



Bachelor Program in Business and Economics

# Placement Report 2013





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## Bachelor of Science Program in Business & Economics

The sample for this survey were the students in the three-year Bachelor of Science Program in Business and Economics who finished their studies between April 2011 and March 2013 and did not continue in the MSc Program at SSE\*. They graduated with specializations in Accounting & Financial Management, Economics, Finance, Management, or Marketing & Media Management. They are referred to as 2011/12 SSE graduates.

The response rate was 45 percent based on a cohort of 182 students. The Placement Report is published annually for Bachelor and Master of Science programs.

### GRADUATE PROFILE

After graduation thirteen percent of the respondents have continued with an education, other than the SSE MSc program, in Sweden or abroad. The remaining 87 percent (69 graduates) have joined the job market after graduation.

Graduates had a median age of 24. Forty-six percent of the graduates responding to the survey were female, and 54 percent were male.

Thirteen percent of the respondents hold an additional university degree, pursued during or before the SSE Bachelor program. The degrees were in Modern Languages, Political Science, Industrial Engineering, Law, Mandarin, and other subjects.

Seventy-two percent of the graduates had an internship during their studies.

The median number of jobs applied for was three and the number of offers (also median) was one.

|   |     |
|---|-----|
| Age on graduation (median)  | 24  |
| Women   | 46% |
| Men   | 54% |
| Additional university degree pursued during or before the SSE BSc program | 13% |
| Had an internship during their studies                                    | 72% |

*Total number of respondents: 82*

### 2011/12 SSE BSC GRADUATES SHOW HIGH HIRING RATES

Ninety-seven percent of the graduates had jobs within three months of graduation. Eighty-seven percent had accepted a full-time offer by their graduation date. Forty-five percent accepted an offer more than six months before graduation.

By the graduation date, 78 percent of the female graduates and 94 percent of the male graduates had found employment.

### LENGTH OF TIME TO FIND EMPLOYMENT

|                              | All  | Women | Men  |
|------------------------------|------|-------|------|
| > 6 months before graduation | 45%  | 28%   | 59%  |
| 4-6 months before graduation | 14%  | 13%   | 16%  |
| 2-3 months before graduation | 22%  | 28%   | 16%  |
| 0-1 months before graduation | 6%   | 9%    | 3%   |
| 0-1 months after graduation  | 4%   | 6%    | 3%   |
| 2-3 months after graduation  | 6%   | 13%   | -    |
| 4-6 months after graduation  | 3%   | 3%    | 3%   |
| > 6 months after graduation  | -    | -     | -    |
|                              | 100% | 100%  | 100% |
| Number of respondents        | 69   | 32    | 37   |



### LENGTH OF TIME TO FIND EMPLOYMENT BY INDUSTRY

|                              | Management Consulting | Investment Banking | Finance/Banking, other | Advertising/PR/Information/Market Communication |
|------------------------------|-----------------------|--------------------|------------------------|---|
| > 6 months before graduation | 63%                   | 84%                | 72%                    | -   |
| 4-6 months before graduation | 21%                   | 8%                 | 14%                    | 20%   |
| 2-3 months before graduation | 16%                   | -                  | 14%                    | 20%   |
| 0-1 month before graduation  | -                     | -                  | -                      | -   |
| 0-1 month after graduation   | -                     | 8%                 | -                      | -   |
| 2-3 months after graduation  | -                     | -                  | -                      | 20%   |
| 4-6 months after graduation  | -                     | -                  | -                      | 40%   |
| > 6 months after graduation  | -                     | -                  | -                      | -   |
|                              | 100%                  | 100%               | 100%                   | 100%  |
| Number of respondents        | 18                    | 13                 | 7                      | 5   |

### METHODS OF FINDING EMPLOYMENT

For men, the most frequently used method for finding a job was company presentations arranged by SSE Business Forum or others within Student Association at the Stockholm School of Economics. They also used previous internships and acquaintances to a great extent.

The two primary methods commonly used by women to find employment were previous internships and acquaintances.

### METHODS OF FINDING EMPLOYMENT



## POPULAR INDUSTRIES

Management Consulting, Investment Banking, and other Finance/Banking are the most popular industries among respondents. Fifty-five percent of the graduates chose to start their careers in one of these industries.

One-fifth of the female graduates chose Management Consulting for their first position. Other industries attracting female graduates were Investment Banking, other Consulting, Consumer Products and Retail.

Among male graduates, more than half chose either Management Consulting or Investment Banking. The other industries attracting male graduates were other Finance/Banking, Advertising/PR/Information/Market Communication and Computer IT.

