



MCA Alumni Survey

Final Results

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Agenda

Research Population

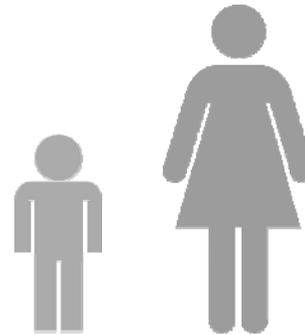
2. Overview of Results
 - 2.1 Basic Information And Insights About Deciding To Study Consumer Affairs
 - 2.2 Time Period Between Graduation And First Job
 - 2.3 Current Job
 - 2.4 Skills & Further Education
3. Additional Insights
4. Key Findings

Research Population

62 Participants



82 % Female
18 % Male



Ø Age
29,59 years



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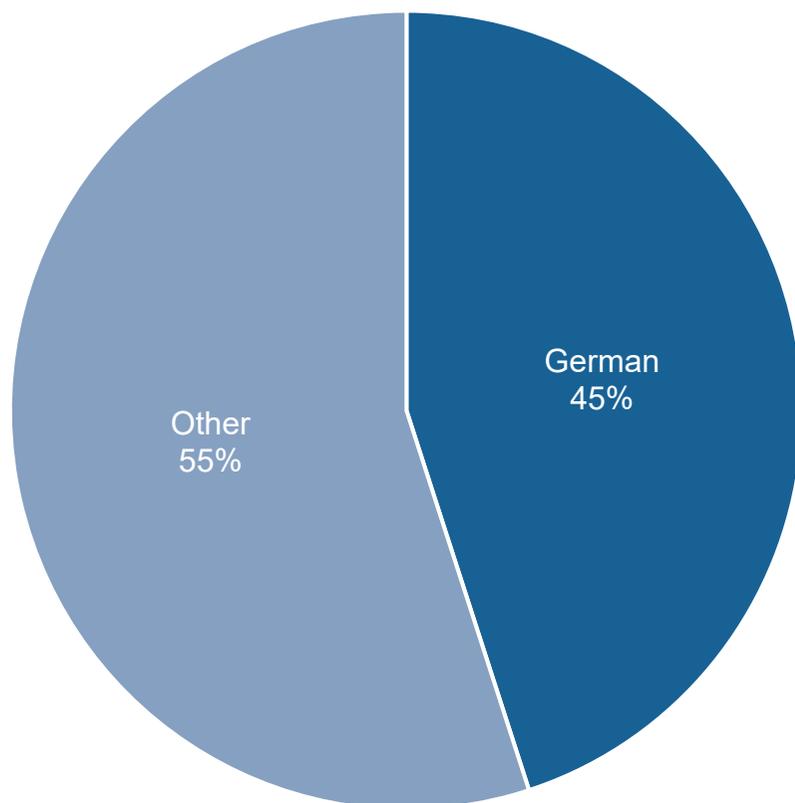
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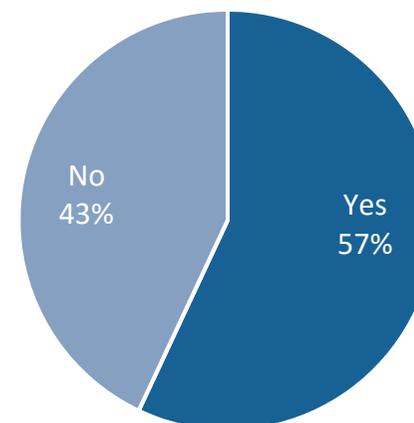
Nationalities Of MCA Alumni



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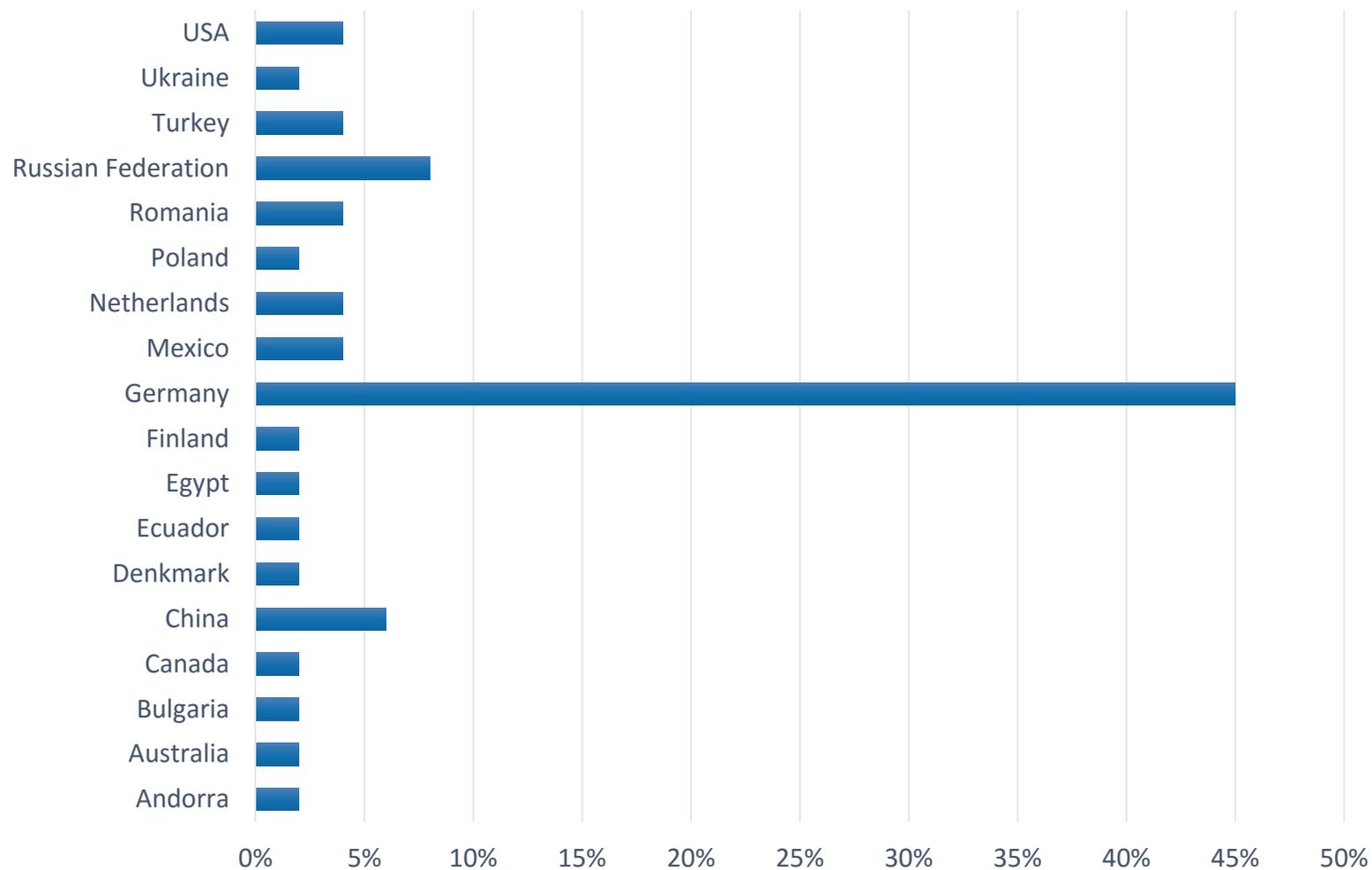
Other Nationalities

Angola – Bulgaria – China – Denmark – Ecuador – Egypt – Finland – France – Mexico - Netherlands – Poland – Romania – Russia – Singapore – Turkey – Ukraine - US



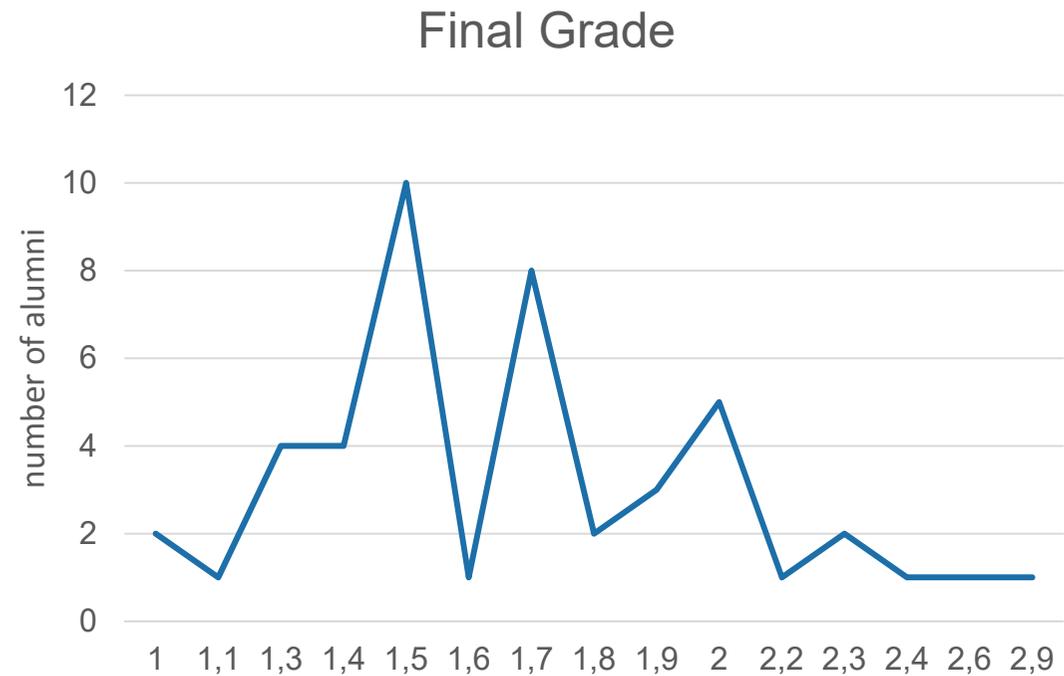
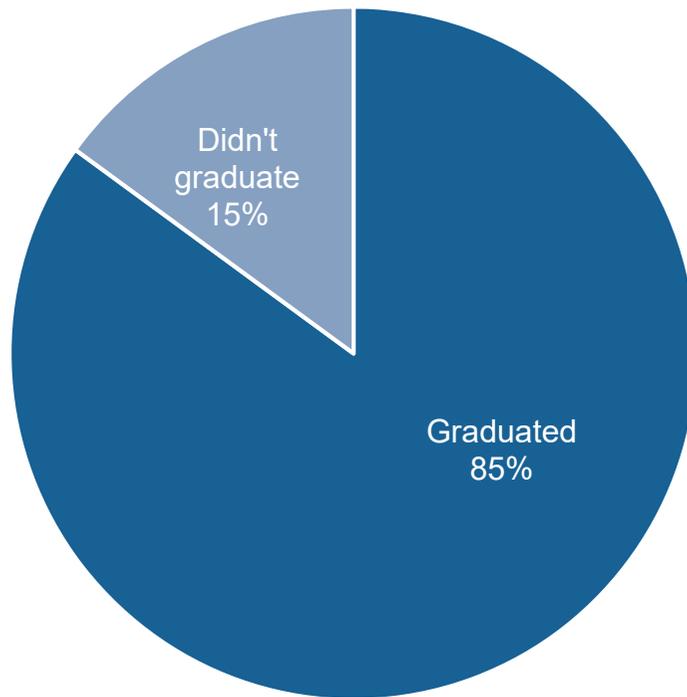
Alumni living/working in Germany before

