were undeliverable, 14 participated. Of these, eight were female (57.8 %), five male (35.7 %) and one did not specify (7. %).

This corresponds to a return ratio of approximately 35.9 %.

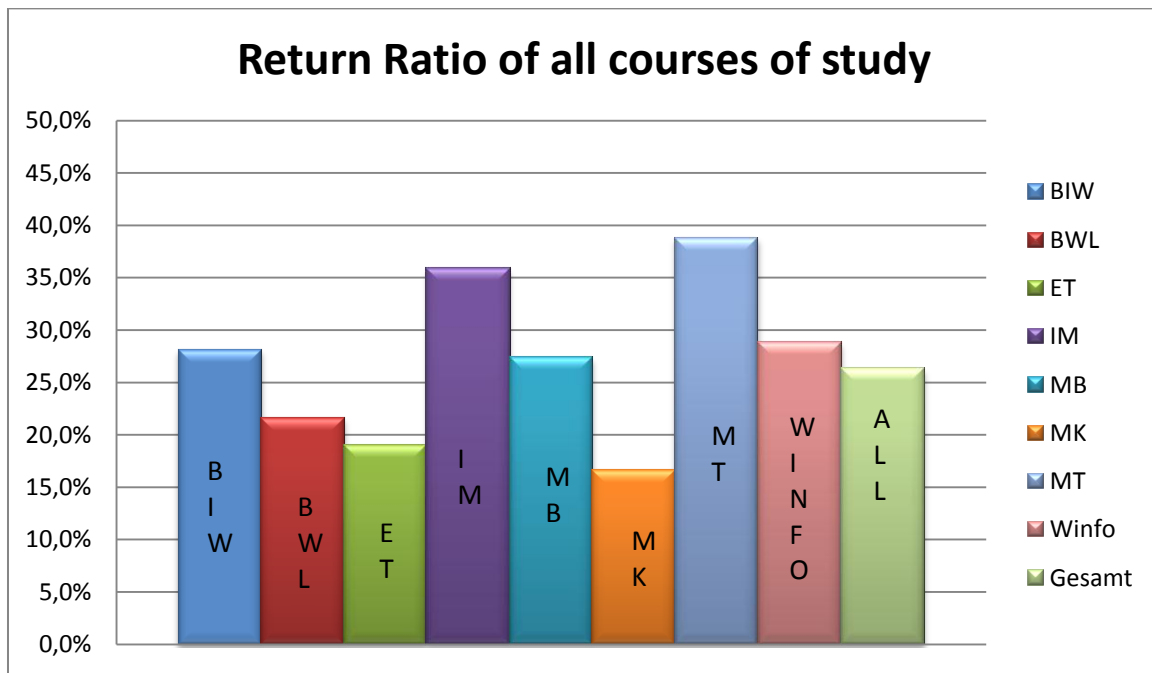


chart 1

Main focus:

Global Marketing

Project Management

Economics

Human Resource Development

Not applicable

total number:

2

2

1

1

4

1. „How would you assess the value of your course of studies with regard to your actual employment, from 1) inevitable to 5) dispensable?“

Valuation according to the German grading system (grades 1 to 5).