For those employed outside Sweden, Investment Banking and other Finance/Banking employed 80 percent.

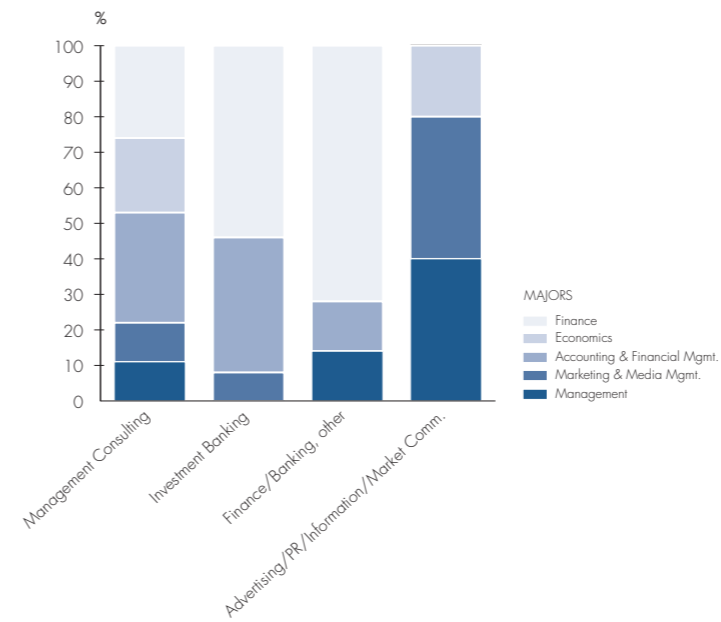
## PLACEMENT BY INDUSTRY

|   | All  | Women | Men  |
|---|------|-------|------|
| Management Consulting                           | 26%  | 21%   | 29%  |
| Investment Banking                              | 19%  | 10%   | 27%  |
| Finance/Banking, other                          | 10%  | 6%    | 13%  |
| Advertising/PR/Information/Market Communication | 7%   | 6%    | 8%   |
| Consulting, other                               | 6%   | 10%   | 3%   |
| Computer/IT                                     | 5%   | –     | 8%   |
| Consumer Products                               | 5%   | 10%   | –    |
| Education/Teaching                              | 5%   | 6%    | 3%   |
| Retail  | 5%   | 10%   | –    |
| Media/Culture                                   | 3%   | 6%    | –    |
| Public Administration                           | 1%   | 3%    | –    |
| Accounting/Audit                                | 1%   | 3%    | –    |
| Manufacturing Industry                          | 1%   | –     | 3%   |
| Power/Energy                                    | 1%   | –     | 3%   |
| Telecommunication                               | 1%   | –     | 3%   |
| Travel/Hotels/Tourism/Restaurants               | 1%   | 3%    | –    |
| Other   | 3%   | 6%    | –    |
|   | 100% | 100%  | 100% |
| No. of respondents                              | 69   | 32    | 37   |

## PLACEMENT IN SWEDEN AND ABROAD

|   | GRADUATES EMPLOYED: |        |
|---|---------------------|--------|
|   | in Sweden           | Abroad |
| Management Consulting                           | 37%                 | –      |
| Investment Banking                              | 6%                  | 50%    |
| Finance/Banking, other                          | 2%                  | 30%    |
| Advertising/PR/Information/Market Communication | 11%                 | –      |
| Consulting, other                               | 8%                  | –      |
| Computer/IT                                     | 4%                  | 5%     |
| Consumer Products                               | 4%                  | 5%     |
| Education/Teaching                              | 6%                  | –      |
| Retail  | 8%                  | –      |
| Media/Culture                                   | 4%                  | –      |
| Public Administration                           | 2%                  | –      |
| Accounting/Audit                                | 2%                  | –      |
| Manufacturing Industry                          | –                   | 5%     |
| Power/Energy                                    | 2%                  | –      |
| Travel/Hotels/Tourism/Restaurants               | 2%                  | –      |
| Other   | 2%                  | 5%     |
|   | 100%                | 100%   |
| No. of respondents                              | 49                  | 20     |

## DISTRIBUTION OF SPECIALIZATIONS IN INDUSTRIES



## SIZE OF COMPANY

The SSE male graduates were more attracted to big companies and organizations, while female SSE graduates chose smaller companies and organizations for their first position. The median range of employees was 1,000–10,000 for all the BSc graduates. For female graduates, the median range was 251–1,000 employees, and for male graduates 10,000 or more employees.

