



## **Survey: HHL Is the Most Popular Private Business School in Germany**

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Once again, HHL Leipzig Graduate School of Management is presenting itself as a leading private business school in Germany. The results of a survey by the trendence institute show: HHL has Germany's most satisfied students.

HHL has landed in the top positions in five of nine categories as part of a comparison of 109 universities in Germany. The empirical basis of this year's trendence Graduate Barometer Business Edition is a survey which was carried out amongst 14,600 business students during the 2012/13 winter and summer terms.

The 2013 Graduate Barometer attests to HHL's leading role in Germany regarding:

- ? Career opportunities provided by the university
- ? Cooperation of the university with the economy
- ? Quality and up-to-date status of the library
- ? Quality and availability of the IT infrastructure
- ? Quality and service of the counseling institutions

Asked why they chose to study at HHL students responded with "Good results in school rankings" (84.6%) particularly often, in addition to "International orientation of the school, study conditions" (74.4%).

The major fields of study for HHLers are the subjects "International Management" and "Entrepreneurship", followed by "Finance" and "Marketing".

The 2013 trendence Graduate Barometer determined reliability, flexibility, social competency, resilience as well as pursuit of success to be the strengths of the HHL students.

The current survey proves the Leipzig business students' will to perform well with figures. While HHL students are prepared to work an average of 64 hours per week, students of Master's programs in business administration offered by other universities stated they wanted to invest only 46 hours for their jobs.

One third more of HHL students are committed to off-campus projects compared to students from other Master's programs in business administration (93% vs. 61%).

HHL students say about their school (excerpt):

- ? "Outstanding academic training with a focus on practice; excellent contacts."
- ? "The offer with regard to professional competence, courses with great practical relevance, networking opportunities and intensive counseling is excellent and unique."
- ? "(...) The integration of the practical world into the lectures by means of field projects with the industry and counseling are worth emphasizing."

trendence

trendence is Europe's leading research institute specializing in employer branding, personnel marketing and recruiting. Every year, more than 530,000 school-leavers, students and young professionals from all over the world take part in the 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 help shape crucial decisions on recruitment and marketing strategies. Furthermore, these results assist schools and higher education institutions in appraising their performance and developing a coherent 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. trendence demonstrates its commitment to the quality of its research results by the fact that the staff hold ESOMAR memberships 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 2012 Financial Times Masters in Management Ranking, HHL's full-time M.Sc. Program was ranked 11th in the world. This ranking also awarded HHL first place worldwide for its focus on Entrepreneurship and second regarding the graduates' future salaries. The 2012 European Business School Ranking by the Financial Times confirms it: HHL offers the best full-time MBA and M.Sc. programs in Germany. HHL is accredited by AACSB International. <http://www.hhl.de>

More Informationen:

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

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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

