

Alumni Placement and Salary Survey

2016 edition findings

Considerations:

This institutional alumni survey was conducted in July of 2016. Results are based on anonymous participation of 533 respondents who graduated from the BA program from 1995 through 2016.

Agenda

1. AUBG related information
2. First destination after AUBG
3. First employment
4. Current employment
5. AUBG selection and evaluation
6. Demographics

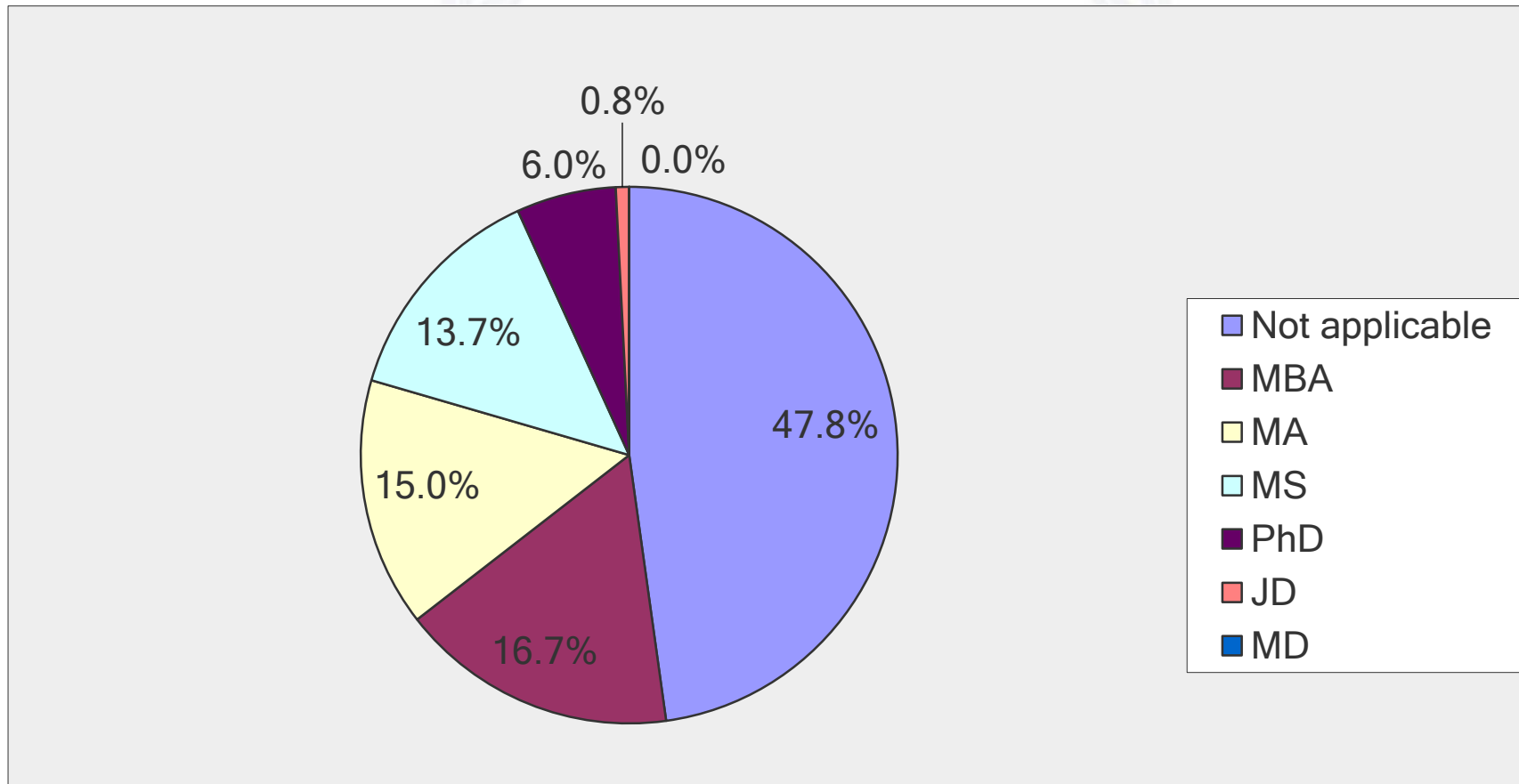
Q1: When did you graduate from AUBG?

We have managed to attract well spread-out participation from all graduating classes with classes from 2007 onward showing roughly double the participation rate compared to classes graduating prior to this year.

Answer Options	Response Percent	Response Count	Answer Options	Response Percent	Response Count
1995	3,6%	19	2006	3,6%	19
1996	2,8%	15	2007	6,9%	37
1997	3,0%	16	2008	8,4%	45
1998	2,3%	12	2009	6,8%	36
1999	1,9%	10	2010	6,6%	35
2000	3,4%	18	2011	4,9%	26
2001	3,8%	20	2012	5,3%	28
2002	2,6%	14	2013	4,7%	25
2003	1,9%	10	2014	8,4%	45
2004	3,9%	21	2015	7,5%	40
2005	3,6%	19	2016	4,3%	23
				Total:	533

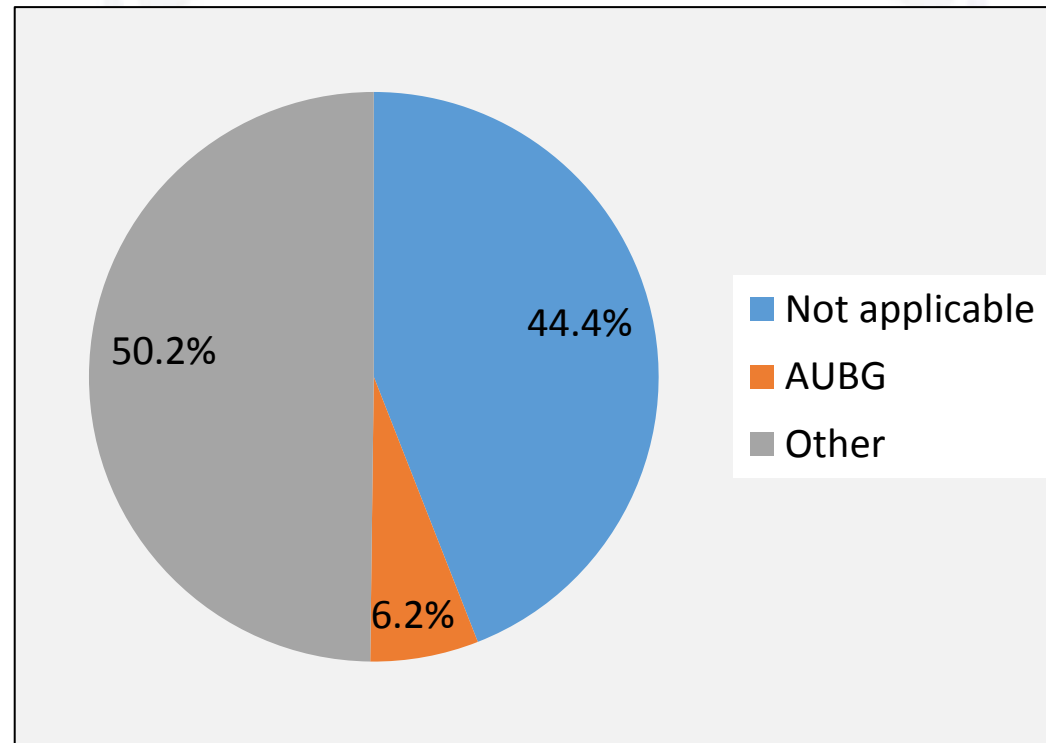
Q2: If you continued your education after your bachelor's degree, what is the highest advanced degree you received?

