

Survey Evaluation

Meeting
15.06.2021

Business Survey Results



Christian-Albrechts-Universität zu Kiel



Interreg
Deutschland - Danmark



EUROPEAN UNION



Business Survey

C | A | U

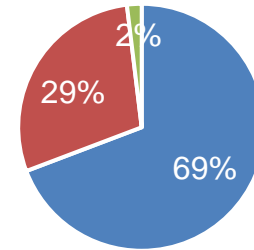
N = 62



RUC

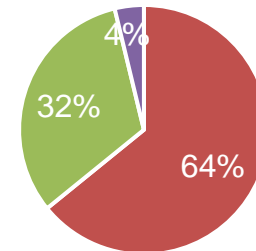
N = 54

Company size (based on employees)



■ Small size ■ Midsize ■ Large size

Economic sectors

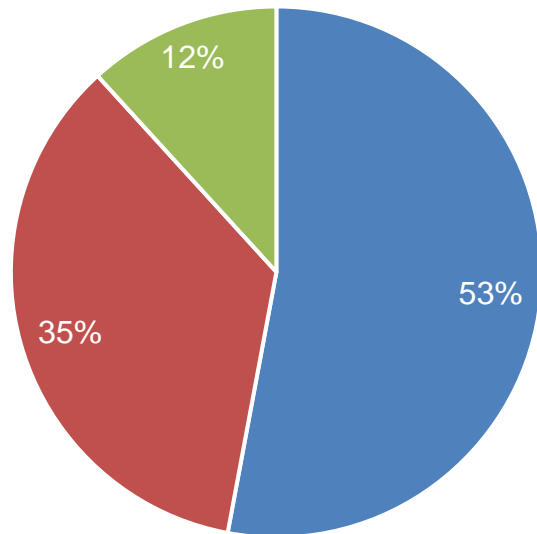


■ Secondary sector ■ Tertiary sector ■ Quaternary sector

Business Survey – Current Danish-German Business Relations

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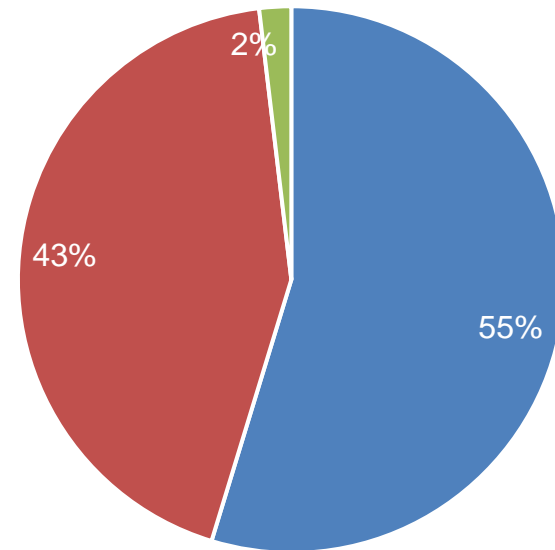
Current Business Relations in Denmark



■ Yes ■ No ■ Not Sure

RUC

Current Business Relations in Germany

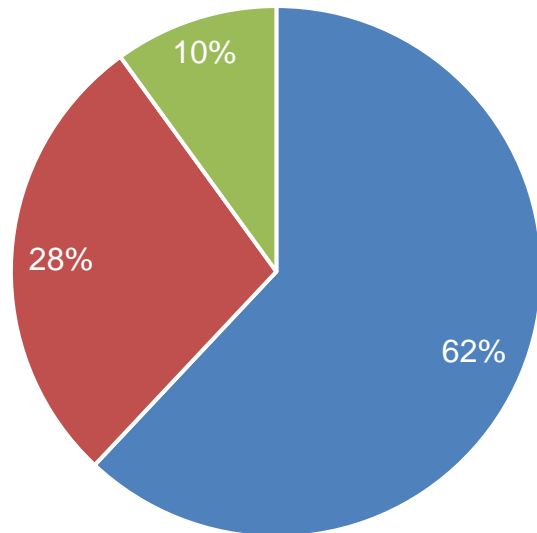


■ Yes ■ No ■ Don't know

Business Survey – Demand for MBAs /cand.merc.

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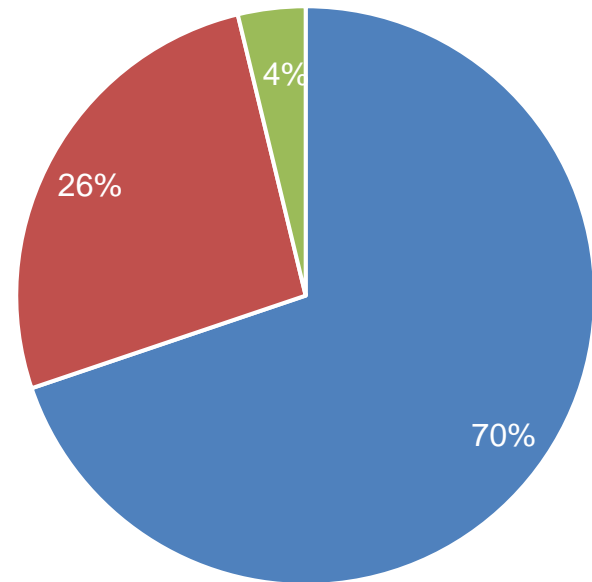
Currently hired MBA



■ Yes ■ No ■ Not Sure

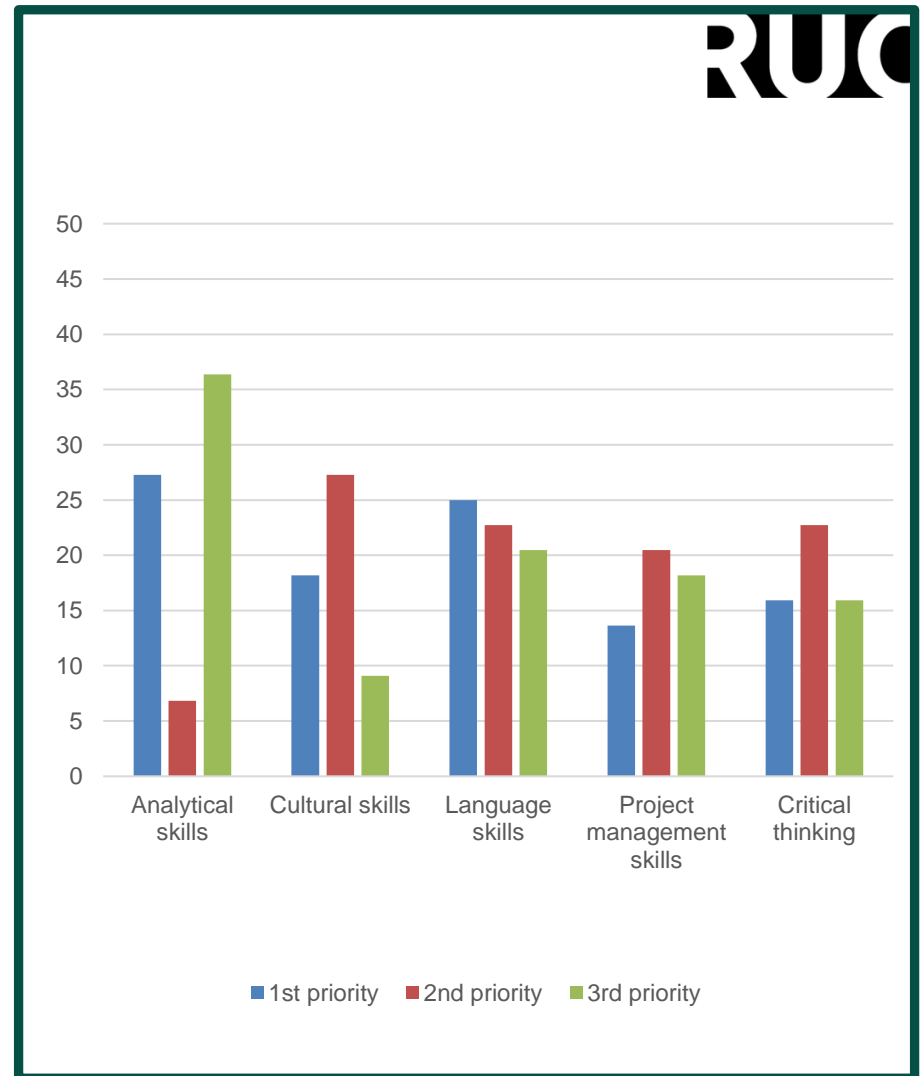
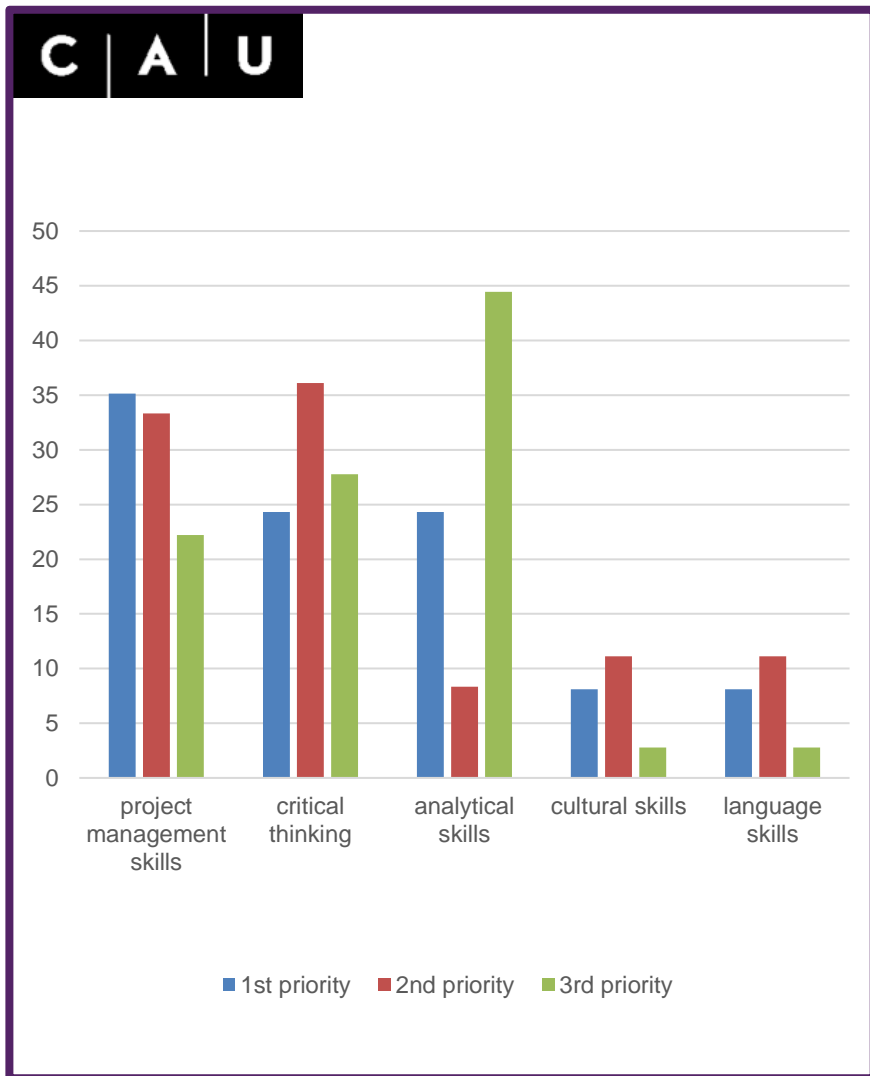
RUC

