

Careers of Alumni from IBS Hanze UAS;

a descriptive study of jobs of the alumni the International Business and Management School of Hanze University of Applied Sciences who graduated from 1990-2017

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What is the career path of alumni from IBS Hanze UAS?

Introduction

International Business Studies from the Hanze University of Applied Sciences in Groningen was the first international and fully English-taught school at the Hanze UAS. It started in 1990 and in 1994 the first students graduated.

More than 20 years after its first alumni set off to pursue a professional career it would be nice to see what the careers of these alumni have been. Where do they work and live? Are their positions reflected in the curriculum? How international are their careers? What are the companies they work for?

The immediate reason to start this research was the development of the three-year program of IBS in 2015 and the redevelopment of the competencies of the IMBS program as coordinated by the National Platform. The results of the research have been used in the setup of the new Program Learning Outcomes. One of the design principles of the program is to connect to the current job market. Therefore a research was needed. The research is now yearly updated.

Research question

Our main question is: what is the current job situation of the alumni from IBS Groningen?

Several sub question can be related to this.

- 1. How many IBS students graduated between 1990 and 2017?
- 2. What are the most popular jobs?
- 3. Is there a relation between the choice of the specialisation minor and the job of the alumni?
- 4. Which companies employ IBS alumni?
- 5. Where do IB alumni work?
- 6. What is the study career after IBS Bachelor graduation?

To investigate these questions reliable sources have to be found.

One source is the Osiris database of the Hanze University, comprising all students that ever graduated. This can be seen as a valid source on all alumni. This database basically comprises names, gender, dates, study results and degree title. The update of data used was obtained the 12th of Sept. 2017 and comprises the data until 1st of Sept. 2017.

Another source is found in LinkedIn, currently the most widely used for a professional and social networking. The information to be found on LinkedIn is controlled by individuals and is therefore not standardized but can be seen as a valid source of the current job description, since users have a

personal interest in accurate and up to date information. A research from Yang Song (Song, 2012) showed that LinkedIn is a social medium that is positively connected to business success.

LinkedIn claims to have passed the 500 billion users since April 2017 with users from 200 different countries. (Darrow, 2017). Its website currently reports 530 billion (14th of November 2017).

To find out who of all alumni from IBS have a LinkedIn profile would has taken a serious investment in time. Every individual name is entered in the person search. Each year this process is repeated to ensure accurate annual data.

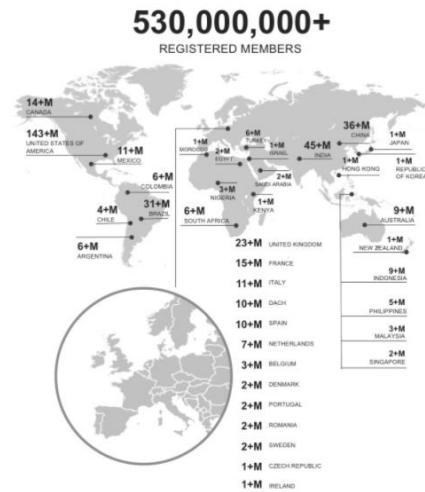


Figure 1: users on LinkedIn;
<https://news.linkedin.com/about-us#statistics>

Job description

The International Labour Organisation published a list¹ (International Standard Classification of Occupations ISCO–08) which offers a good reference for a category list.

Looking at the Managers, Professionals and Service and sales workers on this list a good 34 job descriptions can be found that might be related to the work expected to be performed by IBS alumni. By looking at the first few hundred of job descriptions on LinkedIn it became clear that the list is not easily applicable. Below you see a selection of jobs which could be relevant to the business job market of the ILO list. (ILO (International Labour Office), 2012)

