



James Cook University,  
Singapore

**EMPLOYERS' SURVEY**

2022



# Report **Outline**

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**AREAS JCU,  
SINGAPORE  
COULD BETTER  
PREPARE  
GRADUATES**



# Overview of Objectives and Methodology



## Research Objectives

To determine, assess, and understand employers' perception of JCU, Singapore graduates. The questionnaire covers:

- Employers' considerations when hiring graduates
- Employers' perception of JCU, Singapore graduates
- Employers' suggestions to better prepare JCU, Singapore graduates

01

The survey was conducted through an online self-administered questionnaire.

02

A total of 19 responses were captured.

03

The following methods were used to boost the response rates:

- Email reminders
- Phone reminders
- Letter invitations

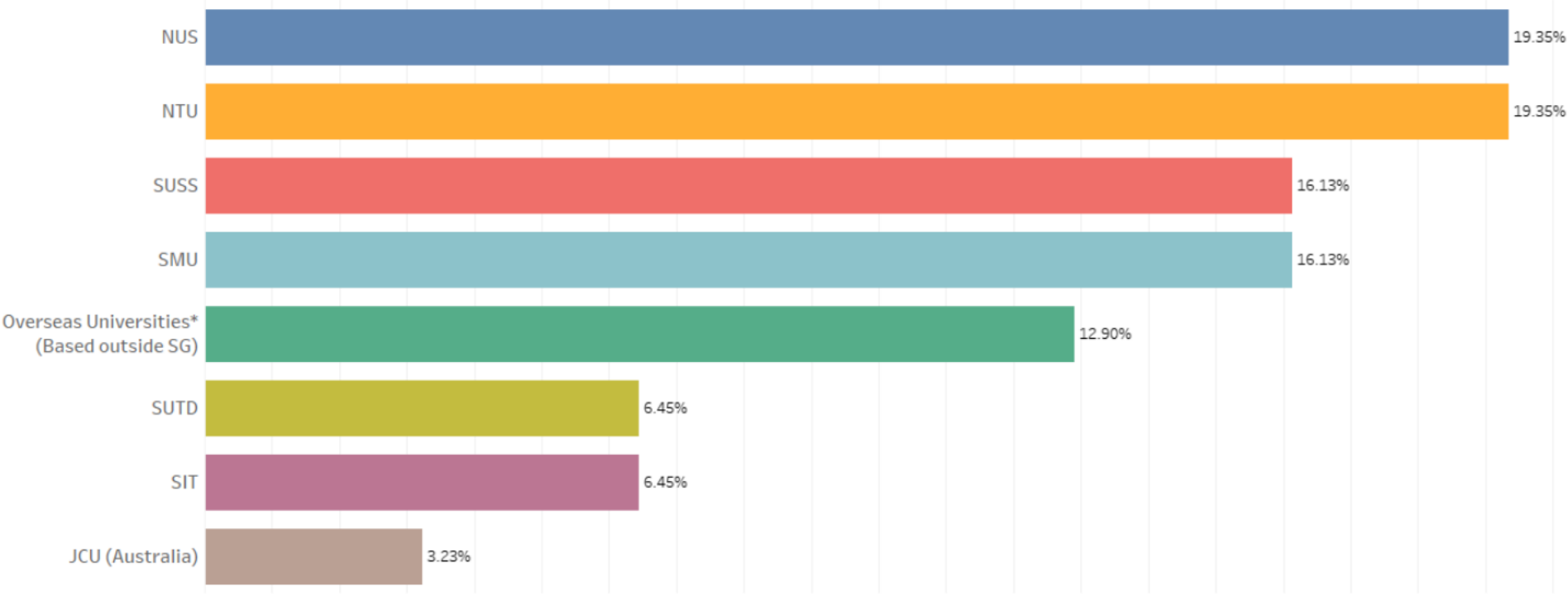




# KEY FINDINGS

<div>COMPANY PROFILE1</div> <p>Most responses are from:</p> <p>Singapore ----- 73.68%</p> <p>Private firms ----- 47.37%</p> <p>Professional Services Industry ----- 21.05%</p> <p>Education &amp; Teaching industry ----- 21.05%</p>	<div>TOP 3 FACTORS OF CONSIDERATIONS WHEN HIRING2</div> <ol style="list-style-type: none"> <li>1. Personal Effectiveness</li> <li>2. Critical Thinking &amp; Problem Solving</li> <li>3. Interpersonal Effectiveness</li> </ol>	<div>TOP ATTRIBUTES OF JCU, SINGAPORE GRADUATES IN COMPARISON TO LOCAL PUBLIC UNIVERSITIES3</div> <ol style="list-style-type: none"> <li>1. People relationship skills and good team player</li> <li>2. Professionalism</li> <li>3. Adaptability and Flexibility</li> </ol>			
<div>TOP ATTRIBUTES OF JCU, SINGAPORE GRADUATES IN COMPARISON TO PRIVATE UNIVERSITIES4</div> <ol style="list-style-type: none"> <li>1. Project &amp; time management skill</li> <li>2. People relationship skills and good team player</li> <li>3. Technical expertise/job knowledge &amp; Creative Thinking</li> </ol>	<div>TOP 3 AREAS JCU, SINGAPORE STUDENT CAREERS TEAM CAN BETTER PREPARE STUDENTS FOR5</div> <ol style="list-style-type: none"> <li>1. Internship/ Mentorship Programme Opportunities</li> <li>2. Personal / Interpersonal Effectiveness</li> <li>3. Enhancing Multidisciplinary Knowledge and Technical Skills</li> </ol>	<div>OTHER GENERAL AREAS OF IMPROVEMENT FOR GRADUATES6</div> <table> <tr> <td>Cultivating Relevant Experience</td> <td>Networking</td> <td>Personal Skills</td> </tr> </table>	Cultivating Relevant Experience	Networking	Personal Skills
Cultivating Relevant Experience	Networking	Personal Skills			

