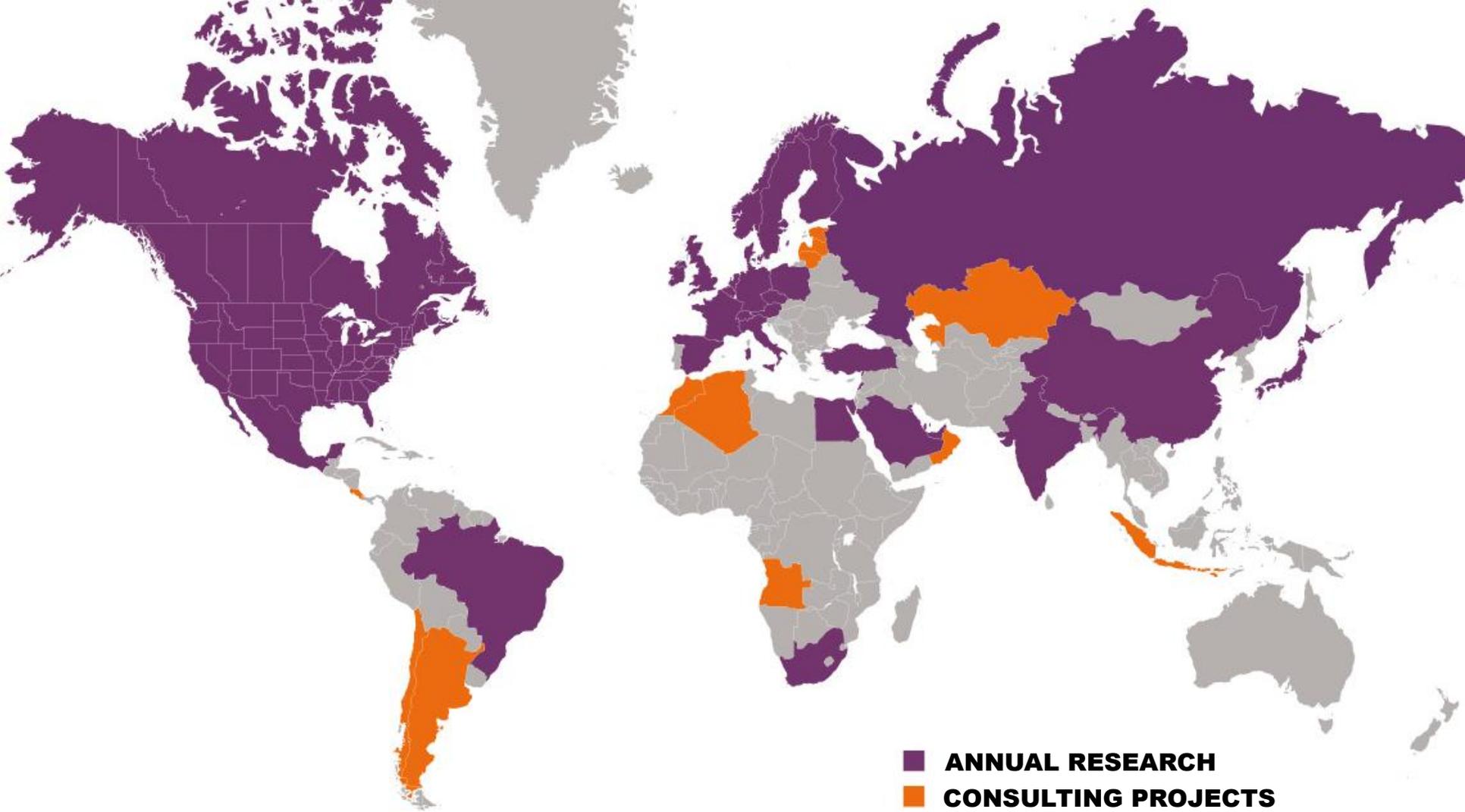




UNIVERSUM STUDENT SURVEY 2012

Université de Fribourg

Law



UNIVERSUM IN THE WORLD

ABOUT US

Universum is an international organisation, with its headquarters in Stockholm, Sweden and operates in the field of employer branding and talent research. Our purpose is to improve the communications between students, career services and employers.

We believe that career choice is one of the most important decisions in a student's life. We therefore want to provide students with information and support career services in their role. We also believe that companies need to understand student expectations, to adjust their offering and working environment to attract potential candidates and meet their resourcing needs.

Our role is threefold: 1) we provide students with information on companies, 2) support career services in their role and 3) help companies to develop their employer value.



1.

METHODOLOGY & KEY FINDINGS

2. UNIVERSITY EXPERIENCE
3. STUDENTS' CAREER & COMMUNICATION PREFERENCES
4. EMPLOYER RANKINGS
5. STUDENTS' EMPLOYER PREFERENCES

METHODOLOGY & TARGET GROUPS

FIELD PERIOD: October 2011 to March 2012

NO. OF EDUCATIONAL INSTITUTIONS INCLUDED:
 48

THE QUESTIONNAIRE

- ✓ Created with **24 years of experience**, extensive research within HR, focus groups and communication with both our clients and students.
- ✓ Global perspective - local insight.
- ✓ Comprised of closed-ended questions with an extensive list of alternatives and an 'Other' option.

DATA COLLECTION

Conducted via an **on-line survey**. The online link was distributed primarily via university contacts (career centers and the educational institutions).

WEIGHTING:

In our data collection we set **targets by main field of study** and educational institution. In order to provide our clients with reliable data in each market and to get the questions distributions as close as possible to the actual population distribution, we use weighting based on population frequencies of the target groups.

Base of the group

Number of respondents

Group 1

Université de Fribourg

209

Group 2

Total

622

AGE & GENDER

AVERAGE AGE

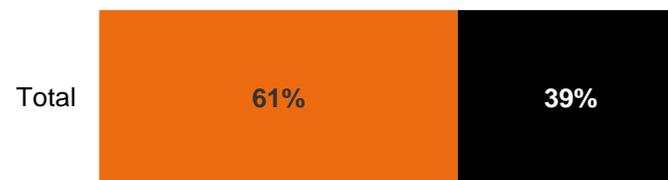
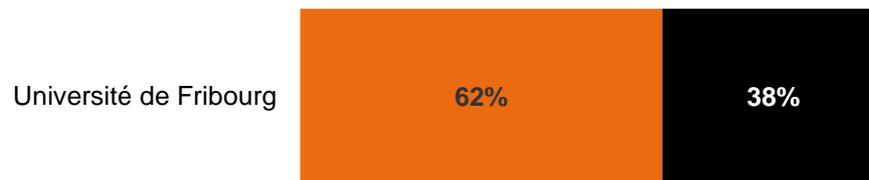
Université de Fribourg

22,5 years

Total

23,0 years

GENDER

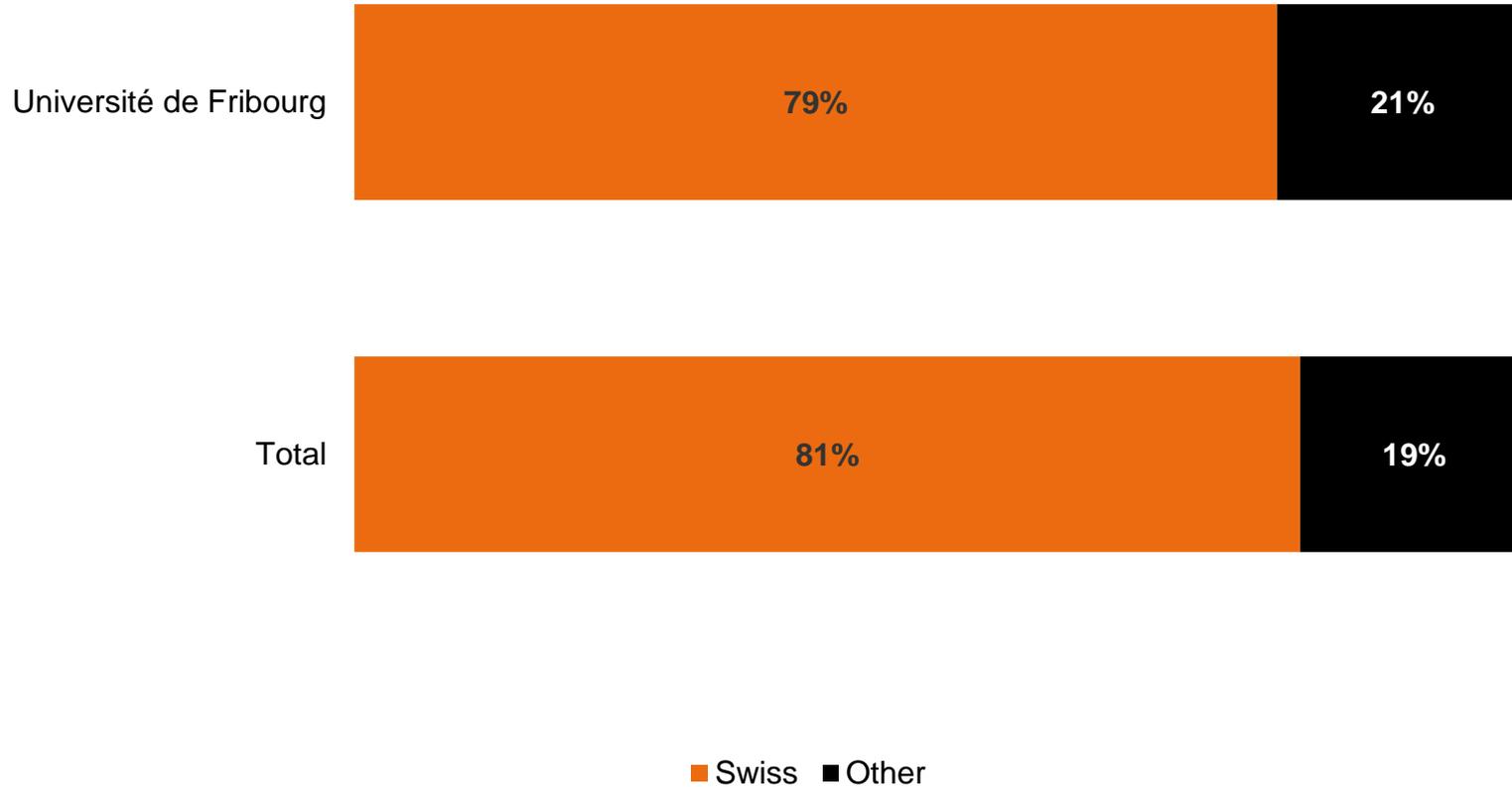


■ Female ■ Male

🔍 SURVEY QUESTIONS

- What is your year of birth?
- What is your gender?