Table 1: Business related ILO job descriptions

1120 Managing Directors and Chief Executives	2422 Policy Administration Professionals
1211 Finance Managers	2423 Personnel and Careers Professionals
1212 Human Resource Managers	2424 Training and Staff Development Professionals
1213 Policy and Planning Managers	2431 Advertising and Marketing Professionals
1219 Business Services and Administration Managers Not Elsewhere Classified	2432 Public Relations Professionals
1221 Sales and Marketing Managers	3311 Securities and Finance Dealers and Brokers
1222 Advertising and Public Relations Managers	3312 Credit and Loans Officers
1223 Research and Development Managers	3313 Accounting Associate Professionals
1324 Supply, Distribution, and Related Managers	3314 Statistical, Mathematical and Related Associate Professionals
1345 Education Managers	3315 Valuers and Loss Assessors
1346 Financial and Insurance Services Branch Managers	3321 Insurance Representatives
1420 Retail and Wholesale Trade Managers	3322 Commercial Sales Representatives
2310 University and Higher Education Teachers	3323 Buyers
2411 Accountants	3324 Trade Brokers
2412 Financial and Investment Advisers	3332 Conference and Event Planners
2413 Financial Analysts	3333 Employment Agents and Contractors
2421 Management and Organization Analysts	3341 Office Supervisors

¹ http://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/---publ/documents/publication/wcms_172572.pdf

Although this list might be a good start for classification the problem is that people don't use this list and there are many jobs that cross the lines and have components of more than one.

We therefor constructed a simplified division of job descriptions with a lower level of precision than the ILO list, nevertheless is closer to the habits of how the alumni describe their job position. This list is now also adopted by the National Platform of IB. (Sijben, 2017)

Data from the Hanze University

1. How many students graduated between 1990 and 2017

The database of the Hanze shows a total of 3920 alumni that have graduated with a degree in International Business since the start of IBS in 1990 until September 2017. The numbers can be found in table 2. In its history a variety of degrees has been offered, both on the bachelor as well as the Master degree. 88,0 percent of the students has a bachelor degree, 12,0 % a Master degree. 4 are counted double, that is have both a bachelor and a Master degree from IBS Groningen, so effectively 3916 students have graduated. To compare the number of alumni to the influx of Bachelor students the numbers are presented in figure 2

Table 2: nr. of IBS diploma's per graduation level

graduation diploma		
B	3449	88,0%
M	471	12,0%
	3920	

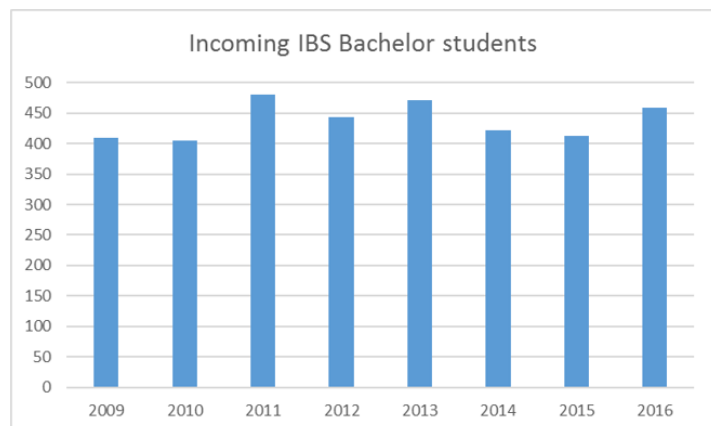


Figure 2: Influx of Bachelor students to IBS Hanze UAS

The first alumni graduated in 1994. As can be seen in Figure 3 the numbers slightly fluctuate.

IBS offers both Bachelor and Master programs. The first Bachelor's graduated in 1994, the first Master students graduated in 1995. This Master's studies was a double degree cooperation with the University of Strathclyde, Glasgow, Scotland. The course was issued by HanzeConnect so strictly speaking not an IBS course.

As for the Master's programs, there are also some changes in time. The oldest is "International Management, Master International Business" which has been used until 2001. Since 2007 the common degree name is Master of Business Administration and Master in International Business and Management. It clearly shows a period with the cooperation with Strathclyde and one without.