# Other Universities Supervised



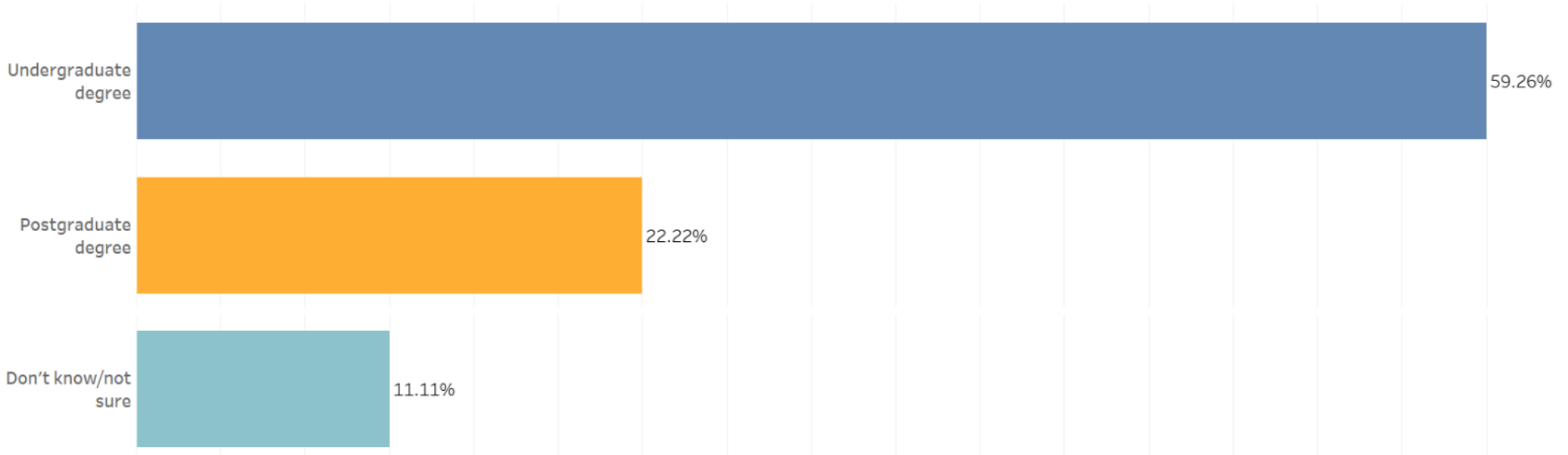
**In addition to students from JCU, Singapore, employers also supervised/managed graduates from other local and overseas educational institutions.**

A significant number of employers supervised/managed graduates from local universities such as NUS (19.35%), NTU (19.35%), SUSS (16.13%) and SMU (16.13%).

Notes:  
 1. All respondents supervised JCUS, Singapore graduates, thus, JCUS option (100%) was not included in the graph.  
 2. \*Overseas University excludes JCU (Australia)

A1. Please select the universities from which you have supervised / managed graduates in 2022

# Graduates' Qualifications



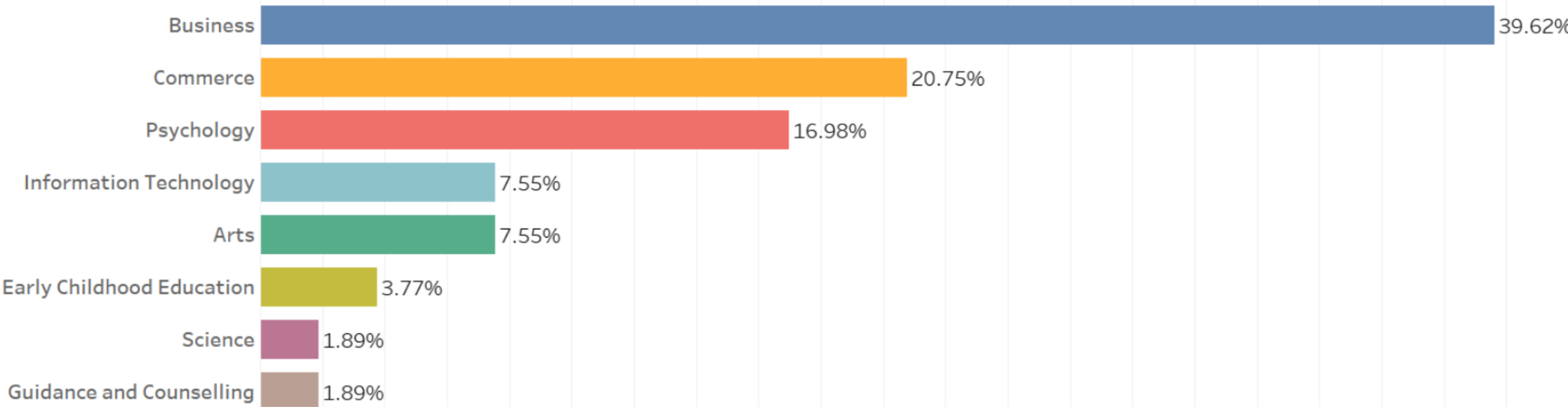
**Majority (59.26%) of the JCU,Singapore graduates hired had an undergraduate degree.**

