

Current situation of EMBS graduates

Generations 1 to 7

Our statistics are based on data from the first seven generations of EMBS which gather 144 alumni from 27 countries. Their nationalities are distributed as following: Italy (33), France (31), Germany (25), Spain (13), Turkey (7), Russia (4), Austria, Bulgaria and Romania (3) + other countries with one or two graduates.

Country	Number of graduates
Italy	33
France	31
Germany	25
Spain	13
Turkey	7
Russia	4
Austria	3
Bulgaria	3
Romania	3
Others: Brazil, Cameroon, China, Czech Republic, Egypt, Finland, Hungary, Latvia, Moldova, Morocco, Netherlands, Pakistan, Poland, Portugal, Serbia, Slovakia, Tajikistan, Vietnam.	22

Table 16 – Graduates nationalities (first seven generations)

Data for this study were obtained by means of a questionnaire. The graduates had to answer several questions regarding their employment situation: country of work, name of the company, position/title, field of work, type of contract and the range of the salary. Also they were asked if their job involved working with international partners at least 25% of the time.

Survey data was collected for approximately one month (5 Sept. 2016 to 4 Oct. 2016) using an online questionnaire. In order to guarantee respondent anonymity, the common questionnaire link was sent by email to all graduates. We were able to track who responded and who didn't, without being able to see their specific answers. For the alumni that weren't recognised through the collected responses (6 of them), a minimum of information was obtained from their LinkedIn profiles. This way, a response rate of 99.3% was gathered, which means that the following results are based on the information from almost the entire population. The distribution of the respondents by generation is presented in the table below.

Generation	Number of graduates
EMBS1	14
EMBS2	24
EMBS3	18
EMBS4	22
EMBS5	21
EMBS6	22
EMBS7	23

Table 17 – Number of graduates per generation

Employment rate and status

EMBS graduates score a very high level of employment: 92%, the other 8% representing 5 persons involved in extra studies or internships and 7 that are not employed yet. The ones employed work in 30 countries all over the world, 30.5 % being concentrated in Germany, which is followed by Italy and Switzerland (figure 13). The knowledge obtained during the EMBS programme ensures a steady job: 87.6% of graduates have a permanent contract (Figure 14).

In what country do you work?

Response rate: 100%

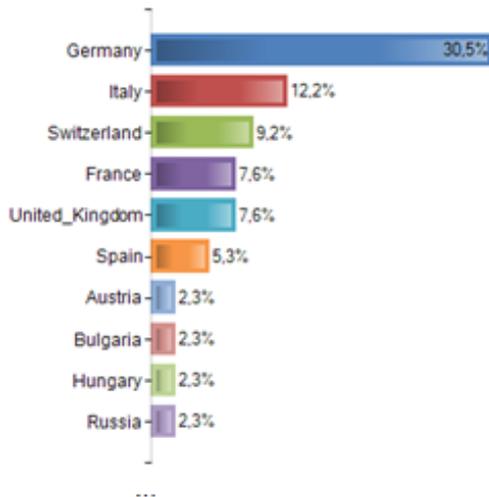


Figure 13 – Countries where graduates work

Your contract is:

Response rate: 98.5%

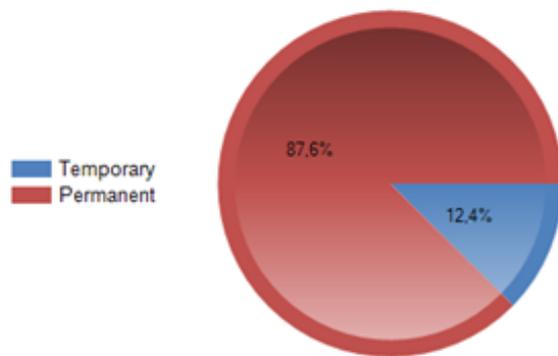


Figure 14 – Graduate contracts

Approximately one half of graduates (45.8%) hold positions in marketing—15% in sales, 9% in finance, 5% in IT, 3% in human resources—other fields are of less importance (Figure 15). The international positioning of this Master’s programme offers its students the possibility to build good professional relationships in several countries. Moreover, it allows obtaining a job with international features: 90% of graduates are involved with international partners/clients/people (Figure 16).

