

# WHAT EMPLOYERS WANT

-changing demands for skills and how employers can work with business education to deliver better graduates

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ALMOST 90% OF EMPLOYERS  
FIND MANY BUSINESS  
GRADUATES ARE STRONG  
ACADEMICALLY, BUT SHOW  
LITTLE EVIDENCE OF  
PROFESSIONAL SKILLS



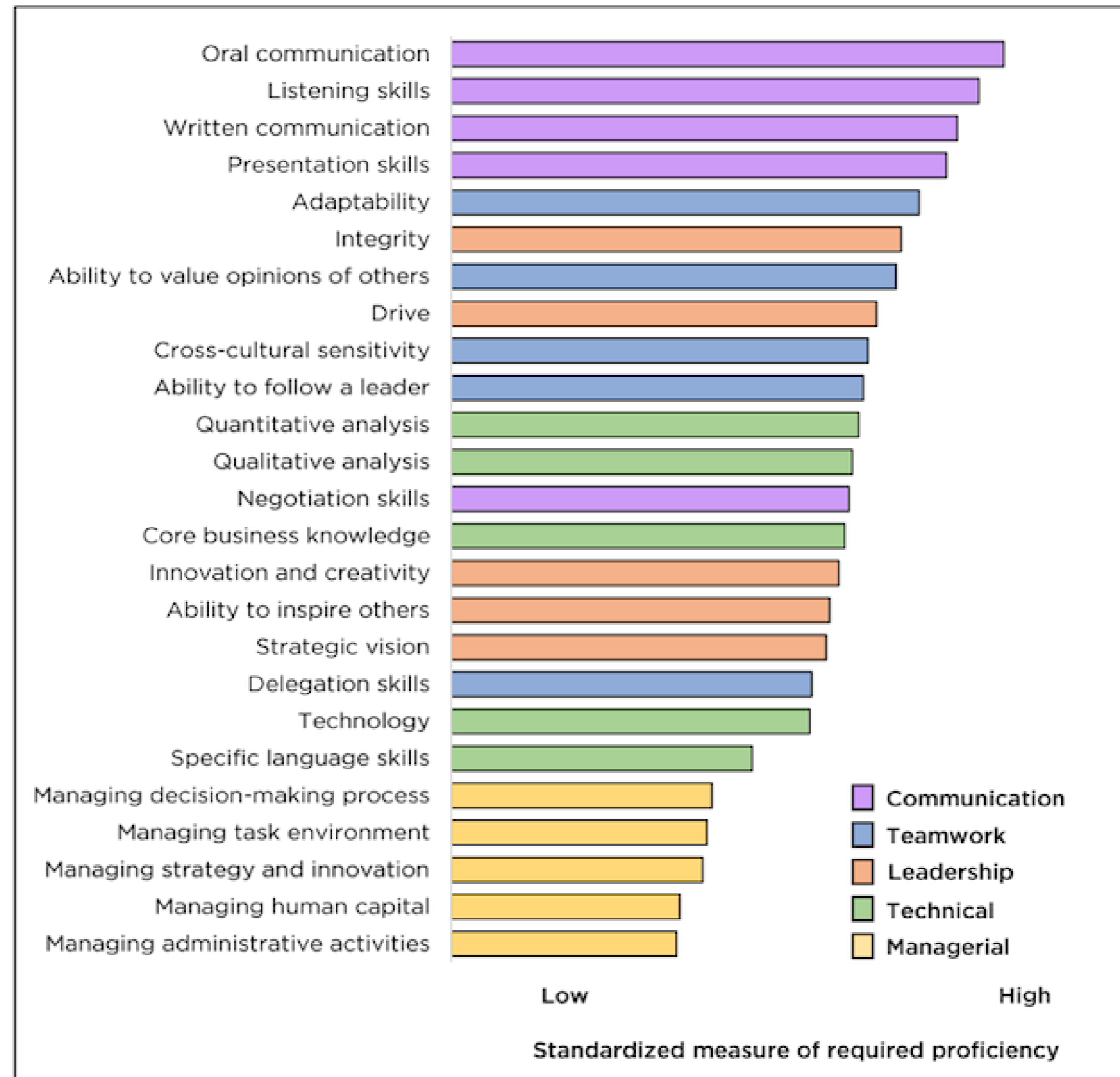
Source: See the Future 2015, CarringtonCrisp, EFMD & ACCA

Many companies still complain that MBA graduates' excellent theoretical knowledge is not matched by sufficient interpersonal and, especially, supervisory skills, which are essential in a good manager.

The Economist, 2001

The logo for The Economist, featuring the words "The Economist" in a white serif font centered on a solid red rectangular background.