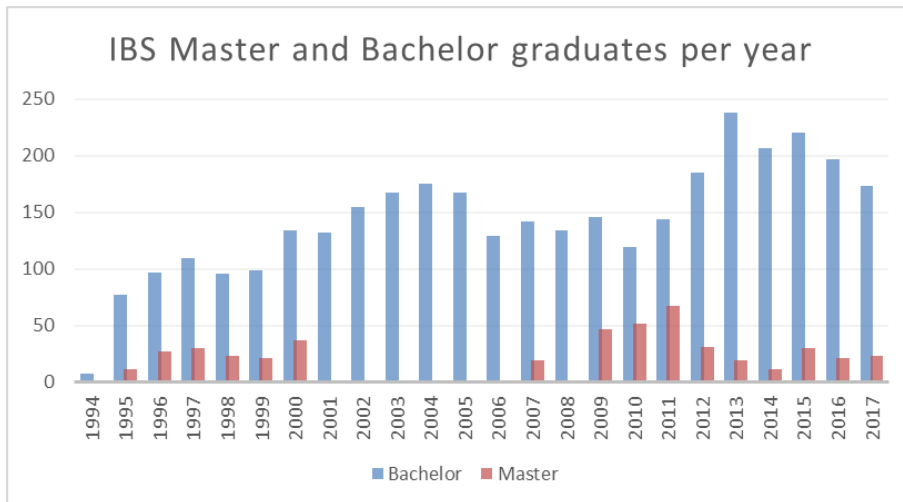


Figure 3: Total IBS alumni per year

The number of female and male students has been rather balanced. Overall the percentage of males is 48.4% and 51.6% is female. Per year there are variations though as can be seen in Figure 4.

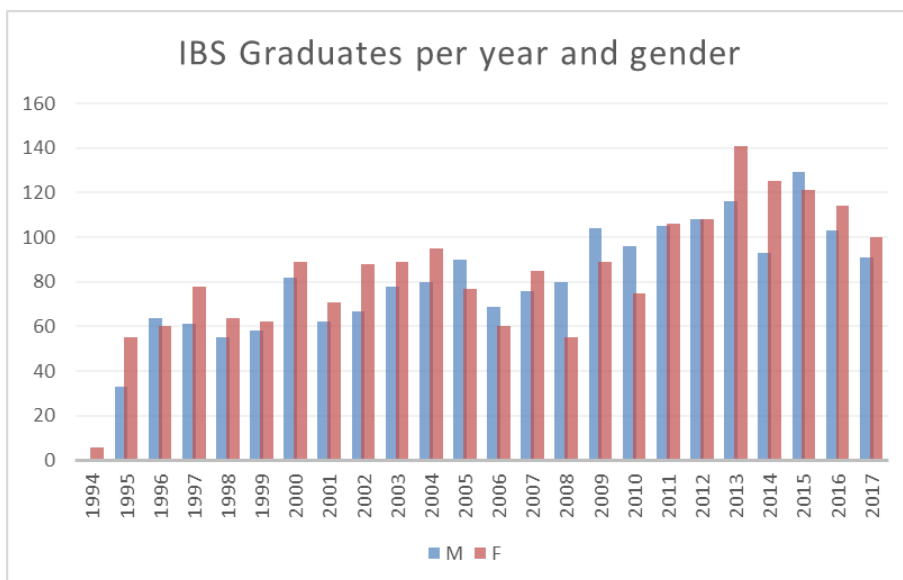


Figure 4: Total number of IBS graduates per gender

Data from LinkedIn group members

2. What are the most popular jobs?

In 2014 the research started with the LinkedIn group (“International Business School (IBS) - Groningen”) and found over 1100 members of which the some 738 were alumni students. In 2015 the number was raised by using the list of all alumni and check from there the presence on LinkedIn. In 2016 it increased to number of alumni on LinkedIn to 2050 by adding the newly graduated. Now the number is raised to 2249. Comparing the division of graduates per year to those who are on LinkedIn (Figure 5) it shows a very similar pattern, indicating LinkedIn presence is representative for all alumni.

For the LinkedIn research we excluded any of the alumni from the HanzeConnect group, so we only look into those graduates that have an IBS issued diploma.



Comments from LinkedIn group

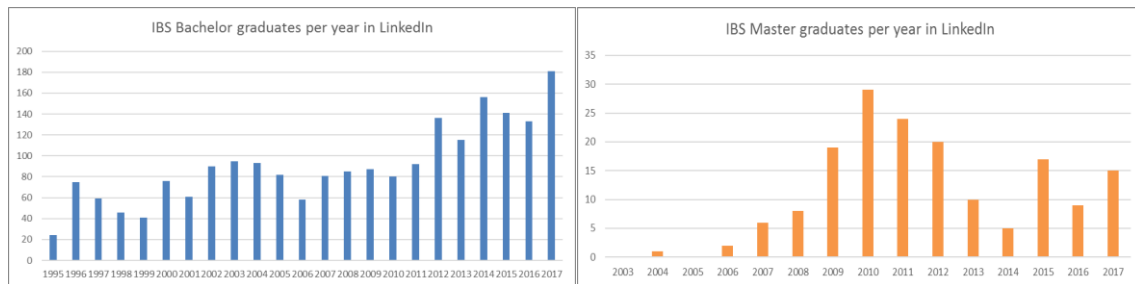


Figure 5: IBS Graduates on LinkedIn

From LinkedIn the following data was gathered:

Surname; first name; current job description; current company; country of the company; graduation date; highest degree achieved; institution where the degree was acquired, the number of jobs since graduation.