Countries Where Alumni Received Their University Access Degree

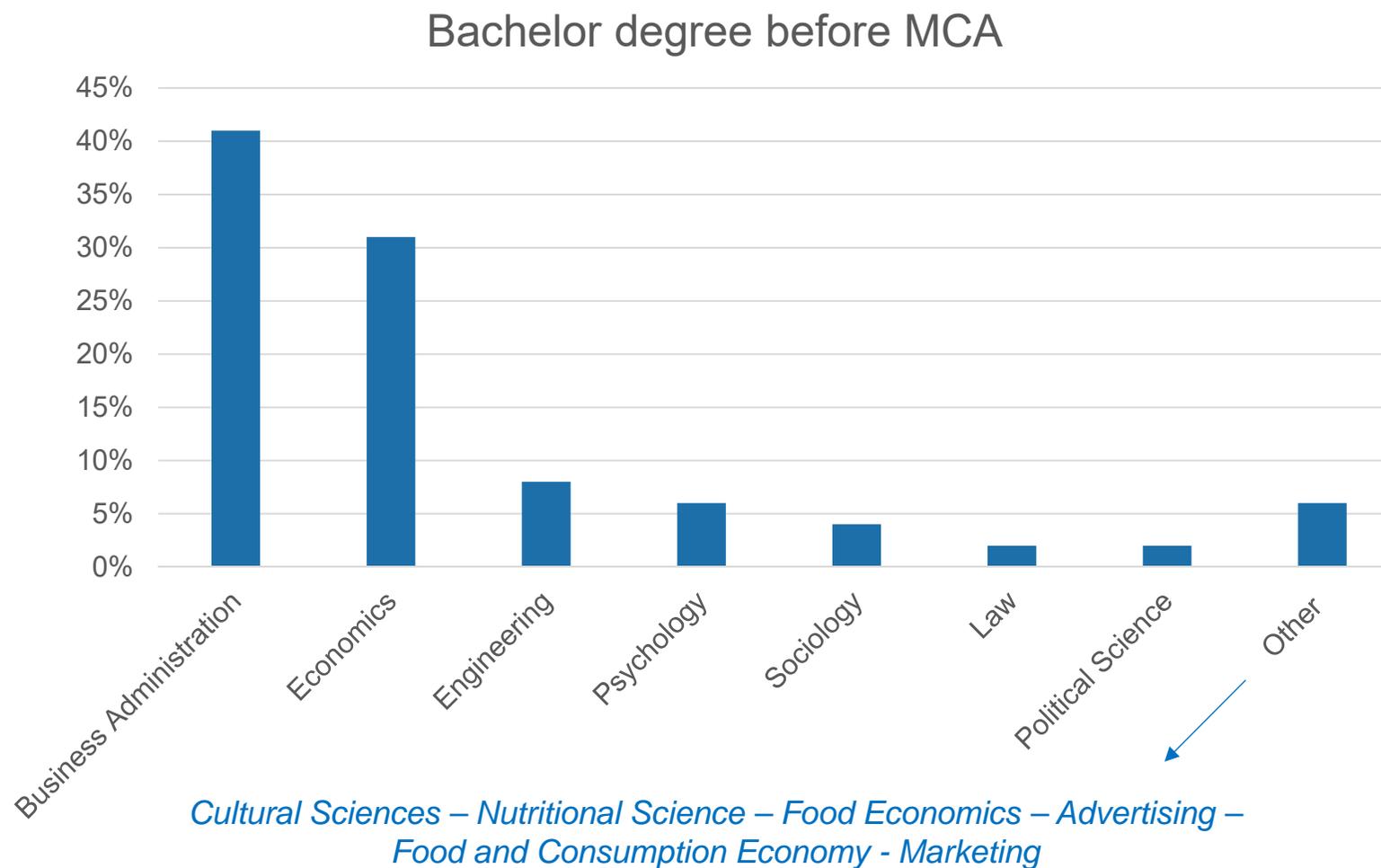


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Percentage of Alumni Who Finished The MCA Program

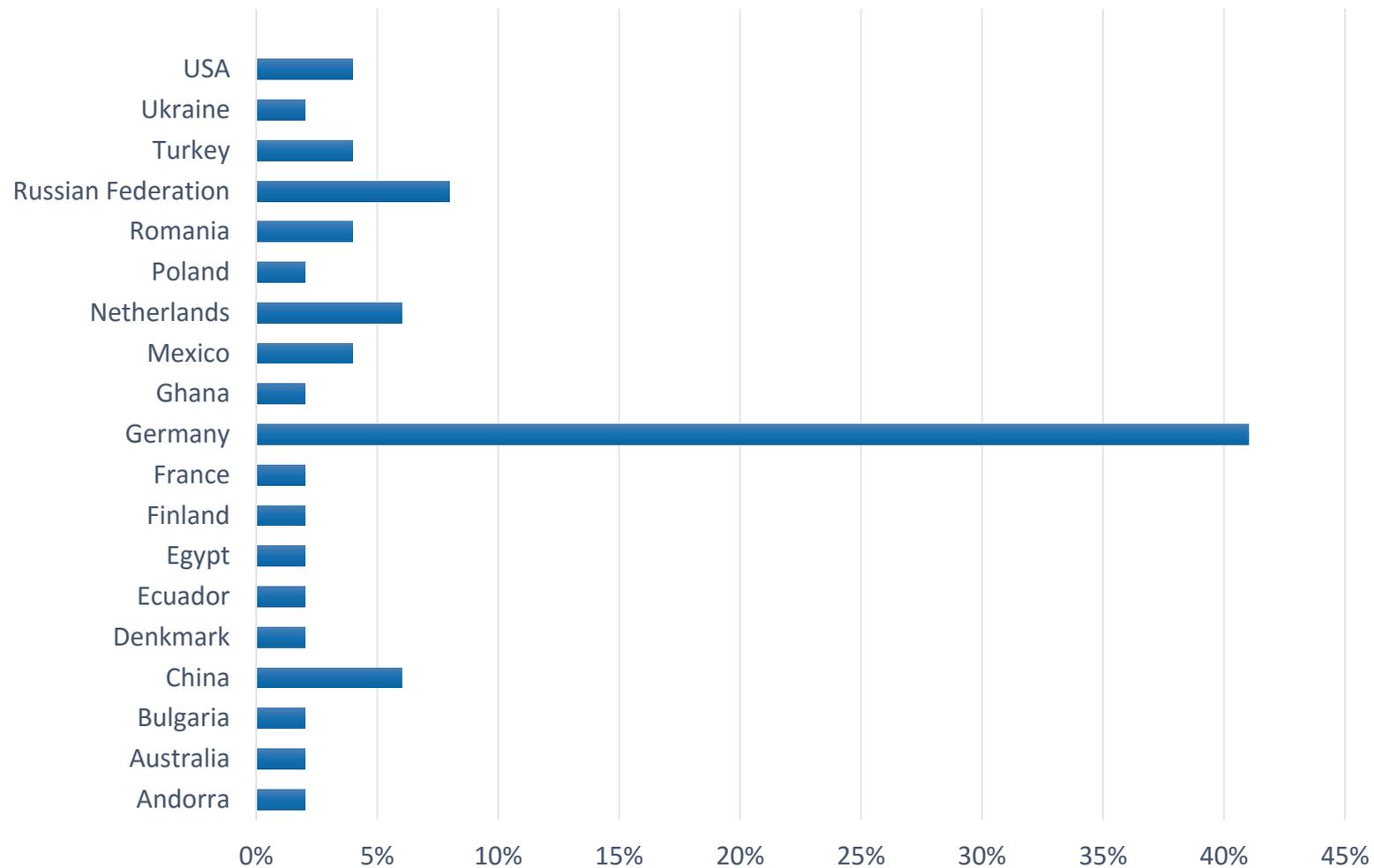


Background Information



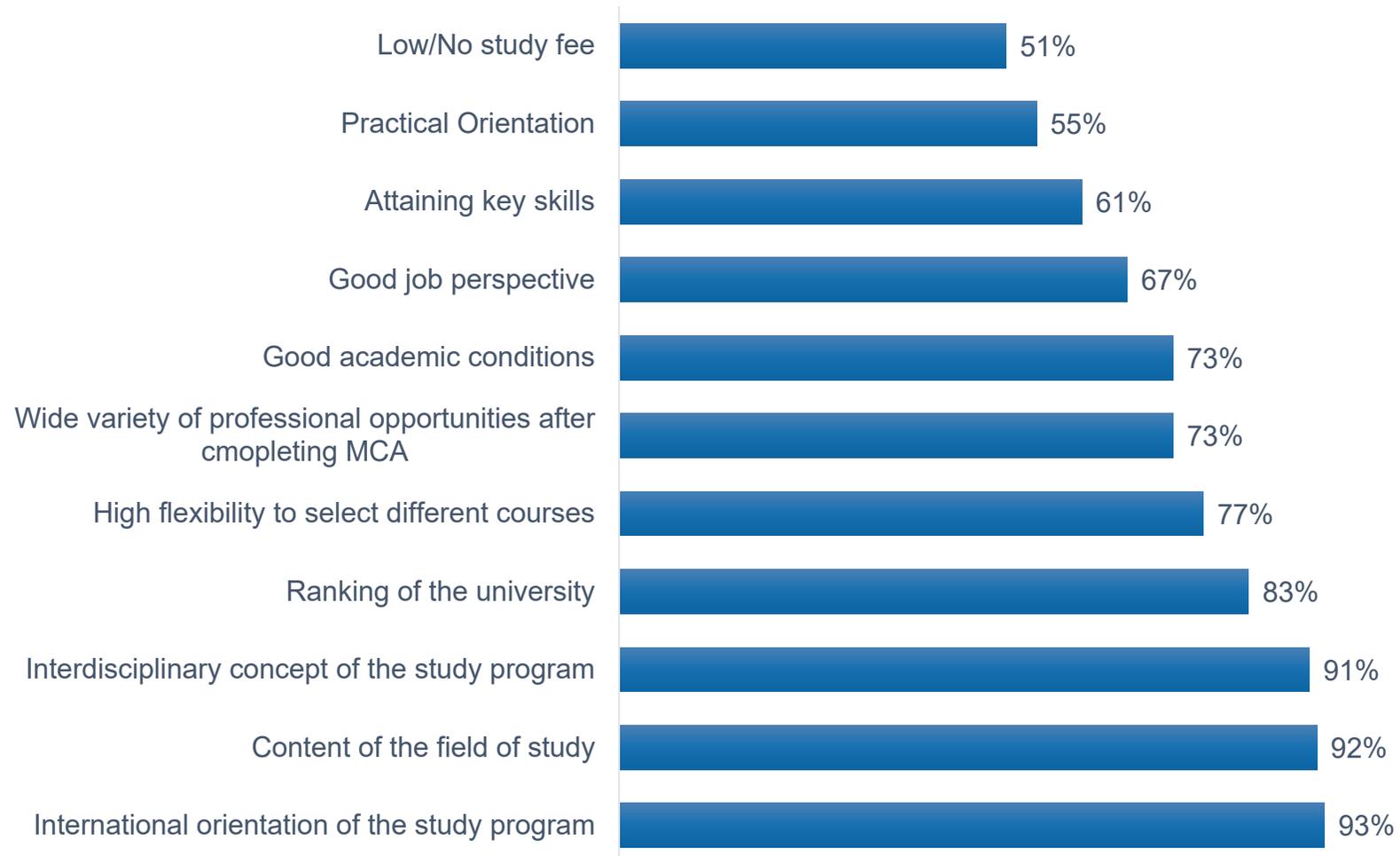
N= 49

Countries Where Alumni Received Their Bachelor Degree



N= 49

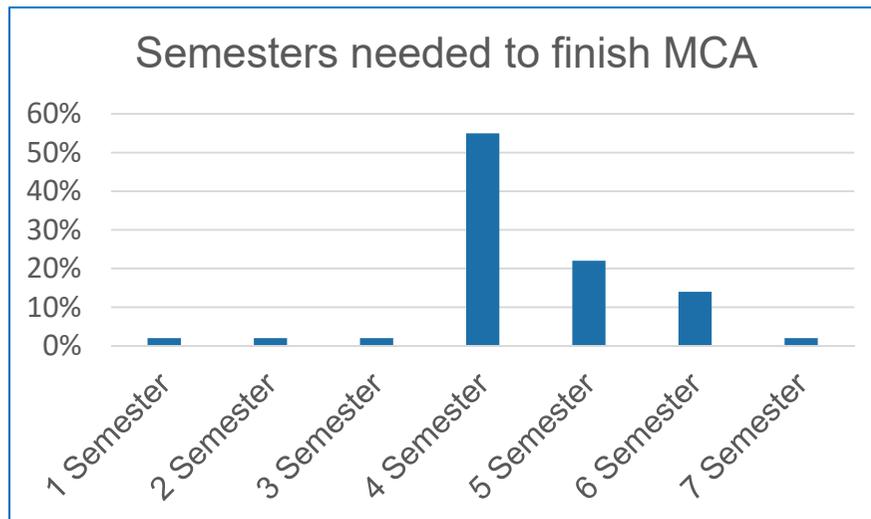
Relevant Factors In The Decision To Study MCA