The  
Economist



Source: 2014 GMAC Corporate Recruiters Survey

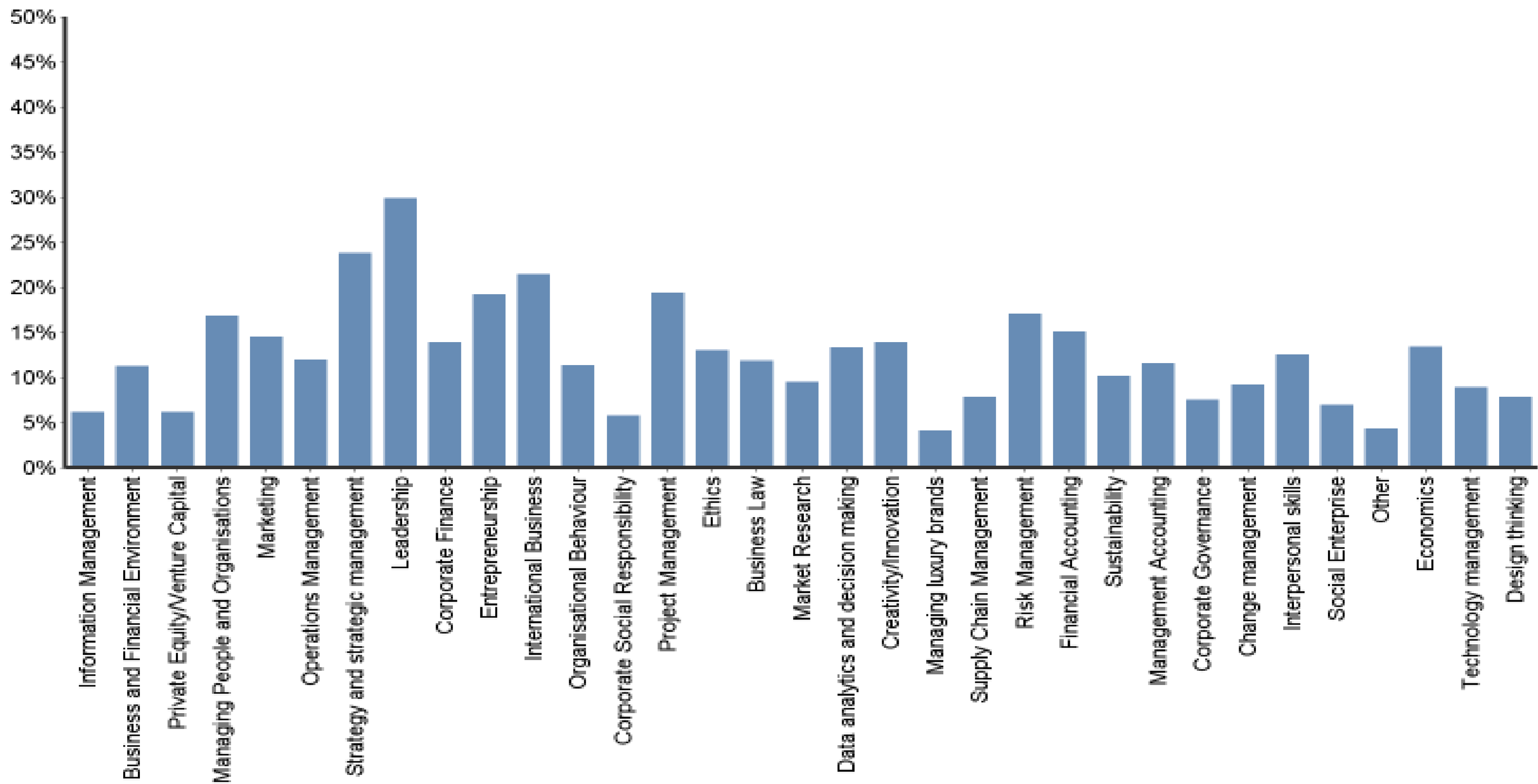
## Top Ten Required Skills Sought By Employers In Specific Industries

Rank	Consulting	Finance/ Accounting	Health Care	Technology	Manufacturing	Products/ Services
#1	Oral communication	Oral communication	Oral communication	Oral communication	Integrity	Oral communication
#2	Listening skills	Written communication	Listening skills	Listening skills	Drive	Integrity
#3	Written communication	Listening skills	Written communication	Presentation skills	Ability to inspire others	Listening skills
#4	Presentation skills	Presentation skills	Presentation skills	Written communication	Innovation and creativity	Drive
#5	Adaptability	Quantitative analysis	Integrity	Adaptability	Strategic vision	Presentation skills
#6	Ability to value opinions of others	Qualitative analysis	Drive	Ability to value opinions of others	Oral communication	Adaptability
#7	Quantitative analysis	Adaptability	Adaptability	Ability to follow a leader	Listening skills	Written communication
#8	Qualitative analysis	Core business knowledge	Ability to value opinions of others	Integrity	Presentation skills	Innovation and creativity
#9	Core business knowledge	Ability to value opinions of others	Ability to inspire others	Cross-cultural sensitivity	Written communication	Ability to value opinions of others
#10	Negotiation skills	Ability to follow a leader	Negotiation skills	Negotiation skills	Adaptability	Cross-cultural sensitivity