Firstly we will discuss their job position. Then their degree, the company they work for and finally the country in which they work.

Job position

Table 3 shows the distribution of the current job position of all 2249 alumni. It is clear the most popular categories are **Sales** (164), **Finance** (209) **Marketing**, (221), and **Management** (261). With management, the more general management is meant. Account, project and product management are treated as different categories.

Table 3: Job category count of all IBS graduates, split per year of graduation

	total	94-'99	00-'04	05-'09	10-'14	15-'19
accountmanager	121	12	23	28	35	15
business owner	113	25	44	15	11	14
business development	99	11	10	30	33	9
coaching & training	20	3	3	0	11	2
communication	44	5	6	6	17	7
consultancy	135	17	26	30	40	13
finance & accounting	225	18	33	43	79	36
human resource man.	76	10	11	21	16	9
IT & web development	24	5	4	7	4	2
lecturing	34	7	6	5	4	1
management	290	67	91	46	39	18
marketing	232	20	40	56	64	41
market research	33	0	5	8	12	5
other	49	2	12	4	4	25
product management	62	6	14	19	20	2
project management	112	12	23	17	32	13
sales	181	15	37	32	44	36
study	98	0	2	4	23	69
supply chain management	69	11	15	7	19	11
tourism	8	0	0	2	4	1
unknown	224	0	9	13	68	126
	2249	246	414	393	579	455

The majority of jobs, when looking at the job descriptions, shows a wide use of applied skills (project management, monitoring tools, negotiation, online marketing expertise etc.) The jobs categorized as marketing show most deal with online marketing. The high proportion of “unknown” can be explained by the fact that since 2014 all students are asked to start a LinkedIn profile. Yet not all take the trouble of updating the profile after their graduation. Later in their careers it seems all see the relevance of LinkedIn or remove their profile. To see if there is a difference between Master and Bachelor alumni the data of table 3 is put into graphs. Splitting it per cohort of graduates shows career development (Figure 6 and 7).

