



Bachelor Program in Retail Management

Placement Report 2013





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Students in the three-year Bachelor Program in Retail Management who finished their studies by June 2011, 2012 and 2013, made up the sample for this survey. The response rate was 81 percent based on the three cohorts of 103 students in total. Forty-three percent graduated in 2013, 38 percent and 19 percent graduated in 2012 and 2011 respectively. The Placement Report is published annually for all Bachelor and Master of Science programs.

GRADUATE PROFILE

Graduates had a median age of 23. Seventy-four percent of the graduates responding to the survey were female, 26 percent male. One student chose not to disclose their gender and indicated “other” as an answer.

Forty-seven percent of the students were enrolled in one of the Master of Science programs at SSE after graduation. Ten percent of the students planned to enroll in a SSE MSc BE program within the next year(s). Forty-three percent of the students had started a full-time employment after graduation. The median number of jobs students applied for while completing their studies at SSE was 5, and the median number of job offers was 1.

Age on graduation (median)	23
Women	74%
Men	26%

Total no. of respondents: 84

SSE BSc IN RETAIL MANAGEMENT GRADUATES SHOW HIGH HIRING RATES

Ninety-two percent of the graduates who joined the job market had jobs within three months of graduation. Sixty-seven percent had accepted a full-time offer by the graduation date. Six percent accepted a job offer more than six months before graduation. Sixty-three percent of the female graduates and 78 percent of the male graduates had found employment by graduation date.

LENGTH OF TIME TAKEN TO FIND EMPLOYMENT

	All	Women	Men
> 6 months before graduation	6%	0%	22%
4-6 months before graduation	19%	22%	11%
2-3 months before graduation	22%	22%	22%
0-1 months before graduation	20%	19%	23%
0-1 months after graduation	19%	22%	11%
2-3 months after graduation	6%	8%	0%
4-6 months after graduation	0%	0%	0%
> 6 months after graduation	8%	7%	11%
	100%	100%	100%
Number of respondents	36	27	9



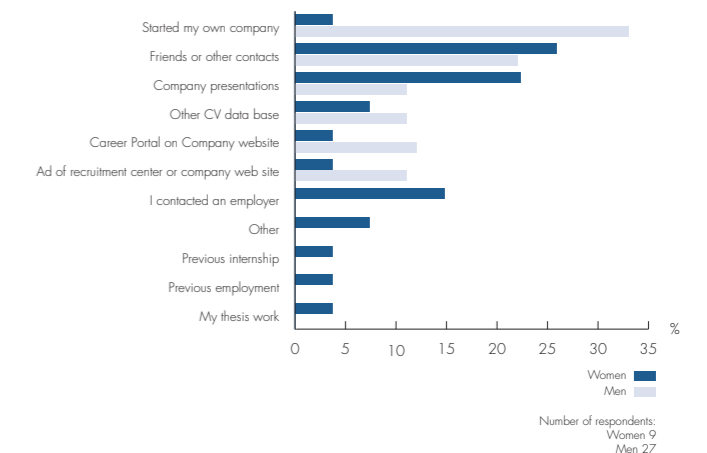
LENGTH OF TIME TAKEN TO FIND EMPLOYMENT WITHIN DIFFERENT INDUSTRIES (REDUCED NUMBER OF INDUSTRIES)

	Retail	Accounting/ Consulting	Marketing/Media	Consumer Products/Food	Other
> 6 months before graduation	-	29%	-	-	-
4-6 months before graduation	8%	29%	33%	40%	-
2-3 months before graduation	29%	-	17%	-	75%
0-1 month before graduation	21%	-	33%	20%	25%
0-1 month after graduation	14%	29%	17%	40%	-
2-3 months after graduation	14%	-	-	-	-
4-6 months after graduation	-	-	-	-	-
> 6 months after graduation	14%	13%	-	-	-
	100%	100%	100%	100%	100%
Number of respondents	14	7	6	5	4

WAYS TO FIND JOB

The students mainly used their personal contacts (friends or other contacts) and company presentations to find employment. Female students mainly referred to company presentations or contacted an employer directly. On the other hand, male graduates main way to find job was to start his own company, trough ads of recruitment centers or career portal on company website.

MAIN WAYS TO FIND JOB





POPULAR INDUSTRIES

Retail, Advertising/PR/Information/Market Communication, Consulting and Food were the most popular industries among respondents. Sixty-nine percent of the graduates chose to start their careers in one of these industries. Thirty-nine percent of all graduates chose Retail, which was the most popular career choice for both men and women. Food and Consumer Products were chosen by a higher percentage of women than men, while a higher percentage of men chose Consulting.