Source: 2014 GMAC Corporate Recruiters Survey

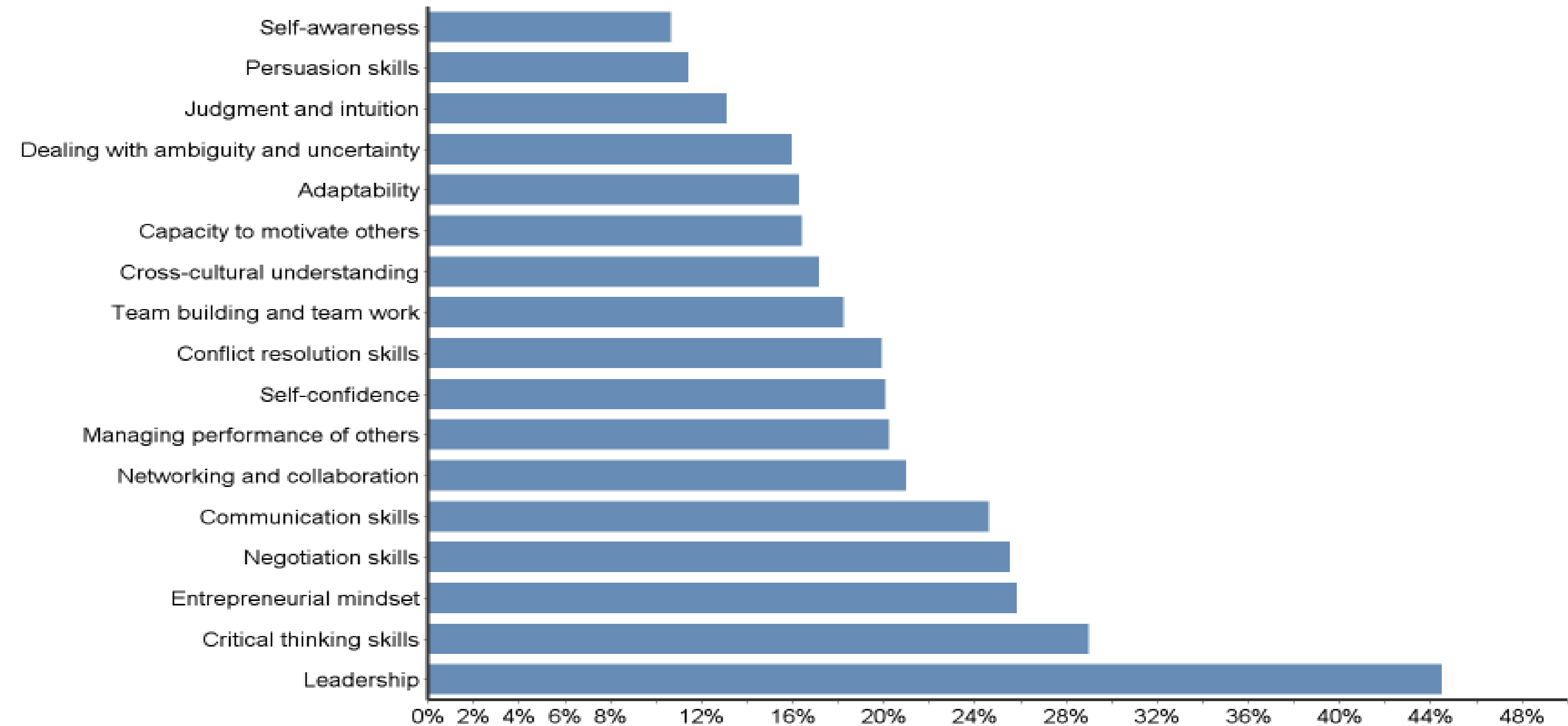


# MOST VALUABLE CONTENT IN AN MBA DEGREE



Source: Tomorrow's MBA 2015, CarringtonCrisp

# SKILLS & ATTRIBUTES TO DEVELOP DURING AN MBA



Source: Tomorrow's MBA 2015, CarringtonCrisp

“The idea that we’re preparing kids to work as cogs inside of an organization might not be as realistic as it was in the past. If you look at Generation Z, 42% of them want to start their own business.... Today, five kids with laptops and some server space on Google or Amazon can start whatever they want.”