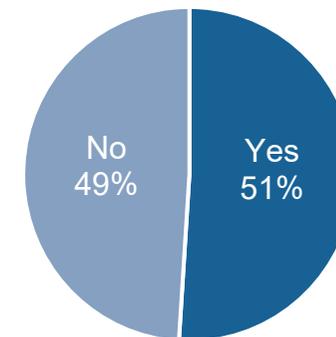
N= 49

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

While Studying MCA



% of students who went abroad during MCA



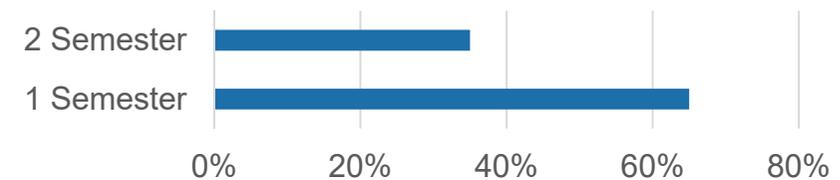
N= 49

Countries alumni went to when studying abroad

Denmark – Netherlands – Poland - UK

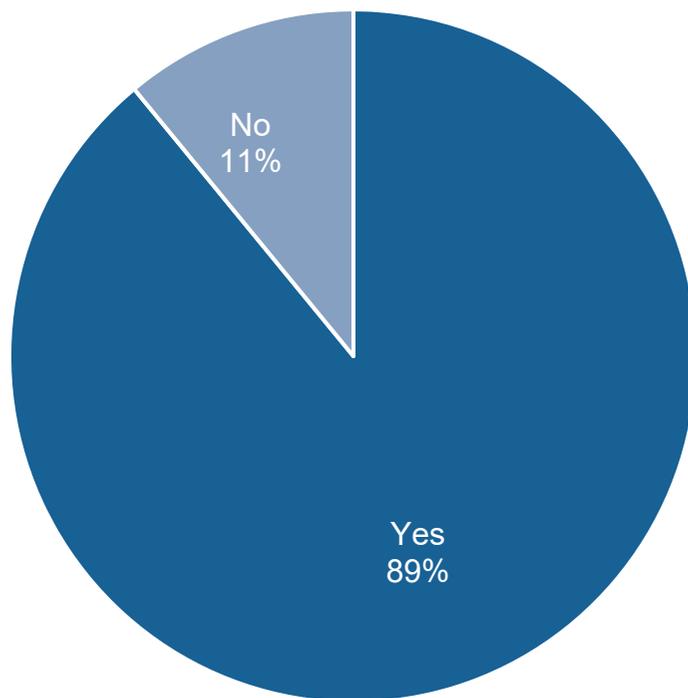
N= 25

No. of semesters students went abroad



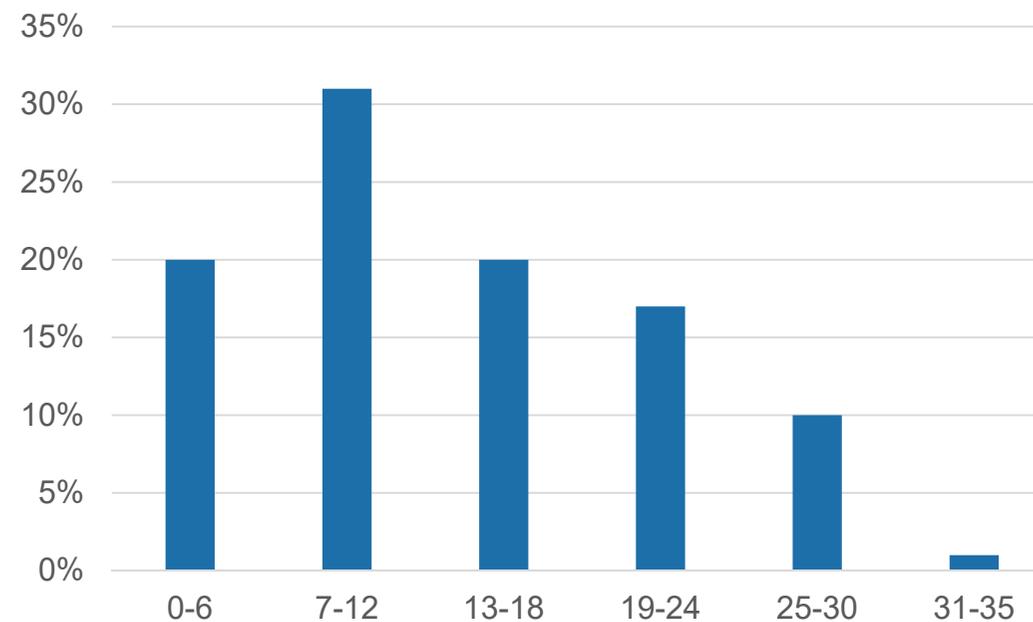
N= 25

Working Student Jobs and Internships While Studying MCA



N= 77

Duration in Months

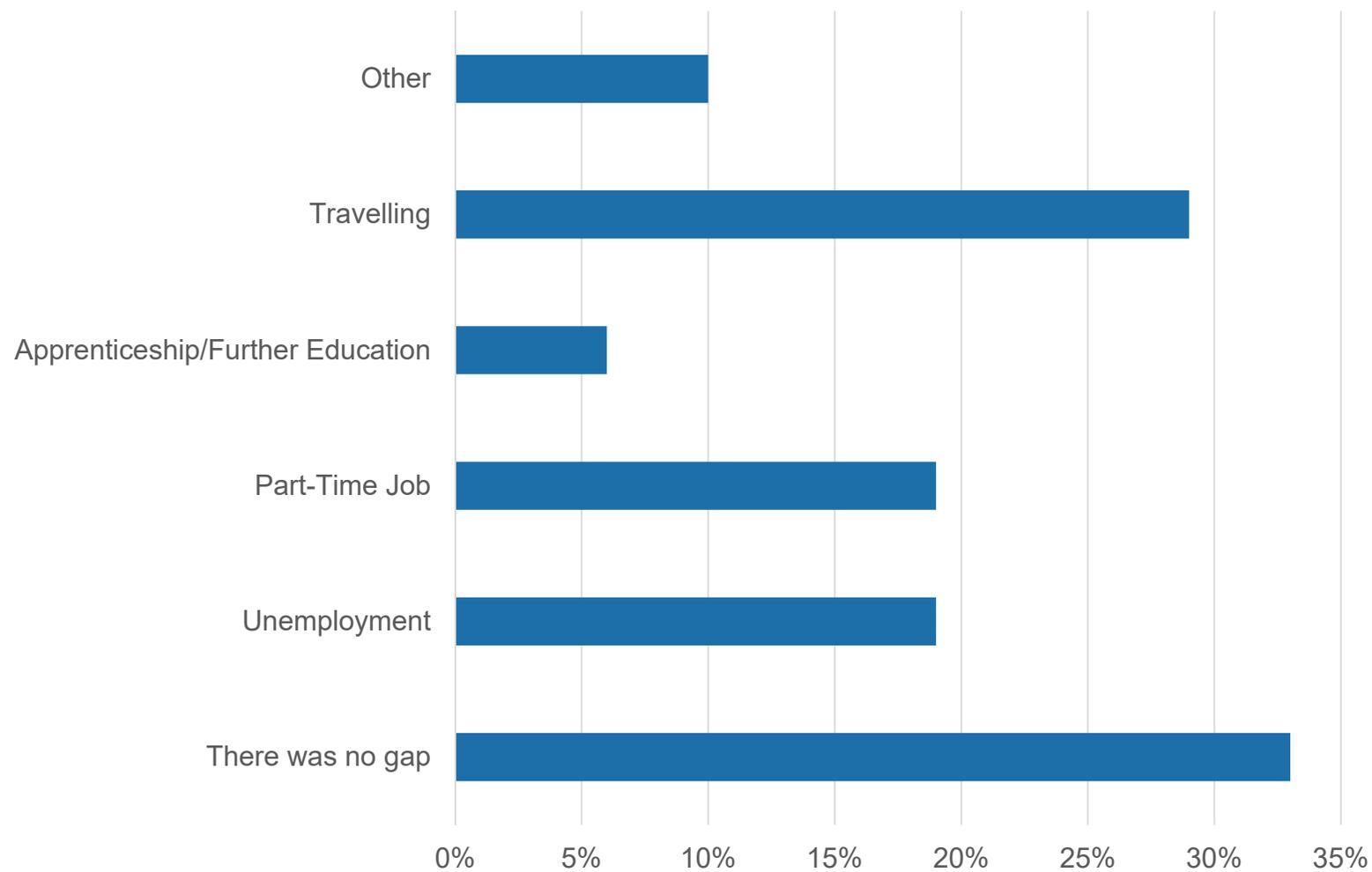


N= 69

Agenda

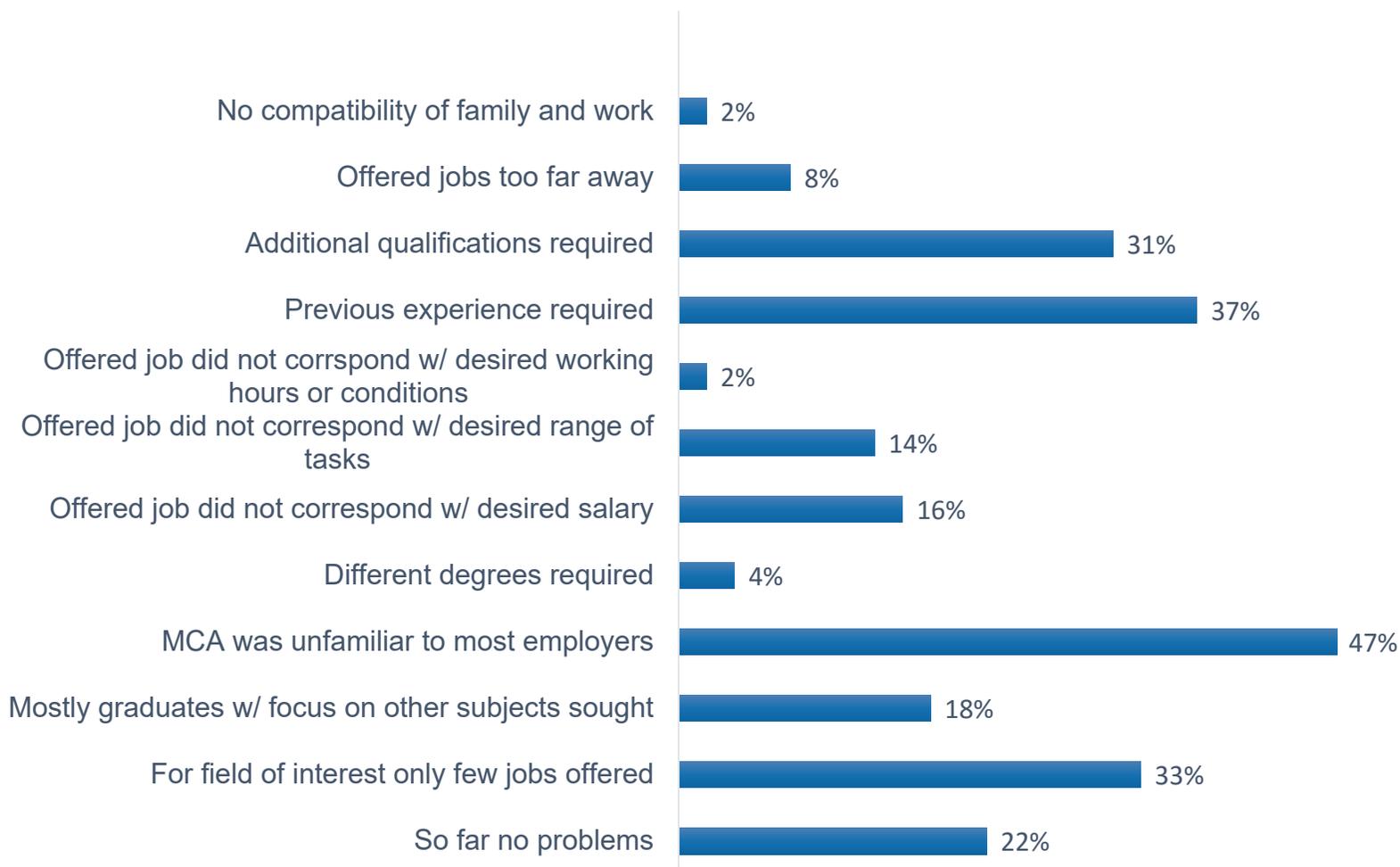
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Bridging The Gap Between Graduating And First Job