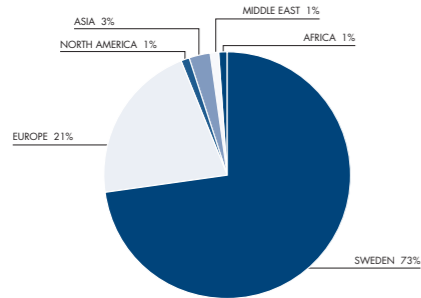
## SIZE OF COMPANY

| Number of Employees | All  | Women | Men  |
|---------------------|------|-------|------|
| 1–2                 | 2%   | –     | 3%   |
| 3–10                | 6%   | 9%    | 3%   |
| 11–50               | 14%  | 16%   | 13%  |
| 51–250              | 16%  | 22%   | 11%  |
| 251–1,000           | 6%   | 6%    | 5%   |
| 1,001–10,000        | 14%  | 22%   | 8%   |
| > 10,000            | 42%  | 25%   | 57%  |
|                     | 100% | 100%  | 100% |
| No. of respondents  | 69   | 32    | 37   |

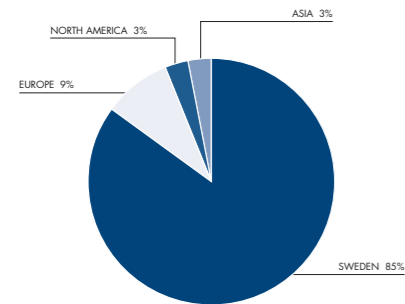
## LOCATION OF PLACEMENT

Almost 30 percent of the SSE graduates chose a job outside Sweden – in Europe (excl. Sweden), North America, Asia, Middle East and Africa. Europe (excl. Sweden) attracted most of them. Among female graduates, 85 percent chose their first position in Sweden, while 62 percent of male graduates chose Sweden for their first employment.

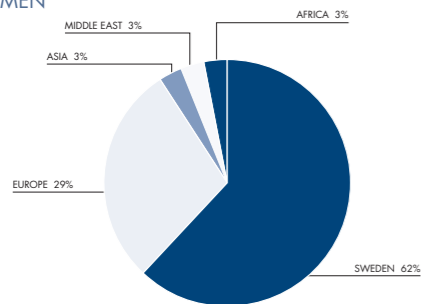
### TOTAL



### WOMEN



### MEN



## SALARIES BY INDUSTRY

The monthly basic salary had a median range of SEK 34,000–38,000. The median monthly basic salary for SSE female graduates landed between the ranges of SEK 26,000–30,000 and SEK 30,000–34,000. For male graduates, the median was SEK 38,000–42,000. Management Consulting was the highest payer, with a median range between SEK 42,000–46,000 and SEK 46,000–50,000. Investment Banking and other Finance/Banking followed, with a median range of SEK 38,000–42,000. In Advertising/PR/Information/Market Communication, salaries were lower, showing a median range of SEK 26,000–30,000.

## SALARIES IN SWEDEN AND ABROAD

| Monthly Base Salary                 | GRADUATES EMPLOYED: |        |
|-------------------------------------|---------------------|--------|
|                                     | in Sweden           | Abroad |
| <SEK 18,000 (<EUR 2,000)            | –                   | 5%     |
| SEK 18,000–21,999 (EUR 2,000–2,400) | 4%                  | 5%     |
| SEK 22,000–25,999 (EUR 2,400–2,850) | 10%                 | –      |
| SEK 26,000–29,999 (EUR 2,850–3,300) | 25%                 | –      |
| SEK 30,000–33,999 (EUR 3,300–3,750) | 21%                 | –      |
| SEK 34,000–37,999 (EUR 3,750–4,200) | 4%                  | 20%    |
| SEK 38,000–41,999 (EUR 4,200–4,600) | 4%                  | 30%    |
| SEK 42,000–45,999 (EUR 4,600–5,050) | 14%                 | 30%    |
| SEK 46,000–49,999 (EUR 5,050–5,500) | 18%                 | 5%     |
| SEK 50,000–53,999 (EUR 5,500–5,950) | –                   | –      |
| SEK 54,000–57,999 (EUR 5,950–6,400) | –                   | –      |
| SEK 58,000–61,999 (EUR 6,400–6,800) | –                   | –      |
| SEK 62,000–65,999 (EUR 6,800–7,200) | –                   | –      |
| >=SEK 66,000 (EUR 7,200)            | –                   | 5%     |
|                                     | 100%                | 100%   |
| No. of respondents                  | 49                  | 20     |

The median salary level in Sweden was SEK 30,000–34,000 and abroad SEK 38,000–42,000.