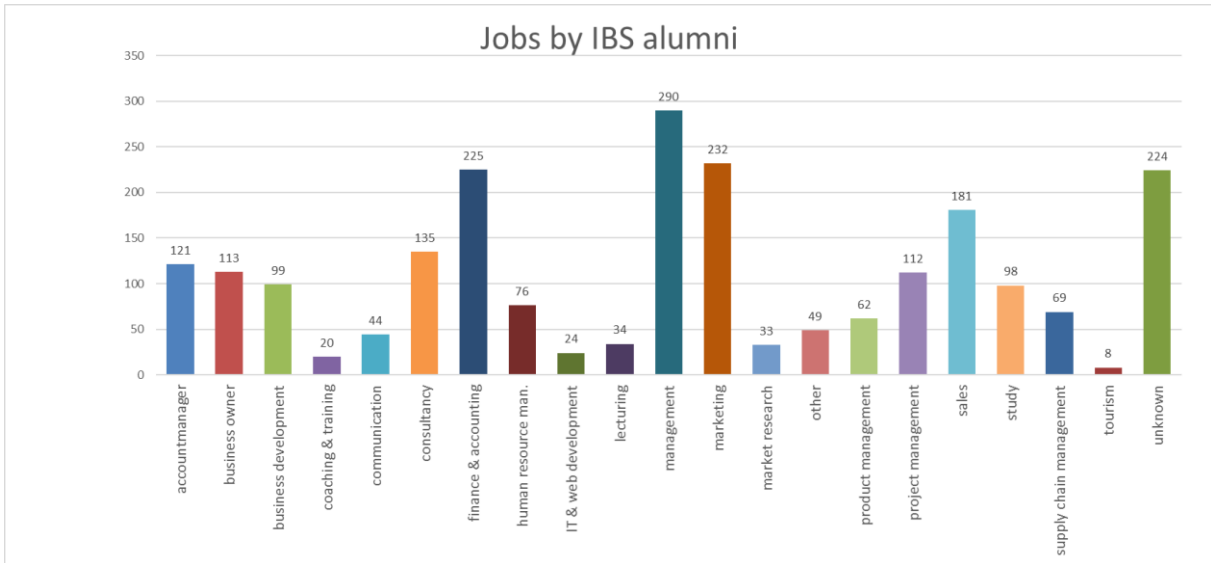


Figure 6: Jobs held by Master and Bachelor IBS alumni



Figure 7: Jobs by Bachelor graduates, per cohort

An interesting result appears if we compare the Bachelor to the Master (figure 8). The peaks and lows are in the same areas. This of course holds no proof for the levels of the various job areas.

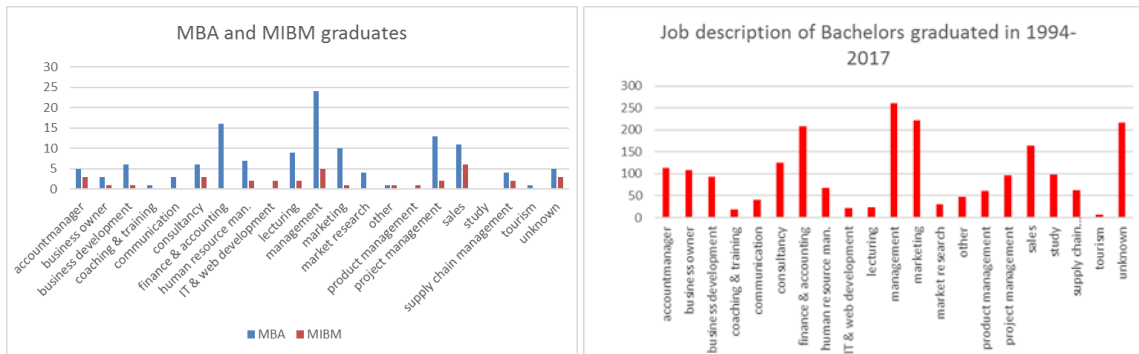


Figure 8: Job comparison Bachelor to Master



Figure 9 shows the number of the job changes per career. The average alumnus shifted 3.3 times to another job. 4 alumni mentioned more than 20 different job positions in their career.

Figure 9: Number of job changes since graduation

3. Is there a relation between the choice of the specialisation minor and the job of the alumni?

A very interesting question is if there is a relation between the job category and the graduation minor or specialisation an alumnus chose as graduation student. At the moment there are four different programs a student can chose from. Several years ago there also was a program on tourism. Given the fact only 8 alumni work in tourism the choice to abolish this program can very well be considered wise.

To obtain the proper information data had to be extracted from the Hanze Osiris database. This meant not from all students the graduation minor choice could be retrieved. Pairing the available data with LinkedIn meant 326 relevant observations could be made. The category unknown should be ignored.

The data in table 4 show the finance specialisation has the highest percentage of a match (36%). The other minors show less of a direct relation.

Table 4: Job category per specialisation

Count of category	Column Labels				Grand Total
	International Finance & Accounting	International Management	International Marketing	International Strategy & Business Development	
accountmanager	1	4	4	3	13
business (owner)	1	5	2	4	12
business development	3	6	5		14
coaching & training		3	3		6
communication	2	2	1	2	8
consultancy	8	2	7	3	20
finance & accounting	30	8	5	1	45
human resource man.	1	7	1		11
IT & web development		1	1		2
management	4	10	2	1	17
market research	1		1	3	6
marketing	1	10	14	5	31
other	4	7	3	3	17
product management	2	1	1	1	5
project management	3	9	2		14
sales	7	11	11	10	39
study	14	14	11	11	52
supply chain management	3	6	1	4	14
unknown	31	45	25	20	124
Grand Total	116	151	100	71	450

4. Which companies employ IBS alumni?

Counting the number of alumni per company reveals the most popular employers which seem to be financials, globally operating consultancy firms as well as many of the well-known multinationals. Table 5 below presents the 29 most popular companies all employing 5 or more IBS alumni. All 2249 researched alumni work in 1623 different companies.