Jaime Casap, chief education evangelist, Google  
Wharton Reimagine Education conference, February 2016

<http://knowledge.wharton.upenn.edu/article/college-vs-business-training-what-do-employers-want/>



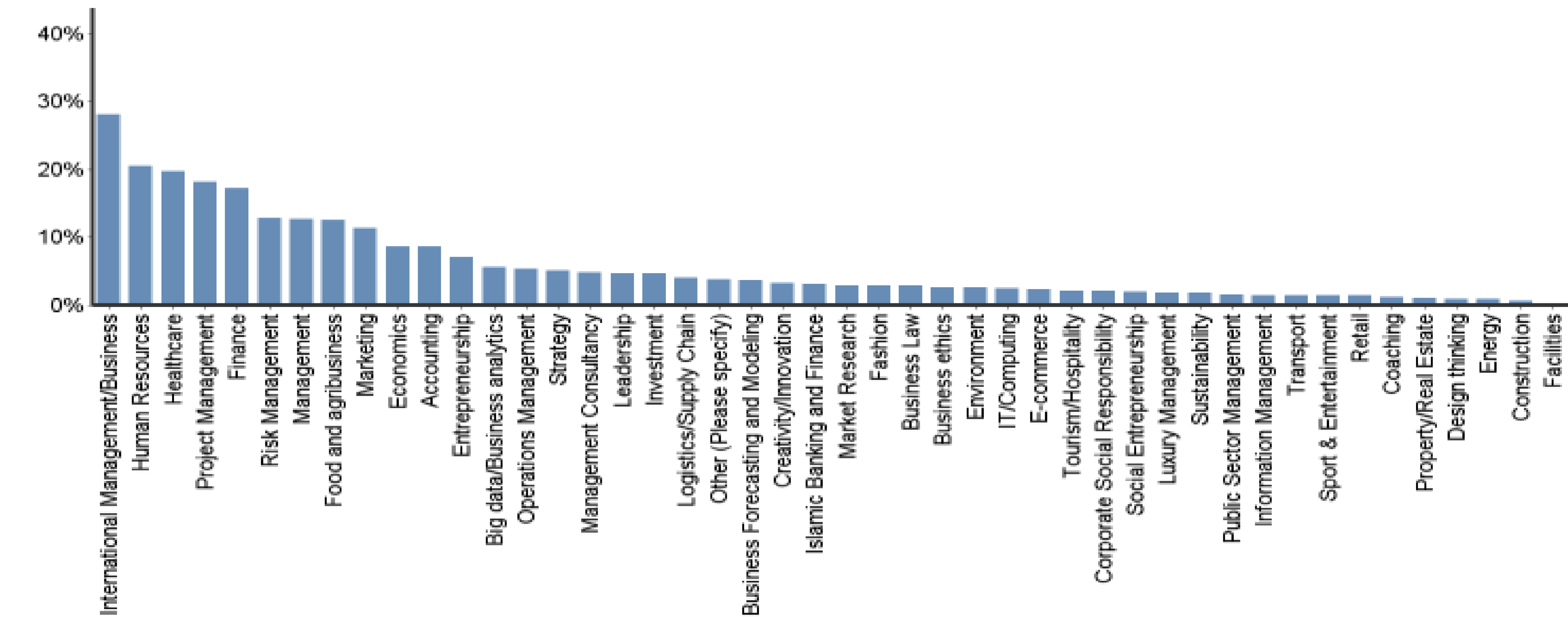
PROFESSIONAL TRIBER  
FREELANCE PROFESSORS  
URBAN FARMERS  
END OF LIFE PLANNER  
SENIOR CARER  
REMOTE HEALTH CARE SPECIALIST  
NEURO-IMPLANT TECHNICIAN  
SMART-HOME HANDYPERSON  
VIRTUAL REALITY EXPERIENCE DESIGNER  
3-D PRINTER DESIGN SPECIALIST

SEX WORKER COACH

Source: <http://www.fastcompany.com/3046277/the-new-rules-of-work/the-top-jobs-in-10-years-might-not-be-what-you-expect>