N= 52

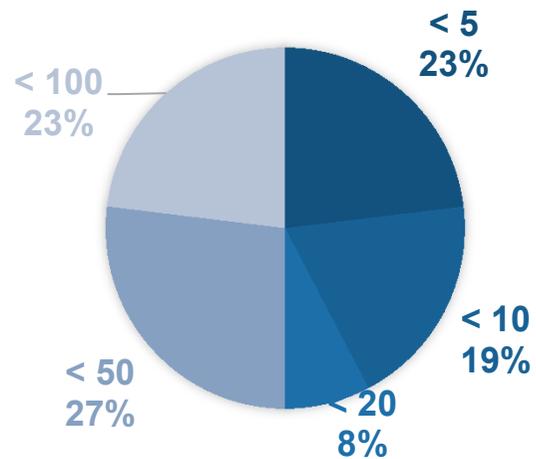
Difficulties When Looking For First Job



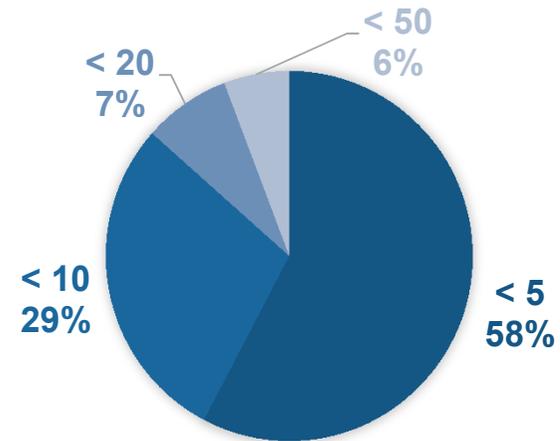
N= 51

Applications, Interviews And Job Offers

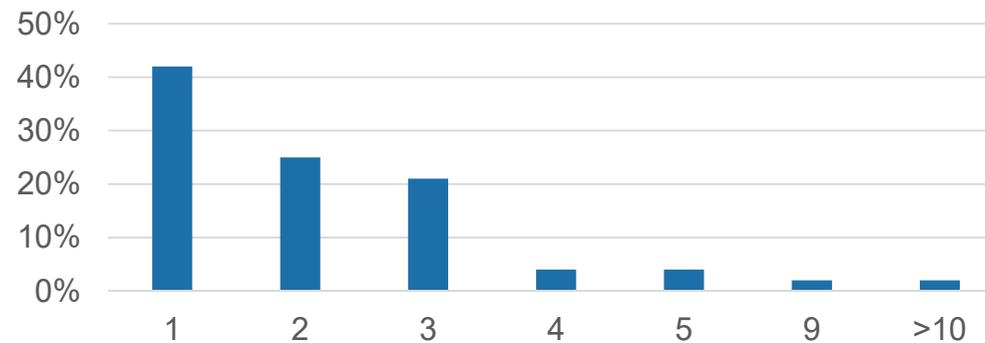
JOB APPLICATIONS



JOB INTERVIEWS

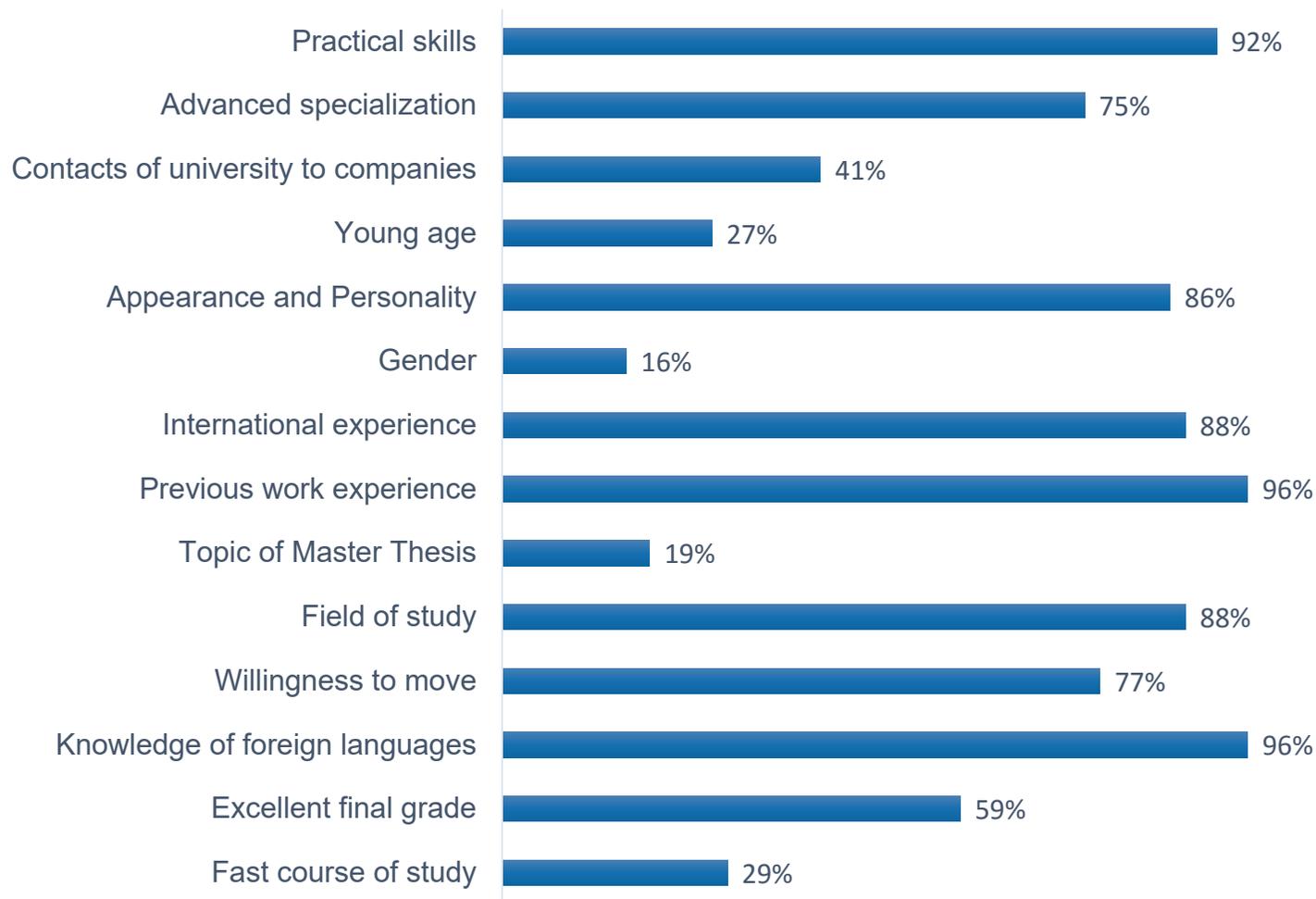


Job Offers



N= 52

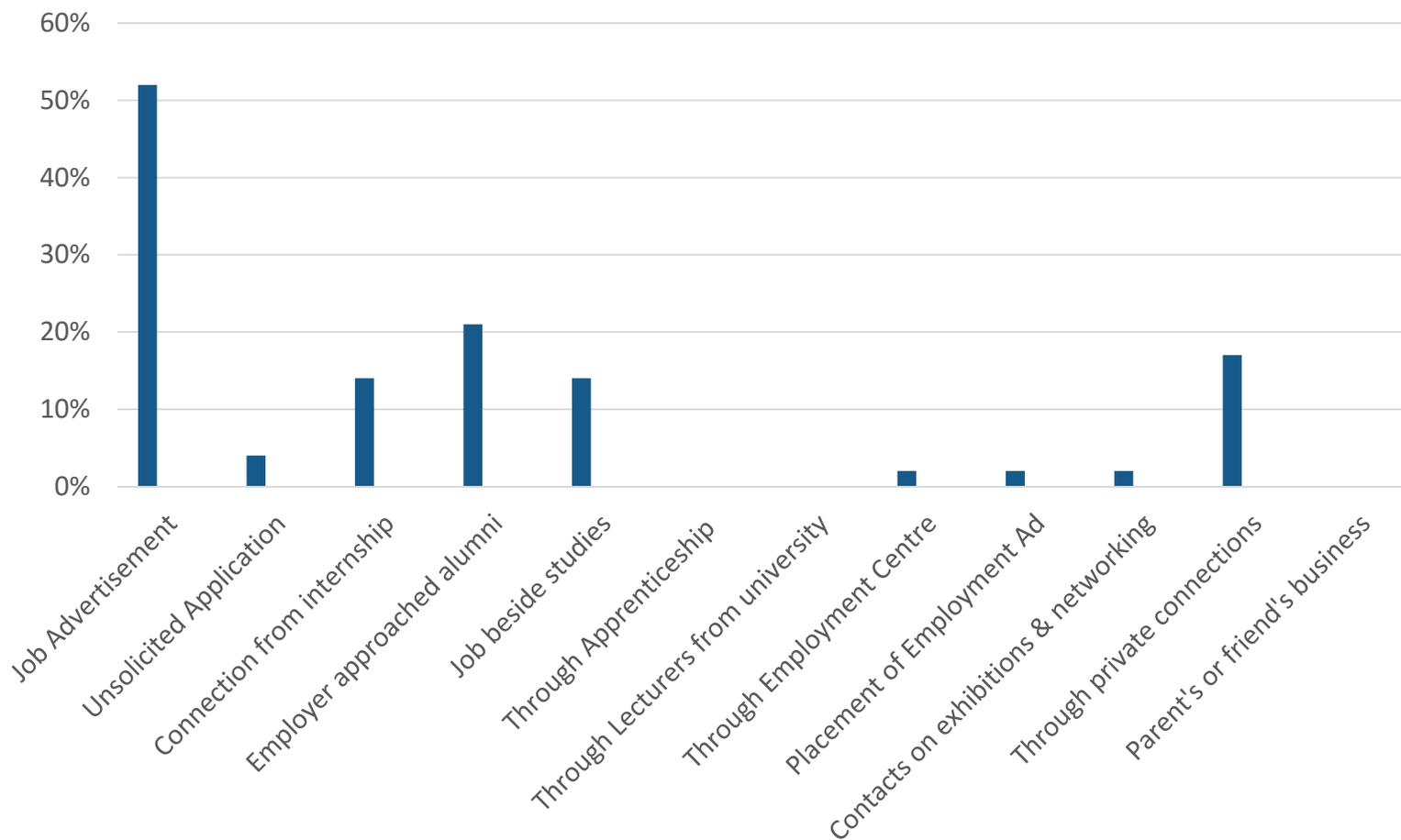
Which Criteria Are Essential For A Successful Application?



N= 51

% of participants checked the answers „Very Important“ and „Important“

How Did Alumni Find Their First Job?



N= 52

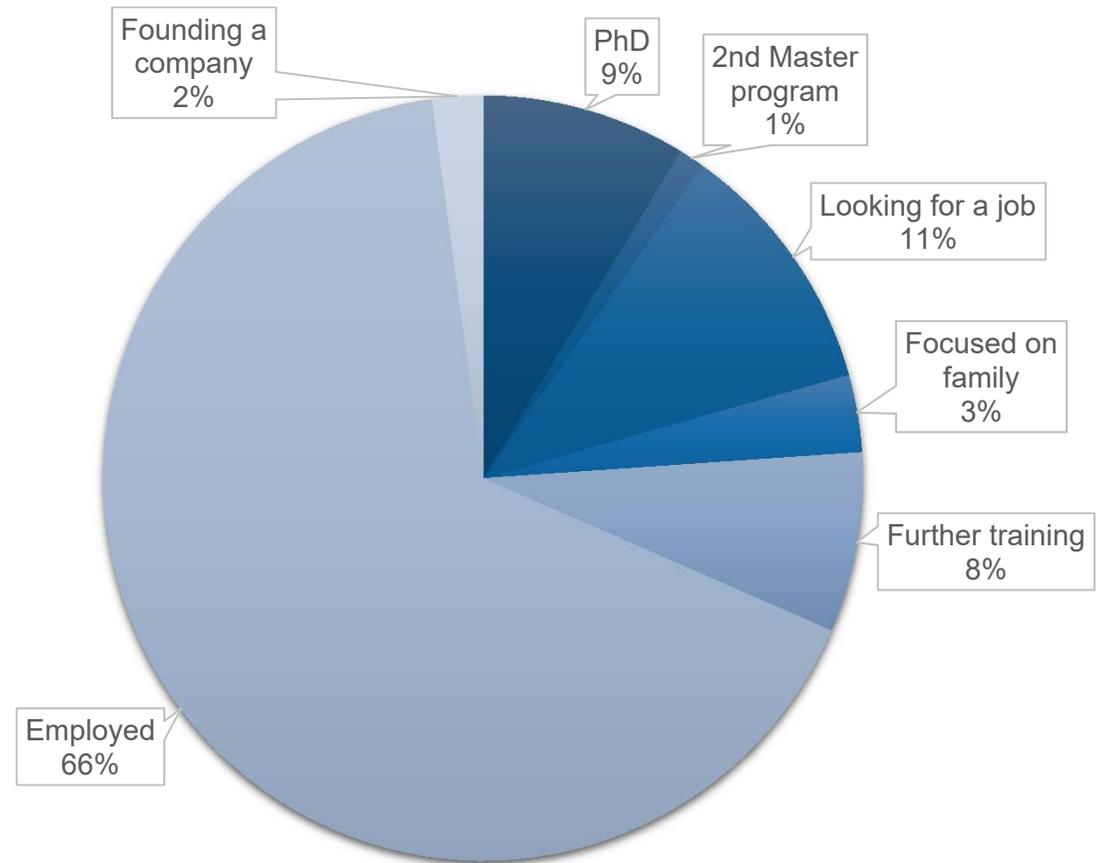
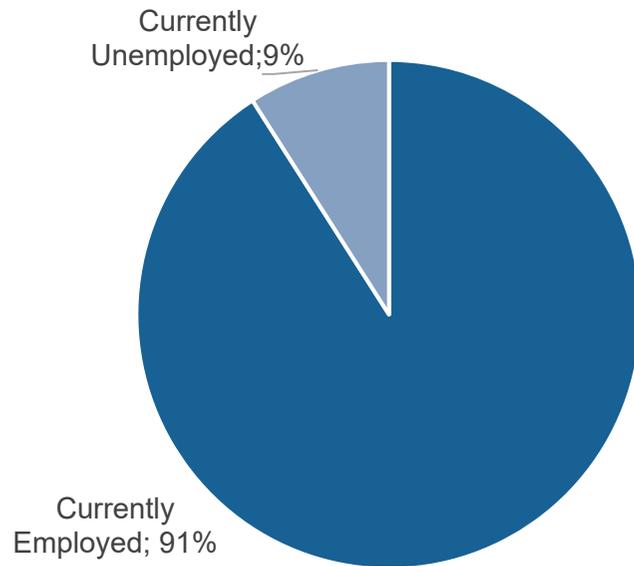
Description Of First Job After Graduation