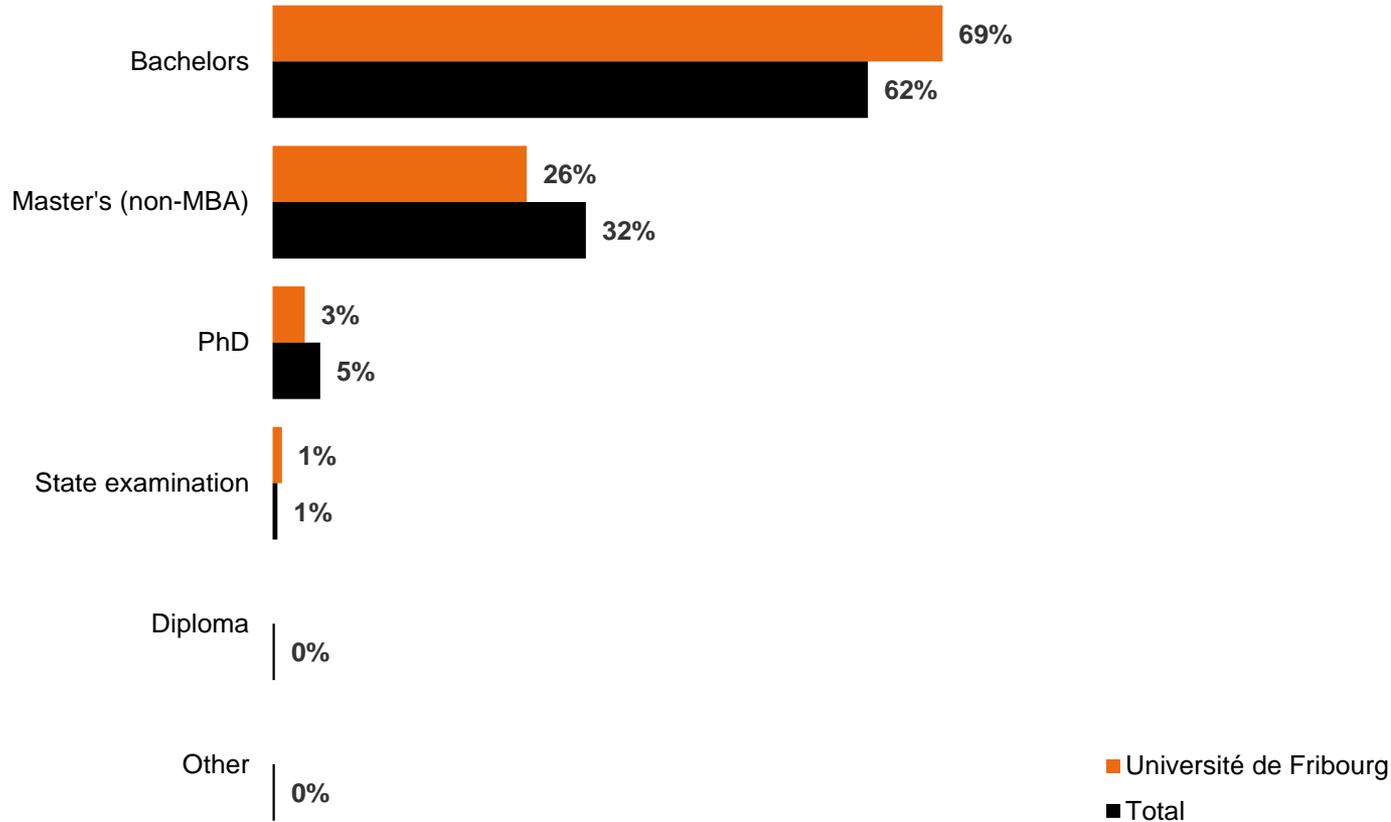
NATIONALITY



? SURVEY QUESTION

What is your nationality?

DEGREE



? SURVEY QUESTION

What is the highest academic degree you are currently pursuing?

AREA OF STUDY
LAW (1/1)

Area of study	Université de Fribourg	Total
Civil law	79%	65%
Public Law	73%	57%
Criminal Litigation	68%	61%
International Law	47%	43%
Constitutional law	46%	35%
EU Law	46%	22%
Family Law	43%	30%
Commercial Law	32%	38%
Employment law	19%	18%
Human Rights	14%	20%
Law and Property Valuation	9%	8%
Environmental law	8%	3%
International Commercial Law	4%	12%
Media Law	1%	7%
Other Law	16%	11%

? SURVEY QUESTION

What is your major(s)/main area(s) of study?

EDUCATIONAL INSTITUTIONS
TOTAL (1/1)

University	Total	University	Total
Universität Zürich	25,48%	ZHAW School of Management & Law	6,19%
Université de Lausanne	15,66%	Universität Bern	4,25%
Université de Fribourg	15,14%	Universität Basel	2,83%
Universität Luzern	12,21%	Université de Neuchâtel	2,12%
Université de Genève	7,78%	Other	2,12%
Universität St. Gallen	6,22%		

? SURVEY QUESTION

Which educational institution do you attend?

! PLEASE NOTE: This is the distribution after the results have been weighted, reflecting the true population at these educational institutions

1. METHODOLOGY & KEY FINDINGS

2.

