

**ΟΙΚΟΝΟΜΙΚΟ
ΠΑΝΕΠΙΣΤΗΜΙΟ
ΑΘΗΝΩΝ**



**ATHENS UNIVERSITY
OF ECONOMICS
AND BUSINESS**

Survey on graduate qualifications and quality of AUEB Study Programs 2023-2024



Contents

Import.....	3
Personal information.....	4
Graduate skills.....	9
Comments	27
Data Analysis – Results.....	30

Introduction

The Quality Assurance Unit (QAU) of the Athens University of Economics and Business conducted a survey in order to evaluate both the qualifications of graduates and the quality of the Academic Programs of Study and the general services provided by AUEB.

Participation was anonymous, voluntary and very important for the conduct of this research.

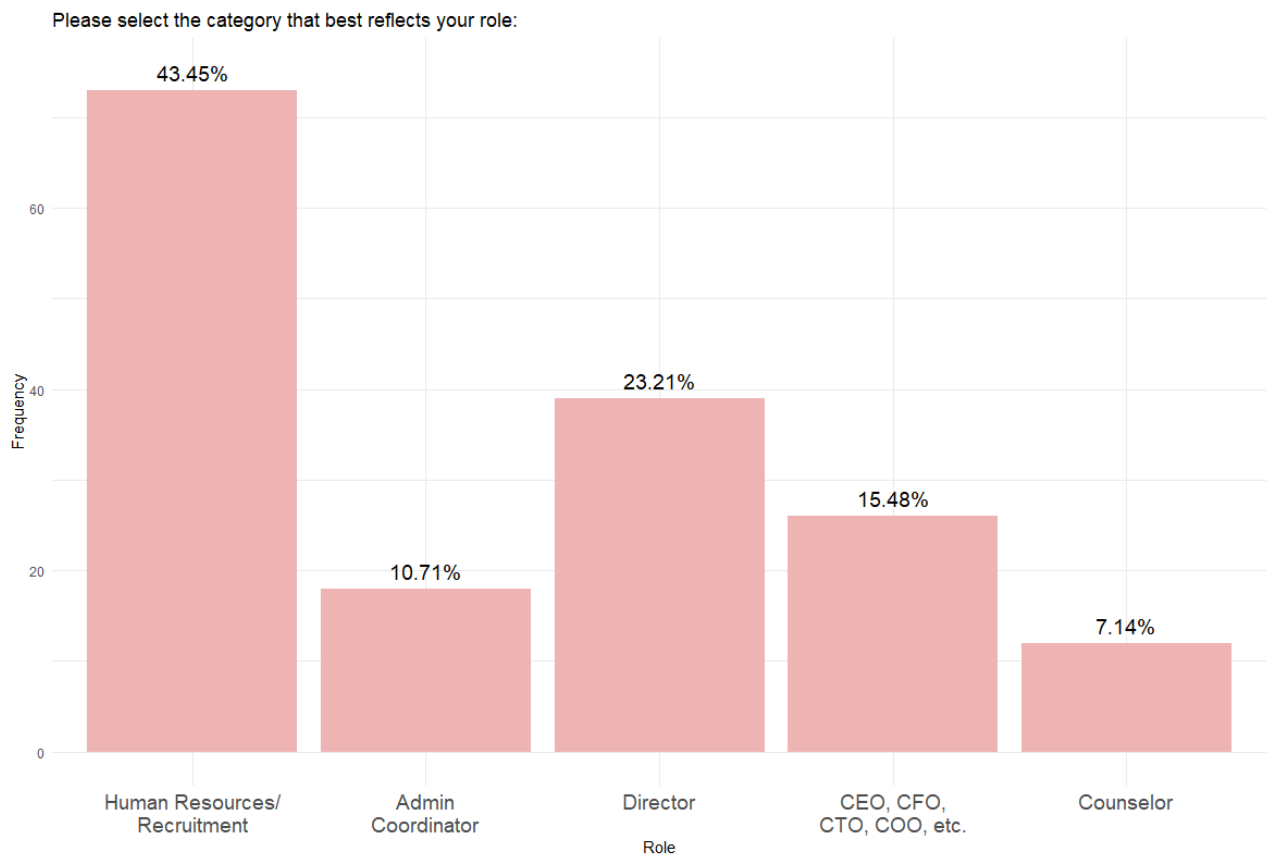
The assessment was carried out using an electronic questionnaire (Limesurvey), which includes 9 closed-ended questions, grouped into 3 sections (Personal details, Alumni skills, Comments).

The collaborating bodies of the internship office participated in the survey, which took place from 25.06.2024 – 05.07.2024. The questionnaire was sent to 1148 collaborators, a total of 168 questionnaires were collected, of which 124 were fully completed.

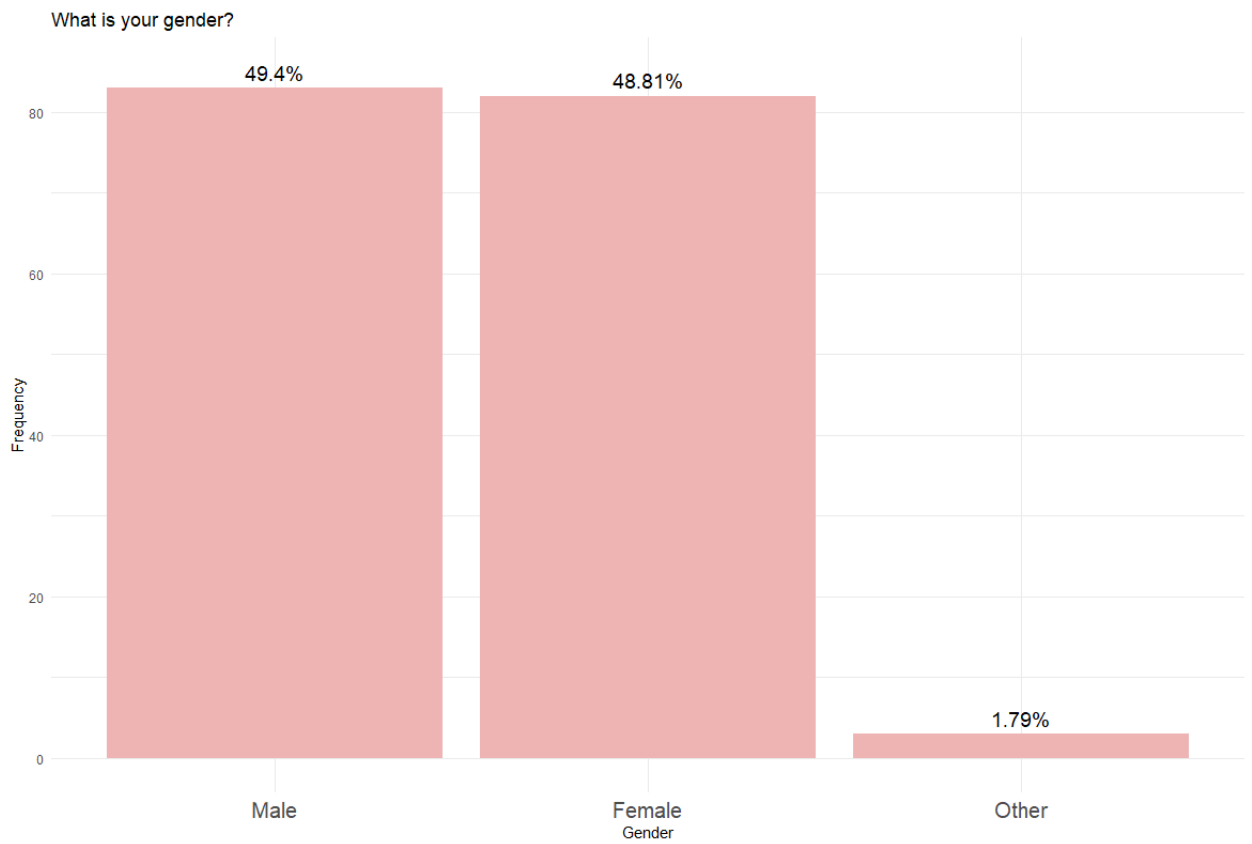
The results are presented in bar graphs and tables.

Personal information

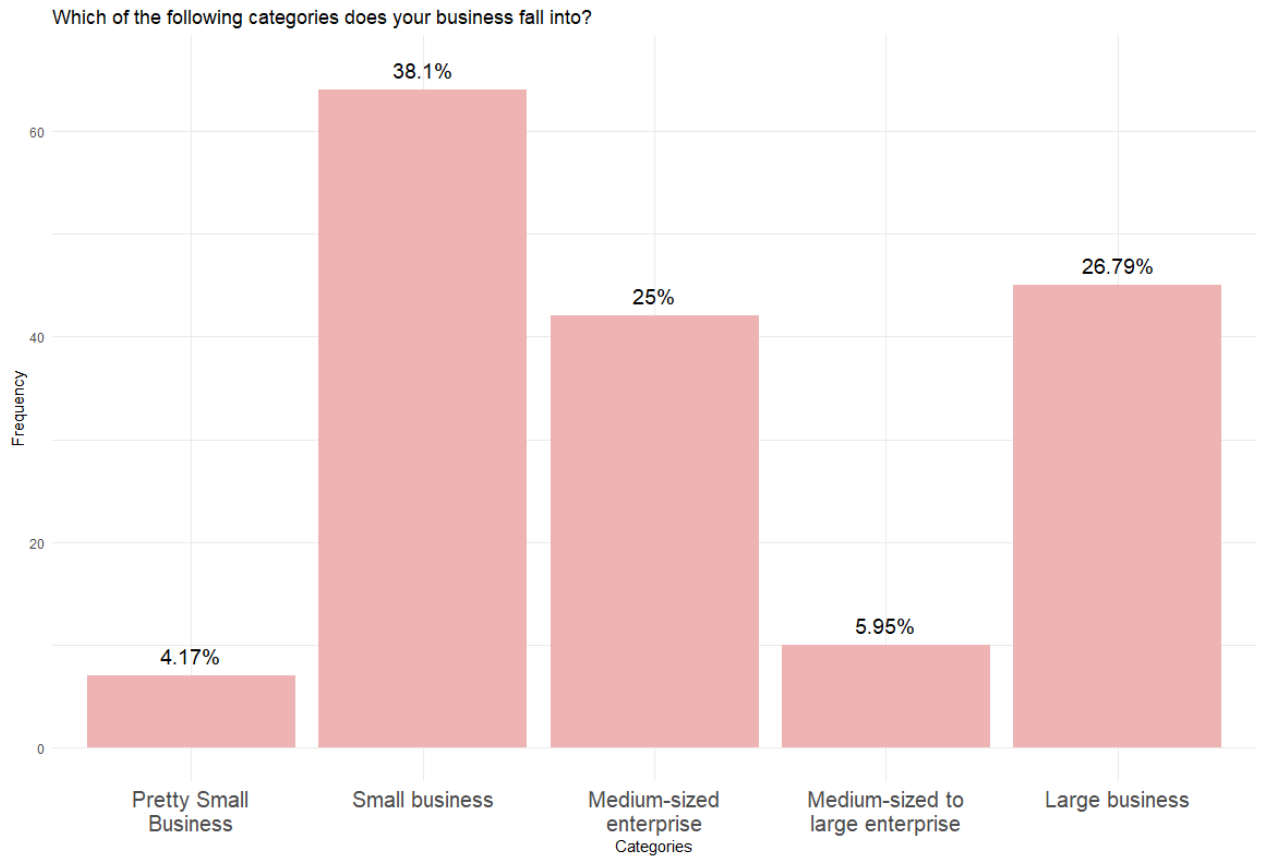
Please select the category that best reflects your role:		
Role	Frequency	Percentage
Human Resources / Recruitment	73	43.45%
Admin Coordinator	18	10.71%
Director	39	23.21%
CEO, CFO, CTO, COO, etc.	26	15.48%
Counselor	12	7.14%