Agenda

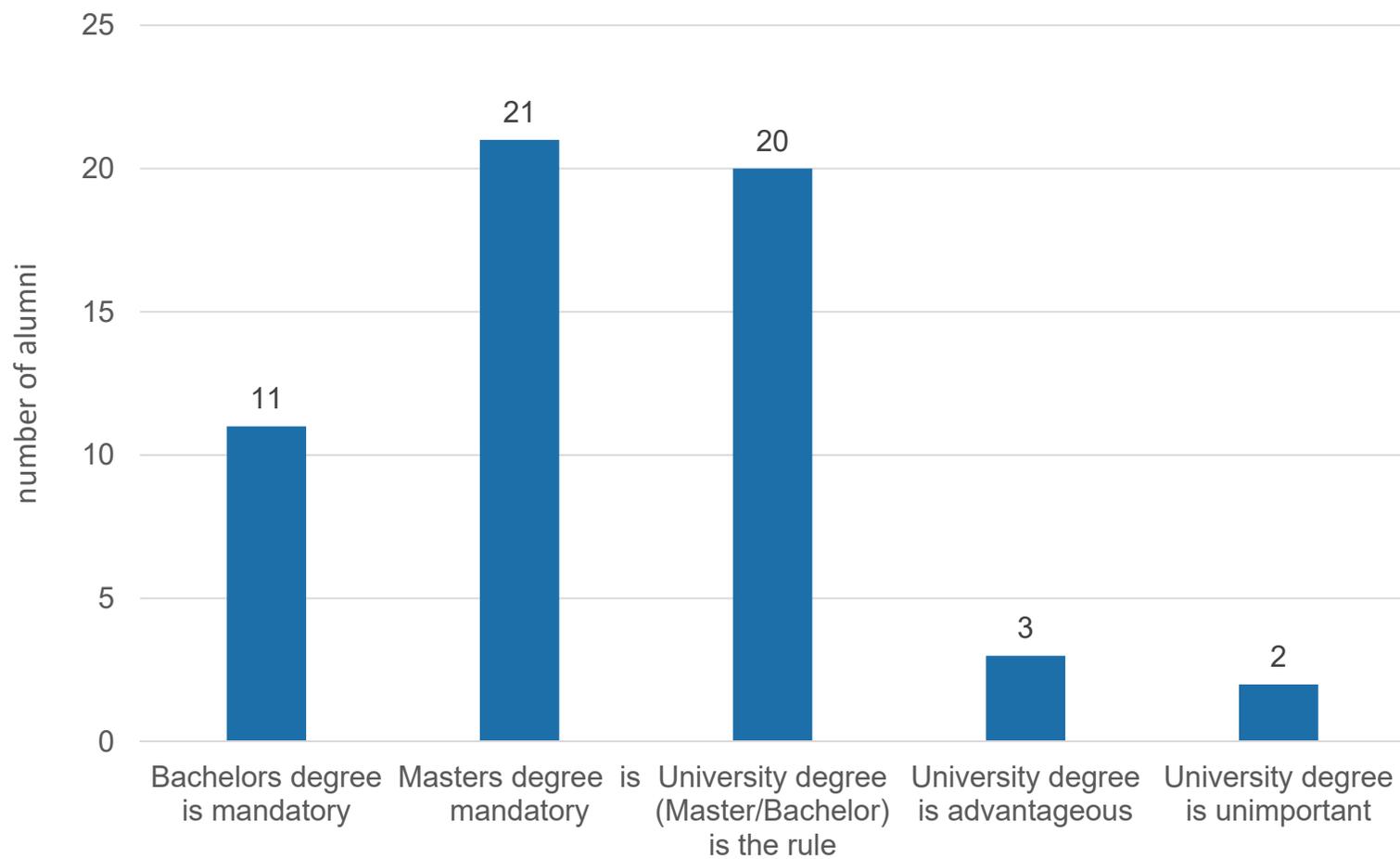
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Current Job Situation



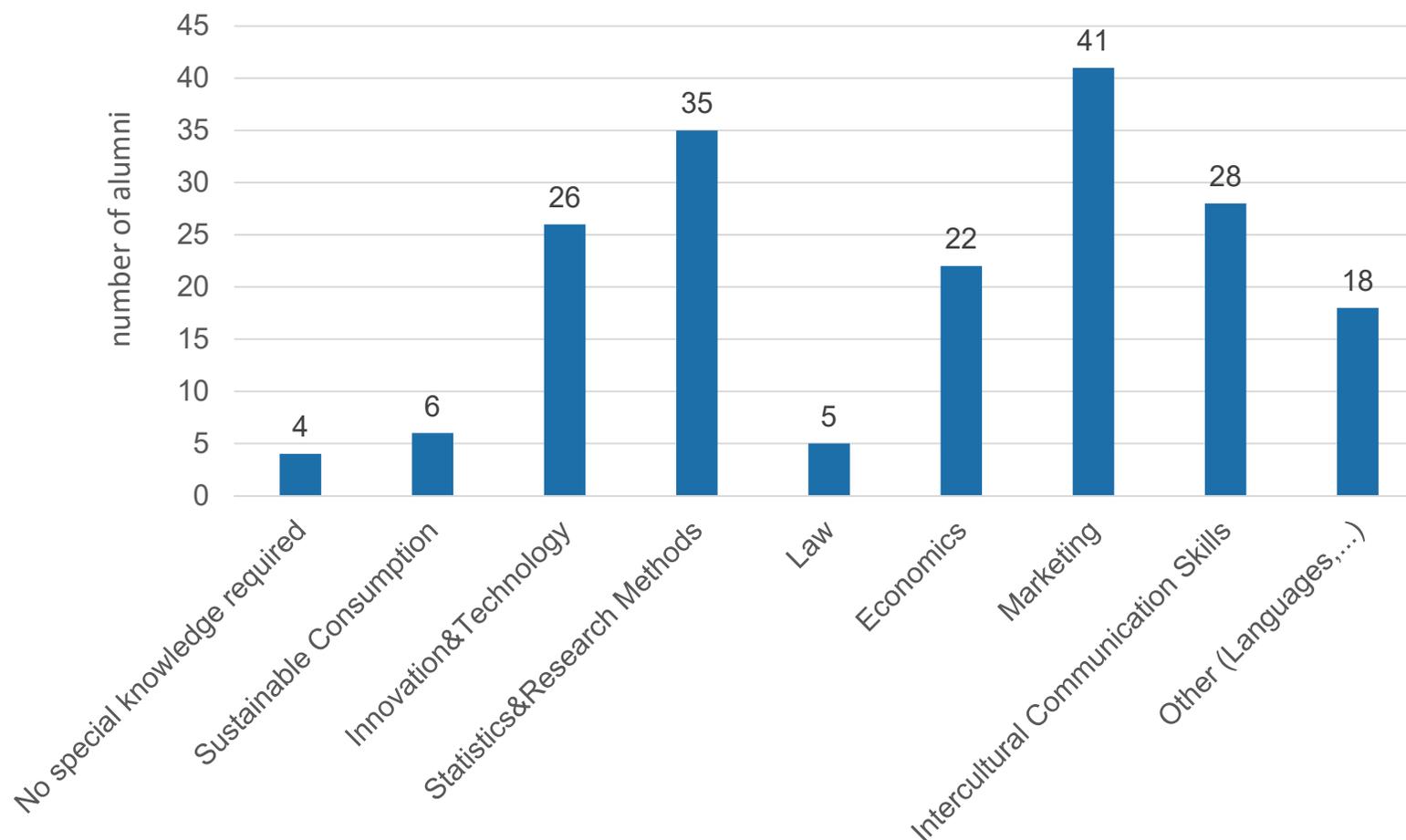
N= 77

Academic Qualifications Needed For Current Job



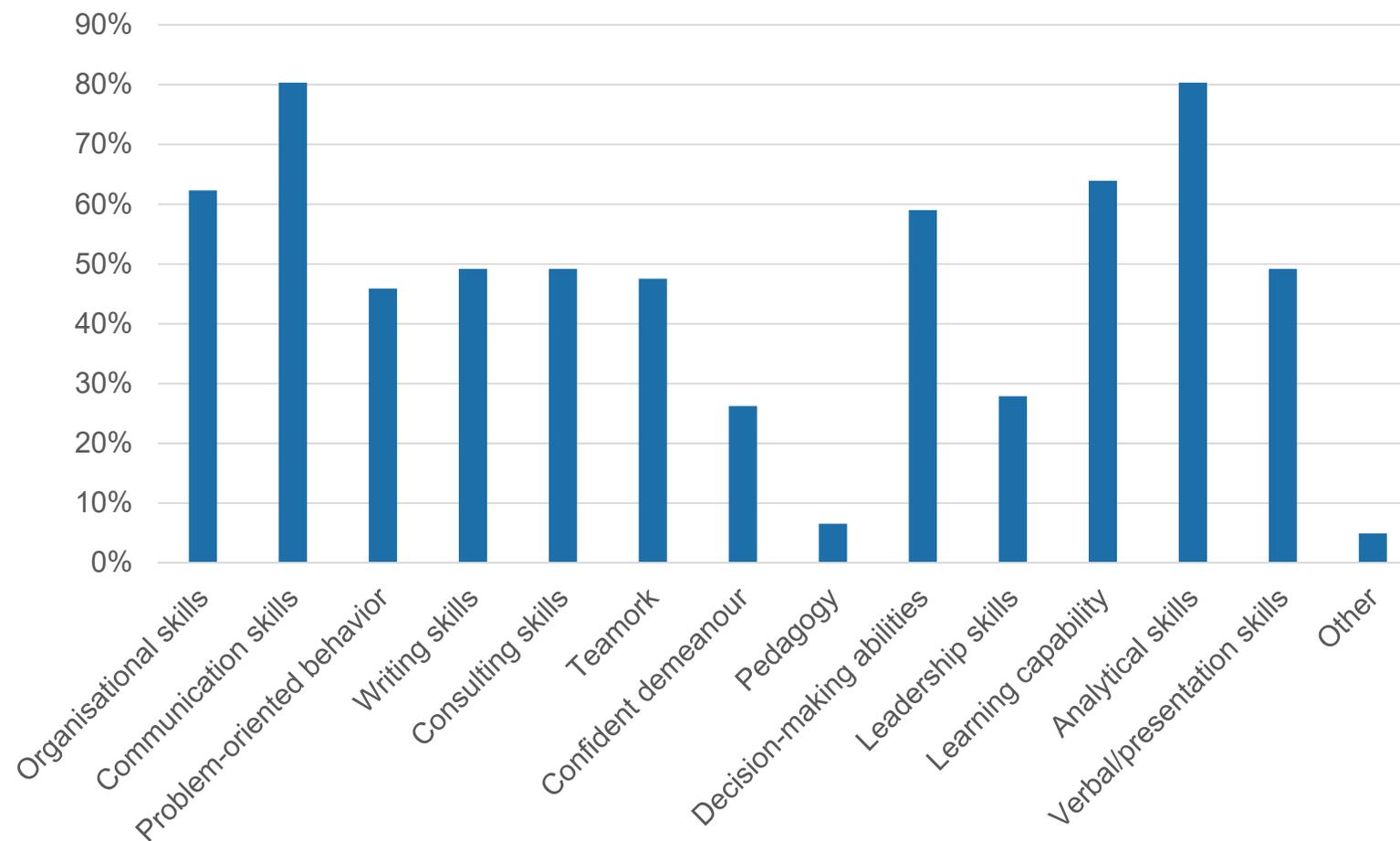
N= 57

Special Knowledge Required For Current Position



N= 59

Skills That Are Most Important For Current Position



N= 61

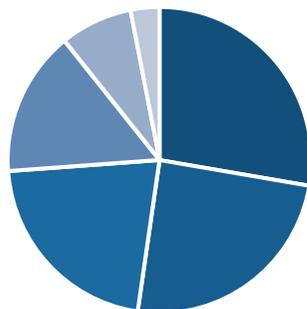
Where Are You Currently Working?