Thirty-three percent of the respondents stated that they have received a bonus or commission related to signing for their first job. The median sign-on bonus was in the range SEK 50,000–65,000. Fifty-nine percent received an annual bonus with a median range of SEK 50,000–100,000.

## BONUS AND COMMISSIONS

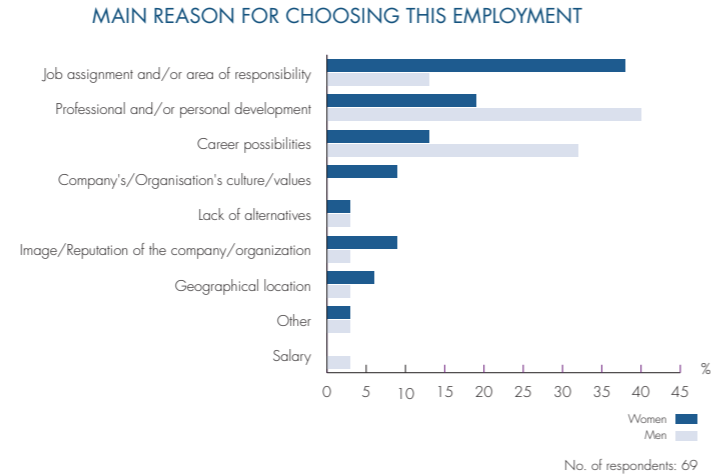
|                  | GRADUATES RECEIVED |                    |
|------------------|--------------------|--------------------|
|                  | Sign-on bonus      | Yearly bonus       |
| Median range     | SEK 50,000–65,000  | SEK 50,000–100,000 |
| Percent received | 33%                | 59%                |

## SALARIES BY GENDER AND INDUSTRY

|                                     | All  | Women | Men  | Management Consulting | Investment Banking | Finance/Banking, other | Advertising/PR/Information/Market Communication |
|-------------------------------------|------|-------|------|-----------------------|--------------------|------------------------|---|
| <SEK 18,000 (<EUR 2,000)            | 2%   | 3%    | –    | –                     | –                  | –                      | –   |
| SEK 18,000–21,999 (EUR 2,000–2,400) | 4%   | 6%    | 3%   | –                     | –                  | –                      | 40%   |
| SEK 22,000–25,999 (EUR 2,400–2,850) | 7%   | 12%   | 3%   | –                     | –                  | –                      | –   |
| SEK 26,000–29,999 (EUR 2,850–3,300) | 17%  | 29%   | 8%   | 6%                    | –                  | 14%                    | 60%   |
| SEK 30,000–33,999 (EUR 3,300–3,750) | 14%  | 16%   | 13%  | 11%                   | 15%                | –                      | –   |
| SEK 34,000–37,999 (EUR 3,750–4,200) | 9%   | –     | 16%  | –                     | 15%                | 14%                    | –   |
| SEK 38,000–41,999 (EUR 4,200–4,600) | 12%  | 6%    | 16%  | –                     | 31%                | 29%                    | –   |
| SEK 42,000–45,999 (EUR 4,600–5,050) | 19%  | 16%   | 22%  | 33%                   | 31%                | 29%                    | –   |
| SEK 46,000–49,999 (EUR 5,050–5,500) | 14%  | 12%   | 16%  | 50%                   | 8%                 | –                      | –   |
| SEK 50,000–53,999 (EUR 5,500–5,950) | –    | –     | –    | –                     | –                  | –                      | –   |
| SEK 54,000–57,999 (EUR 5,950–6,400) | –    | –     | –    | –                     | –                  | –                      | –   |
| SEK 58,000–61,999 (EUR 6,400–6,800) | –    | –     | –    | –                     | –                  | –                      | –   |
| SEK 62,000–65,999 (EUR 6,800–7,200) | –    | –     | –    | –                     | –                  | –                      | –   |
| >=SEK 66,000 (EUR 7,200)            | 2%   | –     | 3%   | –                     | –                  | 14%                    | –   |
|                                     | 100% | 100%  | 100% | 100%                  | 100%               | 100%                   | 100%  |
| No. of respondents                  | 69   | 32    | 37   | 18                    | 13                 | 7                      | 5   |