More than 45% of respondents have attained a Master's Degree after completing their BA at AUBG, 6% have attained a PhD, 0.8% a JD.



Q3: From which university did you receive your advanced degree?

6% net or 13.65% of graduates that have attained a higher degree have opted to come back to our alma mater to obtain their MBA.



Q4: What was your major at AUBG?

54% of respondents have attained a degree in Business Administration at AUBG.

Answer Options	Response Percent
Business Administration	53,8%
Political Science-International Relations	10,9%
Computer Science	9,2%
Economics	9,0%
Journalism-Mass Communication	8,3%
European Studies	3,8%
Information Systems	1,3%
Mathematics	1,1%
English	0,8%
History	0,8%
American Studies	0,6%
European Politics	0,2%
History and Civilizations	0,2%
Southeast European Studies	0,2%
Response count: 533	

Q5: If you did graduate with more than one major, what was your second major at AUBG?

70% of respondents have opted for and graduated with two majors.

Answer Options	Response Percent
Not applicable	29,5%
Political Science-International Relations	15,3%
Economics	14,4%
Journalism-Mass Communication	11,8%
Business Administration	11,4%
Information Systems	4,4%
European Studies	4,2%
Mathematics	2,6%
Southeast European Studies	2,1%
Computer Science	1,6%
History	1,4%
English	0,7%
European Politics	0,5%
Self Designed Major	0,2%
American Studies	0,0%
History and Civilizations	0,0%
Literature	0,0%
Response count: 431	

Q6: What was your minor at AUBG?

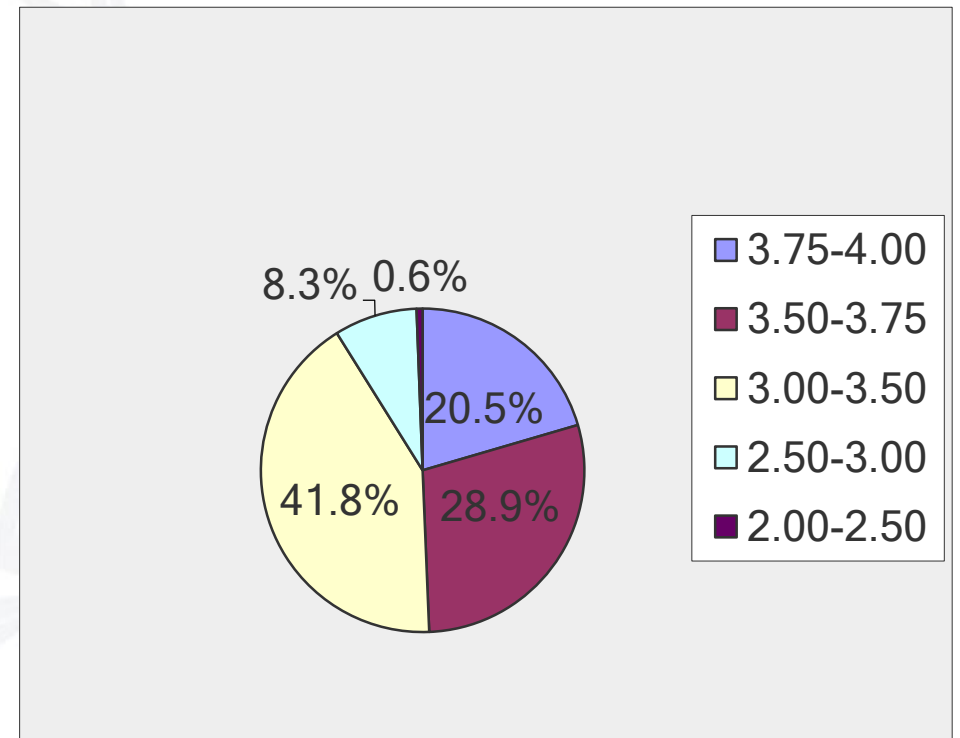
55% of respondents have graduated with a minor. Note: Considering that 70% of respondents chose to pursue two majors, this means that 15% of students had two majors and a minor.

Answer Options	Response Percent
Not applicable	44,6%
Economics	13,5%
Fine Arts	6,5%
Political Science and IR	6,5%
Mathematics	5,2%
Information Systems	4,0%
European Studies	3,5%
Journalism and Mass Communication	3,5%
History	3,2%
Computer Science	2,2%
Anthropology	2,0%
Literature	1,0%
Response count: 401	

Q7: What was your Cumulative Grade Point Average at AUBG?

50% of respondents have graduated with a CGPA of 3.50 or higher.