A good portion of the JCU graduates hired had a postgraduate degree (22.22%).

Notes:  
 1.\*Respondents were asked to select the degree programmes graduates were hired from, hence, the percentages would not add up to 100%.

A2. Of your employees that graduated from JCU, Singapore, which was the qualification that they graduated with:

# Academic Discipline



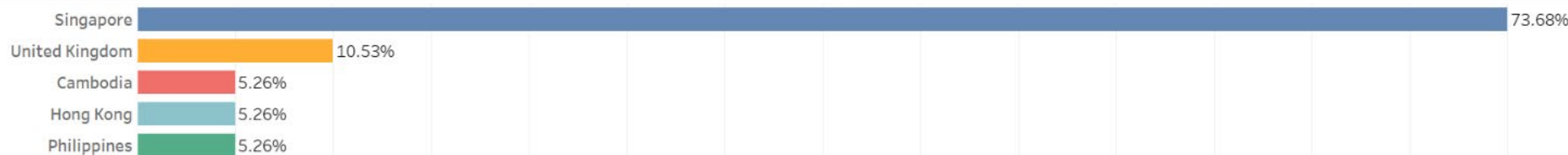
**Most (39.62%) of the JCU, Singapore graduates hired were from Business.**

This was followed by graduates from Commerce (20.75%), Psychology (16.98%) and Information Technology (7.55%).

Employers: n=19

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# Company's Background



**Majority of the firms were from Singapore (73.68%).**

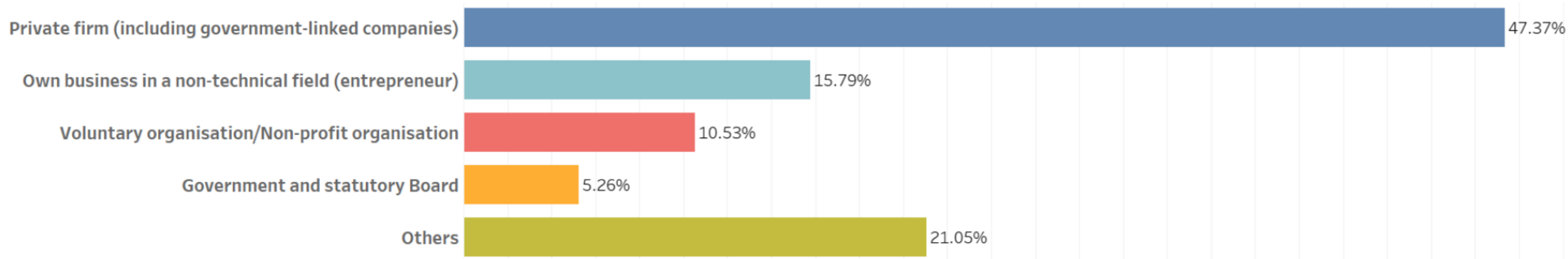
This is followed by firms from United Kingdom (10.53%).

Employers: n=19

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# Company's Sector



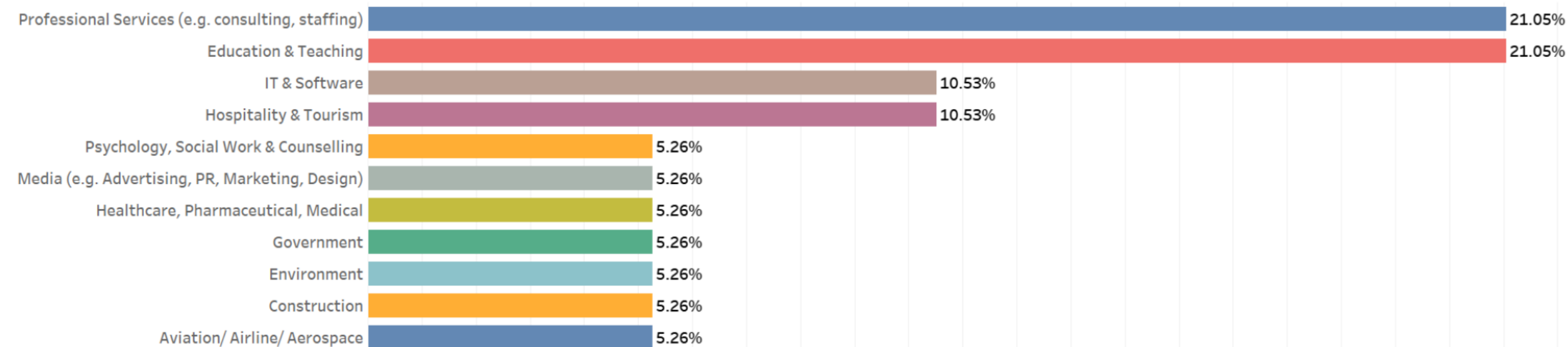
**Private firms made up most (47.37%) of the responses in this study.**

This is followed by Entrepreneurs (15.79%), and Non-profit organisations (10.53%).

