



Norwegian
Business School

AMU 2020 - Job market survey



Background and purpose of the survey

Every year, BI Norwegian Business School invites all Bachelor and Master graduates to participate in BI's Job Market Survey, about six months after their graduation. The purpose of this survey is to gain insights into BI graduates' transition to the labor market; we ask them to answer questions about job search process, current employment situation, type of position and to assess the program they attended in terms of relevance, satisfaction and recommendation.

Results are used for recruitment and profiling potential candidates for both specific study programs and BI as educational institution. The survey will provide BI with information that can be used for development of future educational offerings. Furthermore, the results will be used to provide students, applicants and potential candidates with important information on the link between education at BI and opportunities in the labor market: sector, industry, job position, salary level etc.

JOB MARKET SURVEY 2020

We carried out the survey between January 10th and 31st 2020.

The recipients are the class that graduated in 2019, who received the survey six months after graduation. Out of 2961, 701 graduates (~24% response rate) of Bachelor and MSc programs participated.

- Employment situation and salary level
- Job search process
- Present position
- Satisfaction - Recommendation

Response rates AMU 2020

Student Cohort	n respondents	% respondents	Population (N)	Response rate (%)
Bachelor	492	70.2	2445	20.1
MSc (incl. SØ)	209	29.8	516	40.5
Siviløkonom (MSBU)	112	16.0	297	37.7
Campus	n respondents	% respondents	Population (N)	Response rate (%)
BI Oslo	489	69.8	1953	25.0
BI Bergen	108	15.4	515	21.0
BI Stavanger	31	4.4	138	22.5
BI Trondheim	73	10.4	355	20.6
Gender	n respondents	% respondents	Population (N)	Response rate (%)
Male	320	46	1588	20.2
Female	381	54	1373	27.7
Age	n respondents	% respondents	Population (N)	Response rate (%)
under 23	128	18.3	568	22.5
23-25 yrs	355	50.6	1644	21.6
26-28 yrs	150	21.4	525	28.6
29-31 yrs	42	6.0	133	31.6
32 or older	26	3.7	91	28.6
Citizenship	n respondents	% respondents	Population (N)	Response rate (%)
Norwegians	600	85.6	2648	22.7
Internationals	101	14.4	313	32.3
TOTAL	701	100%	2961	23.7

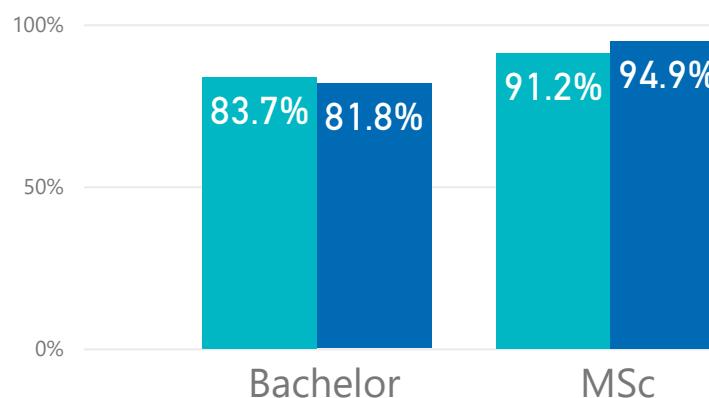
EMPLOYMENT

AMUyear ▾ Program ▾ Status in January ▾

- 2019 ■ Bachelor ■ Non-working
- 2020 ■ MSc ■ Working



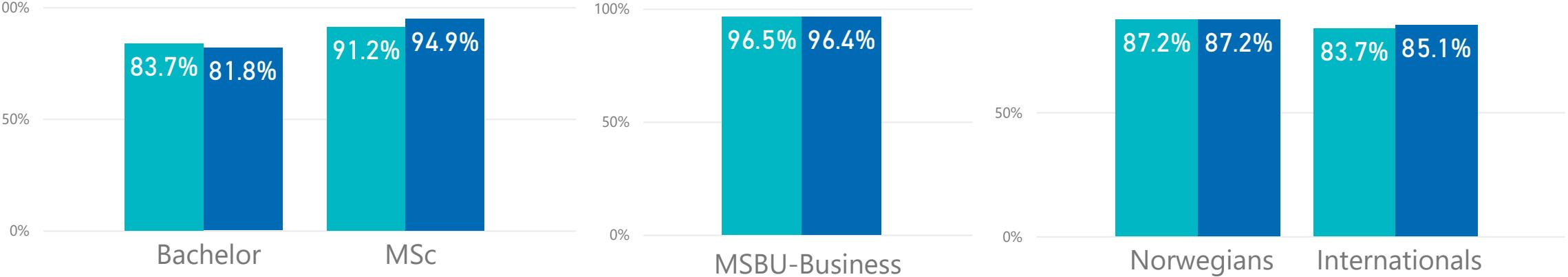
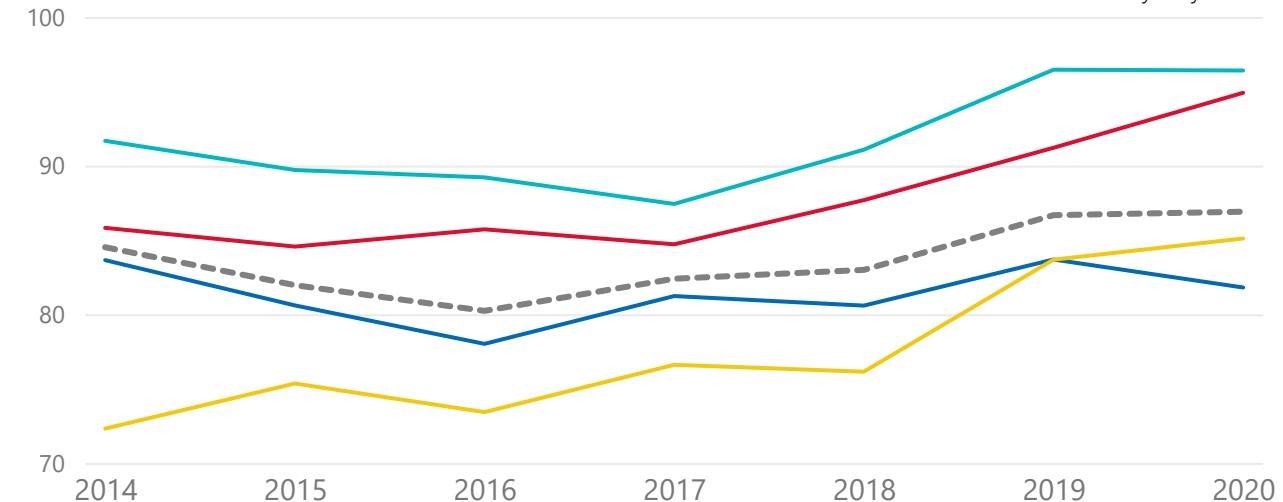
● 2019 ● 2020



Employment rate across years (%)

● All ● Bachelor ● MSc ● SØ (MSBU) ● Internationals

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EMPLOYMENT by Bachelor

AMUyear

2019

2020

Program

Bachelor

MSc

Status in January

Non-working

Working

BI

307

respondents

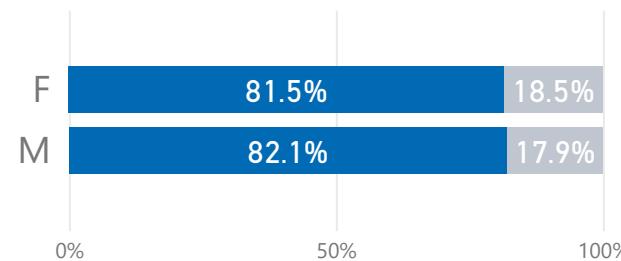
81.8%

Employment rate

Employment status	# respondents	%
EMPLOYED	251	81.76%
NON-EMPLOYED	56	18.24%
Total	307	100.00%

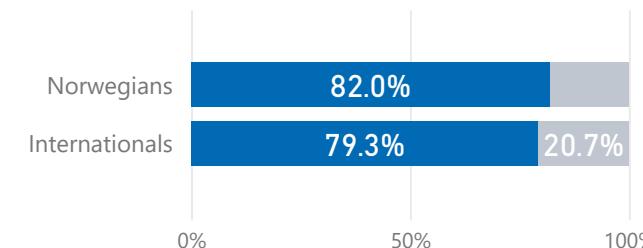
Employment by GENDER (%)

Employment • EMPLOYED ● NON-EMPLOYED



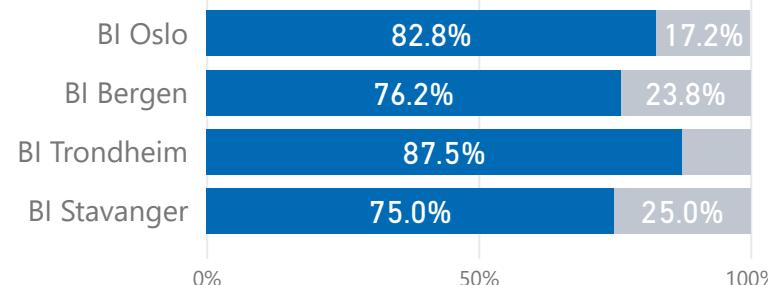
Employment by CITIZENSHIP

Employment • EMPLOYED ● NON-EMPLOYED



Employment by CAMPUS

Employment • EMPLOYED ● NON-EMPLOYED



Employment by Bachelor programs



EMPLOYMENT by MSc

AMUyear

2019

2020

Program

Bachelor

MSc

Status in January

Non-working

Working



198

respondents

94.9%

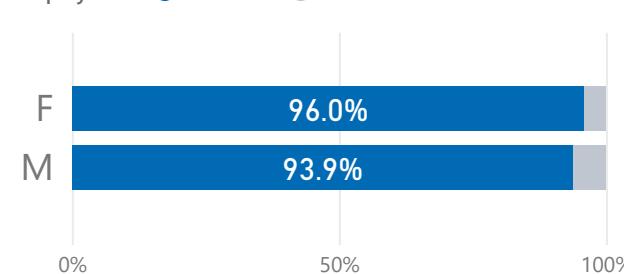
Employment rate

Employment status # respondents %

EMPLOYED	188	94.9%
NON-EMPLOYED	10	5.1%
Total	198	100.0%

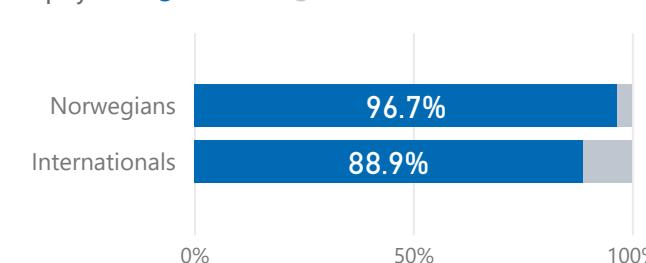
Employment by GENDER (%)

Employment ● EMPLOYED ● NON-EMPLOYED



Employment by CITIZENSHIP

Employment ● EMPLOYED ● NON-EMPLOYED



Employment by MSc programs



MajorCodeDesc

respondents

Employment rate

MSRR - Regnskap og revisjon	10	100.0%
MSBU - Business	110	96.4%
MSFE - Finance	23	95.7%
MSMA - Strategic Marketing Management	27	92.6%
MSLO - Leadership and Org. Psychology	28	89.3%
Total	198	94.9%