Currently hired staff with a cand.merc.

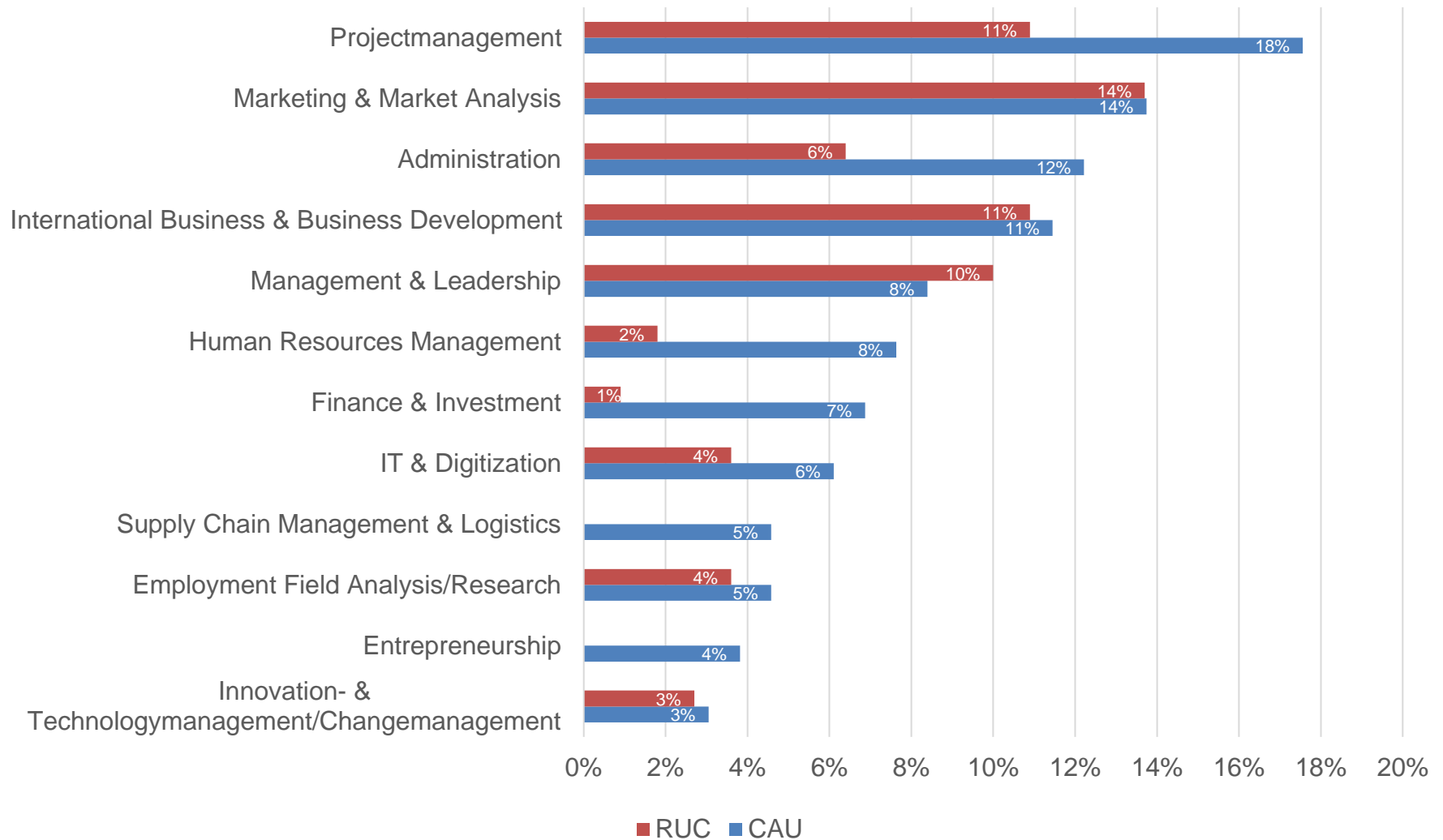


■ Yes ■ No ■ Don't know

Business Survey – crucial competencies & skills for future candidates



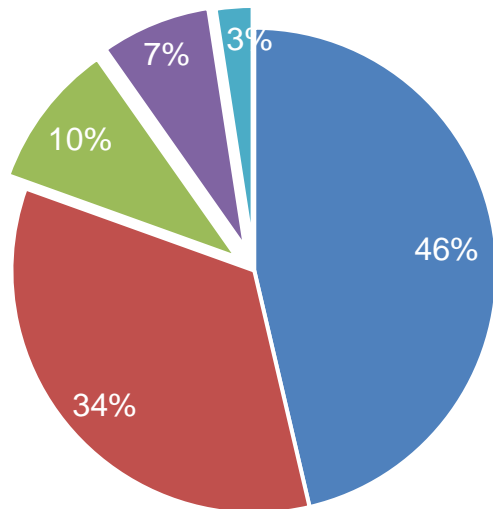
Business Survey – Future Employment Fields Double Master's Degree



Business Survey – Danish-German-Ties

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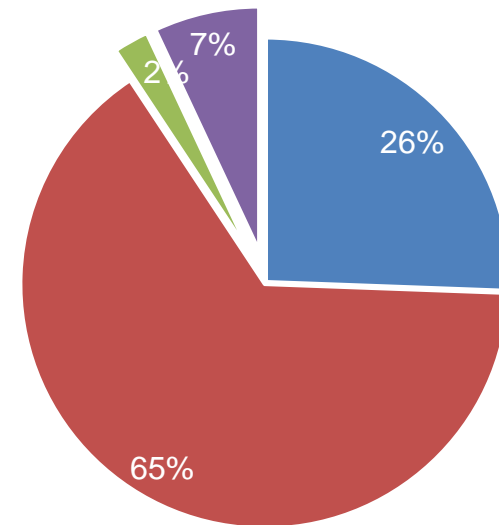
Importance of future employee's close ties to Denmark



- Not important at all.
- Not very important.
- Fairly important.
- Very important.
- Extremely important.

RUC

Importance of future employee's close ties to Germany

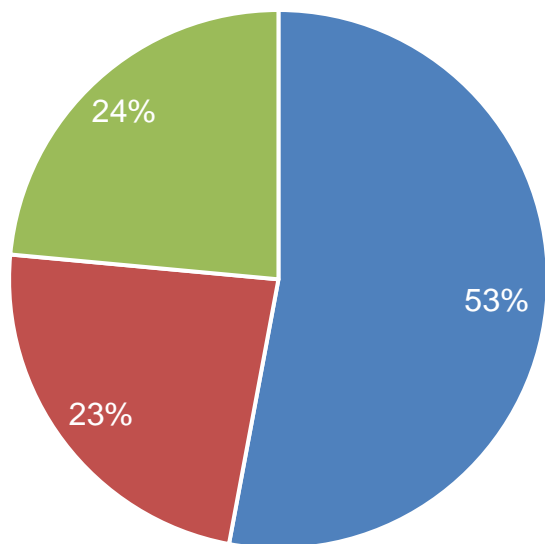


- Not important at all
- Not very important
- Fairly important
- Very important
- Extremely important

Business Survey – Access MBAs/ cand.merc.s with demanded skills and competencies and competencies

C | A | U

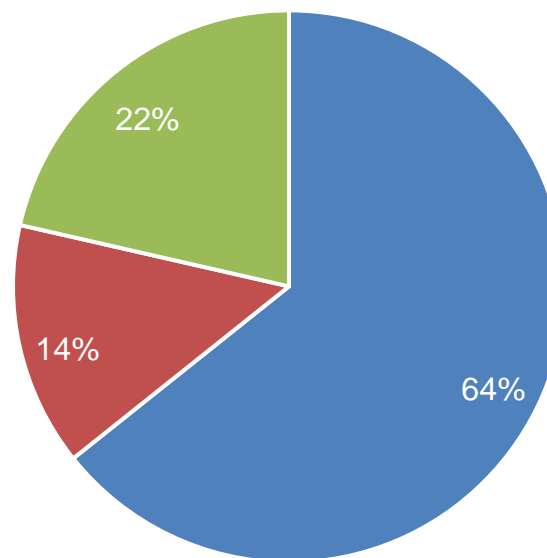
Access to MBAs with demanded skills and competencies



