

WHAT HAPPENS AFTER GRADUATION

Discover the opportunities that
studies in Umeå can provide.

Interviews and survey responses from the 2020 alumni of the professional degree programs.



UMEÅ SCHOOL OF BUSINESS,
ECONOMICS AND STATISTICS

UMEÅ UNIVERSITY

The Dean has the floor



Our mission states that we educate responsible individuals with insights into societal challenges to enable them to make a difference at both the local and global level.

We do this by integrating learning about and for sustainable development in our education. A work that is supported by research and collaboration with a connection to sustainable development. It is gratifying

to see that these ambitions are reflected in the professional roles of our alumni!

The Umeå School of Business, Economics and Statistics at Umeå University offers students a high-quality education in an international environment. With well developed forms of collaboration with business, the public sector and selected partner universities, we take advantage of our own and our partners' strengths. With a relevant education our students are well prepared for the labor market that awaits.

Through the broad educational portfolio with different specialization opportunities, breadth and depth are balanced while the students are prepared for different types of assignments after completing their studies. This could mean positions in companies, public sector or within research and education.

Follow-ups show that our students are attractive in the labor market and that we can find our alumni working as well internationally as nationally within or outside our region.

With analytical, critical and independent thinking, they are well prepared to contribute not only within their areas of activity but also to the challenges of society at large. We follow our alumni with great interest in their journeys!

Sofia Lundberg

Dean, Umeå School of Business, Economics and Statistics

PROGRAM PORTFOLIO AT UMEÅ SCHOOL OF BUSINESS, ECONOMICS AND STATISTICS (USBE)

PROGRAMS CONDUCTED IN SWEDISH

UNDERGRADUATE PROGRAM

Program in statistics and data science 180 credits

PROFESSIONAL DEGREE PROGRAMS

(Integrated undergraduate and master level programs)

Business Administration and Economics Program* 240 credits

Service Management Program 240 credits

Retail and Supply Chain Management Program 240 credits

PROGRAMS CONDUCTED IN ENGLISH

International Business and Economics Program* 180 credits

MASTER'S PROGRAMS

Master's Program in Accounting 120 credits

Master's Program in Business Development and Internationalization 120 credits

Master's Program in Economics 120 credits

Master's Program in Finance 120 credits

Master's Program in Management 120 credits

Master's Program in Marketing 120 credits

Master's Program in Statistics and Data Science 60 credits

SINGLE SUBJECT COURSES

USBE offers a wide variety of courses in business administration, economics and statistics in both Swedish and English. A smaller number of courses are offered as online courses.

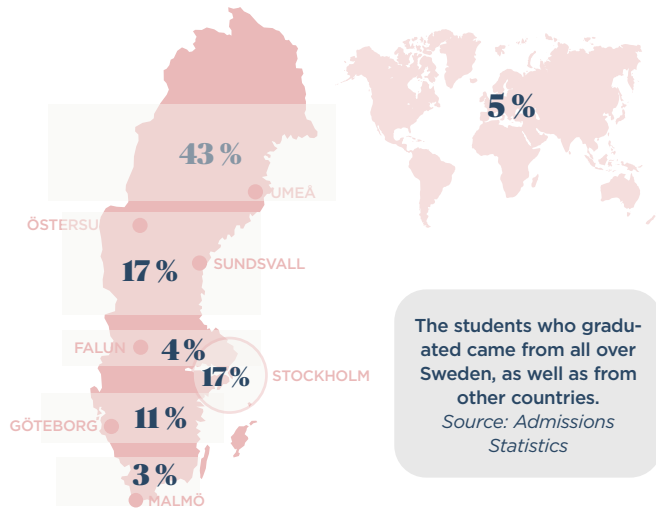
PHD STUDIES

USBE offers PhD programs in the subjects' business administration, economics and statistics. The PhD programs consists of four years of full-time study and are composed of a course component and a thesis component.

