



Kaplan University

School of Business & Information Technology - Alumni Insights Study | December 2015



BACKGROUND

Quantitative research fielded online.

Fieldwork: December 2-13, 2015

Completes: 115

Total deployments: 14,179

- Open rate: 10.29%
- Click Rate: 1.44%

Sample Frame/Spec:

- Alumni of Kaplan University

XX%
Among Faculty

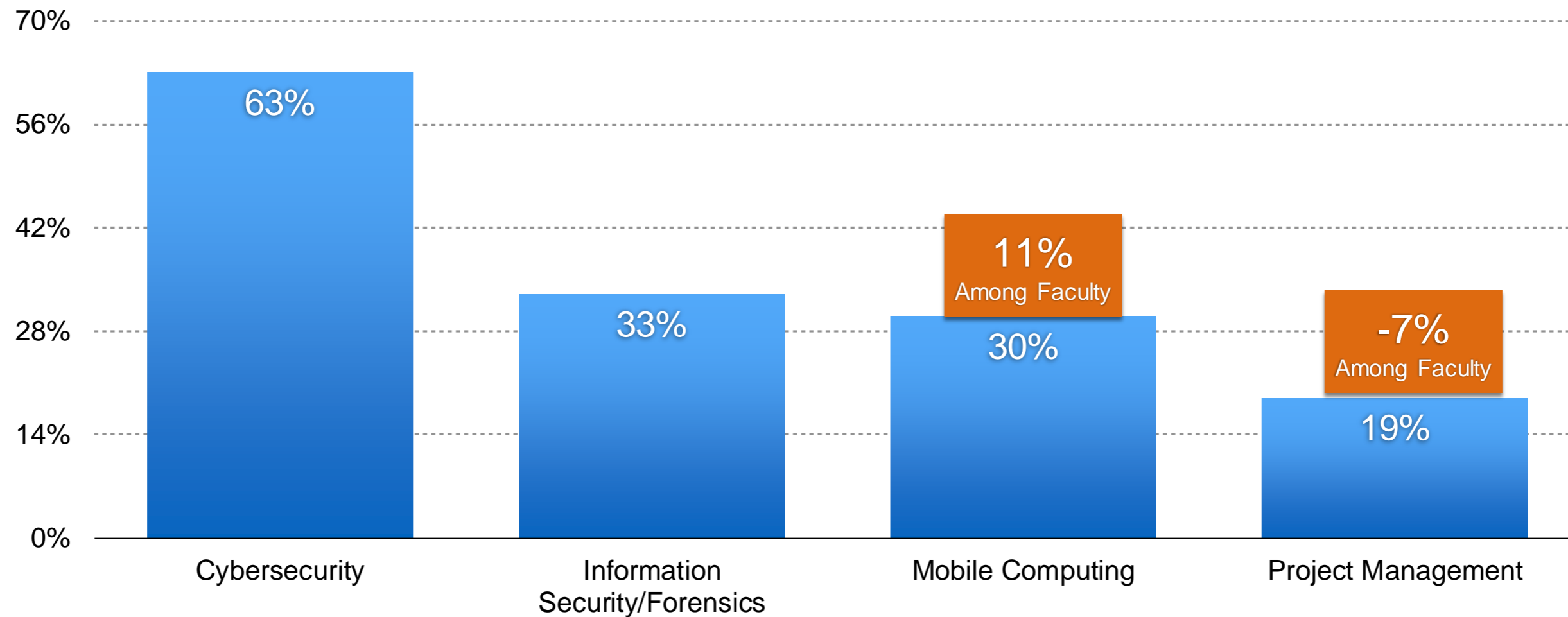
Indicates significant and materially different from Faculty.



