

SURVEY FOR EMPLOYERS

Dear Sir or Madam,

The Krakow University of Economics is committed to continuously enhancing the quality of its educational offerings and ensuring that its study programmes are closely aligned with the evolving needs of the labour market. Therefore, we kindly ask you to complete this survey, which seeks to gather the perspectives of employers regarding the preparedness of our graduates for entering the job market.

The collected information will help us better tailor the content and structure of our educational programmes to align with the actual expectations and challenges faced by employers across various industries. The survey is anonymous, and its results will be used solely for analytical purposes and to improve the education process.

The survey is conducted by the Alumni Relations Office – absolwent@uek.krakow.pl

Thank you for your time and valuable comments!

Alumni Relations Office

Details:

1. Industry in which the company operates

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2. Length of time the company has been operating

Less than 5 years

5–10 years

11–19 years

20 years or more

3. Number of employees

Up to 10 people

11–50 people

51–250 persons

Over 250 persons

4. Number of graduates of the University of Economics in Krakow employed in the last 5 years

Up to 5 persons

5–10 persons

Over 10 persons

PART A – GENERAL QUESTIONS

1. What sources does your organisation/institution use to recruit graduates? (multiple answers possible)

- Job fairs
 - Cooperation with universities
 - Advertisements on internet portals
 - Internship and work experience programmes
 - Employee recommendations
 - Other (please specify)
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2. How important are the following criteria when recruiting employees in your organisation/institution?

Rating scale: 1 – not important, 2 – not very important, 3 – no opinion, 4 – important, = 5 – very important

- Candidate's level of education (bachelor's degree, master's degree)
- Candidate's field of study (relevance to the job requirements)
- Candidate's international experience (e.g. Erasmus, double degree)
- Candidate's participation in internships and work placements
- Recommendations and references provided by the candidate
- Certificates and courses completed by the candidate

3. Would you be interested in cooperating with the University of Economics in Krakow in the field of improving education?

- Yes (please complete the form)
- No

Your comments, remarks and observations, justification for your assessment

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PART II – GRADUATE EVALUATION

Rating scale: 1 – strongly disagree, 2 – somewhat disagree, 3 – no opinion, 4 – somewhat agree, 5 – strongly agree

No. Statement Rating (1-5)

1. KUE graduates are well prepared in terms of knowledge to perform their professional duties.

2. KUE graduates have the practical skills necessary in the workplace.
3. KUE graduates are able to work effectively in a team.
4. KUE graduates demonstrate independence and responsibility in performing their assigned tasks.
5. KUE graduates are active, show initiative and a willingness to continue learning.
6. KUE graduates are able to communicate effectively in a work environment.
7. KUE graduates are proficient in the use of digital tools and information technologies.
8. KUE graduates have appropriate language skills.

Your comments, remarks and observations, justification of the assessment

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1. Which skills do graduates most frequently lack when applying for positions in your organization/institution? (free response)

Your comments, remarks and observations, justification for your assessment

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2. Do KUE graduates require additional training or mentoring support after starting work in your organisation/institution?

- Yes (please specify)
- No

Your comments, remarks and observations, justification for the assessment

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3. Does your organisation/institution plan to hire more KUE graduates in the future?

- Definitely yes
- Probably yes
- Probably not
- Definitely not

Your comments, remarks and observations, justification for your assessment

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THANK YOU FOR PARTICIPATING IN THE SURVEY!

Your answers are extremely valuable to us. They will help us better understand the needs of employers in terms of hiring graduates of the Krakow University of Economics.