

MBA EMPLOYER OF CHOICE **RANKING 2016**

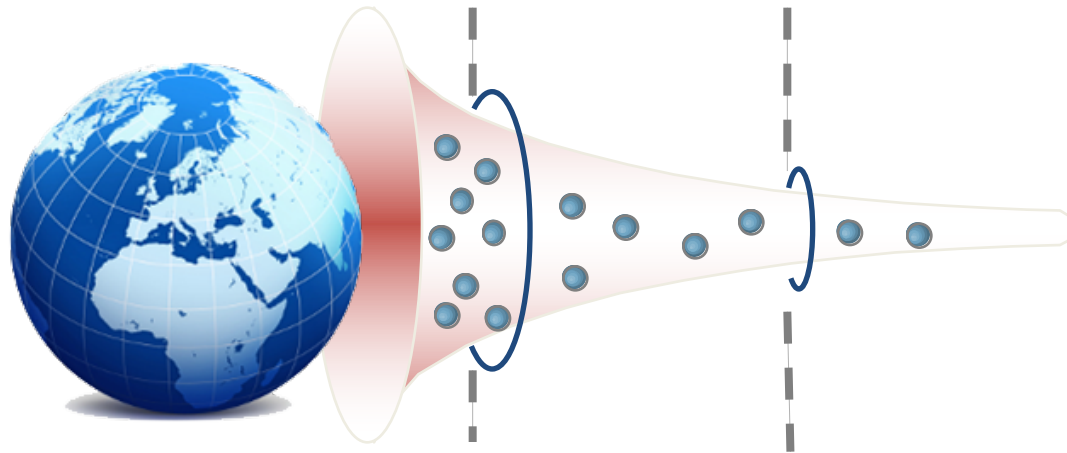
**MBA
WORLD
SUMMIT
2016.**

presented by

A Global Initiative in Search of Talent
March 9-11, 2016 | Miami, USA

Each year we survey the opinion leaders in the top segment of the global MBA community

The survey is conducted among the MBA World Summit applicants who reach the qualifying round of a multi-stage application process



GLOBAL REACH:
> 45.000 MBAs p.a.

APPLICATIONS:
> 3.000 p.a.

The MBA World Summit draws the attention of MBAs from over 100 Top- Business Schools worldwide

Applicant-Profile:

- Top 20 % of all Full-time MBA Students from around the world
- highly motivated, engaged
- global mind-set
- strong interests in local & global leadership careers

QUALIFYING ROUND:
600 MBAS

- Outstanding academic achievements
- “Triple-A-Employer(s)” in pre-MBA career
- Extra curricular activities
- High indication of exceptional future leadership potential

The MBA Employer Of Choice Ranking - In a Nutshell

- ◆ The MBA World Summit Employer Ranking is the annual ranking identifying the worldwide top MBA employers based on the votes of current MBA students
- ◆ It is accompanied by an elaborated survey examining the work preferences, needs and mind-set of this highly interesting and important target group for leading companies
- ◆ The MBA Employer Of Choice Ranking were derived from and developed in the context of the MBA World Summit, it is carried out each year during the application process of the Summit

▶ Compared to conventional surveys, it is based on thoroughly selected participants who have a shaping and lasting impact on their fellow students perceptions on possible future career paths

The MBA World Summit is the pinnacle summit of the global MBA community

The MBA World Summit

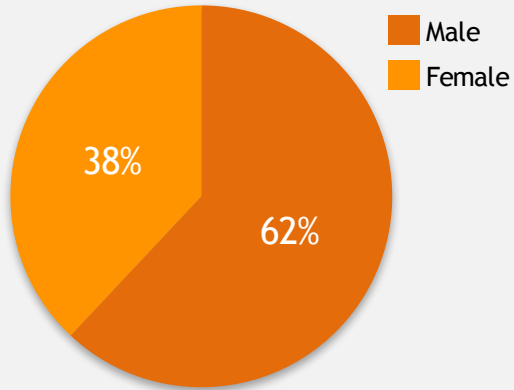
- Annual congregation of the 100 most exceptional MBA students from the best business schools worldwide
- Three days of **high-impact exchange** and **best-practice sharing**: Discussing crucial global business topics & strategizing for the future
- Partner companies exchange and discuss **exceptional leadership opportunities** with these highly dynamic MBA-students
- As the pinnacle global forum for MBA student exchange reaching over 45,000 MBA students worldwide each year
- Participants selection through a **rigorous, multi-stage selection process** to handpick the best fitting out of the most impressive candidates for the Summit from thousands of applicants