Answer Options	Response Percent	Response Count
3.75-4.00	20,5%	109
3.50-3.75	28,9%	154
3.00-3.50	41,8%	223
2.50-3.00	8,3%	44
2.00-2.50	0,6%	3
Total:		533



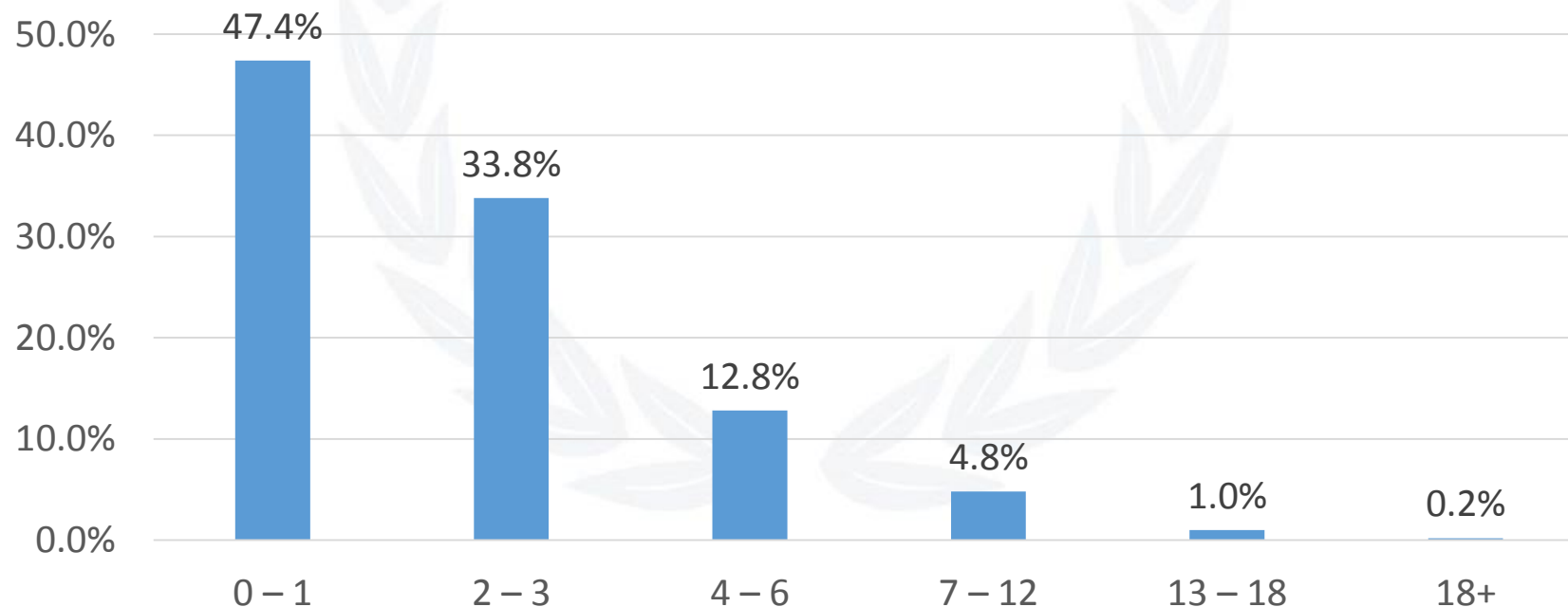
Q8: What did you do immediately after graduating from AUBG?

30% of respondents continued their studies immediately after AUBG and only 3.6% decided to take a break in the months immediately following graduation.

Answer Options	Response Percent	Response Count
Joined a commercial entity	52,2%	273
Continued studies	27,9%	146
Other (please specify)	6,9%	36
Joined an NGO	5,4%	28
Decided not to apply for a job/advanced studies	3,6%	19
Founded a start up company	2,5%	13
Joined the family business	1,5%	8
	Total:	523

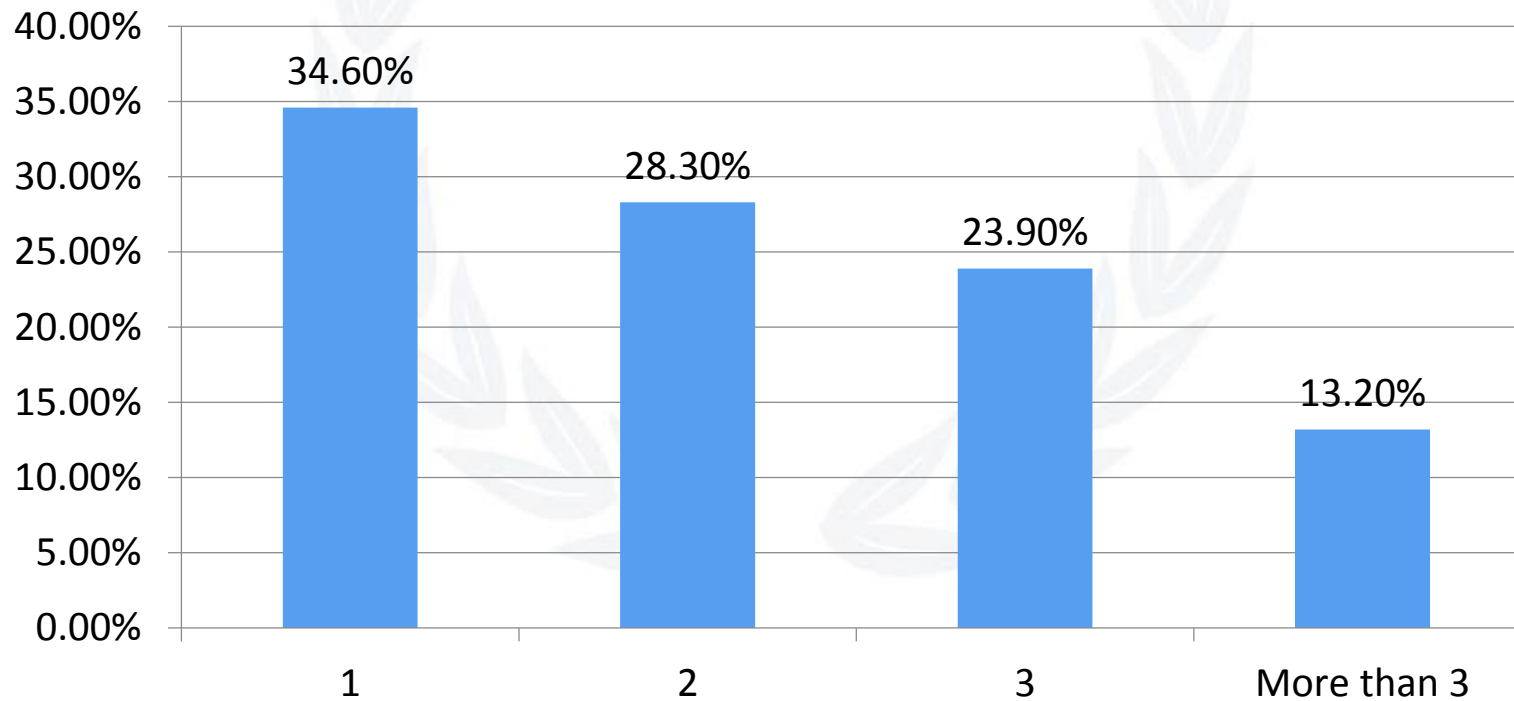
Q9: How many months off (not actively employed or studying) did you have between graduating from AUBG and starting your job or advanced studies?