# PREFERRED SUBJECT OF STUDY FOR A SPECIALISED MASTERS (MSc)



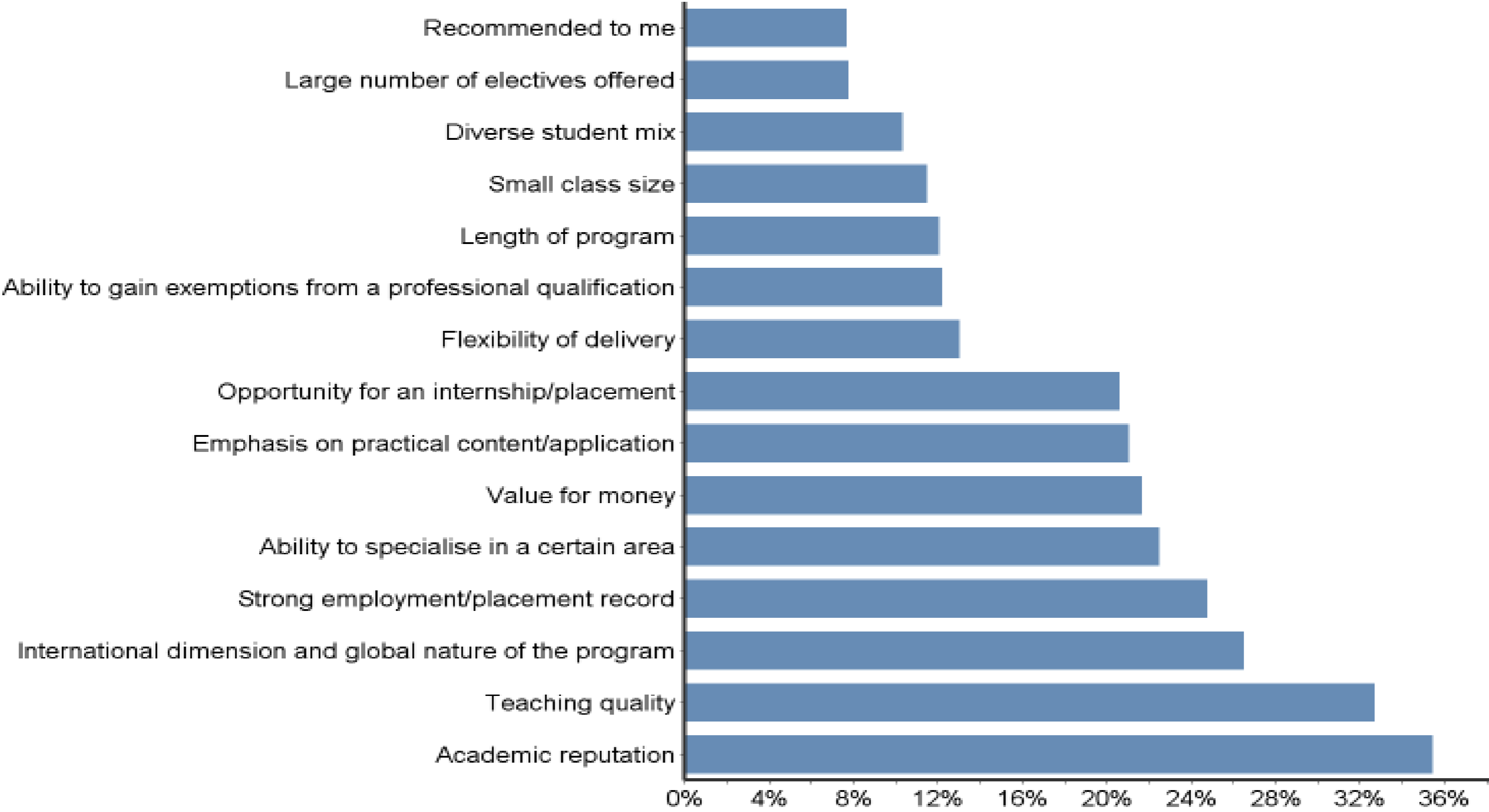
Source: Tomorrow's Master's 2015, CarringtonCrisp

