



## **HHL Confirmed as One of the Leading Business Schools**

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Just as in previous years, the students of HHL Leipzig Graduate School of Management are among the most satisfied in Germany. In addition to the results of the 2013 trendence Graduate Barometer recently published, this fact has now been confirmed by the current Student Survey of the Universum Communications consulting firm. Between October 2012 and March 2013, Universum, in collaboration with 189 universities, interviewed almost 9,000 business students about their experiences at their respective universities, employer preferences and career ideas. HHL students cite the good reputation of their university among employers, interesting lectures, the number of students per professor, the practical orientation of the program, the opportunity to study abroad and the affordable cost of living and rents in Leipzig as the most important driving forces for the appeal of the school. The HHL students became aware of the Leipzig business school particularly due to good results scored in university rankings (81 %) and through other students and alumni (70 %). According to the 2013 Universum Student Survey, HHL students prefer jobs in management consulting firms, followed by financial service providers and industrial enterprises, to launch their careers.

### **Universum Communications**

Universum Communications is the global specialist and pioneer of employer branding. The company was founded by the Swedish entrepreneur Lars-Henrik Friis Molin in 1988 and has a customer base of approximately 1,200 enterprises, among them a great part of the Fortune 500. Universum Communications works with universities across the globe to record the professional expectations and priorities of skilled junior staff. Every year, the firm interviews more than 400,000 students and young professionals in 30 countries all over the world to find out about their employer preferences, career plans and preferred ways of communication. For the German Employer Ranking, Universum Communications interviewed 22,714 students from 135 universities between November 2012 and March 2013. <http://www.universumglobal.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 1st in Germany and 11th in the world. This renowned ranking also awarded HHL first place worldwide for its focus on Entrepreneurship and second regarding the graduates' future salaries and for its Corporate Strategy specialization. HHL is accredited by AACSB International. <http://www.hhl.de>

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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