Only 6% of respondents took more than 6 months between commencing their full-time work or advanced degree (*Consideration! All students graduating in December would have waited more than six months with standard higher academic degree programs commencing in fall of the next year*).



Q10: How many job offers or acceptance letters for academic programs did you receive when you were looking for your first job or academic program after AUBG?

65% of respondents had received more than one job offer or higher degree program acceptance letter when they were applying for work or a higher degree.



Q11: In which country was your first job/academic program located?

55% of respondents continued their work or studies in Bulgaria; USA ranked second, with almost 17% of alumni's next work or study destination.

Answer Options	Response Percent
Bulgaria	54,8%
United States of America (USA)	16,7%
Netherlands	3,9%
United Kingdom (UK)	2,9%
Albania	2,3%
Germany	2,1%
Romania	1,9%
Russia	1,7%
Hungary	1,4%
France	1,0%
Kosovo	1,0%
Moldova	1,0%
Serbia	1,0%
Other	8.3%
Response count: 484	

Q12: In what industry was your first job? (we are using the predefined LinkedIn categories selection to allow for trends analysis)

In terms of industry employed at their first job our alumni have spread out over a wide array of society.

Answer Options	Response Percent
Financial Services	7,9%
Computer Software	7,6%
Information Technology and Services	7,6%
Education or Education Management	6,6%
Marketing and Advertising	6,4%
Accounting	6,2%
Management Consulting	3,7%
Banking	3,3%
Consumer Goods	2,9%
Non-Profit Organization Management	2,1%
Other	45.7%
Response count: 484	

Q13: What was your annual gross compensation in USD in your first job?

In total 46% of alumni were earning up to USD 10,000 gross on their first employment position; 27% - more than USD 20,000

Answer Options	Response Percent
Up to \$10,000	46,5%
\$10,001 - \$20,000	26,4%
\$20,001 - \$30,000	7,2%
\$30,001 - \$40,000	6,2%
\$40,001 - \$50,000	3,9%
\$50,001 - \$60,000	2,5%
\$60,001 - \$70,000	1,4%
\$70,001 - \$80,000	1,0%
\$80,001 - \$90,000	0,6%
\$90,001 - \$100,000	0,6%
\$100,000 - \$150,000	3,3%
\$150,000 – 250,000	0,2%
More than \$250,000	0,0%
Response count: 484	

Q13: What was your annual gross compensation in USD in your first job?

Breakdown: respondents that currently work in Bulgaria or the USA.

38% of alumni in Bulgaria and 79% of alumni in the USA were earning more than \$10,000 per year in their first job.

Answer Options	Bulgaria Response Percent	USA Response Percent
Up to \$10,000	62%	21%
\$10,001 - \$20,000	28%	15%
\$20,001 - \$30,000	4%	10%
\$30,001 - \$40,000	1%	16%
\$40,001 - \$50,000	1%	9%
\$50,001 - \$60,000	2%	9%
\$60,001 - \$70,000	1%	4%
\$70,001 - \$80,000	0%	1%
\$80,001 - \$90,000	0%	3%
\$90,001 - \$100,000	1%	0%
\$100,000 - \$150,000	0%	10%
\$150,000 – 250,000	0%	0%
More than \$250,000	0%	0%
Response count:	180	67

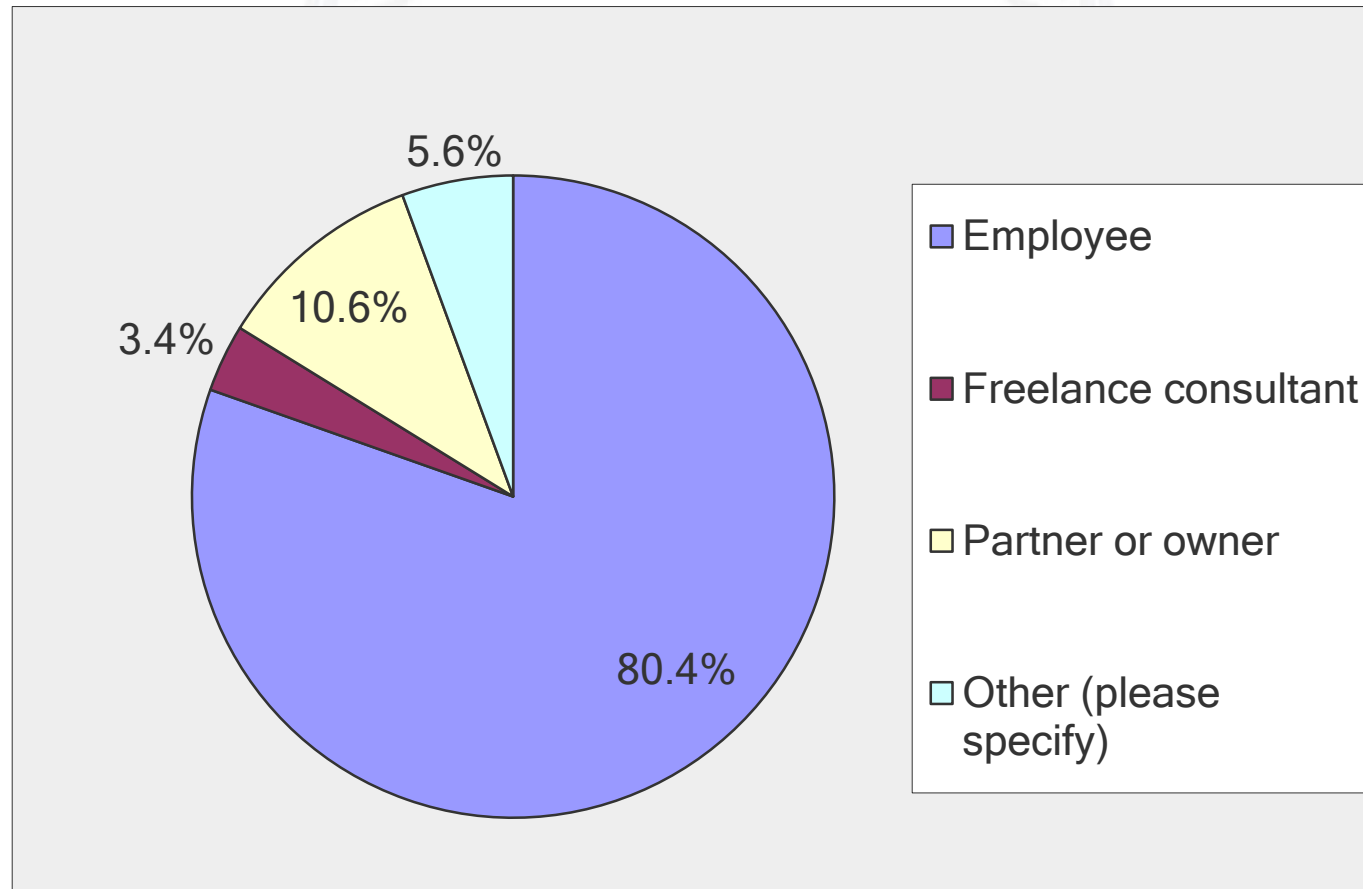
Q14: How much of your total compensation in your first job was derived from the following?

