MCA Alumni Survey

Final Results

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Agenda

Research Population

2. Overview of Results
   2.1 Basic Information And Insights About Deciding To Study Consumer Affairs
   2.2 Time Period Between Graduation And First Job
   2.3 Current Job
   2.4 Skills & Further Education

3. Additional Insights

4. Key Findings
Research Population

- 62 Participants
- 82% Female, 18% Male
- Ø Age: 29.59 years
1. Research Population

**Overview Of Results**

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Nationalities Of MCA Alumni

Other Nationalities


Alumni living/working in Germany before

Yes 57%
No 43%
N = 49
Percentage of Alumni Who Finished The MCA Program

Graduated: 85%
Didn't graduate: 15%

N = 92

Final Grade

number of alumni

0 2 4 6 8 10 12

1 1.1 1.2 1.3 1.4 1.5 1.6 1.7 1.8 1.9 2 2.2 2.3 2.4 2.6 2.9
Bachelor degree before MCA

- Business Administration
- Economics
- Engineering
- Psychology
- Sociology
- Law
- Political Science
- Other

Cultural Sciences – Nutritional Science – Food Economics – Advertising – Food and Consumption Economy - Marketing

N= 49
Countries Where Alumni Received Their Bachelor Degree

- USA
- Ukraine
- Turkey
- Russian Federation
- Romania
- Poland
- Netherlands
- Mexico
- Ghana
- Germany
- France
- Finland
- Egypt
- Ecuador
- Denmark
- China
- Bulgaria
- Australia
- Andorra

N= 49
Relevant Factors In The Decision To Study MCA

- Low/No study fee: 51%
- Practical Orientation: 55%
- Attaining key skills: 61%
- Good job perspective: 67%
- Good academic conditions: 73%
- Wide variety of professional opportunities after completing MCA: 73%
- High flexibility to select different courses: 77%
- Ranking of the university: 83%
- Interdisciplinary concept of the study program: 91%
- Content of the field of study: 92%
- International orientation of the study program: 93%

N= 49

At least 50% of the participants checked the answers „Very Important“ and „Important“
While Studying MCA

Semesters needed to finish MCA

- 1 Semester: 0%
- 2 Semester: 0%
- 3 Semester: 0%
- 4 Semester: 50%
- 5 Semester: 10%
- 6 Semester: 10%
- 7 Semester: 0%

% of students who went abroad during MCA

- Yes: 51%
- No: 49%

Countries alumni went to when studying abroad:

- Denmark
- Netherlands
- Poland
- UK

No. of semesters students went abroad

- 1 Semester: 40%
- 2 Semester: 60%
Working Student Jobs and Internships While Studying MCA

- Yes: 89%
- No: 11%

Duration in Months

- 0-6: 10%
- 7-12: 30%
- 13-18: 20%
- 19-24: 15%
- 25-30: 10%
- 31-35: 5%

N= 77 N= 69
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Bridging The Gap Between Graduating And First Job

- There was no gap
- Unemployment
- Part-Time Job
- Apprenticeship/Further Education
- Travelling
- Other

N= 52
### Difficulties When Looking For First Job

<table>
<thead>
<tr>
<th>Difficulty</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No compatibility of family and work</td>
<td>2%</td>
</tr>
<tr>
<td>Offered jobs too far away</td>
<td>8%</td>
</tr>
<tr>
<td>Additional qualifications required</td>
<td>31%</td>
</tr>
<tr>
<td>Previous experience required</td>
<td>37%</td>
</tr>
<tr>
<td>Offered job did not correspond w/ desired working hours or conditions</td>
<td>2%</td>
</tr>
<tr>
<td>Offered job did not correspond w/ desired range of tasks</td>
<td>14%</td>
</tr>
<tr>
<td>Offered job did not correspond w/ desired salary</td>
<td>16%</td>
</tr>
<tr>
<td>Different degrees required</td>
<td>4%</td>
</tr>
<tr>
<td>MCA was unfamiliar to most employers</td>
<td>47%</td>
</tr>
<tr>
<td>Mostly graduates w/ focus on other subjects sought</td>
<td>18%</td>
</tr>
<tr>
<td>For field of interest only few jobs offered</td>
<td>33%</td>
</tr>
<tr>
<td>So far no problems</td>
<td>22%</td>
</tr>
</tbody>
</table>

N= 51
Applications, Interviews And Job Offers

**JOB APPLICATIONS**
- < 5: 23%
- < 10: 19%
- < 20: 8%
- < 50: 27%
- < 100: 23%

**JOB INTERVIEWS**
- < 5: 58%
- < 10: 29%
- < 20: 7%
- < 50: 6%
- < 100: 23%
- < 50: 6%

**Job Offers**

N= 52
Which Criteria Are Essential For A Successful Application?