Employment by MSBU - Business majors



MajorCodeConc

respondents

Employment rate

MS02 - Marketing	7	100.0%
MSAT - Business Law, Tax & Accounting	14	100.0%
MSEC - Economics	6	100.0%
MSLC - Leadership and Change	9	100.0%
MSST - Strategy	16	100.0%
QTBF - QTEM with major in Finance	2	100.0%
MSSN - Logistics - Supply Chains and Networks	18	94.4%
MSBF - Finance	38	92.1%
Total	110	96.4%

SALARY (excl. extra)

AMUyear

2019

2020

Program

Bachelor

MSc

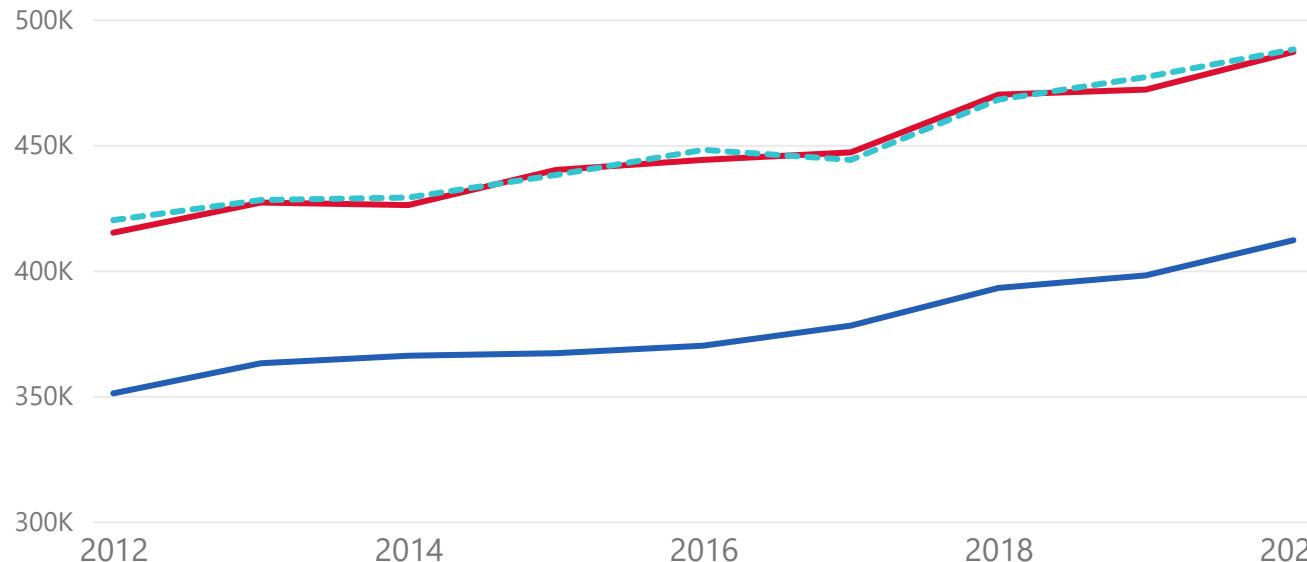
Status in January

Working

BI

Average salary by Program

● Bachelor ● MSc ● SØ (MSBU)



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Program	AvgSalary2019	AvgSalary2020	%changeSalary
Bachelor	398,499 NOK	411,901 NOK	3.36%
MSc	472,007 NOK	486,874 NOK	3.15%
Total	431,050 NOK	445,079 NOK	3.25%

MajorCodeDesc	AvgSalary2019	AvgSalary2020	%changeSalary
MSBU - Business	476,734 NOK	487,560 NOK	2.27%

Citizenship	AvgSalary2019	AvgSalary2020	%changeSalary
Norwegians	431,348 NOK	445,738 NOK	3.34%
Internationals	428,990 NOK	439,367 NOK	2.42%

SALARY (excl. and incl. extra) - 2020

AMUyear

2019

2020

Program

Bachelor

MSc

Status in January

Working

BI

Program	AvgSalary2020	AvgSalary2020extra	%changeBenefits20
Bachelor	411,901 NOK	451,151 NOK	9.5%
MSc	486,874 NOK	529,046 NOK	8.7%
Total	445,079 NOK	486,581 NOK	9.3%

MajorCodeDesc	AvgSalary2020	AvgSalary2020extra	%changeBenefits20
MSBU - Business	487,560 NOK	527,893 NOK	8.3%

Citizenship	AvgSalary2020	AvgSalary2020extra	%changeBenefits20
Norwegians	445,738 NOK	487,058 NOK	9.3%
Internationals	439,367 NOK	482,461 NOK	9.8%

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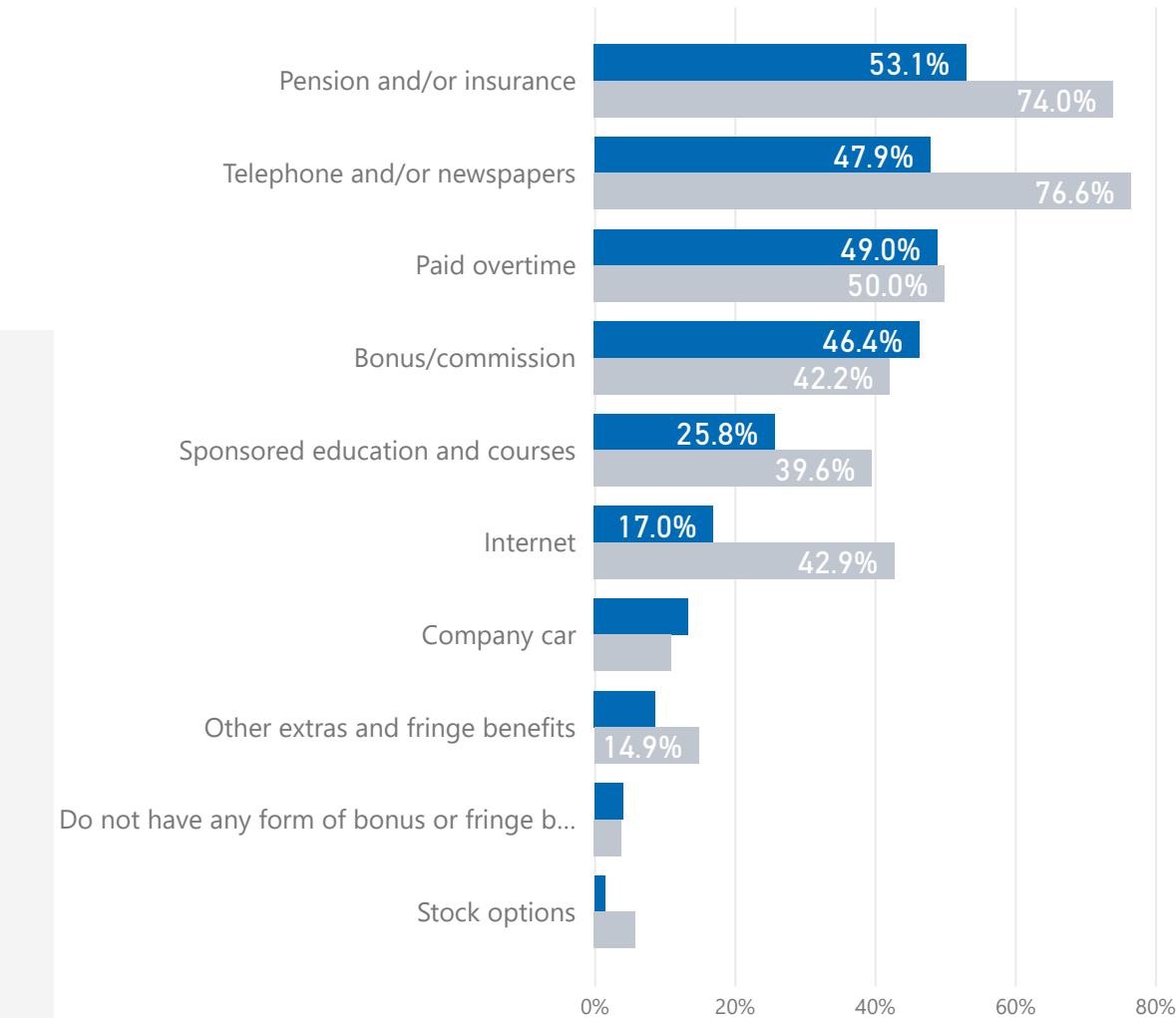
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Do you receive any of the following fringe benefits?

Program • Bachelor • MSc



SALARY (excl. extra) - Bachelor

AMUyear

2019

2020

Program

Bachelor

MSc

Status in January

Working

BI

194

respondents

412K NOK

Average Salary



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gender	# respondents	Average Salary
F	109	408,071 NOK
M	85	416,812 NOK
Total	194	411,901 NOK

Citizenship	# respondents	Average Salary
Internationals	18	397,789 NOK
Norwegians	176	413,344 NOK
Total	194	411,901 NOK

Salary by Bachelor programs

MajorCodeDesc	# respondents	Average Salary
HSB2 - BBA Spec.: Shipping	2	475,000 NOK
HSVH - Retail Management	12	442,250 NOK
HSKL - Creative Ind. Management	4	440,200 NOK
HSRR - Regnskap og revisjon	8	439,375 NOK
HSØA - Økonomi og administrasjon	52	425,635 NOK
HSMI - Markedsføringsledelse	42	418,143 NOK
BSBU - Business (Siv.øk)	9	416,639 NOK
HSFJ - Forretningsjus	6	415,000 NOK
HSRF - Øk.adm m. regnskapsførerutdan.	4	411,000 NOK
HSIM - Internasjonal markedsføring	14	398,214 NOK
HSPM - Kommunikasjonsledelse	13	394,769 NOK
HSB1 - BBA Spec.: Internatl. Business	5	385,840 NOK
HSBF - Finans	3	377,000 NOK
HSEN - Entreprenørskap og økonomi	2	360,000 NOK
HSEM - Eiendomsmegling	17	353,529 NOK
HSB3 - BBA Spec.: Finance	1	300,000 NOK
Total	194	411,901 NOK

SALARY MSc (excl. and incl. extra) - 2020

AMUyear

 2019 2020

Program

 Bachelor MSc

Status in January

 Working

BI

Program	AvgSalary2020	AvgSalary2020extra	%changeBenefits20
MSc	486,874 NOK	529,046 NOK	8.7%
Total	486,874 NOK	529,046 NOK	8.7%

MajorCodeDesc	AvgSalary2020	AvgSalary2020extra	%changeBenefits20
MSBU - Business	487,560 NOK	527,893 NOK	8.3%
MSFE - Finance	501,133 NOK	616,071 NOK	22.9%
MSLO - Leadership and Org. Psychology	485,952 NOK	515,706 NOK	6.1%
MSMA - Strategic Marketing Management	477,857 NOK	488,250 NOK	2.2%
MSRR - Regnskap og revisjon	475,600 NOK	502,000 NOK	5.6%

MSBU majors

MajorCodeConc	AvgSalary2020	AvgSalary2020extra	%changeBenefits20
MS02 - Marketing	490,000 NOK	505,500 NOK	3.2%
MSAT - Business Law, Tax & Accounting	495,769 NOK	531,395 NOK	7.2%
MSBF - Finance	477,859 NOK	524,708 NOK	9.8%
MSEC - Economics	490,000 NOK	534,000 NOK	9.0%
MSLC - Leadership and Change	472,889 NOK	500,750 NOK	5.9%
MSSN - Logistics - Supply Chains and Networks	496,577 NOK	546,182 NOK	10.0%
MSST - Strategy	500,385 NOK	533,000 NOK	6.5%
QTBF - QTEM with major in Finance	502,500 NOK	565,000 NOK	12.4%