# MOTIVATION TO STUDY



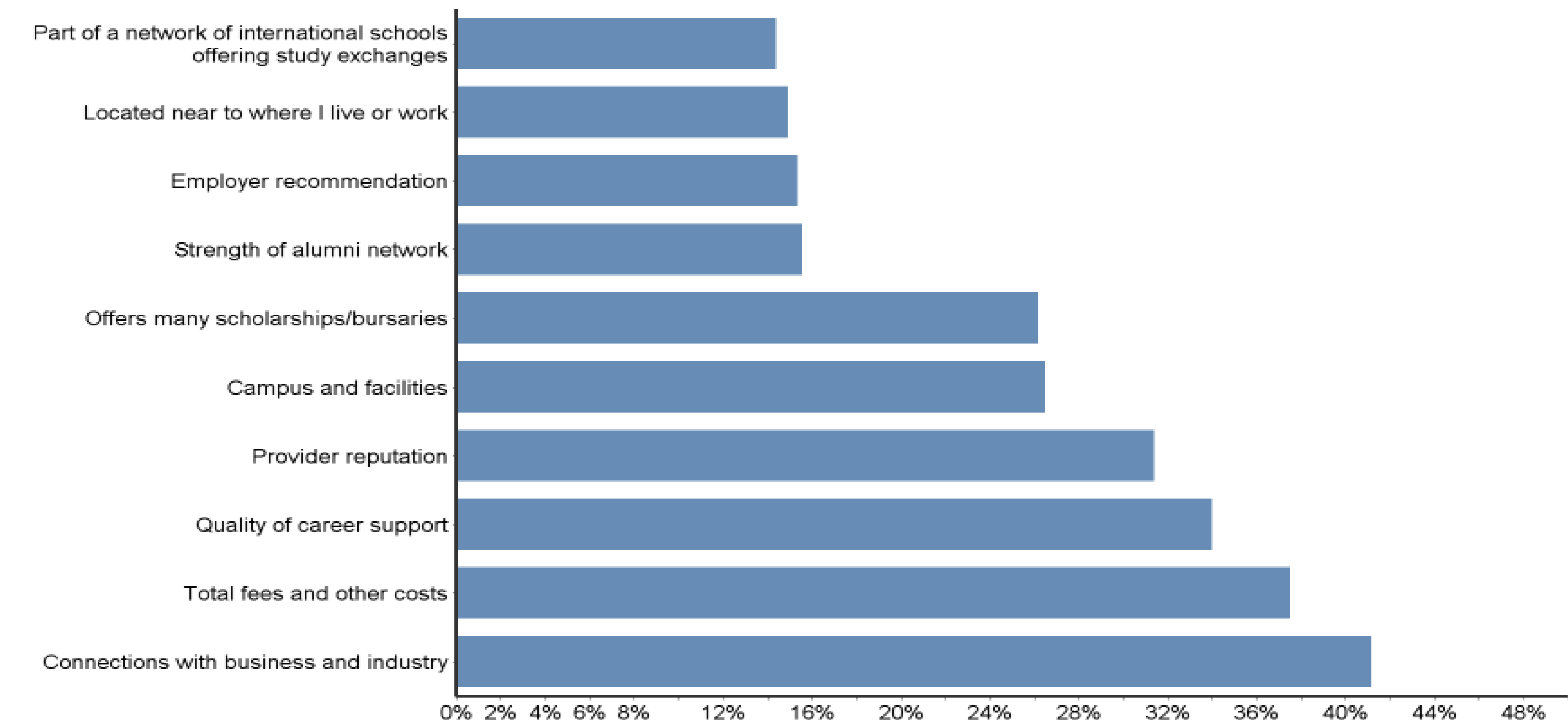
Source: Tomorrow's Master's 2015, CarringtonCrisp

# THE IDEAL PROGRAM



Source: Tomorrow's Master's 2015, CarringtonCrisp

# THE IDEAL PROVIDER



Source: Tomorrow's Master's 2015, CarringtonCrisp

# CAREER SUPPORT SOUGHT FROM INSTITUTIONS BY POSTGRADUATE STUDENTS



Source: Tomorrow's Master's 2015, CarringtonCrisp

60% EXPECT BUSINESS  
SCHOOLS TO DEVELOP  
MORE DEGREES WHICH  
PROVIDE EXEMPTIONS  
FROM PROFESSIONAL  
QUALIFICATIONS





70% + EXPECT SCHOOLS TO  
DEVELOP MORE JOINT DEGREES  
WITH EMPLOYERS

OVER HALF ALREADY WORK WITH  
CONSULTANCIES & OTHER PRIVATE  
PROVIDERS TO DELIVER EXEC ED &  
WITH PROFESSIONAL BODIES TO  
DELIVER QUALIFICATIONS

JUST UNDER HALF WORK WITH  
OTHER SCHOOLS TO DELIVER EXEC  
ED

1/3+ OF EMPLOYERS WORK WITH  
PROFESSIONAL BODIES TO  
DELIVER QUALIFICATIONS

Overview

Course details

Learning and teaching

Employability

Birmingham Business School has partnered with KPMG and the Institute of Chartered Accountants of Scotland (ICAS) to create this innovative programme. It allows you to secure a permanent position at KPMG, obtain a degree in Accountancy and start earning a salary from the first day of your studies, with all tuition and University accommodation fees paid.