<table>
<thead>
<tr>
<th>Criteria</th>
<th>% of participants checked the answers „Very Important“ and „Important“</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practical skills</td>
<td>92%</td>
</tr>
<tr>
<td>Advanced specialization</td>
<td>75%</td>
</tr>
<tr>
<td>Contacts of university to companies</td>
<td>41%</td>
</tr>
<tr>
<td>Young age</td>
<td>27%</td>
</tr>
<tr>
<td>Appearance and Personality</td>
<td>86%</td>
</tr>
<tr>
<td>Gender</td>
<td>16%</td>
</tr>
<tr>
<td>International experience</td>
<td>88%</td>
</tr>
<tr>
<td>Previous work experience</td>
<td>96%</td>
</tr>
<tr>
<td>Topic of Master Thesis</td>
<td>19%</td>
</tr>
<tr>
<td>Field of study</td>
<td>88%</td>
</tr>
<tr>
<td>Willingness to move</td>
<td>77%</td>
</tr>
<tr>
<td>Knowledge of foreign languages</td>
<td>96%</td>
</tr>
<tr>
<td>Excellent final grade</td>
<td>59%</td>
</tr>
<tr>
<td>Fast course of study</td>
<td>29%</td>
</tr>
</tbody>
</table>

N = 51
How Did Alumni Find Their First Job?

- Job Advertisement: 50%
- Unsolicited Application: 10%
- Connection from internship: 10%
- Employer approached alumni: 20%
- Job beside studies: 0%
- Through Apprenticeship: 0%
- Through Lecturers from university: 0%
- Through Employment Centre: 0%
- Placement of Employment Ad: 0%
- Contacts on exhibitions & networking: 0%
- Through private connections: 0%
- Parent's or friend's business: 0%

N= 52
Description of First Job After Graduation
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4. Key Findings
Current Job Situation

- Currently Employed: 91%
- Currently Unemployed: 9%
- Founding a company: 2%
- PhD: 9%
- 2nd Master program: 1%
- Looking for a job: 11%
- Focused on family: 3%
- Further training: 8%

N = 77
Academic Qualifications Needed For Current Job

- Bachelors degree is mandatory: 11 alumni
- Masters degree is mandatory: 21 alumni
- University degree (Master/Bachelor) is the rule: 20 alumni
- University degree is advantageous: 3 alumni
- University degree is unimportant: 2 alumni

N= 57
Special Knowledge Required For Current Position

N= 59
Skills That Are Most Important For Current Position

- Organisational skills
- Communication skills
- Problem-oriented behavior
- Writing skills
- Consulting skills
- Teamwork
- Confident demeanour
- Pedagogy
- Decision-making abilities
- Leadership skills
- Learning capability
- Analytical skills
- Verbal/presentation skills
- Other

N= 61
Where Are You Currently Working?
Problems Encountered In Current Positions

N= 51

- So far no problems
- Skills deficit
- Missing opportunities
- Little responsibility
- Insufficient (mental) workload
- Overwhelming workload
- Inadequate initial training
- Missing acceptance
- Other
Ranking Of Job-Related Aspects

- Employment Security
- Potential for Development
- Possibility of Creativity
- Possibility of Leadership

N= 92
Satisfaction With Current Job

N = 54
Reasons To Work In Position, Which Doesn't Match Qualification

Number of alumni

- N/A: Job fits qualification
- Promise to improve in future
- Earn more
- Personal interest
- Promotion to another field
- Preference to work part-time
- No suitable job found in the... (cut off)
- Family situation
- Could not find a suitable job
- Job required for intended future career
- Other

N= 52
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Skills That Alumni Possessed After Completing MCA

N = 49
Areas Where Alumni Would Have Liked To Have More Courses In

- More case studies, less theory
- More class interaction, less knowing by heart
- Internships
- Innovation (Internet of Things)
- Leadership
- Research
- Basic Programming
- Online Marketing (SEO, SEA, Google Analytics)
- Finances
- Usability/User Experience
- Statistics and Data Mining
- Marketing (Classic, Strategic, Plans, Communications)
- (Behavioural) Economics
- More language opportunities
- Consumer Insights
Alumni Who Pursue Further Education And Their Motives

N= 19

Motives

If offered an interesting job, wouldn't have done it
Hoping for better job opportunities w/ higher qualification
Didn't want to enter working life yet
Wanted to compensate for deficits
Enjoy working scientifically
Extra qualification necessary to achieve career goal

Yes 26%
No 74%

N= 19
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Personal Priorities For Next 5 Years

- Career
- Family, but willing to make sacrifices when it comes to career
- Family & career equally important
- Not sure yet

N= 76
Where Do You See Yourself Working In 5 Years?

N= 76

- Germany
- Other Country
- Not sure yet
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Key Findings

• Only 1/5 of the alumni are male
• 55% of MCA students are from foreign countries (especially Russia, China and USA)
• More than 40% received their Bachelor’s degree in the field of Business Administration
• 51% studied abroad during the MCA program
• 89% had a working student job or completed an internship while studying MCA
• Most of the MCA students bridged the gap (if there was one) between graduating and the first job by travelling
• Most companies being unfamiliar with the MCA program was the main difficulty when looking for a job
• First job after graduating was mainly within the Research Area
• 91% are currently employed
• Far more than half of the alumni currently have an indefinite contract and work full time
• Monthly gross salary varies between € 2000 and € 4000
• 26% of the alumni are pursuing a further degree