Employers: n=19

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# Company's Industry



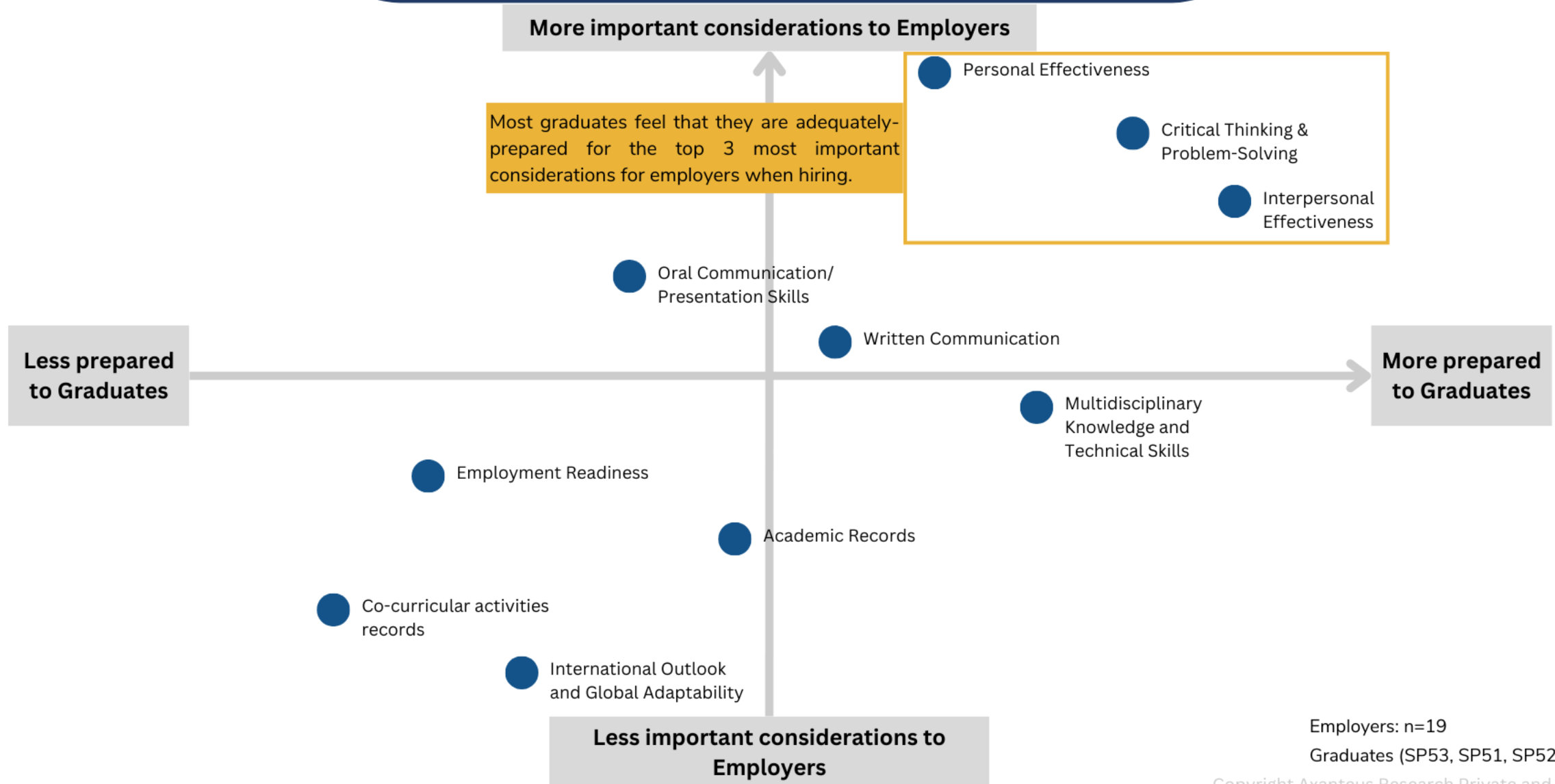
**Most employers are from the Professional Services & Education & Teaching industry (21.05%)**

IT & Software, Hospital & Tourism follow closely behind (10.53%).

Employers: n=19

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# Employers' Considerations vs. Graduates' Preparedness



Employers: n=19

Graduates (SP53, SP51, SP52): n= 118

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(EMPLOYERS SURVEY) B1. Which factors do you consider more important when hiring an employee for an entry-level or non-managerial position?

(GRADUATES SURVEY) F5. How well did your course/school (including JCU, Singapore clubs, societies and career services) prepare you in the following areas?