SALARY (excl. extra) - MSc

AMUyear

2019

2020

Program

Bachelor

MSc

Status in January

Working

BI

154

respondents

487K NOK

Average Salary

Salary by MSc programs

MajorCodeDesc	# respondents	Average Salary
MSFE - Finance	15	501,133 NOK
MSBU - Business	91	487,560 NOK
MSLO - Leadership and Org. Psychology	21	485,952 NOK
MSMA - Strategic Marketing Management	21	477,857 NOK
MSRR - Regnskap og revisjon	6	475,600 NOK
Total	154	486,874 NOK



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gender	# respondents	Average Salary
F	78	476,397 NOK
M	76	497,626 NOK
Total	154	486,874 NOK

Citizenship	# respondents	Average Salary
Internationals	18	480,944 NOK
Norwegians	136	487,659 NOK
Total	154	486,874 NOK

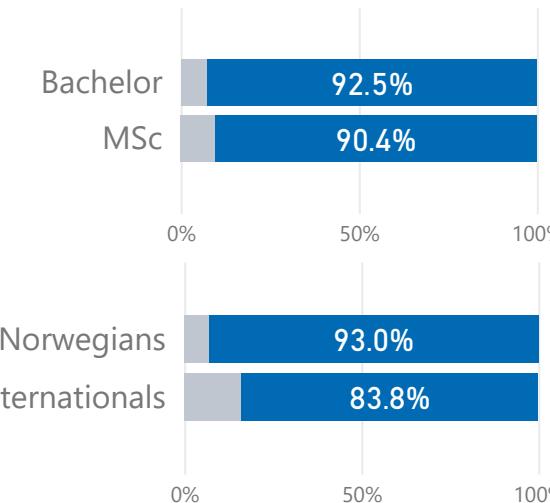
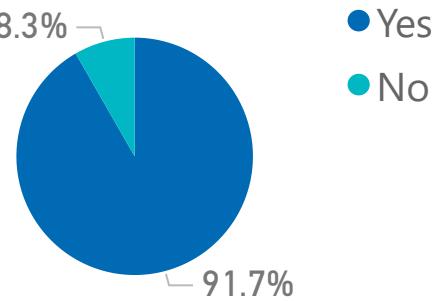
Part-time work while studying at BI

(including summer job and internship)



AMUyear	Program	Status in January
2019	Bachelor	Non-working
2020	MSc	Working

Part-time job (incl. summer job and internship)



PART-TIME WORK Bachelor MSc All

No	15.3%	20.2%	17.2%
Yes	84.7%	79.8%	82.8%

SUMMER JOB Bachelor MSc All

No	73.9%	63.1%	69.7%
Yes	26.1%	36.9%	30.3%

INTERNSHIP Bachelor MSc All

No	82.4%	66.2%	76.0%
Yes	17.6%	33.8%	24.0%

PART-TIME WORK Internationals Norwegians

No	31.1%	14.8%
Yes	68.9%	85.2%

SUMMER JOB Internationals Norwegians

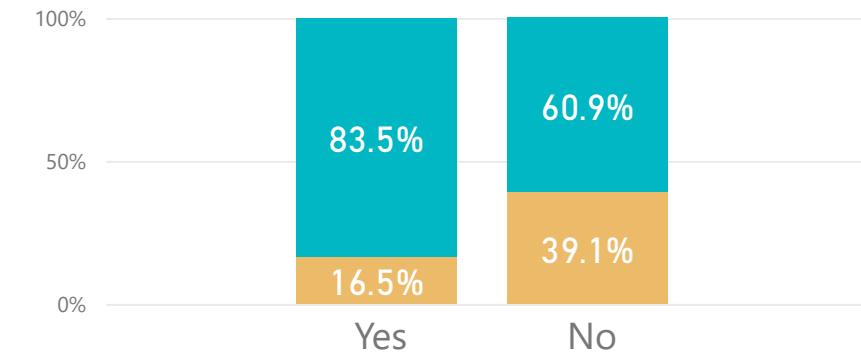
No	70.3%	69.6%
Yes	29.7%	30.4%

INTERNSHIP Internationals Norwegians

No	62.2%	78.4%
Yes	37.8%	21.6%

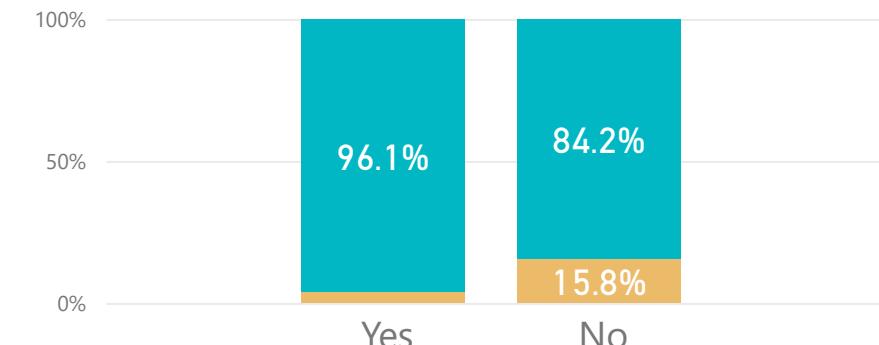
Part-time job (incl. summer job and internship) and employment status among Bachelor

● Non-working ● Working



Part-time job (incl. summer job and internship) and employment status among MSc

● Non-working ● Working



Choosing a position

AMUyear

2019

2020

Program

Bachelor

MSc

Status in January

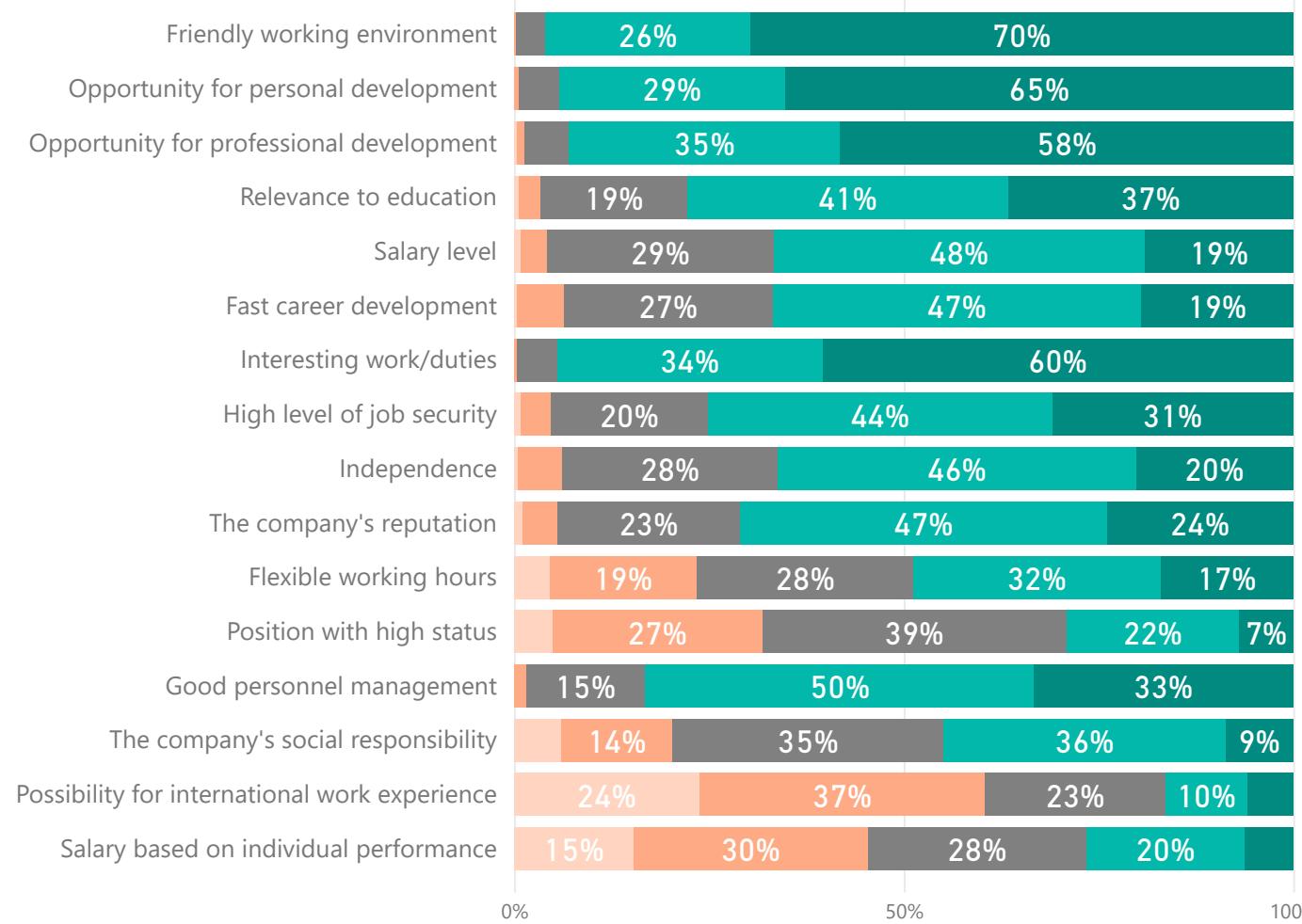
Non-working

Working

BI

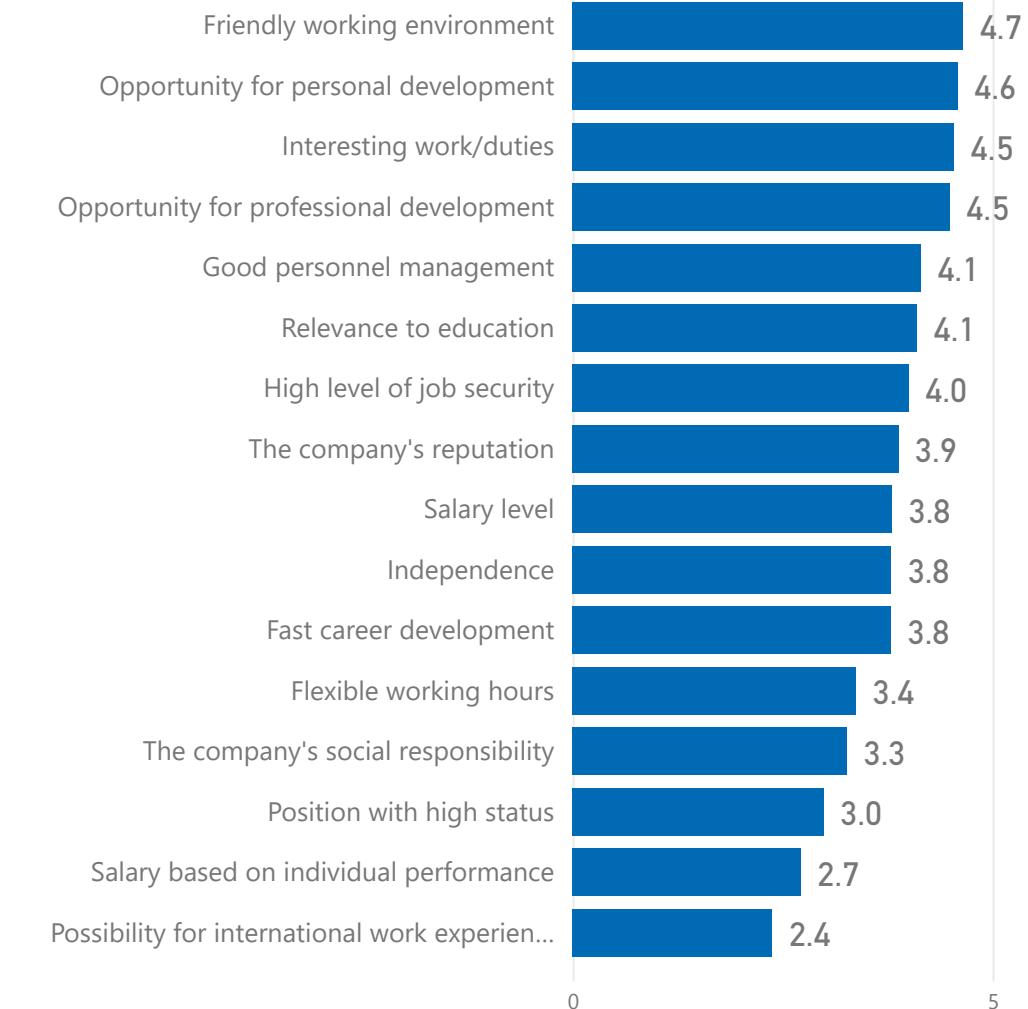
What do you consider most important when choosing a position?