■ Yes ■ No ■ Not Sure

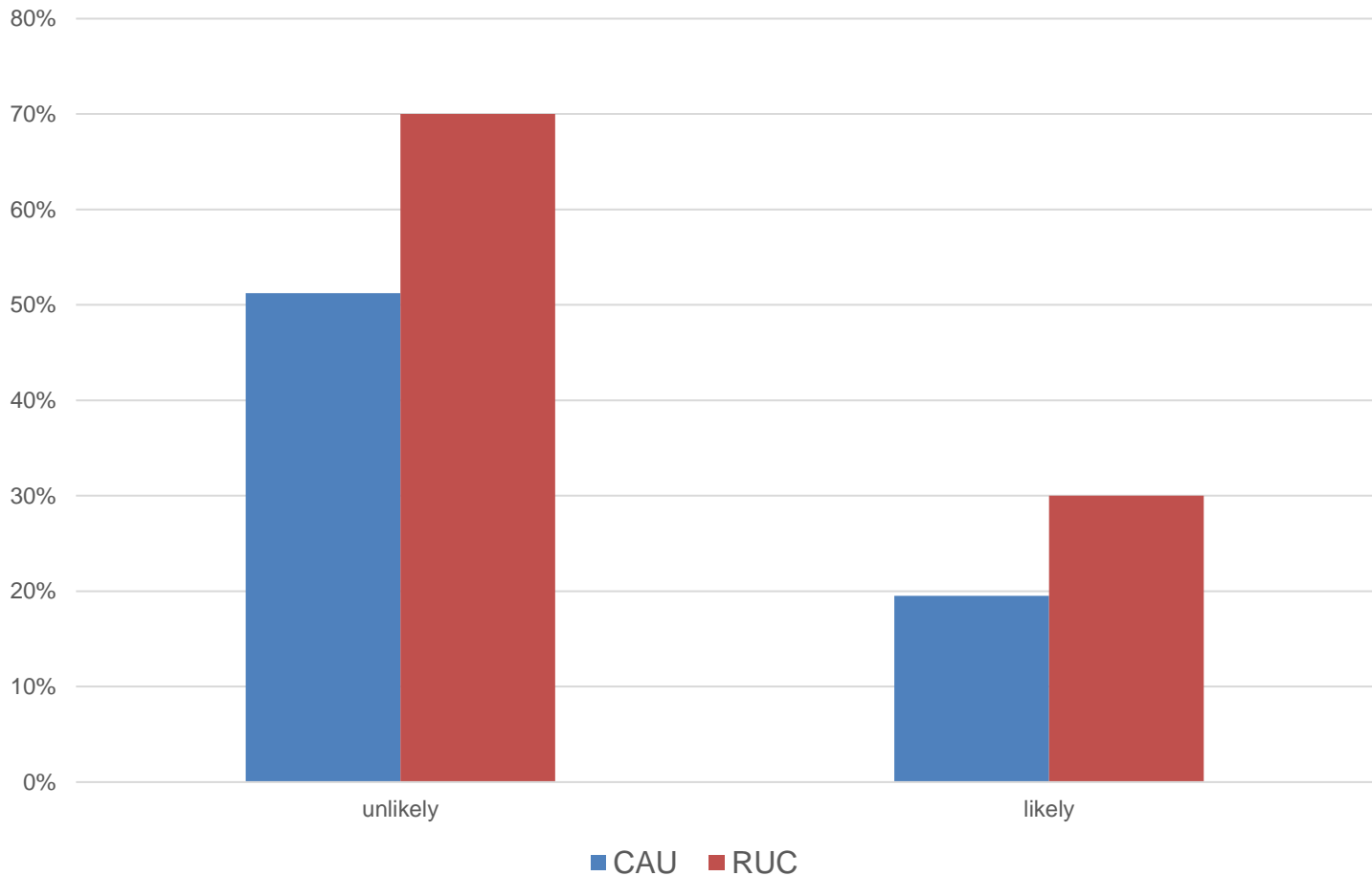
RUC

Access to cand.merc.s with demanded skills and competencies

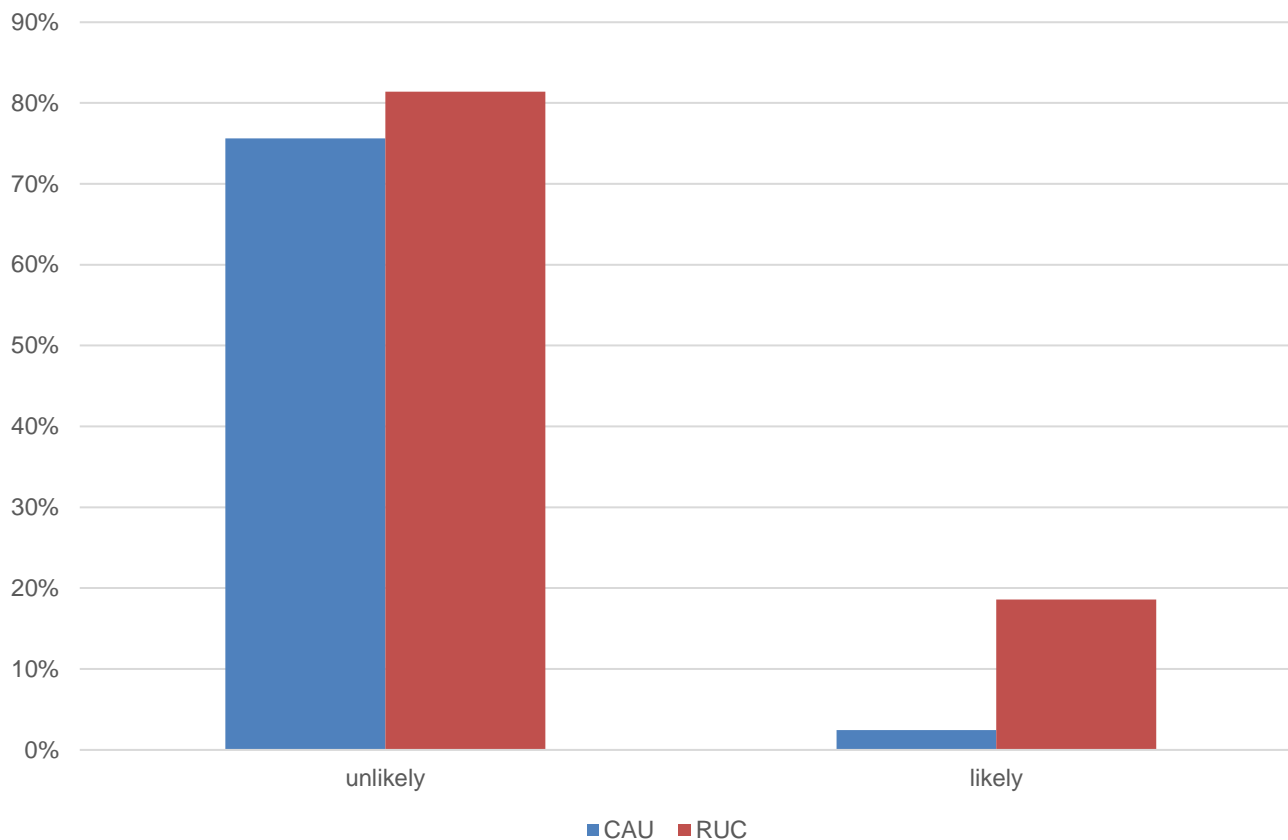


■ Yes ■ No ■ Don't know

Business Survey – Probability of hiring a Master of Business Administration



Business Survey – Probability of hiring a Master of Business Administration with a Danish-German Double Master's Degree



Companies – interested in hiring candidates with a double degree

- Kalundborg Forsyning
- Danish Crown
- A/S Bevola
- Frese
- Excocell A/S
- Sortimo A/S
- Harboe Brewery
- Granby Pack A/S

- Norden Fjord Invest
- Wirtschaftsförderung Nordfriesland
- Autoliv
- AOK
- H. Wilhelm Schaumann GmbH
- 1CONNECT Software GmbH
- Id-netsolutions GmbH
- Brock Müller Ziegenbein Rechtsanwälte Partnerschaft mbB

Student Survey Results



Christian-Albrechts-Universität zu Kiel



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EUROPEAN UNION

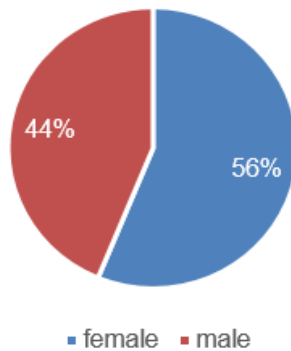


Student Survey – Participants CAU

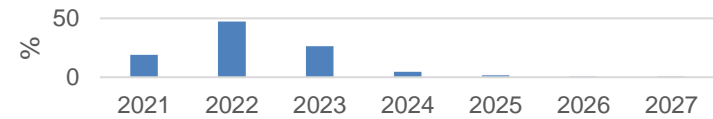
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- $N = 294$
- Average Age: = 23 years old
- **Typical Participant:** German (94%), who have got their higher education entrance qualification in Schleswig-Holstein (70%),