# Employers' Considerations vs. Graduates' Preparedness



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# Employers' Considerations vs. Graduates' Preparedness

SP52, 2022 (n=32)  
 SP51, 2022 (n=58)  
 SP53, 2021 (n=28)  
 Employers (n=19)



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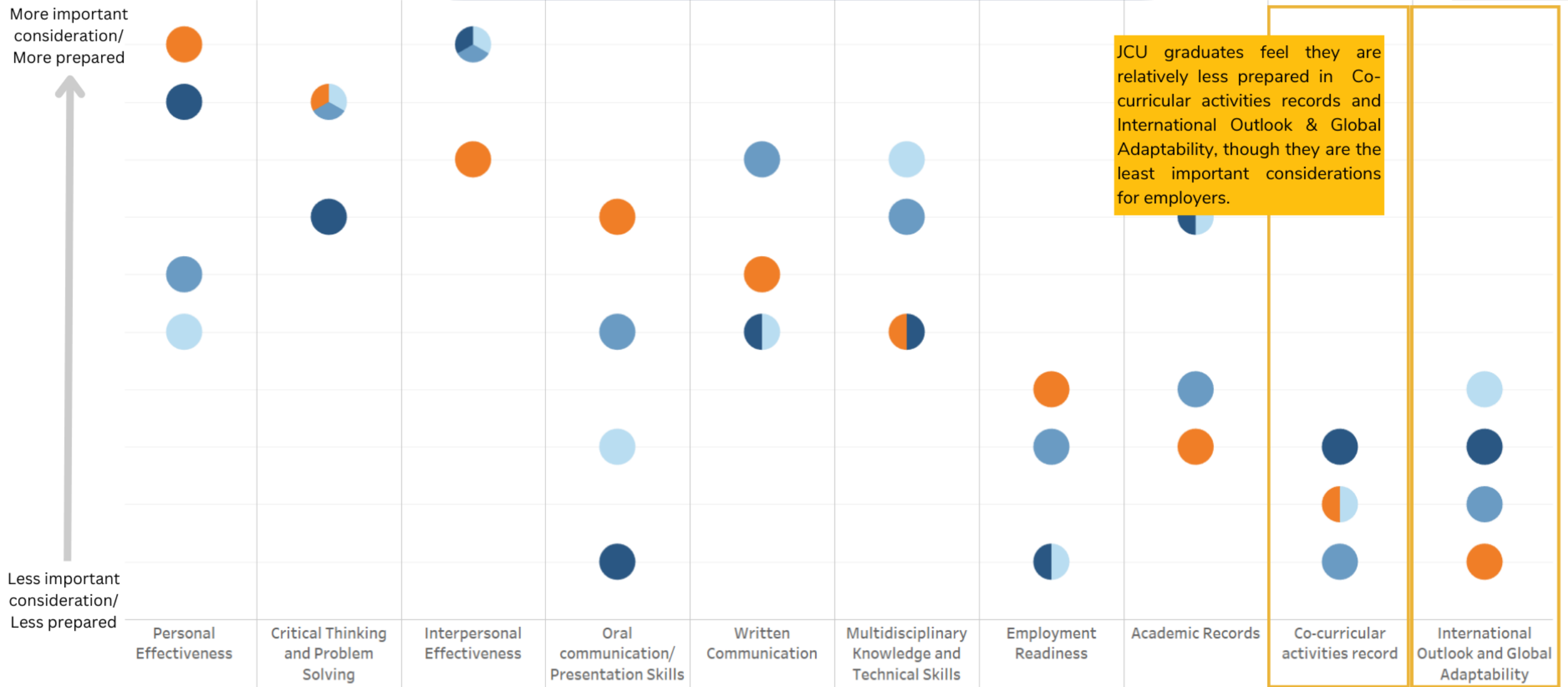
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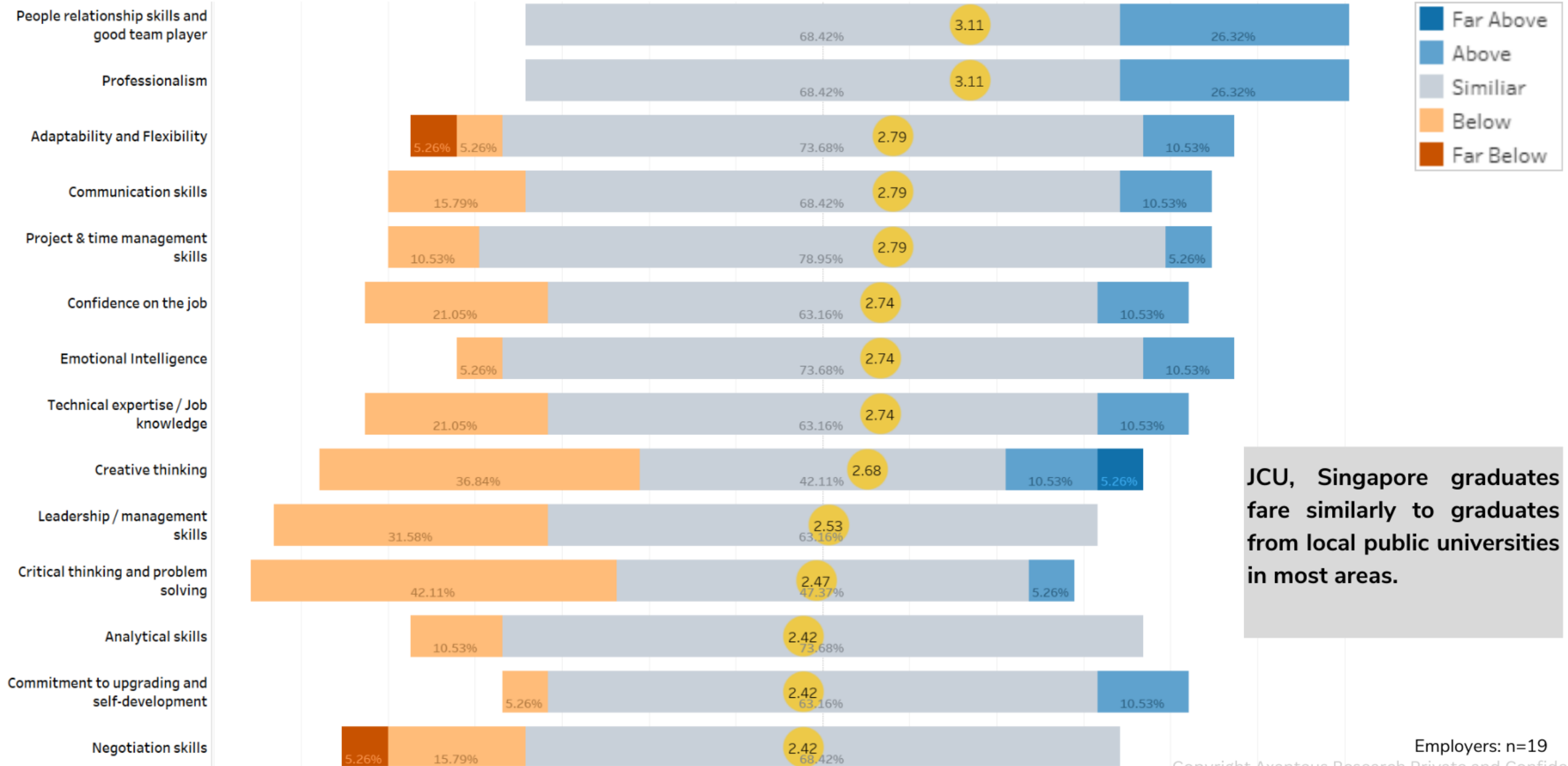