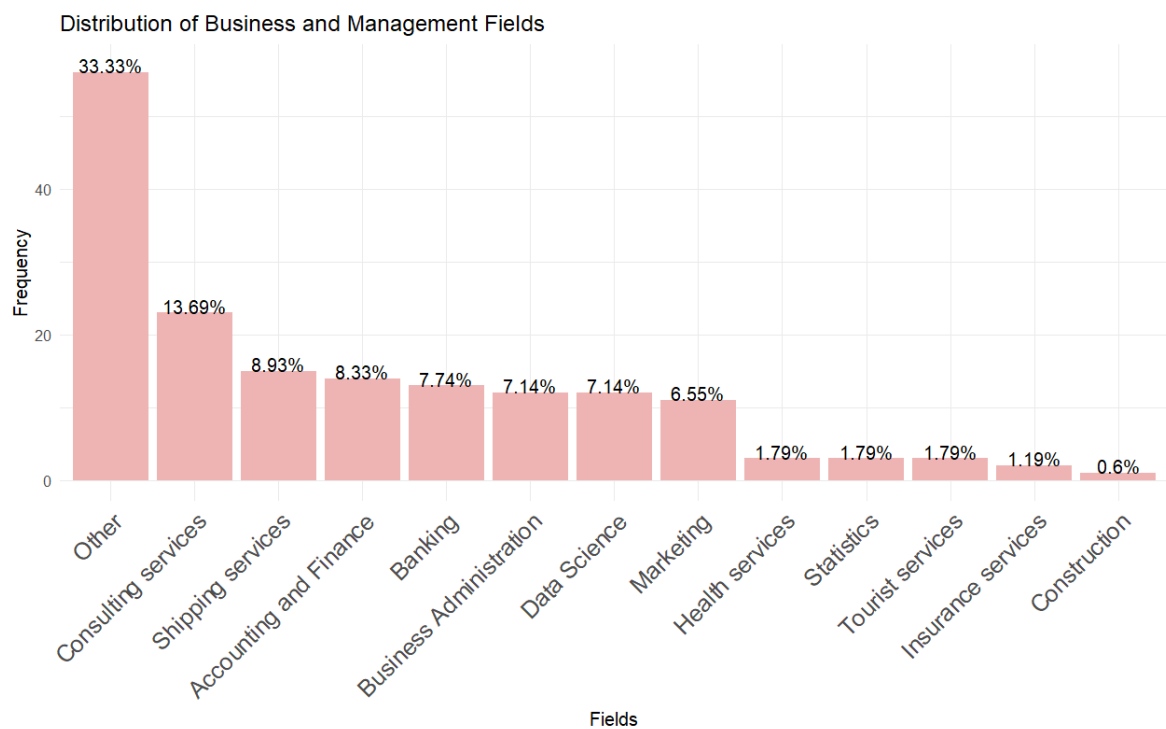
What is your gender:		
Gender	Frequency	Percentage
Male	83	49.40%
Female	82	48.81%
Other	3	1.79%



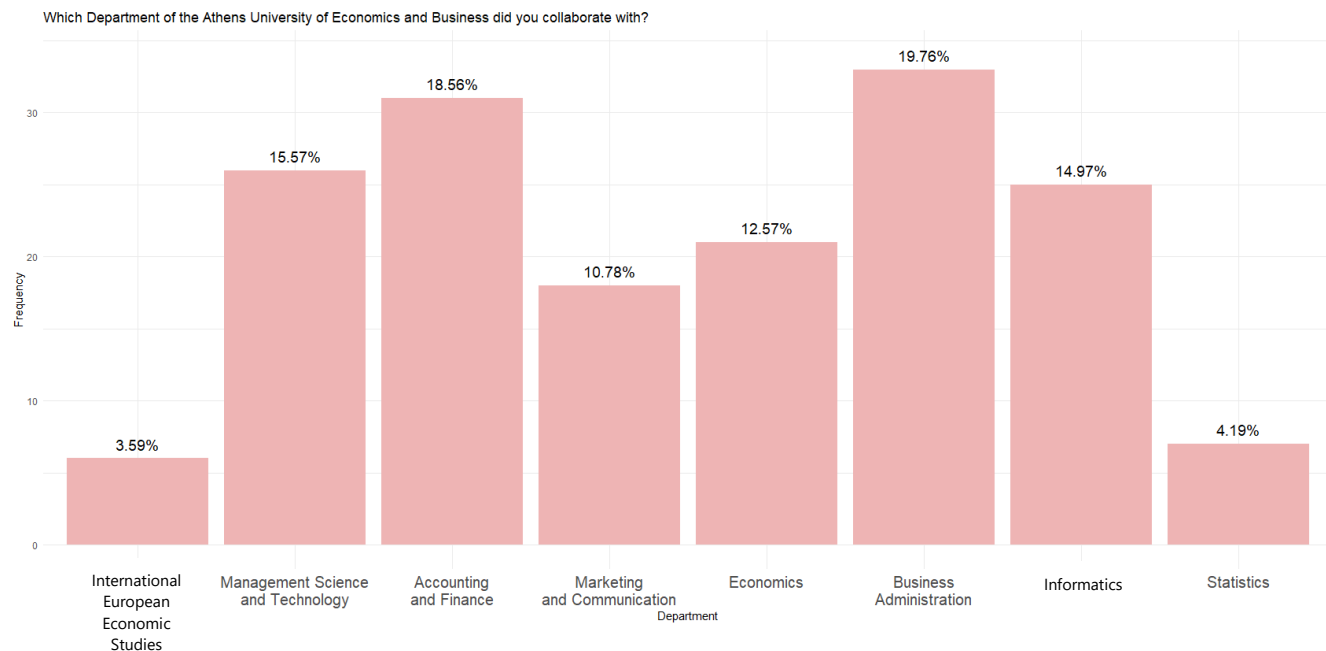
Which of the following categories does your business fall into?		
Categories	Frequency	Percentage
Pretty Small Business	7	4.17%
Small business	64	38.10%
Medium-sized enterprise	42	25.00%
Medium-sized to large enterprise	10	5.95%
Great business	45	26.79%



Select which of the Business and Management fields you belong to:		
Fields	Frequency	Percentage
Insurance services	2	1.19%
Business Administration	12	7.14%
Data Science	12	7.14%
Construction	1	0.60%
Accounting and Finance	14	8.33%
Marketing	11	6.55%
Shipping services	15	8.93%
Statistics	3	1.79%
Tourist services	3	1.79%
Banking	13	7.74%
Consulting services	23	13.69%
Health services	3	1.79%
Other	56	33.33%

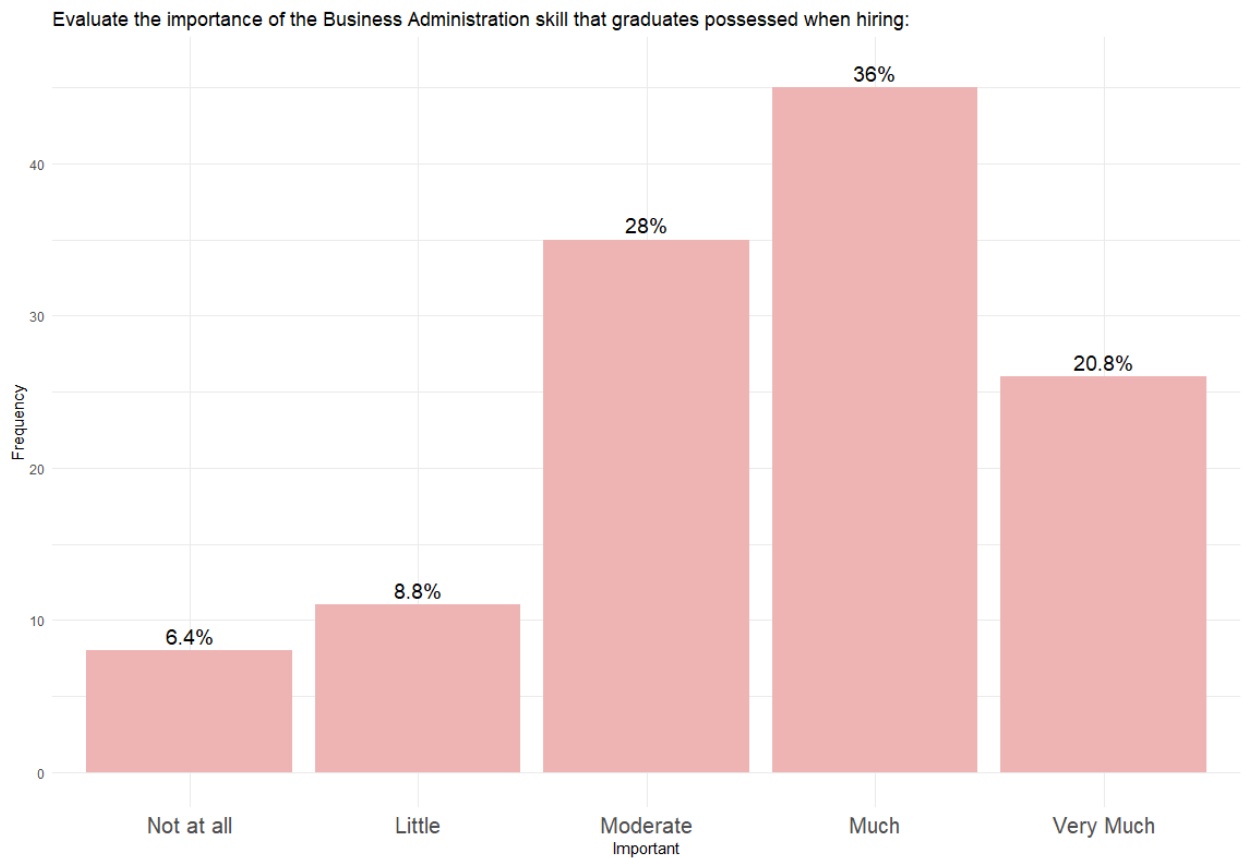


Which Department of the Athens University of Economics and Business did you collaborate with?		
Department	Frequency	Percentage
International European Economic Studies	6	3.59%
Management Science and Technology	26	15.57%
Accounting and Finance	31	18.56%
Marketing and Communication	18	10.78%
Economics	21	12.57%
Business Administration	33	19.76%
Informatics	25	14.97%
Statistics	7	4.19%