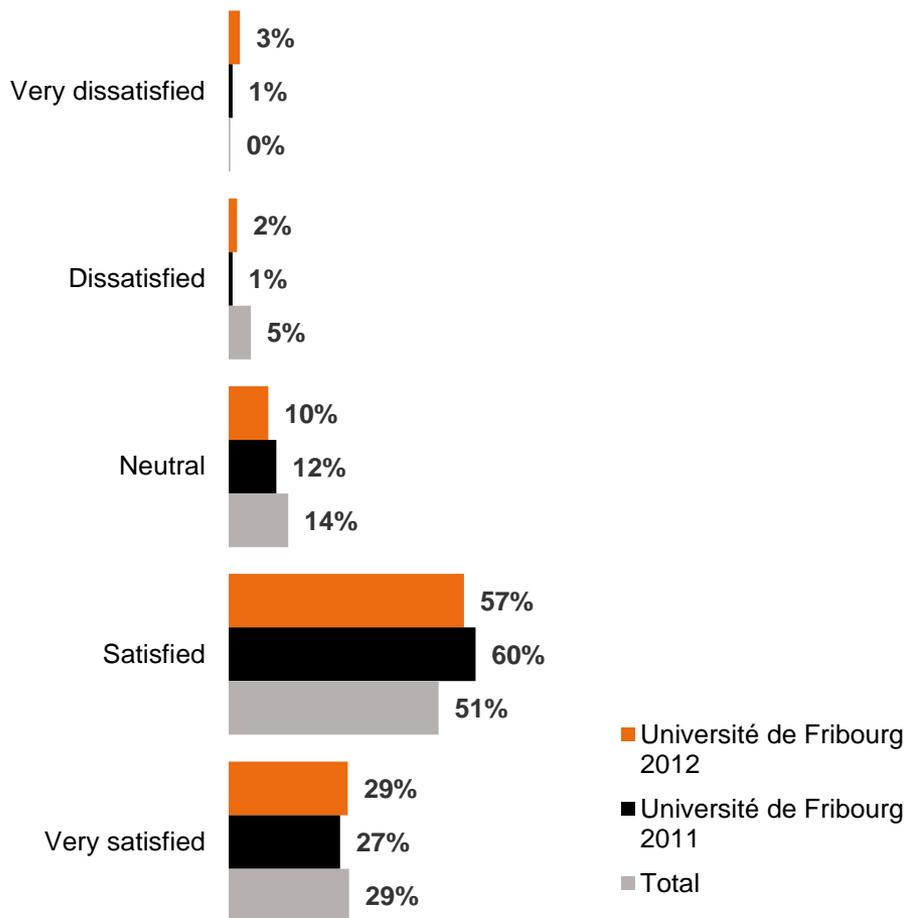
UNIVERSITY EXPERIENCE

3. STUDENTS' CAREER & COMMUNICATION PREFERENCES

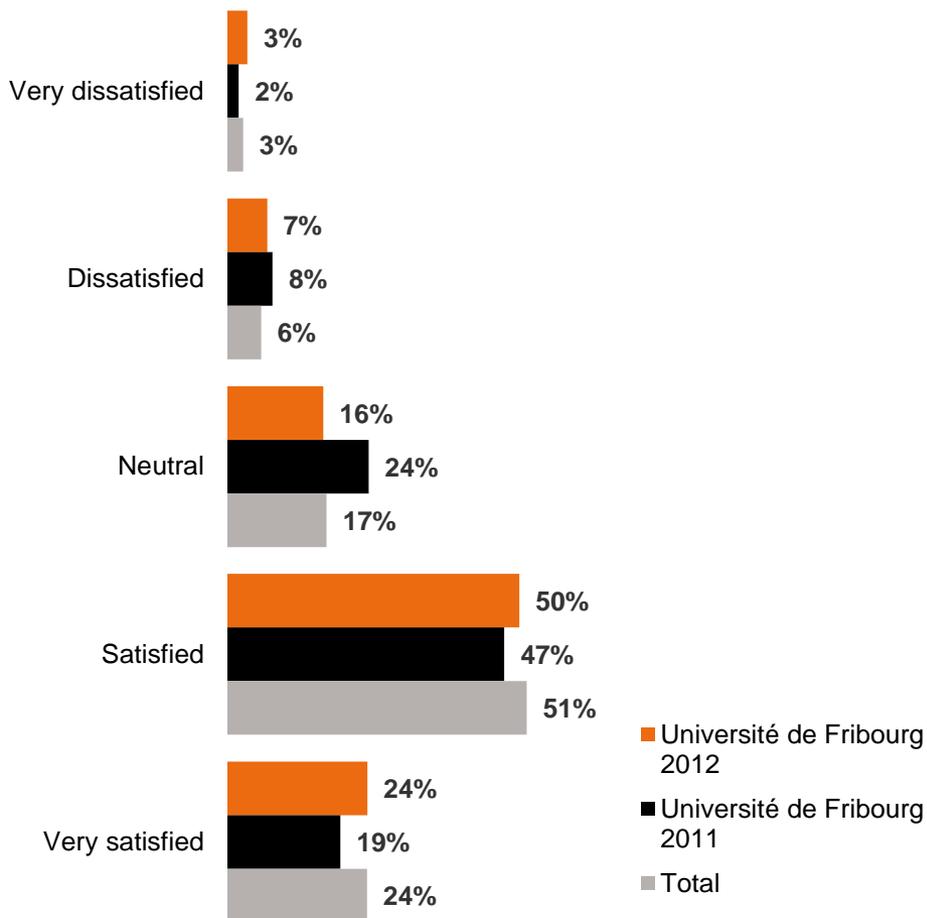
4. EMPLOYER RANKINGS

5. STUDENTS' EMPLOYER PREFERENCES

LECTURERS/TUTORS



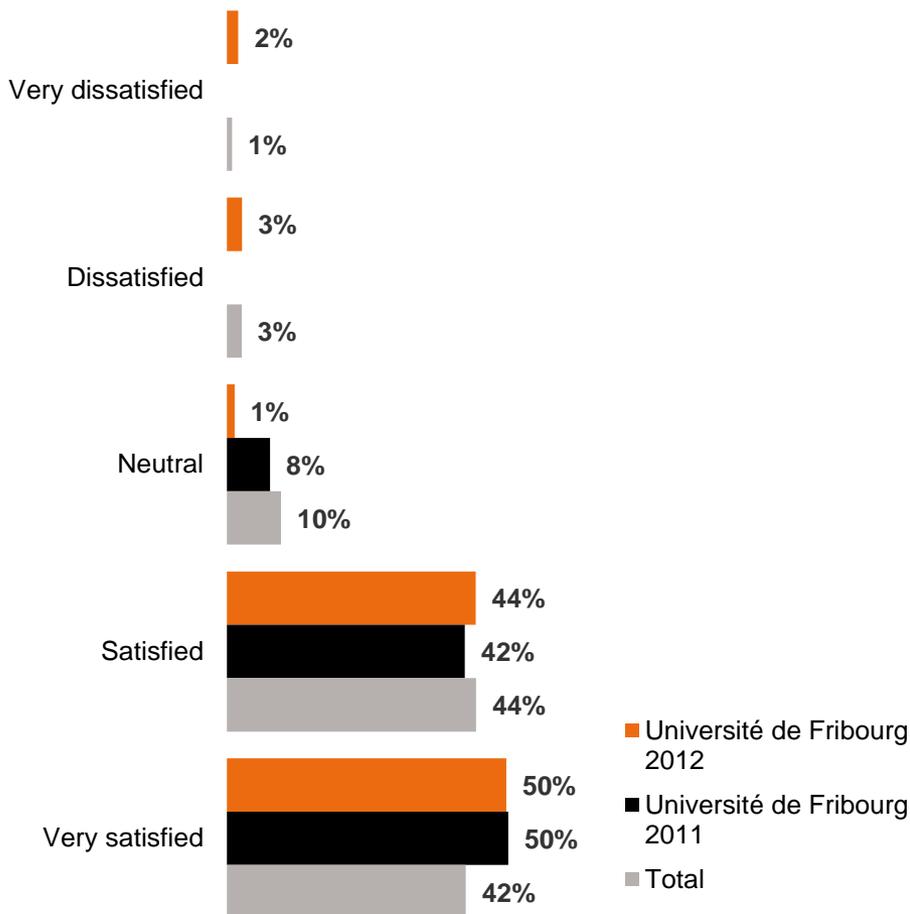
CHOICE OF COURSES/MODULES



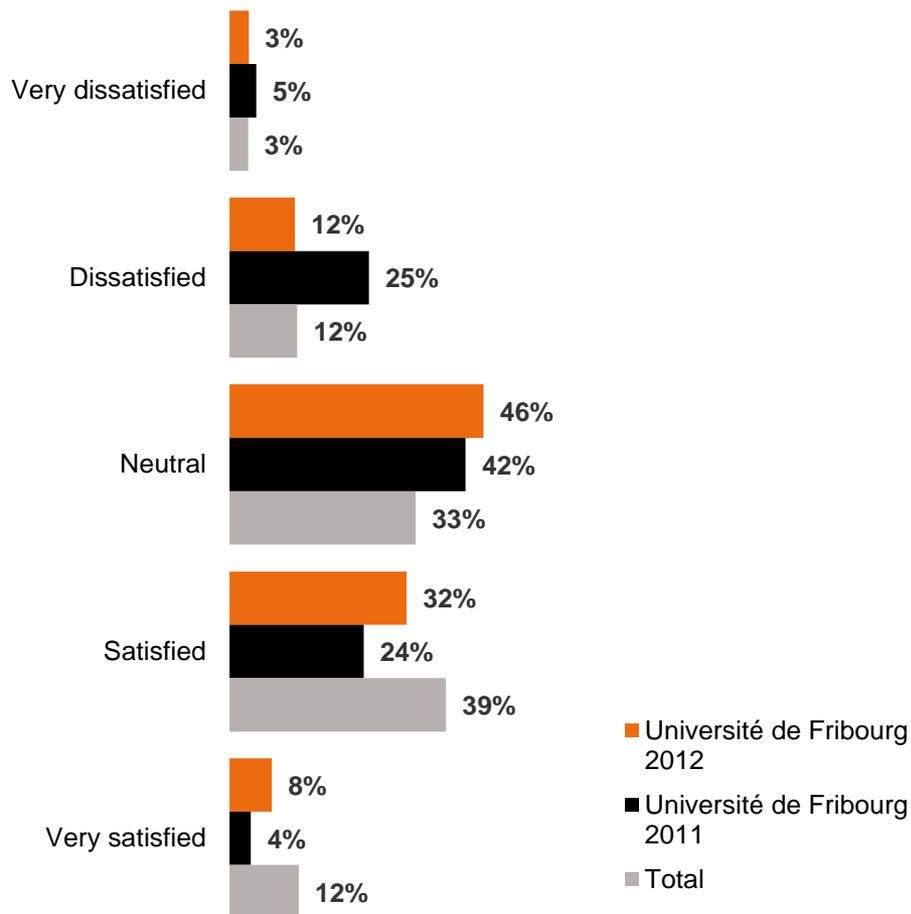
? SURVEY QUESTION

How satisfied or dissatisfied are you with your study environment regarding the following factors? (*Very satisfied, Satisfied, Neutral, Dissatisfied and Very dissatisfied*)

REPUTATION OF THE UNIVERSITY



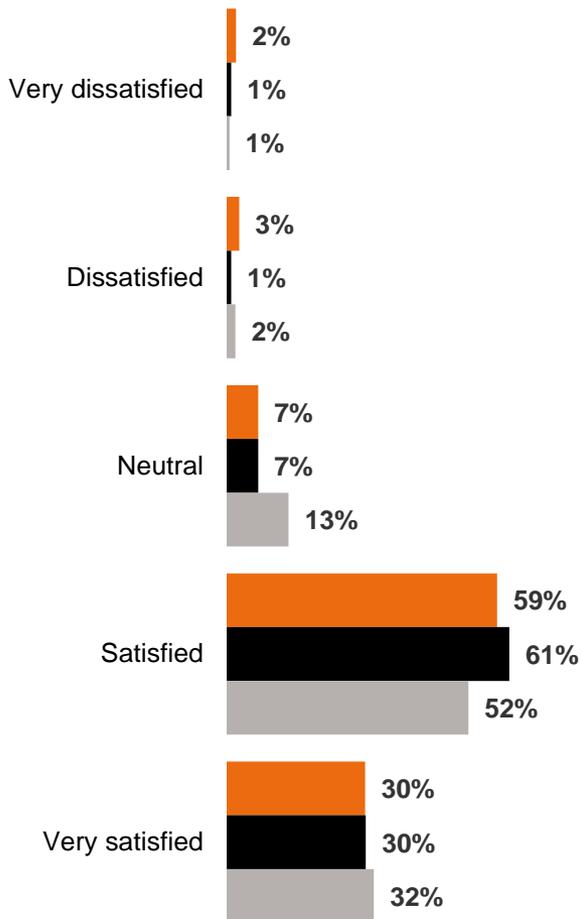
UNIVERSITY'S CONTACTS WITH THE BUSINESS COMMUNITY



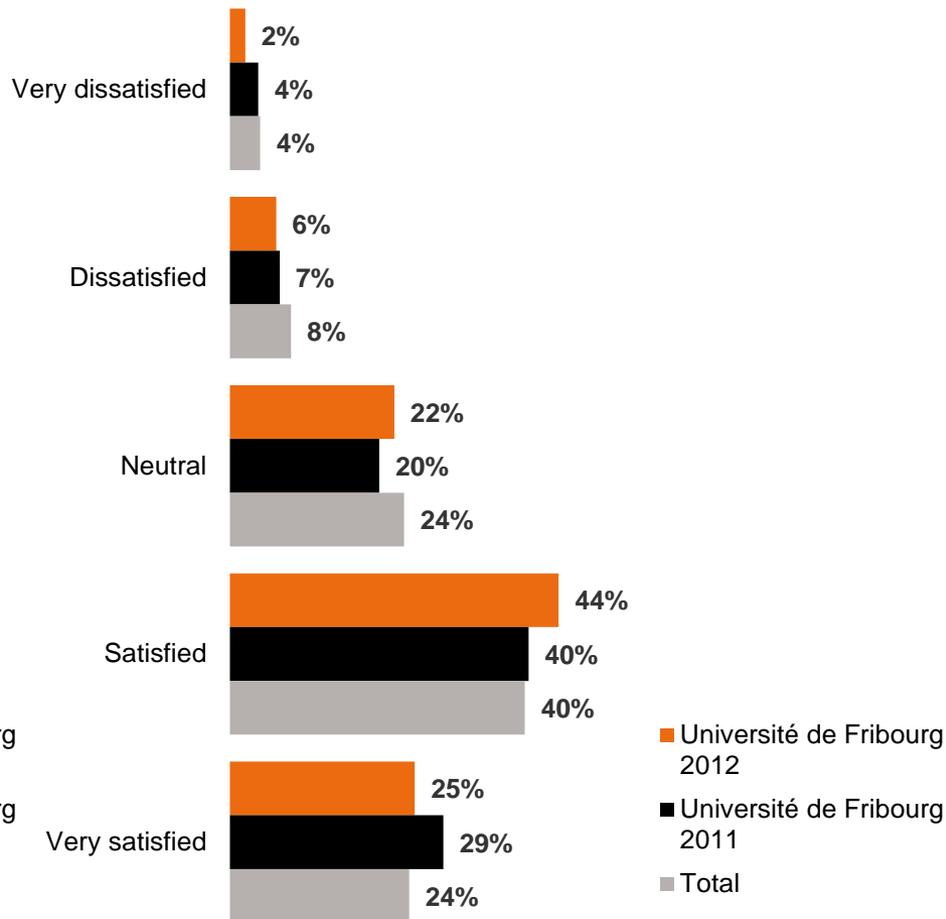
? SURVEY QUESTION

How satisfied or dissatisfied are you with your study environment regarding the following factors? (*Very satisfied, Satisfied, Neutral, Dissatisfied and Very dissatisfied*)

QUALITY OF THE EDUCATION



POSSIBILITY TO STUDY ABROAD

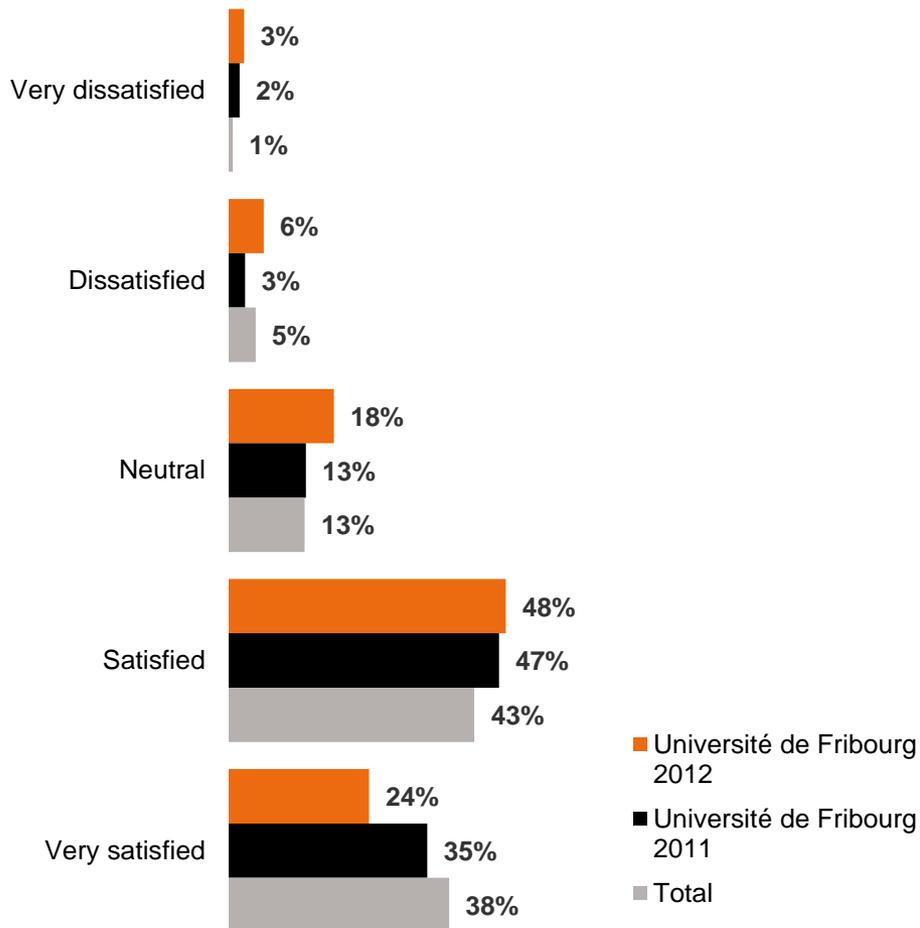


? SURVEY QUESTION

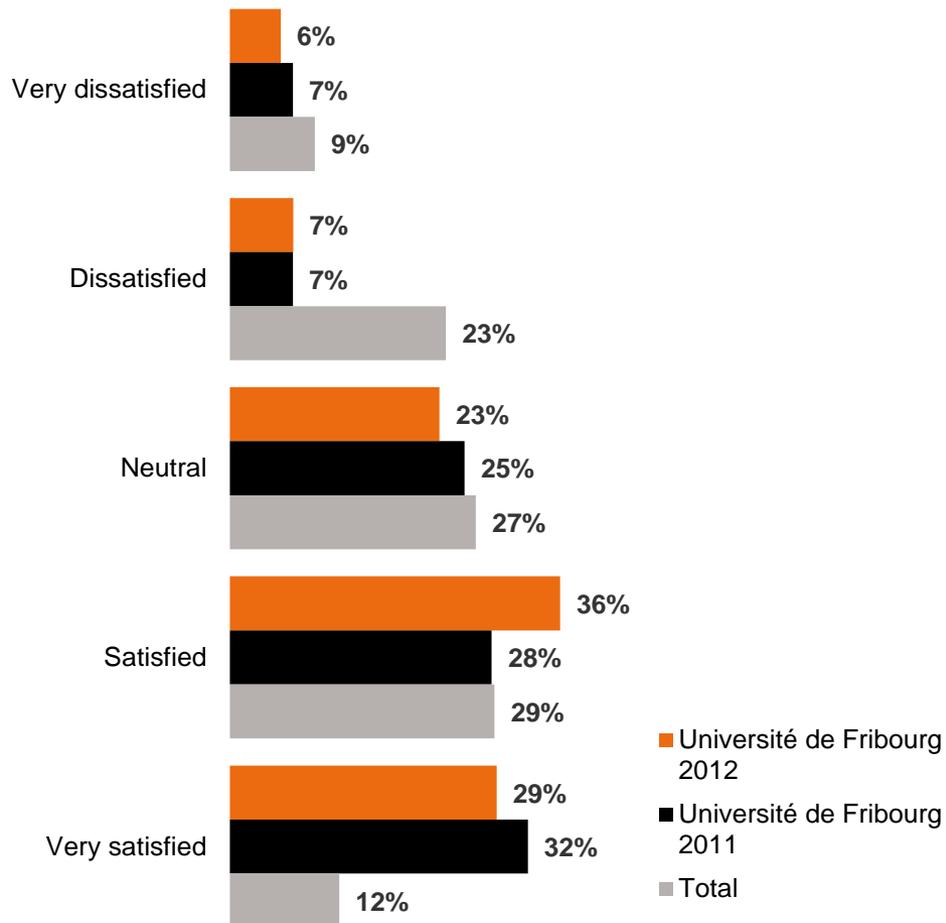
How satisfied or dissatisfied are you with your study environment regarding the following factors? (*Very satisfied, Satisfied, Neutral, Dissatisfied and Very dissatisfied*)

