

**Schools of economics and business education
offer and employers expectations in Romania.
Case study: The Bucharest University of
Economic Studies (ASE)**

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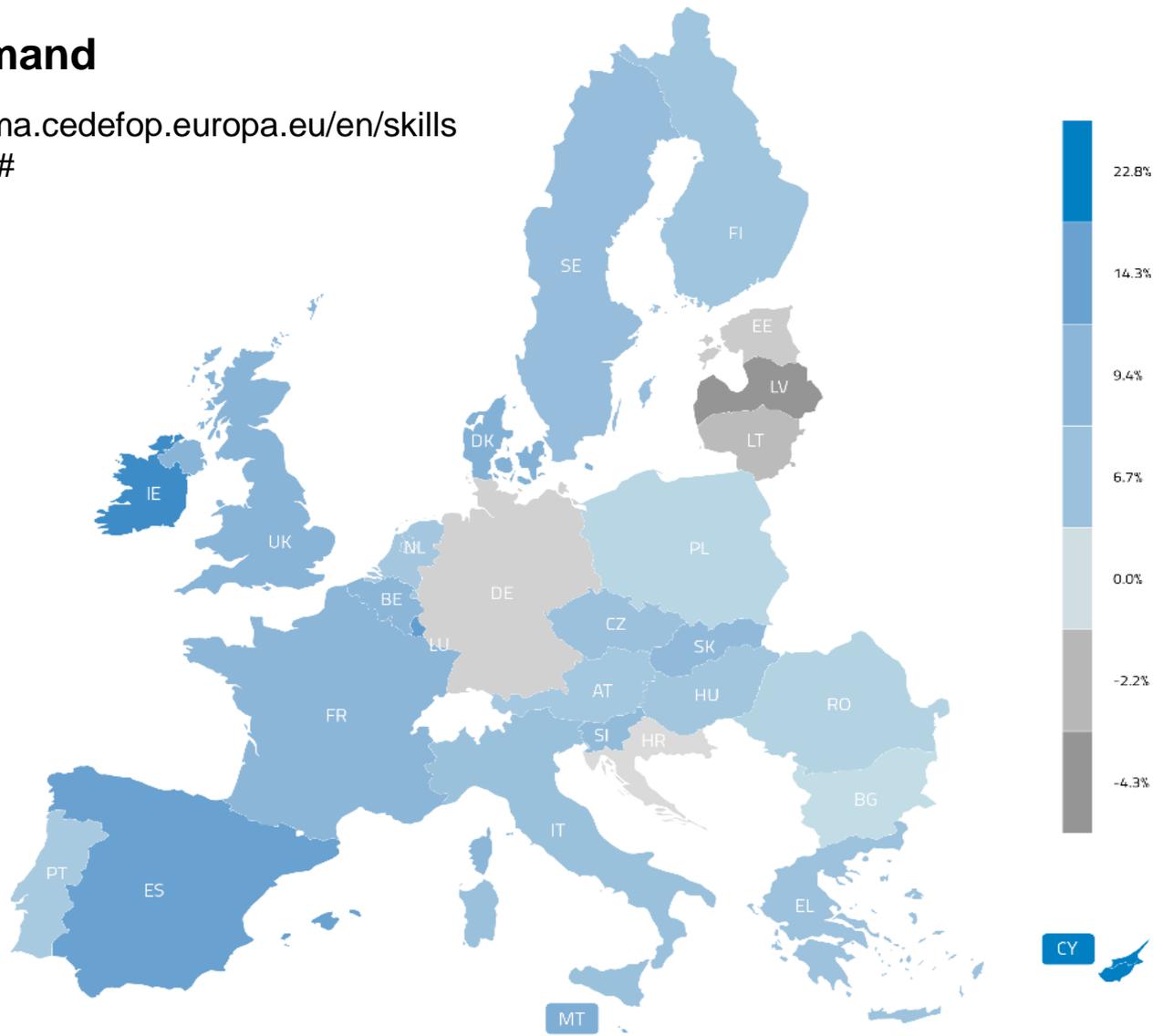
Table 1: Employment rate and the level of education. 2017

	Level of education	Middle school	High school	University
UE28		54.9%	72.6%	84%
Romania		54.7%	68.7%	87.9%

<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52011DC0567>

2016-2030 Demand

<https://skillspanorama.cedefop.europa.eu/en/skills-themes/future-jobs#>



2018 ASE annual survey on graduates

Graduates of the bachelor programs: 83% employed

46% - have jobs in the field of the specialization/occupation they have got at the end of their studies

29% - have jobs in related domains

52% - first job before graduation

22% - succeeded to find a job in less than 6 months after graduation.

2018 ASE annual survey on graduates

Graduates with a master degree - 92% employment rate

54% - have jobs in the field of the specialization/occupation they have got at the end of their studies

30% - have jobs in related domains

49% - first job during their university studies

31% - succeeded to find a job in less than 6 months after graduation.

High employment rate of ASE graduates

https://www.ase.ro/2013_files/despre_ase/conducere/pdf/Raport_rector_2018.pdf

2018 ASE annual survey on graduates

Aims/goals:

- Identify **employers' perceptions** regarding the ASE graduates and their professional competences and **how could ASE improve** its educational services in order to increase the quality of education and students' knowledge and competences

2018 ASE annual survey on graduates

The method:

Questionnaire-based survey

435 employers; 19% responders (80)

Sampling type:

Non-probability sampling using existing data in ASE to select a typical and relevant group of employers for the issue we studied.

Group sampling too selecting a sampling unit from different heterogeneous groups.

2018 ASE annual survey on graduates

The questions:

- Multiple choice questions and open questions
- Responses codified
- Data collected: factual data regarding respondents such as age, education, year of graduation, type of company, position in the company etc.

The period of time: August-September 2018

2018 ASE annual survey on graduates

How was applied:

- The questionnaire was sent by email to all employers from ASE data basis. We have used a Google drive format that allowed generation of an electronic data basis and simplified the research.

THE FINDINGS

- The employers of ASE graduates think that a young university graduate should have **knowledge, skills, and attitudes**
- First of all, they should have **the proper attitude**; they should be proactive toward work.

THE FINDINGS

Work experience.

Is not a must. Only 27.5% of the respondents considered it really necessary.

But graduates need the **desire, incentive and capacity to learn** what is necessary in order to meet the job requirements and perform well.

Volunteering experience is a plus.

THE FINDINGS

- **A set of specific skills** in order to find a job:

Communication skills

Verbal and non-verbal language

Nice speech, cultivated vocabulary

Speak a modern language

Speak other languages than English

Capacity to work in teams and

Digital skills

THE FINDINGS

Among skills that employers appreciate are:
logical thinking,
capacity to adapt rapidly to changes,
to make connections and understand things
in the context,
ability to focus, resistance to stress,
public speaking skills,
autonomy, incentive, creativity, etc.

THE FINDINGS

Attitudes:

Respect and goodwill toward others,
Ambition, motivation

Responsibility

Open minded, open to critics

Empathy, social adaptability,

Desire for personal and professional development,

Curiosity and interest to knowledge,

Commitment to the activities they are doing,
punctuality and seriousness, willingness and
courtesy, initiative, etc.

ASE graduates have

Knowledge – 60%

Work experience – 10%

Attitude – 83%

Openness to new learning experiences

Respect

High expectations

Want spectacular things

Avoid “small” activities

CONCLUSIONS

- The need to re-think the curriculum
- A curriculum more transversal competences oriented
- Focus on attitudes and motivation

Thank you