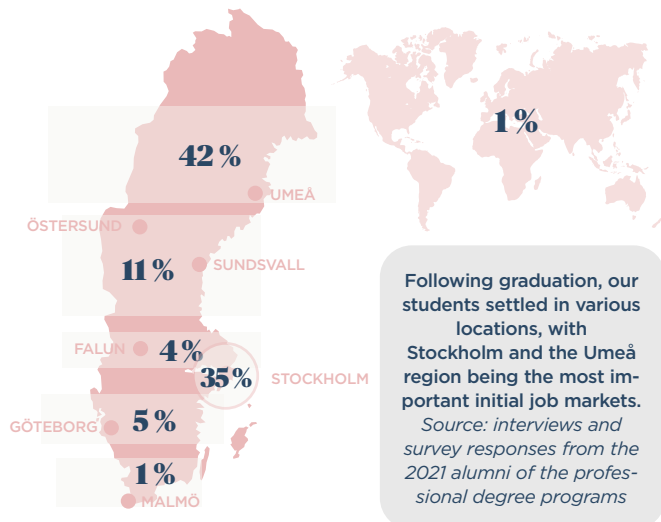
*In these programs it is possible to choose to specialize in either the fields of business administration or economics.

WHAT HAPPENS AFTER GRADUATION?¹

PLACE OF RESIDENCE AT THE TIME OF APPLICATION TO THE PROFESSIONAL DEGREE PROGRAMS



PLACE OF RESIDENCE AFTER GRADUATION FROM THE PROFESSIONAL DEGREE PROGRAMS



Unless otherwise stated, the source of the information presented is a survey of graduated students who wrote their theses within the professional degree programs in the Spring 2020. Number of replies 114. (56% women and 44% men). Response rate 67%. Date of the survey: April – June 2021.

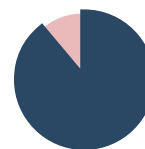
JOB MARKET OUTLOOK FOR GRADUATES FROM THE PROFESSIONAL DEGREE PROGRAMS¹

The Outlook report produced by Saco, the Swedish Confederation of Professional Associations, concludes the following.

The job market for recent graduates from Professional Degree programs is expected to remain stable, and is predicted to remain so in the year 2026. There is of course some variance dependent on specialization. According to the report, demand will “be very high when it comes to financial accountants, controllers and organizational developers.

The tasks and duties of business graduates are becoming increasingly complex, and both breadth and depth are required skills. Job roles are also crossing more boundaries than before and are not as easily defined as in the past.

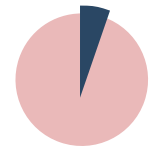
EMPLOYMENT NINE MONTHS AFTER GRADUATION²



EMPLOYED
90 %

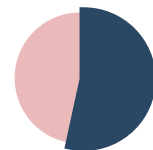


CONTINUING THEIR
EDUCATION 6 %



SEEKING
EMPLOYMENT 4 %

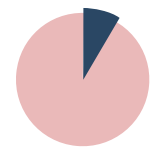
TIME ELAPSED BEFORE TO FINDING THEIR FIRST JOB³



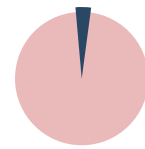
PRIOR TO
GRADUATION 54 %



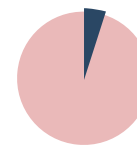
1-3 MONTHS
22 %



4-6 MONTHS
14 %



> 6 MONTHS
4 %



JOBSEEKER
6 %

¹ Framtidsutsikter. Här finns jobben för akademiker år 2026, Saco 2021 (<https://www.saco.se/en/>). ² Summer/extra jobs excluded. ³ Does not include sommer jobs. 90 % find a job within 6 months after graduation, a figure that is consistent with the pattern illustrated in the regular report by the union organization Akavia, in their survey “Three Years After Graduation”.

WHAT HAPPENS AFTER GRADUATION?

HOW WE FOUND OUR FIRST JOB AFTER GRADUATION

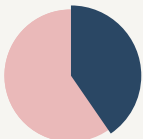
- I read an article in a newspaper and realized "I want to work there!!". I sent my resume and cover letter and asked for a meeting. Got a job offer one week later, without them having an open position posted. They created a job role for me.

- I already had contact with the company from my internship. In that way, it was easy, because it was my internship that led me to get this offer right away!

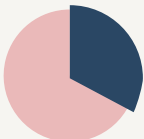


- I got my first job through a contact I interviewed during my degree project. This contact has since resulted in not just one but two new job opportunities.