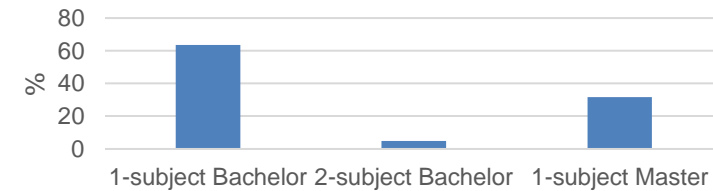
Gender Distribution



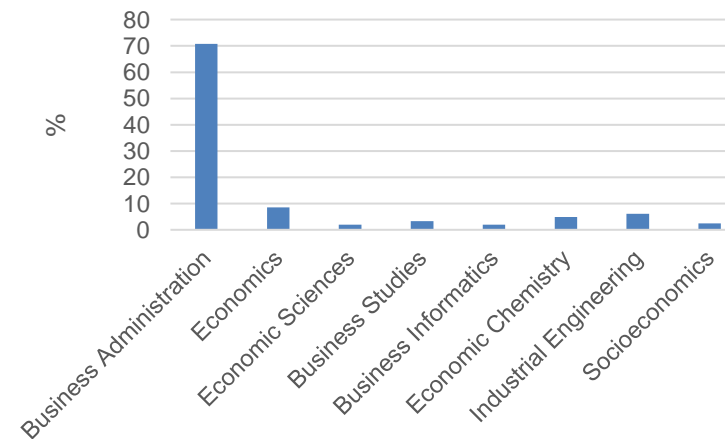
In which year are you currently aiming to graduate?



current degree programme



current field of study

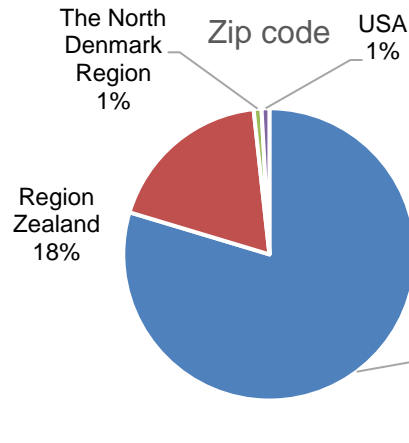
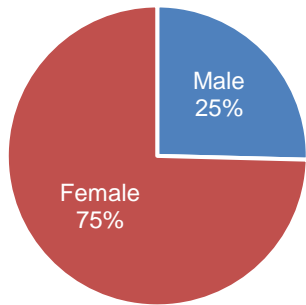


Second major subjects: Economic Science (1), Business Studies (2), English studies (1), Spanish philology (1), Others (6)

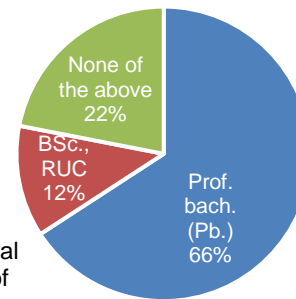
Student Survey – Participants RUC



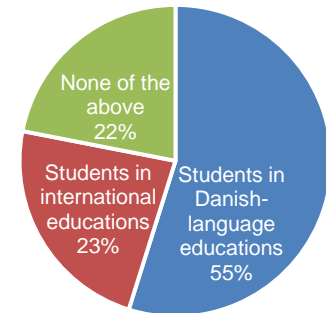
Gender distribution



Distribution of students at educational level

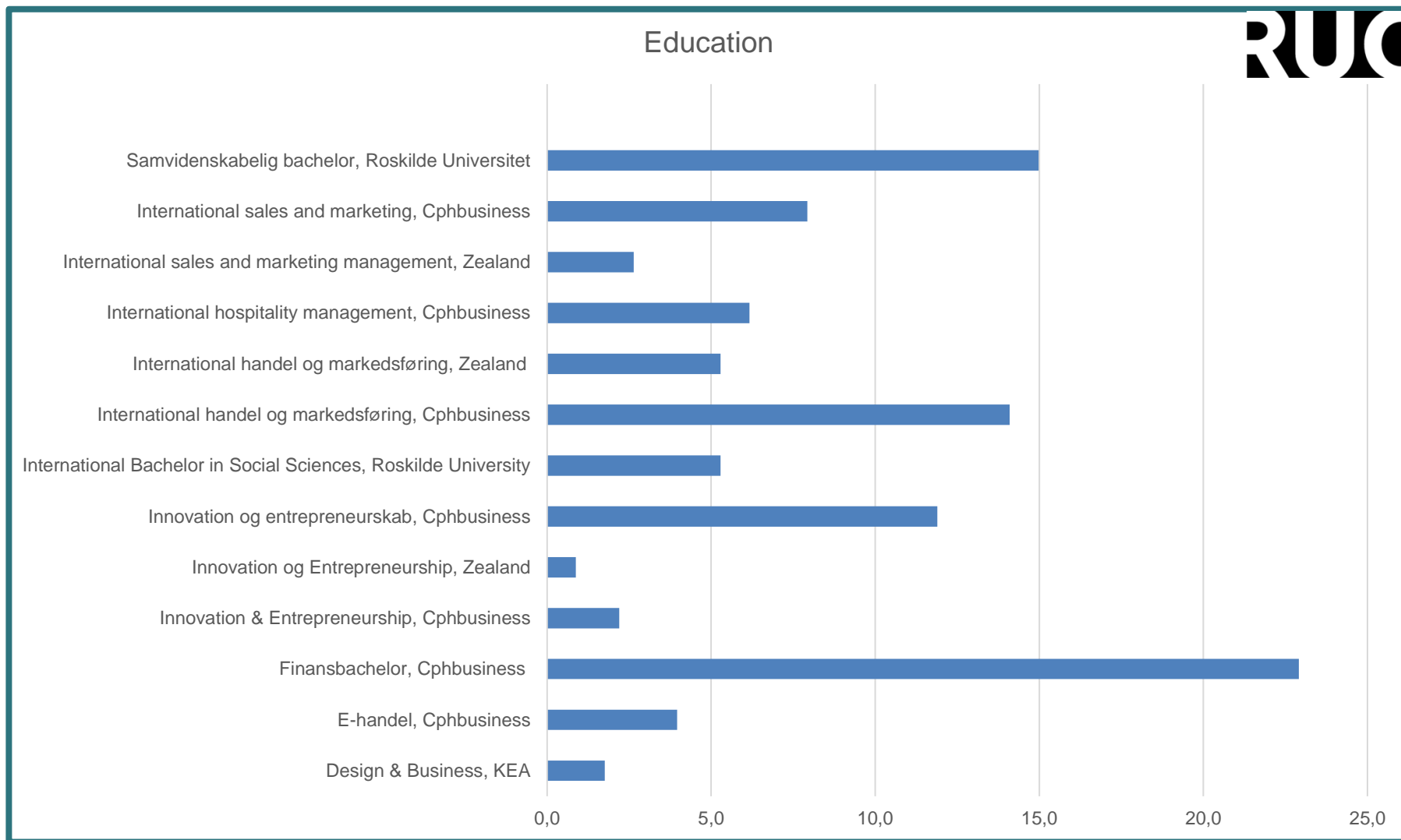


Distribution of students in the language of education



- N = 243
- Average age: 26 years

Student Survey – Participants RUC

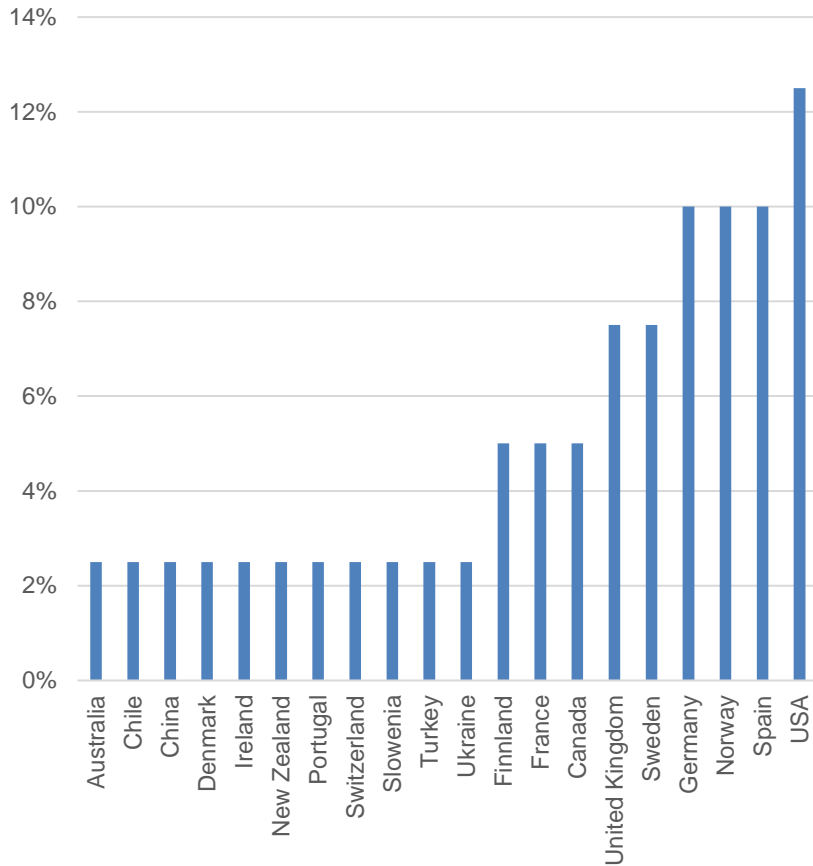


RUC

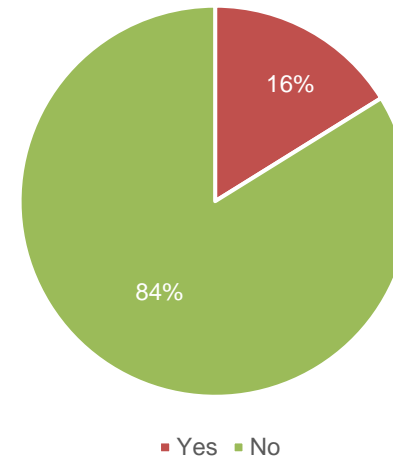
Student Survey – Experience abroad

C | A | U

In which country have you lived?