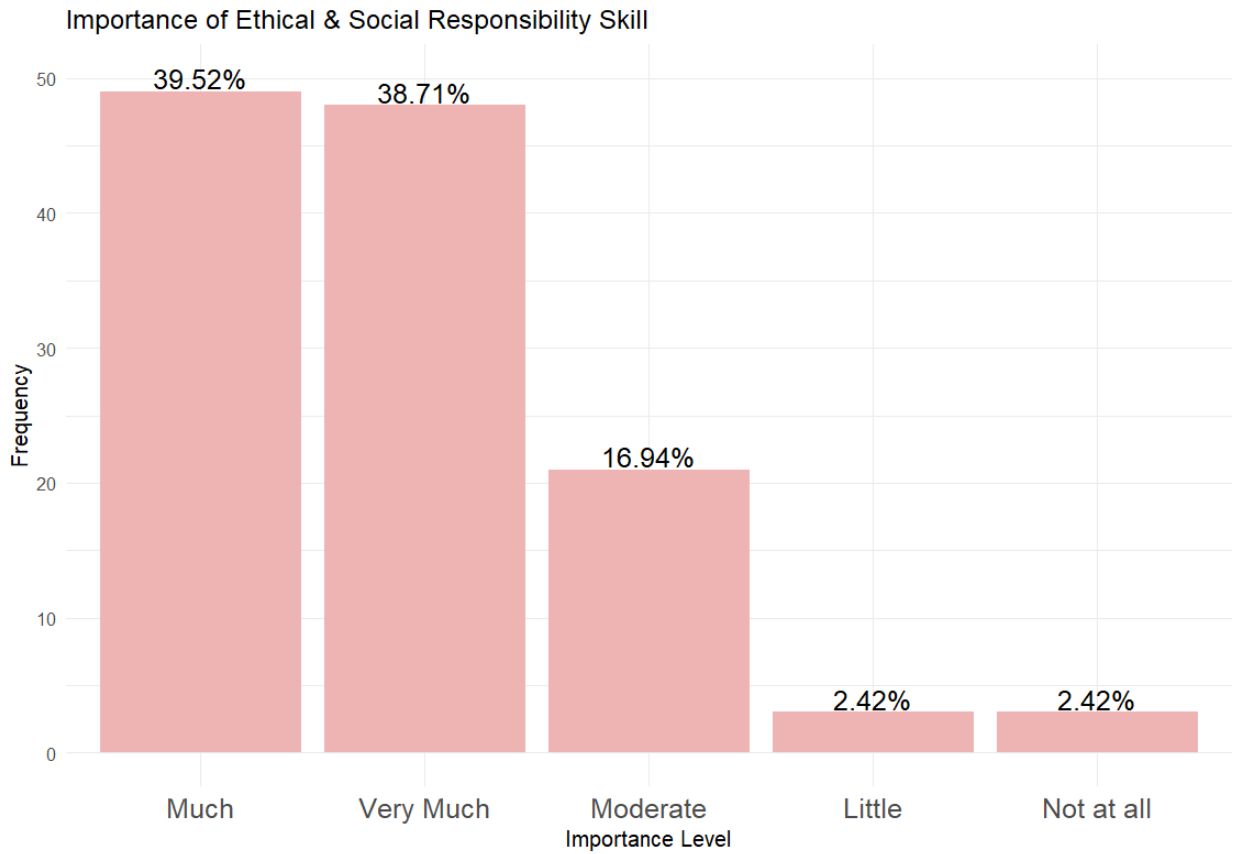


Graduate skills

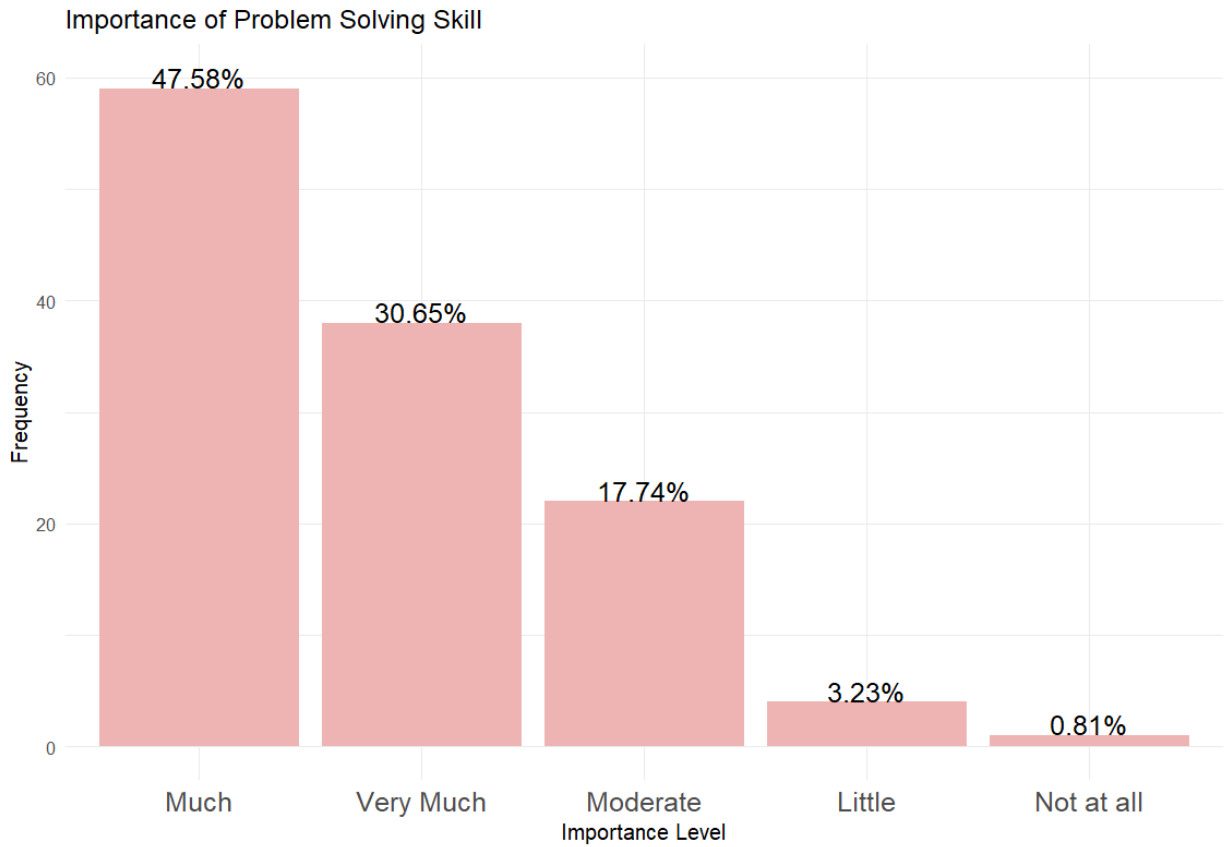
Evaluate the importance of the "Business Administration" skill that graduates possessed when recruiting:		
Importance	Frequency	Percentage
Not at all	8	6.4%
Little	11	8.8%
Moderate	35	28.0%
Much	45	36.0%
Very Much	26	20.8%



Evaluate the importance of the "Ethical & Social Responsibility" skill that graduates possessed when recruiting:		
Importance	Frequency	Percentage
Not at all	3	2.42%
Little	3	2.42%
Moderate	21	16.94%
Much	49	39.52%
Very Much	48	38.71%

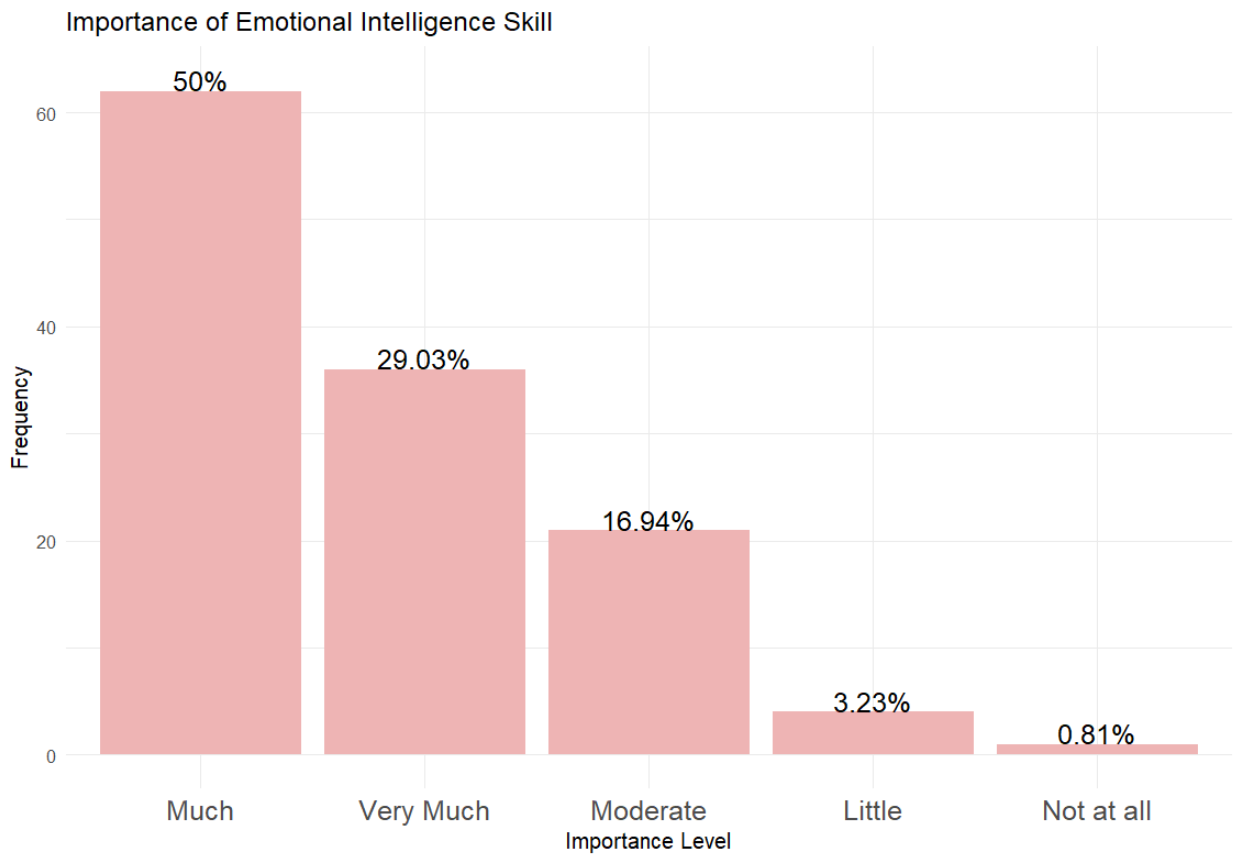


Evaluate the importance of the "Problem Solving" skill that graduates possessed when recruiting:		
Importance	Frequency	Percentage
Not at all	1	0.81%
Little	4	3.23%
Moderate	22	17.74%
Much	59	47.58%
Very Much	38	30.65%

