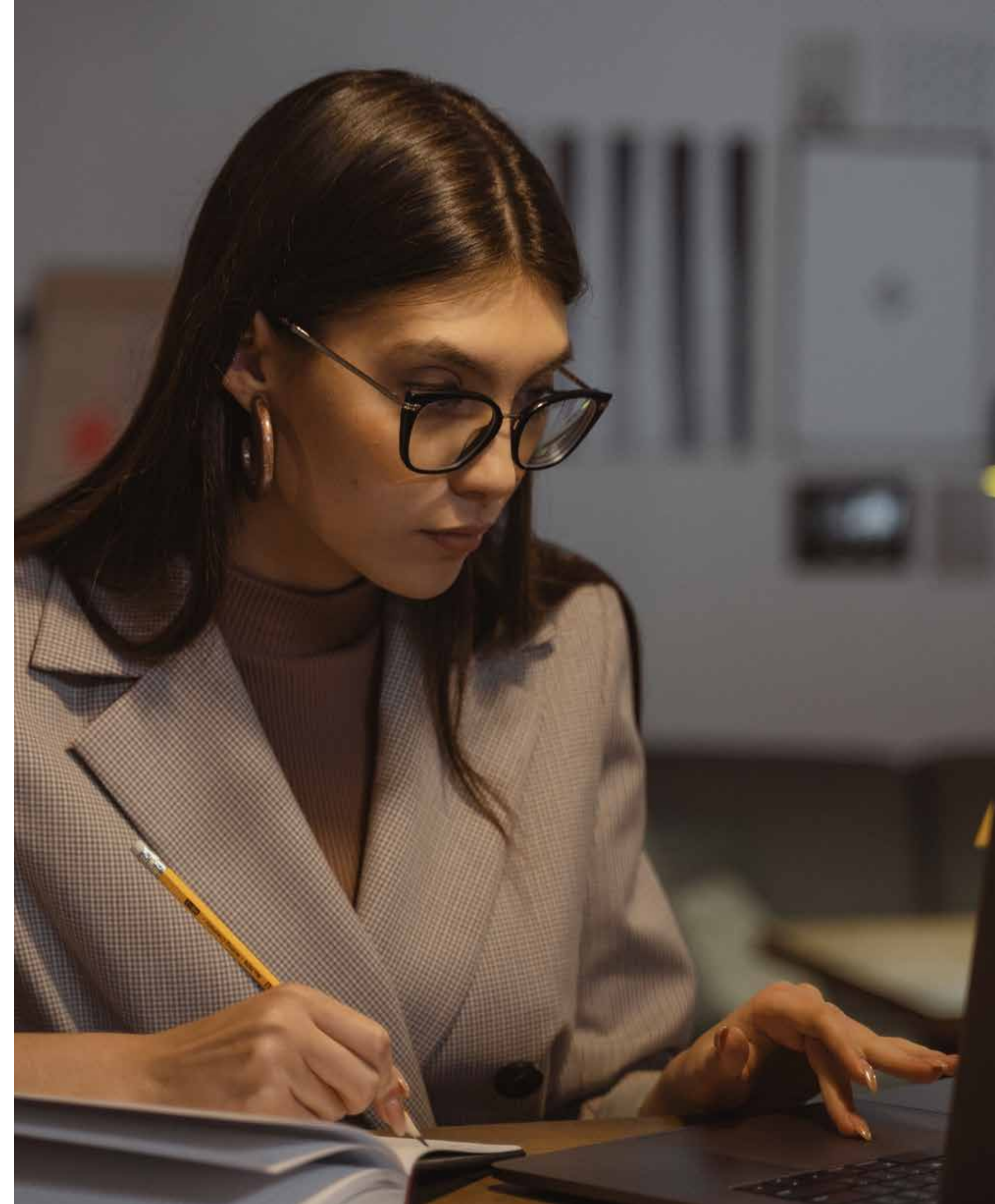










Employment Report 2021



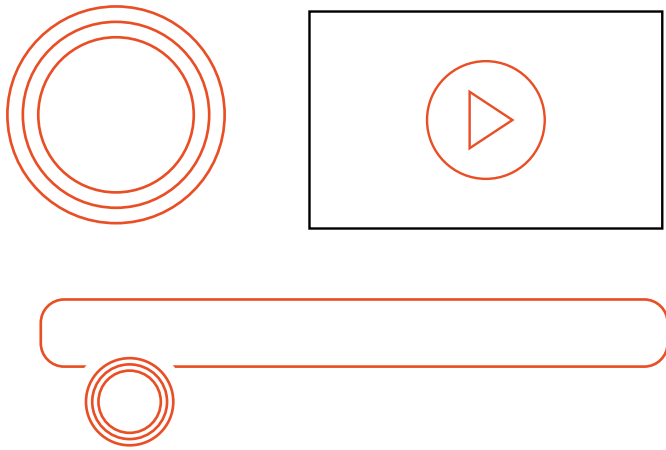
ROME BUSINESS SCHOOL
BETTER MANAGERS FOR A BETTER WORLD



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This brochure has an interactive menu that will navigate you directly to each one of the topics and from there back to the menu page. Videos, URL's and emails are also interactive



The background of the slide is a photograph of a highly ornate ceiling. It features a grid of square panels, each containing a carved floral or star-shaped medallion. The lighting is warm and directional, coming from the upper left, which creates strong highlights and deep shadows, emphasizing the three-dimensional quality of the carvings and the geometric pattern of the ceiling.

01 _____ Welcome to the Rome Business School Employment Report

Welcome to the Rome Business School Employment Report



Antonio Ragusa
Dean of Rome Business School

I am pleased to present the Rome Business School Employment Report 2021, a valuable document that summarizes the impact of our institution on our students' professional development and which, more broadly, provides an overview of our career support activities.

At Rome Business School, we believe it is essential to monitor this type of information carefully and accurately because we are sure that a modern business school can and should play a key role in its students' employability and, through them, contribute towards the development of society as a whole.

This Report gives you an insight into the evolved approach that we take to professional support for our students: a development path that, starting from the analysis of the person's characteristics and aspirations, provides them with a set of integrated services, ranging from the preparation of basic documents, such as CVs and cover letters, to training for job interviews, as well as personal branding, workshops, training and networking initiatives designed to facilitate our students' entry to the labor market and their subsequent professional growth. This preparation is combined with a constant and targeted range of exclusive professional opportunities that the Rome Business School is able to offer thanks to its privileged and constantly growing connections with companies and organizations on an international scale.

