

Many top ranks for JIBS in recent Survey of Swedish Business School Graduates

In the 2011 edition of the survey of Swedish business school graduates by the professional association *Civilekonomerna*, those graduating from Swedish business schools in 2007 were surveyed (*Civilekonomer i arbetslivet 2011 – tre år efter examen*, in Swedish, available soon at www.civilekonomerna.se). All the more than 5000 graduates from 26 universities were surveyed, and 52 per cent of them answered, for JIBS 42 per cent. The 2011 survey was the tenth consecutive one. It was both postal and web-based, and performed in Swedish. Thus, those not well versed in Swedish are most probably underrepresented, and probably also those knowing Swedish but living and working abroad, due to difficulties of getting their addresses.

In the table below, the results given in the report for individual business schools and for which ranking is meaningful are shown.

Table. Some results from the *Civilekonomerna* survey of 2007 graduates from Swedish business schools

	JIBS	National average	JIBS rank	#1 rank
Studied at university abroad	81 pc	34 pc	1	JIBS
Had practice at least once during studies (1)	29 pc	24 pc	2	Sw. Univ. of Agricultural Sciences, 33 pc
Member of alumni association	44 pc	23 pc	3	Stockholm School of Economics, 75 pc
Had a job before graduation	65 pc	52 pc	1	JIBS
Had a job within 6 months from graduation	97 pc	92 pc	4	Blekinge Institute of Technology, 100 pc
Works abroad at time of survey (2)	15 pc	6 pc	1	JIBS and Gävle University
Works in management position	JIBS among 8 mentioned to have 22-33 pc; national average 20 pc			
Salary more than 30 000 SEK (3)	55 pc	51 pc	7	Stockholm School of Economics, 91 pc
Very or rather large use of studies in work	84 pc	73 pc	2	Växjö University, 87 pc

(1) defined as “work not only for the income”; (2) possibly underestimates, see text; (3) figures for JIBS and Stockholm School of Economics are estimated from Figure 16 in the report.

The studies

Since many years (at least since 2001), JIBS has the highest share having studied abroad among Swedish business school graduates, with around 80 per cent having done so.

For the share stating that they have had practice, JIBS has climbed steadily from rank 13 for those graduating in 2003 to rank 4 among the 2006 ones and now to rank 2. This rank is consistent with the results in a 2010 survey of graduates from September 2008 to August 2009 in business, law and some other social sciences by *Jusek*, an academic union for social scientists (*Tar lärosätena ansvar för glappet? – Juseks undersökning av nyexaminerade 2010*, in Swedish, www.jusek.se). In the *Jusek* survey, Jönköping University graduates are ranked second in having had practice, after Mid-Sweden University. The *Jusek* figures for Jönköping graduates are higher than in the *Civilekonomerna* survey; around two third of Jönköping graduates answered yes in the *Jusek* survey, compared to 29 per cent in the *Civilekonomerna* survey. Different target groups aside, the main explanation is most probably that more respondents in the *Jusek* survey included the trade-mark Jönköping host company system (where for example the bachelor students majoring in business administration have a close contact with a host company during the first two years of study, doing various studies at and for the company) as practice in their answer. The definition given by *Civilekonomerna*, “work not only for the income” made more Jönköping

graduates which have had host companies answer no than in the *Jusek* study, where no definition was given. (*Civilekonomerna* and *Jusek* and others trying to measure contacts with the working life during academic studies in this manner should preferably enumerate various types of contacts in their questions, to avoid this and other ambiguities.) The *Jusek* survey also included three opinion questions on information about and contacts with working life during studies, including if the university inspired them to start companies. Jönköping University ranked second on all three questions.

The *Civilekonomen* survey also asked for working for an income in parallel with the studies. 23 per cent of JIBS 2007 graduates had worked more than 25 per cent of full time in parallel with their studies, to compare with the national average 29 per cent. Earlier surveys asked for work more than 10 per cent, and on the average, a slightly less share of JIBS students did so than the national average.

Alumni contacts

Since some years, JIBS has increased its efforts to serve its alumni with an alumni association, JIBS Alumni. The share of graduates who have joined JIBS alumni has been roughly double the national average since the survey of 2005 graduates (figures for individual universities are not given in earlier reports), giving JIBS second or third rank. But the share having joined, 44 per cent, is still far below the share for Stockholm School of Economics.