Further Details On Current Position

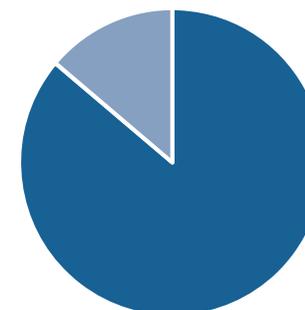
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Position



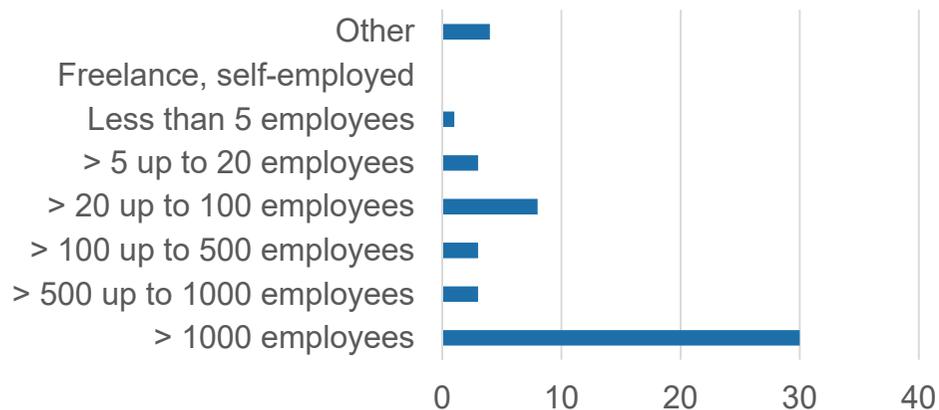
- Management
- Scientific employee
- Official
- Intermediate Management
- Clerk
- Self-employed

Working time

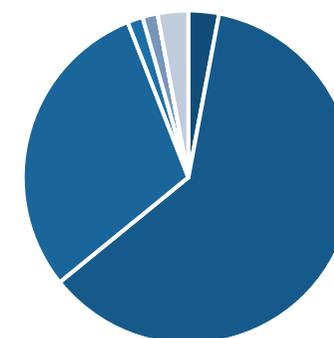


- Full Time
- Part Time

Number of employees

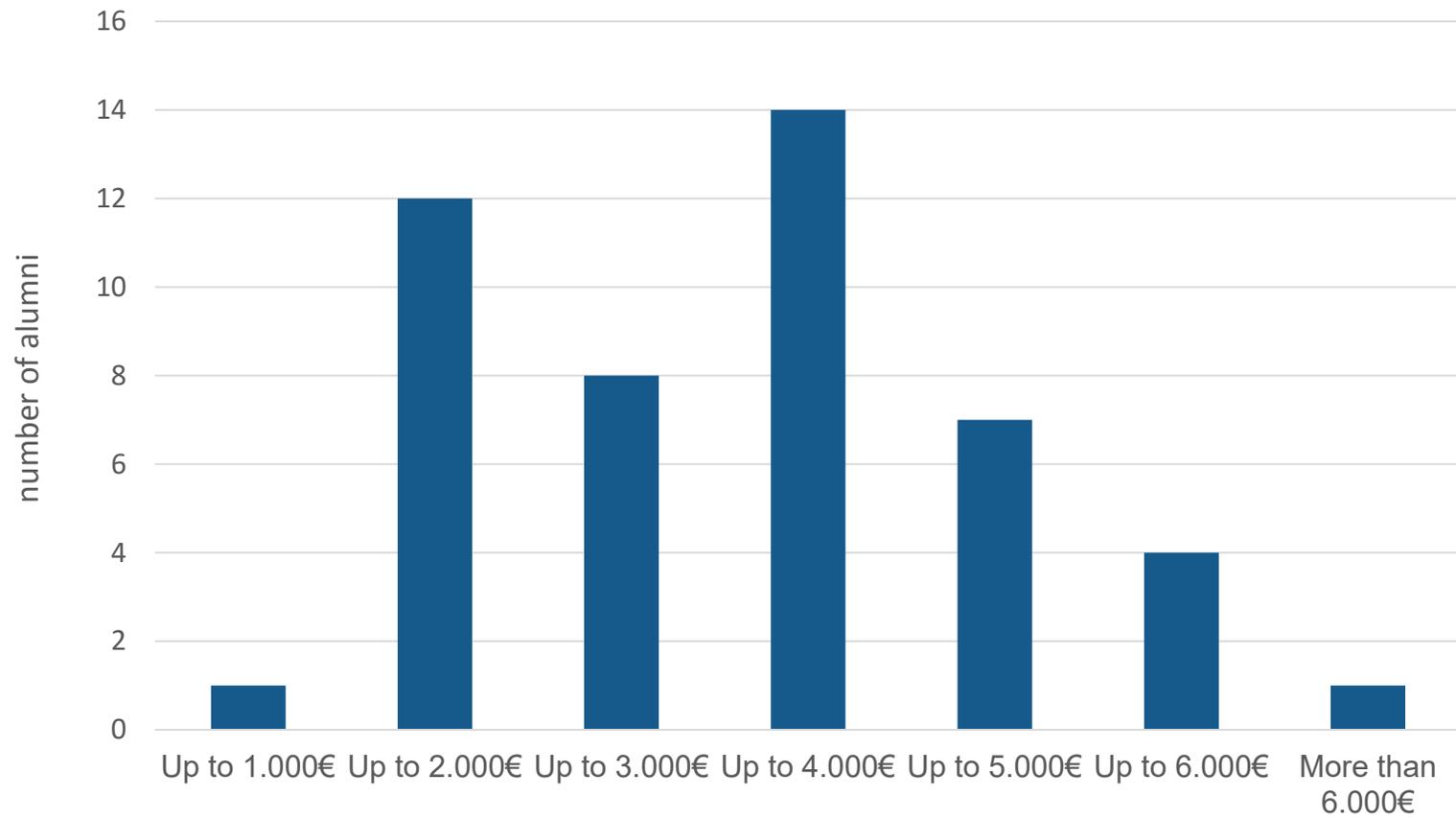


Contract

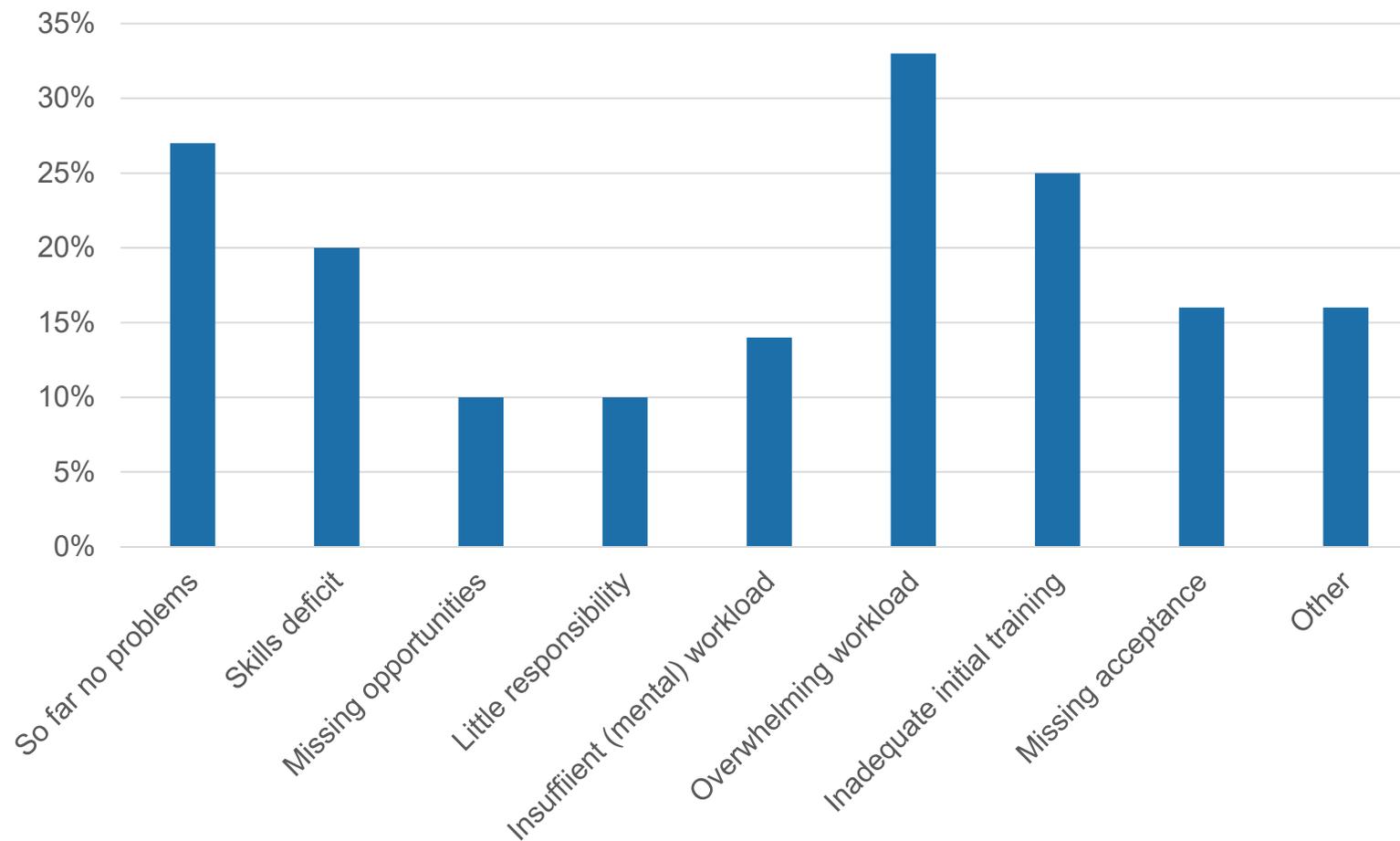


- N/A
- Trainee
- Self-employed
- Indefinite
- Internship
- Temporary
- Freelancer