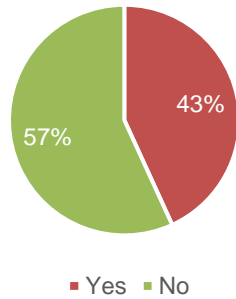
Former studies abroad



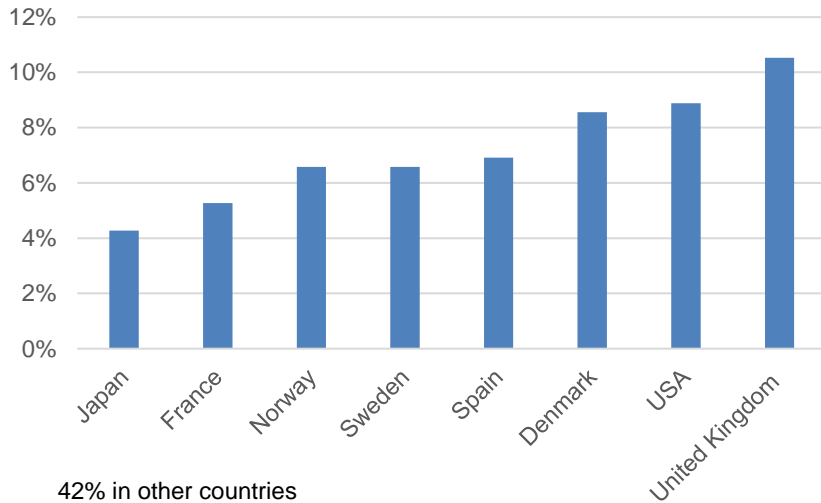
Student Survey – Planning to study abroad