● Not important ● Slightly important ● Somewhat important ● Important ● Very important



Respondents who have answered Don't know/not relevant are excluded

Average scale of importance



Job search process

AMUyear

2019

2020

Program

Bachelor

MSc

Status in January

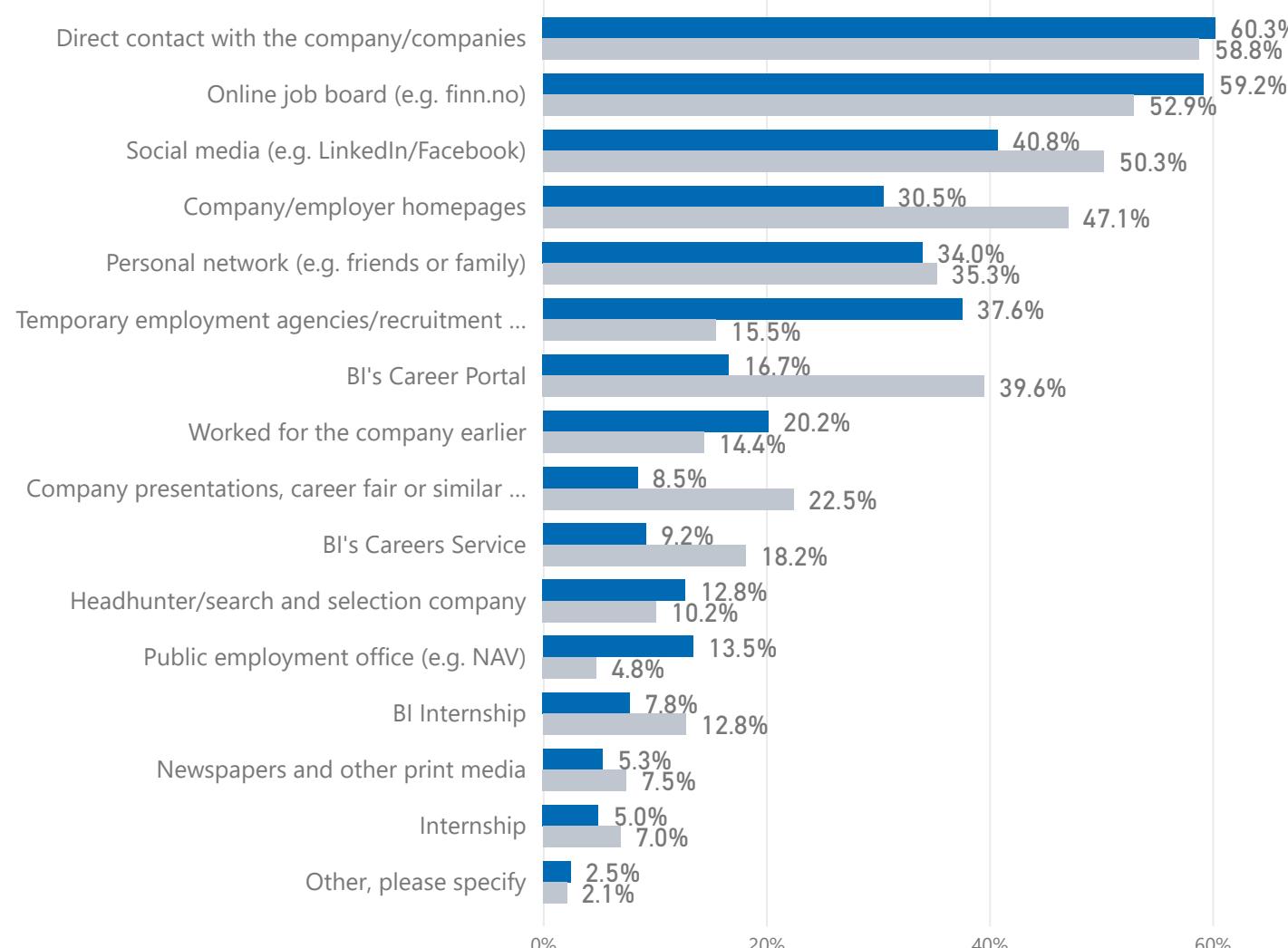
Non-working

Working



Which of the following have you used during the job search process?

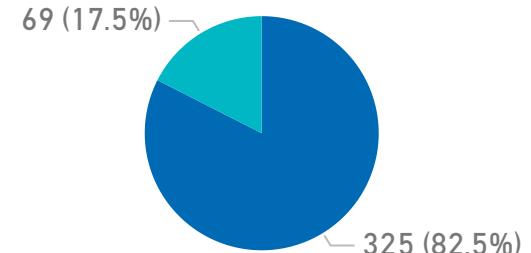
● Bachelor ● MSc



Respondents who have answered Don't know/not relevant are excluded

When did you begin your job search/application process?

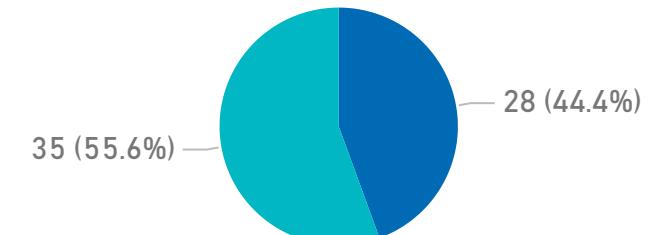
*EMPLOYED graduates



● Applied BEFORE completing the studies ● Applied AFTER completing the studies

Time of application	Bachelor	MSc	Total
Applied BEFORE completing the studies	74.0%	93.1%	82.5%
Applied AFTER completing the studies	26.0%	6.9%	17.5%

*NON-EMPLOYED graduates



● Applied BEFORE completing the studies ● Applied AFTER completing the studies

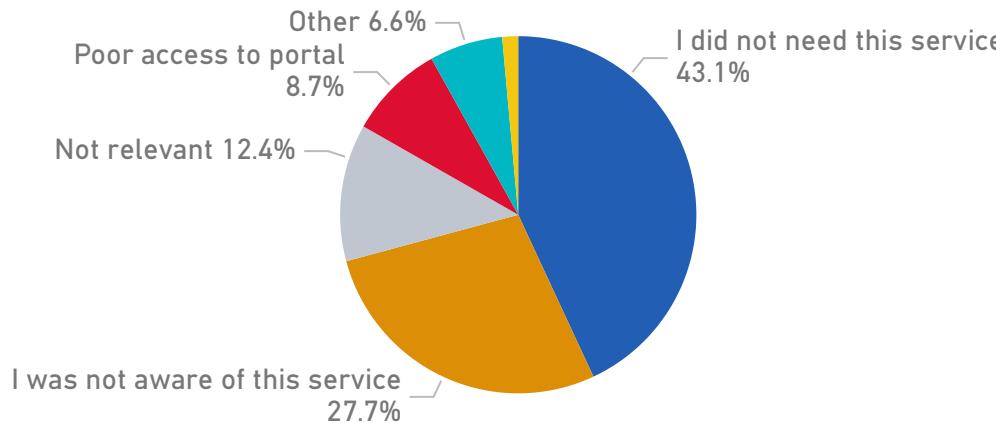
Time of application	Bachelor	MSc	Total
Applied BEFORE completing the studies	44.4%	44.4%	44.4%
Applied AFTER completing the studies	55.6%	55.6%	55.6%

BI's Careers Portal/Service

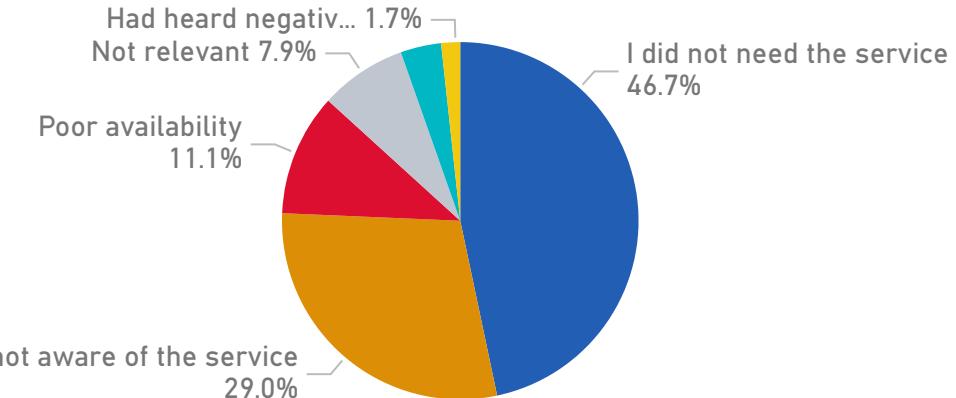
AMUyear	Program	Status in January
2019	Bachelor	Non-working
2020	MSc	Working



Why did not use BI Careers Portal in the job search process?



Why did not use BI Careers Service in the job search process?