Grade:	total number:
1	3
2	6
3	4
4	1

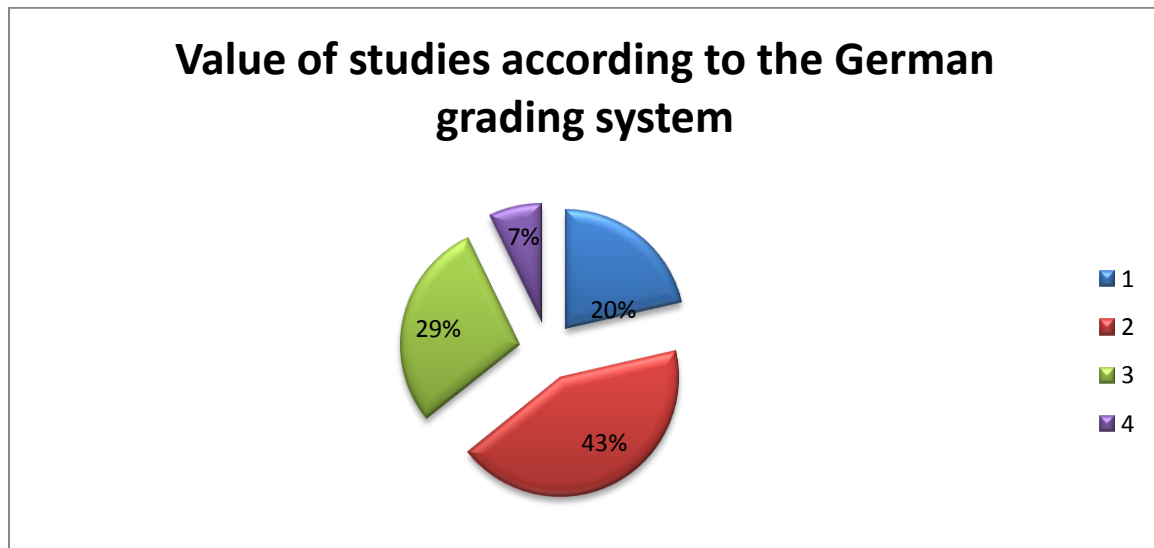


chart 2

On average, the benefits of the studies of International Management are rated with a grade of 2,2. The average of the benefits of all programs at the university is 2,0.

2. „Which courses were of capital importance for your actual employment?“

Please find below a complete list of all answers. Multiple answers were permitted.

course:	total number:
Finance	2
Accounting	2
Logistics and Operations Manag.	2
Spanish	1

IT	1
Art of Negotiation	1
Law	1
Teambuilding	2
Soft/Social Skills	5
Economic	2
Human Resources	3
Public Relations	1
Advertising	1
Event Management	1
Statistics	1
Rhetoric	1
Management Theory	1
Presentation Skills	1
International Relations	1
Intercultural Knowledge	1

3. „From your actual point of view which module/subject did you miss during your scholastics?“

Please find below a complete list of all answers [multiple answers possible].

course:	total number:
Supply Chain Management	2
Process Management	2
Marketing	2
Quantitative Research	1
Strategic Development	1
Entrepreneurship	1
Communication	1
German Tax	1
Information Management	1

4. „Where do you think is room for improvement concerning your studies?“

Please find below a complete list of all answers [multiple answers possible].

topics:	total number:
More substance in the courses	1
Reducing financial courses and more soft skills	1
A salary negotiation course	1
Close contact with companies	1
More practical/hands on tasks exercises	1
More connection between modules and courses	1
More scientific work	1
Quantitative courses	1
More lectures to deepen the major	1

5. „Where did you do your internships during your studies?“

company:	sector:
Areva NP GmbH	Sales
BMW Deutschland und UK (Oxford)	Strategic planning and management
Lindner USA Inc.	Marketing
AUDI AG	International Advertising/Coordination
BMW / MINI	HR planning
Lindner	Marketing
Cross media Agency	Project management
Bosch und Siemens Hausgeräte	Supply Chain Management und Logistik
BMW AG	Sales/Distribution Europa
Eagle Burgmann, Venezuela	Logistics
Personal Point Bonn	HR development
Faszinatour Touristik-Training-Event	Consulting & Training
Sumida Europe E.ON Bayern	Marketing Organization
DDB	Strategic planning

GIZ	Local Economic Development
Abbott Diabetes Care	Project management
BMW Netherlands	Retail Network Strategy
CG Consulting	Management consulting
Sumida, EON	Marketing Organization
Dr. Wieselhuber & Partner	Consulting
Spedition Grassl GmbH	Marketing

6. "What kind of international experiences did you gain"?