SATISFACTION

ACCESS TO AND QUALITY OF SERVICE FACILITIES



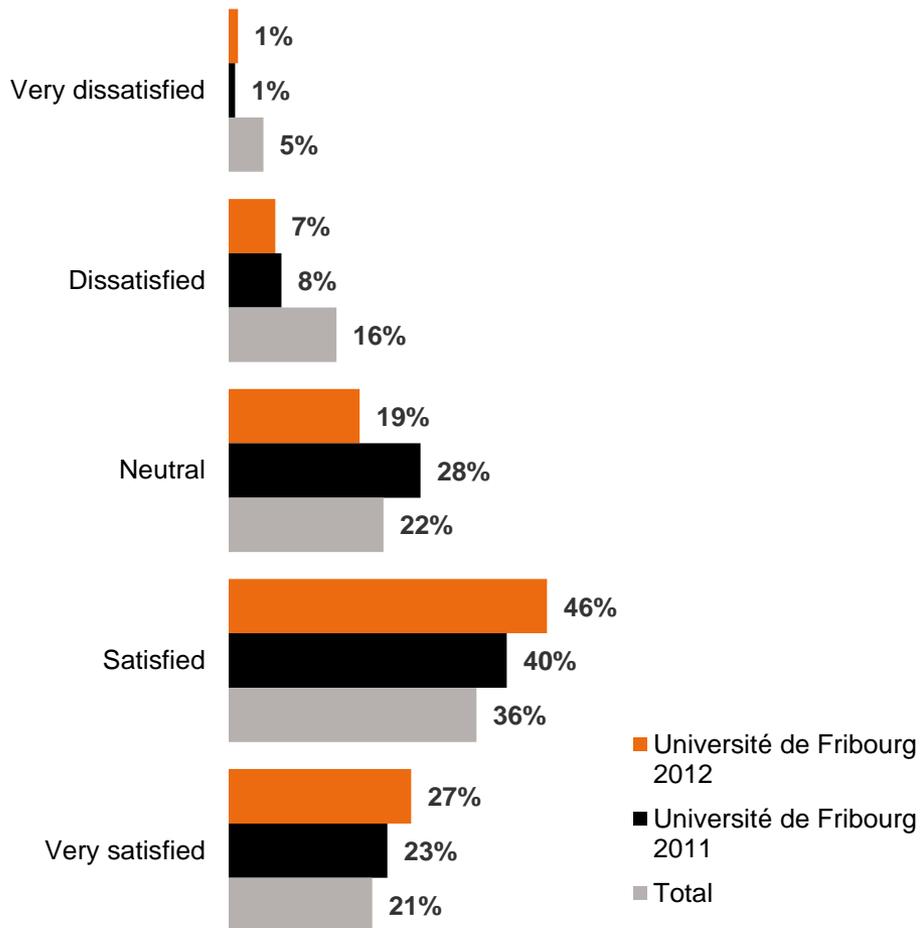
LIVING COSTS AND BOARDING/ACCOMODATION



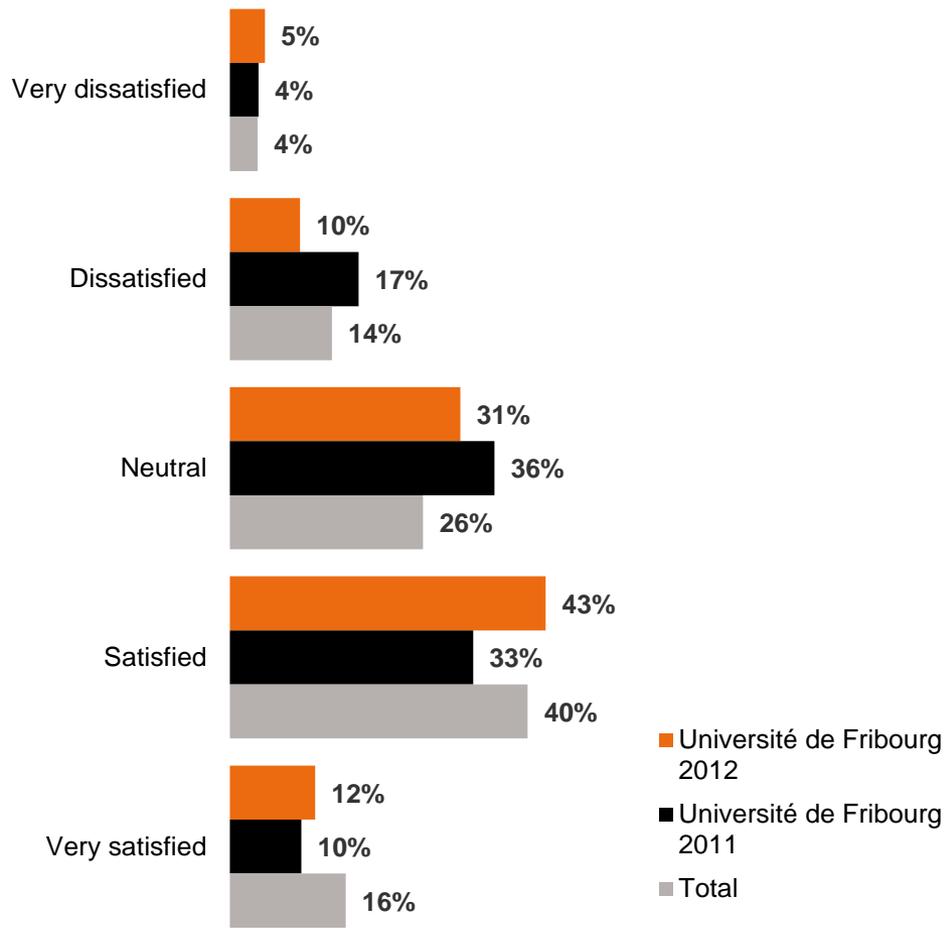
🔍 SURVEY QUESTION

How satisfied or dissatisfied are you with your study environment regarding the following factors? (*Very satisfied, Satisfied, Neutral, Dissatisfied and Very dissatisfied*)

RATIO OF STUDENTS PER LECTURER/TUTOR



PRACTICAL ELEMENTS OF MY COURSE



? SURVEY QUESTION

How satisfied or dissatisfied are you with your study environment regarding the following factors? (*Very satisfied, Satisfied, Neutral, Dissatisfied and Very dissatisfied*)

SATISFACTION

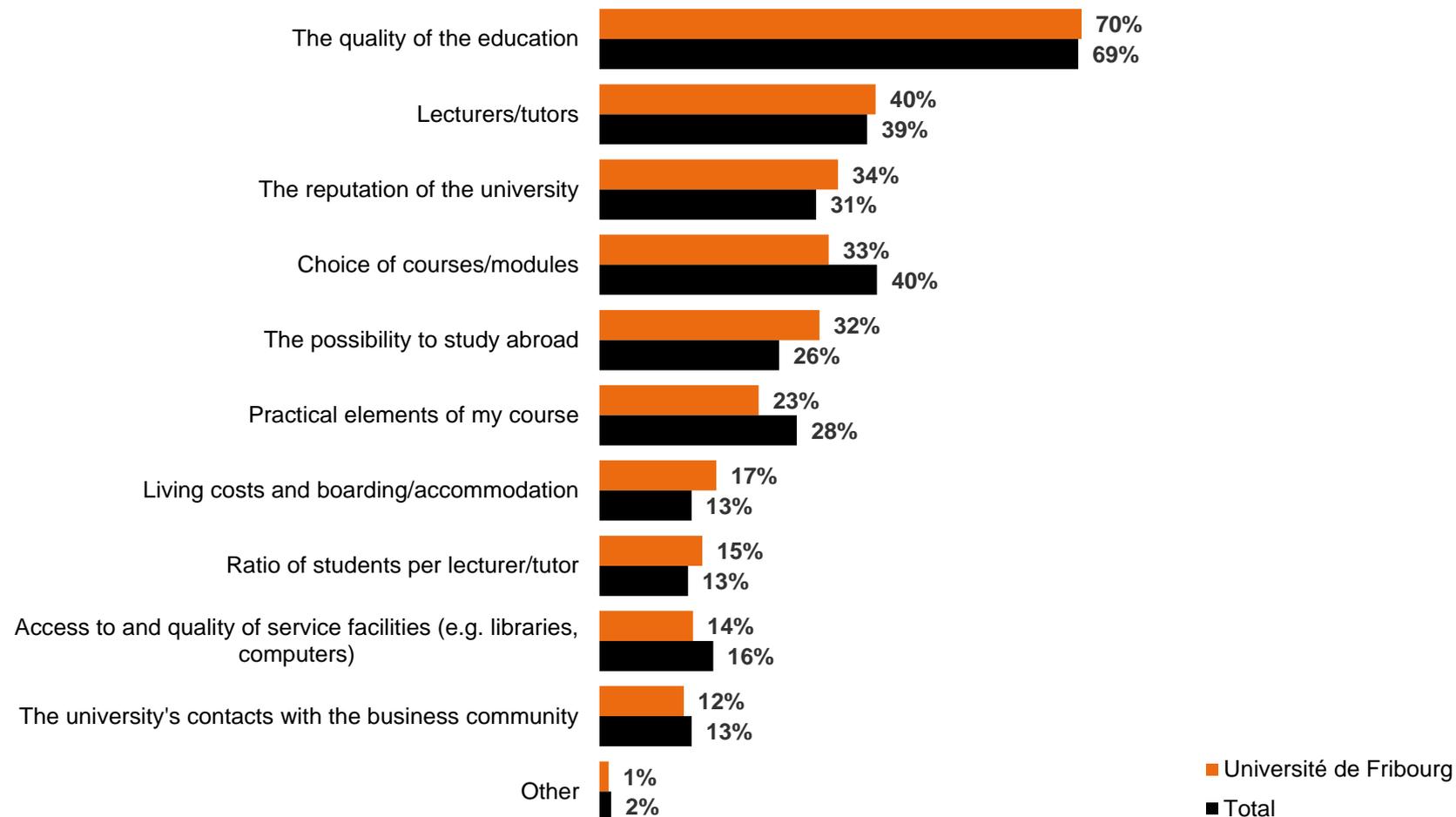
UNIVERSITÉ DE FRIBOURG VS. TOTAL

	Université de Fribourg	Total
The reputation of the university	4,4	4,2
The quality of the education	4,1	4,1
Lecturers/tutors	4,1	4,0
Ratio of students per lecturer/tutor	3,9	3,5
Access to and quality of service facilities (e.g. libraries, computers)	3,9	4,1
The possibility to study abroad	3,8	3,7
Choice of courses/modules	3,8	3,9
Living costs and boarding/accommodation	3,8	3,1
Practical elements of my course	3,5	3,5
The university's contacts with the business community	3,3	3,4

