



**ΟΙΚΟΝΟΜΙΚΟ
ΠΑΝΕΠΙΣΤΗΜΙΟ
ΑΘΗΝΩΝ**

ATHENS UNIVERSITY
OF ECONOMICS
AND BUSINESS

The pipeline for graduate jobs: Strategy from intake to job success

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The current context



- Knowledge capital has become the most valuable asset
- Learners need high quality studies, lifelong learning and just-in-time access to educational programs.
- Higher Education Institutions need to develop their students' creative, entrepreneurial, intercultural, empathetic and self-management skills.
- Higher Education: a 1.7 trillion USD industry.
- Rapid expansion of student enrolment globally - projected to nearly double to 262 million in 2025, the increasing importance of research, innovation and online learning have become key triggering factors of change.

The needs of our students



- Youth are “different” compared to previous generations.
- They are much more familiar to communication, media, and digital technologies.
- Students expect from Business to achieve more in order to address social problems, such as resource scarcity, climate change and income equality.
- Youth expect organizations to foster innovative thinking and to nurture emerging leadership and that influences their decision for choosing an employer.
- Our students are more than ever eager to make a difference.

Market's expectations



- The job market is trying to draw attention towards the lack of the needed skills.
- They ask for employees with creativity, entrepreneurial and critical thinking, flexibility, ability to cooperate and learn in diverse teams and cultures.
- Society calls for new approaches and solutions to the challenges that we currently face, through the development of innovation and entrepreneurship.

Our approach - Introduction (1/6)



- Athens University of Economics and Business (AUEB), founded in 1920, is the oldest educational institution in Greece in the field of Economics.
- Our mission is to serve as a center of education and scientific excellence, meritocracy, extroversion, transparency and social accountability.
- Our 3 Schools - Economics, Business and Technology & Information Sciences - are structured in 8 Undergraduate Departments, host approximately 12,000 students and offer 29 popular Postgraduate Programs.
- Our objective with regards to employability is to develop strong professionals that can stand either as employees or as entrepreneurs in the national, the European and the global market.



Our approach - Recruitment (2/6)

- For our Bachelor studies, we make sure that we are the first choice for the best pupils in the country in the fields we cover.
- We keep constant communication through our Alumni, Faculty and Administrative Staff with business leaders across industries.
- Our Master programs implement thorough selection processes, during which they do not only evaluate academic performance, but also leadership and professional capacity and experience.
- We lift any financial accessibility barriers that would have compromised the quality of our intakes, if left so, through financial scholarships.



Our approach - Curriculum (3/6)

- Our curriculum's content is revised by scientific committees, members of our Faculty, with academic and market experience.
- We ensure that our professors implement such teaching and learning methodologies that encourage critical thinking, cooperation and creativity.
- We run bi-annual satisfaction questionnaires to all our students. The results of the surveys are then used for improvements in our curriculum and faculty's performance.
- We provide several executive education and short-duration programs, for those professionals that seek knowledge on very specific fields of knowledge, through our Center for Executive Education and Lifelong Learning.

Our approach – Extra Curricular activities (4/6)



- Our Career Office offers several services to our bachelor, master students and recent Alumni regarding their career launch and development.
- We offer funded internship programs to our students, in Greece or abroad, in the corporate or non corporate area.
- We very actively participate in the student exchange Erasmus program.
- Entrepreneurship has been in the core of our student services for a few years now, through education, training, mentorship and support.
- We have designed and implemented a leadership development program for our bachelor students on soft skills such as communication, leadership, team management, intercultural understanding and critical thinking.
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Our approach – The role of our Faculty (5/6)



- Our Professors and researchers have either working experience in the market or cooperate with the business in diverse research or consulting projects.
- They bring that experience and knowledge in the classroom, either directly by hosting guest lectures or indirectly through discussing case studies and real-life situations with the students in their classrooms.
- These approaches make the curriculum more relevant alive.

Our approach – The role of the University's Council (6/6)



- The University's Council bring significant input on the market's needs and status, which is discussed thoroughly in a senior management level and then gets cascaded down as input for the programs we offer and the student services we offer.

Conclusions



- Building pipeline with strong professionals is a measurement of our success.
- The average employability of our graduates stands at 70% in the first year after graduation, reaching 90% to some of the Programs we offer. Many of our graduates hold positions in various industries around the world, too.
- We are in a continuous dialogue with the market concerning not only on their expectations from us but also on the characteristics and needs of their potential employees, so that they can target effectively the best talent.



ΟΠΑ
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Thank you

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