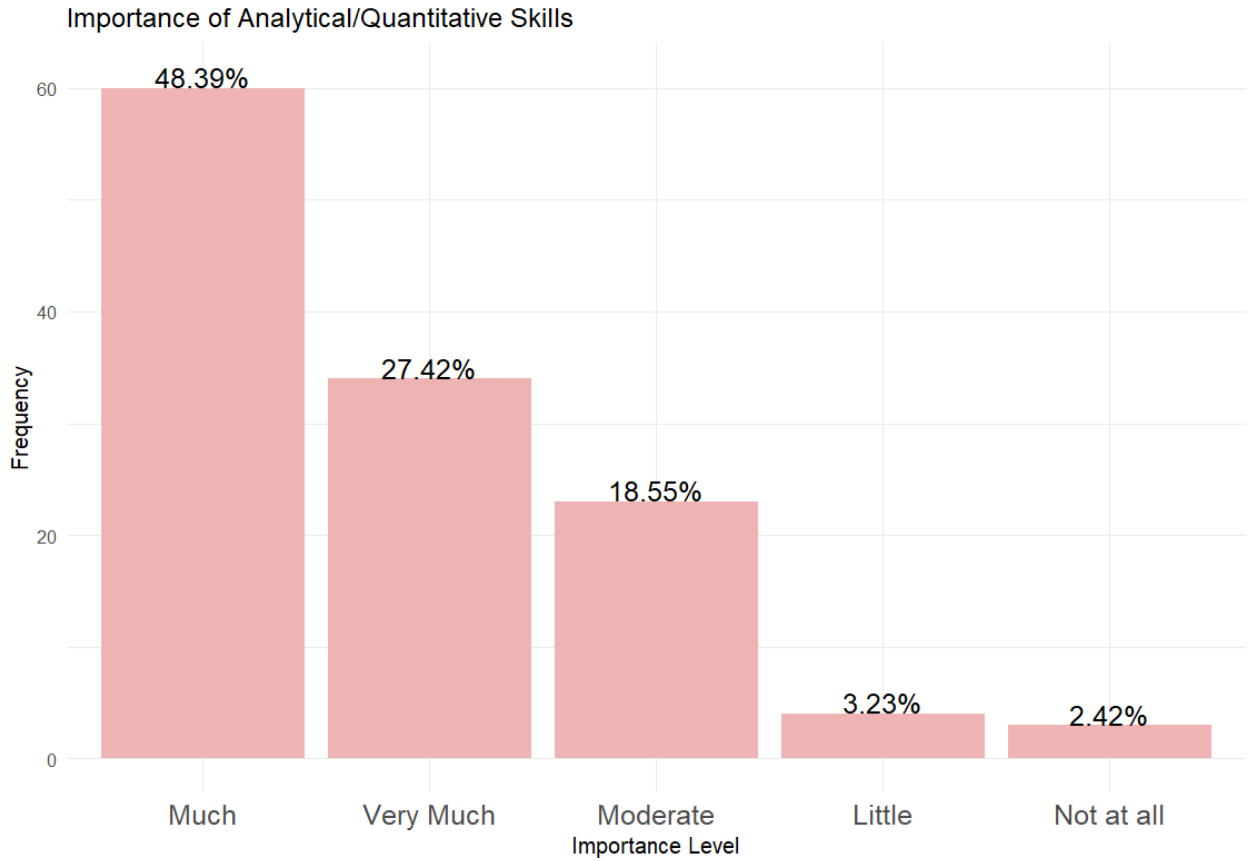


Evaluate the importance of the "Emotional Intelligence" skill that graduates possessed when recruiting:

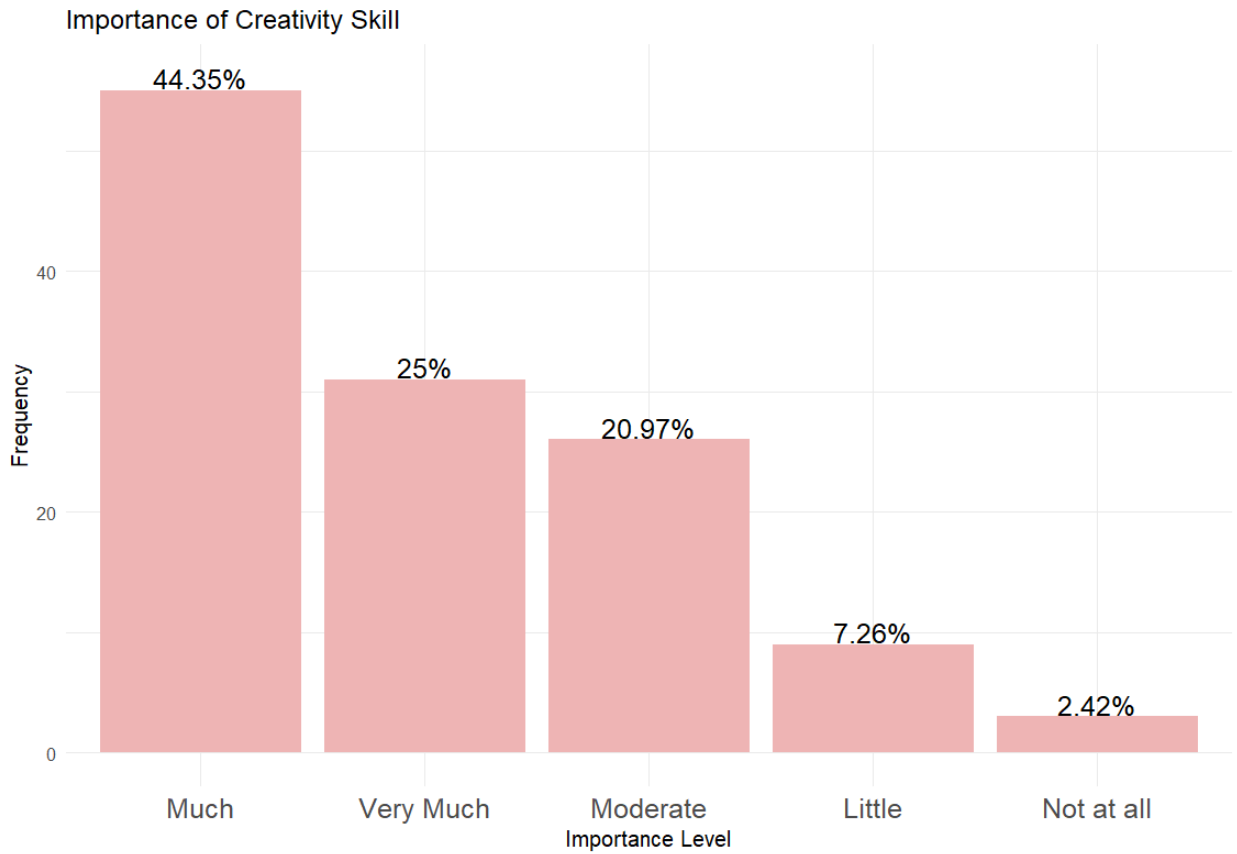
Importance	Frequency	Percentage
Not at all	1	0.81%
Little	4	3.23%
Moderate	21	16.94%
Much	62	50.00%
Very Much	36	29.03%



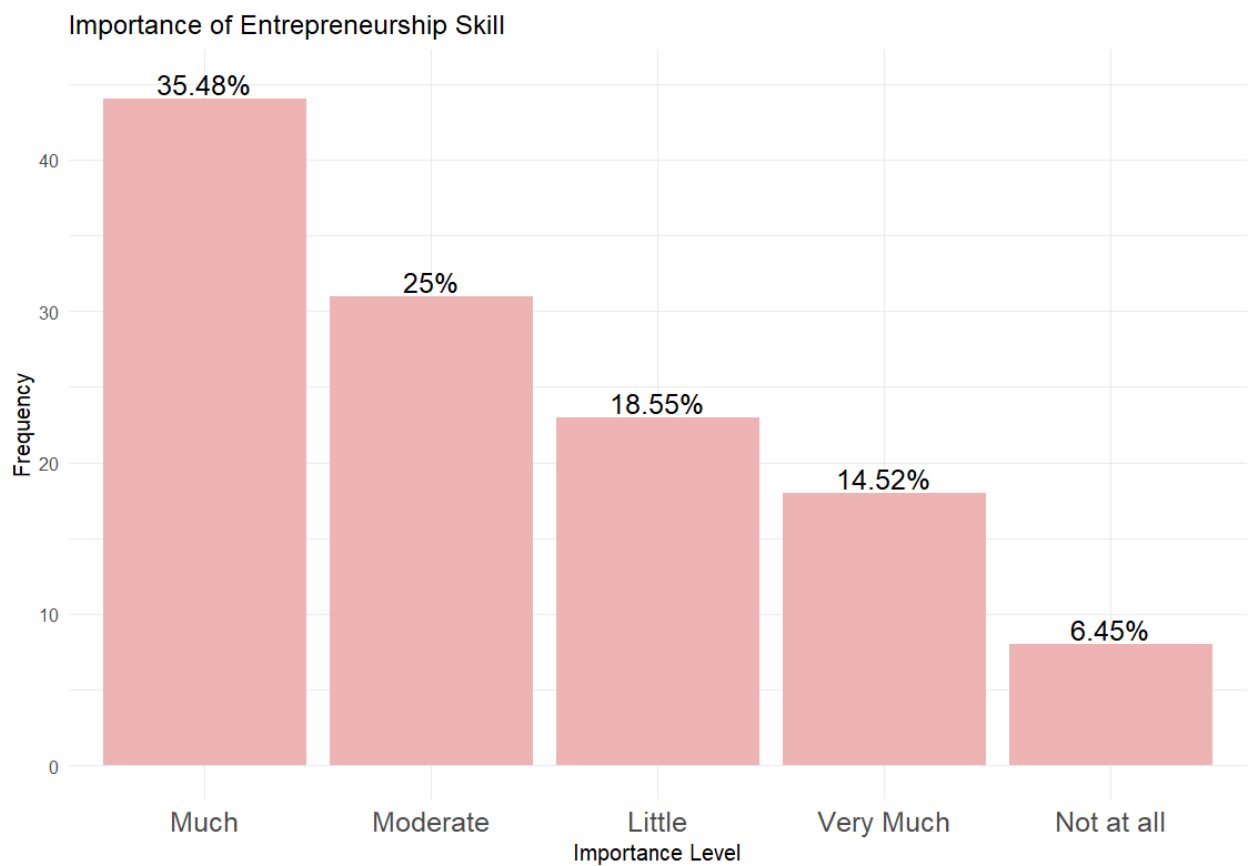
Assess the importance of the "Analytical/quantitative skills" skill that graduates possessed when recruiting:		
Importance	Frequency	Percentage
Not at all	3	2.42%
Little	4	3.23%
Moderate	23	18.55%
Much	60	48.39%
Very Much	34	27.42%