C | A | U

Plan to study abroad

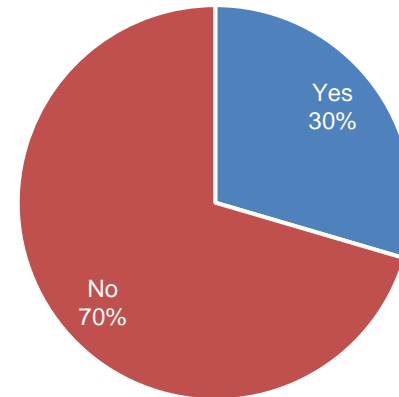


■ Yes ■ No



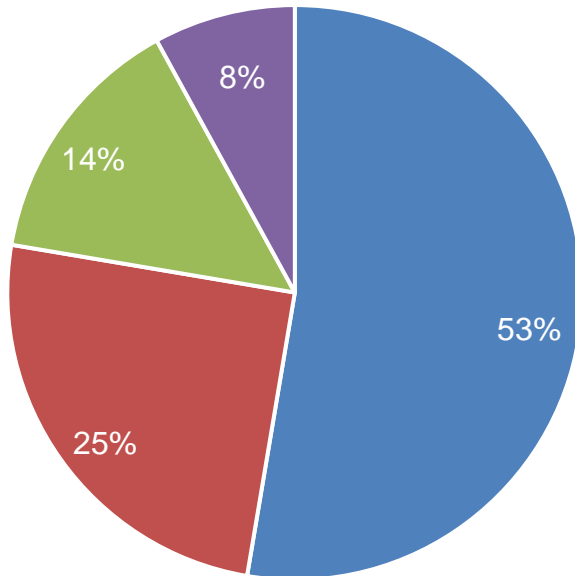
RUC

Have/planning to study abroad



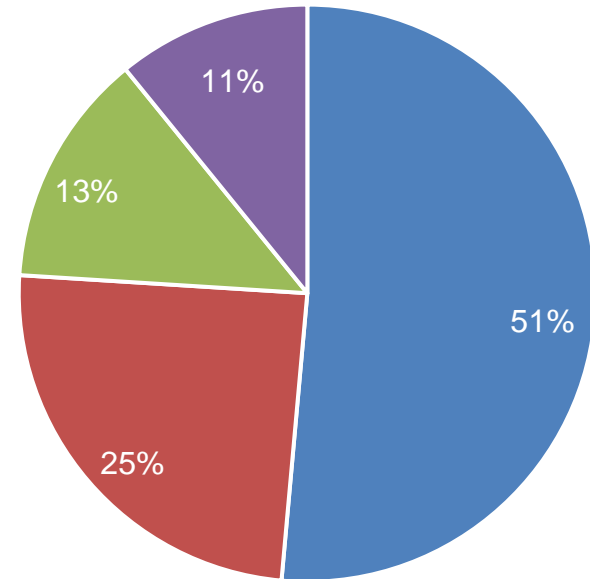
Student Survey – Attractiveness

Likelihood choosing Kiel/ Northern Germany as a destination



- Not likely
- Low likelihood
- Moderate likelihood
- Highly likely

Likelihood choosing a Double Master's Degree with CAU

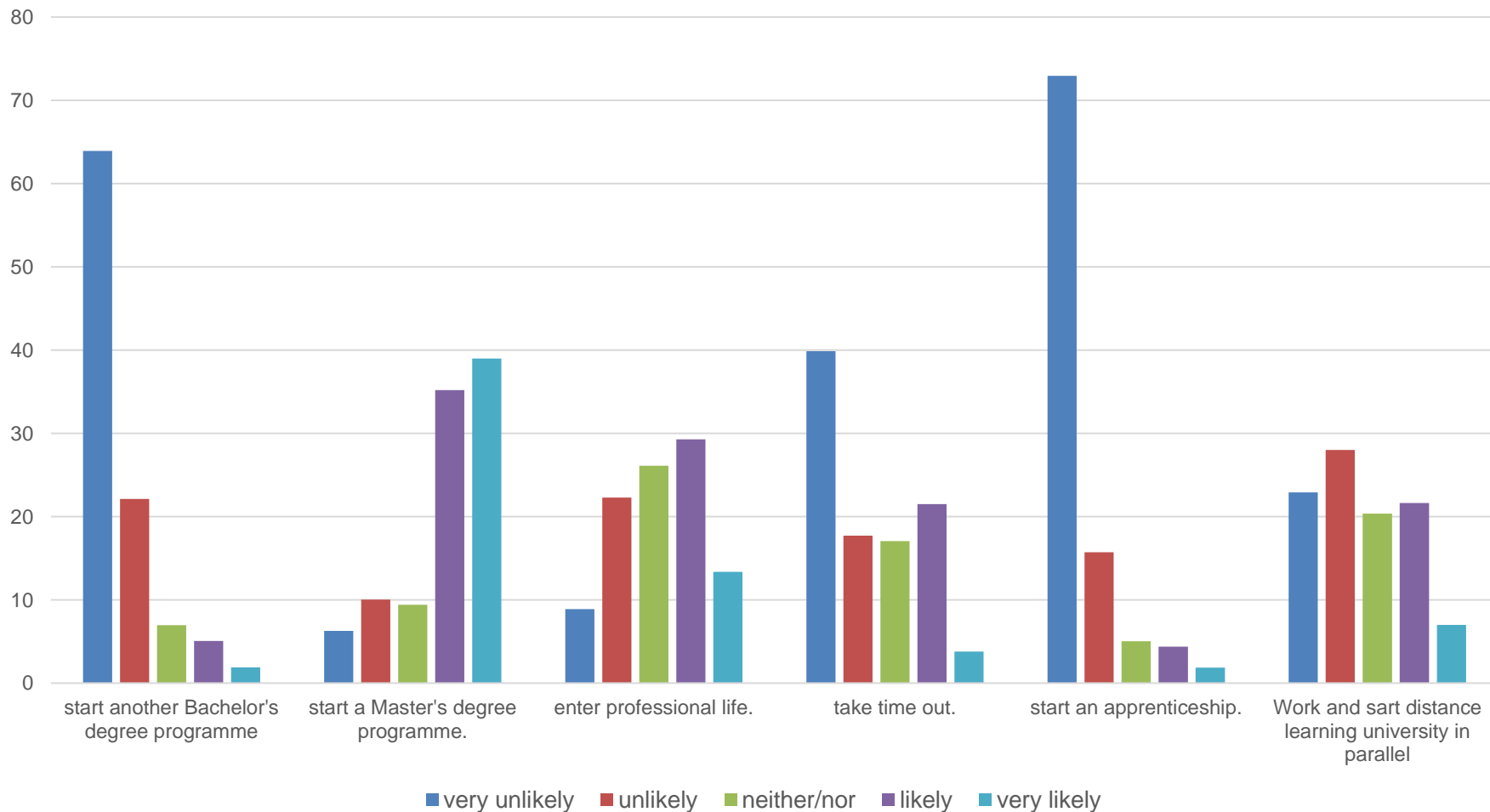


- Not likely
- Low likelihood
- Moderate likelihood
- Highly likely

Student Survey – future plans

C | A | U

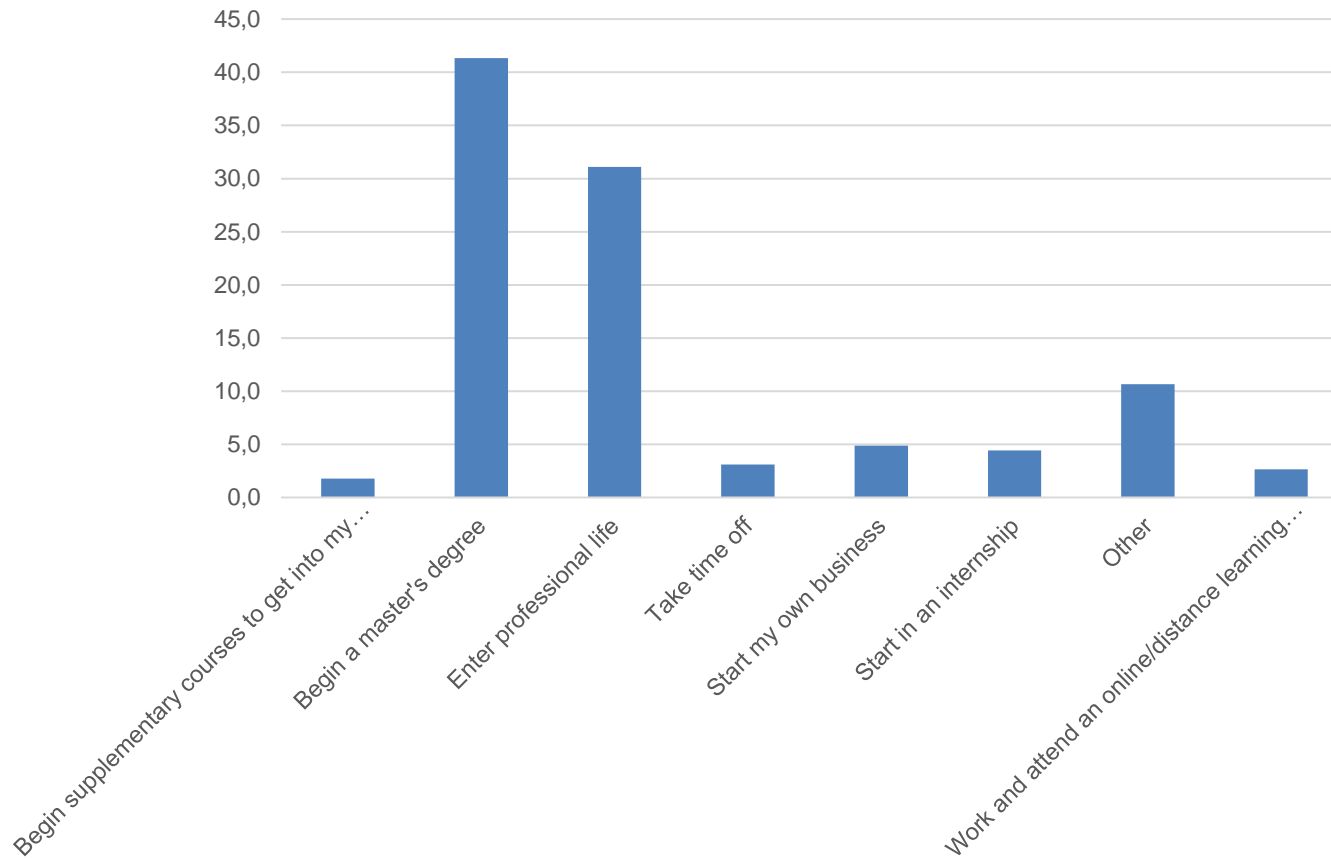
Immediately after completing my current education, I will?



Student Survey – future plans

RUC

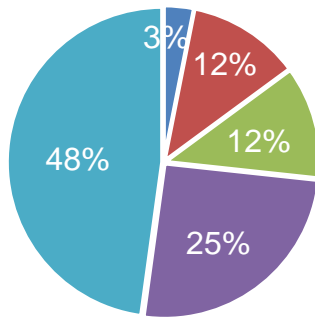
Immediately after completing my current education, I will?



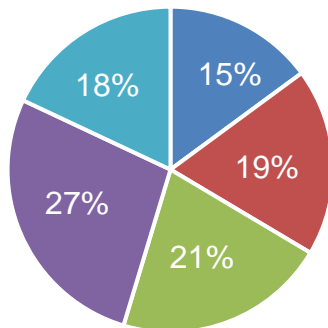
Student Survey – future plans

C | A | U

Likelihood to complete a Master's degree after the Bachelor's degree



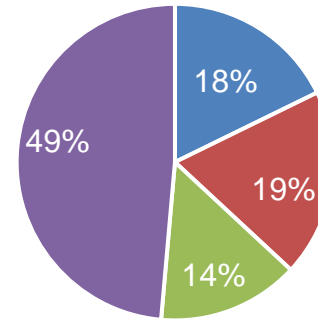
Likelihood to complete a Master's degree after the Bachelor's degree at the Christian-Albrechts-University



- very unlikely
- unlikely
- neither/nor
- likely
- very likely

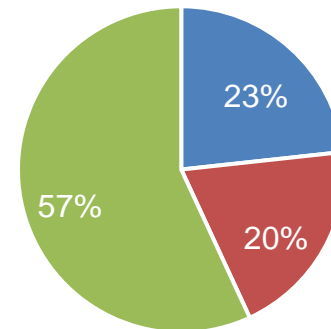
Likelihood to complete a Master's degree after your current education

RUC



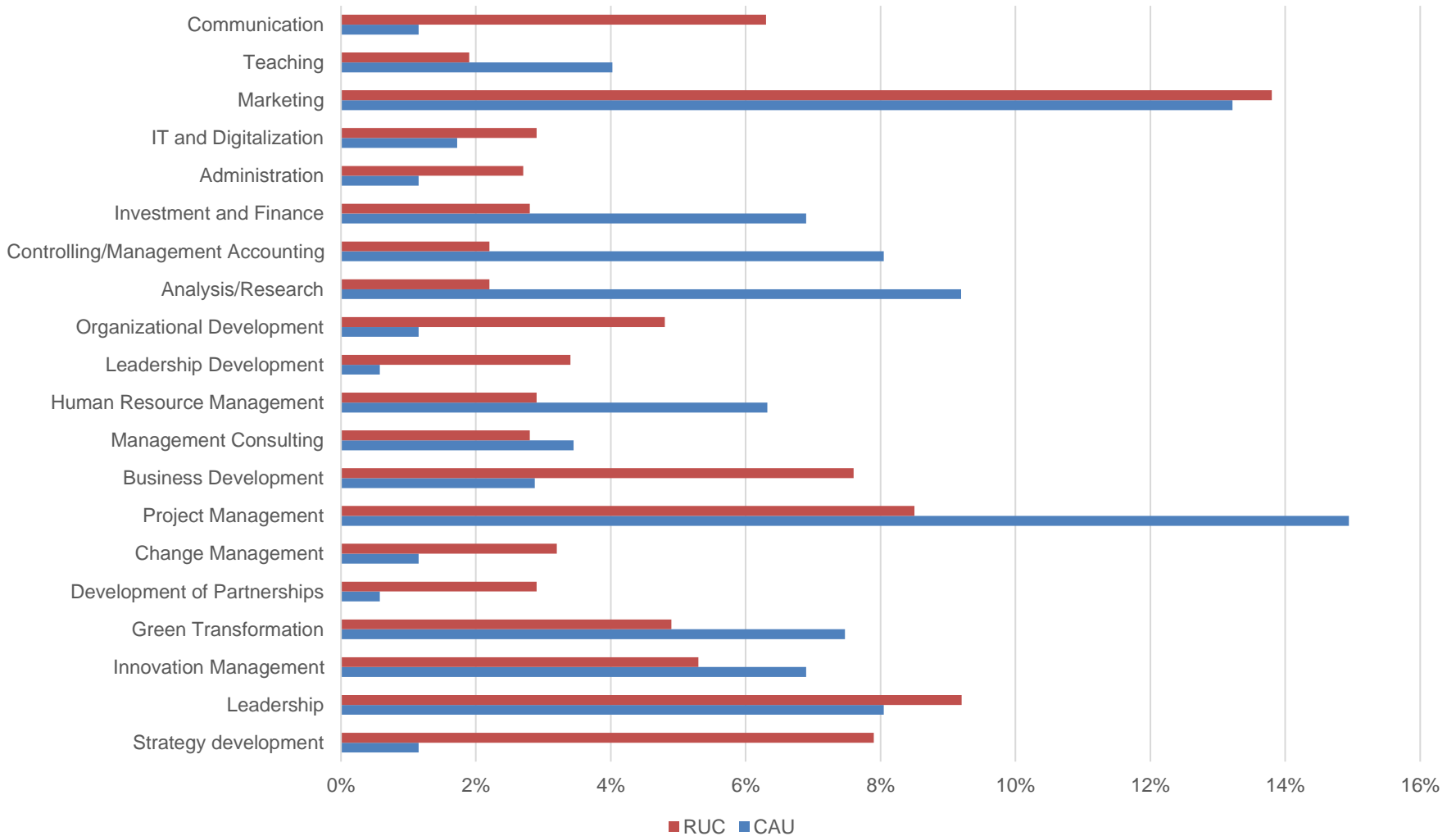
- Not likely
- Low likelihood
- Moderate likelihood
- Highly likely

Likelihood to complete a Master's degree after your current education at the Roskilde University