MBA EMPLOYER OF CHOICE

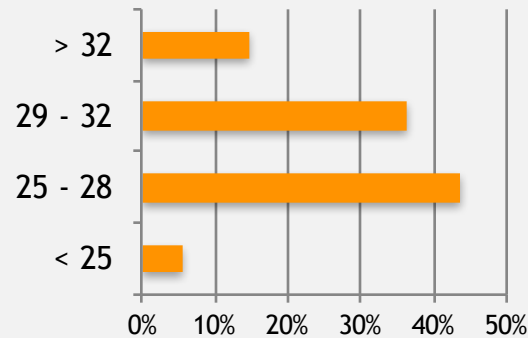
DEMOGRAPHICS

Distribution by Gender

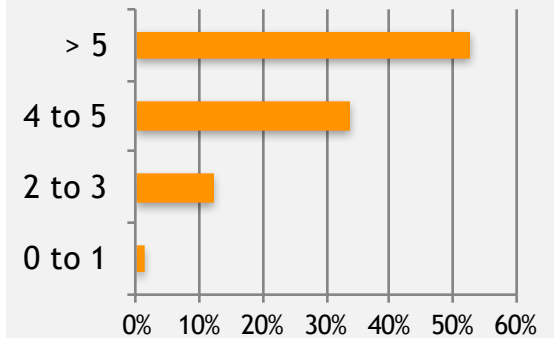


Age [in years]

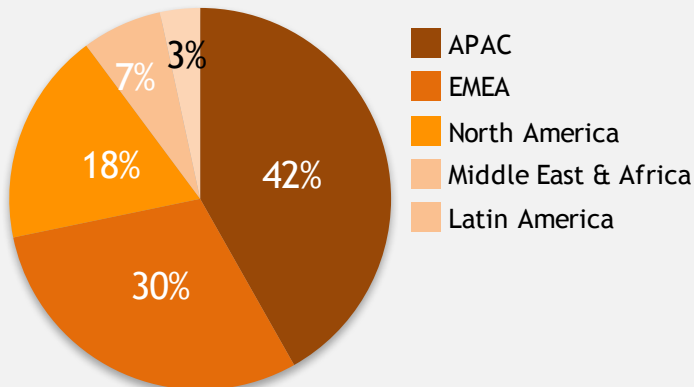
average age = 29,2 years



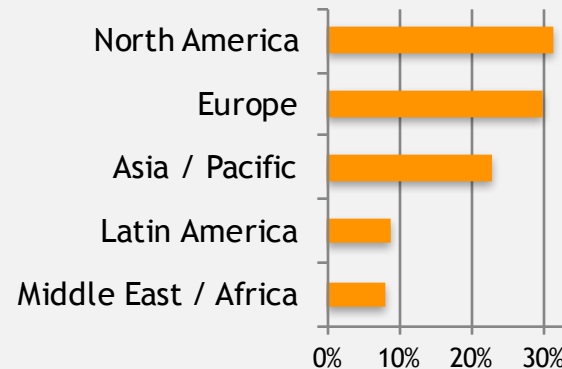
Working Experience [in years]



Distribution by Region of Origin



Preferred Region to Work

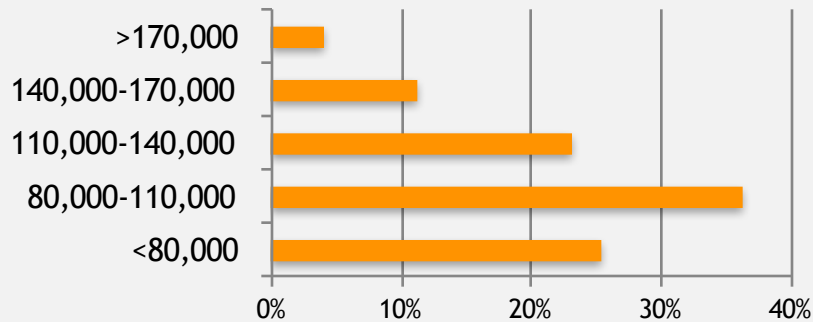


Generally MBAs possess a work permit valid up to 2 years after graduation. In 80% of all cases MBAs make use of this permit before returning to their countries of origin.