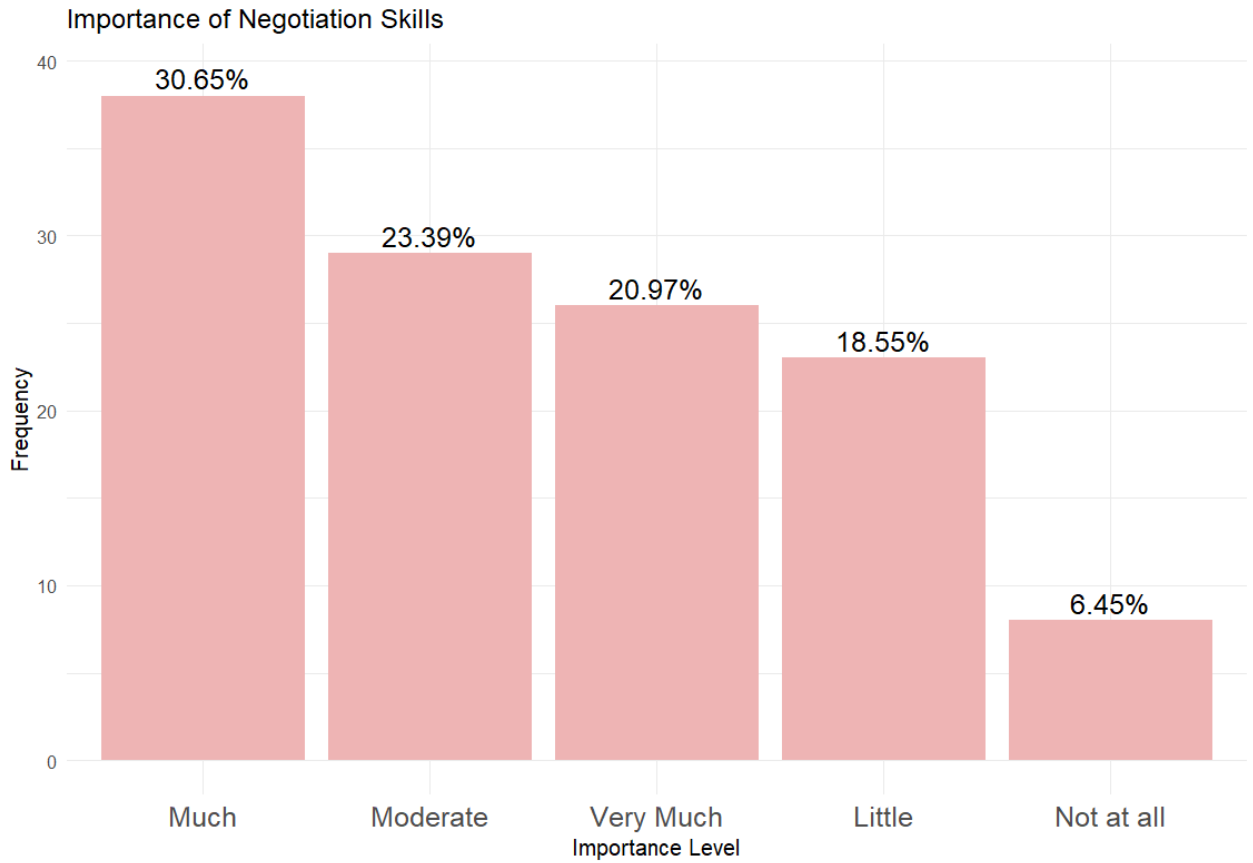
Evaluate the importance of the "Creativity" skill that graduates possessed when recruiting:		
Importance	Frequency	Percentage
Not at all	3	2.42%
Little	9	7.26%
Moderate	26	20.97%
Much	55	44.35%
Very Much	31	25.00%



Evaluate the importance of the "Entrepreneurship" skill that graduates possessed when recruiting:		
Importance	Frequency	Percentage
Not At all	8	6.45%
Little	23	18.55%
Moderate	31	25.00%
Very	44	35.48%
Too	18	14.52%

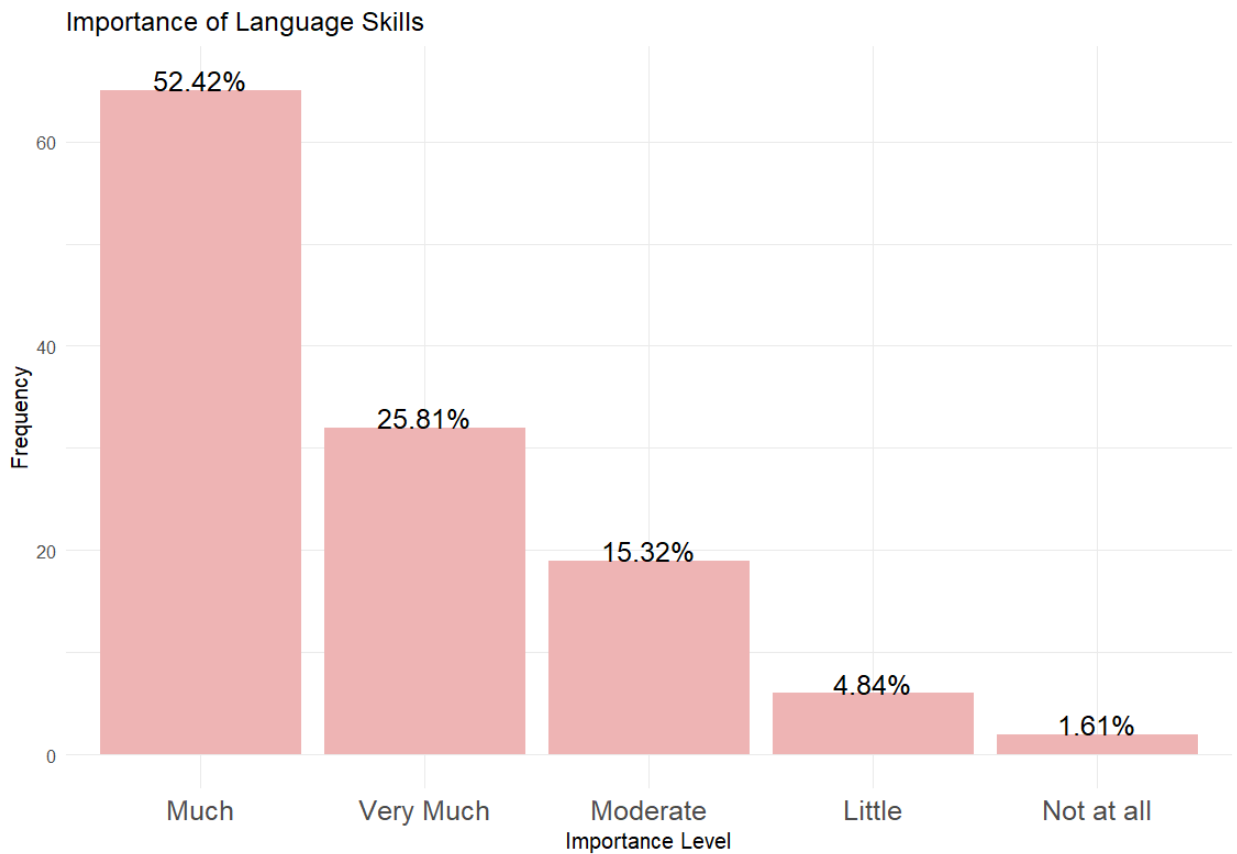


Evaluate the importance of the "Negotiation skills" skill that graduates possessed when recruiting:		
Importance	Frequency	Percentage
Not At all	8	6.45%
Little	23	18.55%
Moderate	29	23.39%
Very	38	30.65%
Too	26	20.97%



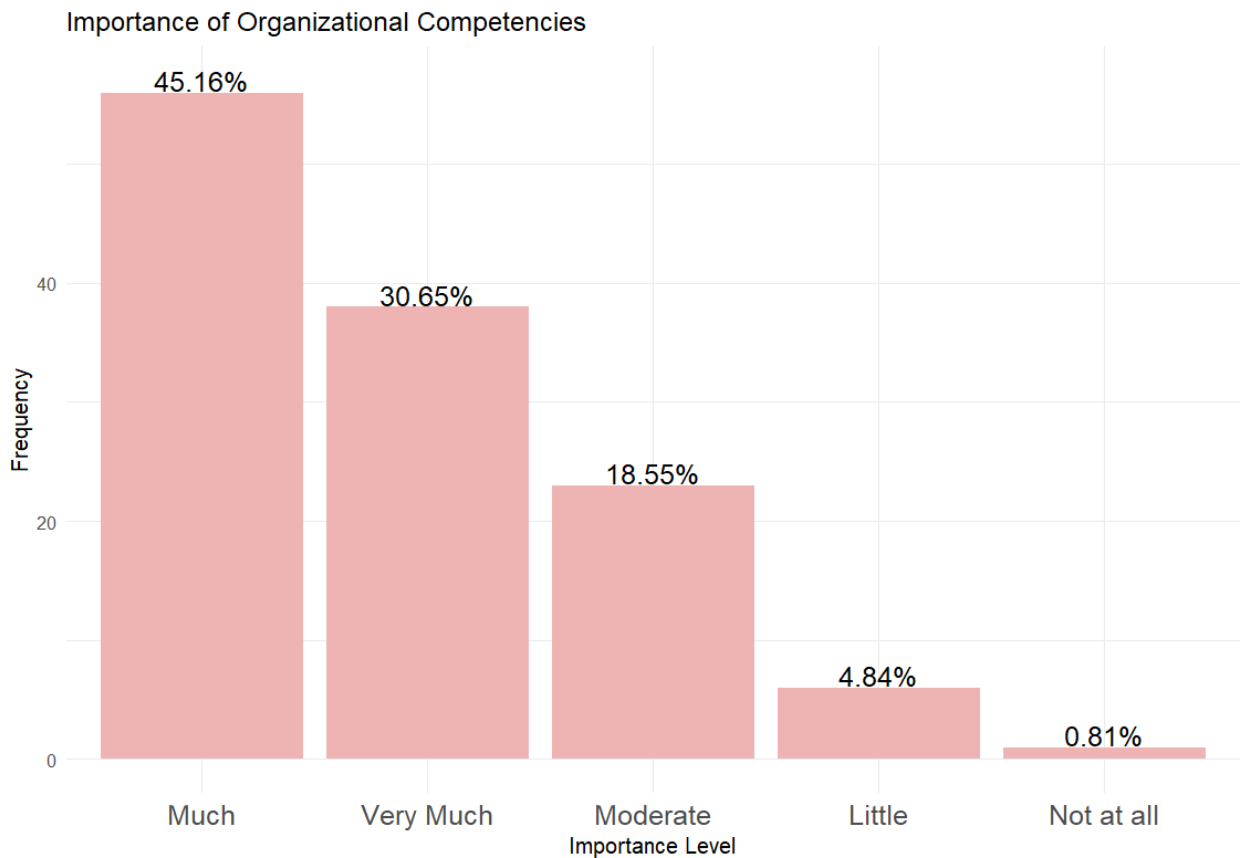
Assess the importance of the "Language skills" skill that graduates possessed at the time of recruitment:

Importance	Frequency	Percentage
Not at all	2	1.61%
Little	6	4.84%
Moderate	19	15.32%
Much	65	52.42%
Very Much	32	25.81%