# Employers' Considerations vs. Graduates' Preparedness

SP52, 2022 (n=32)  
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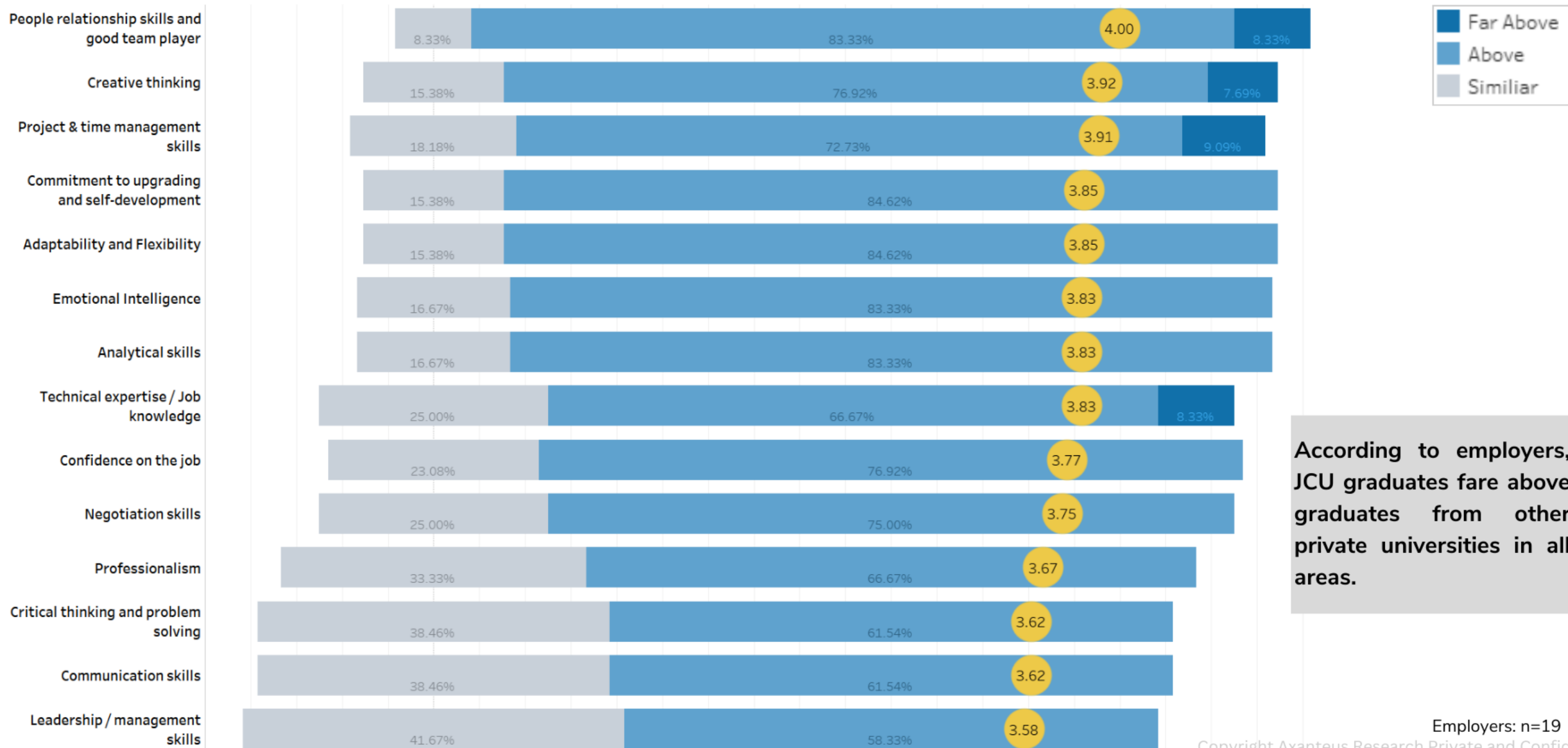
# Graduates' Attributes (JCU, Singapore against Autonomous Universities)



