21st CENTURY LEADERS
Building practice into the curriculum to boost employability

Employers want ‘business ready’ graduates – but aren’t doing enough to offer extended work experience.

89% of managers say that embedding work experience in business courses would make students more employable.

81% of business schools offer undergraduates a sandwich-year placement of 12 months or more.

Only 22% of employers currently offer work placements/internships.

30% of students who undertake work placements go on to be hired by the employer as a result.

75% of employers believe more graduates should pursue professional qualifications since these provide evidence of practical skills.

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Employers have low awareness of how business schools have innovated and changed.

40% of employers surveyed could not say if business schools understand the needs of organisations like theirs

47% couldn’t say whether business schools in their area are well-connected with the local business community

So, just under a third of employers do not think there’s a business case for working with universities (31%)...

...despite evidence showing that business and management education provides £3.25bn of revenue to the UK...

...and that businesses located closer to business schools have better-quality management.

The skills employers are looking for:

- Problem-solving and Critical Analysis: 48%
- Motivating Others: 44%
- Ability to work across different cultures: 17%
- Team Skills: 67%
- Communication: 17%
- Project Management: 17%
- Ability to have difficult conversations: 16%
- Financial Skills: 11%
- Digital Literacy: 7%
- Ability to reflect and self-awareness: 16%
- Project Management: 17%

Source: CMI 21st Century Leaders research

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