[multiple answers possible]

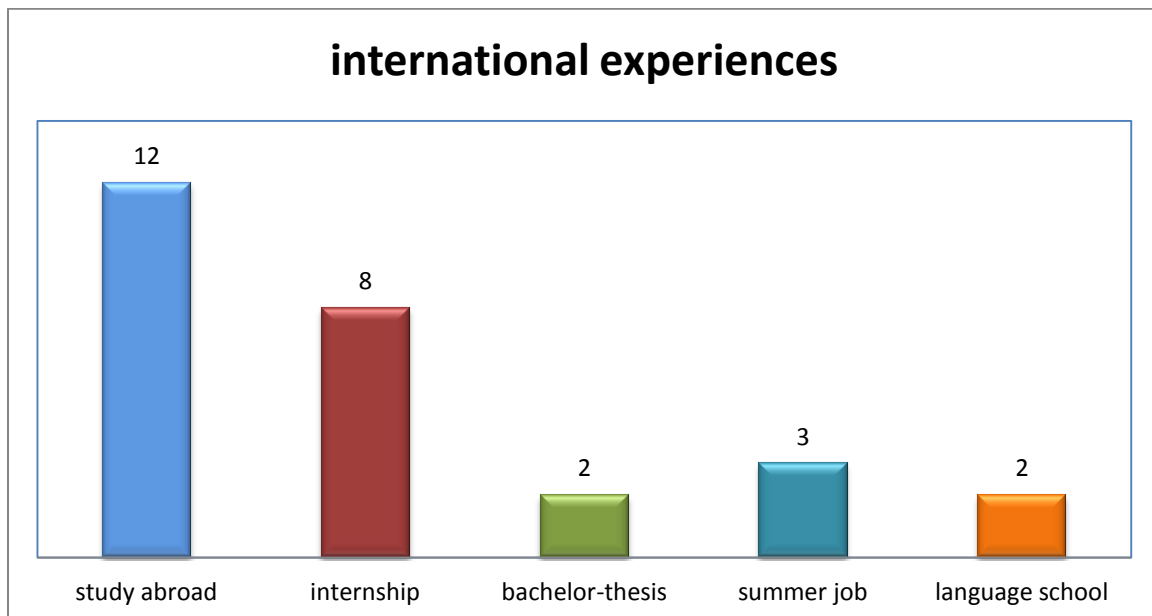


chart 3

All of the participants gained international experience. This is part of their curriculum.

7. „Your actual highest academic degree is”

Degree:	total number:
Bachelor	10
Master	4
PHD	0

8. „After finishing your studies in Deggendorf did you attend any further education programs?“

Answer:	total number:
Yes	5
No	9

8.1. „If so, which ones“?

Programs:	total number:
Master	4

8.2. „At which institution/country“?

Institution:	Country:
Friedrich-Alexander Universität Erlangen-Nürnberg	Germany
Grenoble Graduate School of Business	France
University Bayreuth	Germany
University of Groningen	Netherlands

9. „Where are you working now?“

Name/ Address:	Department:	Sector:
Accenture GmbH, München	Process consulting	Consulting
Ernst & Young, Frankfurt	Advisory services	No reply
DDB Tribal Group GmbH, Berlin	Executive Assistant to CEO	Advertising
AUDI AG, Ingolstadt	Marketing communication	Automotive
OECD Paris, France	Development Center Europe, Middle East and Africa	Int. Organization
Ernst & Young, Frankfurt	Advisory Services	Health care
adEvents cross media AG,	Project Management	Automotive

Regensburg	& Energy	
Daimler AG, Stuttgart	Sales & Marketing	Automotive
Bosch Security Systems EVI Audio GmbH, Straubing	ASA Service Desk Europe, Africa and Middle East	Electronic
Livewelt GmbH & Co. KG, Gütersloh	Event Management	Entertainment
Porsche Consulting, Bietigheim-Bissingen	Consulting	Management Consultancy
Page Personnel Switzerland, Zürich, Switzerland	Finance & Accounting Senior Consultant	Consultancy

Region:	total number:
Niederbayern	1
Oberbayern	2
Oberpfalz	1
Hessen	2
Berlin	1
Niedersachsen	1
Baden Württemberg	2

