



## **Study: HHL Most Popular Private Business School in Germany Again**

*Study: HHL Most Popular Private Business School in Germany Again*

HHL is ranked at the top in eight out of ten categories in the comparison of 112 schools in Germany. The empirical foundation of this year's trendence Graduate Barometer "Business Edition" is a survey of 14,850 students at business schools during the fall and winter of 2014-15.

The top ranking also confirms the results from the recently published Universum Talent Survey 2015 in which the HHL students interviewed particularly praised the close connection to alumni and employers, the excellent career opportunities and study conditions, as well as the founders' spirit at their school.

The trendence Graduate Barometer 2015 certifies HHL a leading position nation-wide in the following categories:

- teachers/professors
- international orientation of the courses
- cooperation between the school and the economy
- practical orientation of the courses
- quality of service and consulting facilities
- quality and modernity of the library
- quality and availability of the IT-infrastructure
- school location

According to the study, the strengths of HHL students are reliability, flexibility, social skills and resilience as well as dedication.

The motivation of the business students from Leipzig is documented with numbers in the current survey. While HHL students are willing to work an average of 62 hours per week in their future jobs, business Master students of other schools only want to invest 43 hours of work a week.

The study also says that 98 percent of HHLers would recommend studying at their school.

HHL Students say about their School (excerpt):

?"very satisfied, very good support and professors, good networking, top city"

?"superb service and top teachers"

?"best decision in my life with an excellent preparation for professional life"

The trendence Institute

trendence is Europe's leading research institute specializing in employer branding, personnel marketing and recruiting. Every year, more than 500,000 school-leavers, students and young professionals from all over the world take part in its studies on their career ambitions and employers of choice. The results of these studies are an invaluable support to organizations' HR departments: by providing authoritative, representative information on potential employees, they inform crucial decisions on recruitment and marketing strategies. Furthermore, these results assist schools and higher education institutions in appraising their performance and developing a coherently strategic approach. The 'Top 100' rankings of the most desirable employers, compiled from those studies, are a particular focus of interest, acting as guides and benchmarks for the media, employers and the employees of the future alike. The commitment to the quality of trendence research results is demonstrated by the fact that the staff hold ESOMAR membership and by the unconditional adherence to ISO 20252, DIN 77500 and other recognized market research standards. <http://www.trendence.com>

HHL Leipzig Graduate School of Management

HHL is a university-level institution and ranks amongst the leading international business schools. The goal of the oldest business school in German-speaking Europe is to educate effective, responsible and entrepreneurially minded leaders. HHL stands out for its excellent teaching, its clear research focus, its effective knowledge transfer into practice as well as its outstanding student services. The courses of study include full and part-time Master in Management as well as MBA programs, a Doctoral program and Executive Education. In the Financial Times' Masters in Management Ranking in 2014 HHL's full-time M.Sc. Program was ranked amongst the top 10 in Europe. In 2013 and 2014, HHL reached one of three first places for the best entrepreneurial universities in Germany in the Start-Up Radar ranking published by Stifterverband für die Deutsche Wissenschaft (Founders' Association of German Science) and the German Federal Ministry for Economic Affairs and Energy (BWMi). According to the Financial Times, HHL ranks first in Germany and fifth globally for its entrepreneurship focus within the M.Sc. and EMBA programs. HHL is accredited by AACSB International. <http://www.hhl.de>

<http://www.trendence.com>

<http://www.hhl.de>

<http://www.hhl.de/mba>

<http://www.hhl.de/part-time-mba>

<http://www.hhl.de/msc>

<http://www.hhl.de/part-time-msc>

**Pressekontakt**

HHL gGmbH

Herr Volker Stößel  
Jahnallee 59  
04109 Leipzig

hhl.de  
volker.stoessel@hhl.de

### **Firmenkontakt**

HHL gGmbH

Herr Volker Stößel  
Jahnallee 59  
04109 Leipzig

hhl.de  
volker.stoessel@hhl.de

HHL Leipzig Graduate School of Management

Die HHL ist eine universitäre Einrichtung und zählt zu den führenden internationalen Business Schools. Ziel der ältesten betriebswirtschaftlichen Hochschule im deutschsprachigen Raum ist die Ausbildung leistungsfähiger, verantwortungsbewusster und unternehmerisch denkender Führungspersönlichkeiten. Neben der internationalen Ausrichtung spielt die Verknüpfung von Theorie und Praxis eine herausragende Rolle. Die HHL zeichnet sich aus durch exzellente Lehre, klare Forschungsorientierung und praxisnahen Transfer sowie hervorragenden Service für ihre Studierenden.  
[www.hhl.de](http://www.hhl.de)

Anlage: Bild