Table 5: Companies employing 5 or more alumni

Company	nr. of alumni	Company	nr. of alumni
Google	16	Deutsche Bank	6
IBM	15	Volkswagen	6
Rabobank	14	University of Groningen	5
ABN Amro	14	KMPG	5
PriceWaterhouseCoopers	14	Akzo Nobel	5
EY	14	Beiersdorf	5
Philips	12	Holland Trading Group	5
Bosch	11	BearingPoint	5
Hanze UAS	10	KPN	5
Accenture	9	Lidl	5
ING Commercial Banking	9	Ahold	5
Deloitte	8	Unilever	5
Adidas group	8	TNT	5
Microsoft	6	Siemens	5
Continental	6		

Company size

For categorizing the sizes of companies that employ IBS alumni we applied the EU standard². The data show the majority of alumni works in the category of the large companies. The smaller companies are clearly underrepresented. In the category of small businesses we often find specialised consultancy companies. As a side note: the update of 2017 did not redo the detailed search on all companies, so the total number of companies in 2017 (=1623) exceeds the total of 1148 companies, but the division in percentages can safely be seen as representative for the total number of companies.

Table 6: Company size (numbers from 2016)

Company Size		
Large (> 250)	603	52,5%
Medium (50-249)	240	20,9%
Small (10-49)	184	16,0%
Micro (<10)	121	10,5%
	1148	

² http://ec.europa.eu/eurostat/statistics-explained/index.php/Glossary:Enterprise_size

5. Where do IB alumni work?

The last issue is where the current jobs are located, or where do our alumni work. Table 7 holds the numbers.

Table 7: Current country of work

Country	No.	Country	No.	Country	No.
Afghanistan	1	Hong Kong	4	Poland	5
Aruba	8	Hungary	3	Portugal	3
Australia	15	India	4	Qatar	1
Belgium	12	Indonesia	9	Romania	2
Bhutan	5	Ireland	20	Russia	17
Bolivia	2	Italy	4	Rwanda	2
Brazil	5	Japan	3	Singapore	5
Bulgaria	16	Kenya	2	Sint Martin	1
Cameroon	1	Korea	2	South Africa	1
Canada	11	Lithuania	1	Spain	42
Chile	5	Luxemburg	9	Sweden	26
China	45	Mali	1	Switzerland	31
Colombia	1	Mexico	6	Taiwan	4
Cyprus	3	Mozambique	2	Tanzania	2
Czech republic	1	Netherlands	969	Thailand	5
Denmark	19	Netherlands Antilles	6	Turkey	5
Ecuador	1	New Zealand	4	Uganda	3
Ethiopia	2	Nigeria	4	Ukraine	17
Fiji Islands	1	Norway	11	United Arab Emirates	13
Finland	9	Not mentioned	65	United Kingdom	78
France	26	Pakistan	2	United States	39
Georgia	8	Palestine territory	1	Vietnam	4
Germany	583	Panama	3	Yemen	1
Ghana	3	Peru	2	Zambia	1
Guatemala	2	Philippines	2	Zimbabwe	2

In total 75 different countries were mentioned, covering all continents as can be seen in figure 10. Some 69,5% work in the Netherlands (43,4%) or Germany (26,1%) the remaining 30,5% work in 73 different countries.

When the findings (of 2016) were presented on a map the dispersion over the globe is shown.