Bavaria

Rest Germany	6
France, Europe	1
Switzerland, Europe	1

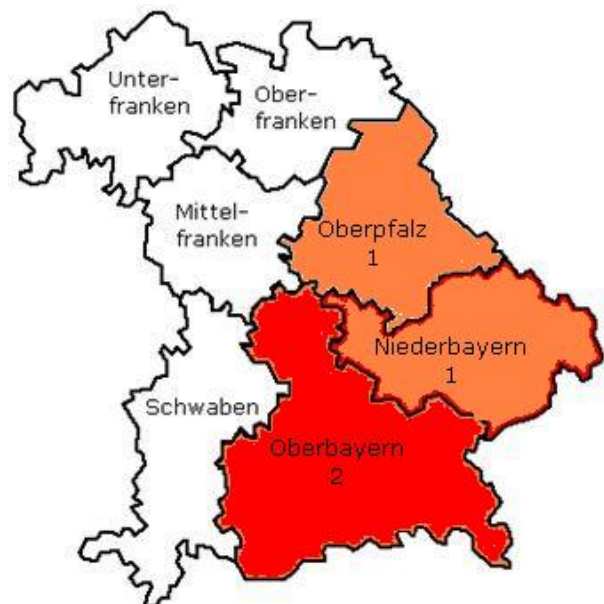


chart 4

33,3 % of the graduates remained in Bavaria, the rest found an employment within the rest of Germany or all across Europe.

10. „What was your starting salary at your first job after graduation?”

salary:	total number:	male:	female:
Up to 30.000€/pa	1	0	1
Up to 35.000€/pa	3	1	2
Up to 40.000€/pa	1	1	0
Up to 45.000€/pa and more	6	1	4
Not applicable	1	0	1

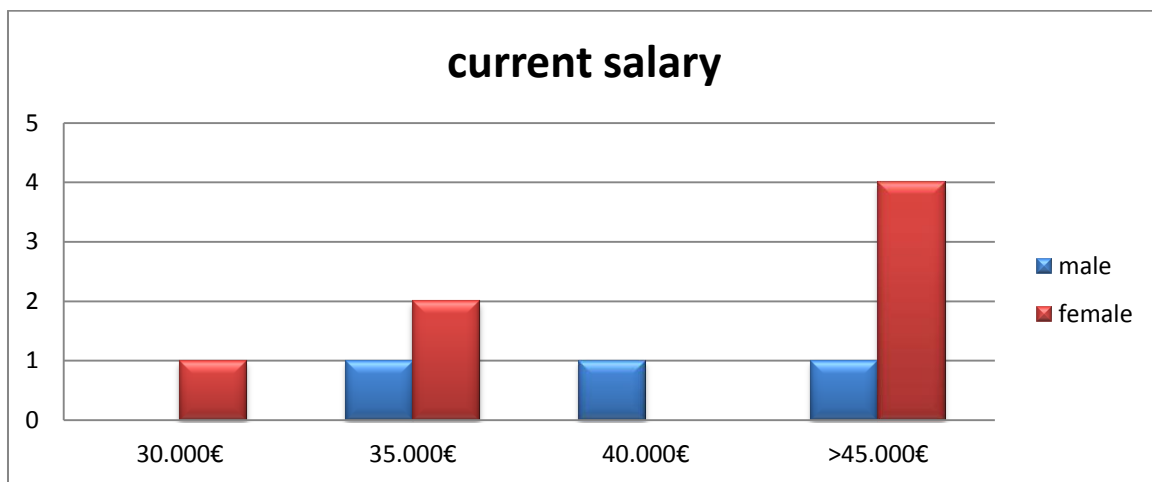


chart 4

11. „How did you find your first employment as a post graduate?”