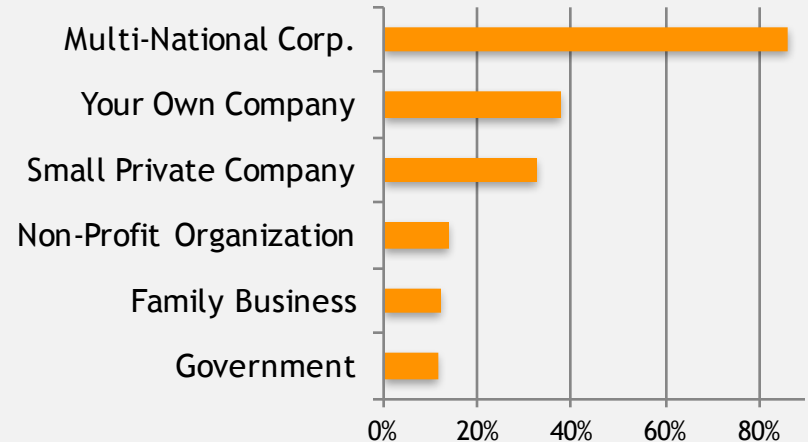
MBA EMPLOYER OF CHOICE

WORK PREFERENCES - IN GENERAL 2016

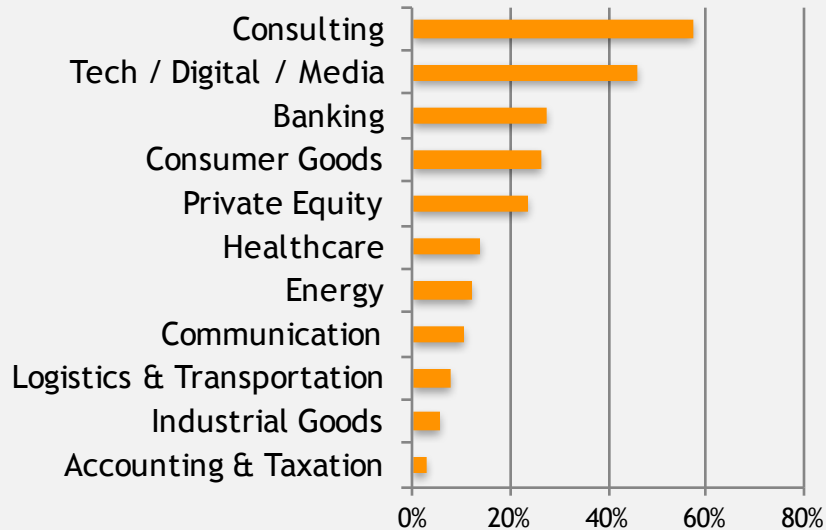
Expected Salary After Graduation [in US\$] average = 105.00 US\$



