Laurent Dupasquier
Emegering, France

THE 5TH ANNUAL GLOBAL UNIVERSITY EMPLOYABILITY SURVEY AND RANKING

2015 Edition : The Branding of Universities

The Times Higher Education published last November 2015 the fifth annual Global University Employability Survey and Ranking , based on research commissioned by HR consultancy Emerging and carried out by German poilling institute Trendence

What are the criteria used by recruiters to select young graduates? What are the main areas for improvement in graduate education? Which universities stand out in preparing graduates for the job market?

Methodology

an online survey conducted between April and August 2015 of 2,200 top recruiters in 21 countries. The target interviewee was the manager responsible for recruitment and selection, with experience of working with graduates..

Apart from answering these questions(and a few others) the recruiters also selected from a database of more than 6000 establishments what were in their opinion the best performing universities in their country and internationallly

A second survey of 2,400 managing directors of international companies or subsidiaries with over 1,000 employees then scored the list to produce the final Top 500.

The Survey : Employability and the formation of a global market place for higher education:

How employability fostered by stronger integration of universities, their students and the corporate world is becoming the main factor behind the branding of universities in a globalized higher education market :

The Ranking : the Global University Ranking - TOP 150

The Global Employability University Ranking differs from other rankings in that it doesn't take into account academic criteria; it only seeks to represent the point of view of the market. Which is the reason why that although you will tend to find a high proportion of American and British instituitions , there are also some notable differences from other rankings:

We can note for instance the strong performances of

- Smaller European countries , particularly, Switzerland (7) , The Netherlands (5) and Sweden (4)
- Other English speaking markets such as Canada and Australia as they are are seen as offering more value
- French intitutions which with 10 establisments fare much better ,propped up by the famous « Grandes Écoles » which do well on employability
- Finally Chinese universities confirm their strong progress: this ranking was perhaps the first one to report it in its first 2010 edition