 SURVEY QUESTION

How satisfied or dissatisfied are you with your study environment regarding the following factors? (*Very satisfied, Satisfied, Neutral, Dissatisfied and Very dissatisfied*)

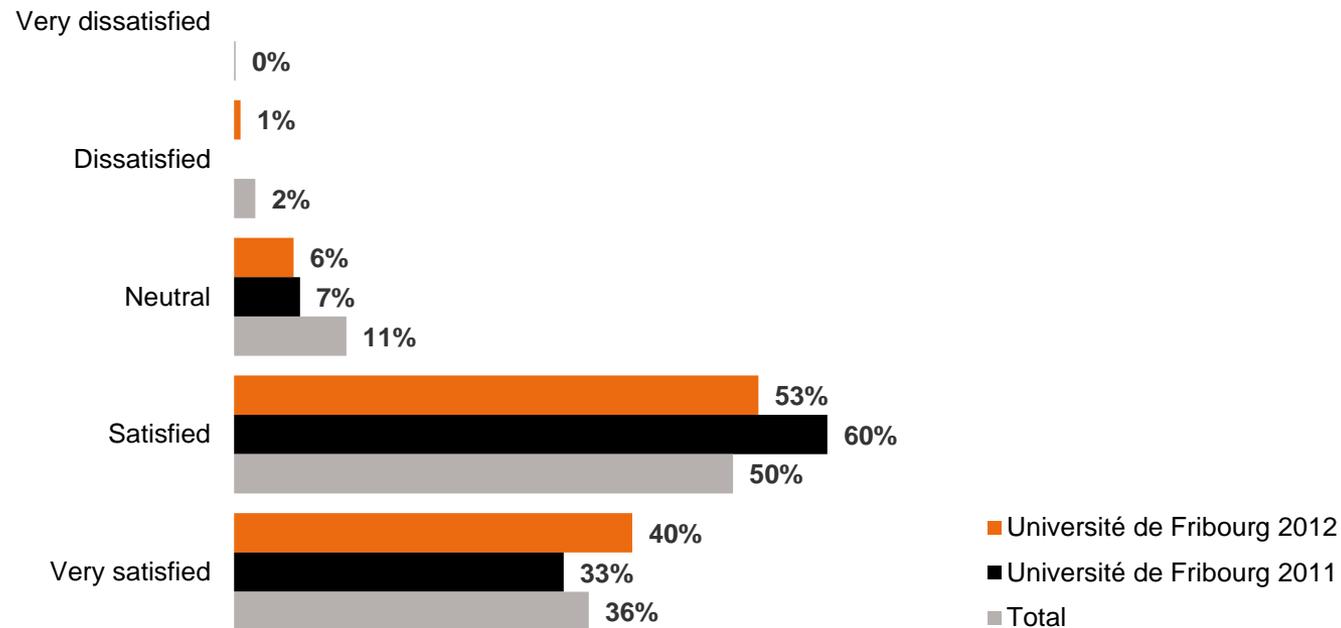
IMPORTANT ASPECTS UNIVERSITÉ DE FRIBOURG VS. TOTAL



? SURVEY QUESTION

Which of these aspects do you regard as the most important?
Please select a maximum of three alternatives

OVERALL SATISFACTION



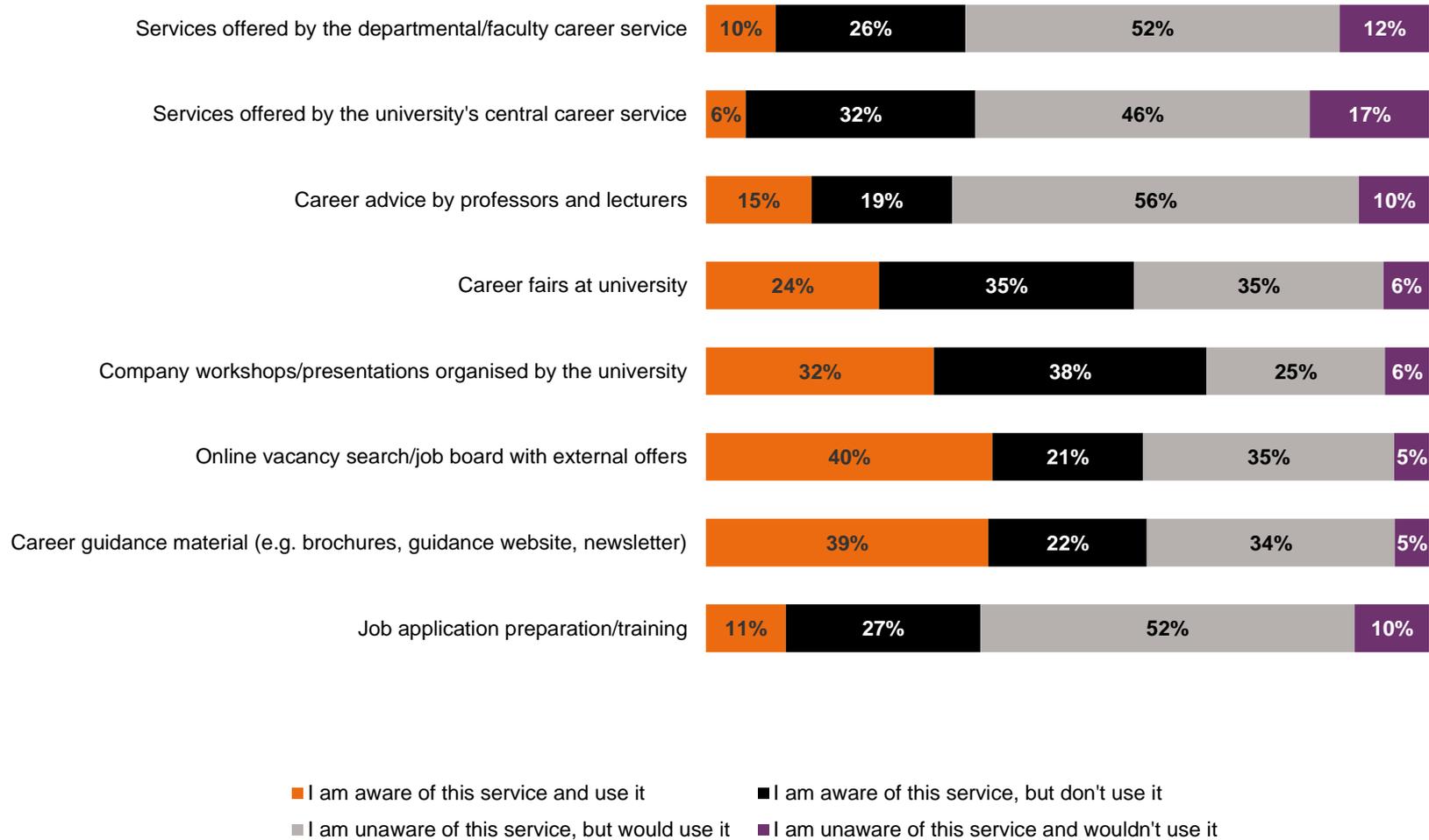
	Université de Fribourg 2012	Université de Fribourg 2011	Total
How satisfied are you overall with your university?	4,3	4,3	4,2

? SURVEY QUESTION

How satisfied are you overall with your university?

CAREER RELATED SERVICES OFFERED BY UNIVERSITY

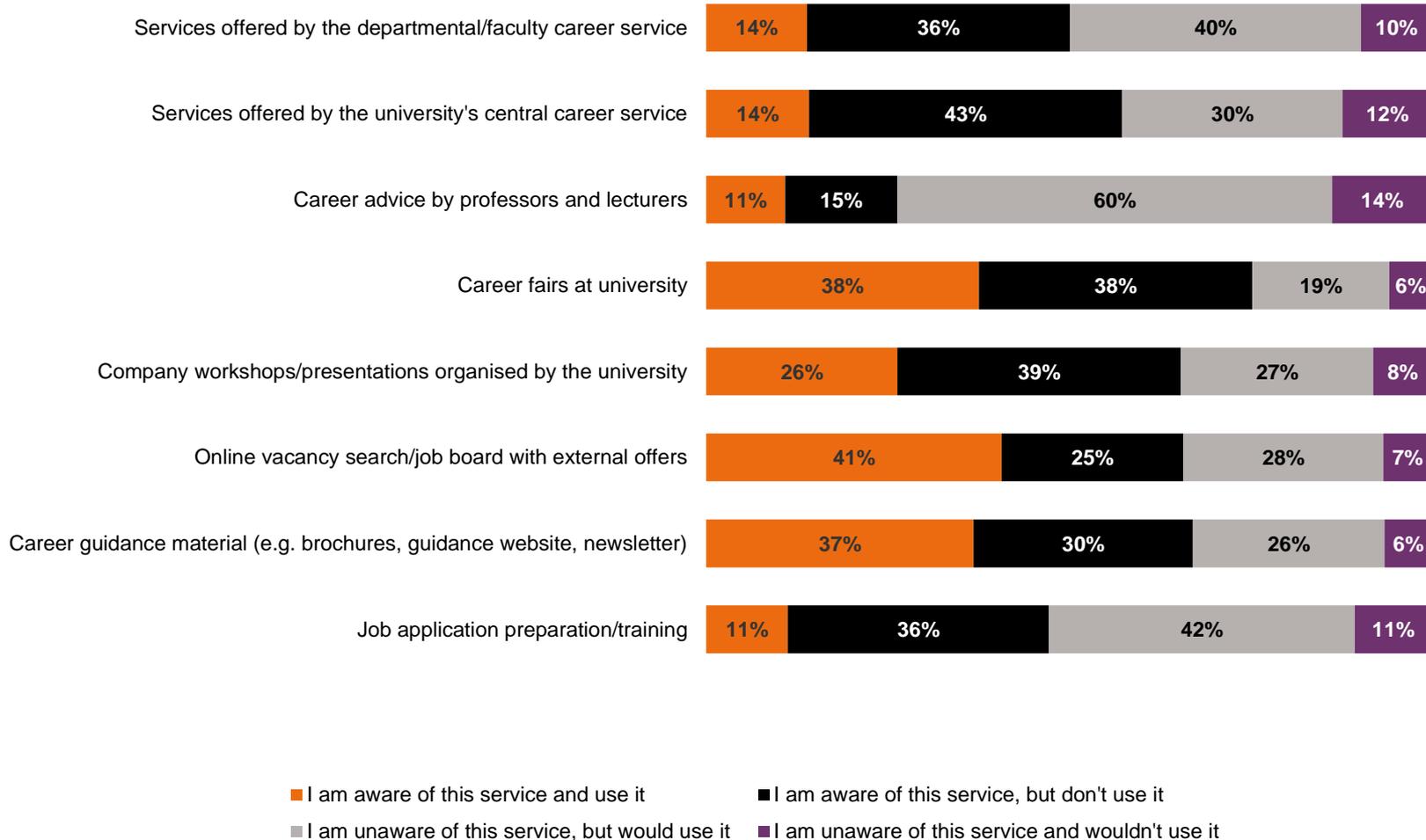
UNIVERSITÉ DE FRIBOURG



🔍 SURVEY QUESTION

Are you aware of/ do you use the following career related services offered by your university?

CAREER RELATED SERVICES OFFERED BY UNIVERSITY TOTAL



? SURVEY QUESTION

Are you aware of/ do you use the following career related services offered by your university?