Reasons	Bachelor		MSc		Total	
	n	%	n	%	n	%
I did not need this service	94	40.2%	55	49.1%	149	43.1%
I was not aware of this service	80	34.2%	16	14.3%	96	27.7%
Not relevant	20	8.5%	23	20.5%	43	12.4%
Poor access to portal	24	10.3%	6	5.4%	30	8.7%
Other	11	4.7%	12	10.7%	23	6.6%
Had heard negative feedback about this service	5	2.1%			5	1.4%

Reasons	Bachelor		MSc		Total	
	n	%	n	%	n	%
I did not need the service	106	41.6%	84	55.3%	190	46.7%
I was not aware of the service	90	35.3%	28	18.4%	118	29.0%
Poor availability	28	11.0%	17	11.2%	45	11.1%
Not relevant	15	5.9%	17	11.2%	32	7.9%
Other	11	4.3%	4	2.6%	15	3.7%
Had heard negative feedback about the service	5	2.0%	2	1.3%	7	1.7%

Job applications and interviews

AMUyear

2019

2020

Program

Bachelor

MSc

Status in January

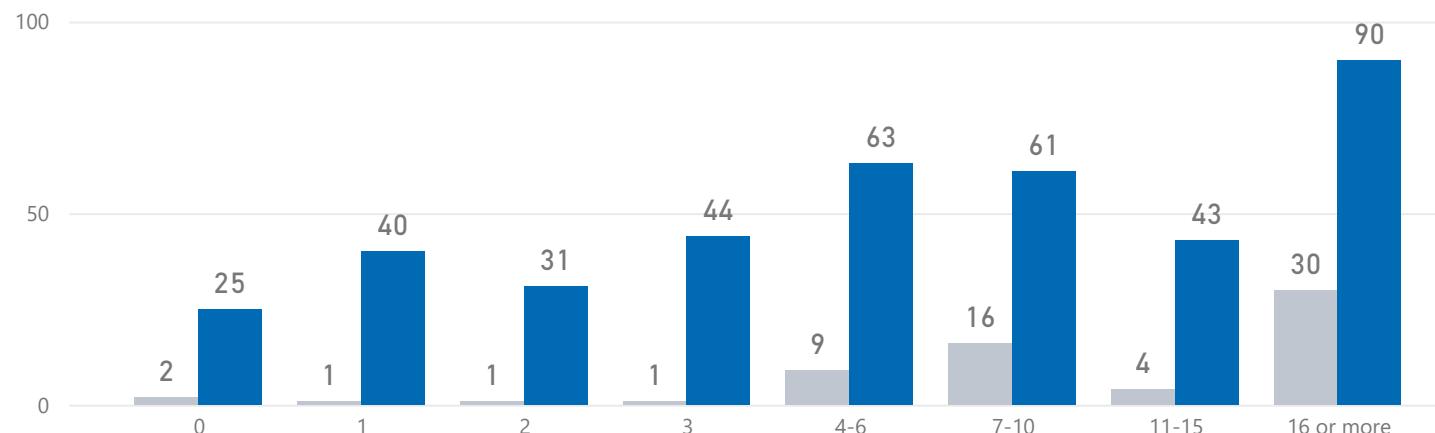
Non-working

Working

BI

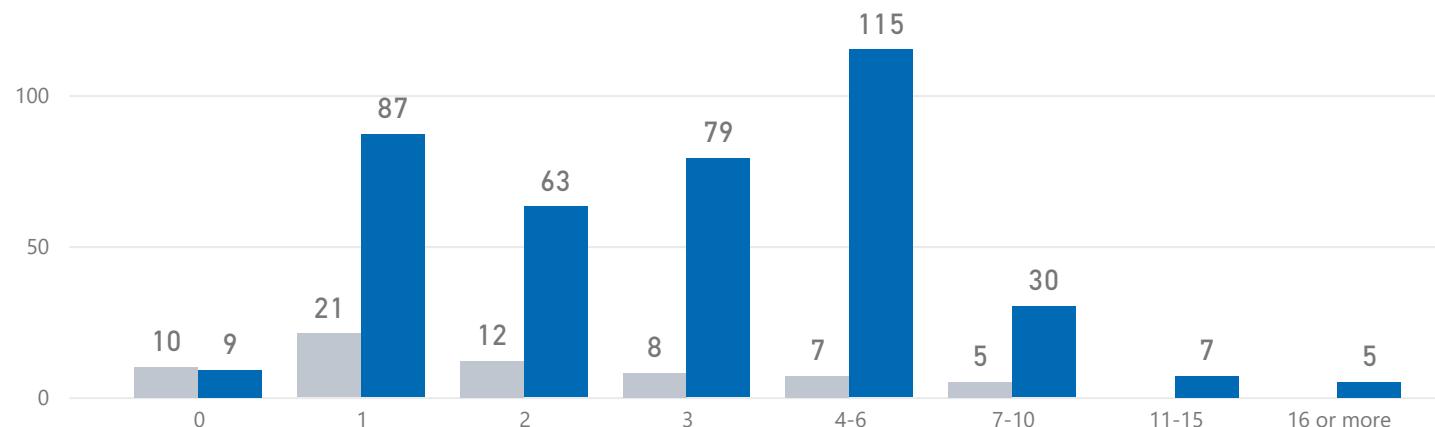
How many job applications have you sent?

● Non-working ● Working



How many first interviews have you been called in for?

● Non-working ● Working



Respondents who have answered Don't know/don't remember are excluded

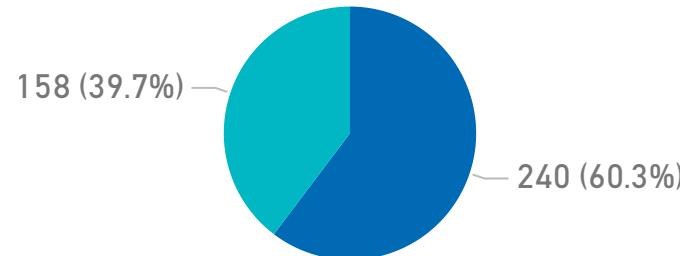
Your present position

AMUyear	Program	Status in January
2019	Bachelor	Non-working
2020	MSc	Working

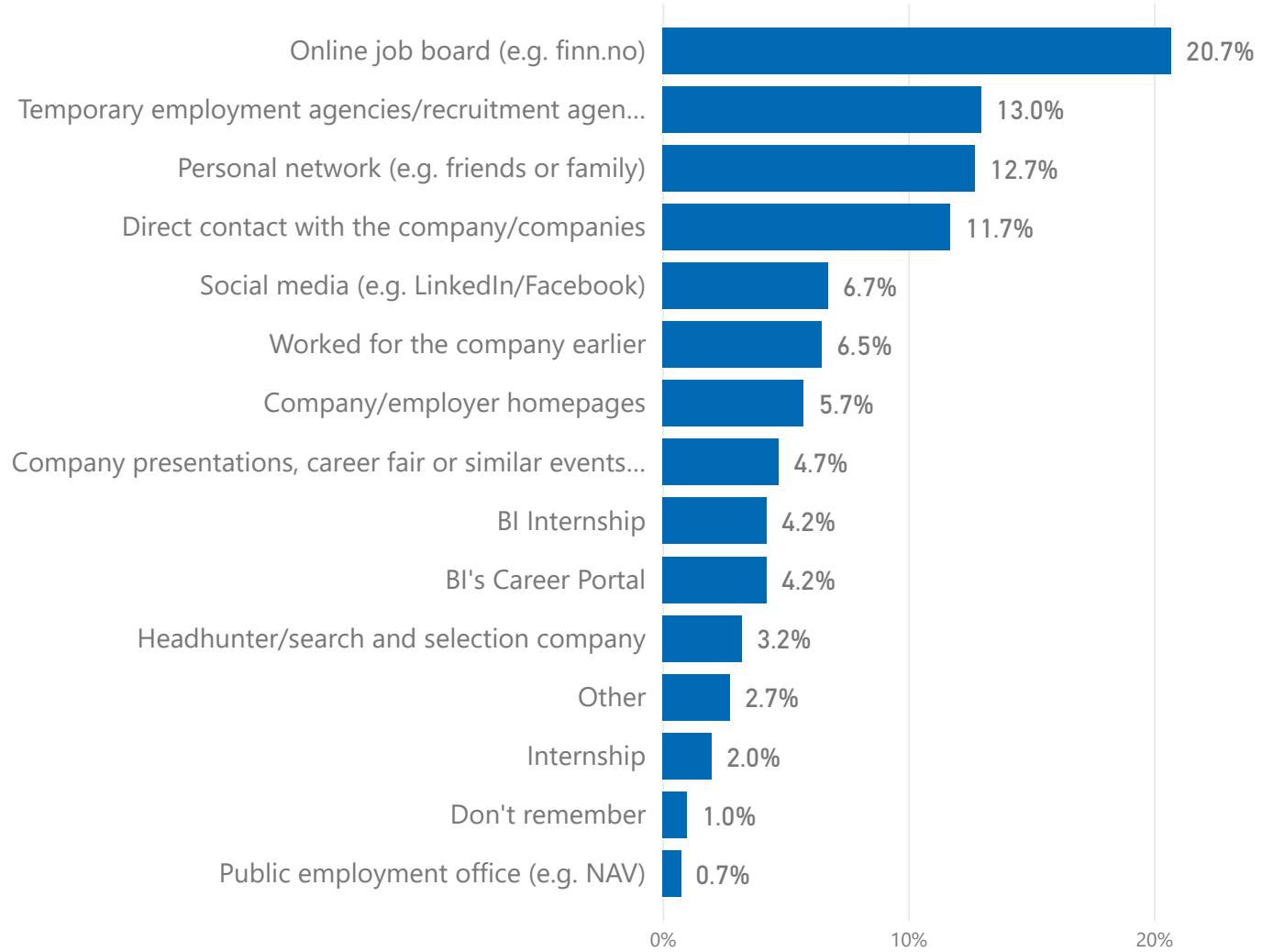


When were you offered the position you have today?

- BEFORE completing the studies
- AFTER completing the studies



How were you first exposed to the company/employer you work for?



Time job offer	Bachelor	MSc	Total
BEFORE completing the studies	48.2%	75.6%	60.3%
AFTER completing the studies	51.8%	24.4%	39.7%

Time job offer	Internationals	Norwegians	Total
BEFORE completing the studies	66.0%	59.4%	60.3%
AFTER completing the studies	34.0%	40.6%	39.7%

Type of position - Bachelor

AMUyear

- 2019
- 2020

Program

- Bachelor
- MSc

MajorCodeDesc

- All

Status in January

- Non-working
- Working



What type of position/title do you have?

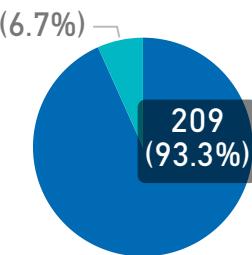


Other position/title

Scientific assistant
Marketing manager
Planner account Executive
Manager
Advisor internal communication
Community manager
Controller
Department manager
Brand Manager
Content manager
Digital marketer
Auditor
Finance
Supervisor
Administrative assistant
Procurement
Customer service
Performance Marketing Manager
Researcher recruitment advisor
Sales assistant
Project Manager
Accounts assistant
Marketing coordinator
Customer service
Accounts responsible
Journalist
Sales and marketing consultant
Property development

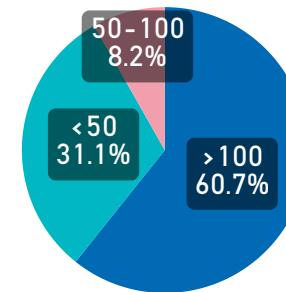
Which sector are you employed in?

● Private sector ● Public sector



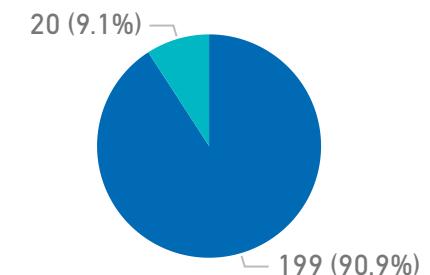
Sector	Bachelor
Private sector	93.3%
Public sector	6.7%

How many employees work in the company/organisation you work for?