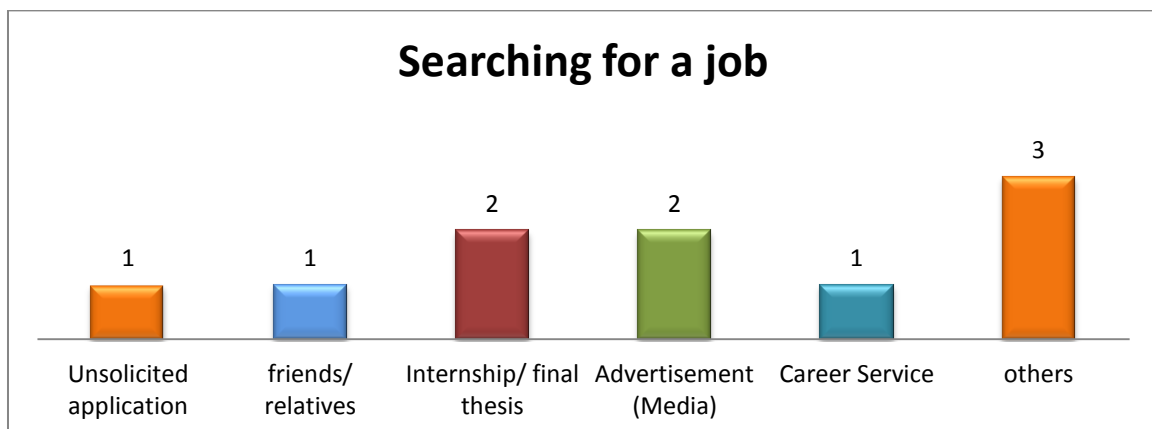


chart 6

12. „How long did it take you to find your first job and how many applications did you have to write?“

month:	total number:	male:	female:
0 – 2 month	8	3	5
3 – 5 month	1	(not specified)	
6 – 10 month	0	0	0

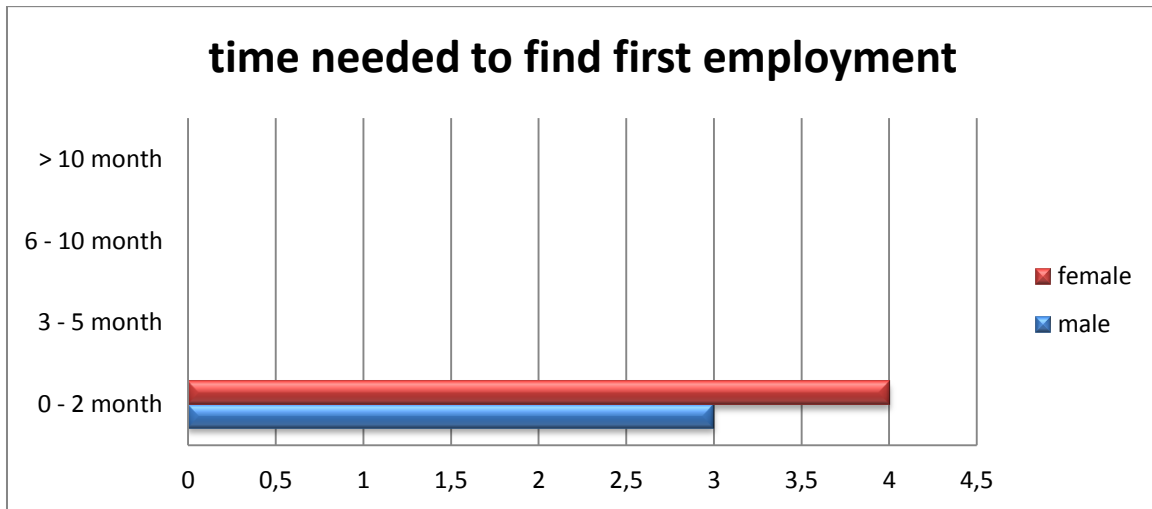


chart 7

number of applications:	total number:	male:	female:
0 – 3	6	3	3
4 – 10	3	1	2
11 – 20	1	0	1
>20	2	0	2

