The Graduate Placement Report 2011 is the first-ever MSc graduate placement report released by Rotterdam School of Management, Erasmus University (RSM). The results of this survey provide information about the first jobs of RSM students who graduated from MSc programmes during 2010. The survey was conducted in December 2011, and the total number of respondents is 286, a response rate of 31%.

As this is the first Graduate Placement Survey, we are not able to compare its results with previous years. In addition, the number of respondents for certain MSc specialisations or nationalities is too low to provide useful conclusions. We therefore chose to show the most informative and reliable results per subject:

- MSc graduate profile
- Employment
- Company information
- Contract
- Salary
- Main way of finding a job
- The relationship between MSc degree & job
- Internships

**CONTACT**

Corporate & Alumni Relations +31 10 4081648
Career Services +31 10 4082010
mscgraduates@rsm.nl
MSC GRADUATE PROFILE

WHO ARE OUR GRADUATES?

The average age at graduation was 25, and most students are aged between 22 and 28. Of those graduates responding to the survey, 32% were female and 68% were male. Almost 27% of respondents were international, and 73% were from the Netherlands.

We can say from our earlier records that the profiles of respondents in this first survey do not differ greatly from the profile of all RSM graduates in 2010. This is also true for Grade Point Average (judicium).

Different specialisations

- Finance & Investments: 81 (28%)
- Global Business & Stakeholder Management: 24 (8%)
- Human Resource Management: 19 (7%)
- International Management (CEMS): 2 (1%)
- Management of Change: 6 (2%)
- Management of Innovation: 11 (4%)
- Marketing Management: 15 (5%)
- Entrepreneurship & New Business Venturing: 20 (7%)
- Chinese Economy & Business: 1 (0%)
- Business Information Management: 21 (7%)
- Accounting & Control: 13 (5%)
- Supply Chain Management: 23 (8%)
- Strategic Management: 50 (17%)
WHERE DO THEY COME FROM?

There were 34 different nationalities among the respondents to the 2011 survey. Of all the respondents, 73% were Dutch, 15% came from the European Economic Area (EEA), and 12% came from outside the EEA, again, a similar distribution of nationalities to 2010, according to our records. Germany sent the most international students to RSM (7%), then Bulgaria (2.8%), Romania (2.1%) and China (1.7%).

*World map showing global distribution of graduates of different nationalities*
EMPLOYMENT

HOW MANY MSC GRADUATES ARE EMPLOYED?

Of all respondents, 97% were employed, had started their own business, were not looking for employment or were continuing their education within 12 months after graduation. Only 3% were still looking for a job when they completed the survey in December 2011. Gender and nationality play no statistically significant role in finding a job.

A small number of both male and female MSc graduates are quick to start their own businesses; 6% of male graduates and 1% of female graduates have started a business within a year of graduating. Amongst different nationalities in our survey, 7% of graduates from EEA countries started their own business, but no graduates from non-EEA countries reported doing so.

Employment status within 12 months after graduation

- Employed: 259 (90.86%)
- Currently seeking employment: 8 (2.81%)
- Continuing education: 3 (1.05%)
- Start my own business: 12 (4.21%)
- Not employed and not seeking employment: 3 (1.00%)
WHEN DO THEY START THEIR JOB SEARCHES?

Most MSc students (70%) start looking for a job before they complete their studies. Some start the search earlier than others; 26% say they start looking for a job more than six months before they graduate.

The search for jobs in the financial industries seems to hold the most urgency; almost 80% of respondents looking for jobs in this sector start looking for a job before graduation. This is a higher proportion than respondents from consultancy and research (60% start the search before graduation), or manufacturing and industry (50% start before graduation).

HOW LONG DOES IT TAKE TO FIND A JOB?

On average, of those respondents who declared they were employed, it took almost four months from the start of their search to find a job. There are no differences between men and women, or for different nationalities.

With this in mind, and the knowledge that 44% start looking for a job at least four months before they graduate, it seems likely that some graduates had found employment before their graduation.
COMPANY INFORMATION

WHERE DO THEY FIND THEIR FIRST JOB?

The top 20 employers for respondents to this survey operate mostly in the financial or management consulting industries, with Philips and Unilever as the only manufacturers in the top 10.

The top 10 employers of RSM MSc graduates are ING, KPMG, Rabobank, Deloitte, Capgemini, ABN AMRO, Ernst & Young, KPN, Philips, Rotterdam School of Management, Erasmus University (RSM) and Unilever.

Top 20 employers

RSM graduates responding to this survey say they work for 190 different companies around the world. Larger companies attract the most graduates; almost 44% work for multinational companies with more than 10,000 employees. 19% work for companies with between 1,001 and 10,000 employees, and 27% work for companies with between 50 and 1,000 employees. 56% of the non-Dutch graduates start working for multinational companies.

Small companies – with workforces of less than 50 people – employed 10% of RSM graduates responding to this survey.
The industries that attract most RSM graduates are financial services and insurance (24%) and consultancy and research (20%). Nearly a fifth of students say they work in finance (18%), either in the financial services industry or another industry.

World map with companies where RSM graduates find their first job

Size of company

- 251-1,000: 12% (12%)
- 51-250: 15% (15%)
- 1,001-10,000: 19% (19%)
- 11-50: 11% (11%)
- >10,000: 44% (44%)

The business school that thinks and lives in the future
WHAT KIND OF CONTRACT DO MSC GRADUATES GET FOR THEIR FIRST JOB?

In general, 54% of employed respondents received a permanent contract either when they were hired or at least within a year of being hired. Of the MSc graduates who work for Dutch companies, 53% received a permanent contract when they were hired, or within a year of being hired.