Job Outlook



BEST JOB PROSPECTS FOR IT GRADUATES IN THE TECH SECTOR

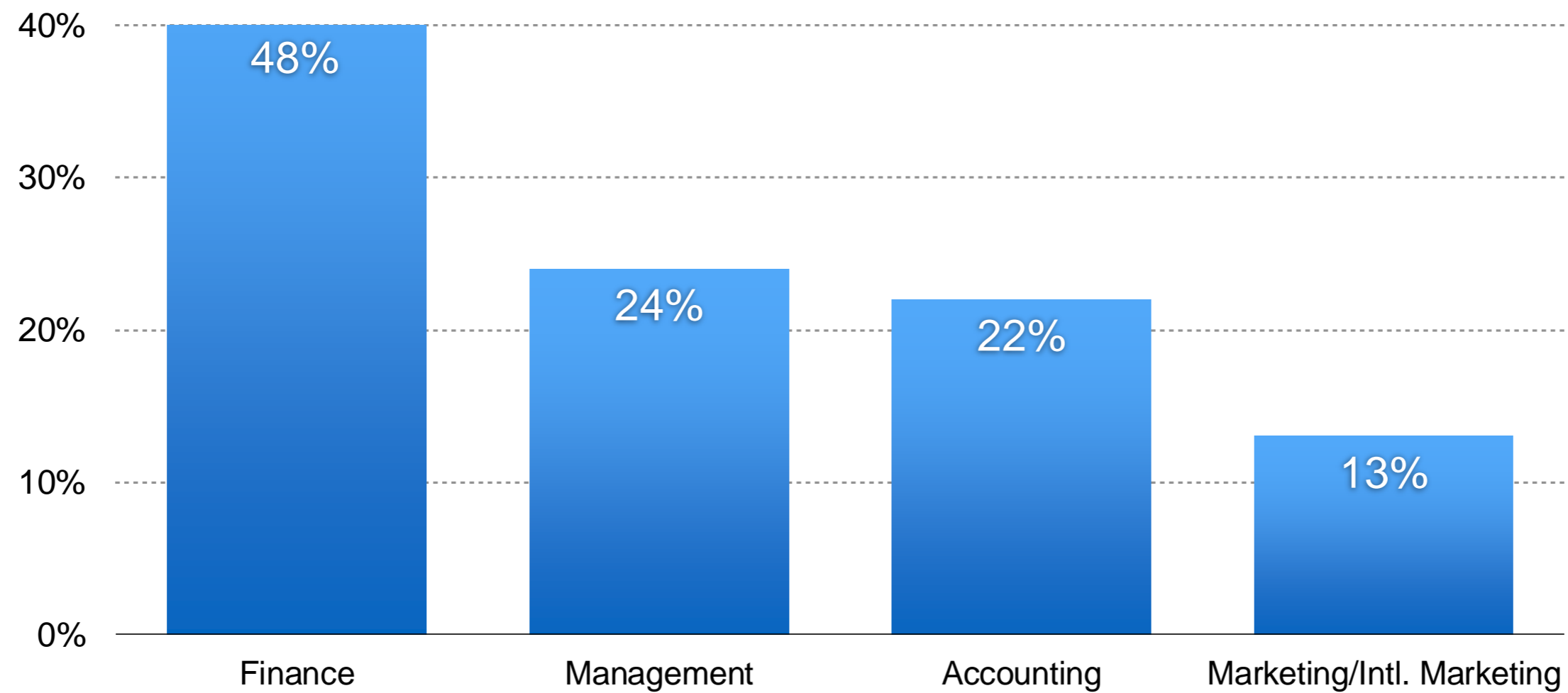


NOTE 1: Net Scores Shown (Best minus Least)

NOTE 2: This was a multiple-choice question not restricted to a single response. Because the total number of answer choices selected can be greater than the number of respondents that answered the question, the total response percentages may exceed 100%.



BEST JOB PROSPECTS FOR BUSINESS GRADUATES



NOTE 1: Net Scores Shown (Best minus Least)

NOTE 2: This was a multiple-choice question not restricted to a single response. Because the total number of answer choices selected can be greater than the number of respondents that answered the question, the total response percentages may exceed 100%.



Career Competencies



OPTIMAL DEGREE LEVEL PER DISCIPLINE

	Associate's Degree	Bachelor's Degree	Master's Degree	Certification
Accounting	3%	34%	49%	14%
Financial Planning	6%	26% Among Faculty 42%	40%	12% 28% Among Faculty
Investment & Wealth Management	6%	37%	50%	7% 22% Among Faculty
Real Estate	22%	37% Among Faculty 25%	5%	48% 36% Among Faculty
Risk Management & Insurance	7%	37% Among Faculty 49%	34%	10%
I.T.	4%	31% Among Faculty 43%	34%	19%



MOST IMPORTANT CORE COMPETENCIES

	Functional Competencies	Broad Business Perspectives	Personal Competencies
Accounting	64%	31% <small>17% Among Faculty</small>	5%
Financial Planning	29%	55%	16%
Investment & Wealth Management	20%	48%	32%
Real Estate	17%	17%	66%
Risk Management & Insurance	32%	52%	16%
I.T.	59%	34%	7%



What ONE buzzword/phrase
should you absolutely stay away from using on a resume
when applying for a position in business/IT?