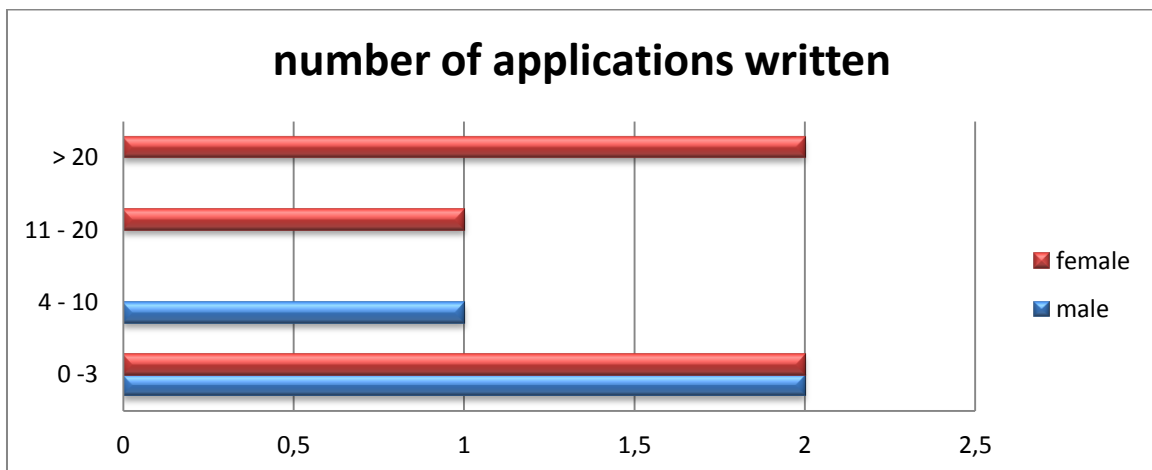


Chart 8

13. „ Did you change your job within the last two years?“

answer:	total number:
Yes	3
No	8

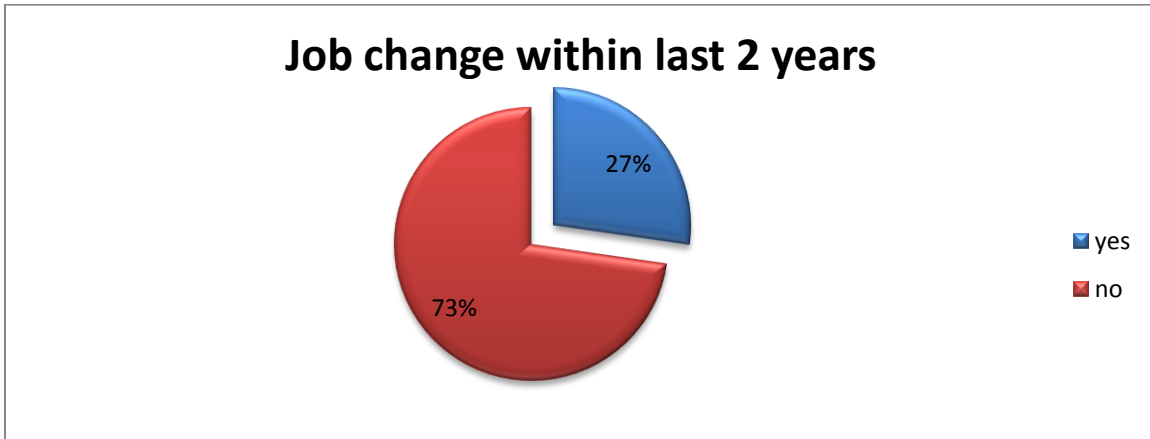


chart 9

The majority has not changed their job within the last two years.