Close to 50% of alumni had bonuses as part of their first pay; over 20% had at least one of each of the following: sales commissions, equity awards and options, profit sharing.

Answer Options	Response Percent	Response Count
Base Salary	99.0%	479
Bonuses	47.9%	232
Sales Commissions	23.3%	113
Equity (Stock) Awards	21.1%	102
Equity (Stock) Options	20.5%	99
Profit-Sharing Participation	21.7%	105
	Total:	484

Q16: Are you currently a:

10,6% of alumni are partners or owners of a business; close to 5% being freelancers.



Q17: In which country are you currently working?

48% of alumni respondents are currently in Bulgaria; USA again ranking 2nd as a location for 18%

Answer Options	Response Percent	Response Count
Bulgaria	47,7%	180
United States of America (USA)	17,8%	67
United Kingdom (UK)	4,0%	15
Netherlands	3,2%	12
Belgium	2,9%	11
Canada	2,7%	10
Germany	2,7%	10
Switzerland	2,4%	9
Albania	1,9%	7
Kosovo	1,6%	6
France	1,1%	4
Macedonia	1,1%	4
Total:		377

Q18: In what industry are you currently occupied?

Current occupation shows again a wide array of industry of employment.

Answer Options	Response Percent
Information Technology and Services	13,0%
Education or Education Management	7,7%
Computer Software	6,4%
Financial Services	6,4%
Banking	3,7%
Marketing and Advertising	3,7%
Government Administration	3,4%
Consumer Goods	2,9%
Management Consulting	2,1%
Oil & Energy	2,1%
Food & Beverages	1,9%
Pharmaceuticals	1,9%
Higher Education	1,6%
Other	43.2%
Response count: 377	

Q19: What is your annual gross compensation?

In total more than 50% of alumni currently earn more than USD 40,000 gross; 20% earn more than USD 100,000.

Answer Options	Response Percent
Up to \$10,000	8,8%
\$10,001 - \$20,000	15,9%
\$20,001 - \$30,000	13,8%
\$30,001 - \$40,000	10,1%
\$40,001 - \$50,000	5,8%
\$50,001 - \$60,000	8,2%
\$60,001 - \$70,000	4,5%
\$70,001 - \$80,000	4,2%
\$80,001 - \$90,000	3,4%
\$90,001 - \$100,000	5,0%
\$100,000 - \$150,000	9,5%
\$150,000 – 250,000	6,1%
More than \$250,000	4,5%
Response count: 377	

Q19: What is your annual gross compensation?

Breakdown: respondents that currently work in Bulgaria or the USA.

19% of alumni in Bulgaria and 84% of alumni in the USA are earning more than \$50,000. 57% of alumni in the USA are earning more than \$100,000 annually.

Answer Options	Bulgaria Response Percent	USA Response Percent
Up to \$10,000	9%	3%
\$10,001 - \$20,000	27%	1%
\$20,001 - \$30,000	22%	4%
\$30,001 - \$40,000	14%	3%
\$40,001 - \$50,000	8%	4%
\$50,001 - \$60,000	6%	6%
\$60,001 - \$70,000	3%	6%
\$70,001 - \$80,000	2%	4%
\$80,001 - \$90,000	2%	4%
\$90,001 - \$100,000	1%	6%
\$100,000 - \$150,000	3%	22%
\$150,000 – 250,000	1%	22%
More than \$250,000	2%	12%
Response count:	180	67

Q19: What is your annual gross compensation?

Breakdown: respondents that currently work in Bulgaria, split by graduation year.

Close to 65% of alumni that have had at least 15 years of work experience earn more than 30,000 USD in Bulgaria. Note: as we only have alumni with 22 years of work experience and looking to see potential.

Answer Options	1995-2000	2001-2005	2006-2010	2011-2016
Up to \$10,000	2.9%	6.3%	5.5%	24.4%
\$10,001 - \$20,000	20.6%	21.9%	27.4%	36.6%
\$20,001 - \$30,000	11.8%	15.6%	26.0%	26.8%
\$30,001 - \$40,000	14.7%	28.1%	12.3%	7.3%
\$40,001 - \$50,000	5.9%	15.6%	9.6%	2.4%
\$50,001 - \$60,000	11.8%	3.1%	6.8%	0.0%
\$60,001 - \$70,000	5.9%	0.0%	2.7%	2.4%
\$70,001 - \$80,000	2.9%	6.3%	1.4%	0.0%
\$80,001 - \$90,000	5.9%	0.0%	1.4%	0.0%
\$90,001 - \$100,000	5.9%	0.0%	0.0%	0.0%
\$100,000 - \$150,000	5.9%	3.1%	2.7%	0.0%
\$150,000 – 250,000	0.0%	0.0%	2.7%	0.0%
More than \$250,000	5.9%	0.0%	1.4%	0.0%

Q19: What is your annual gross compensation?