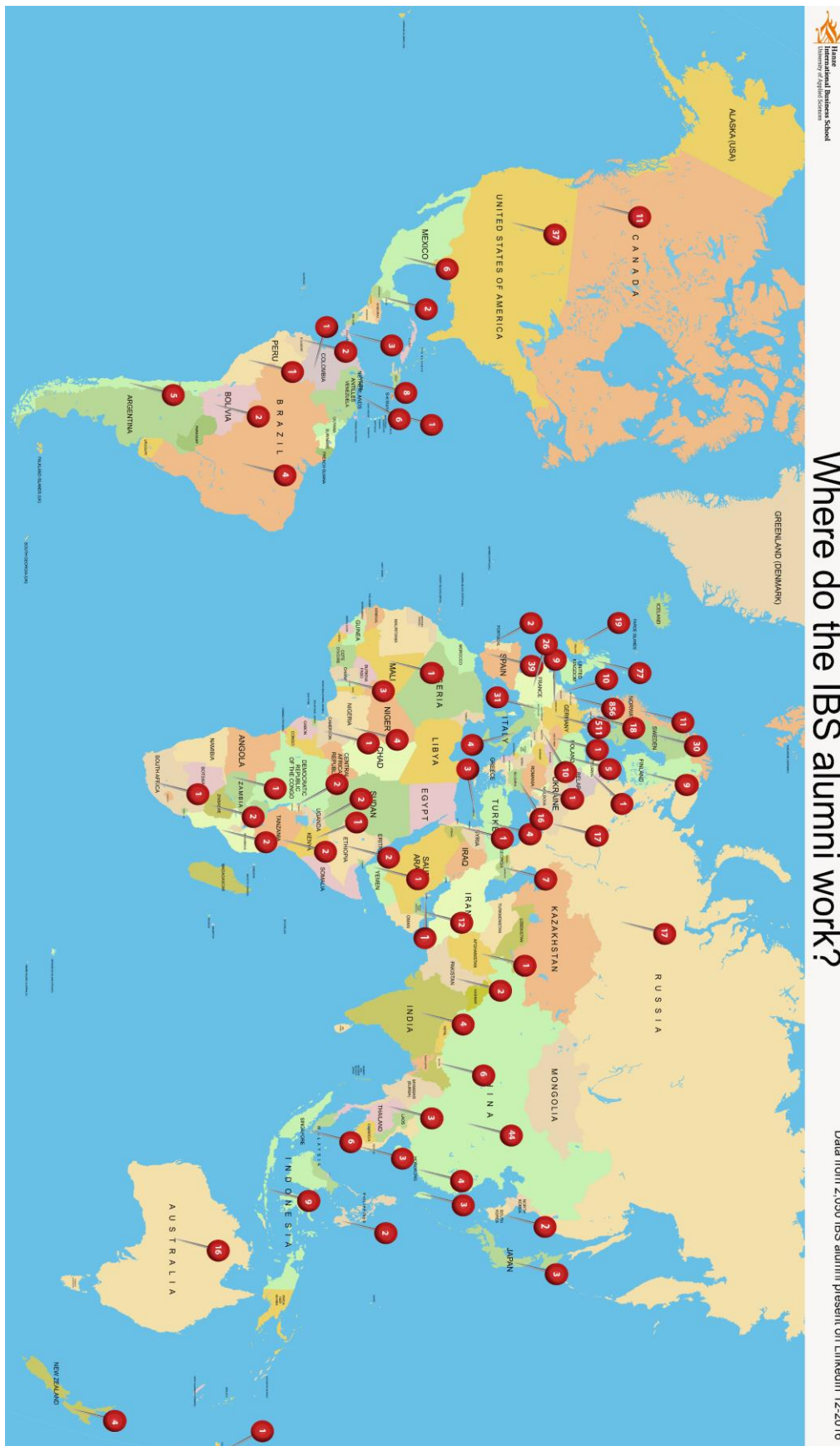


Figure 10: Alumni on the global map (data from 2016)

In 2016 the percentage of people working outside the Netherlands and Germany was 38%, this is a rather large difference compared to the 30,5% of 2017. (Liefers, 2016)

By looking at the individual alumni it shows that not all that work in the Netherlands or Germany are originally of Dutch or German nationality. This brings up the hypothesis both Germany and the Netherlands are settlement countries for other nationalities. To seek for support for this conclusion the data on nationality (only available from the most recent alumni) were paired with the data from LinkedIn. Only 390 alumni could be retrieved. In table 8 the colour yellow is given when nationality equals country of the nationality that is 'they went home'. This basically goes for 218 of the 390 alumni (56%). For many nationalities the numbers are too small to draw conclusions. What is clear though is that 9 non German alumni from 5 nationalities work in Germany whereas 88 non-Dutch alumni from 14 different nationalities work in the Netherlands.