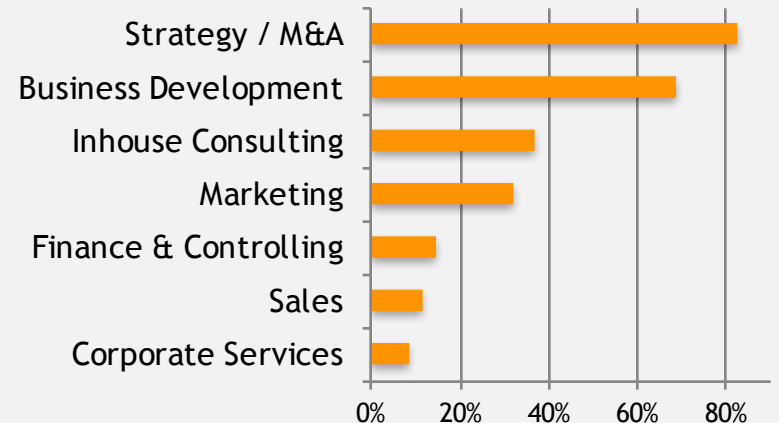
Preferred Kind of Organization



Preferred Industries



Preferred Departments

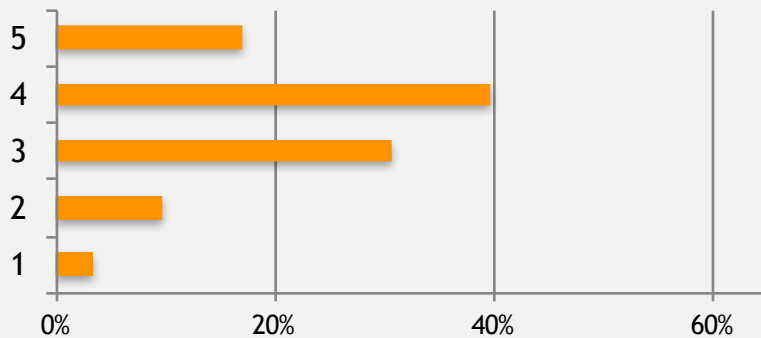


MBA EMPLOYER OF CHOICE

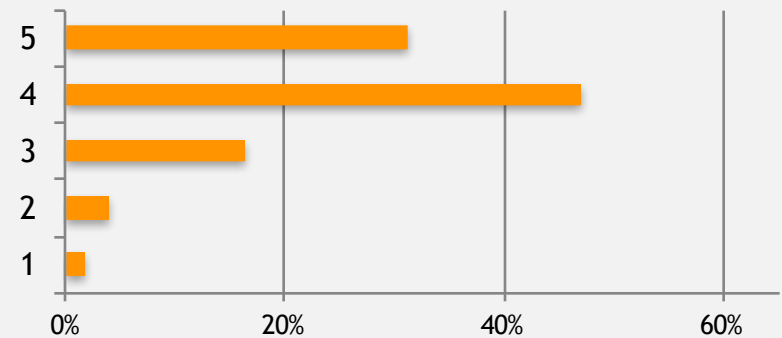
WORK PREFERENCES - ECONOMIC VALUE FACTORS

[1 - not important, 5 - very important]