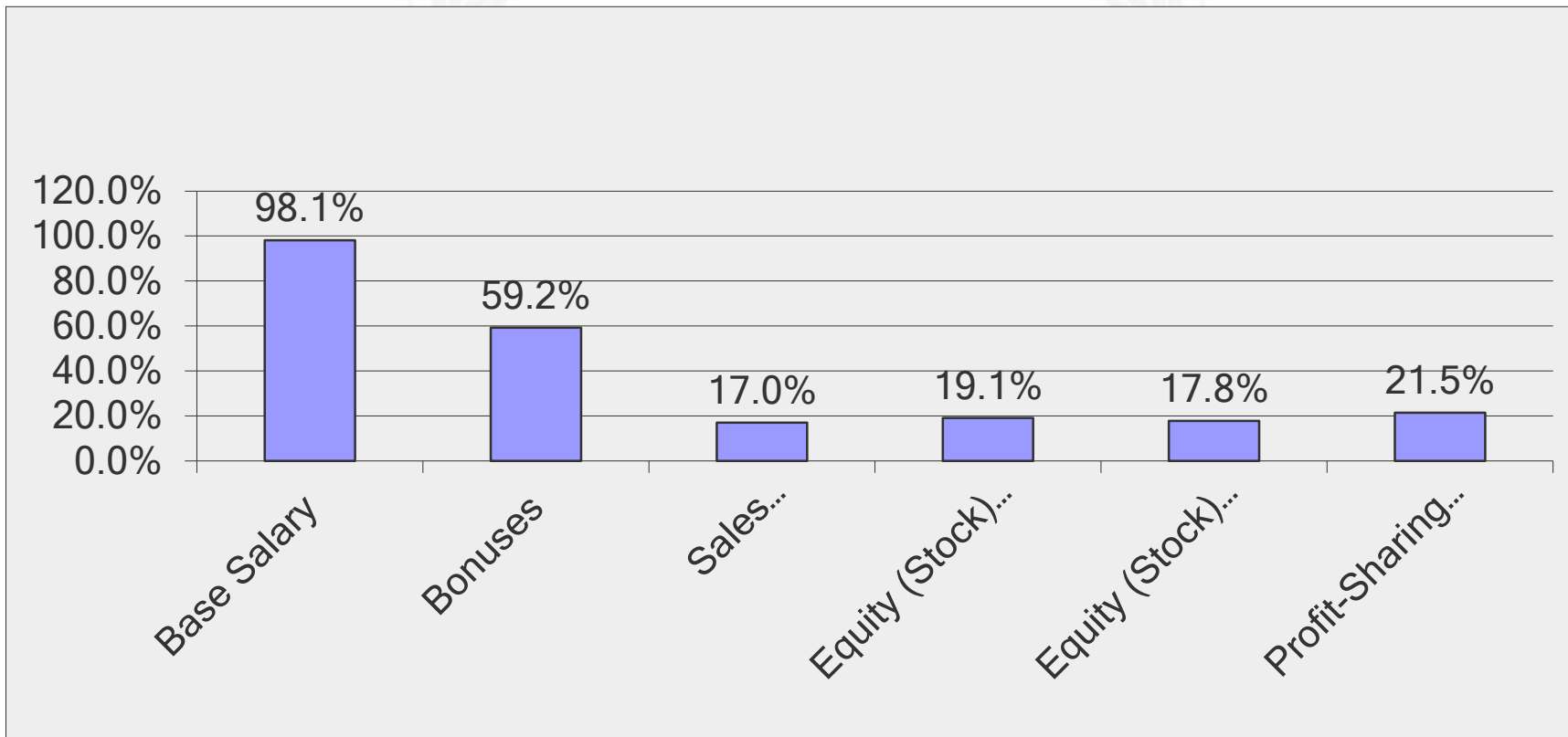
Breakdown: respondents that currently work in the USA, split by graduation year.

77% of alumni who have had at least 15 years of work experience are earning over USD 100,000 in the USA.

Answer Options	1995-2000	2001-2005	2006-2010	2011-2016
Up to \$10,000	0.0%	0.0%	5.3%	8.3%
\$10,001 - \$20,000	0.0%	7.1%	0.0%	0.0%
\$20,001 - \$30,000	0.0%	0.0%	10.5%	8.3%
\$30,001 - \$40,000	0.0%	0.0%	5.3%	8.3%
\$40,001 - \$50,000	13.6%	0.0%	0.0%	0.0%
\$50,001 - \$60,000	0.0%	0.0%	0.0%	33.3%
\$60,001 - \$70,000	0.0%	7.1%	10.5%	8.3%
\$70,001 - \$80,000	4.5%	0.0%	5.3%	8.3%
\$80,001 - \$90,000	0.0%	7.1%	10.5%	0.0%
\$90,001 - \$100,000	4.5%	0.0%	10.5%	8.3%
\$100,000 - \$150,000	27.3%	28.6%	15.8%	16.7%
\$150,000 – 250,000	27.3%	28.6%	26.3%	0.0%
More than \$250,000	22.7%	21.4%	0.0%	0.0%

Q20: How much of your total compensation is derived from the following?

Close to 60% of alumni have bonus schemes on current jobs; again around 20% had one of each of the following: sales commissions, equity awards and options, profit sharing.



Q21: What is the primary reason you decided to enroll at AUBG?

The top two reasons for applying to AUBG have been (1) university ranking/reputation and (2) recommendation from a person I trust

Answer Options	Response Percent	Response Count
University ranking and/or reputation	22,3%	83
Recommendation from a person I trust	13,9%	52
Tuition fees / Availability of scholarships	12,1%	45
Ability to undertake studies in English	11,8%	44
Ability to take courses across a variety of disciplines (i.e. Liberal Arts approach)	11,5%	43
Teaching quality	9,9%	37
Employment opportunities post course completion	8,6%	32
Other (please specify)	6,7%	25
Total:		373