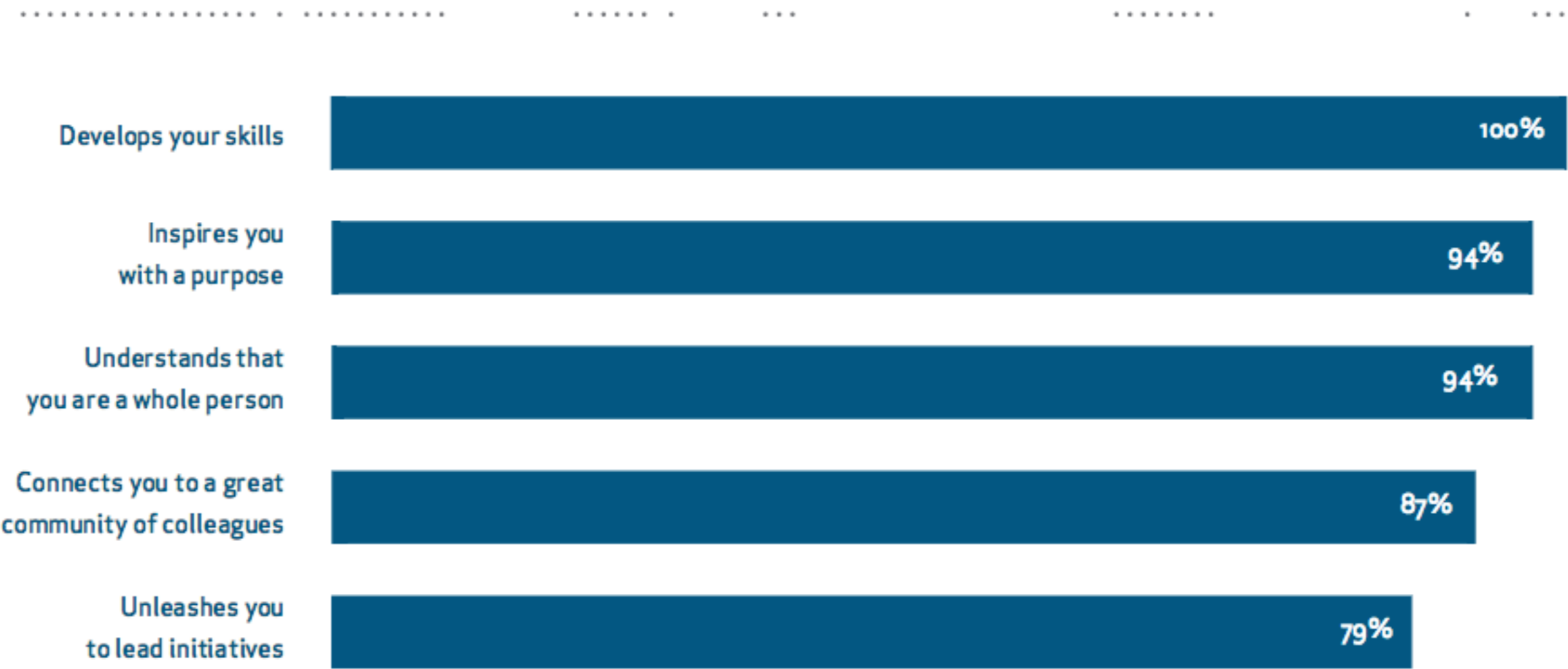
[Candidates for this programme apply via the KPMG Website.](#)



