

EMPLOYER SURVEY REPORT YEAR 2024

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

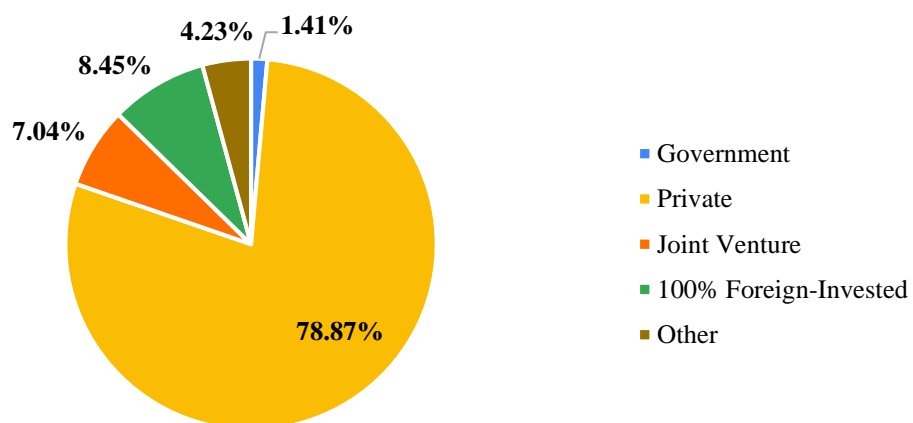
2. Survey Results Classification

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

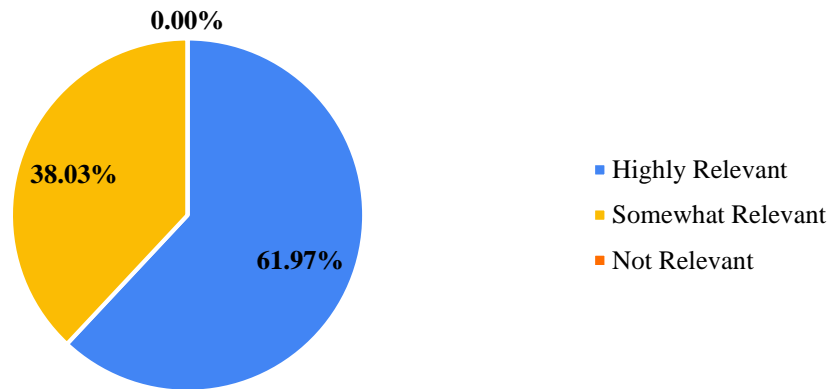
Chart 1. Types of enterprises participating the survey



In 2024, enterprises from the Private sector remained the largest group among the surveyed companies, accounting for 78.87%. Similarly, companies from the Government sector continued to represent the smallest proportion of only 1.41%.

2. General Evaluation of HSU Graduates' Performance

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



The survey results of 2024 indicated that all graduates employed in enterprises held positions either highly or somewhat relevant to their fields of study. Specifically, 61.97% of graduates were working in jobs that were highly relevant to their majors, while the remaining 38.03% were in positions somewhat relevant to their majors. Notably, there were no cases of graduates working in jobs unrelated to their fields in 2024.

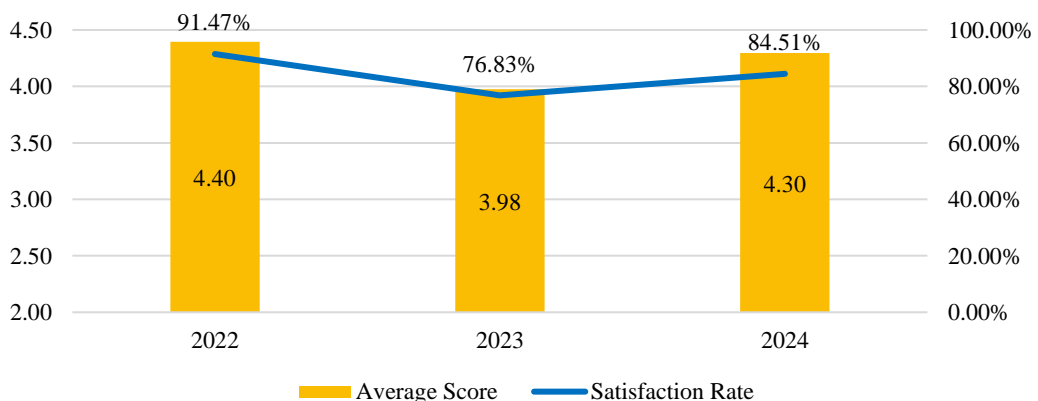
3. Satisfaction Level of Employers with HSU Graduates' Competencies

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

No.	Survey Category	2023		2024	
		Mean	Satisfaction Rate	Mean	Satisfaction Rate
1	Knowledge	3.82	74.39%	4.05	77.46%
2	Skills	3.79	68.90%	4.13	79.23%
3	Autonomy and Responsibility	3.86	71.54%	4.24	84.04%
Overall		3.81	70.64%	4.13	79.88%

In 2024, all survey categories regarding HSU graduates' competencies showed a significant improvement. All categories witnessed sharp increases with the overall average score reaching 4.13 and the overall satisfaction rate standing 79.88%, which corresponds to the rating of "Good". Notably, the level of satisfaction of employers with graduates' attitudes recorded the highest growth, achieving "Excellent" rating this year with an average score of 4.24 and a satisfaction rate of 84.04%.

Chart 3. Overall evaluation of HSU graduates



In general, enterprises' overall level of satisfaction with graduates' quality rebounded, reaching an average score of 4.30 and a satisfaction rate of 84.51%. This year's results corresponded to the "Excellent" rating.

4. Employer Feedback on Graduate Quality

a) Strengths

- Graduates were reported to be eager to learn and actively engaged in activities organized by enterprises.
- Graduates were described as dynamic, proactive and possessing solid job-related knowledge.
- Graduates demonstrated strong adaptability, effective communication and teamwork skills.

b) Weaknesses

- Some graduates remained passive and hesitant to provide feedback to enterprises.
- Some graduates were also found to need further development of soft skills.
- Some graduates lacked depth in their specialized knowledge and required more practical experience.

c) Suggestions for Improving Academic Quality

- The University was recommended to design academic programs more closely aligned with enterprise realities across different fields.
- The University was encouraged to organize more occasions for enterprises and students to meet and discuss with each other, which allows students to gain exposure and exchange ideas regarding job positions and required skills.
- Since graduate outcomes were noted to be uneven, the University should place greater emphasis on training students in body language, professional attitude and appropriate attire for workplace environments.

III. Conclusions and Recommendations

1. Satisfaction rate of employers with HSU graduates: 84.51% (average score of 4.30).
2. Graduates received positive ratings for their dynamic and proactive personality, as well as their strong adaptability in workplace settings.
3. Enterprises recommended the University organize more meetings between them and students, and further sharpen students' skills and attitude for their future career.