PLACEMENT BY INDUSTRY

	All	Women	Men
Accounting/Audit	5%	4%	11%
Advertising/PR/Information/Market Communication	11%	7%	22%
Consulting	11%	4%	34%
Consumer Products	6%	8%	–
Food	8%	11%	–
Health Services/Medical Care	3%	–	11%
Human Resources/Recruitment	3%	4%	–
Management Consulting	3%	4%	–
Media/Culture	6%	7%	–
Retail	39%	44%	22%
Other	5%	7%	–
	100%	100%	100%
No. of respondents	36	27	9

SMALL COMPANIES MOST POPULAR

SSE graduates are attracted to companies of different sizes. The median company size for BSc graduates in Retail Management was 51 to 250 employees. Twenty-nine percent chose a company with 10 or fewer employees, and 20 percent a company with more than 50,000 employees. The majority of both women and men preferred a company of less than a 1000 employees.

Most graduates worked 40 hours per week at their first job. The median number of working hours per week was 41. Graduates who found placement in Consulting seemed to work the longest hours.

SIZE OF COMPANY

Number of Employees	All
1–2	6%
3–10	23%
11–50	14%
51–250	17%
251–1,000	9%
1,001–10,000	11%
10,001–50,000	–
50,001–100,000	9%
100,001–500,000	8%
> 500,000	3%
	100%
No. of respondents	35

SIZE OF COMPANY AND GENDER

Number of Employees	Women	Men
1–2	4%	11%
3–10	15%	44%
11–50	19%	–
51–250	19%	12%
251–1,000	12%	–
1,001–10,000	11%	11%
10,001–50,000	–	–
50,001–100,000	8%	11%
100,001–500,000	8%	11%
> 500,000	4%	–
	100%	100%
No. of respondents	26	9

NUMBER OF WORKING HOURS PER WEEK

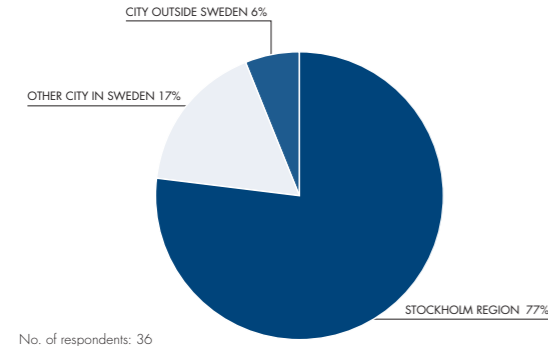
	Median
Accounting/Audit	41
Advertising/PR/Information/Market Communication	40
Consulting	50
Consumer Products	40
Food	40
Human Resources/Recruitment	45
Management Consulting	45
Media/Culture	45
Retail	40
Other	40

LOCATION OF PLACEMENT

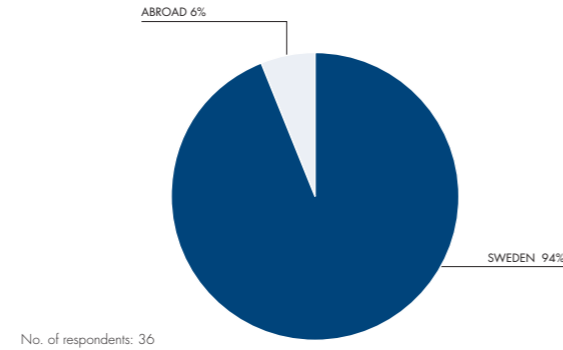
Ninety-four percent of the graduates chose a job in Sweden. The Stockholm region attracted most of the students, 77 percent. Seventeen percent of the graduates started

their career elsewhere in Sweden. Six percent chose a job abroad. Thirty-one percent of the graduates were in Retail, in the Stockholm Region.

CITY / REGION



TOTAL



GEOGRAPHICAL PLACEMENT FOR DIFFERENT INDUSTRIES

	Outside Sweden	Other cities in Sweden	Stockholm Region
Accounting/Audit	–	3%	3%
Advertising/PR/Information/Market Communication	–	3%	8%
Consulting	–	–	11%
Consumer Products	–	–	6%
Food	–	3%	6%
Health Services/Medical Care	–	3%	–
Human Resources/Recruitment	–	–	3%
Management Consulting	–	–	3%
Media/Culture	3%	–	3%
Retail	3%	6%	31%
Other	–	–	3%
No. of respondents	2	6	28

SALARIES BY INDUSTRY

The basic monthly salary had a median range of SEK 22,000–24,000. Students who found placement in Management consulting earned the highest monthly salary while Retail offered the median salary. Also, graduates working in Stockholm had higher income than the rest of the country and abroad.