14. „Do you consider doing a master degree later?“

[multiple answers possible]

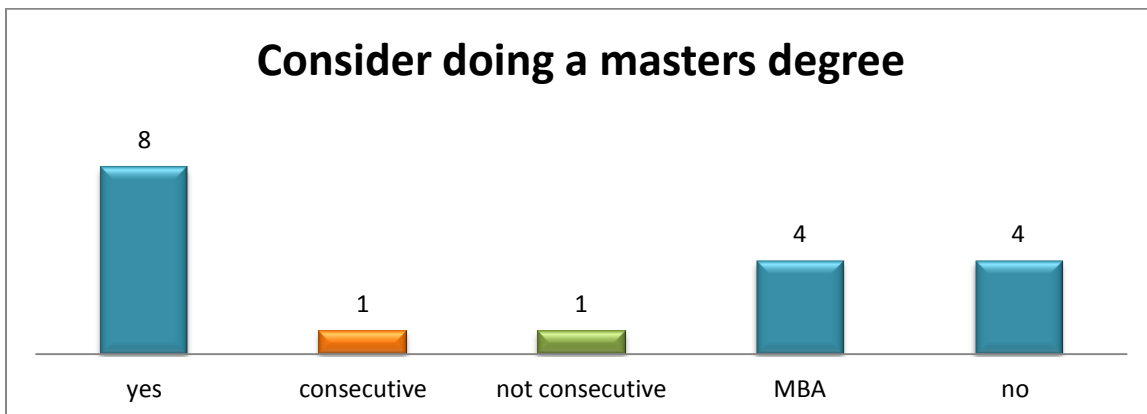


chart 10

57.1 % of the respondents consider doing a master later, 42.8 % does not consider doing it and 28.5 % consider doing an MBA.

15. „Are you regularly informed by the services and offers of the Alumni management via e-mail, e.g. seminars for young professionals, the publishing of the latest online-magazine for post graduate students from Deggendorf?“

answer:	total number:
yes	5
not specified	7

V. Appendix

Acknowledgement

I would like to express my sincere appreciation to all those who have contributed, directly or indirectly, to this questionnaire:

Mrs. Martina Heim for the impulse.

Mr. Martin Hoffmann for the technical support concerning the online-questionnaire.

Many thanks to Luis Carlos Morales Nuñez who did the analysis.

Interview of Alumni / Year of Graduation 2010 / International Management

Gender: f m

Major: _____

1. How would you assess the value of your course of studies with regard to your actual employment, from 1) inevitable to 5) dispensable ?

1 2 3 4 5

2. Which courses were of capital importance for your actual employment?

3. From your actual point of view which module/subject did you miss during your scholastics?

4. Where do you think is some room for improvement concerning your studies?

5. Where did you do your internships during your studies?

Company _____ Department _____

Company _____ Department _____

6. What kind of international experiences did you gain [multiple answers possible]?

study abroad internship bachelor-thesis summer job language school work&travel

Where: _____

7. Your actual highest academic degree is Bachelor Master PHD

8. After finishing your studies in Deggendorf did you attend any further education programmes?

8.1. If so, which ones?

Master Doktor/Phd other

8.2. At which institution/country?

9. Where are you working now?

Name, Address _____ ZIP: _____

Department/function _____

Industrial sector (z.B. automotive, finance)

10. What was your starting salary at your first job after graduation?

- up to 30,000€/pa up to 35,000€/pa up to 40,000€/pa up to 45.000€/pa
and more

11. How did you find your first employment as a post graduate?

- Career Service Advertisement (Media) Unsolicited application
 Internship/final thesis Friends/relatives Employment company
 Job exchange (Internet) self-employed
 others _____

12. How long did it take you to find your first job and how many applications did you have to write?

_____ month _____ applications

13. Did you change your job within the last two years?

- Yes No

14. Do you consider doing a masters degree later?

- yes follow-on not follow-on MBA
 no

15. Are you regularly informed by the services and offers of the Alumni management via e-mail, e.g. seminars for young professionals, the publishing of the latest online-magazine for post graduate students from Deggendorf etc?

- yes ↓

Which event do wish us to offer,
which workshop did you miss so far?

- no ↓

Would you like to be added to our
mailing list (no society, no spam,
just info)?

Then please send me the attached
postcard

17. The very successful mentoring programme of the HDU is always looking for motivated new mentors. If you are interested in becoming one of our mentors please make a note on the attached postcard and send it back to us or leave your e-mail address here:

Any suggestions:

Thank you very much!