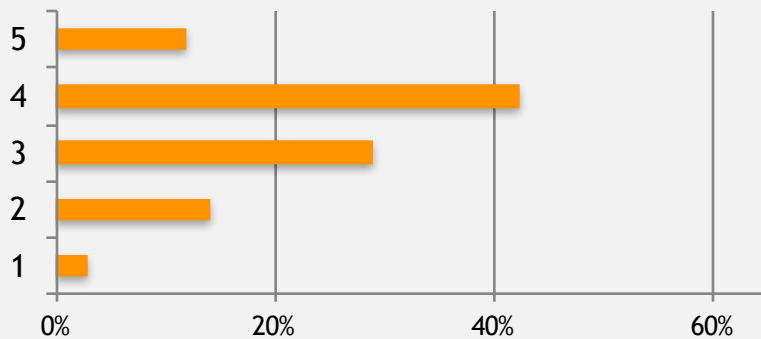
Above-Range Salary



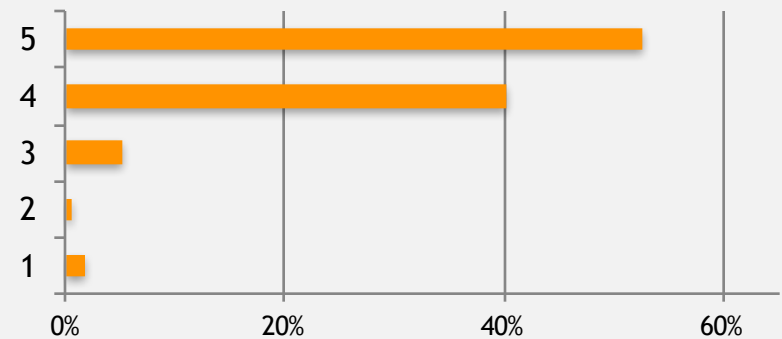
Performance-Based Rewarding System



Job Security



Promotion Opportunities

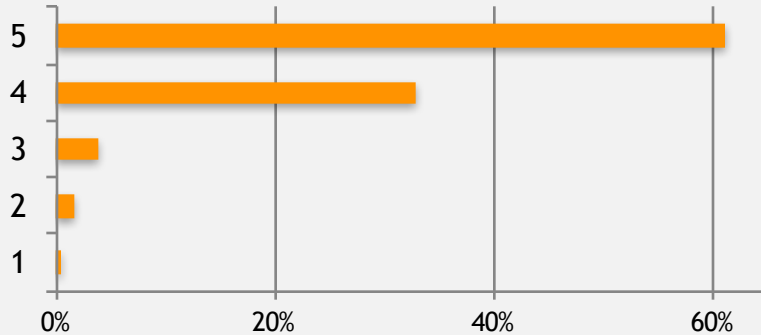


MBA EMPLOYER OF CHOICE

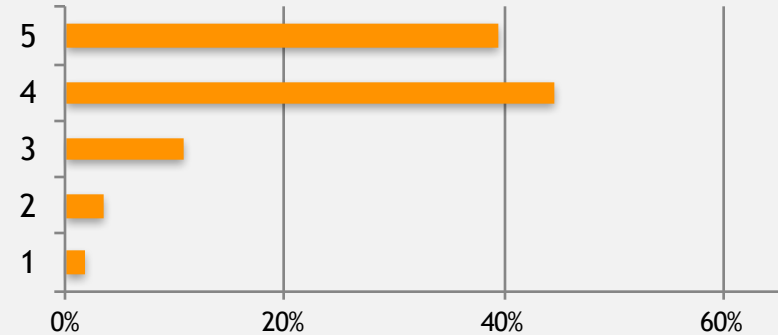
WORK PREFERENCES - POSITION VALUE FACTORS

[1 - not important, 5 - very important]

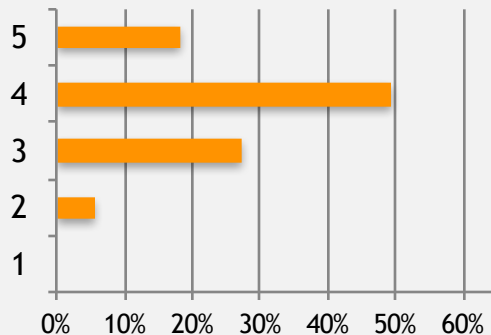
Impact of Your Work on People & Business



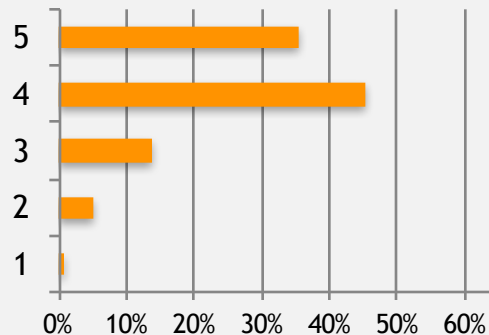
Lead & Guide Others



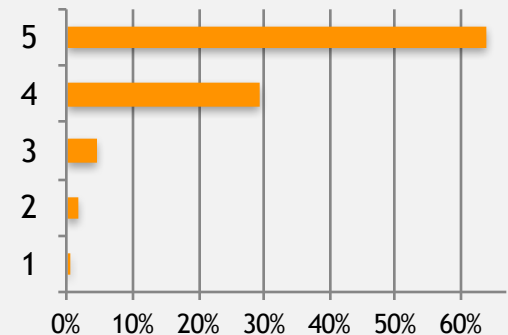
Direct Reporting to Executive Mgt.



