Placement Report 2015
Bachelor of Business Administration

The placement report includes BBA graduates of 2012 and 2013 (survey response rate: 29%).

OVERALL PLACEMENT OF GRADUATES (%)

- 50% WERE ADMITTED INTO A GRADUATE PROGRAM
- 21% ACCEPTED A PERMANENT JOB
- 14% WORKED IN THE FAMILY BUSINESS
- 14% STARTED AN INTERNSHIP

1-3 MONTHS

Graduates took 1-3 months to get accepted into graduate program of choice

TIME TO FIND EMPLOYMENT UPON GRADUATION (%)

- 45% 1-3 MONTHS
- 36% 4-6 MONTHS
- 18% 7-12 MONTHS

WORK LOCATION

FRANCE, MONACO, SWITZERLAND, MOROCCO, EGYPT, UAE, VENEZUELA, SOUTH AFRICA

BUSINESS CATEGORY (%)

- 45% FAMILY BUSINESS
- 36% LARGE MULTINATIONAL
- 18% SMALL & MEDIUM Sized

29% of BBA graduates work in a country different than their country of origin
**INDUSTRY OF BUSINESS (%):**

- Finance & Banking: 31%
- Industrial Products & Manufacturing: 23%
- Retail/Consumer Goods: 15%
- Media Entertainment and Hospitality: 15%
- Agricultural Trade: 8%
- Travel / Leisure Services: 8%

**ANNUAL GROSS SALARY 2 YEARS AFTER GRADUATION (CHF) (%):**

- Below 50,000: 17%
- 50,000 - 75,000: 33%
- 75,000 - 100,000: 17%
- 100,000 - 125,000: 17%
- 200,000+: 17%

- (BONUS NOT INCLUDED)
  - Below 50,000: 17%
  - 50,000 - 75,000: 33%
  - 75,000 - 100,000: 17%
  - 100,000 - 125,000: 17%
  - 200,000+: 17%

**CURRENT JOB TITLE:**

- Administrator
- Brand Manager
- Cash Management Specialist
- Commercial Manager
- Commodity Trader
- Export Manager
- Import and Logistics Specialist
- Junior Brand Manager
- Junior Currency Officer
- Marketing and Sales Assistant
- Marketing Specialist
- Private Equity Fund Administrator

**BUSINESS FUNCTION (%):**

- Business Development: 15%
- Research and Development: 8%
- Finance / Accounting: 15%
- General Management: 8%
- Marketing / Sales: 38%
- Production / Operations Management: 15%