

1 PREFERRED LOCAL UNIVERSITIES ACCORDING TO PROSPECTIVE UNIVERSITY STUDENTS

#1 UOM 37.1% #2 CTI 17.4% #3 UTM 7.6%



2 PREFERENCES BY FIELD OF STUDY FOR PROSPECTIVE UNIVERSITY STUDENTS

#1 IT 23.3%
#2 FINANCE 21.4%
#3 MANAGEMENT 17.5%



FACTORS INFLUENCING CHOICE OF UNIVERSITY DIFFERENCE IN OPINION FROM PROSPECTIVE UNIVERSITY STUDENTS & CURRENT UNIVERSITY STUDENTS:

MOST IMPORTANT FOR PROSPECTIVE UNIVERSITY STUDENTS
#1 EMPLOYMENT RATES FROM THE UNIVERSITY FOLLOWING GRADUATION

#2 QUALITY OF TEACHING
#3 UNIVERSITY FEES

MOST IMPORTANT FOR CURRENT UNIVERSITY STUDENTS

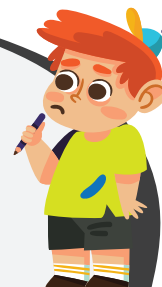
#1 UNIVERSITY FEES
#2 QUALITY OF TEACHING
#3 CAMPUS FACILITIES

3



4 AMOUNT OF TIME UNIVERSITY STUDENTS EXPECT TO WAIT BEFORE FINDING A JOB FOLLOWING GRADUATION

FOR UNIVERSITY STUDENTS:
< 6 MONTHS 36.5%
6 TO 12 MONTHS 54.2%



5

MAIN FACTORS WHICH INFLUENCED UNIVERSITY STUDENTS' ACTUAL FIELD OF STUDY

SCORE ON 100

#1 LONG TERM OBJECTIVE
#2 EMPLOYER'S REQUIREMENTS
#3 JOB MARKET



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**PREFERRED FIELD OF STUDY
MALE VS FEMALE PROSPECTIVE
UNIVERSITY STUDENTS**

#1 SCIENCE
#2 IT
#3 SOCIAL SCIENCE



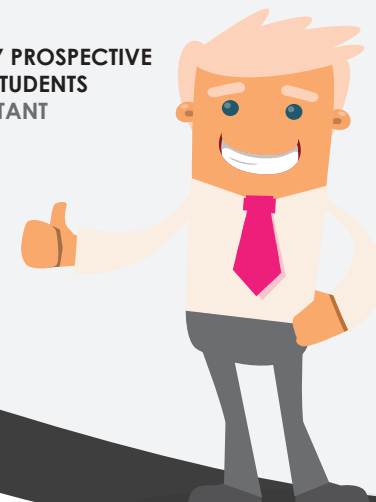
#1 MANAGEMENT
#2 LITERATURE & LANGUAGE
#3 FINANCE



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**IDEAL JOB BY PROSPECTIVE
UNIVERSITY STUDENTS**

#1 ACCOUNTANT
#2 TEACHER
#3 ENGINEER



**National Survey on
graduate employability
mis-match**