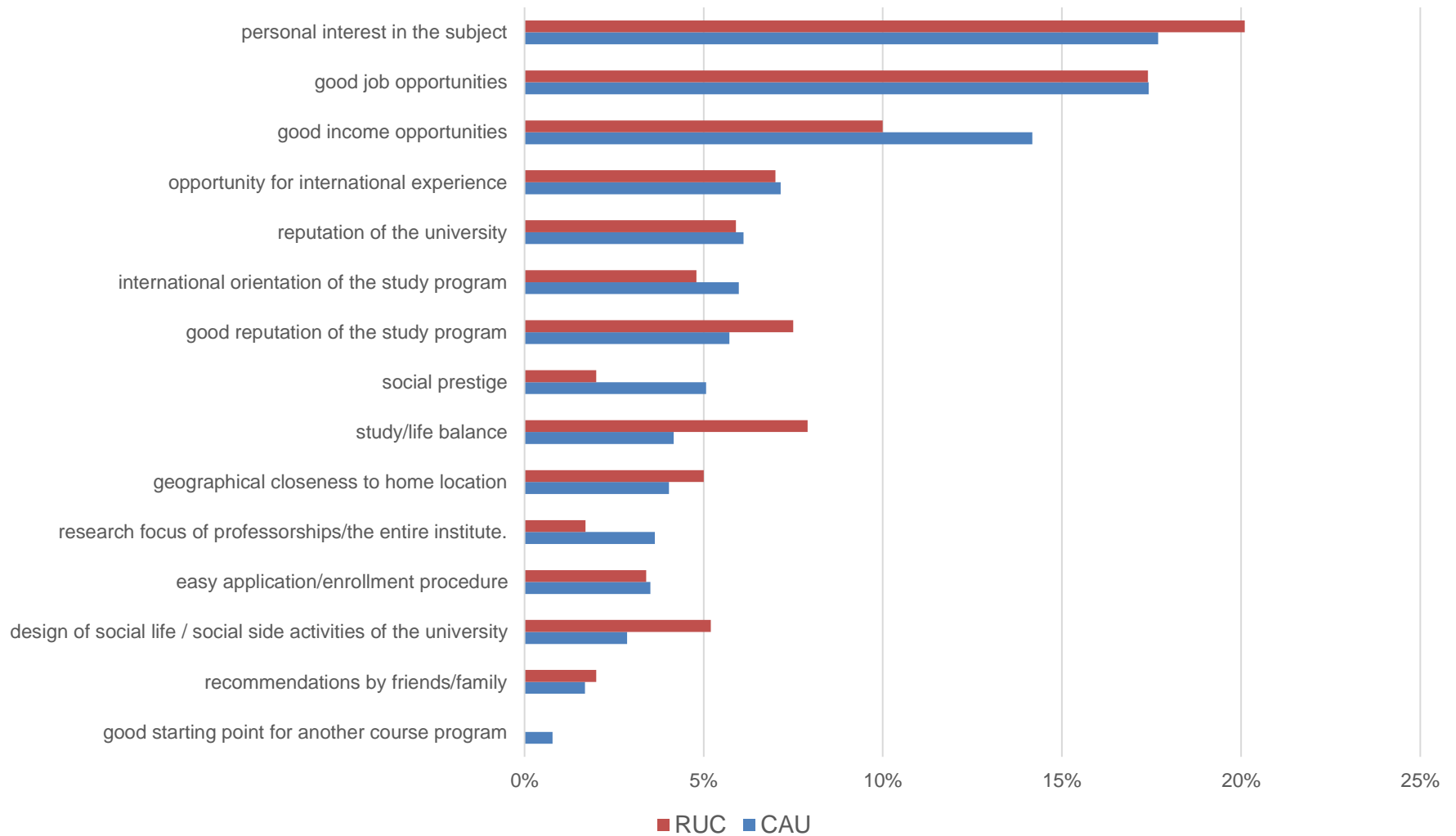


- No
- Yes
- Undecided

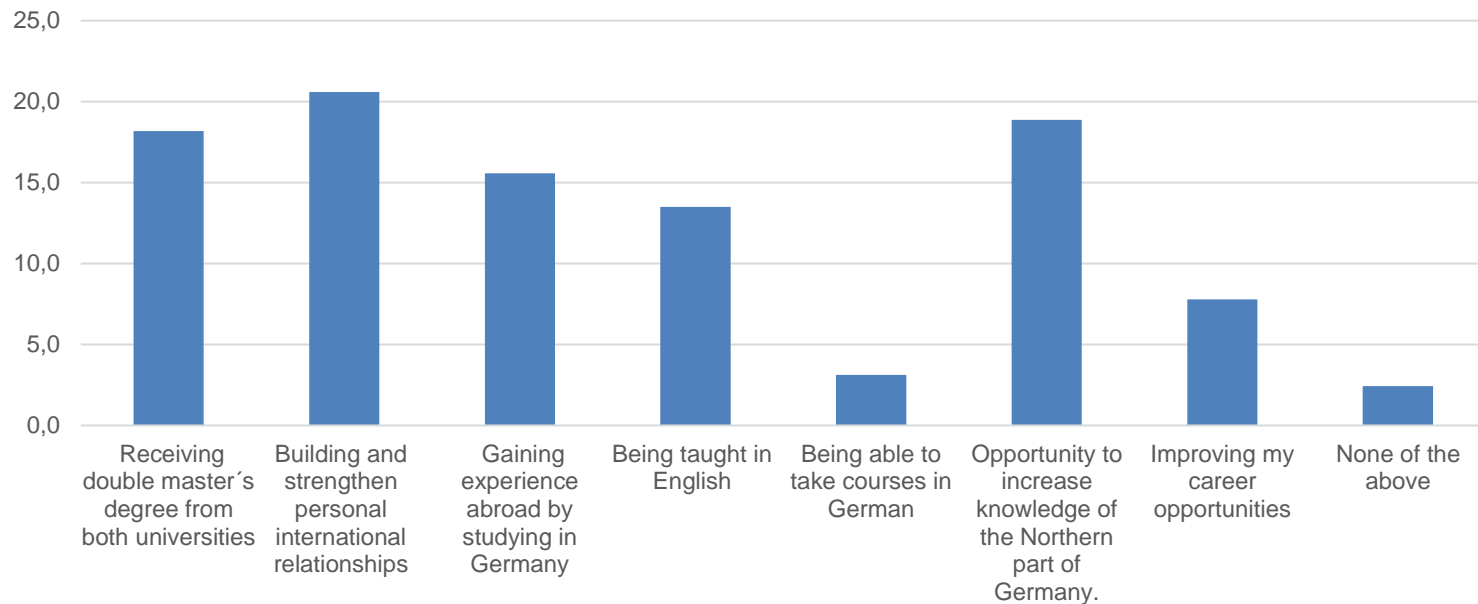
Student Survey - Desired future jobs / future working fields



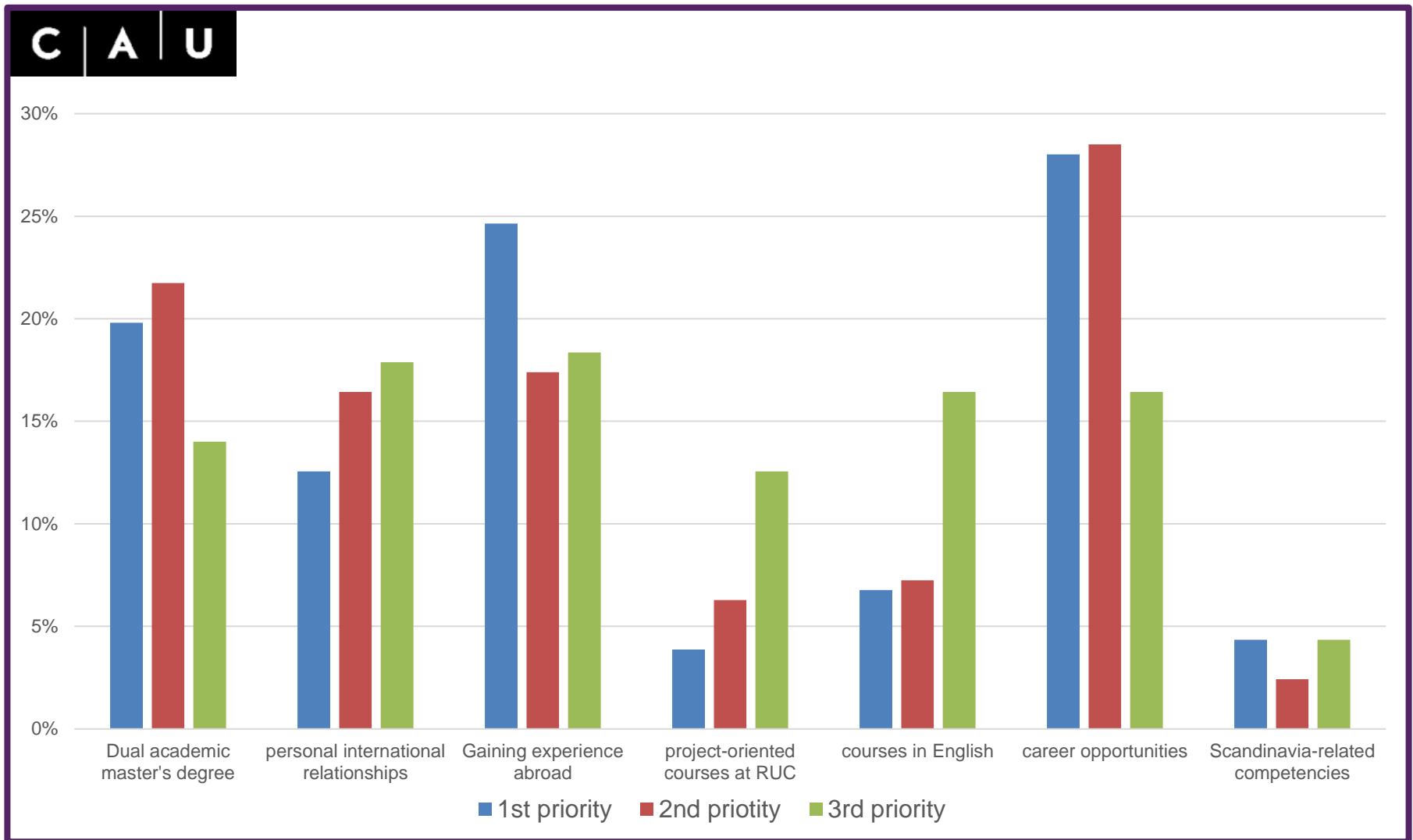
Student Survey - Reasons to choose a future Master's Degree Program