Cross-Divisional & Cross-Country Working



Professional Develop. Within Job

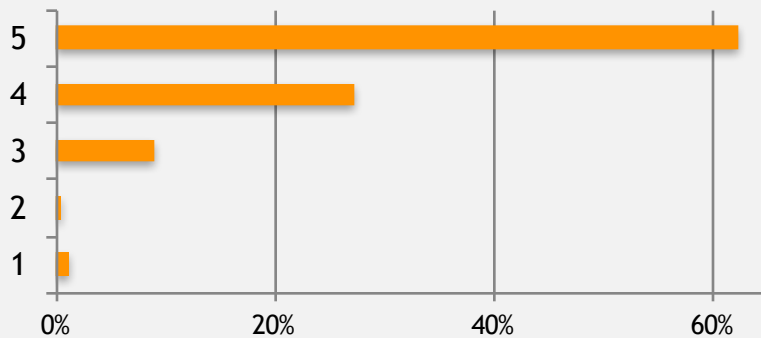


MBA EMPLOYER OF CHOICE

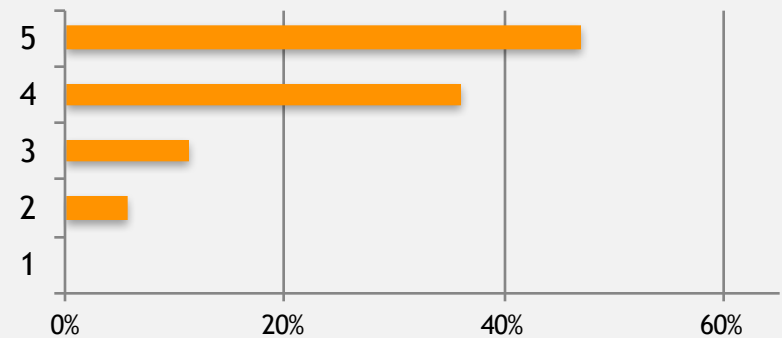
WORK PREFERENCES - SOCIAL VALUE FACTORS

[1 - not important, 5 - very important]