ASPECTS OF UNIVERSITY CHOICE

	Université de Fribourg	Total
Parents/friends	48%	40%
Information event at university (e.g. university open day)	41%	34%
Students of the university	32%	24%
University rankings	25%	19%
The university's website	19%	29%
Teachers or career guidance at (secondary/high) school	8%	7%
Information event at (secondary/high) school	7%	13%
University directories/guides	5%	8%
Online advertising	3%	2%
Promotional material	3%	4%
Media coverage/articles in newspapers or magazines	3%	3%
Advertising in print media	2%	2%
Career fairs	2%	3%
Videos produced by the university	1%	1%
Online social networks/communities (e.g. Facebook)	0%	3%
Other	19%	23%

 SURVEY QUESTION

Which of the following aspects had an influence on the choice of your university? *Please select a maximum of three alternatives*

1. METHODOLOGY & KEY FINDINGS

2. UNIVERSITY EXPERIENCE

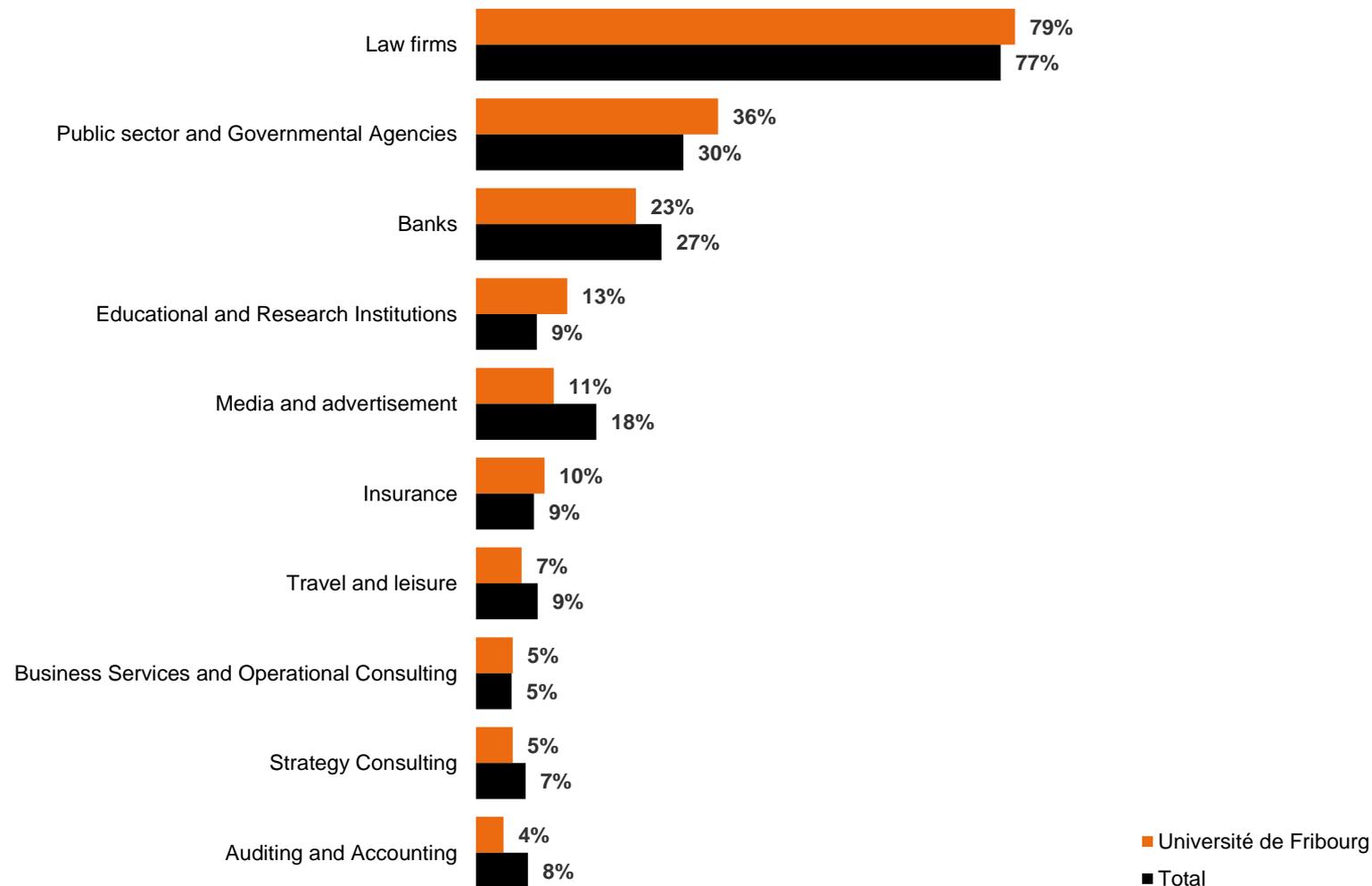
3.

STUDENTS' CAREER & COMMUNICATION PREFERENCES

4. EMPLOYER RANKINGS

5. STUDENTS' EMPLOYER PREFERENCES

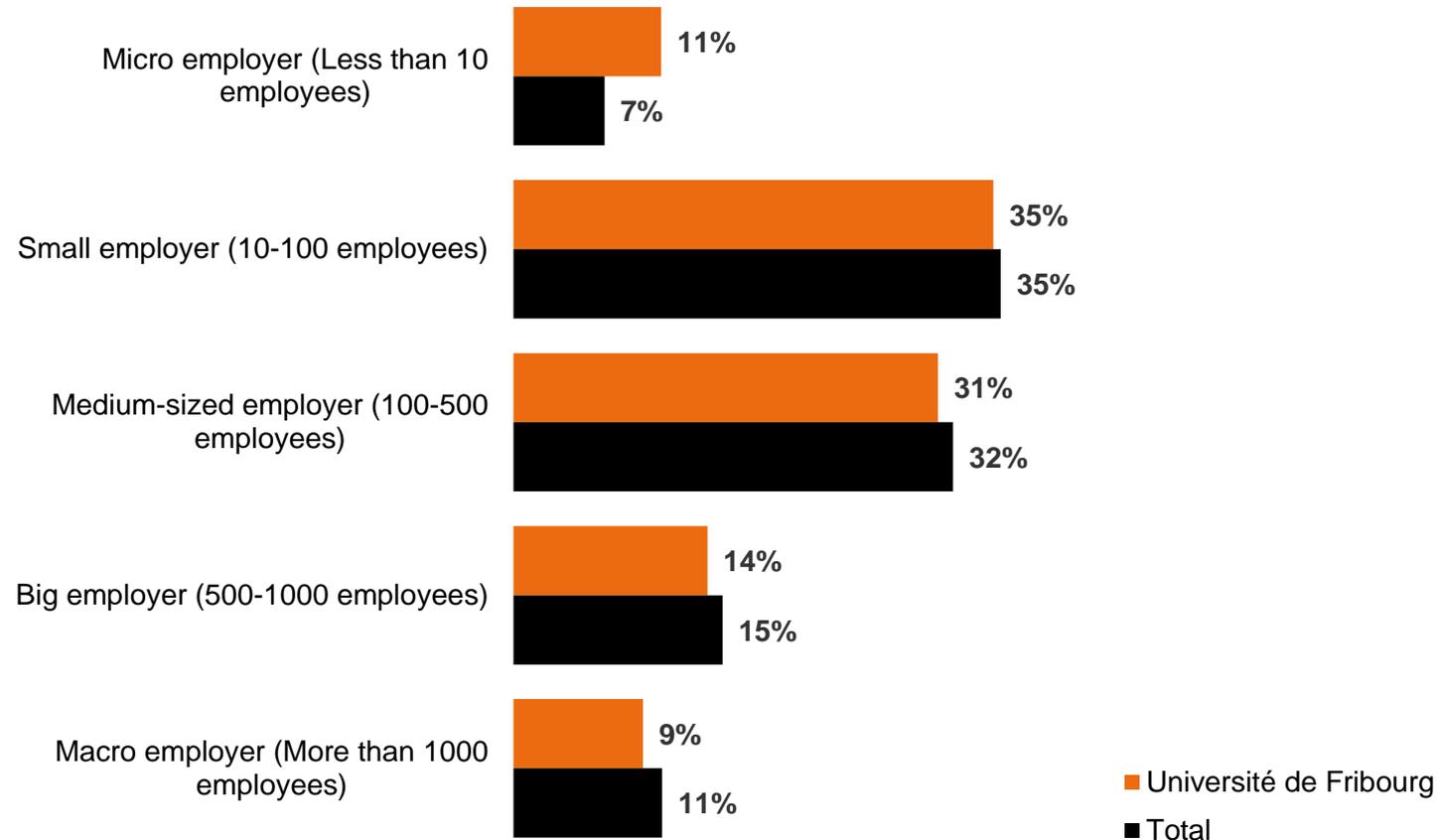
MOST PREFERRED INDUSTRIES



? SURVEY QUESTION

In which industry would you ideally want to work when choosing your first employment after graduation? *Please select a maximum of three alternatives*

PREFERRED SIZE OF EMPLOYER

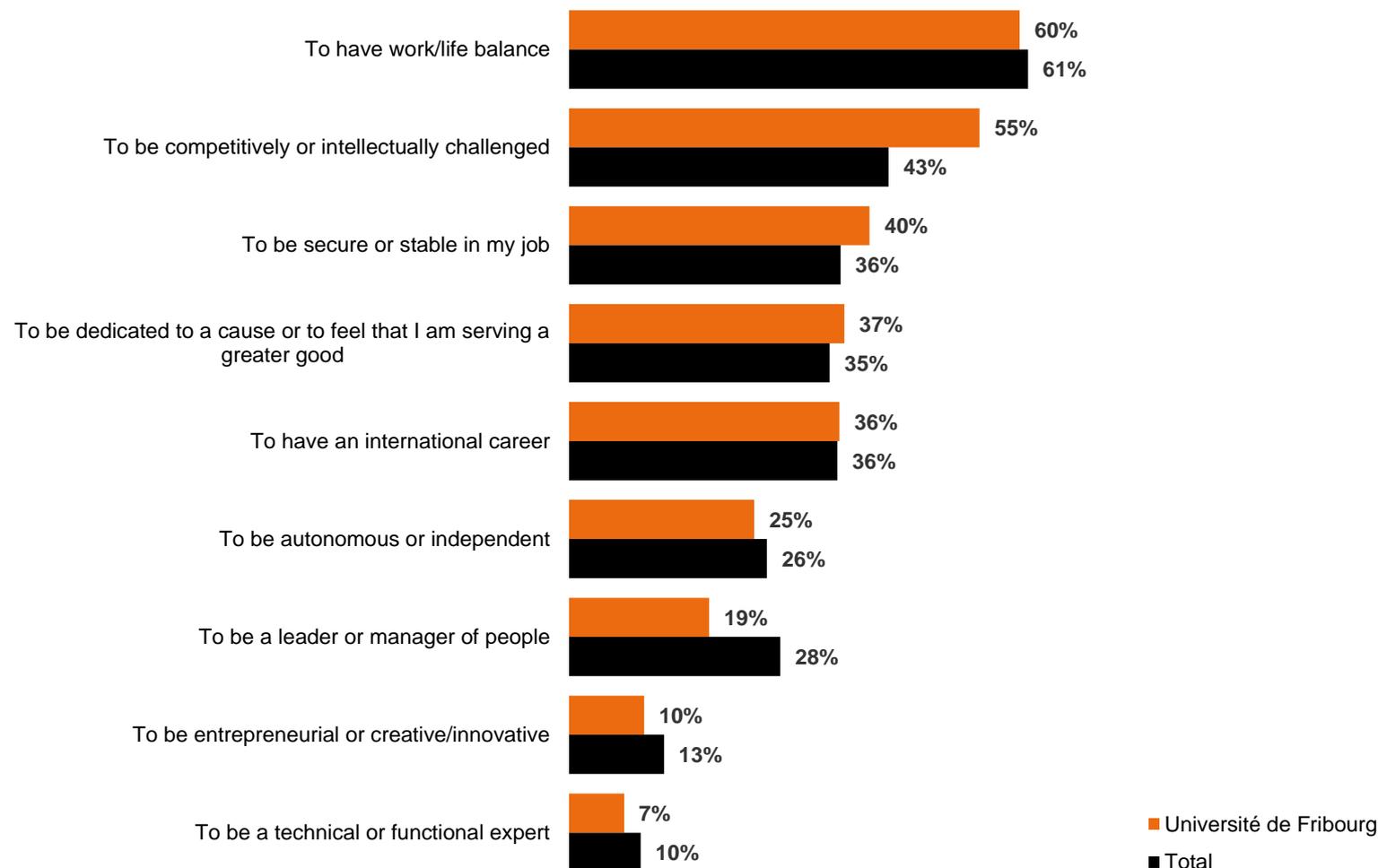


? SURVEY QUESTION

What size of employer would you prefer working for when choosing your first employment? *Please select only one alternative*