The logo for the game show 'Family Feud' is centered at the top. It features the words 'FAMILY' and 'FEUD' in a stylized, yellow, serif font with a blue outline, set against a blue oval background. The entire logo is mounted on a dark blue panel within a larger archway structure. The archway is decorated with numerous small, warm-white lights arranged in horizontal rows on either side of the central panel.

FAMILY FEUD

I

NOT

TEAM PLAYER

SALARY NEGOTIABLE

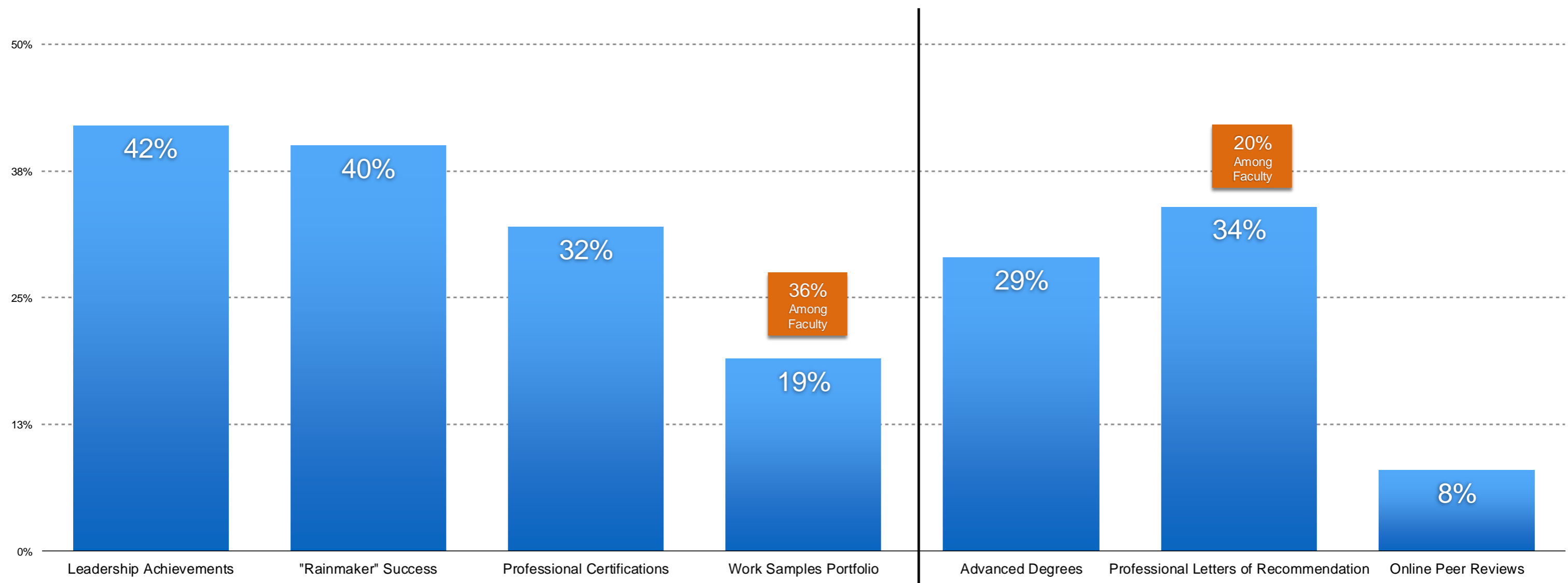
NOT

**BUZZWORDS TO AVOID
WHEN LOOKING FOR
A POSITION IN BUSINESS**

**BUZZWORDS TO AVOID
WHEN LOOKING FOR
A POSITION IN I.T.**



BEST WAYS TO BENCHMARK PERSONAL CAREER PROGRESS



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“Re-Careering” Exercise



RE-CAREERING EXERCISE

	Accountant	Computer/Sy stems Analyst	Financial Planner	Investment & Wealth Manager	Computer Programmer	Risk/Insuran ce Manager	Cyber Security Specialist	Real Estate Agent
Golfer	46%	30%	27%	27%	28%	20%	15%	13%
Football Head Coach	14%	29%	33%	39%	13%	36%	20%	12%
Basketball Point Guard	14%	27%	36%	35%	14%	31%	19%	21%
Marathon Runner	22%	19%	54%	42%	19%	19%	16%	18%
Chess Player	21%	25%	42%	35%	30%	31%	31%	14%
Tennis Player	20%	14%	19%	27%	16%	32%	30%	27%
Extreme Sports Enthusiast	9%	12%	14%	32%	19%	24%	23%	40%
NASCAR Pit Crew Chief	22%	28%	26%	27%	12%	42%	27%	19%

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