WHAT HAPPENS AFTER GRADUATION?

Interviews and survey responses from the 2015 alumni of the Professional Degree Programs

UMEÅ SCHOOL OF BUSINESS AND ECONOMICS
UMEÅ UNIVERSITY
The Dean has the floor

What happens after you graduate from Umeå School of Business and Economics (USBE)?
The vast majority of students graduating can expect to have an exciting career and nearly half of them have a job lined up prior to graduation.

The USBE programs are four-year professional degree programs that helps you develop your vision and the skills to achieve a specialization in accounting, economics, entrepreneurship, finance, marketing or management from the Business Administration and Economics Program. The International Business Program offers the same opportunities with the only difference that all courses within the program is in English. Additionally, the Service Management Program and the Retail and Supply Chain Management Program have the breadth of the Business Administration and Economics Program focused at management and leadership in the service sector or at trade and logistics, respectively.

The grads from USBE are prepared to be responsible leaders with a sustainability orientation for a local and global society. Regardless the choice of specialization our grads face a welcoming and promising job market.

We welcome newly grads to our alumni association. The USBE alumni association is our association of graduates that help our former students to maintain connections to us and fellow graduates and vice versa. Examples of collaboration is events, to meet our students as a guest lecturer, hosting of traineeships and students writing their thesis in collaboration with the business community. The USBE alumni association is an extension of the networks with industrial contacts and your fellow students built during the time at USBE.

Graduating from USBE and entering the job market is an exciting time. Here, alumni interviews offer advice for students read, learn and get inspired!

Sofia Lundberg
Dean, Umeå School of Business and Economics
- Around the time of my graduation I got a job as a Management Trainee at Jetpak, where I worked for a year and a half. After a year as a trainee, I was offered a position as Project Coordinator, which I accepted.

- I started out working at Jetpak because I thought it was an industry of which I had prior knowledge and experience, both through my education and from previous jobs. What attracted me most was the opportunity to start my career as a trainee for the CEO and management team, from which I really learned a lot.

- After some time at Jetpak, I felt I wanted to try something new and shifted my focus toward an industry in which I am really interested, within a field in which I can see myself continuing to grow. Therefore, I applied for the position of Global Sales Coordinator at J. Lindeberg.

**Diebold Event**

**What made you choose the Retail and Supply Chain Management Program?**

- I wanted to study for a Professional Degree, but since I am not so interested in the accounting and financial side of things, I thought that studying retail and logistics was a good way to go.
- I had also worked in retail before I began my studies, and was interested in logistics.
- I chose business development and supply chain management as my area of specialization. Having an insight into and knowledge of business development is important in all organizations, regardless of one’s role within that organization.
- Studying supply chain at advanced helped to give my education a sense of cohesiveness and continuity.

**Current Work Responsibilities**

- My daily responsibilities include coordinating between our sellers, who are scattered around the world, and other functions.
- I make sure that the sellers have all the tools that they need to do their jobs. This can include developing various reports, price lists, estimates, etc. I also participate in the planning of sales conferences and business reviews.

**ADVICE FOR CURRENT STUDENTS**

- Seek out the opportunities that are available to you. The university offers lots of different courses, study abroad programs, internships, etc. And you don’t have to study exactly the same things as everyone else in your class. Put yourself first and plan your education according to what you want.
- Be prepared to struggle a bit when you first enter the job market.
WHAT HAPPENS AFTER GRADUATION?

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

- Stockholm: 42%
- Umeå: 29%
- Östersund: 7%
- Sundsvall: 5%
- Falun: 5%
- Göteborg: 8%
- Malmö: 3%
- Östersund: 14%
- Sundsvall: 9%
- Falun: 18%
- Stockholm: 6%

The students who graduated came from all over Sweden, as well as from other countries. Almost one in five were from the Stockholm area. Source: Admissions Statistics

EMPLOYMENT NINE MONTHS AFTER GRADUATION

- Employed: 89%
- Continuing their education: 5.5%
- Seeking employment: 5.5%

TIME ELAPSED BEFORE TO FINDING THEIR FIRST JOB

- Prior to graduation: 43%
- 1-3 months: 34%
- 3-6 months: 11%
- > 6 months: 1%

THE FIRST JOB AFTER GRADUATING WAS FOUND VIA

- Spontaneous application: 15%
- AD: 46%
- Networking: 39%

1. 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 2015. Number of replies 74. (36 women and 38 men). Date of the survey: March, 2016. Response Rate: 40%.