## MAIN REASON FOR CHOOSING THIS EMPLOYMENT

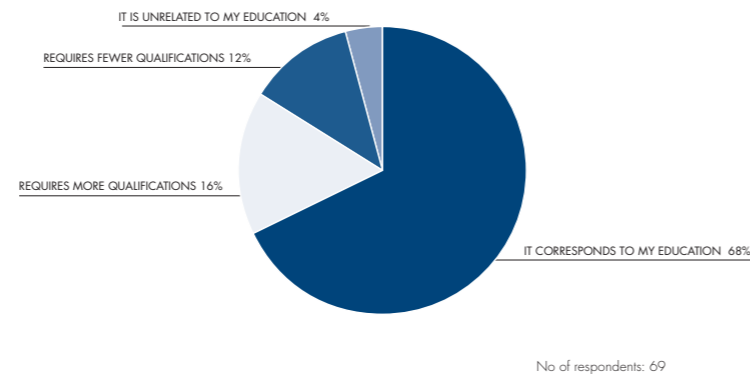
When asked to state their key reasons for their choice of employment, we see differences between the female and male 2011/12 SSE graduates. Among male graduates, 40 percent chose professional and/or personal development as their main reason for choosing the job, and 32 percent chose career possibilities. Almost 40 percent of the women stated job assignment and/or area of responsibility as the main reason for choosing their job, but they show greater variety in how the remaining 60 percent made their choices. Among women, professional and/or personal development was stated as a main reason by 19 percent, career possibilities by 13 percent, and the company's culture/values and image/reputation by nine percent respectively.



## OCCUPATION IN RELATION TO EDUCATION

### OCCUPATION IN RELATION TO EDUCATION

Sixty-eight percent of the graduates found their occupation corresponded well to their level of education. Twelve percent believe that their position required fewer qualifications, and sixteen percent believed that their position required more qualifications.



EMIL GELEBO

Upon graduation from the BSc program (specialized in Economics and Accounting & Financial Management), I joined The Boston Consulting Group as a strategy consultant working in a wide range of industries. I feel that the BSc prepared me well for the dynamic and challenging environment at BCG, owing to the balanced combination of practically oriented business courses providing hands-on skills and more theoretical courses in economics and finance honing your analytical thinking.

In addition, SSE's uniquely close relationship with the business community has several benefits. From day one, you are exposed to prominent employers, and you get excellent support in navigating the job market. The interaction with different companies also complements the education, as it allows you to draw upon practical problems to better understand theoretical concepts.

As a student, you also benefit from access to various well-renowned research institutes linked to the school. In my case, my interaction with the Stockholm Institute of Transition Economics greatly enriched my studies, and it has been pivotal for my decision to return to academia as a postgraduate student in economics at the London School of Economics and Political Science. SSE's reputation once again was crucial for me, as good references from SSE open doors to the world's leading universities.



EMELIE OLBRINK

I am currently working as a Business Controller at H&M. This basically means building the best assortment together with my team by doing commercial analysis to translate trends into money. I am also working part-time on an overall H&M project.

SSE was my first choice because I wanted an education in Business and Economics with high international standards that would prepare me for my future career. It was also important to have close business connections and an active student association.

I had a great time at SSE, and SASSE is a big part of this. Besides many good memories and friends for life, I was given valuable opportunities to practice and develop skills such as project management, teamwork and leadership – not to mention the company contacts that came along the way.

I think the combination of theoretical results and practical experience from SASSE took me to this position. For my specialization I did Accounting, but I use more Marketing, Management and Economics in my daily work.



HANNES PALM

I am a Junior Associate at McKinsey & Company, where I have already had the chance to work in many different industries, for example medical technology, retail, and mining.

When it comes to business schools, SSE's offering is clearly the best one in Sweden and ranks high in European comparisons. SSE's strength comes from its combination of a high-quality academic education, close connections to the business community, and bright and ambitious students. For me as a student, it was the perfect platform to prepare for a future career.

What surprised me the most with SSE were all the social activities arranged by the student association. There were all kinds of events going on in many areas of interest where you could meet new people. It was easy to get involved or start your own thing if you wanted. As I moved to Stockholm from a small town, this was very valuable to me, and some of my closest friends today are people I met through the student association.

My degree made a huge difference when searching for a job. A vast number of companies visit SSE to tell about what they do, which really helps to learn what kind of opportunities await after graduation. Also, once I started working I immediately found how useful the analytical toolbox and problem-solving mindset you develop at SSE are. They have truly been of great use in my work so far.



## Stockholm School of Economics

The Stockholm School of Economics (SSE) is the leading business school in Northern Europe. For a century, SSE has educated talented men and women for leading positions within business and the public sector. SSE offers bachelor's and master's degree programs along with a highly regarded Executive Education and MBA. SSE has earned a reputation for excellence, both here in Sweden and around the world. The School is accredited by EQUIS (European Quality Improvement System) certifying that all of its main activities – teaching as well as research – are of the highest international standard. SSE is also the Swedish member institution of CEMS (The Global Alliance in Management Education).

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