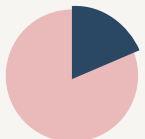
THE FIRST JOB AFTER GRADUATION WAS FOUND VIA



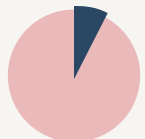
JOB AD
40%



NETWORK
33%



LINKEDIN
17%



SPONTANEOUS
APPLICATION
10 %

EXAMPLES OF JOB TITLES

Account Manager
Advisor Bank
Auditor
Business Developer
Business Systems Developer
Compliance Officer
Commercial

Intelligence Analyst
Controller
Digital Mark/Analyst
E-commerce Merchandiser
Finance Associate
Supply Chain Specialist

Fund Administrator
Management Consultant
Production Planner
Project Coordinator
Search Engine Marketing Specialist
Service Manager

EXPERIENCES OF HOW THE EDUCATION AND CURRENT JOBS MATCH UP

SCALE 1-5



3= OK MATCH, 5 = PERFECT MATCH

INITIAL SALARY: AVERAGE SALARY (2020) 28 381 SEK

ALUMNI COMMENTS ABOUT ENTERING THE LABOR MARKET



- Practical knowledge in addition to my degree has been absolutely crucial for me, that you have a certain foundation outside the theoretical framework.

- My employer emphasized that my engagement besides my studies in student associations was very positive. I therefore recommend that everyone find something besides their studies that they find fun and rewarding and get involved.



- I felt well prepared for the step into the job market. I am grateful that I took my studies seriously including (in addition to the content of the courses) pieces such as responsibility, co-operation/group work, utilizing the English language, working actively on my study technique, etc.

WHAT IS IT LIKE TO BE A STUDENT IN UMEÅ?

Jakob Heuts



From: Gothenburg
Program: Professional Degree Program (MSc) with a focus on service management
Other role: Head of Education in the student association HHUS

Coming to Umeå for the first time was a real eye opener to how great student cities really can be. It is a city that largely reminded me of my own hometown Gothenburg, built alongside a life-giving river, and with a blooming social and cultural life. With the university and its students that set the tone for the city the campus surroundings in Umeå also becomes somewhat of its own center for all different educations, companies and people from all over the world.

In my current position as Head of Education in the student association, I have had the opportunity to visit various campuses around Sweden but never experienced anything like it. Not to mention social life offered with all the different student associations and organizations that provide unforgettable memories and experiences. There are almost endless possibilities that can only be hindered by one's own ambitions.

Umeå is the city that managed to take all the best from the southern big cities and did it absolutely ideal.

INTERNSHIPS

One recurrent piece of advice given by alumni to new students is to do an internship, and many talk about the role their internships played in helping them to find work after graduation. USBE offers students the opportunity to carry out an internship (15 credits) as an elective course within the program.

EXAMPLES OF INTERNSHIPS

ABB	Deloitte	PwC
Adidas International	Ecogain	SCA
Avanza Bank	GANT	Volvo
Business Sweden	Haglöfs	Siemens
Casall	L'Oréal	Telia
Clas Ohlson	Swedbank	Peak Performance
Coop Nord	Polarbröd	Åhléns

ADVICE FROM ALUMNI TO CURRENT STUDENTS

- Focus on your studies but also gain practical experience through internships and extra jobs. Preferably as an employee or own projects, otherwise through student organizations.



- Take the opportunity to get involved wherever possible and get inspiration! (Lunchtime lectures, career talks, student associations, etc.)



- Actively work on your networking all the time (!!!) Create a LinkedIn profile and make sure to add everyone you meet



AACSB International (Association to Advance Collegiate Schools of Business), one of the world's largest organizations for business schools, wants to draw attention to alumni who make a difference through the annual Influential Leader award. Two alumnus from USBE have been honored the title AACSB Influential Leader.

Kerstin Cooley



AACSB Influential Leader
Honoree Kerstin Cooley 2022

Kerstin Cooley, Managing Partner at Brightly Ventures, is a pioneer among investors. She has long worked for diversity and equal conditions on the investor side and is also a successful entrepreneur. The Influential Leader award draws attention to the importance of her efforts on an even more international arena.

Kerstin Cooley graduated with an international one year master's degree from USBE in 1995. She began her career at the Silicon Valley-based company Echelon and also has a background in communication via the company Cognito and has worked at the Swedish bank SEB. Since 2013, when she founded the private capital company MOOR, she has been a leading force for increased gender equality and diversity in the industry.

- An award that makes me very happy and proud! I would like to thank AACSB, which focuses on positive, sustainable and passionate leadership, but also USBE, which laid the foundation for my international career and nominated me.

If the award can encourage young people to take action and dare to challenge the status quo, it is very worthwhile, says Kerstin Cooley.