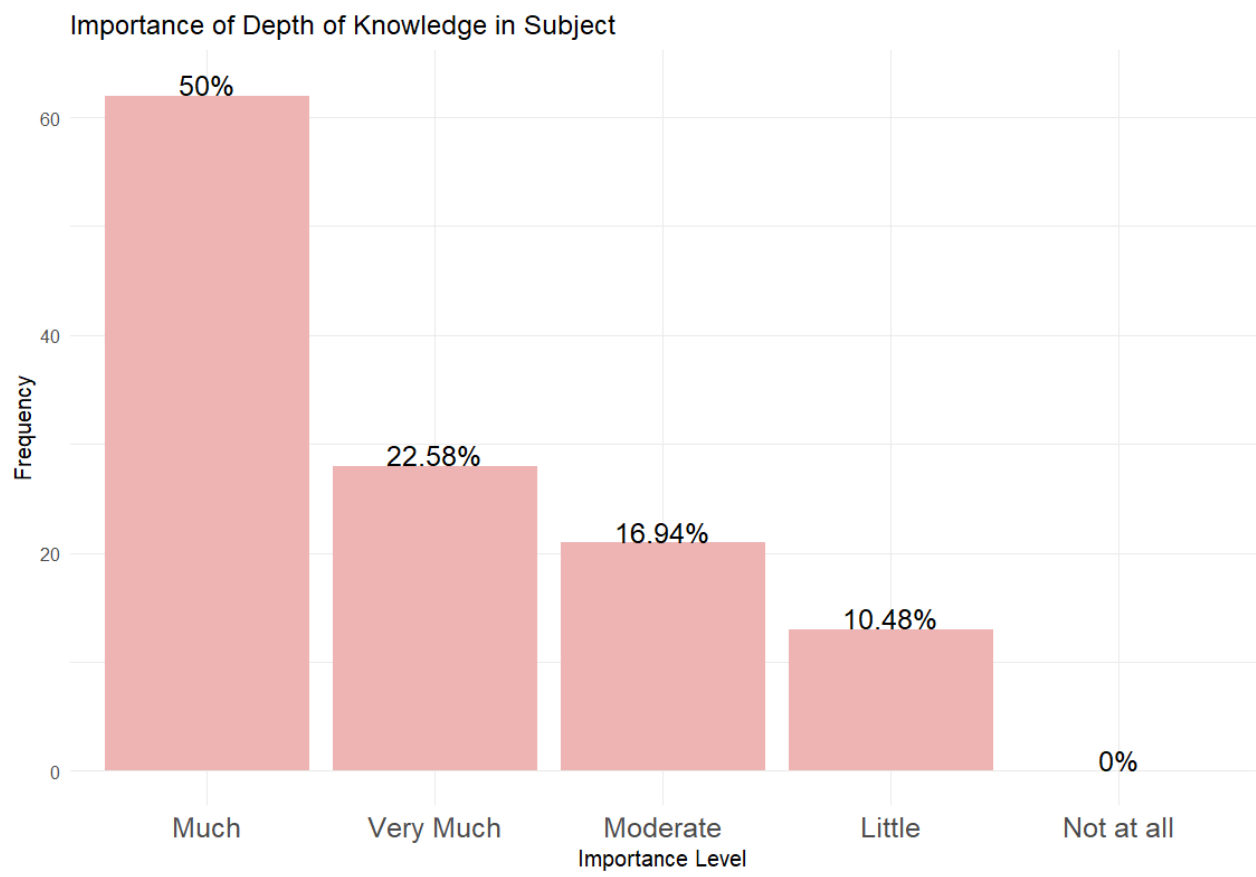


Assess the importance of the "Organizational Competencies" skill that graduates possessed when recruiting:

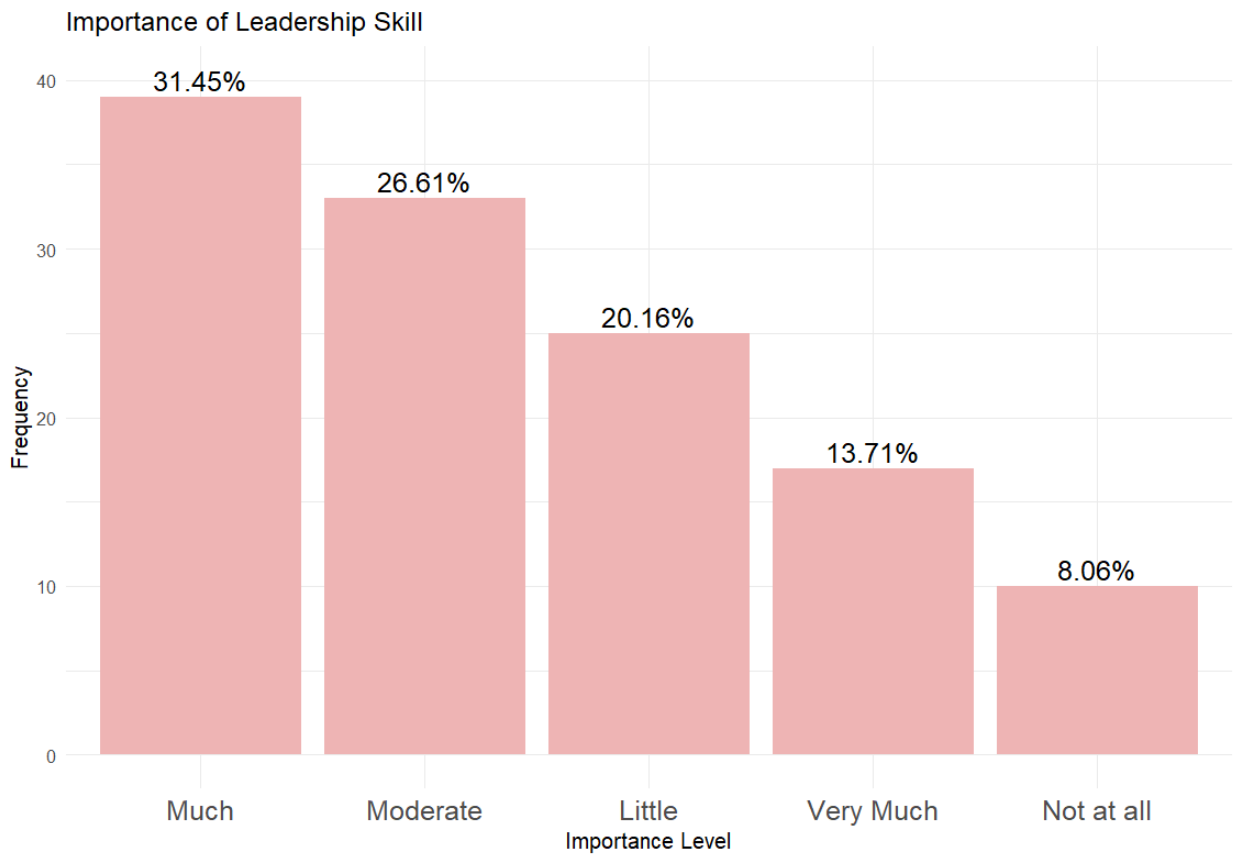
Importance	Frequency	Percentage
Not at all	1	0.81%
Little	6	4.84%
Moderate	23	18.55%
Much	56	45.16%
Very Much	38	30.65%



Rate the importance of the "Depth of Knowledge in the Subject" skill that graduates possessed at the time of their recruitment:		
Importance	Frequency	Percentage
Not at all	0	0.00%
Little	13	10.48%
Moderate	21	16.94%
Much	62	50.00%
Very Much	28	22.58%

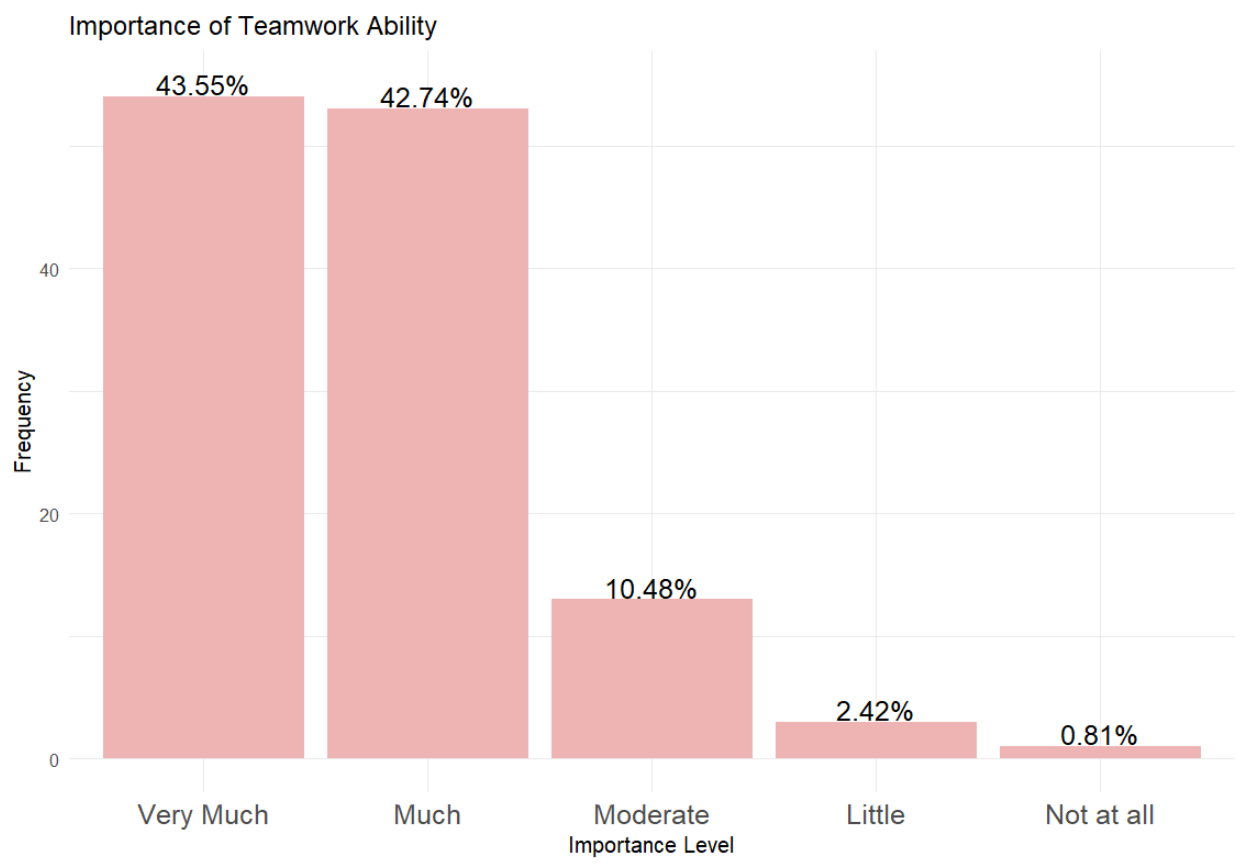


Evaluate the importance of the "Leadership" skill that graduates possessed when recruiting:		
Importance	Frequency	Percentage
Not At all	10	8.06%
Little	25	20.16%
Moderate	33	26.61%
Very	39	31.45%
Too	17	13.71%