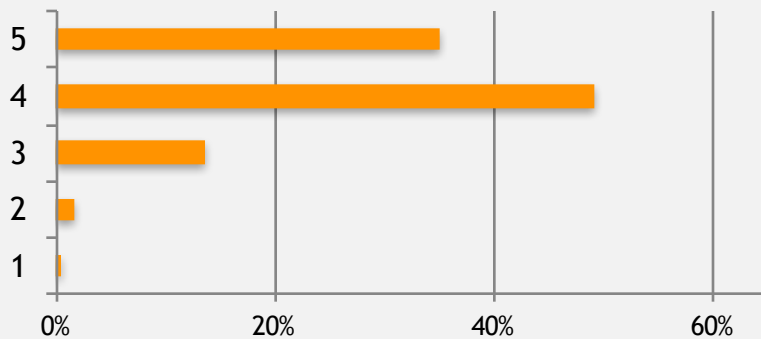
Exciting Work Environment



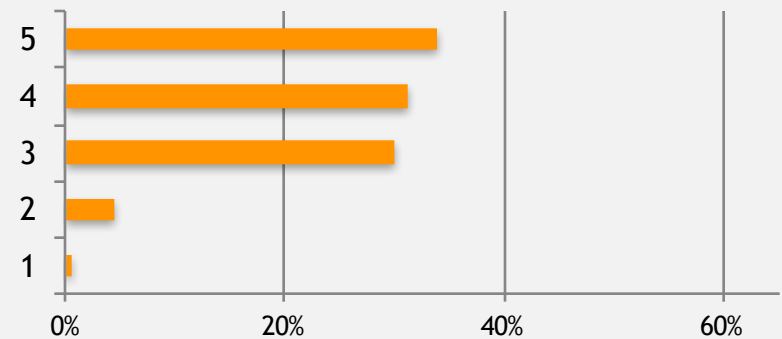
Collegial Team Atmosphere



Appreciation by Senior Management



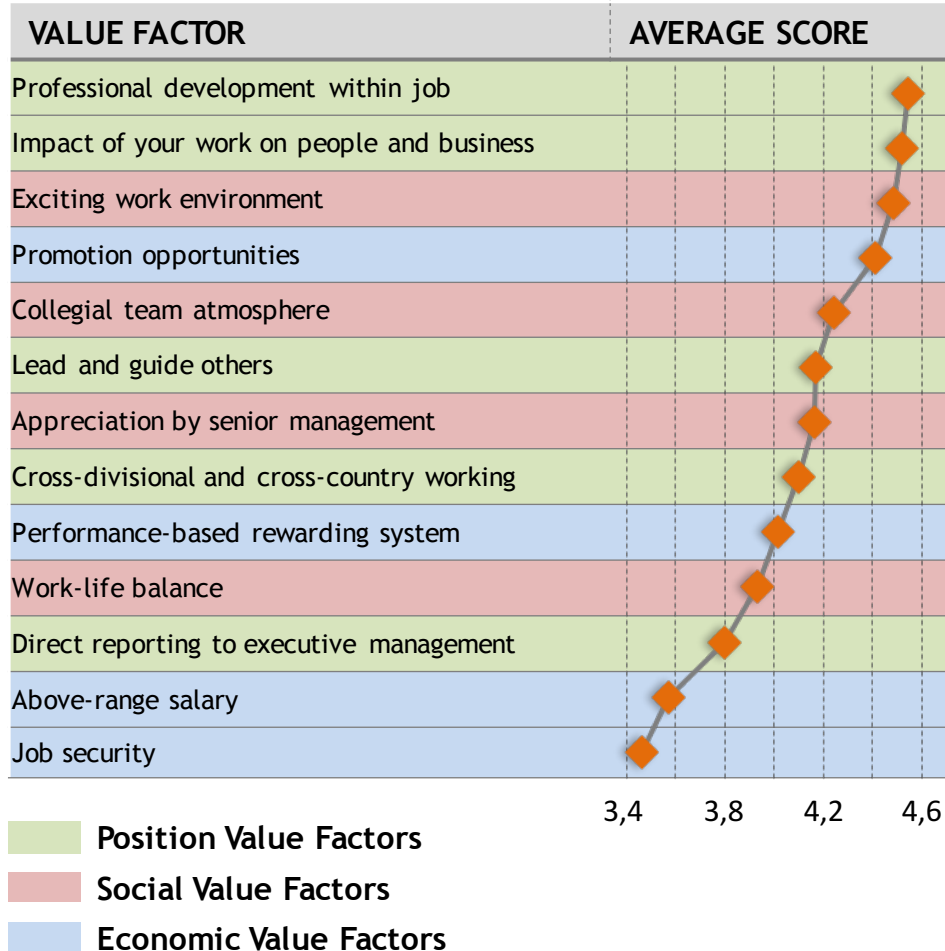
Work-Life Balance



MBA EMPLOYER OF CHOICE

WORK PREFERENCES - SUMMARY VALUE FACTORS

[average value; 1 - not important, 5 - very important]



- Position (avg. 4,23) and Social (avg. 4,21) Value Factors are equally important, but significantly more important than Economic (avg. 3,87) Value Factors
- Furthermore the results show that the **professional development** within the job [1], in combination with a **high work impact** [2], an **exciting work environment** [3] and **promotion opportunities** [4] are indispensable for MBAs
- Work-life balance [10] ranks only in the lower third of the value factors
- Interesting is that pure Economic Value Factors (performance-based rewarding [9], salary [12], job security [13]) as well as direct reporting to executive mgmt. [11] are comparatively less decisive for MBAs

MBA EMPLOYER OF CHOICE

RANKING 2016: Top 1 - 40

COMPANY (1-20)	Rank 2016	Rank 2015
Google	1	1
McKinsey & Company	2	2
Amazon	3	8
Apple	4	5
Bain & Company	5	3
Facebook	6	10
The Boston Consulting Group	7	4
Goldman Sachs	8	6
Unilever	9	17
J.P. Morgan	10	16
Microsoft	11	23
Walt Disney Company	12	15
BMW Group	13	-
BASF	14	19
Bombardier	15	-
General Electric	16	18
Henkel	17	65
Johnson & Johnson	18	27
The Coca-Cola Co.	19	31
IDEO	20	9

COMPANY (21-40)	Rank 2016	Rank 2015
Deutsche Bank	21	7
Nike	22	12
The Blackstone Group	23	13
Bank of America Merrill Lynch	24	47
Morgan Stanley	25	24
Nestlé	26	30
Bertelsmann	27	28
KKR	28	11
LVMH	29	29
Procter & Gamble	30	14
Adidas	31	38
Credit Suisse	32	20
Deloitte	33	21
Porsche	34	56
Starbucks	35	25
L'Oréal	36	35
Shell Oil Company	37	22
A.T. Kearney	38	44
Genentech	39	49
Merck	40	37