Monthly Gross Salary

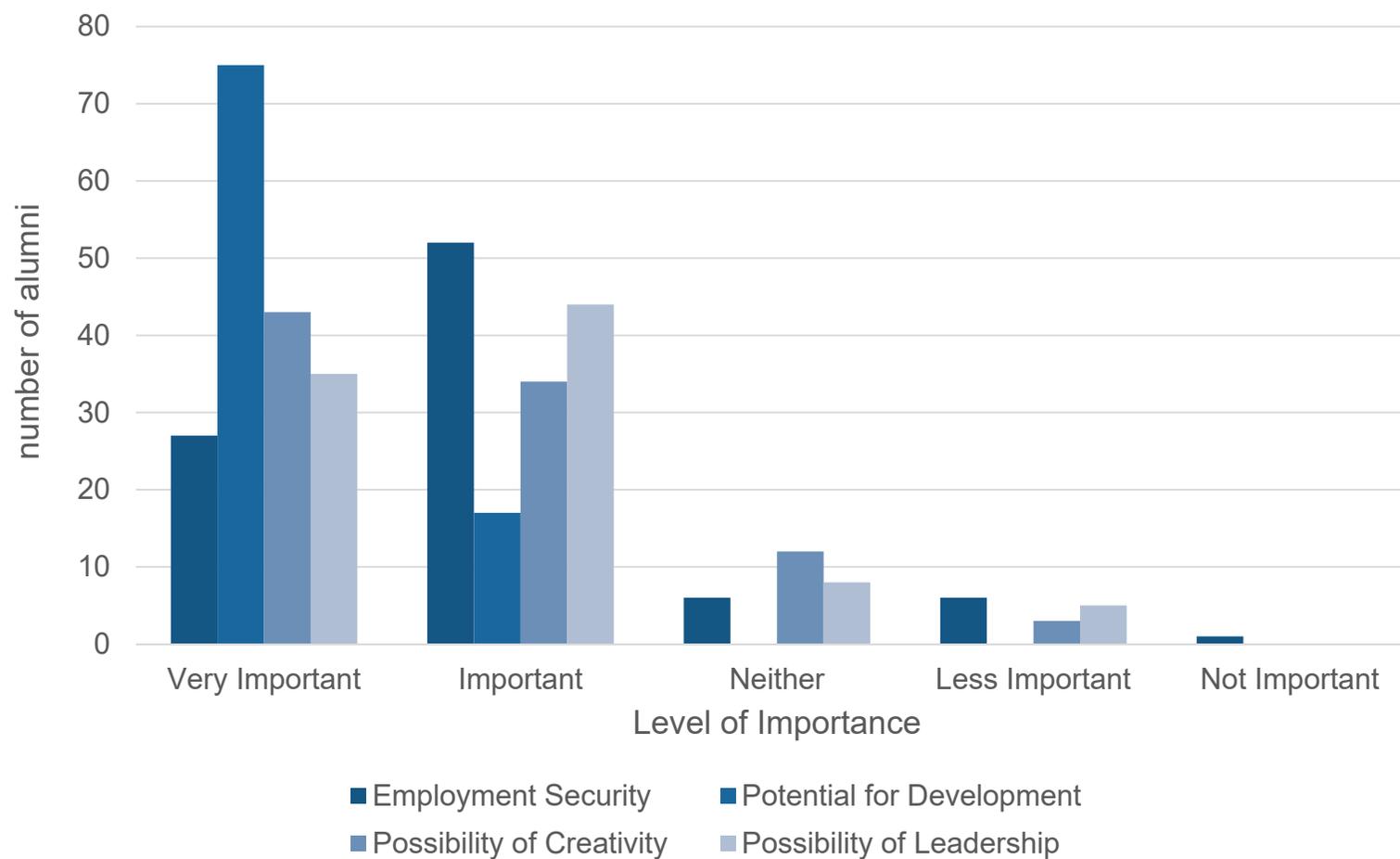


Problems Encountered In Current Positions



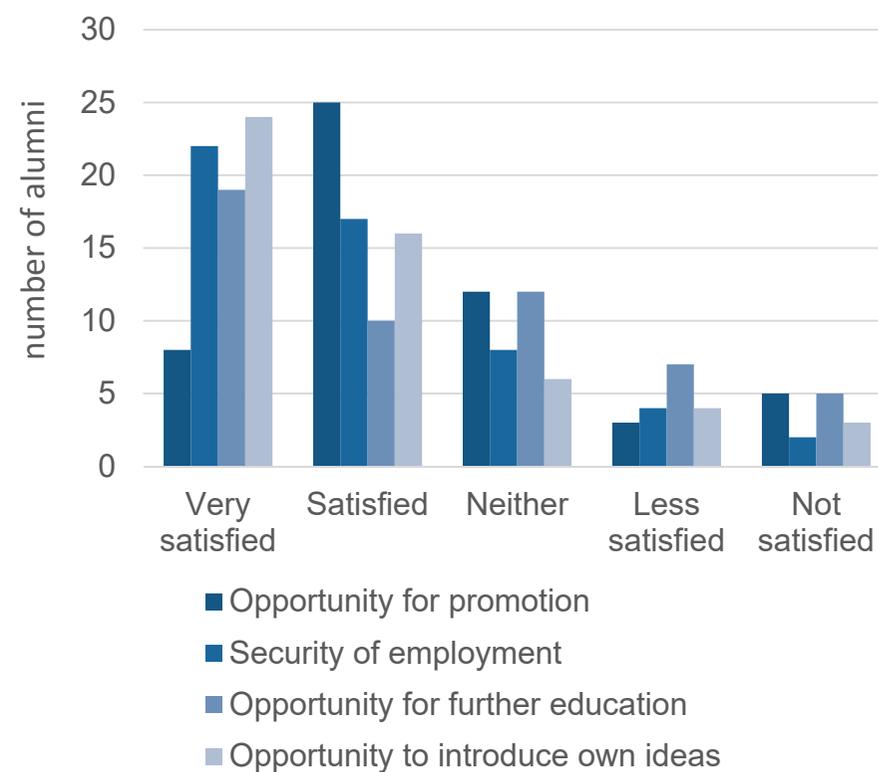
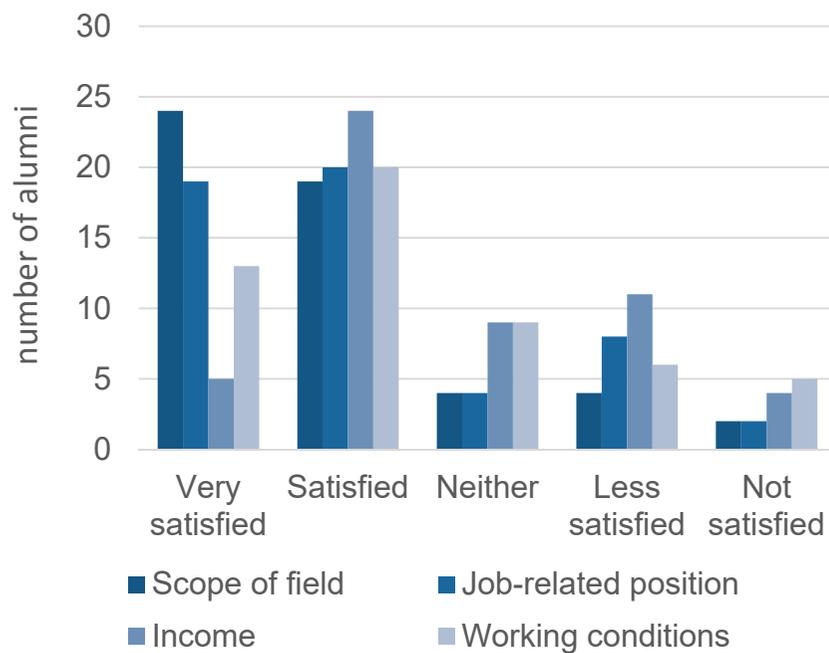
N= 51