Twenty-two percent of the respondents stated they have received a sign-on or annual bonus for their first job. Some graduates have received both. The respondents indicated that their sign-on bonus was in the range of SEK 0–35,000 and the annual bonus was between SEK 0–50,000.

BONUS AND COMMISSIONS

	GRADUATES RECEIVED		
	Sign-on bonus	Yearly bonus	Both
Amount (SEK)	0–35,000	0–50,000	–
Percentage of students	8%	17%	6%

SALARIES BY INDUSTRIES

Monthly Base Salary	
< SEK 18,000 (< EUR 2,000)	19%
SEK 18,000–20,000 (EUR 2,000–2,400)	3%
SEK 20,000–22,000 (EUR 2,400–2,850)	8%
SEK 22,000–24,000 (EUR 2,850–3,300)	22%
SEK 24,000–26,000 (EUR 3,300–3,750)	22%
SEK 26,000–28,000 (EUR 3,750–4,200)	17%
SEK 28,000–30,000 (EUR 4,200–4,600)	8%
SEK 30,000–32,000 (EUR 4,600–5,050)	–
	100%
No of respondents	36

MEDIAN SALARY BY INDUSTRY

Monthly Base Salary	
Accounting/Audit	<SEK 18,000 (<EUR 2,000)
Advertising/PR/Information/Market Communication	<SEK 18,000 (<EUR 2,000)
Consulting	SEK 18,000–20,000 (EUR 2,000–2,400)
Consumer Products	SEK 22,000–24,000 (EUR 2,850–3,300)
Food	SEK 24,000–26,000 (EUR 3,300–3,750)
Health Services/Medical Care	SEK 24,000–26,000 (EUR 3,300–3,750)
Human Resources/Recruitment	SEK 24,000–26,000 (EUR 3,300–3,750)
Management Consulting	SEK 28,000–30,000 (EUR 4,200–4,600)
Media/Culture	<SEK 18,000 (<EUR 2,000)
Retail	SEK 22,000–24,000 (EUR 2,850–3,300)
Other	SEK 24,000–26,000 (EUR 3,300–3,750)

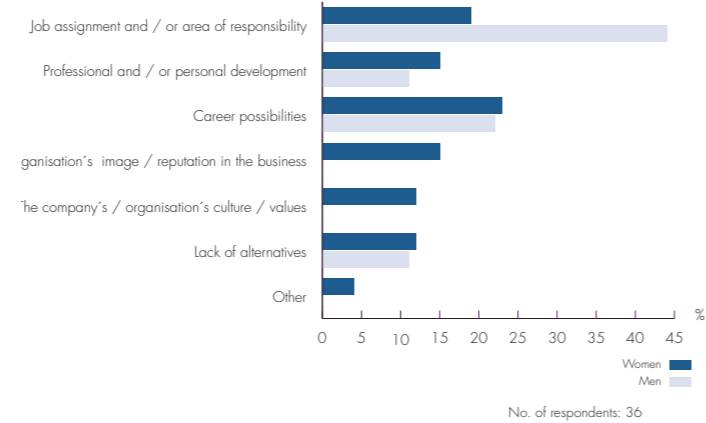
SALARY AND LOCATION

Monthly Base Salary	Other city in Sweden	Stockholm Region
<SEK 18,000 (<EUR 2,000)	5%	11%
SEK 18,000–19,999 (EUR 2,000–2,400)	–	3%
SEK 20,000–21,999 (EUR 2,400–2,850)	6%	3%
SEK 22,000–23,999 (EUR 2,850–3,300)	–	19%
SEK 24,000–25,999 (EUR 3,300–3,750)	6%	17%
SEK 26,000–27,999 (EUR 3,750–4,200)	–	17%
SEK 28,000–29,999 (EUR 4,200–4,600)	–	8%
No of respondents	6	28

MAIN REASON FOR CHOOSING THIS EMPLOYMENT

When asked to state the key reasons for their choice of employment, the graduates gave the highest importance to the job assignment and/or area of responsibility, career possibilities and opportunities for professional and personal development. Yet, women considered also the company's image and culture, while the same did not seem relevant for men. Some students had no other alternatives, 12 percent of the women and 11 percent of the men.