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C1. How do JCU, Singapore graduates fare on the following attributes in comparison with graduates from local public universities (e.g. NUS, NTU, SMU, SUTD, SIT, SUSS).

# Graduates' Attributes (JCU, Singapore against Private Universities)

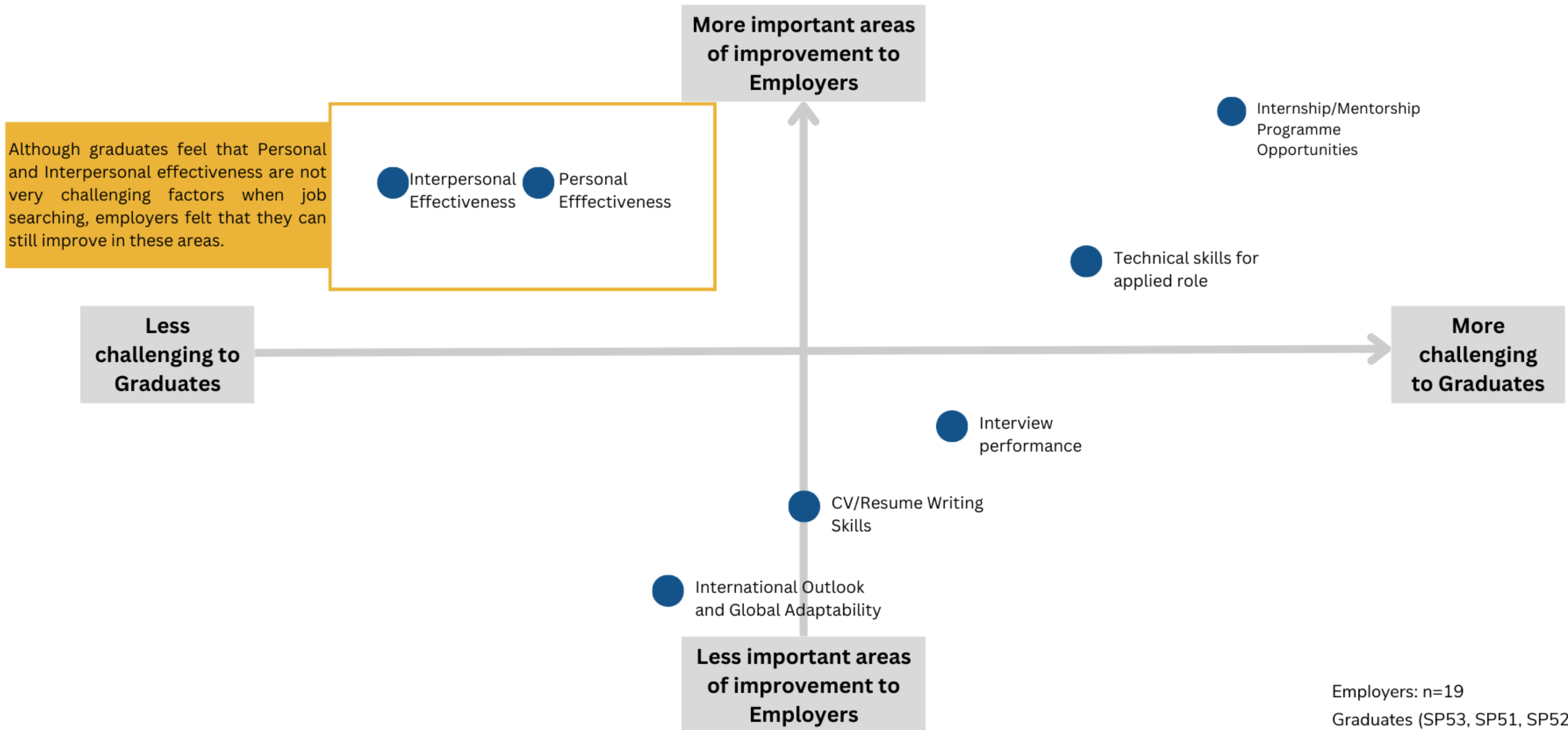


Employers: n=19

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C2. How do JCU, Singapore graduates fare on the following attributes in comparison with graduates from private universities (e.g. SIM, Kaplan, MDIS, PSB):

# Employers' Areas for Improvement vs. Graduates' Challenges



Employers: n=19

Graduates (SP53, SP51, SP52): n= 189

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(EMPLOYERS SURVEY) D1. JCU, Singapore has a Student Careers team that provides a set of career related services to students in helping them improve their employability. How can the Student Careers team better prepare its students/graduates for their jobs?