CAREER GOALS

UNIVERSITÉ DE FRIBOURG VS. TOTAL

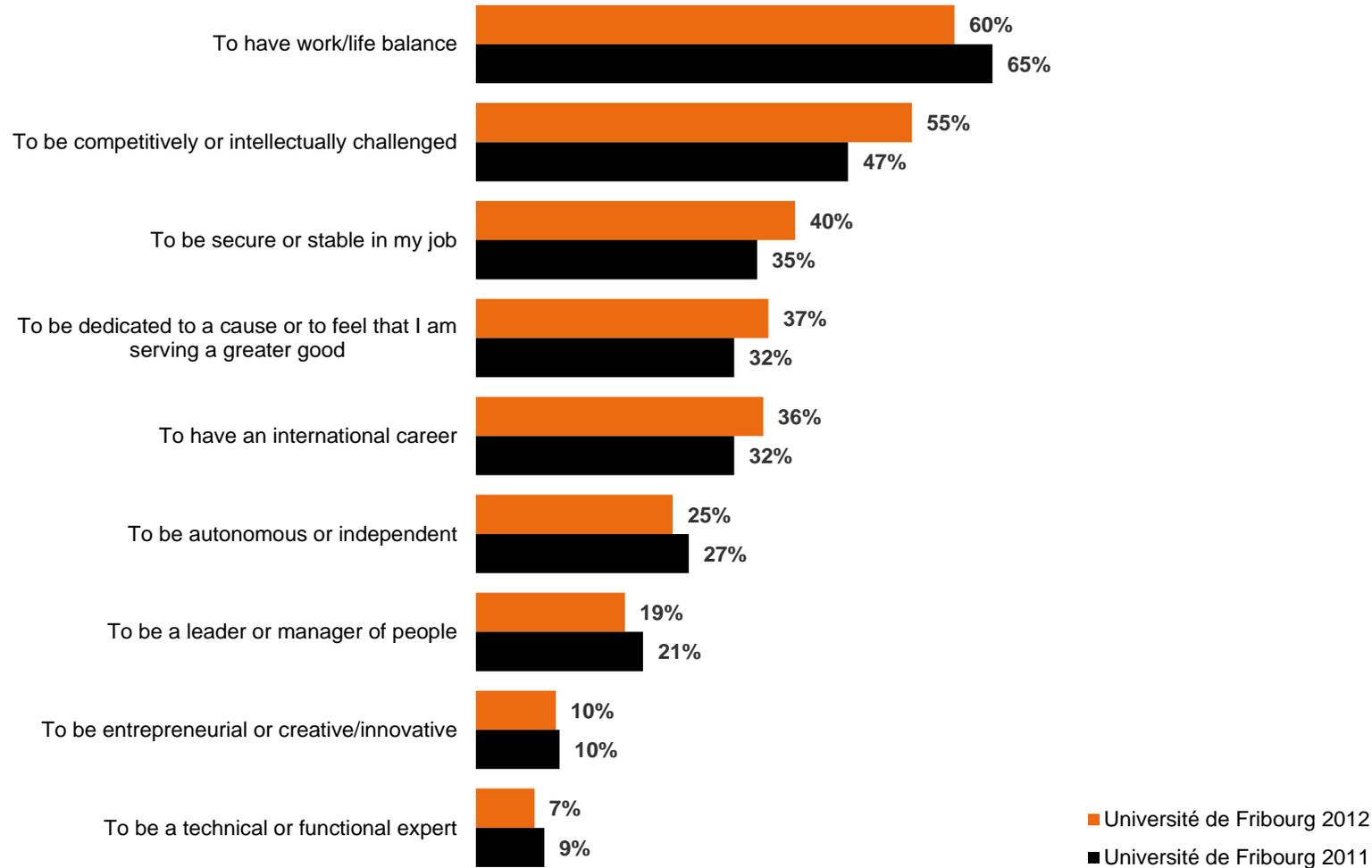


? SURVEY QUESTION

Below is a list of nine possible career goals. Which are most important to you? *Please select a maximum of three alternatives*

CAREER GOALS • THIS YEAR VS. LAST YEAR

UNIVERSITÉ DE FRIBOURG

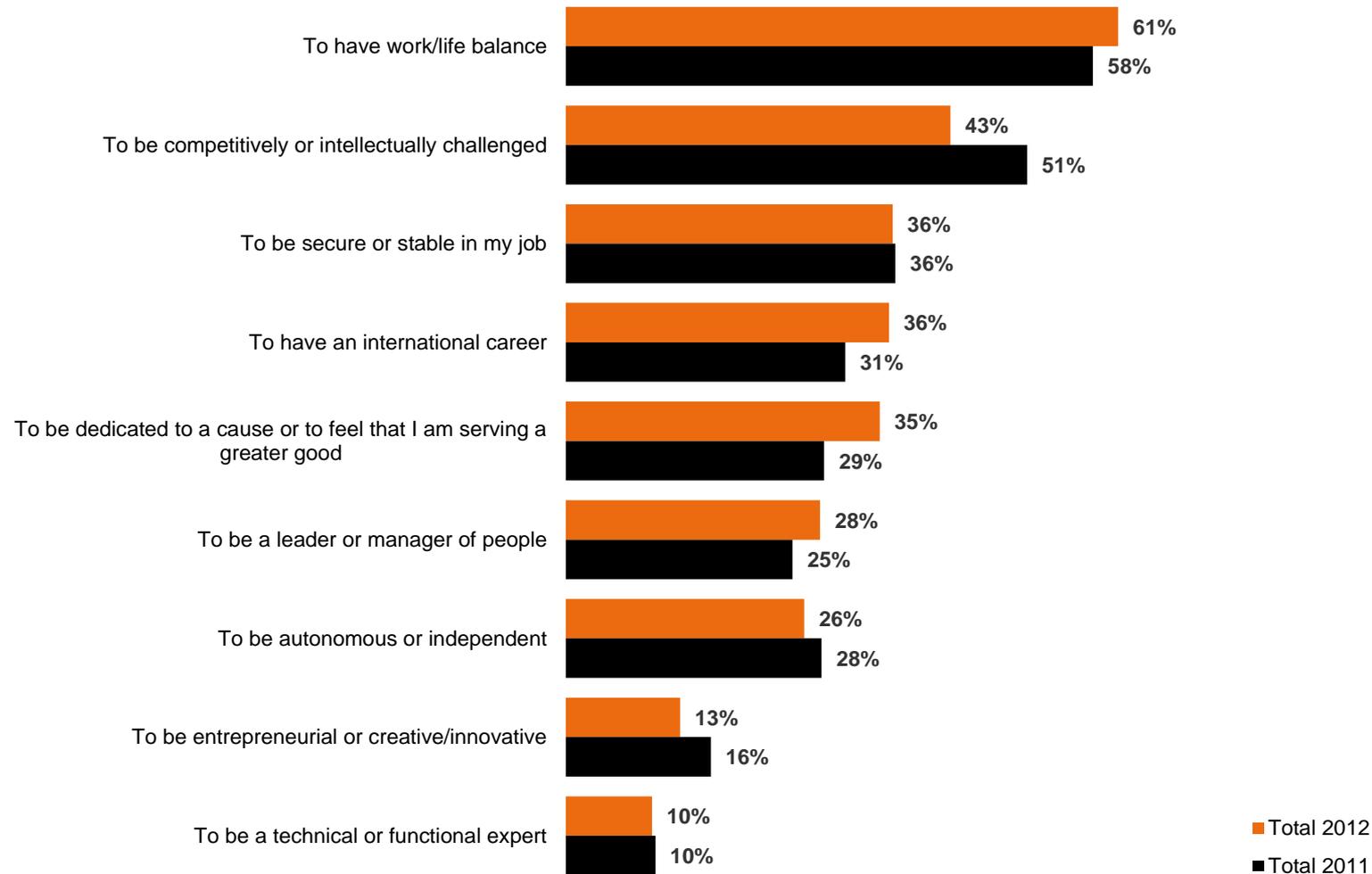


? SURVEY QUESTION

Below is a list of nine possible career goals. Which are most important to you? *Please select a maximum of three alternatives*

CAREER GOALS • THIS YEAR VS. LAST YEAR

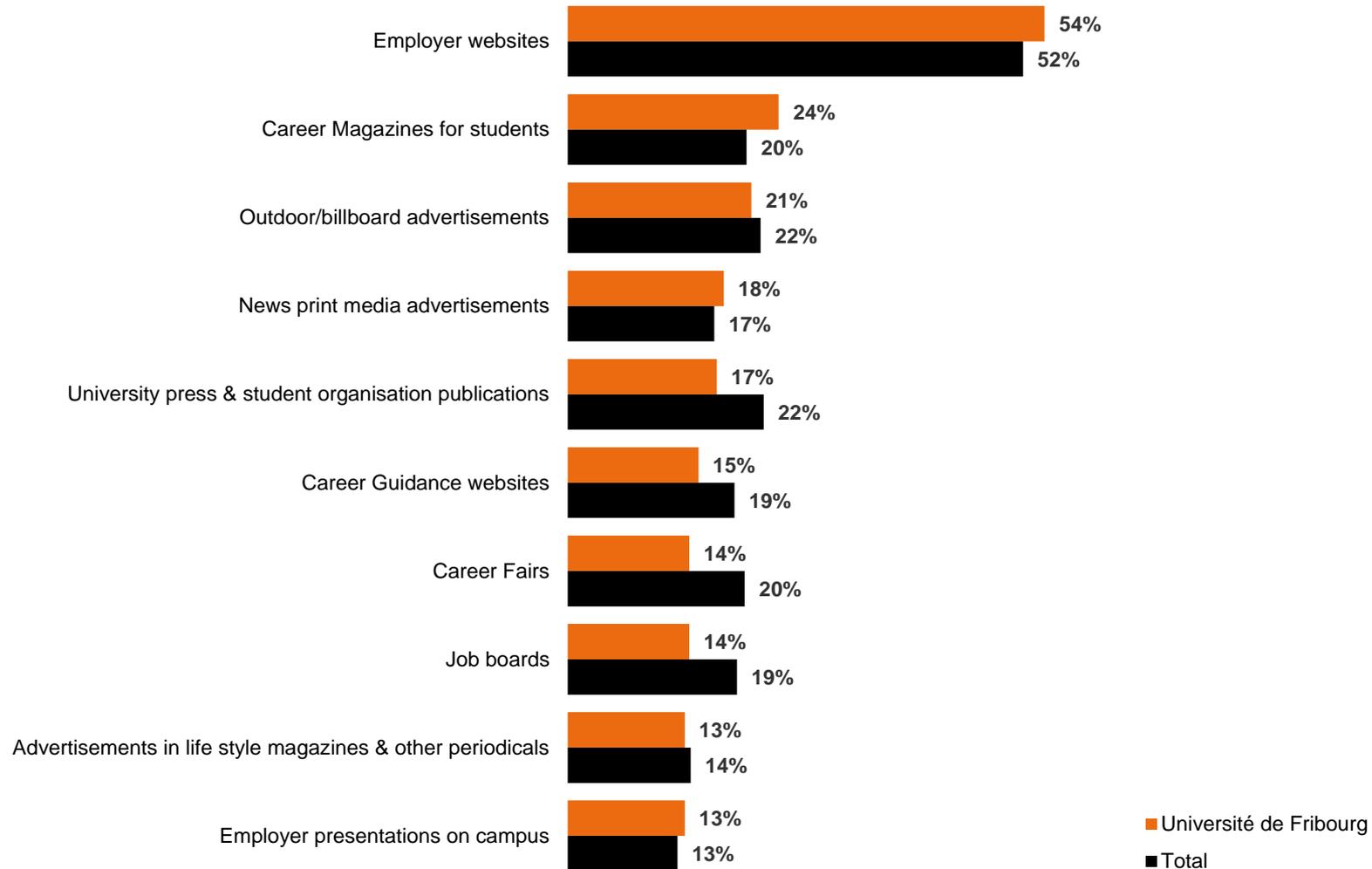
TOTAL



? SURVEY QUESTION

Below is a list of nine possible career goals. Which are most important to you? *Please select a maximum of three alternatives*