Ranking Of Job-Related Aspects

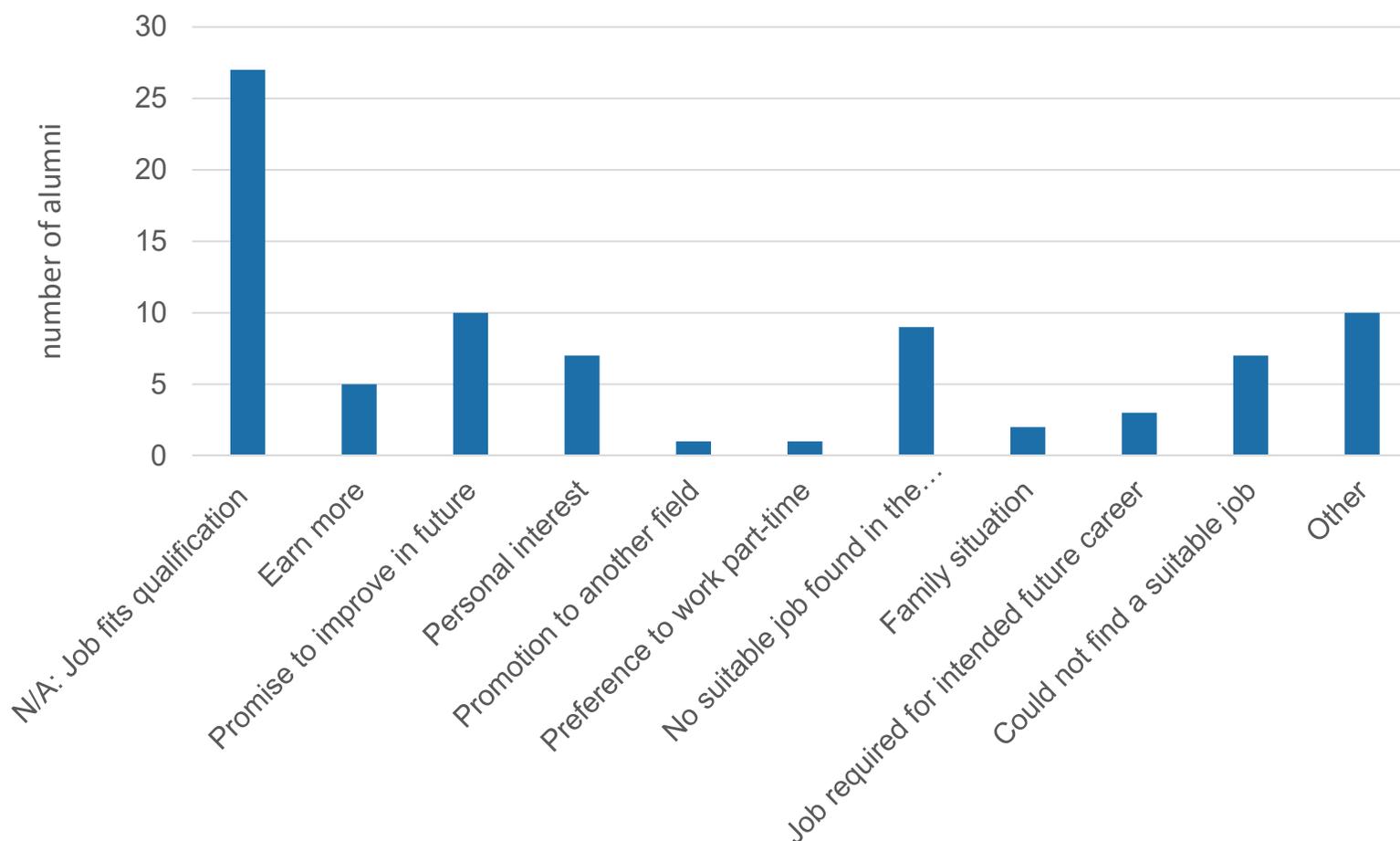


N= 92

Satisfaction With Current Job

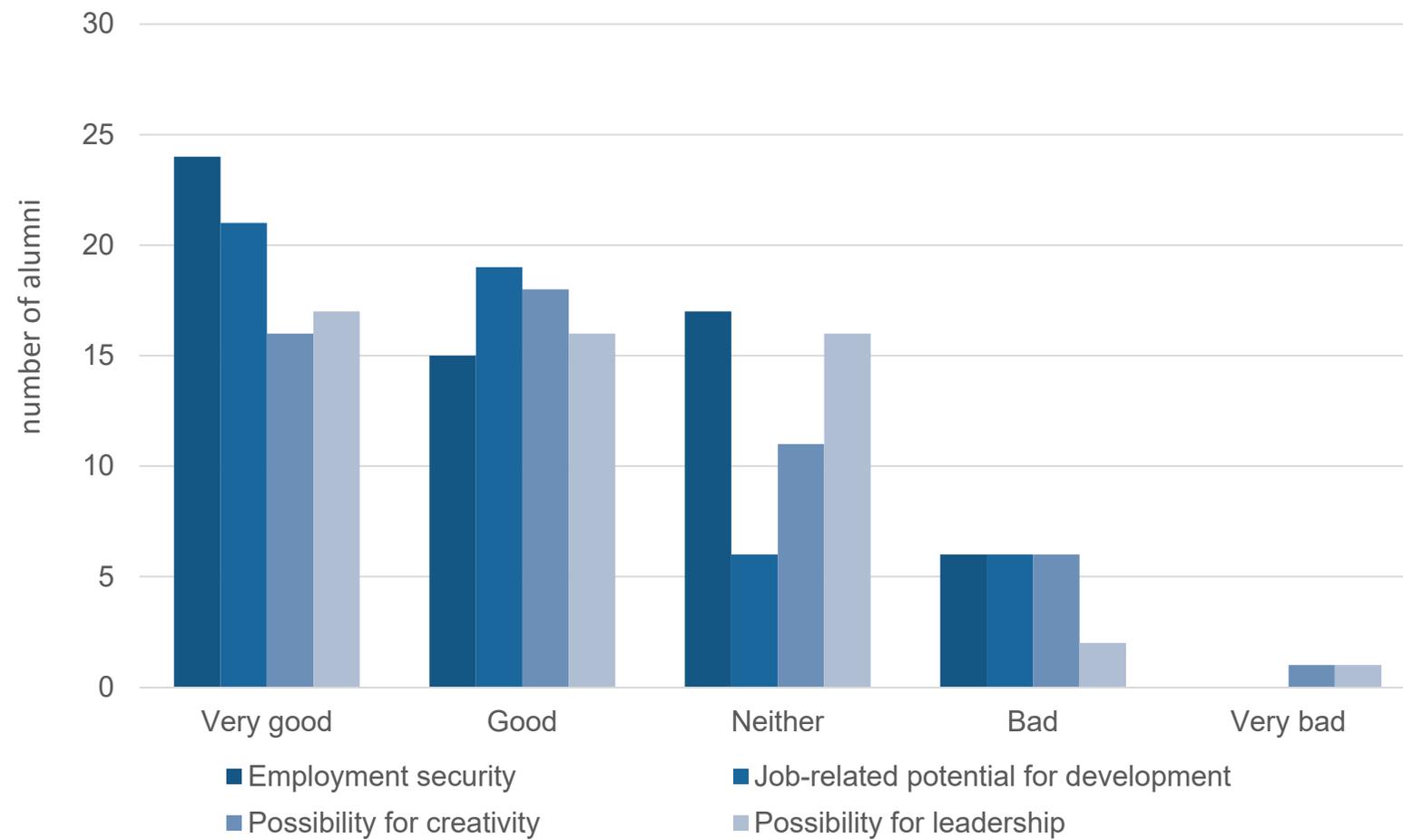


Reasons To Work In Position, Which Doesn't Match Qualification



N= 52

Own Perspective Of Job-Related Aspects

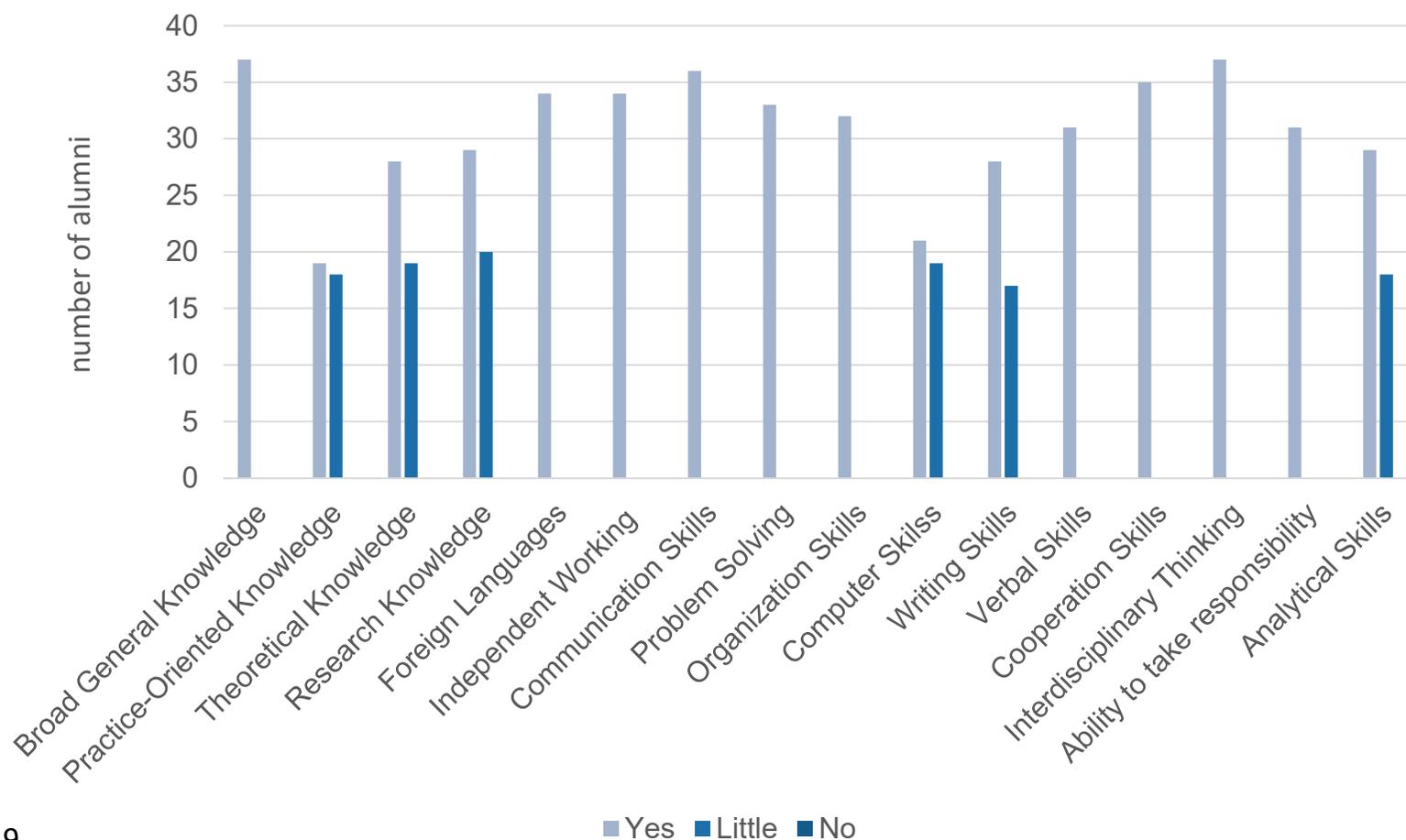


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Skills That Alumni Possessed After Completing MCA



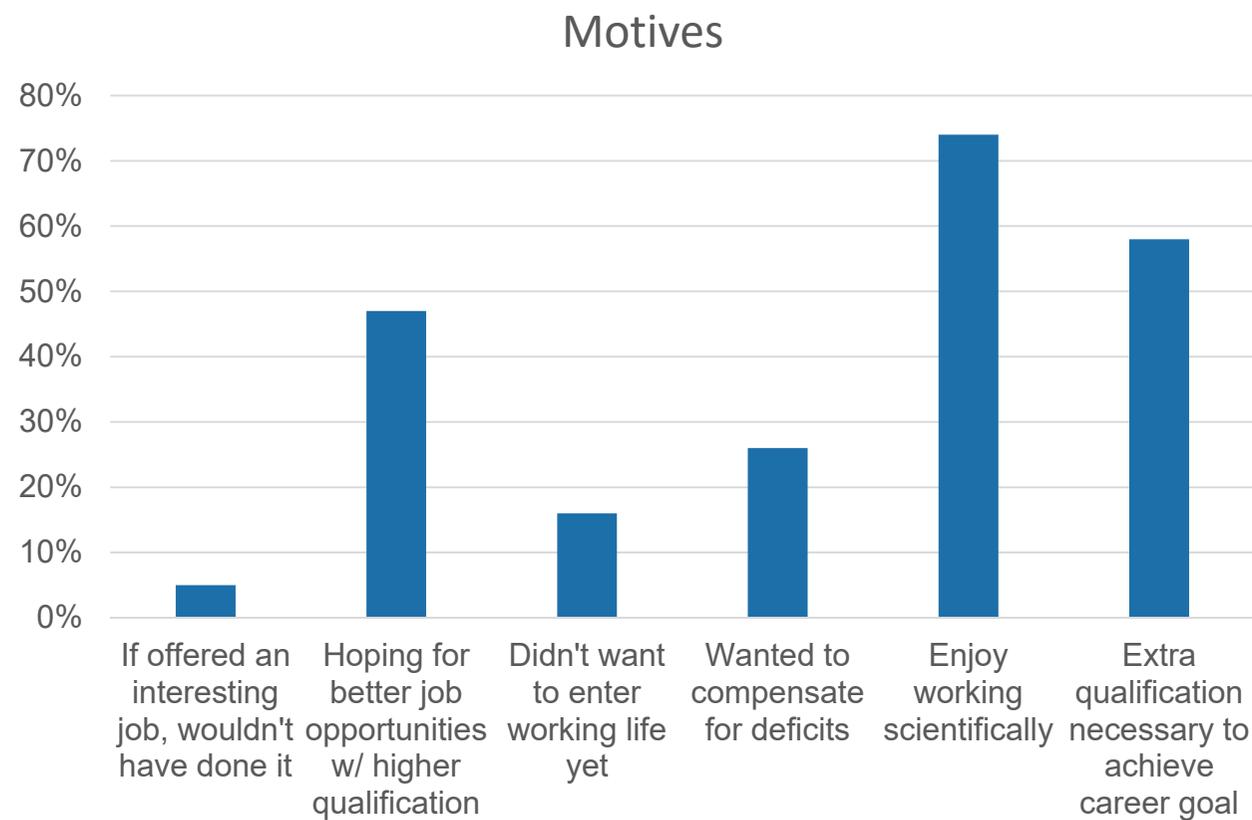
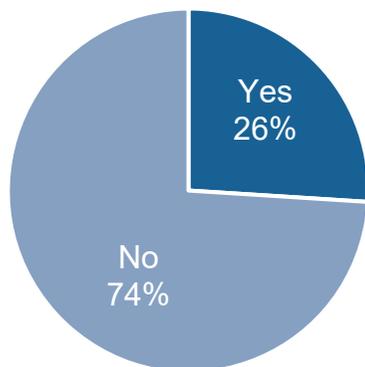
N= 49

■ Yes ■ Little ■ No

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

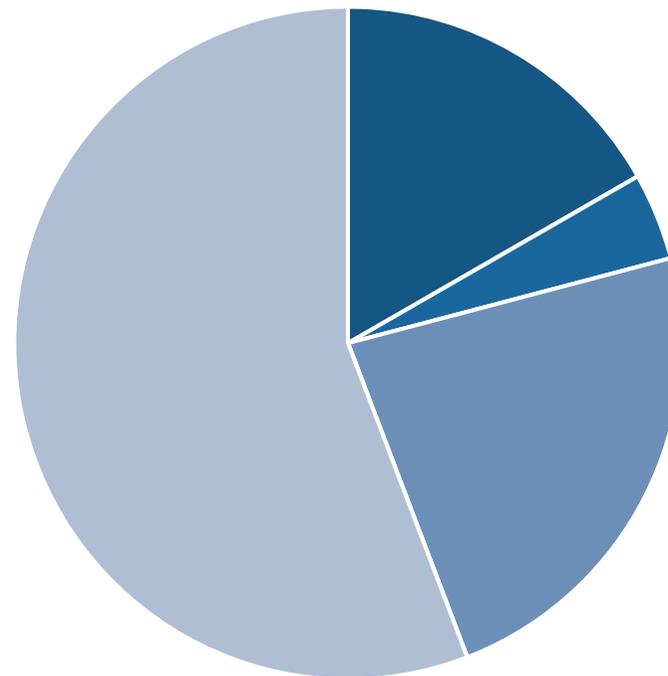
Alumni Who Pursue Further Education And Their Motives



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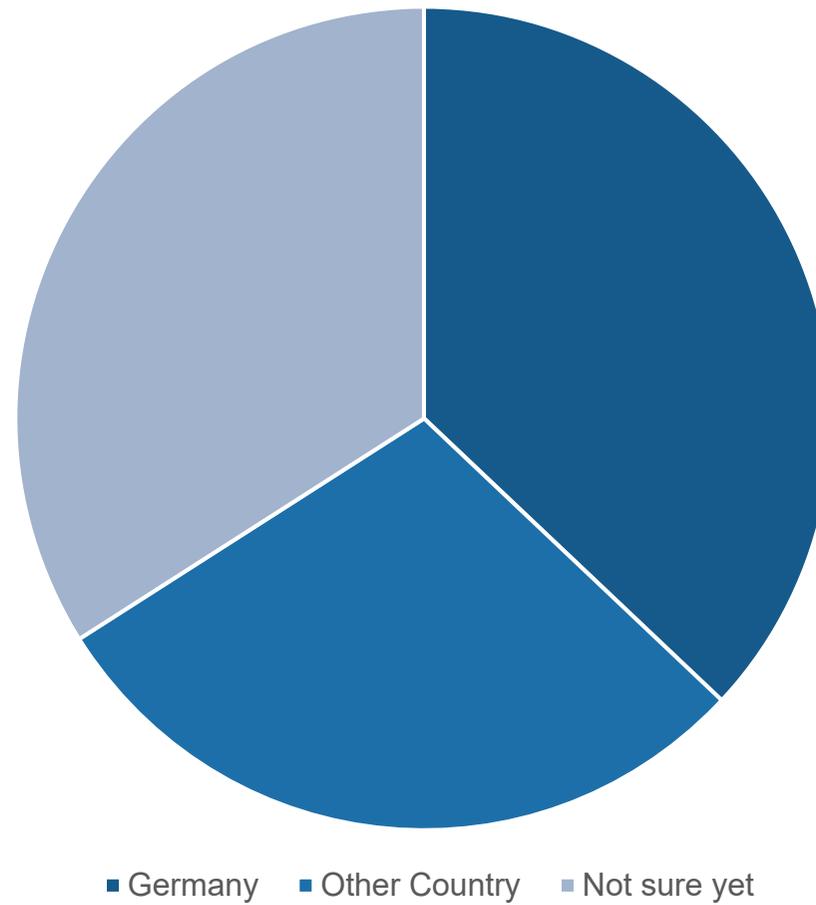
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Personal Priorities For Next 5 Years



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

Where Do You See Yourself Working In 5 Years?



N= 76

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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