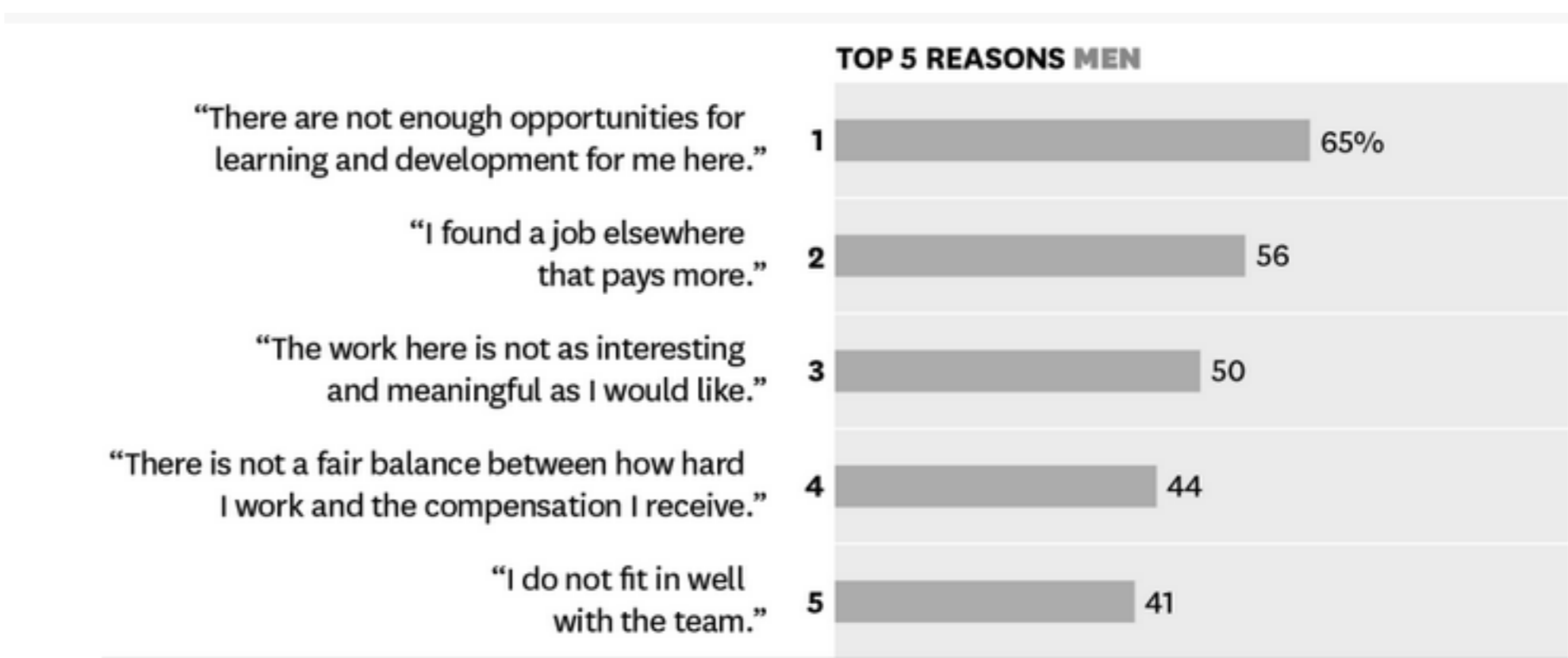
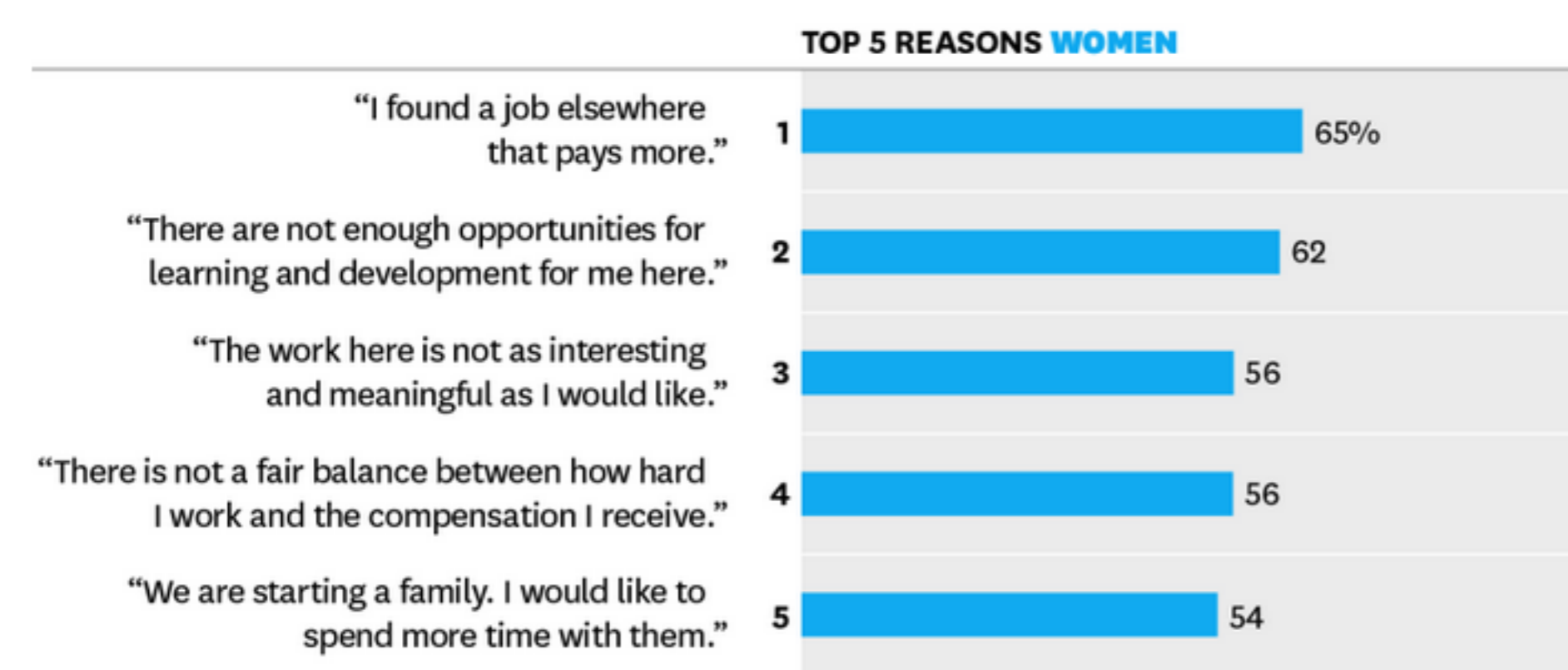
Course details



**Figure 2.** Why Millennial Women Join, Engage in, and Stay with Organizations:  
In our survey, young women were clear about what’s important to them at work.  
How important is it to you that your organization ...



# THE TOP 5 REASONS PEOPLE IN THEIR 30s LEAVE COMPANIES



Source: [www.icedr.org](http://www.icedr.org)



# SEE THE FUTURE

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