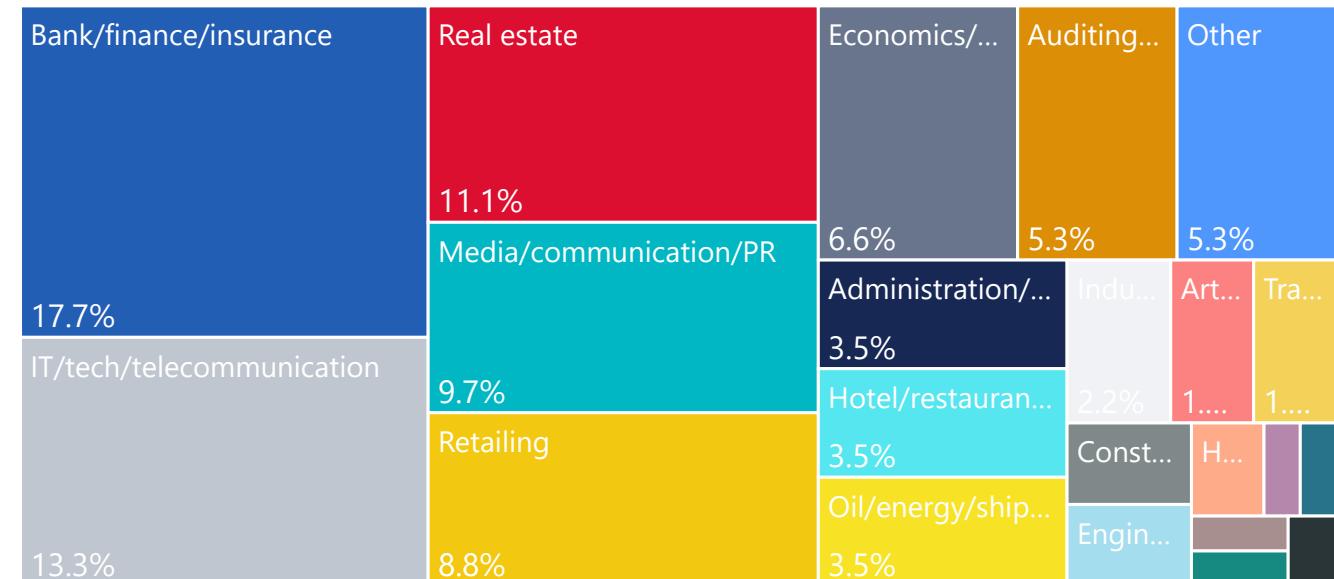
Full-time/Part-time position

● Full-time ● Part-time



Position	Bachelor
Full-time	90.9%
Part-time	9.1%

What sector does your company/employer belong to?



Type of position - MSc



AMUyear

- 2019
- 2020

Program

- Bachelor
- MSc

MajorCodeDesc

All

Status in January

- Non-working
- Working

What type of position/title do you have?



Other position/title

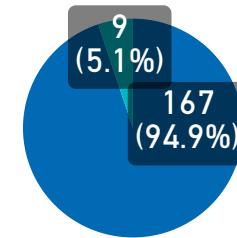
Distribution planner
Business development manager
Product manager
Digital Specialist
Commercial Project Manager
Junior
Marketing manager
Consultant IT tech
Recruiter
Category manager
KYC Specialist
PhD Scholar in marketing
Tactical Distibution Planner
Coordinator
Analyst manager
Bond broker
Planner
Manager Assistant
Technical software tester
Customer service
Sales Analyst
Business Analyst
Project manager
CFO
Associate tax consultant

Project Manager

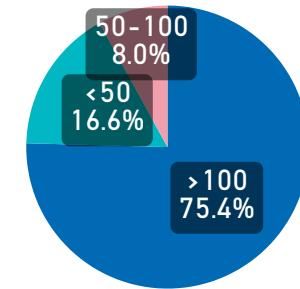
HR

Which sector are you employed in?

● Private sector ● Public sector

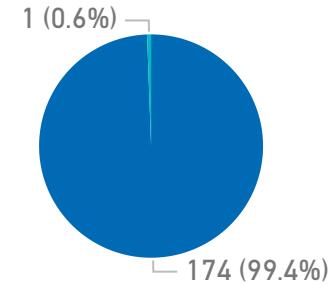


How many employees work in the company/organisation you work for?

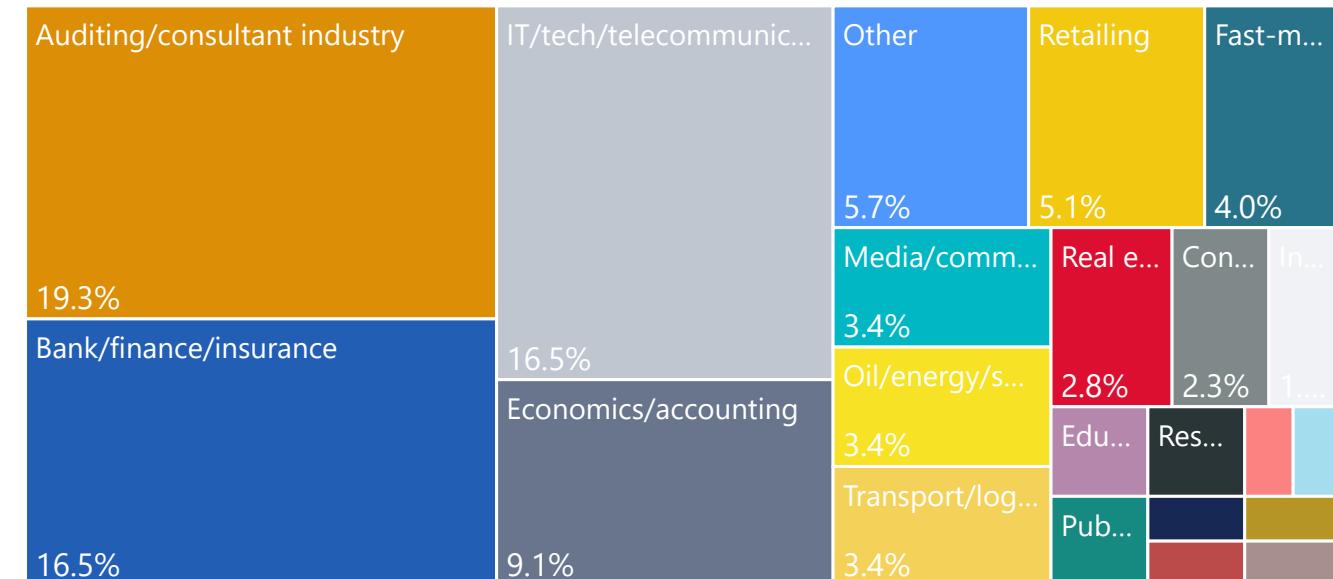


Full-time/Part-time position

● Full-time ● Part-time



What sector does your company/employer belong to?



Company/organization

AMUyear

- 2019
- 2020

Program

- Bachelor
- MSc

MajorCodeDesc

- All

Status in January

- Non-working
- Working



In which company/organisation are you currently employed?

Bachelor

Yara Marine Technologies Tromsø Tannlegesenter
 Webstep Techweb AS ServiceSource International
 Uttekemegleren Schibsted Rema 1000 Storebrand Asset Management AS
 Myrdahl og Svein AS Norsk Tipping og Manpower
 Mediesalg as Netlife Dialog AS Landstreff Fredrikstad Statnett SF
 Marsh AS Mesta AS Konica Minolta Norge AS Salmon brands AS
 Centrum Reisebyrå en franchise hos HRG AMAX GBT If forsikring Olav Thon Gruppen
 Codan Forsikring Gule sider TV 2 CBRE Fløibanen AS Manpower
 Leiebolig utleiemegling Det Andre Teatret AS Ekonomernas Hus AB Wavemaker
 StoreSupport Fremtind Automile AS DBRS Morningstar FrontCore ProntoTV AS
 TRY Opt Engelschiøn Marwell Hauge Broom TV 2 Elsykkelbutikken AS
 Lime Technologies KPMG Ericsson BigBlue Company AS Gjensidige Bank
 Urban Varner Elitefoto Bergersen Flis AS Nordvik DNB Eiendom Red media
 Communitech Solutions Molte AS Konsernstruktur ABK Qviller EF Education First
 Sulzer Pumps Norway Kredinor Azets AS BergenHavn AS Sbanken TINE Carl H Breen AS
 Valkyrien sko Tilbords Handelshøyskolen BI Aktiv Eiendomsmegling Eiendomsmegler 1 Wilhelmsen
 Meglerhuset Nylander Danica Pensjon Danske Bank Akershus Eiendom Tine SA Siemers
 SG Finans Netpower Digi Publishing AS Bennett Reklamebyrå Bambus Sushi AS Proaktiv Eiendomsmegling
 Inbovi Foto Film Drone Eltel CBK Distribusjon AS SEB Blom Fossan AS
 Rema1000 Høygrupper Aider Oslo AS BDO Zeipt Crayon Norge AS Beerenberg services AS
 Norsk Helseinformatikk AS Frydenbø Bilsenter Beverøya Camping Aker Energy
 SAS Institute Bærums Verk Drift AS under Løvenskiold Maxbo Enger Hedlund AS PlanB AS
 Olav Thon gruppen Frende forsikring Bnbank Fjordkraft Pennin Eymundsson Visma
 Lindorff Telia Elkjøp Coop Kristiansund og Nordmøre Næringsforum
 Veidekke Loyalty AS Capus AS Otrum AS Proffcom
 EiendomsMegler 1 Midt Norge Danske Bank Blender Royal Botania
 Steen og strøm Exceline Vizable Bilia Personbil Gard AS Lundin norway Phoner Telia
 Voi Technology Schibsted Norge Jernbanepersonalets forsikring MA Rusfri Trafikk St olavs hospital
 Wien og Lie Rørleggerbedrift AS Securitas AS Jobber for DNB gjennom Manpower TOPdesk Norge AS
 Shoeday Eurosko gruppene Kremmerhuset AS PHD media PrivatMegleren
 Tryg Forsikring Obos eiendomsmeglere Privatmegleren Thøgersen og Partenere
 Quality Hotel Panorama Quality Airport Hotel Værnes Nordic Choice Hotels Vipps AS
 Visma Software AS Telia Norge OneCall MyCall
 Vestbo Garanti Sentrum AS eid av Vestlandske Boligbyggelag Vestbo

MSc

Publicis Media Norway AS Orkel Direkte AS
 Pure Consulting Midport Scandinavia AS Tet
 Posten Norge Mazars Revisjon Statkraft AS
 PKF ReVisjon AS Lund university Knut Axel Ugland Holding AS
 Accenture Handelshøyskolen BI PepsiCo
 Elkjøp Ringnes Dnv GL ISS Facility Services AS
 EPRI Rating Group Grupo Mausoleos Hydro
 Orkla ASA InsightOne Nordic Forsvarsbygg
 Precis Digital JM Norge AS Fremtind Abbott
 Equatex as part of the Computershare Group Nordic Hub
 Boston consulting group Direktoratet for samfunnssikkerhet og beredskap
 NorgesGruppen PwC Deals Syscom
 Oslo Economics Hotelia AS ABG Sundal Collier Bergans Fritid AS
 Implement Consulting Group Bemobi International AS Zalaris
 Revisorhuset AS Maanesten Aareon Nordic Lindorff
 Mazars currently and KPMG in September Centric
 Frelsesarmeene Fiskeridirektoratet Veidekke Cognito AS
 IKEA Grant Thornton Arbeids og velferdssjef direktoratet
 Storebrand MENY AS Sparebank1 Experis Ciber
 SAS Scandinavian Airlines Nortura EVRY Alvens as Intility
 Pareto Bank ASA Kahoot AS Bril Innovatie Mills
 Insr Insurance Group Gture AS Cramo Nordea Danmark Vivento
 Thor Companies Deloitte Insr Insurance Group ASA
 City Finansiering AS Devoteam Fornebu Consulting L'oreal Sweden AB
 Nettavisen HouseOfGuarantees Sogeti Norge AS
 Nortura SA Nortura SA Vil ikke nevne
 Penetrace Coca Cola
 Tata Consultancy Services VCS Viet Nam Technology Joint Stock Company

International aspects of work

AMUyear

<input type="checkbox"/>	2019
<input checked="" type="checkbox"/>	2020

Program

<input type="checkbox"/>	Bachelor
<input checked="" type="checkbox"/>	MSc

MajorCodeDesc

All

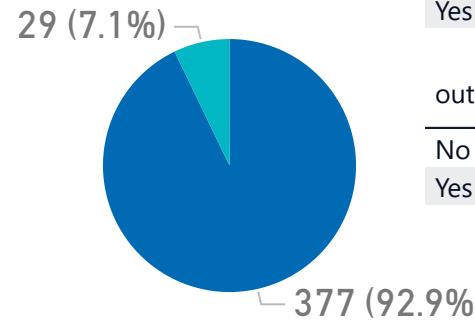
Status in January

<input type="checkbox"/>	Non-working
<input checked="" type="checkbox"/>	Working



Do you work outside Norway?