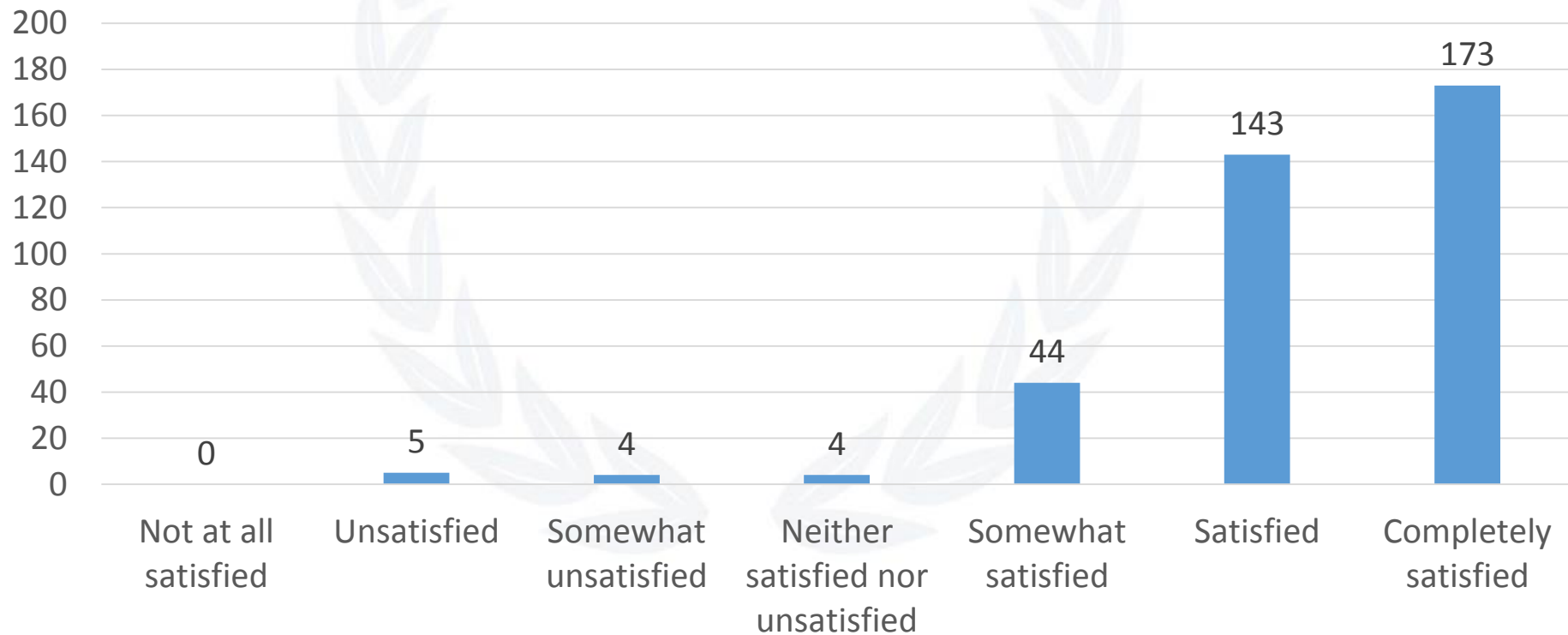
Q22: What three words come to mind when you think of AUBG?

Top word associations of alumni with AUBG are: fun, diversity, friends, community, quality, opportunity, international in that order

Answer Options	Response Percent
Fun	16,0%
Diversity	15,0%
Friends	12,1%
Community	11,5%
Quality	11,2%
Opportunity	8,0%
International	8,0%
American	6,1%
liberal arts	5,4%
Opportunities	5,1%
diverse	5,1%
Liberal	4,5%
education	3,8%
Friendship	3,5%
freedom	3,2%
Other	61,5%
Response count: 313	

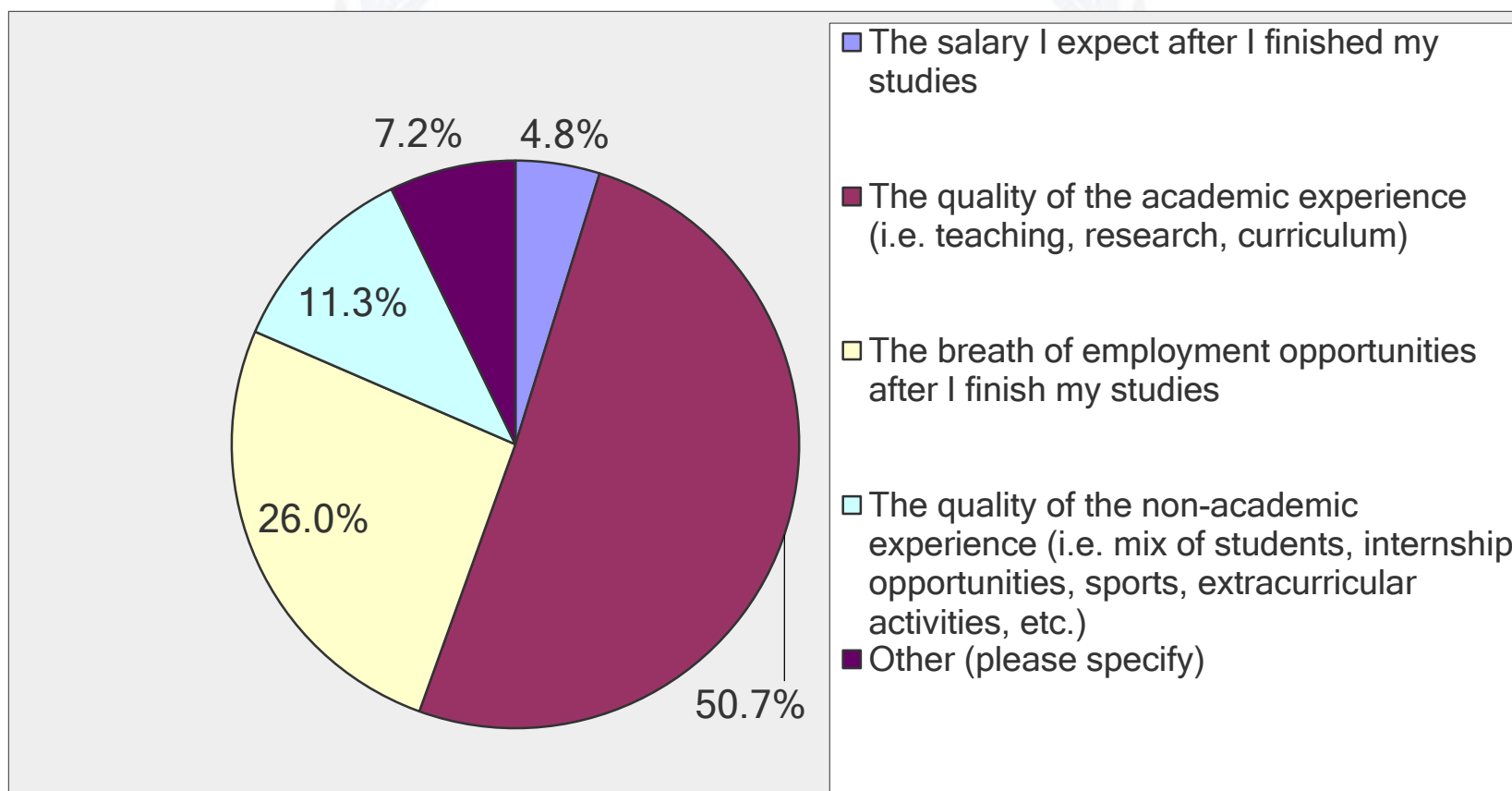
Q23: How did AUBG perform on providing you value for money? How did AUBG perform on providing you value for money?