ACTUAL COMMUNICATION CHANNELS • TOP 10



? SURVEY QUESTION

Through which channels have you learnt about these employers?
Please select as many alternatives as applicable

62% women and **38%** men

Average age:
22,5 years

Average perceived academic performance:

6,9 (of 10)

Average expected annual salary:

66 184 CHF



Top actual communication channels:

- Employer websites
- Career Magazines for students
- Outdoor/billboard advertisements

Top career goals:

- To have work/life balance
- To be competitively or intellectually challenged
- To be secure or stable in my job

Most preferred industries:

- Law firms
- Public sector and Governmental Agencies
- Banks

Top university experience:

- The reputation of the university
- The quality of the education
- Lecturers/tutors

61% women and **39%** men

Average age:
23,0 years

Average perceived academic performance:

6,7 (of 10)

Average expected annual salary:

70 228 CHF



Top actual communication channels:

- Employer websites
- University press & student organisation publications
- Outdoor/billboard advertisements

Top career goals:

- To have work/life balance
- To be competitively or intellectually challenged
- To be secure or stable in my job

Most preferred industries:

- Law firms
- Public sector and Governmental Agencies
- Banks

Top university experience:

- The reputation of the university
- Access to and quality of service facilities (e.g. libraries, computers)
- The quality of the education

1. METHODOLOGY & KEY FINDINGS

2. UNIVERSITY EXPERIENCE

3. STUDENTS' CAREER & COMMUNICATION PREFERENCES

4.

EMPLOYER RANKINGS

5. STUDENTS' EMPLOYER PREFERENCES

IDEAL EMPLOYER RANKING UNIVERSITÉ DE FRIBOURG • TOP 20

Employer	Rank 2012	Percent 2012	Trend		Employer	Rank 2012	Percent 2012	Trend	
Die Bundesverwaltung	1	38,38%	→	0	SWISS	10	9,73%	↓	-3
IKRK	2	24,32%	↑	1	Bär & Karrer	12	9,19%	NEW	-
Lenz & Staehelin	3	18,92%	NEW	-	Schellenberg Wittmer	12	9,19%	NEW	-
Nestlé	4	18,38%	↓	-2	Schweizerische Nationalbank	14	8,65%	↓	-8
UBS	5	14,05%	↓	-1	SBB CFF FFS	15	8,11%	↑	13
Ernst & Young	6	12,43%	↑	2	Novartis	16	7,57%	↓	-3
Credit Suisse	7	10,81%	↓	-2	L'Oréal	17	7,03%	↓	-1
Swisslegal	7	10,81%	NEW	-	Pestalozzi Rechtsanwälte	17	7,03%	NEW	-
Homburger	9	10,27%	NEW	-	Philip Morris International	19	6,49%	↑	22
Baker & McKenzie	10	9,73%	NEW	-	Raiffeisen	20	5,41%	→	0

? SURVEY QUESTION

Please select five employers from the list below for which you would most like to work - your five Ideal Employers

IDEAL EMPLOYER RANKING

TOTAL • TOP 20

Employer	Rank 2012	Percent 2012	Trend		Employer	Rank 2012	Percent 2012	Trend	
Die Bundesverwaltung	1	30,27%	→	0	Bär & Karrer	11	11,45%	NEW	-
IKRK	2	17,92%	↑	3	Swisslegal	12	10,74%	NEW	-
SWISS	3	16,59%	↑	6	Schweizerische Nationalbank	13	10,55%	↓	-7
Nestlé	4	15,86%	→	0	PwC	14	10,12%	↓	-4
UBS	5	15,65%	↓	-3	Schellenberg Wittmer	15	9,11%	NEW	-
Lenz & Staehelin	6	15,49%	NEW	-	L'Oréal	16	8,56%	↑	2
Homburger	7	15,33%	NEW	-	Baker & McKenzie	17	7,75%	NEW	-
Pestalozzi Rechtsanwälte	8	13,54%	NEW	-	Novartis	18	7,37%	↓	-5
Credit Suisse	9	12,39%	↓	-7	Lindt & Sprüngli	19	6,32%	↑	5
Ernst & Young	10	11,78%	↓	-3	Niederer Kraft & Frey	20	5,68%	NEW	-

🔍 SURVEY QUESTION

Please select five employers from the list below for which you would most like to work - your five Ideal Employers

1. METHODOLOGY & KEY FINDINGS

2. UNIVERSITY EXPERIENCE

3. STUDENTS' CAREER & COMMUNICATION PREFERENCES

4. EMPLOYER RANKINGS

5.

STUDENTS' EMPLOYER PREFERENCES

THE DRIVERS OF EMPLOYER ATTRACTIVENESS

EMPLOYER REPUTATION & IMAGE

The attributes of the employer as an organisation

- Attractive/exciting products and services
- Corporate Social Responsibility
- Environmental sustainability
- Ethical standards
- Fast-growing/entrepreneurial
- Financial strength
- Innovation
- Inspiring management
- Market success
- Prestige

PEOPLE & CULTURE

The social environment and attributes of the work place

- A creative and dynamic work environment
- A friendly work environment
- Acceptance towards minorities
- Enabling me to integrate personal interests in my schedule
- Interaction with international clients and colleagues
- Leaders who will support my development
- Recognizing performance (meritocracy)
- Recruiting only the best talent
- Respect for its people
- Support for gender equality

JOB CHARACTERISTICS

The contents and demands of the job, including the learning opportunities provided by the job

- Challenging work
- Client interaction
- Control over my number of working hours
- Flexible working conditions
- High level of responsibility
- Opportunities for international travel/relocation
- Professional training and development
- Secure employment
- Team oriented work
- Variety of assignments

REMUNERATION & ADVANCEMENT OPPORTUNITIES

The monetary compensation and other benefits, now and in the future

- Clear path for advancement
- Competitive base salary
- Competitive benefits
- Good reference for future career
- High future earnings
- Leadership opportunities
- Overtime pay/compensation
- Performance-related bonus
- Rapid promotion
- Sponsorship of future education

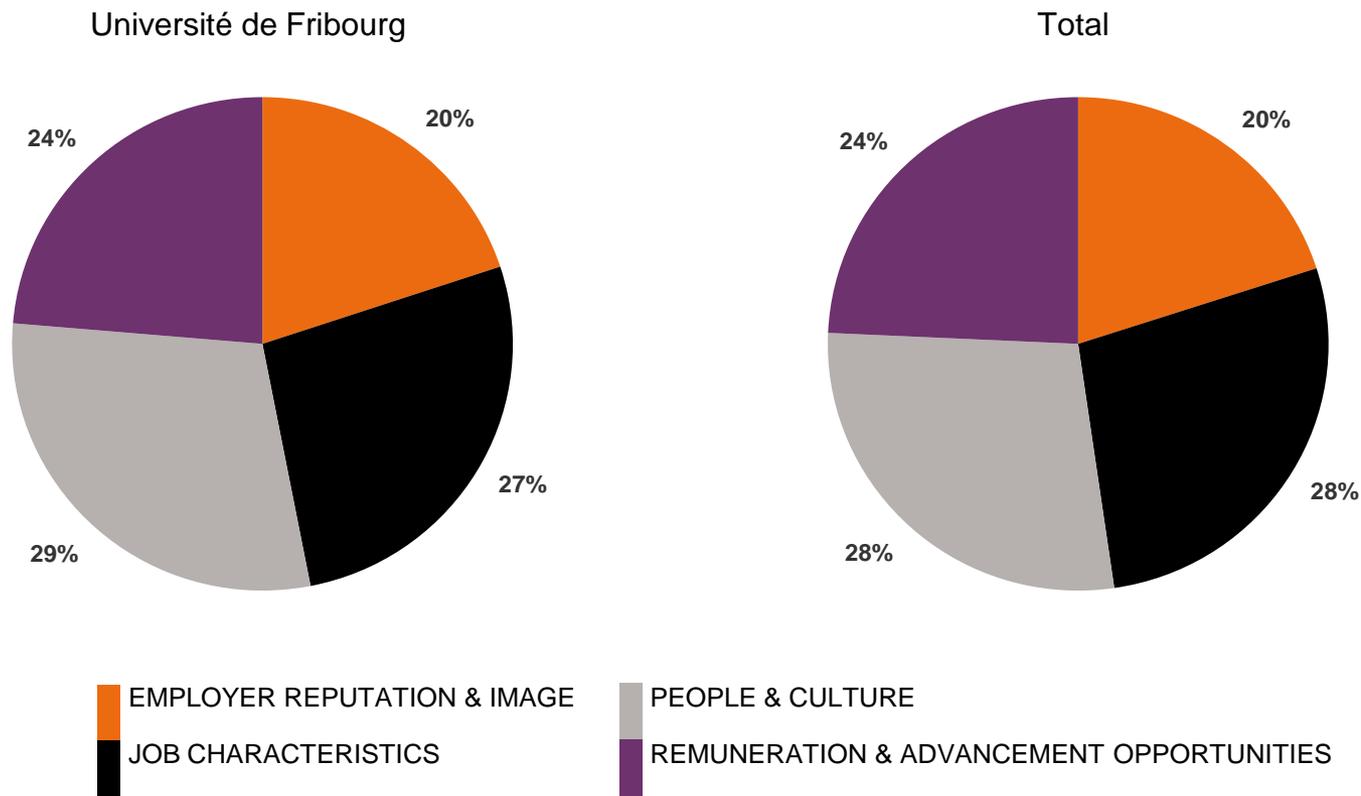


The framework is developed together with professor Paula Caligiuri, Director of the Center for HR Strategy at Rutgers University. Based on specific research within HR, as well as focus groups and general communication with both our clients and students.

THE DRIVERS OF EMPLOYER ATTRACTIVENESS



RELATIVE IMPORTANCE OF EACH DRIVER



🔍 SURVEY QUESTION

How would you rate the relative importance of these aspects when choosing your Ideal Employer?
 Please divide 100 points between the alternatives in accordance with importance

TOP FINDINGS

OVERALL MOST ATTRACTIVE ATTRIBUTES • TOP 5

UNIVERSITÉ DE FRIBOURG

1. A friendly work environment (People & Culture)
2. Respect for its people (People & Culture)
3. Variety of assignments (Job Characteristics)
4. Good reference for future career (Remuneration & Advancement Opportunities)
5. Competitive base salary (Remuneration & Advancement Opportunities)

TOTAL

1. A friendly work environment (People & Culture)
2. Variety of assignments (Job Characteristics)
3. Good reference for future career (Remuneration & Advancement Opportunities)
4. A creative and dynamic work environment (People & Culture)
5. Challenging work (Job Characteristics)



PLEASE NOTE: These tables show the attractiveness of each of the 40 attributes in relation to how important the students think its driver is. This analysis gives a summarised 360 degree view of what influences employer attractiveness.

UNIVERSUM : pour vous aider davantage encore



Les magazines Universum Top 100 :

- ❑ **sortie française** : 26 octobre 2012
- ❑ **diffusion** : + de 290 000 exemplaires
- ❑ **kiosque** : avec « M », le supplément weekend du journal « Le Monde »

Wetfeet :

- ❑ + de 60 guides carrière **en ligne**
- ❑ + de 60 guides carrière **écrits par des professionnels** accompagnés de journalistes
- ❑ + de 60 guides carrière **en anglais**
- ❑ + de 60 guides carrière **téléchargeables à l'infini** pour un **abonnement annuel fixe**

UNIVERSUM 2012
TOP 100





**ARE YOU
READY
TO DIG
DEEPER
INTO THE WORLD
OF EMPLOYER
BRANDING?**

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Téléphone : +33 1 82 00 97 46

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