Helena Helmersson

AACSB Influential Leader
Honoree Helena Helmersson
2019



Helena Helmersson, CEO of H&M Group was honored in 2019 as Influential Leader. The motivation for the award was *"A leader and advocate for sustainability, Helena Helmersson has influenced the way corporations view sustainability. She has demonstrated true leadership and a devotion to sustainability throughout her career at H&M, Sweden's largest fashion company, and a big actor globally. Her awards as a sustainability manager have emphasized the importance of sustainability as a path to success, a crucial aspect for the future."*

Helena studied the International Business Program at USBE, and graduated in 1997. Helena started the same year as Controller at H&M. She was Sustainability Manager for five years and then Production Manager based in Hong Kong. For more than a year, she was Chief Operating Officer.

"I am extremely happy and proud of the award and would like to extend a big thanks to AACSB, which also brings attention to the areas that I am most passionate about - the combination of sustainability and leadership. I hope this award can inspire others!" says Helena Helmersson.

Niclas Thulin



Comes from: Lund
Professional Degree Program (MSc) with a focus on business and economics
Specialization: Mix of Accounting, Management and Supply Chain
Graduation Year: 2018
Title: Sustainability Manager
Current Employer: Fagerhult lighting solutions

My main responsibility as Sustainability Manager is to drive the company's sustainability work, reduce our environmental impact and create added value for our customers. In my role, I work both strategically and operationally and have, among other things, implemented our sustainability strategy and several non-financial goals. Sustainability communication is also part of my tasks, not least I have been responsible for the group's sustainability report.

HOW DID YOU EXPERIENCE STUDYING IN UMEÅ?

Four amazing years! Being from another big student city, Lund, the demands on student life were high, but Umeå surpassed them all. I also met incredibly nice friends who I value very highly today.

A FEW WORDS ABOUT YOUR TIME ON THE PROGRAM:

The program suited me well as the orientation was not given from the beginning. Instead, I gradually deepened my knowledge in the subjects that I found interesting. I liked the internship possibility that led to my internship in a sustainability department.

ADVICE FOR CURRENT STUDENTS:

- Discover companies beyond those top-of-mind
- Sustainability is an important future question for businesses
- Allow yourself to skip routines. Have fun. There will be enough routines after graduation.

Mia Storlöpare



Comes from: Tornio, Finland
BSc in International Business
MSc in Finance
Specialization: Finance
Graduation year: 2019
Title: Credit Analyst
Current Employer: S&P Global

I work as a Sovereign/IPF credit analyst at S&P Global. My role involves conducting analysis of sovereigns, local and regional governments, and other public sector entities. The work combines finance and politics which makes it both challenging and rewarding.

HOW DID YOU EXPERIENCE STUDYING IN UMEÅ?

Umeå is a vibrant city which feels very young. It is a great place to study if you want to have a traditional 'student city' experience without missing out on the proper Northern winters.

A FEW WORDS ABOUT YOUR TIME ON THE PROGRAM:

The International Business Program was a great fit for me, as I wanted to study in English and work in an international company after graduating. I also had an opportunity to spend a year abroad working and studying which was a memorable experience.

ADVICE FOR CURRENT STUDENTS:

Having a degree may be a requirement for jobs but it should not be your only selling point as a business graduate. Spend time developing your skills, do internships, and network with other professionals to build your CV along the way.

VISION

"As an internationally respected, nationally influential, and regionally rooted part of Umeå University, Umeå School of Business, Economics, and Statistics contributes to societal development through education and research of a high international standard".

MISSION

"Through interplay with surrounding society, we provide education and research that contributes to the understanding, ability, and responsibility of individuals in relation to societal challenges and the importance of sustainable development".

UMEÅ SCHOOL OF BUSINESS, ECONOMICS AND STATISTICS UMEÅ UNIVERSITY

Biblioteksgränd 6, SE 901 87 Umeå



+46 90-786 50 00



www.umu.se/en/usbe/



@handelshogskolan.umea



usbe_umu



@handelshogskolan.umea



school/handelshogskolan-umu

CAREER CENTER/ ALUMNI CLUB

Rickard Lindberg

rickard.lindberg@umu.se
+46 90-786 6804

Andre Gyllenram

Andre.gyllenram@umu.se
+46 786 61 43



UMEÅ SCHOOL OF BUSINESS,
ECONOMICS AND STATISTICS

UMEÅ UNIVERSITY