

EMPLOYER SURVEY REPORT YEAR 2023

I. General Information

1. Survey Methods and Instrument

- a) Survey methods: The Employer survey is conducted online via Google Forms.
- b) Survey instrument: A survey questionnaire using a five-point scale to measure employers' level of satisfaction on academic quality as follows:

- ① - Totally disagree
- ② - Disagree
- ③ - Neutral
- ④ - Agree
- ⑤ - Totally agree

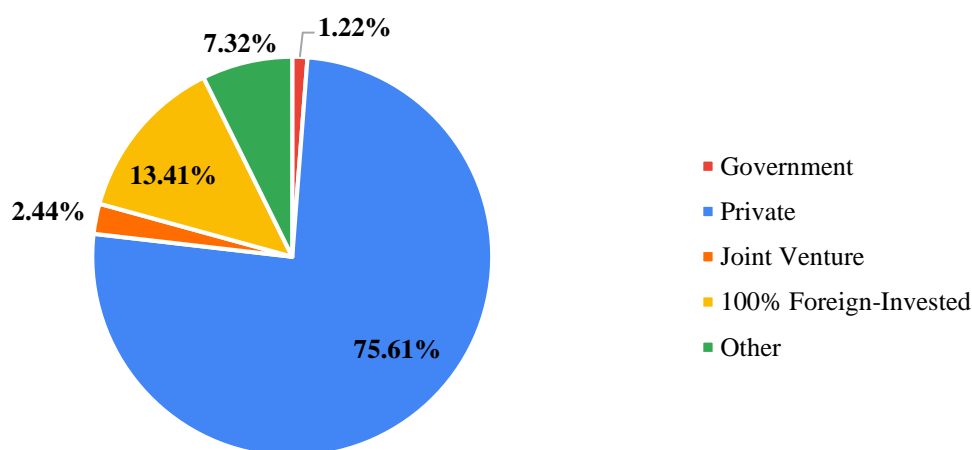
2. Survey Results Classification

| Mean | Rating |
|-------------|-----------------------|
| 4.21 – 5.00 | A – Excellent |
| 3.41 – 4.20 | B – Good |
| 2.61 – 3.40 | C – Satisfactory |
| 1.81 – 2.60 | D – Needs Improvement |
| 1.00 – 1.80 | E – Unsatisfactory |

II. Survey Results

1. Participants

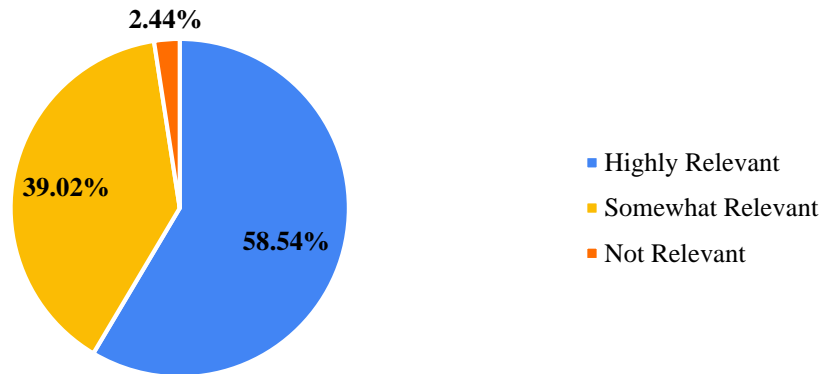
Chart 1. Types of enterprises participating the survey



Among the enterprises participating in the survey, the majority of them were from the private sector, accounting for 75.61%. The second largest proportion belonged to those of the 100% foreign-invested model. By contrast, Government organizations represented the smallest proportion, making up only 1.22% of the total.

2. General Evaluation of HSU Graduates' Performance

Chart 2. Relevance of HSU graduates' positions to their fields of study over the years



In terms of job relevance, in 2023, the majority of graduates were employed in positions either highly relevant or somewhat relevant to their fields of study, accounting for 97.56%. Consequently, the percentage of those having jobs unrelated to their fields of study declined by 6.09% compared to 2022, standing at only 2.44% in the current year.