2. Does not include summer jobs.

3. 89% find a job within 6 months after graduation, a figure that is consistent with the pattern illustrated in the regular report by Civilekonomerna, “Three Years After Graduation”.
The Outlook Prospects report concludes that despite the large number of Professional Degree students that graduate each year in Sweden, it has been relatively easy for these graduates to find work, a trend that appears to be more or less independent of the state of the economy.

The job market for recent graduates from Professional Degree programs is expected to remain stable, and is predicted to remain so in the year 2021. According to the report, demand will "be very high when it comes to financial accountants and graduates specialized in organization/management".

For experienced Business Graduates, there is more limited competition in the labor market.

**Examples of Job Titles**

- Account Manager
- Business Developer
- Bank Officer
- Business Controller
- Bank CSO
- Business Development Coordinator
- District Manager
- CFO
- Financial Assistant
- Real Estate Controller

- Financial Advisor
- Group Manager
- Buyer
- Key Account Manager
- Credit Officer
- Consultant
- Management Trainee
- Management Consultant
- Market Analyst
- Order Manager
- Product Manager

- Production Planner
- Project Manager
- Recruiter
- Auditor
- Auditor’s Assistant
- Tax Consultant
- Strategy Consultant
- Supply Planner
- Seller
- Team Leader
- Trainee, CEO

**Experiences of How the Education and Current Jobs Match Up**

<table>
<thead>
<tr>
<th>Scale</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>30%</td>
</tr>
<tr>
<td>4</td>
<td>40%</td>
</tr>
<tr>
<td>3</td>
<td>17%</td>
</tr>
<tr>
<td>2</td>
<td>12%</td>
</tr>
<tr>
<td>1</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

3= OK MATCH, 5 = PERFECT MATCH

**Initial Salary**

<table>
<thead>
<tr>
<th>Salary Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>20–24 000</td>
<td>29%</td>
</tr>
<tr>
<td>24 001–27 000</td>
<td>39%</td>
</tr>
<tr>
<td>27 001–30 000</td>
<td>26%</td>
</tr>
<tr>
<td>&gt;30 000</td>
<td>6%</td>
</tr>
</tbody>
</table>

**Alumni Comments About Entering the Labor Market**

"As expected, a lot of responsibility but really fun, and I’m learning a lot!"

"If I could go back and do it all over, I would have tried to be more involved in voluntary organisations etc. When you apply for jobs where many candidates have similar qualifications, it’ll help you stand out from the crowd."

"It’s important to remember that your first job is rarely your dream job; the most important thing is to get a foot in the door, and then take it from there."

---


5. In 2015, the average monthly salary (median) for newly graduated students ranged from SEK 26,000 to SEK 27,000, depending on whether the position was within the public sector or private sector. Saco (2015). Civilekonom/ekonom. Website. http://www.saco.se/studieval--karriar/studieval/yrken-a-o/civilekonomekonom/. Based on information retrieved from the site on 03/16/2017.
Erik Ylander

Program
International Business Program (IBP)
Specialization
Finance
Title
Associate Consultant
Current Employer
Business Sweden, Oslo

- I kept in constant contact with the company after graduation, and shortly thereafter, I was offered a post in the Norwegian market. The company fits me and my background perfectly!

WORK RESPONSIBILITIES
- Through internationalization projects, we help companies to establish themselves in a new market so that they, in turn, can increase their revenues and Swedish exports. We carry out market analyses, mapping of actors, the compilation of legal information, recruiting, sales support, etc. It’s great fun to meet with and help Swedish entrepreneurs who are in the first stages of an international journey.