- No
- Yes



outsideNorway	Bachelor	MSc
No	94.8%	90.4%
Yes	5.2%	9.6%

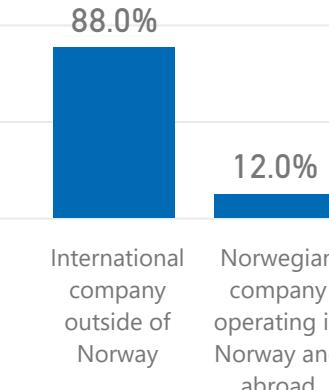
outsideNorway	Internationals	Norwegians
No	72.2%	96.0%
Yes	27.8%	4.0%

Map and filled map visuals are disabled. To enable them, go to File > Options and settings > Options > Global > Security. [See details](#)

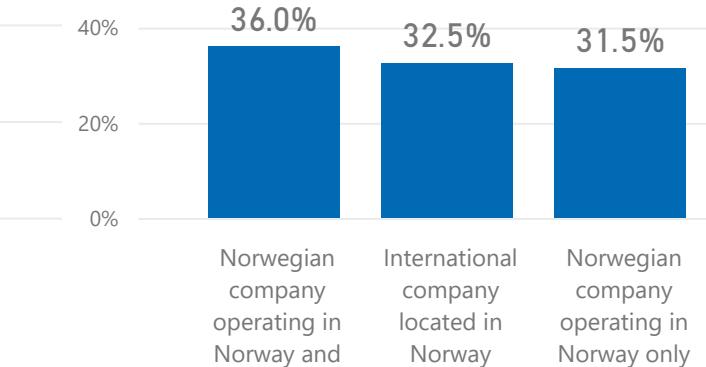


How would you describe the company/employer you work for?

those who work OUTSIDE Norway

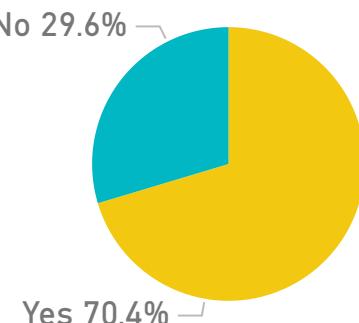


those who work INSIDE Norway

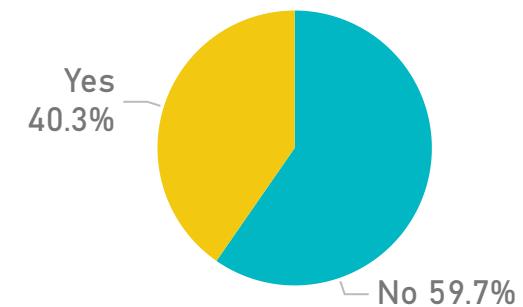


Would you describe your job as international?

those who work OUTSIDE Norway



those who work INSIDE Norway



Respondents who have answered Don't know are excluded

Skills in the workplace

AMUyear

- 2019
- 2020

Program

- Bachelor
- MSc

MajorCodeDesc

- All

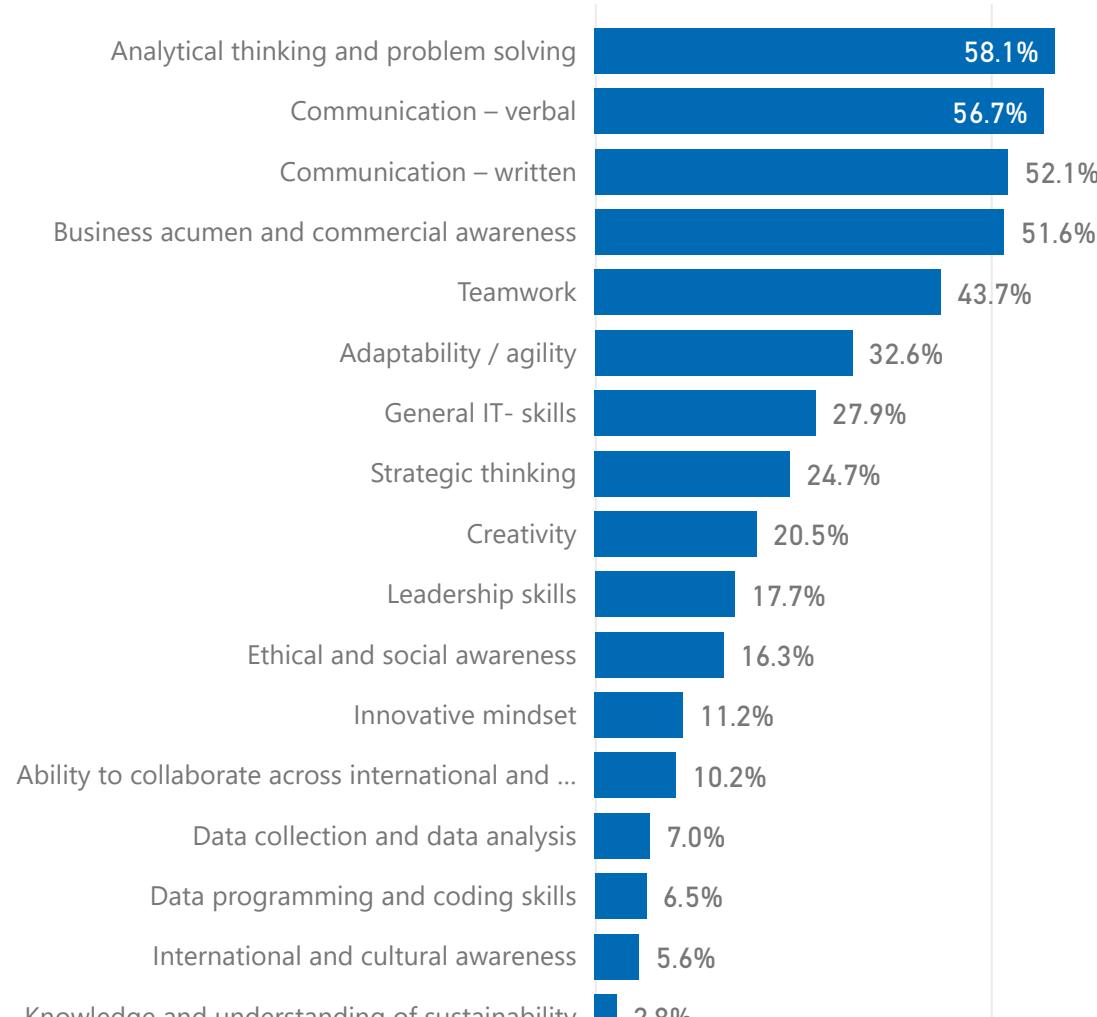
Status in January

- Non-working
- Working



Which skills have you had most use for in your work?

● Bachelor



● MSc



Future of work

AMUyear

- 2019
- 2020

Program

- Bachelor
- MSc

MajorCodeDesc

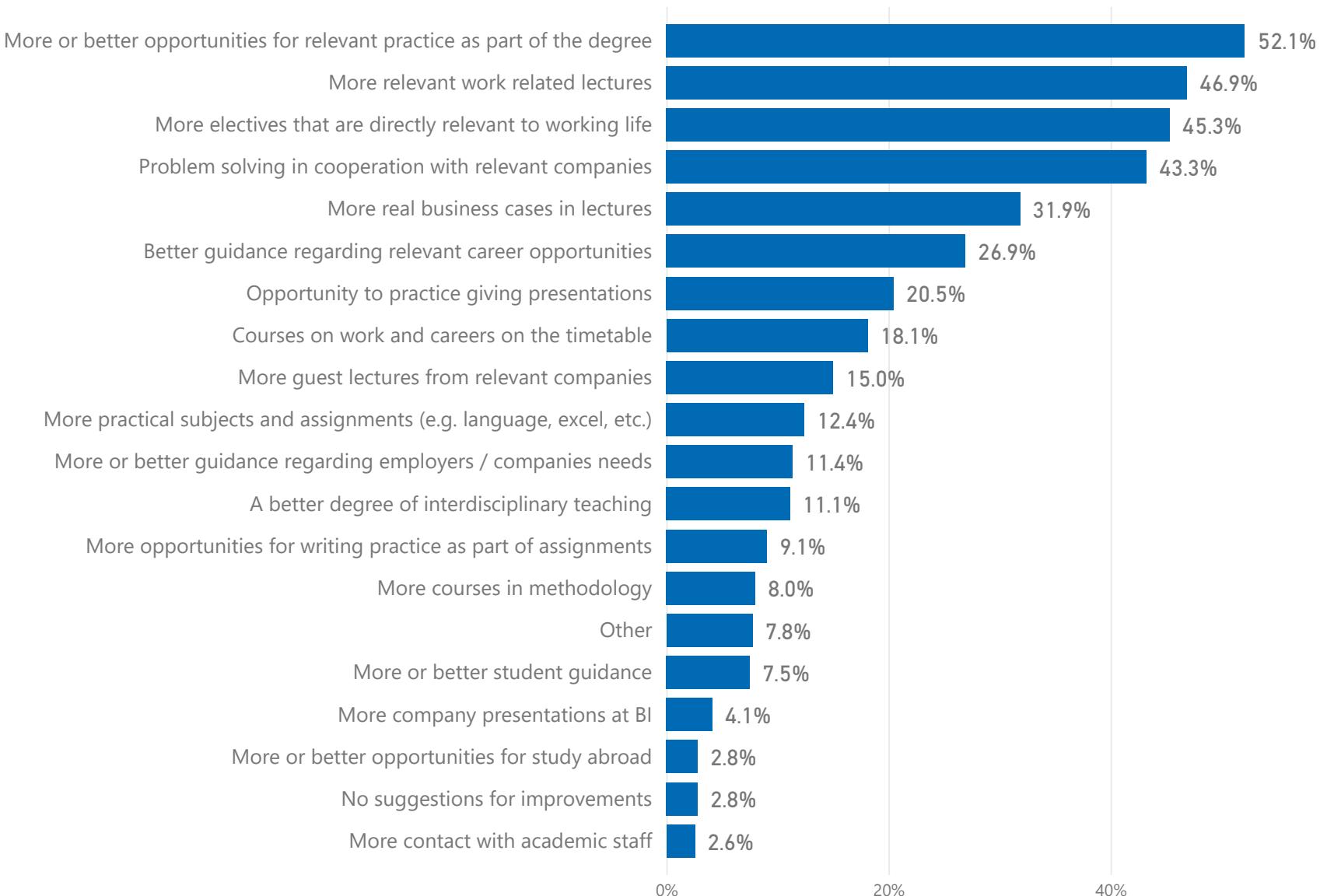
All

Status in January

- Non-working
- Working



How could BI prepare you better for the future of work?