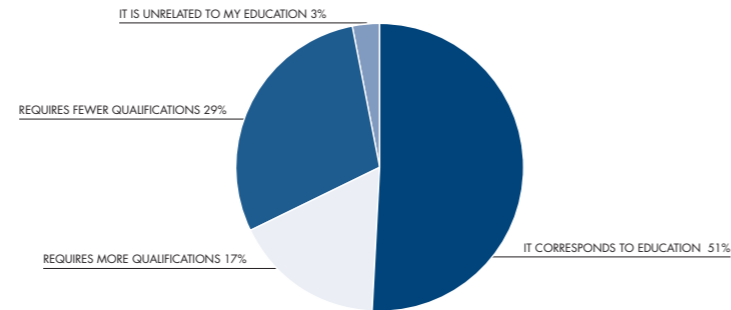
MAIN REASON FOR CHOOSING THIS EMPLOYMENT



OCCUPATION IN RELATION TO EDUCATION

Fifty-one percent of the graduates found their occupation corresponded well to their level of education. Only 3 percent think that their position is unrelated to their education.

OCCUPATION IN RELATION TO EDUCATION



BSc IN RETAIL MANAGEMENT AND MET EXPECTATIONS

The expectations were met according to 94 percent of the respondents. Fifty-two percent of the graduates even believed that the program had exceeded their expectations. Only two graduates found the program to be of lower quality than expected.

HAS THE BSc IN RETAIL MANAGEMENT MET YOUR EXPECTATIONS?

	All
Exceed my expectations	52%
Reached up to my expectations	42%
Has not lived up to my expectations	6%
	100%
No. of respondents	35

The optional comments to the survey from graduates overall stated a dedicated and supportive faculty. The live cases in connection to the majority of courses created a dynamic study environment which was considered rewarding in terms of practicing group work, increase efficiency in work and to get a solid understanding of the retail industry as a whole. Working with live cases was also a forum to express creativity. Further, the education was considered taken seriously on personal development, social skills and integrating knowledge.



JOSEFINA RICKARDT
Class of 2008

I work as Data Analyst with digital analysis and CRM at Expressen, the most read Swedish newspaper in print and second largest online newspaper with 2.6 million unique visitors every week.

Choosing SSE was a combination of the school's highly regarded reputation, my work experience in the retail industry and the fact the program was newly founded.

The pretty small groups of students in the Retail Management program who are "far away" from downtown gives you certain advantages: team spirit is very high and you get a lot of attention from teachers and companies which motivates you to fight even harder and to really take advantage of your three years in school. Throughout my studies, I met with a lot of companies and got the opportunity to present my solutions to authentic problems to executives of Sweden's largest retail companies. I were also very involved with SASSE; we throw big popular parties in Norrtälje and attended SASSE's events in Stockholm as well.

My first job after graduation was at a small digital tech startup. I quickly got the responsibility for our American clients and to travel to Brussels to sell in our product. After one year I was asked to move to New York to build up a local team and didn't hesitate to do so – It was a great experience. I strongly feel that SSE made me fully prepared and secure to take on these opportunities. In addition SSE put me there in the first place; I found the job through a company I met during a course of the program.



IDA GERHARDSSON
Class of 2009

I work as Category Manager, Consumer Products Division at L'Oréal Sweden.

When I first heard about the Retail Management program at SSE I saw an excellent opportunity to combine my interest in retail and consumer goods with a genuine business education. I was attracted by the way SSE work in a close collaboration with some of Swedens most successful companies which enables students to get exposure to live business cases early in the education and in that sense help them to prepare for their professional life at an early stage.

I really enjoyed my time as a student at SSE. There was a lot of different activities one could sign up for, both in SASSE and at Campus Roslagen. I was in charge of organizing different team activities such as the annual ski trip to the Alps. Due to the fact that the Retail Management program is relative small group of students, I think that we had a really good team spirit both inside and outside the classroom.

Thanks to the close contact with many interesting and attractive companies through out the entire education, we've had the opportunity to create a great and valuable network even before graduation which I believe is something that is unique to SSE. After graduation I felt well prepared and confident in taking on my first role as a Category Manager for L'Oréal Sweden, where I straight away got use of my knowledge from my BSc in Retail Management.



HARRY HED
Class of 2010

After graduation from the BSc in Retail Management program I continued my studies at SSE. I am now on my first year in the MSc Specialization in Management.

Since I was looking for the best school of economics in Sweden, to get a solid education in this field, I chose SSE and its well-known close collaboration with the business world.

What I think make SSE special is how the close connection to the business world is used. A big part of the projects during the courses are real cases with prominent companies and the classes are a combination of traditional teaching and guest speakers. This makes the education very close to the reality and creates a foundation that prepares the students for their future careers in the best possible way.

The BSc in Retail Management has motivated me to continue my studies at SSE for my master's degree. During my bachelor I got in contact with numerous companies that expressed their view of earning a master's degree, something that have got me to value two more years of education.



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).

Stockholm School of Economics • P.O. Box 6501 • SE-113 83 Stockholm, Sweden
Phone: +46 8 736 90 00 • info@hhs.se • www.hhs.se

