

# BACHELOR PLACEMENT REPORT 2020

The placement report includes BBA graduates from 2017 to 2020  
(survey response rate: 2017: 20.8% - 2018: 25% - 2019: 26.3% - 2020: 52.4%)

## OVERALL PLACEMENT OF GRADUATES

# 56%

of graduates  
continued  
with graduate  
studies upon  
graduation

WERE ADMITTED INTO  
A GRADUATE PROGRAM

56%

STARTED A JOB OR AN  
INTERNSHIP

24%

STARTED THEIR OWN  
BUSINESS

16%

WORKED IN THE FAMILY  
BUSINESS

4%

# 44%

of graduates  
entered  
professional  
careers upon  
graduation

## GRADUATE PROGRAM SCHOOLS ENTERED

- UNIVERSITY OF COLORADO BOULDER
- BUSINESS SCHOOL LAUSANNE
- INTERNATIONAL UNIVERSITY IN GENEVA
- KING'S COLLEGE LONDON

- THE UNIVERSITY OF EDINBURGH
- GENEVA BUSINESS SCHOOL
- ESADE BARCELONA
- RUSHFORD BUSINESS SCHOOL

- REGENTS UNIVERSITY
- CITY UNIVERSITY OF LONDON
- SKEMA BUSINESS SCHOOL PARIS
- UNIVERSITY OF OXFORD

## TIME TO FIND EMPLOYMENT UPON GRADUATION

69%

1-3 MONTHS

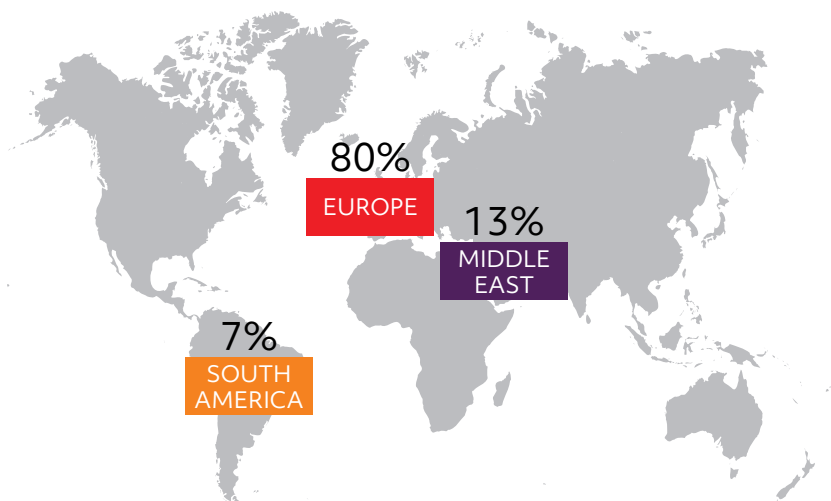
15%

3-6 MONTHS

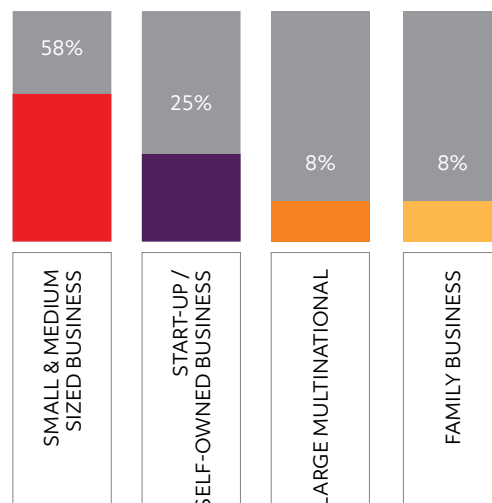
15%

6-12 MONTHS

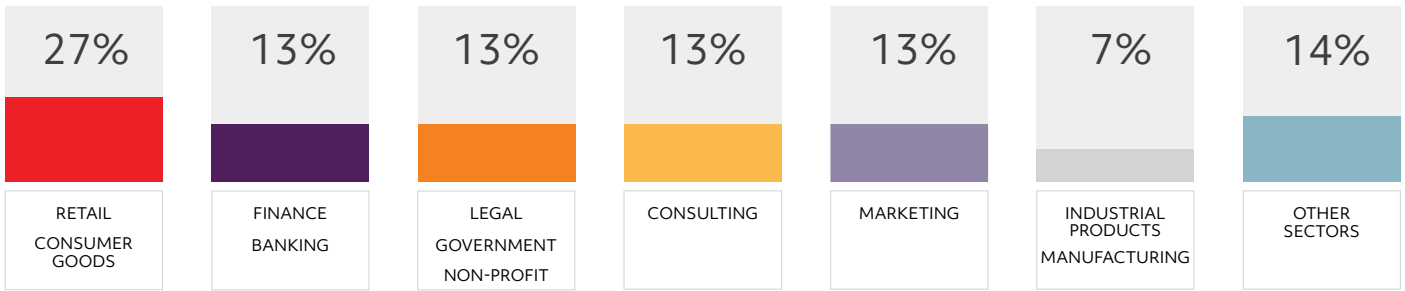
## WORK LOCATION



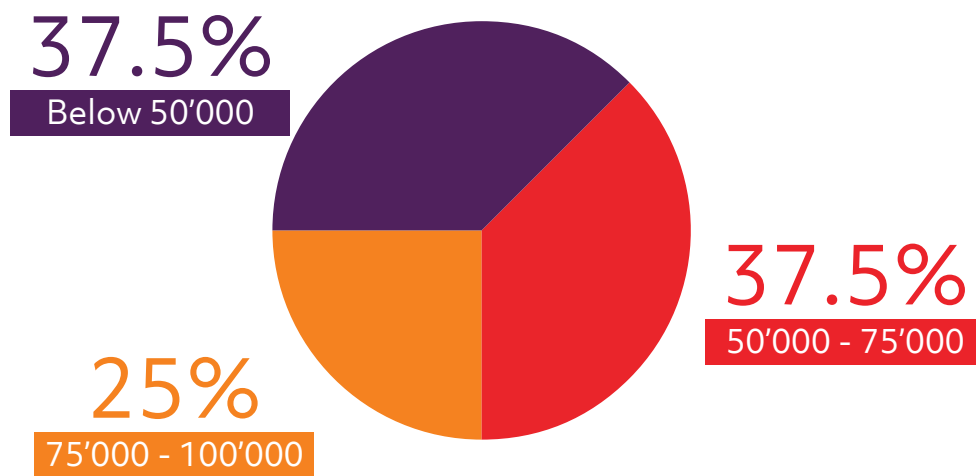
## BUSINESS CATEGORY



## INDUSTRY OF BUSINESS



## ANNUAL GROSS SALARY (AFTER GRADUATION - IN CHF)



(BONUS NOT INCLUDED)

## CURRENT JOB TITLE

ASSISTANT AUDITOR  
 ASSISTANT SUPERVISOR  
 FOUNDER  
 INTERNATIONAL SALES  
 INVESTMENT FUND  
 MANAGER  
 MARKETING ASSISTANT  
 SALES MANAGER  
 TRAINEE SOLICITOR

## BUSINESS FUNCTION