On providing value for money alumni rated AUBG exceptionally high at 6.24 on a 7.0 scale



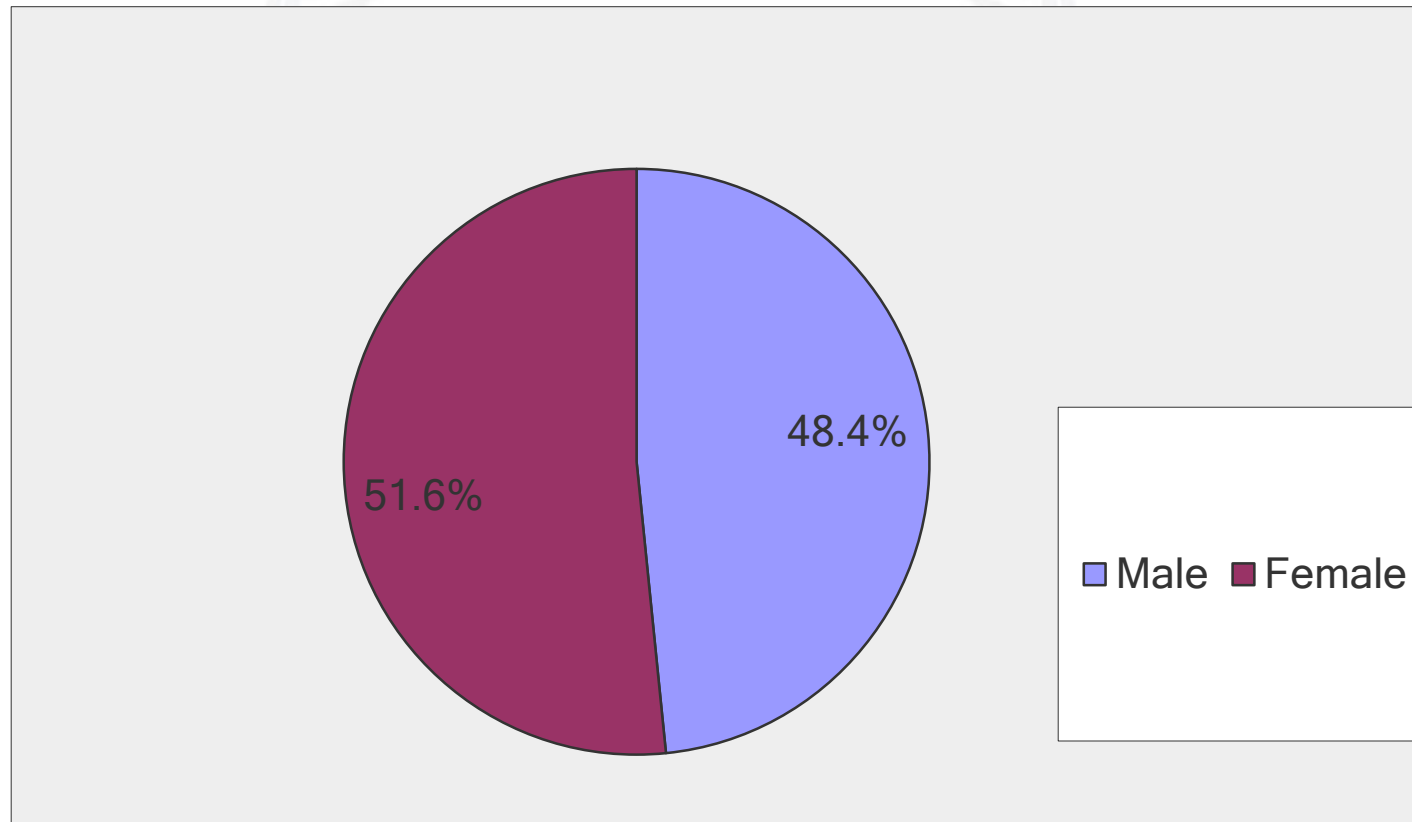
Q24: What best describes how you think about value for money?

On the value for money interpretation 51% of alumni stated "quality of the academic experience"; for 26% it is the breadth of employment opportunities after graduation



Q25: What is your gender?

In terms of demographics we have received an almost balanced male/female ratio of respondents



Q26: In which country is your primary office located?

Physically our alumni's current offices of employment are located 44% in Bulgaria, USA trailing with 22% in 2nd place and the wider Europe area in 3rd

Answer Options	Response Percent
Bulgaria	44,4%
United States of America (USA)	21,6%
United Kingdom (UK)	5,1%
Germany	4,0%
Belgium	2,7%
Canada	2,5%
Netherlands	2,5%
Albania	1,9%
Switzerland	1,7%
Kosovo	1,3%
Russia	1,3%
France	1,1%
Other	9.9%
Response count: 473	

Q27: What is your current country of permanent residence?

The current country of residence closely follows this pattern

Answer Options	Response Percent
Bulgaria	51,0%
United States of America (USA)	15,4%
United Kingdom (UK)	3,4%
Albania	3,0%
Netherlands	3,0%
Germany	2,3%
Belgium	2,1%
Canada	2,1%
Kosovo	1,9%
Russia	1,7%
Switzerland	1,7%
Macedonia	1,5%
Moldova	1,3%
Romania	1,1%
Other	8,5%
Response count: 473	

Q28: What was your nationality when you studied at AUBG?

70% of respondents have pointed out "Bulgaria" as their nationality origin when they studied at AUBG

Answer Options	Response Percent
Bulgaria	69,8%
Albania	4,2%
Romania	4,2%
Russia	3,8%
Macedonia	2,5%
Moldova	2,5%
Kosovo	2,1%
Serbia	2,1%
Belarus	1,7%
United States of America (USA)	1,3%
Other	5,8%
Response count: 473	