The first job

Almost two thirds of the 2007 JIBS graduates had a job before graduation, the highest share among Swedish business schools. The share is up considerably from close to 50 per cent in the 2006 graduate survey and rank 7 and 40 per cent and rank 10 among the 2004 graduates.

Nearly all, 97 per cent of JIBS 2007 graduates had a job within six months from graduation. For four years, JIBS has held rank 2, 3 or 4 in this respect among Swedish business schools.

The increasing share having a job before graduation is very probably an indication of an increased standing of JIBS among potential employers.

Present job

The reported share of JIBS 2007 graduates working abroad at the time of the survey, 15 per cent, is the highest for any Swedish business school, but may still be an underestimate, due to difficulties of reaching those living abroad and those not knowing Swedish well. The share is up from 8 per cent among the 2006 alumni, which gave JIBS rank four, and 9 per cent and rank 3 among the 2005 alumni. It remains to be seen whether the 2007 alumni share will hold in the future.

JIBS also falls into a group of business schools where the graduates tend to work in the metropolitan areas (the other group is those business schools where the graduates tend to work near the school). This is probably due to the fact that a large share of the JIBS graduates come from outside the Jönköping region; the basic pattern is that students recruited from outside the region tend to work outside the region, while those recruited from the region tend to stay in the region.

Shares working in a management position are not reported for all individual business schools, but JIBS is mentioned as one of eight business schools where the share is in the 22-33 per cent range for the 2007 graduates, to compare with the average of 20 per cent. In the survey of 2006 graduates, JIBS was mentioned as one of seven business schools where the share was in the range 22-28 per cent, in the survey of 2005 graduates JIBS was not mentioned in this respect, and in the survey of 2004 graduates JIBS was mentioned as one of seven business schools with a 23-33 per cent share. It seems that JIBS has reached and holds a position where a comparatively high share of its graduates reach management positions within three years.

93 per cent of JIBS 2007 graduates work in the private sector, the highest share among the Swedish business schools, the national average being 84 per cent. The share is about the same as among the 2006 and 2005 graduates, but up from 82 per cent and rank 8 among 2004 graduates.

Salary

55 per cent of JIBS 2007 graduates had a salary (in full time equivalents if working part-time, and including bonuses and other benefits) of more than 30 000 SEK per month, to compare with the average 51 per cent, giving JIBS rank 7 in this respect. Among 2006 and 2005 graduates the share was 59 per cent and 56 per cent, giving rank 5 both years. Among 2004 graduates JIBS was ranked 8 (for share having a salary of more than 25 000 SEK per month).

There is a positive correlation between size of the university (in terms of number of graduates) and the salary. This correlation is reflected in the fact that the median of the share per university with salary of more than 30 000 SEK for the 2007 graduates is 39 per cent, that is substantially lower than the average 51 per cent.

Opinion of the education

As shown in the table, 84 per cent of JIBS 2007 graduates said that they have a very or rather large use of their studies in their present work, giving JIBS rank 2 in this respect. Among the 2006 graduates, the JIBS share was 71 per cent giving rank 10, among 2005 graduates 77 per cent and rank 6, and among 2004 graduates 74 per cent and rank 4. Variations from year to year, but no trend.

Conclusion

All in all, JIBS keeps earlier top rank positions, and climbs in some respects, hopefully consolidating a role as a major and respected high-quality player among Swedish business schools when it comes to education. The now very high rank when it comes to having a job before graduation as well as the high share over some years having reached management positions after three years together indicate a very positive standing among employers. The position is consistent with the recent ranking of Swedish business schools by *Ekonomistudenten* (www.ekonomistudenten.se), done by business students using secondary data (among them data from the *Civilekonomen 2010* survey) but also primary data from large companies on preferences among business schools when employing. *Ekonomistudenten* ranks JIBS a shared second with three other business schools, after the top ranked Stockholm School of Economics.

Hopefully, the position achieved by JIBS among Swedish business schools when it comes to education reflects (among other things) the long-standing and consistent JIBS focus on entrepreneurship and business renewal. If so, the strong global standing in entrepreneurship research (JIBS is ranked ninth globally and third in Europe in entrepreneurship research based

on publications in major journals 1995-2006, and higher still in family business, fourth globally and first in Europe based on publications 2001-2007) can be used to build a stronger global position also in education and overall as a business school.

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