WHY DID YOU CHOOSE THE IBP?
- I wanted to work internationally, and the IBP provides the necessary perspective to succeed in an increasingly international market.
  - I’m incredibly interested in the numbers behind a successful company, so I chose finance as my area of specialization and it was also the area that I thought best complemented my four years of study.

ADVICE FOR CURRENT STUDENTS
- Dare to make difficult decisions and to choose a challenging path; it is absolutely the best way to develop your skills!

Ebba Eriksson

Program
Service Management Program (SMP)
Specialization
Service Management
Title
Strategy Consultant
Current Employer
Trendie, Gothenburg

- A year before graduation, I started to focus my job hunt on Gothenburg. Through my network, I was tipped off about a strategy agency named Trendie, so I got in touch with them. That led to a job as a strategy consultant, where I work with intelligence analysis, trend spotting and business development.

WORK RESPONSIBILITIES
- We carry out both statistical analyses and in-depth interviews, where we interview industry experts, customers and politicians, to name a few. We then provide recommendations on how our customers can best meet future challenges and take advantage of opportunities.

WHY DID YOU CHOOSE THE SMP?
- Service Management is an area of study that is becoming increasingly important, because the services offered by firms can often give them a crucial competitive advantage. The SMP offers students a good mix of classic business subjects and “softer” subjects, such as service design and behavioral science.

ADVICE FOR CURRENT STUDENTS
- Precise choices when it comes to your courses are not necessarily the most important factor; what you do outside of school is equally important.
**Erik Sjöberg**

**Program**
Business Administration and Economics Program (CEP)

**Specialization**
Accounting

**Title**
Junior Controller

**Current Employer**
Dynasafe International AB, Stockholm

— After graduation, I started out working as an accountant at Ernst & Young. I had an incredibly instructive year as an accountant there, which gave me the opportunity to get my next job, here at Dynasafe.

— At Dynasafe, I was given more responsibility and asked to perform more demanding tasks, which gave me even more challenges. I take care of the reporting from the parent company as well as everything associated with that, from keeping our accounting up-to-date to financial statements. I analyze and consolidate reporting for the group.

**WHY DID YOU CHOOSE ACCOUNTING?**

— I chose accounting at the Bachelor level because I found it engaging when I studied it in the undergraduate business course. I had heard very good things about the quality of the courses from former students.

— I continued with accounting at the advanced level because I felt that I wanted to work with that type of business administration.

**ADVICE FOR CURRENT STUDENTS**

- Choose the area of study that feels best to you. The most important thing is that you are motivated and want to do it.

More interviews: www.usbe.umu.se/samverkan/alumn

**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**

AMF, Stockholm
BMS Group Limited, United Kingdom
Deloitte, Sundsvall
Domsjö Fiber, Örnsköldsvik
Embassy of Sweden, Washington, USA
Engelschion Manuell Hauge, Oslo
Hafnafjördur, Island
International Paint
Akzo Nobel, Singapore
J. de Beer bv, Amersfoort
Komatsu Forest, Umeå

"Always do an internship, and while you're there, aim high!"

Länsförsäkringar, Umeå
MQ Retail
Nordea, Varberg
Norrmejerier, Umeå

**ADVICE FROM ALUMNI TO CURRENT STUDENTS**

"Network and make contacts. Consider your choices when it comes to your education, and study hard."

"Try out as many things as possible, take advantage of the opportunity to do an internship, study abroad, write your thesis on commission from a company etc."

"What counts the most in interviews is how engaged you were while you were at the university. My time studying abroad carried a lot of weight. Things that confirm that you have an outgoing, dedicated and curious personality greatly increases the chances of getting the job."

"Learn Excel! A lot of employers ask for that."
Umeå School of Business and Economics
Umeå University
Biblioteksgränd 6, SE-901 87 Umeå

+46 90–786 50 00

www.usbe.umu.se

@usbe_umu

@USBE_UMU

@usbe.umu.se

Career Center/Alumni Club

Rickard Lindberg
rickard.lindberg@umu.se
+46 90–786 68 04