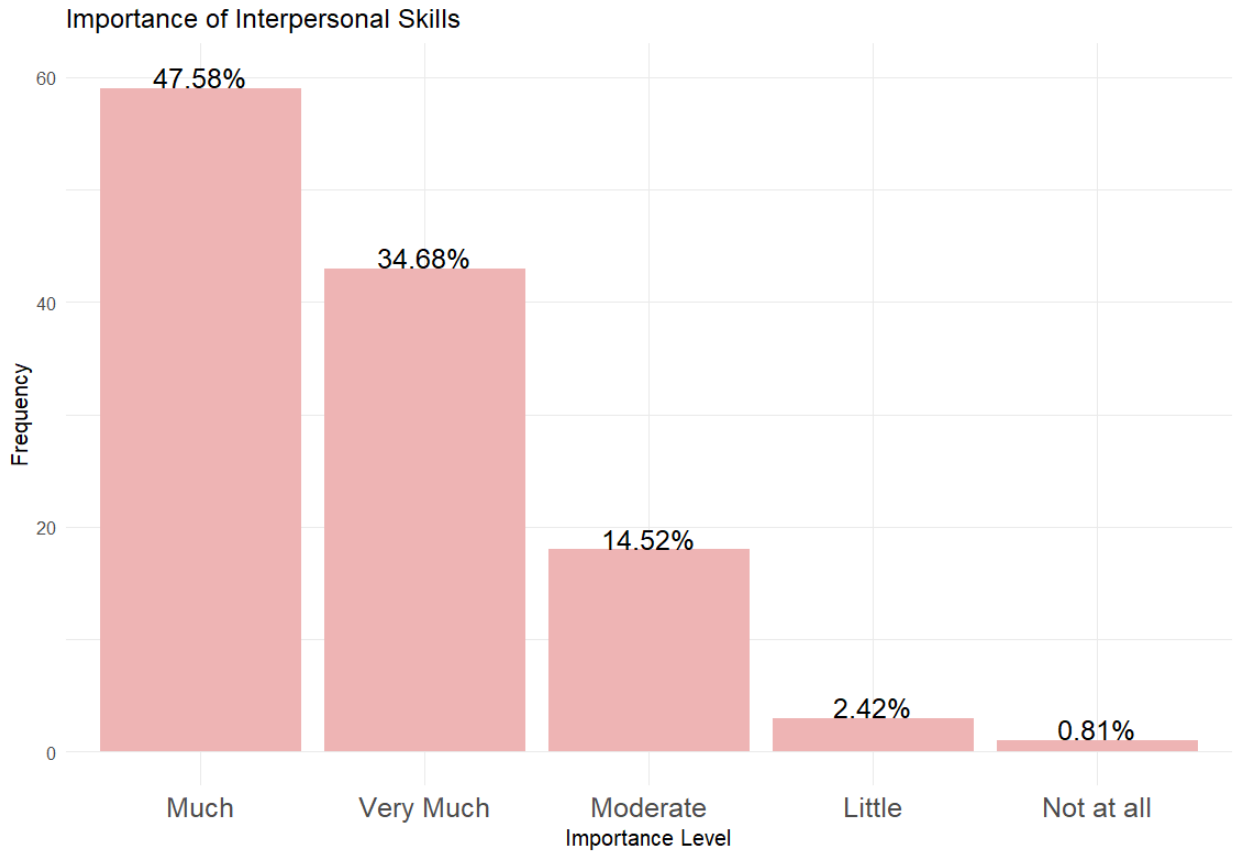


Assess the importance of the "Teamwork Ability" skill that graduates possessed when recruiting:

Importance	Frequency	Percentage
Not At all	1	0.81%
Little	3	2.42%
Moderate	13	10.48%
Much	53	42.74%
Very Much	54	43.55%

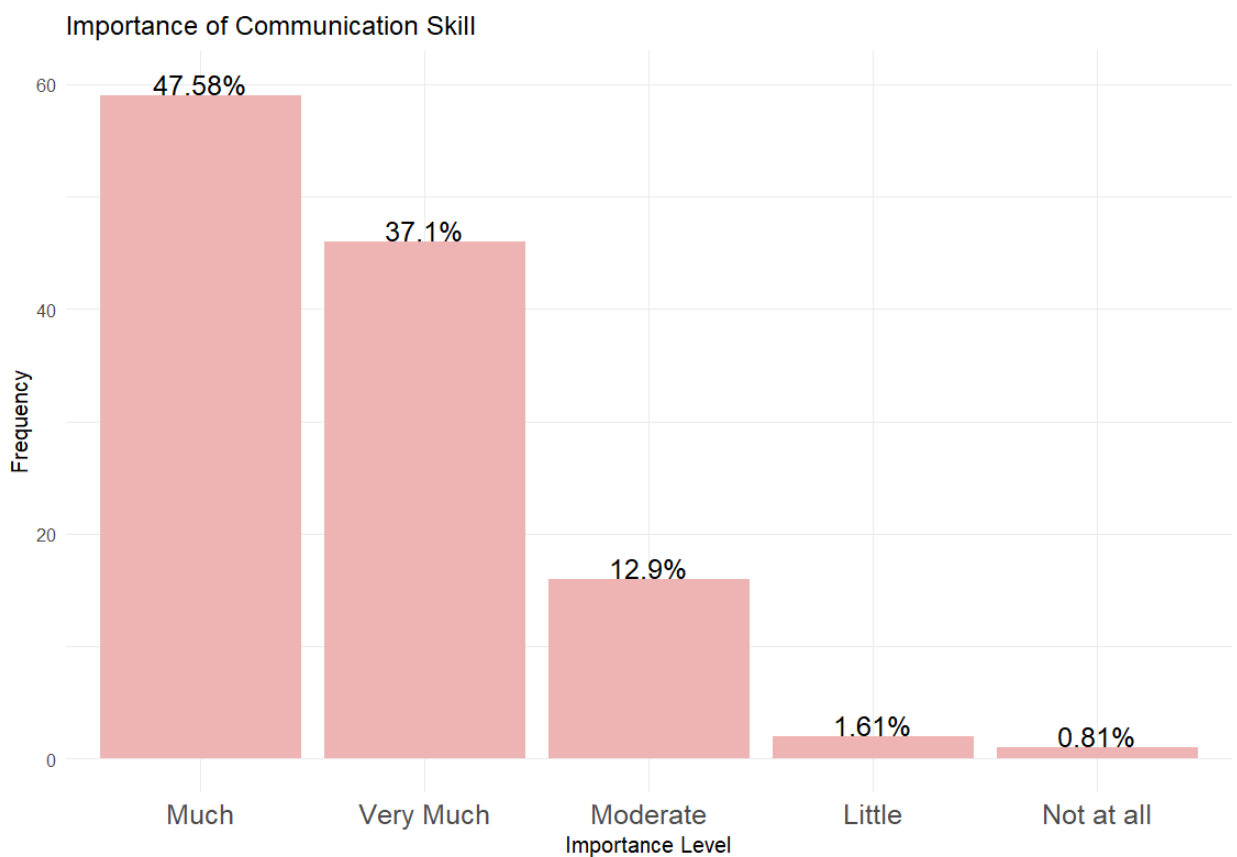


Evaluate the importance of the "Interpersonal skills" skill that graduates possessed when recruiting:		
Importance	Frequency	Percentage
Not At all	1	0.81%
Little	3	2.42%
Moderate	18	14.52%
Much	59	47.58%
Very Much	43	34.68%

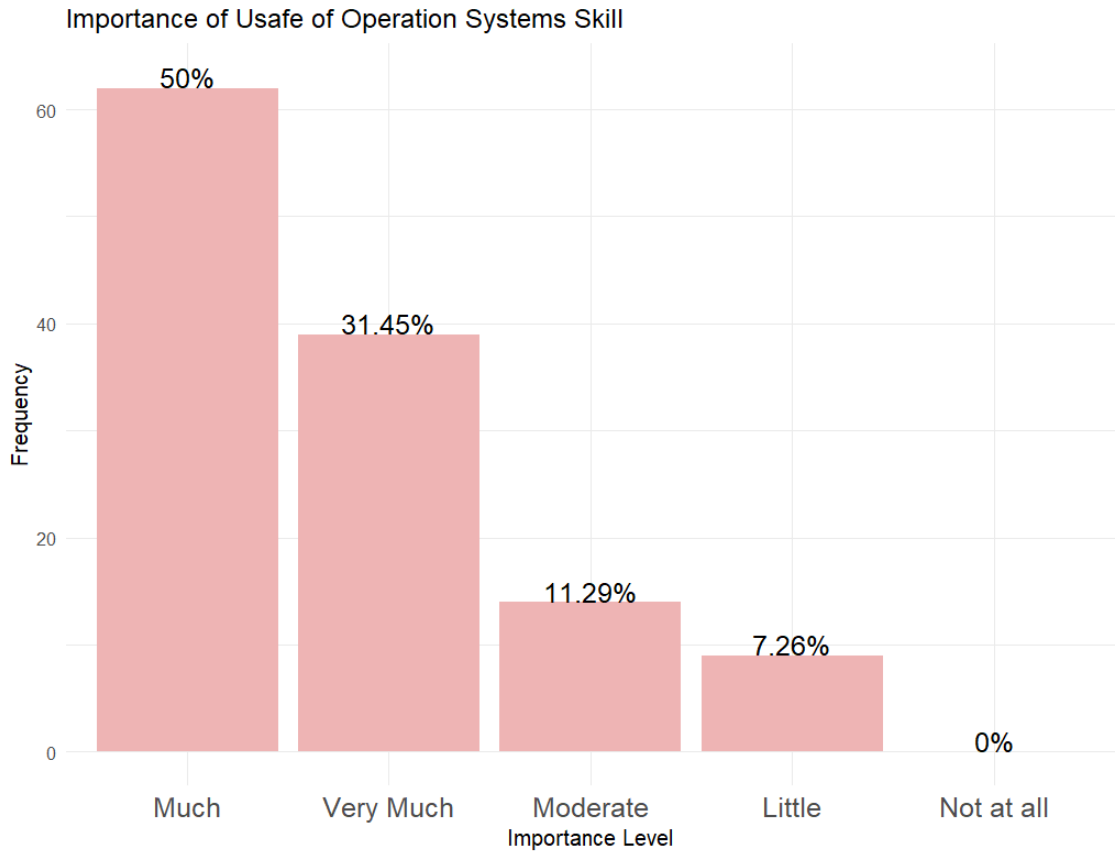


**Evaluate the importance of the
"Communication" skill that graduates
possessed when recruiting:**

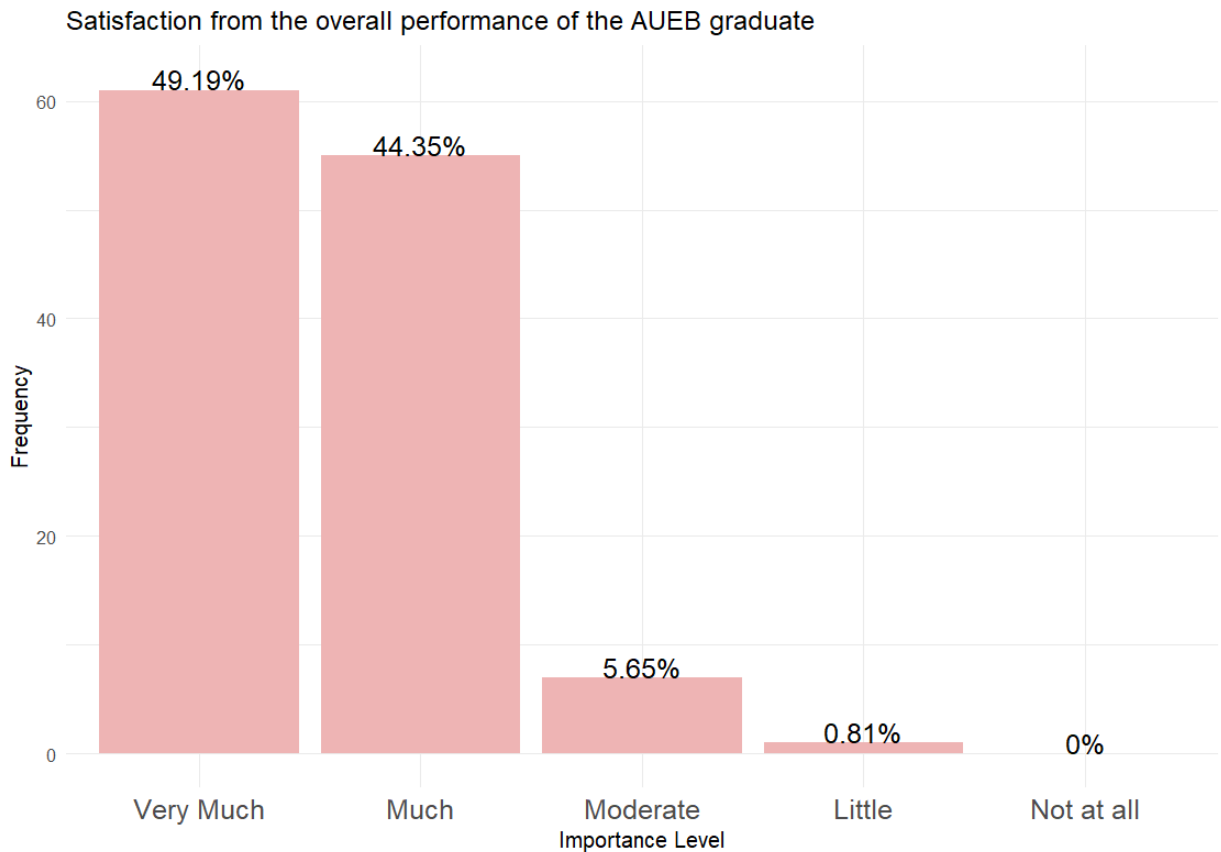
Importance	Frequency	Percentage
Not At all	1	0.81%
Little	2	1.61%
Moderate	16	12.90%
Very	59	47.58%
Too	46	37.10%