(GRADUATES SURVEY) F1. In your opinion, how challenging/difficult are these factors for you when looking for a job?

# Employers' Areas for Improvement vs. Graduates' Employment Challenges



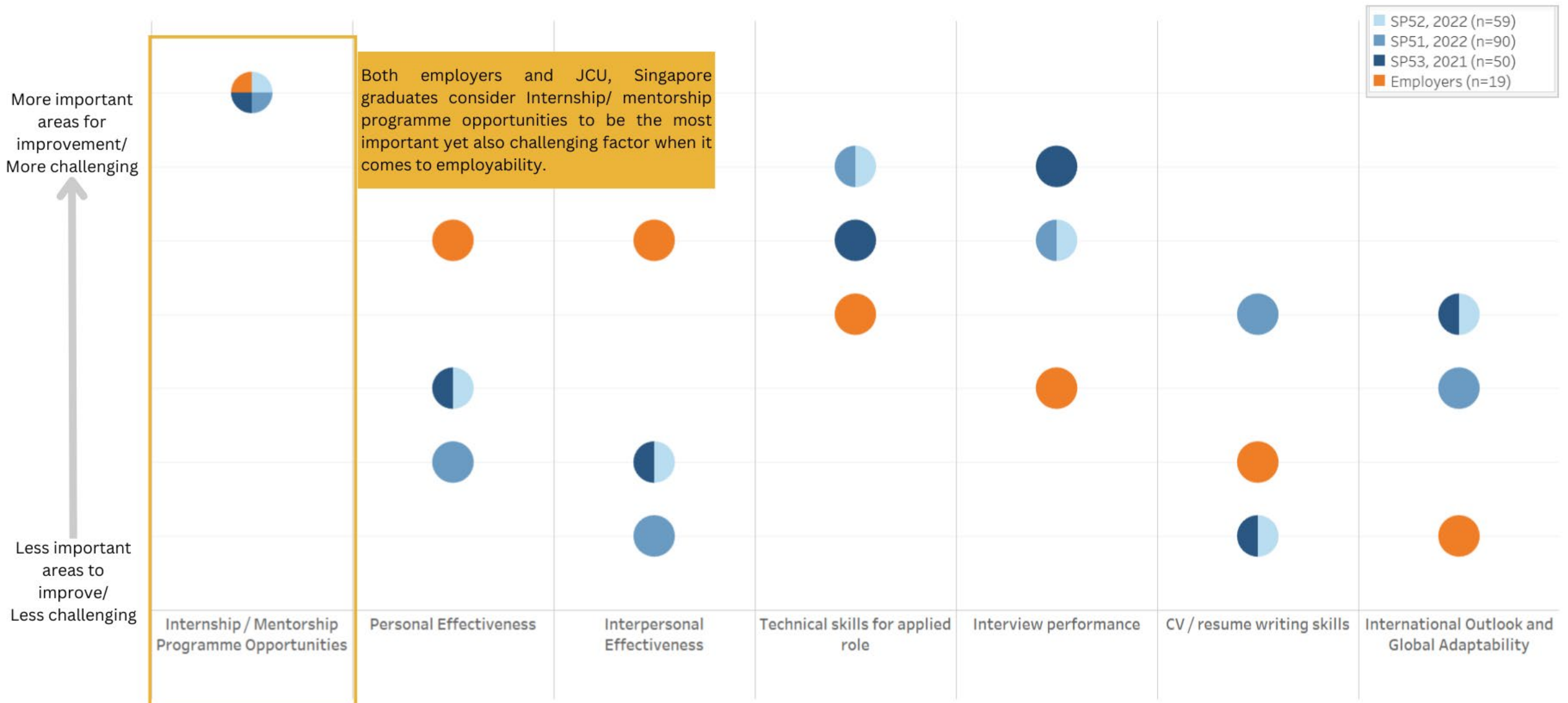
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# Employers' Areas for Improvement vs. Graduates' Employment Challenges



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# General Areas for Graduates' Improvement

## CULTIVATING RELEVANT EXPERIENCE

E167: Focus more on cultivating relevant experience instead of grades.

E193: For environmental study graduates, be more active in involving nature group activities...

E179: Build a portfolio outside of academic and internship. For example, if they are to go into finance, join stock investing competitions, investment banking case competitions to build up a portfolio besides academic...

## NETWORKING

E148: Please be more open with the opportunities that are available to you

E150: Create your LinkedIn accounts and connect with industry leaders and HR personnel

## PERSONAL SKILLS

E137: Be observant

E165: To have more critical thinking skills

E193: Expose themselves more to learning from others the right techniques to conduct surveys etc.

Employers: n=8

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