Student Survey – Reasons to choose the Double Master's Degree

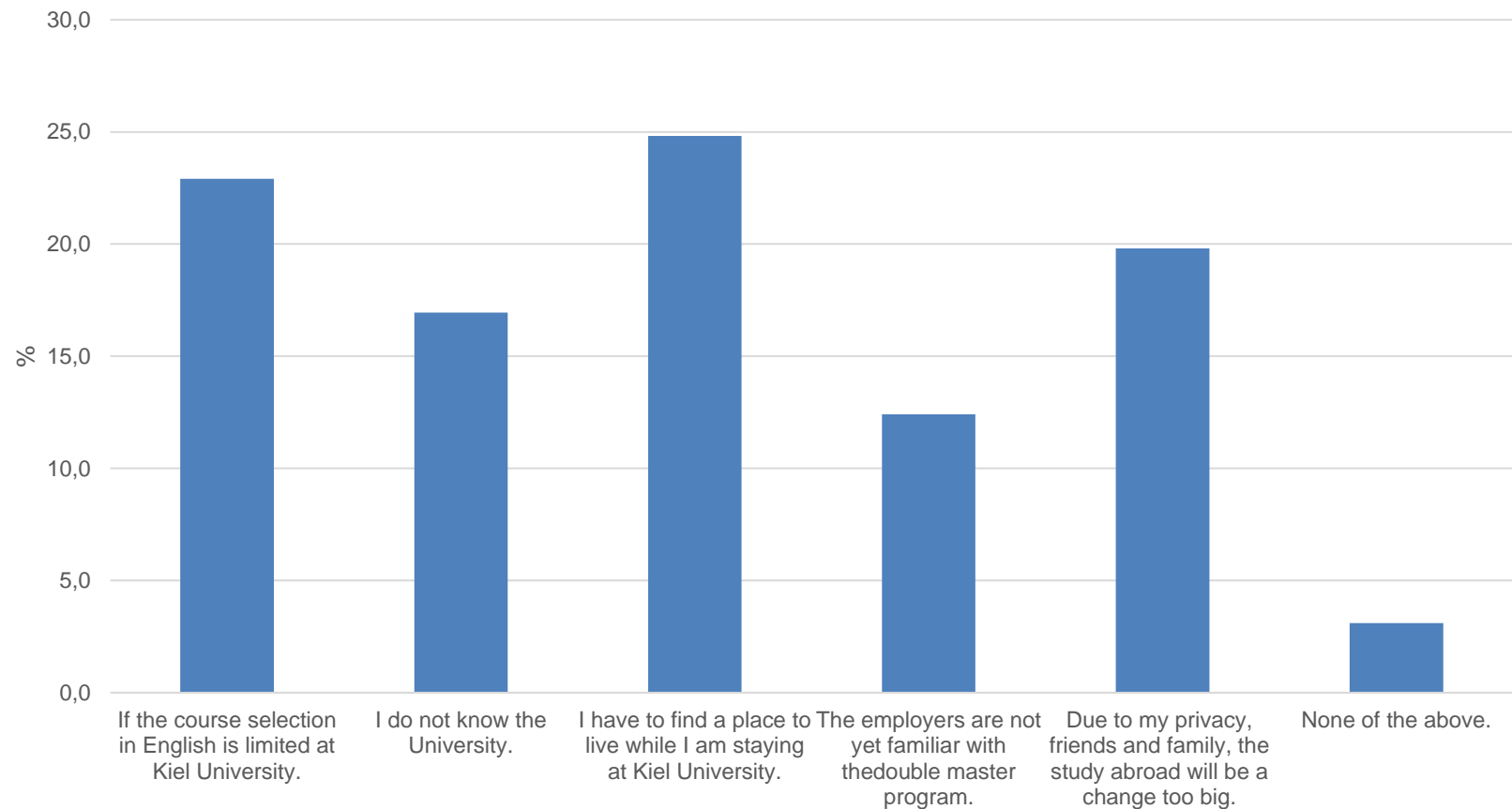


Student Survey – Reasons to choose the Double Master's Degree

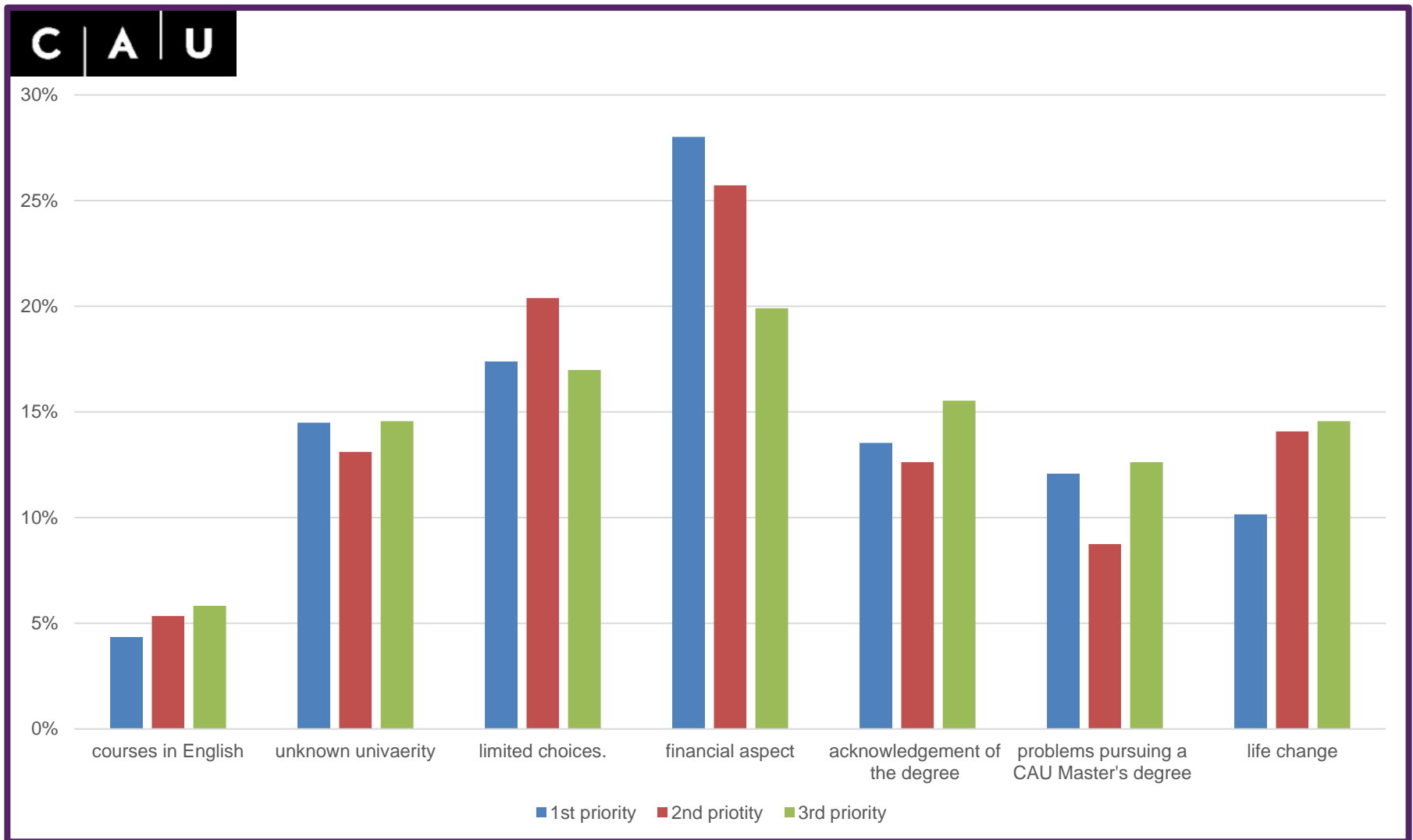


Student Survey – Reasons against the Double Master's Degree

RUC



Student Survey – Reasons against the Double Master's Degree



Main conclusions

- More than 50% of the participating companies in both countries are already connected to resp. Denmark and Germany.
- More than 60% of companies already employ staff with an MSc. Economics
- The participating companies want to hire graduates in project management, marketing, international business, and business development.
- The companies fairly emphasize that the candidates have close connections to resp. Denmark and Germany
- There is a potential market for candidates with a different profile, as some of the companies currently do not have access to the candidates with the desired abilities and competencies
- More than 30% of students plan a stay abroad in both countries in connection with their current study.
- The German and Danish students also find Denmark and Germany relevant as targets for a stay abroad, as 9% of the students find Denmark and Germany relevant. Furthermore, about a third of the students planning a stay abroad from RUC's study finds Northern Germany particularly relevant and would choose a double MSc. Economics, where CAU was one of the universities.
- About 50% of the students surveyed in both countries want to start a master's degree after their current education.
- Opportunities
 - Building and strengthen personal international relationships
 - Gaining experience abroad and increase knowledge of Germany and Denmark
 - Receiving a double degree
- Threats
 - Finance
 - Accommodation
 - Selection of courses taught in English
 - Having to leave friends
 - Knowledge of the university