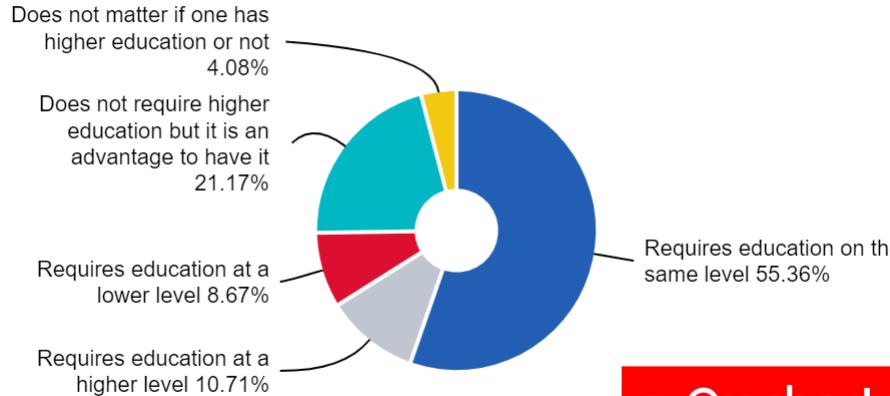


Job Relevance/Satisfaction

AMUyear	Program	MajorCodeDesc	Citizenship	Status in Jan...
2019	Bachelor	All	Internationals	Non-working
2020	MSc		Norwegians	Working



In terms of relevance to your education, how would you describe the main duties of your present job?



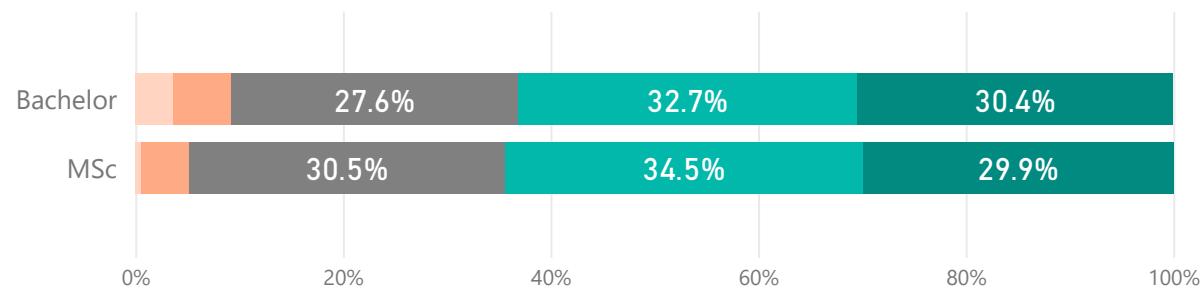
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JobDutiesN	Bachelor	MSc	Total
Requires education on the same level	47.2%	65.5%	55.4%
Requires education at a higher level	11.0%	10.3%	10.7%
Requires education at a lower level	5.0%	13.2%	8.7%
Does not require higher education but it is an advantage to have it	29.4%	10.9%	21.2%
Does not matter if one has higher education or not	7.3%		4.1%

Respondents who have answered Don't know/don't remember are excluded

To what extent would you say that your present job is relevant in terms of your education from BI?

- To a very small extent
- To a small extent
- To a moderate extent
- To a large extent
- To a very large extent

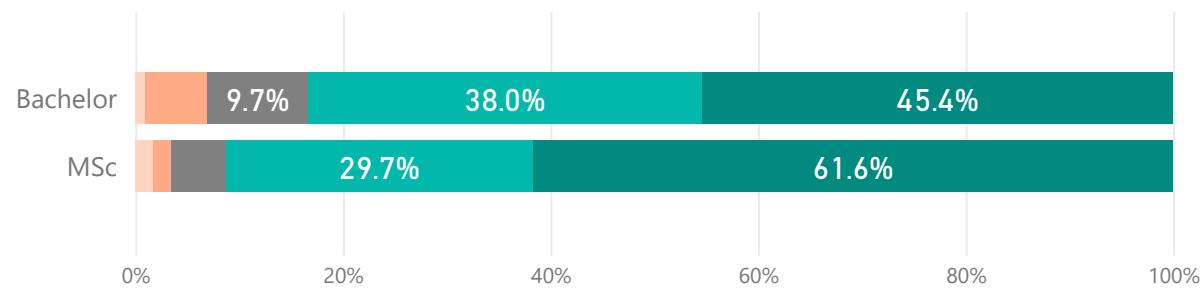


63.7%

**RELEVANT
EMPLOYMENT**

In general, how satisfied are you with the job you have today?

- Very dissatisfied
- Dissatisfied
- Neither satisfied nor dissatisfied
- Satisfied
- Very satisfied

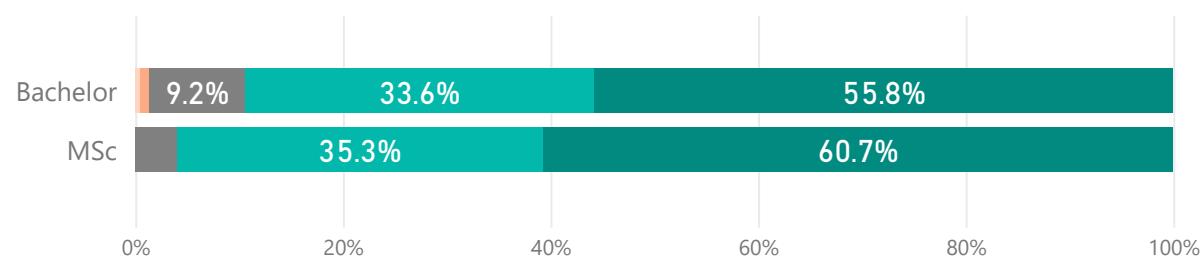


86.9%

**JOB
SATISFACTION**

How positive are you to your future career prospects?

- Very negative
- Negative
- Neutral
- Positive
- Very positive



92.3%

**POSITIVE CAREER
PROSPECTS**

Communication

AMUyear	Program	MajorCodeDesc	Status in January
2019	Bachelor	All	Non-working
2020	MSc		Working



How much do you agree or disagree with the following statements (scale 1-5)? During my time at BI:

I learned how to communicate how my competencies can be used in working life.



I learned how to describe my skills.



I learned to describe my personal characteristics.



Respondents who have answered Don't know/don't remember are excluded

Satisfaction - Recommendation

AMUyear

- 2019
- 2020

Program

- Bachelor
- MSc

MajorCodeDesc

All

Citizenship

- Internationals
- Norwegians

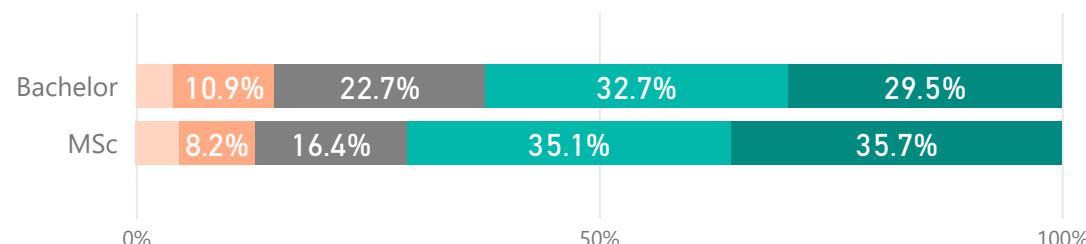
Status in Ja...

- Non-working
- Working



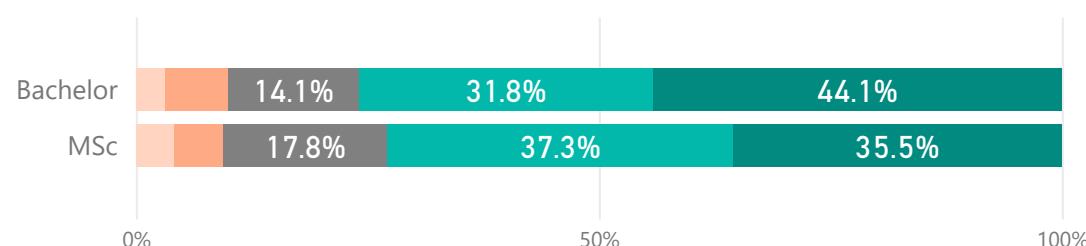
If you had to choose a study programme today, how likely is it that you would choose the same study programme again?

● Not at all likely ● Slightly likely ● Somewhat likely ● Likely ● Very likely



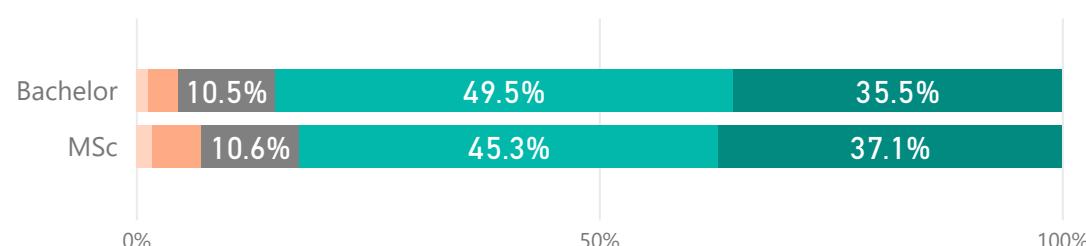
If you had to choose the same type of education today, how likely is it that you would choose BI as an educational institution again?

● Not at all likely ● Slightly likely ● Somewhat likely ● Likely ● Very likely



In general, how satisfied are you with BI?

● Very dissatisfied ● Dissatisfied ● Neither satisfied nor dissatisfied ● Satisfied ● Very satisfied

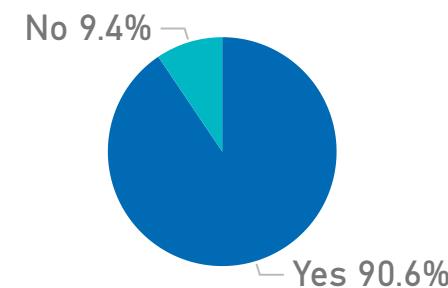


66.0%
WOULD CHOOSE STUDY PROG AGAIN

74.6%
WOULD CHOOSE BI AGAIN

83.8%
SATISFACTION with BI

Would you recommend BI to others?



On a scale of 0 to 10, how likely are you to recommend BI Norwegian Business School to other people?
(0 = Extremely unlikely, 10 = Extremely likely)



😊 % - 😕 % = NET PROMOTER SCORE

program	n	%Detractors	%Passives	%Promoters	NPS
Bachelor	251	24.0%	43.0%	33.0%	9.05
MSc	188	24.6%	42.1%	33.3%	8.77
Total	439	24.2%	42.6%	33.2%	8.93

Respondents who have answered Don't know/don't remember are excluded