Type of contract

Sectors that are most likely to give permanent contracts are financial services and insurance (29%) and consultancy and research (26%). The results of our survey show that of the 54% permanent contracts they are most frequently offered in information management / technology management (78%), in finance (70%) and consulting (69%).

HOW MANY HOURS DO GRADUATES HAVE TO WORK FOR THEIR MONEY?

On average, contracts are for about 40 hours per week. In reality respondents say they work, on average, 49 hours per week. Women tend to slightly work fewer hours than men; 1.5 contract hours less and 6 actual hours less, which means women actually work about 43 hours per week.
According to nationality, Dutch graduates work fewer hours (48 hours) than graduates from the EEA countries (54 hours) or non EEA countries (55 hours).

Those working in policy advising work the same actual hours as are in their contract (37.3 hours). One of the biggest differences between contract hours (40 hours) and hours actually worked (52 hours) is in the financial services and insurance industry where there is a difference of 12.5 hours. Those working as general managers or in strategy, business development or corporate planning experience a 15-hour difference between contract hours and hours actually worked.
**SALARY**

**HOW MUCH DO OUR MSC GRADUATES EARN?**

The average salary earned by respondents to our survey in their first year of employment – across all industry sectors and globally – is €2,903 gross per month, exclusive of additional benefits. The survey shows that the overall average salary paid by companies in the Netherlands is €2,856; in EEA countries the average monthly salary is €3,335 and in non-EEA countries €2,614. According to the higher education study resource organisation Nobiles, the average salary of a Master graduate in the Netherlands is €2,632\(^1\).

In general, 49% of respondents earn between €2,200 and €3,000 per month. From our survey, 26% earn more than this, and 25% earn less.

**Salary clusters (€)**

\(^1\) [http://www.nobiles.nl/index.php?id=37&article=5629](http://www.nobiles.nl/index.php?id=37&article=5629)
WHAT ABOUT ADDITIONAL BENEFITS?

Our survey asked respondents to tell us of any additional benefits they received, by choosing from a list. They could indicate more than one.

Additional benefits

The benefit most frequently mentioned is the possibility of following a course, training or education (73%). This result matches the outcome of a survey in 2007 by Dr Dirk van Dierendonck, Associate Professor of Organisational Behaviour at RSM. He found that development opportunities are seen as an important factor in job satisfaction. The second most-frequently received benefit from this list is travel expenses (compensation) (70%) and third, a laptop, which is mentioned by 65% of respondents.

2 Dirk van Dierendonck & Eva Rood, “Carrière succes van RSM alumni onderzoek naar cohort 2002-2006”, p.11
MAIN WAYS OF FINDING A JOB

HOW DO MSC GRADUATES SEARCH FOR THE PERFECT JOB?

RSM students are independently proactive in finding jobs; 70% of respondents in our survey ‘agreed’ that they had used their own networks to find a job. Using their own network is more important for Dutch students (75%) than for non-EEA students (50%) or EEA students (59%).

51% of all respondents indicated that they used contacts made during their internships to find a job, and 50% had contacted former employers. Internships and former employment could be regarded as a network, which leaves no doubt that networking is very important in finding a job. Female graduates (64%) agreed more strongly than male graduates (45%) that completing an internship helped them get a job.

More than 40% of respondents said they had applied directly to companies that appealed to them, but only around 24% said a job search website had helped them to find work.

Giving students the opportunity to meet and interact with company recruiters on campus gets firm approval from approximately 26% of our respondents, whether this was through a company presentation (30%), STAR Management Week (16%) or the Erasmus Recruitment Days (34%) – a series of ‘job fair’ events involving company presentations, workshops and interviews, and organised by study organisations.

---

Answer of the respondent was either agree or strongly agree
The services and website provided by RSM via its Career Services department are viewed by 22% of respondents as a way to find a job. These services are used by more non-EEA students (33%) than Dutch students (17%) or EEA students (19%).
THE RELATIONSHIP BETWEEN MSC DEGREE & JOB

WHAT IS REQUIRED FOR A FIRST JOB?

The required level of education for first employment positions is an MSc degree, say 71% of respondents.

In general, respondents say that 'my specialisation or a connected specialisation' is required for 54% of first employment positions, and no specific specialisation is required for 40% of jobs. Graduates in Business Information Management were most likely to say their particular specialisation was required for their job with 16%, followed by graduates in Finance & Investments (3%), with Strategic Management (4%) the least likely to be required. A graduate in Marketing Management is most likely (71%) to find a job for which this or a connected specialisation is required.
Required specialisation

My or a connected specialisation
142 (54%)

Exclusively my specialization
17 (6%)

No specific specialization required
106 (40%)

Divided per specialisation

<table>
<thead>
<tr>
<th>Specialisation</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Information Management</td>
<td>19 % 47 % 37 %</td>
</tr>
<tr>
<td>Finance &amp; Investments</td>
<td>35 % 65 % 29 %</td>
</tr>
<tr>
<td>Global Business &amp; Stakeholder</td>
<td>14 % 57 % 29 %</td>
</tr>
<tr>
<td>Marketing Management</td>
<td>52 % 44 %</td>
</tr>
<tr>
<td>Strategic Management</td>
<td>52 % 44 %</td>
</tr>
</tbody>
</table>
37% of respondents completed an internship during their MSc programme. More students from non-EEA countries (48%) and EEA countries (42%) completed an internship than Dutch students (34%). Of those who did complete an internship, 76% stayed in the Netherlands to do so, and 24% went abroad. Dutch respondents (80%) and respondents from non-EEA countries (81%) were more likely to complete their internship in the Netherlands.

The average duration of an internship is 23 weeks; 21% say they used their own network to find an internship, similar to the proportion using their own network to find a first job.