Evaluate the importance of the "Use Operating Systems" skill that graduates possessed when recruiting:		
Importance	Frequency	Percentage
Not At all	0	0.00%
Little	9	7.26%
Moderate	14	11.29%
Very	62	50.00%
Too	39	31.45%

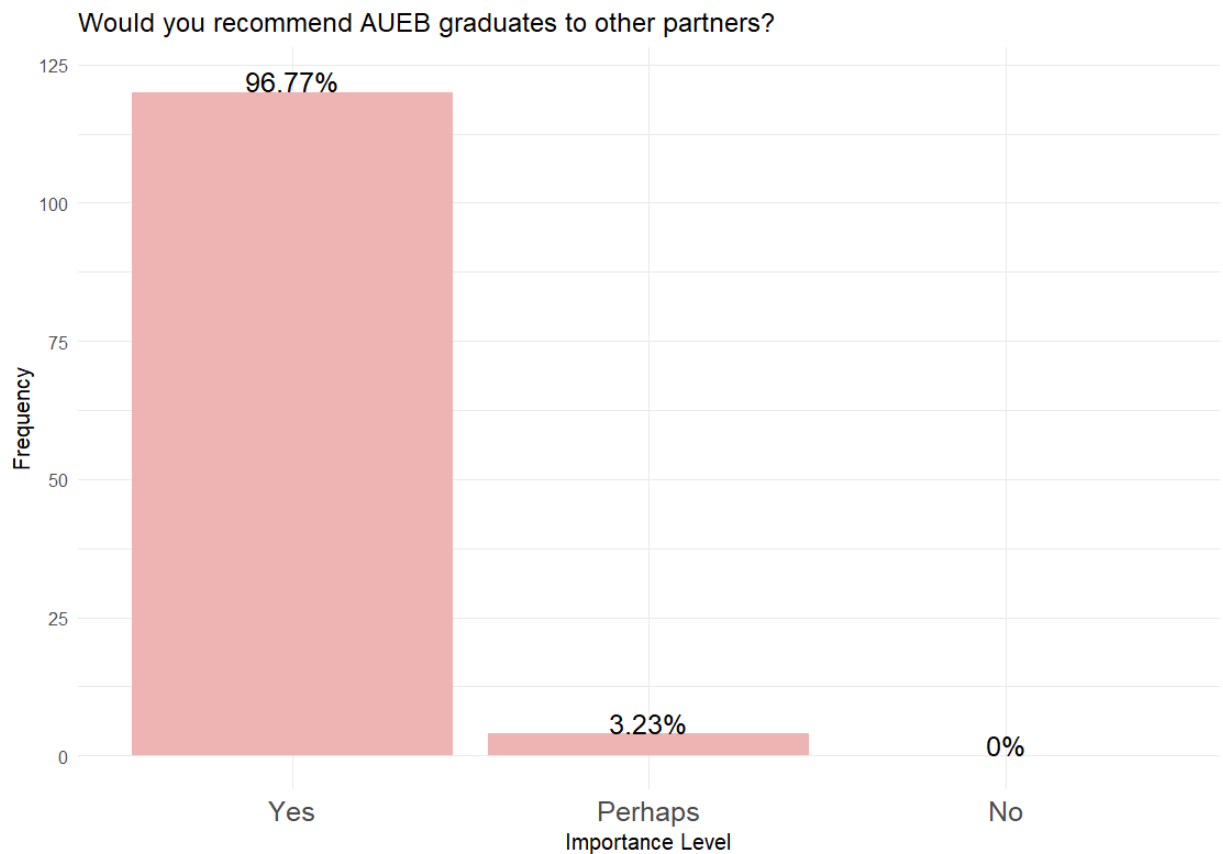


How satisfied are you with the overall performance of the Athens University of Economics and Business graduate?		
Importance	Frequency	Percentage
Not At all	0	0.00%
Little	1	0.81%
Moderate	7	5.65%
Much	55	44.35%
Very Much	61	49.19%



**Would you recommend Athens University
of Economics and Business students to
other partners?**

Answer	Frequency	Percentage
No	0	0.00%
Perhaps	4	3.23%
Yes	120	96.77%



Comments

General Comments
While the background of knowledge exists, in many cases it does not translate into practice. It seems that there is theoretical knowledge but there has been no deepening in practice. Also, the last generations of graduates (not only of the University of Economics) lack initiative in learning new things and reject any work that needs further effort waiting to be given some predetermined way to solve the problem.
Humility does not characterize them.
Do your students have the guarantees to progress?
Well done for the quality of your students' qualifications!
They have no contact with the working environment and the real needs of a company except theory
The high level of professionalism and work ethic from the Department of Accounting and Finance and Faculty members, named Professors xxx, xxx, xxx, xxx, xxx, xxx and the great support from Administration/Secretariat ladies, xxx and xxx, exactly what ACCA, the world's most forward thinking professional accountancy body with almost 1 million members and students globally, advocates for and wants to work with when vision and values are shared.
Together with the department and esteemed partners, we created a strong partnership with shared vision of creating opportunities,

international and domestic, for graduates of the BSc and all MSc accredited by ACCA, and link them with the industry (Big4 and other big companies).

This is exactly how a great partnership must be formed and how shared values and the vision to be bold, maintains a strong collaboration.

Personally, I would like to thank all of them for their great support, understanding and willingness to be bold, create opportunities and support the younger generation into a great future.

The process of signing the forms should be more direct and the waiting times for the university to sign contracts should be reduced, especially when it comes to funding positions through NSRF. The monthly compensation of the Air Force with 80% of the minimum wage in the self-funded program is particularly high, taking into account that during the 3-month period students are constantly learning, training and acquiring knowledge having a very limited framework of responsibilities and available time to assimilate and process information. At the same time, the company commits human resources in all phases of the process in order to successfully direct the experience of the participants.

Demonstration of professionalism and knowledge of the subject of work.

We also have the same good cooperation with graduates of the Department of Technology Management.

Graduates of the Department of Informatics of AUEB are at a very good level in hard & soft skills compared to graduates of other universities of Informatics departments.

As these children are mainly destined for business, the university should also focus on skills such as problem-solving and initiative-taking. There is a big problem with this in general, which expects everything ready and lacks zeal for learning.

Those students we have worked with have prepared quite well for a working environment, have strong knowledge of operating systems and language skills.

Data Analysis – Results

- **Sample Profile :**

Out of a total of 168 questionnaires completed, of which 124 were fully completed, 83 responses were from men and 82 from women with a participation rate of 49.40% and 48.81% respectively. Regarding the role of each respondent, the majority answered that his role has to do with Human Resources, while on a smaller scale the Management / Coordination and the Managerial position, the CEO and Director.

Regarding the category of enterprises that took part in the survey, the largest percentage belongs to small enterprises, while the percentages are divided among large and medium-sized enterprises respectively. The remaining approximately 10% is split between fairly small businesses and medium- to large-sized enterprises.

It should be noted that most companies cooperated with the Department of Business Administration, immediately after with the Department of Accounting and Finance and finally relatively high percentages are held by the departments of Management Science and Technology and Information Technology.

- **Graduates' skills:**

According to the findings of the survey, the "Business Administration" skill of AUEB graduates was assessed as "Very Much Satisfactory" and "Too Much Satisfactory" by the majority of employers (56.8%). Only 15.2% of companies answered that the "Business Administration" skill is "Not at All Satisfactory" or "A little Satisfactory" while 28% that it is "Moderately Satisfactory".

At the same time, we should mention that relatively similar distributions are presented by the answers for skills "Moral & Social Responsibility", "Problem Solving" and "Emotional Intelligence". Specifically, for each of the above, most employers answered that they are "Very Much" and "Too Much" Satisfied (>78%) with AUEB graduates. The percentage of businesses that reported "Not at all" or "Little" satisfied was very small (<5%) while "Moderately" satisfied was about 17%.

Regarding "Analytical/Quantitative skills" and "Creativity", the majority of businesses said they were "Very Much" and "Too Much" satisfied. The answers regarding the "Entrepreneurship" skill are interesting. More specifically, a high percentage is observed in the answers "Very Much" and "Too Much" Satisfaction (50%), also high is the percentage of "Moderate" Satisfaction (25%), while a similar percentage is collected cumulatively by the answers "Little" and "Not at all" Satisfaction (25%). Similar to the above, the answers regarding the "Negotiation Skills" of AUEB graduates are distributed.

AUEB graduates stand out for their "Language" skills ('Very Much' and 'Too Much' Satisfaction 78.23%), 'Organizational Skills' ('Very Much' and 'Too Much' Satisfaction 75.76%), 'Teamwork Ability' ('Very Much' and 'Too Much' Satisfaction 86.29%), 'Interpersonal Skills' ('Very Much' and 'Too Much' Satisfaction 86.26%), 'Communication' Skill ('Very Much' and 'Too Much' Satisfaction 86.68%) and 'Use of Operating Systems' ('Very Much' and 'Too Much' Satisfaction 81). 45%).

When it comes to the skill of leadership, the picture is a little different. 45.16% of respondents say 'Very Much' and 'Too Much' Satisfied, 26.61% say 'Moderate' Satisfied and the rest 'Little' or 'Not at all' Satisfied.

Finally, AUEB graduates are deeply aware of their subject, as about 73% of businesses responded from "Very Much" to "Too Much" satisfied.

In conclusion, AUEB graduates are mainly distinguished for the following skills (cumulatively >60% answers 'Very Much' and 'Too Much' Satisfaction):

- Ethics & Social Responsibility
- Problem solving
- Emotional Intelligence
- Analytical/quantitative skills
- Creativity
- Language Skills
- Organizational Skills
- Depth of knowledge in the subject
- **Teamwork Ability**
- **Interpersonal Skills**
- **Communication**
- **Use of Operating Systems**

Especially for the last four, more than 80% of businesses declare satisfaction.

The skills of AUEB graduates are also important in the following categories (cumulatively about 50% answers 'Very Much' and 'Too Much' Satisfaction and high answer rates 'Moderate' close to 25%):

- Business Administration
- Entrepreneurship
- Negotiation skills
- Leadership

- **Total yield :**

In conclusion, we can claim that the overall performance of graduates is particularly high, as 55 companies stated that they are "Very Much" satisfied and 61 declared "Too Much" satisfied (44.35% and 49.19% respectively). In addition, the credibility of AUEB graduates is highlighted in the question of whether AUEB students would recommend AUEB students to other partners where 96.77% said "Yes" and 3.23% said "Maybe".

Many thanks to the survey participants!