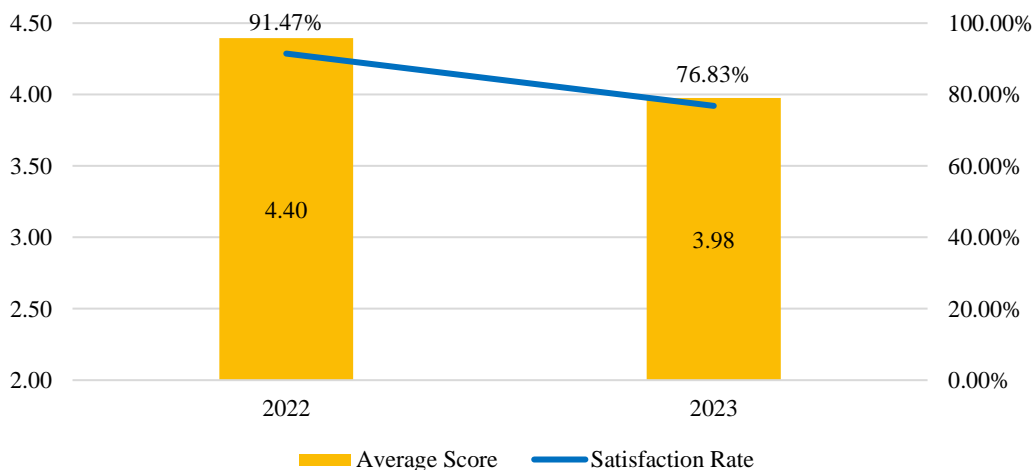
3. Satisfaction Level of Employers with HSU Graduates' Competencies

Table 1. Satisfaction of employers with the competencies demonstrated by HSU graduates in meeting job requirements

| No. | Survey Category | 2022 | | 2023 | |
|----------------|-----------------------------|-------------|-------------------|-------------|-------------------|
| | | Mean | Satisfaction Rate | Mean | Satisfaction Rate |
| 1 | Knowledge | 4.57 | 94.6% | 3.82 | 74.39% |
| 2 | Skills | 4.43 | 90.3% | 3.79 | 68.90% |
| 3 | Autonomy and Responsibility | 4.55 | 96.2% | 3.86 | 71.54% |
| Overall | | 4.49 | 92.7% | 3.81 | 70.64% |

As can be seen in Tabel 1, all survey categories regarding graduate competencies in 2023 experienced a decline compared to the previous year. The 2023 overall average score reached 3.81, with a satisfaction rate of 70.64%. All survey categories achieved “Good” rating in the current year.

Chart 3. Overall evaluation of HSU graduates



In general, the satisfaction level of employers with HSU graduates achieved a “Good” rating with an average score of 3.98 and a satisfaction rate of 76.83%.

4. Employer Feedback on Graduate Quality

a) Strengths

- Graduates were described as hard-working and were able to quickly adapt to working environments.
- Graduates demonstrated diverse knowledge across industries and a good creative mindset.
- Graduates demonstrated good English competencies.

b) Weaknesses

- Some graduates were yet to establish a clear career orientation.
- Some graduates were found to have relatively ineffective time management skills.

c) Suggestions for Improving Academic Quality

- Enterprises recommended that the University should students with clear guidance on salary levels for different positions, so that they can have clearer perspectives to negotiate with employers more effectively.
- The University was also recommended to create more opportunities and encourage students to participate in more extracurricular activities such as club or social activities, etc.
- Some enterprises also suggested that the programs should focus on academic knowledge in the first three years, while the final year should be dedicated to internships and thesis.

III. Conclusions and Recommendations

1. Satisfaction rate of employers with HSU graduates: 76.83% (average score of 3.98).
2. Graduates received good feedback on their specialized knowledge and skills, as well as attitude in general. Especially, English competencies continued to have high level of satisfaction.
3. The University was recommended to encourage students to participate more in extracurricular activities and to provide students with more guidance on salaries and work compensations.