Table 8: Nationality paired with Country of settlement

Nationality versus Country of settlement of Bachelor Students																	Total					
Count of country of work	BE	BG	CN	DE	FI	FR	GR	KG	KZ	LT	LV	MD	MK	MN	NL	PL	RO	RU	TH	UA	(leeg)	Total
Australia				1																		1
Austria				1											1							2
Belgium															1							1
Bhutan																	1					1
Bolivia															1							1
Bulgaria		1																				1
Chile															1							1
China			8																			8
Cyprus															1							1
Denmark				1																		1
France				2		1						1					1					5
Germany	1		1	138											2		2			3		147
India																			1			1
Ireland			1	6											1			1				9
Japan			1																			1
Kazakhstan									1													1
Korea				1																		1
Luxemburg				4							2											6
Netherlands		4	20	37	1		1	1		2	1	1	1	1	68	2	3			13		156
Portugal				2																		2
Spain				2											4			1				7
Sweden				12											1							13
Switzerland				2																		2
Taiwan															1							1
Thailand				1															1			2
Turkey				1																		1
uganda				1																		1
ukraine																				1		1
united arab emirates															1							1
United Kingdom				6											5							11
United States			1	1											1							3
Total	1	6	31	219	1	1	1	1	1	2	3	2	1	1	89	2	7	2	1	18		390

6. What is the study career after IBS Bachelor graduation?

Of all the 2258 alumni in the IBS LinkedIn group, 2089 graduated with a bachelor degree. From these 2089 720 eventually got a Master degree or are studying for it and 19 continued with a PhD at another university (see table 10).

Table 10: Highest degree

Highest grade of bachelor graduates		
B	M	PhD
1369	701	19
65.53%	32.65%	0.91%
Highest grade of master graduates		
0	164	5
0.00%	97.04%	2.96%

Table 9 shows the percentage of Bachelors per graduation year that continue with a Master or even PhD is roughly around 40 %. The fact this is less for the most recent alumni can again be explained by the high number of not being up to date.

Table 9: Highest degree in % per graduation year

year	B	M	PhD
1994	50%	50%	0%
1995	67%	33%	0%
1996	51%	47%	3%
1997	66%	32%	2%
1998	72%	24%	4%
1999	73%	22%	5%
2000	74%	24%	3%
2001	74%	26%	0%
2002	76%	24%	0%
2003	63%	37%	0%
2004	71%	26%	3%
2005	60%	40%	0%
2006	43%	55%	2%
2007	58%	41%	1%
2008	59%	39%	2%
2009	49%	49%	1%
2010	53%	46%	1%
2011	61%	39%	0%
2012	60%	39%	1%
2013	60%	40%	0%
2014	59%	41%	0%
2015	67%	33%	0%
2016	80%	20%	0%
2017	89%	11%	0%

Master studies of Bachelor graduates

The 17 most mentioned universities with more than 5 students can be found below. The popularity of universities seems to vary over the years where it strikes that Lund, Sweden, is an increasingly popular destiny for recent students. Sheffield Hallam was popular around 1997, at the moment Lund and Jönköping are rather popular. The University of Groningen has been very popular in all years.

Table 11: Most mentioned Masters

Nr. of Bachelor alumni continuing with Master	Nr.
University of Groningen	113
Lund University	44
Sheffield Hallam University	20
Erasmus Universiteit Rotterdam	19
Vrije Universiteit Amsterdam	17
Neyenrode University	16
Maastricht University	12
Plekhanov, Russian University of Economics	12
Copenhagen Business School	9
Jönköping University	8
CEMS Master	7
TIAS School for Business and Society;	7
University of St Andrews	7
Trinity College Dublin	6
Anglia Ruskin University	5
Hochschule Bremen	5
Hult International Business School	5

Conclusions

1. The number of graduates seems to be going down. The composition of nationalities of alumni is different from the composition at the start of the study.
2. The curriculum reflects most of the jobs offered, apart from Sales. The minors also reflect the areas in which alumni find jobs.
3. There is not a very strong relation between the graduation minor choice and the job category an alumnus has chosen.
4. Alumni work in majority for the large and very large internationally operating companies. Financials, digital service providers, retail and consumer goods are the most popular ones.
5. The alumni from IBS truly work globally. It seems however the most recent alumni are less inclined to live abroad, another possible conclusion could be particularly Germany and Netherlands have enough jobs to offer, also for non-native German and Dutch alumni.
6. A bachelor is still a proper foundation for a business career since it is the highest degree for around 2/3 of the alumni.

Recommendations

- The international character of the alumni is a USP that deserves to be exploited more.
- It is imperative the percentage of international students should go up to retain a truly international classroom.
- The database of alumni could be used more to get into contact with alumni (as guest speaker or further research)
- Make use of the LinkedIn group for more two-way communication about the Bachelor and Master program and the connection of the program to the profession.
- Sales and online marketing deserves more attention in the curriculum.

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