Which of the following categories best describes your current field of work?
Response rate: 100%

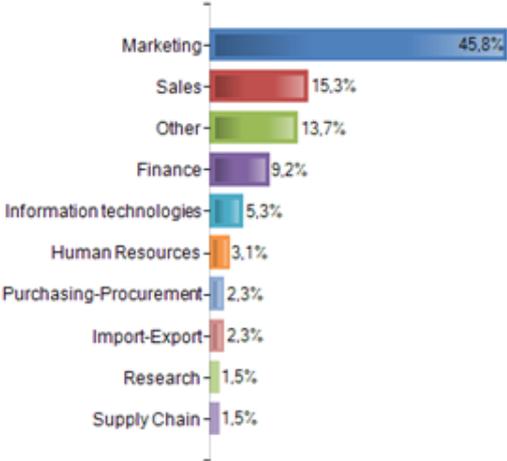


Figure 15 – Graduate fields of work

Does your job involve working with international partners/clients/people...
Response rate: 100%

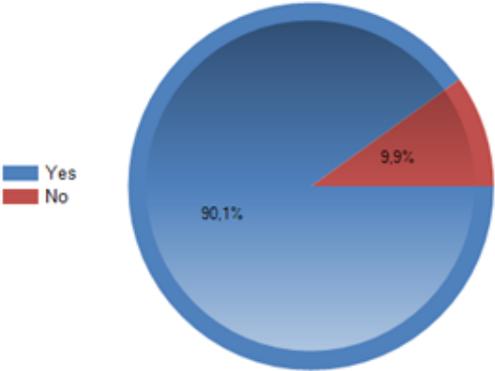


Figure 16 – International environment of graduates

Employing companies

B. Braun (5) Deutsche Telekom (2) and Benetton Group (2) are the most cited companies for which EMBS graduates are working. The other ones are: Adidas, Bank of Tokyo – Mitsubishi, Danone, E.ON, Eli Lilly and Company, Ernst&Young, Fiat, General Electric, Henkel, Intel, Ipsos, Johnson&Johnson, Lexmark, LinkedIn, L’Oréal, Mondelez International, Nestlé, Olympus, Ralph Lauren, Renault, Rolex, Swisscom etc. Two graduates have become entrepreneurs themselves.

Salaries

The response rate is slightly lower for this question – 90.1%. The average (weighted) net salary of an EMBS graduate is 2,825 euros per month. 31.4% earn 1,000-2,000 euros monthly; 28% earn between 2,000 and 3,000 euros; 20.3% earn between 3,000-5,000 euros; 16.1% earn more than 5,000 and only 4.2% less than 1,000 (Figure 17).

Which of the following ranges represents your current net monthly salary?

Response rate: 90.1%

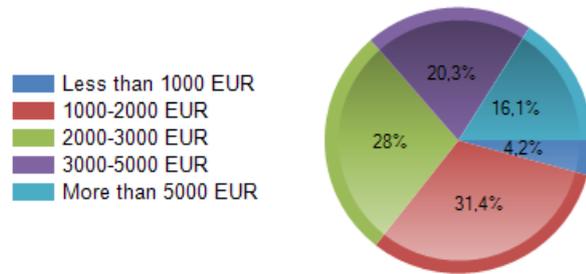


Figure 17 – Average monthly salary all generations mixed

It is important to mention that the salaries depend greatly on the country of work; 9 of 19 which reach more than 5,000 euros work in Switzerland and 3 of them in Germany. The average (weighted) salary of the graduates that work in Switzerland is 5,100 euros; Germany is 3,000 euros; France is 2,400 euros; United Kingdom is 2,000 euros; Italy is 2,250 euros and Spain is 2,400 euros. The amount of the salary also depends on experience. EMBS1 graduates naturally have higher salaries than those from EMBS7 (Figure 18).

Median net monthly salary for regular Master's in Marketing graduates at IAE Savoie Mont Blanc, after 30 months is 2,100 euros. EMBS5 got about 17% more.

Generation / Average (weighted) net monthly salary in euros

Response rate: 90.1%

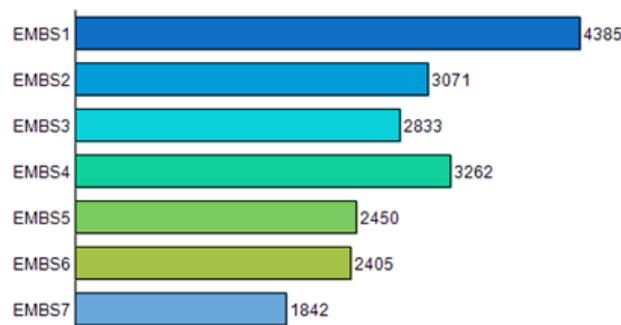


Figure 18 – Average monthly salary per generation