MBA World Summit
Participating Partner

MBA EMPLOYER OF CHOICE

RANKING 2016: Top 41 - 80

COMPANY (41-60)	Rank 2016	Rank 2015
Accentures	41	34
Cisco Systems	42	57
PWC (PricewaterhouseCoopers)	43	51
American Express	44	39
Barclays	45	42
Siemens	46	33
Boeing	47	52
Citi	48	26
Oliver Wyman	49	67
Salesforce.com	50	40
Apax Partners	51	32
Axel Springer	52	79
Bloomberg	53	69
Booz & Company	54	53
eBay	55	45
Estée Lauder	56	63
Goodgame Studios	57	61
IBM	58	46
Intel	59	55
KPMG	60	70

COMPANY (61-80)	Rank 2016	Rank 2015
Kraft Foods Group	61	50
Sony	62	72
Southwest Airlines	63	68
Starwood Hotels & Resorts	64	41
AlixPartners	65	75
Allianz	66	78
Ernst & Young	67	58
Exxon Mobil Corporation	68	48
General Motors	69	74
Hilton Hotels Corporation	70	59
PepsiCo	71	36
Syngenta	72	-
Vodafone	73	77
AT&T	74	73
Dell	75	62
Gap	76	64
Marriott	77	66
Nordstrom	78	60
Roland Berger	79	71
Wellington Partners	80	54



MBA World Summit
Participating Partner

MBA EMPLOYER OF CHOICE

Boosting recognition in the global MBA community



- The Ranking shows the “MBA Employers of Choice” of the top-MBA students worldwide in 2015
- MBA World Summit Participating Partner Companies are positioned comparatively high, e.g.
 - BASF: #14 (2016), #19 (2015) | cf. Universum 2015 #34
 - Amazon (2016 #3, 2015: #8), Bombardier (2016 #15, 2015: -), Henkel (2016 #17, 2015: #65), Bertelsmann (2016 #27, 2015: #28) and Goodgame Studios (2016 #57, 2015: #61) could all improve their ranking compared to 2015 (they did not reach the top 50 Universum 2015 ranking or were not considered)



- MBA World Summit participating Partner Companies **benefit substantially** of being part of this global initiative
- Throughout the year the **global MBA community examines intensively these Partner Companies** and their career opportunities
- Leading to an entirely new dimension of “**Attention**” and a fundamentally increasing “**Recognition**” towards being an international “MBA Employer of Choice”

**Universum Ranking: WORLD'S MOST ATTRACTIVE EMPLOYERS 2015*

MBA EMPLOYER OF CHOICE

SURVEY & RANKING - QUESTIONNAIRE

DEMOGRAPHICS

1. Please specify your gender.
2. Please tell us your country of citizenship.
3. Please specify your Age.
4. How many years of working experience do you have (including internships)?
5. Please tell us your expected salary after your graduation (in US-\$)

WORK PREFERENCES

6. In which of the following industries would you like to work the most? (Please select max. 3 including "Other:")
7. In which of the following departments within a company would you like to work the most? (Please select max. 3 including "Other:")
8. What kind of company/organization is most attractive to you as an employer?
9. Please tell us, in which regions of the world you would like to work.
10. If you have any other general preferences towards your future employer, please let us know.
11. If there are any general factors that make you avoid an employer in particular, please let us know.
12. Economic value factors (1 - not important, 5 - extremely important)
13. Position value factors (1 - not important, 5 - extremely important)
14. Social value factors (1 - not important, 5 - extremely important)
15. Please tell us, if there are any other job-specific factors that make an employer attractive to you.
16. If there are any factors that particularly make you avoid an employer, please let us know as well.

MBA EMPLOYER OF CHOICE RANKING

17. Based on your personal experience and the criteria mentioned before, please mark the five companies you find most attractive as an employer.
18. If you are missing any companies on our list, please tell us which ones.



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