The results of this important endeavor are impressive and we are proud to say that, in 2020, students from 161 countries came to us to enhance their cultural and professional profile, achieving remarkable results in terms of their professional development and salary growth.

These are hugely important goals but we do not consider them as a destination in their own right but rather stages of a path of continuous growth for the benefit of our students, alumni and the society in which we live.

We are aware that we operate in a challenging and, at the same time, fascinating context, characterized by global interconnection, rapid change and often disruptive technological innovation, among other factors.

In this scenario, we believe it is essential to accompany our students throughout their first steps and subsequent growth in the professional world, taking the following operational parameters into account:

Lifelong learning: our reality is evolving so constantly and fast that training must be seen as a continuous investment over the course of our lifetime.

Hard and soft skill development: technical specialist knowledge is vital, but we also need to acquire and develop relational, emotional and human skills.

Global vision: it is essential to have an open overview of the world in order to fully grasp all the opportunities offered by all being interconnected.

Passion: doing something that you truly love is crucially important, not only to be able to overcome the inevitable obstacles you will encounter in your professional life more successfully, but also to live better and make a more effective contribution to the lives of others.

With this spirit of service and commitment to excellence, summarized in our motto Better Managers for a Better World, at Rome Business School, we strike to contribute towards a more prosperous, peaceful and just society. The 2020 Employment Report gives an overview of the progress we have made with respect to this commitment.

We hope that you find it useful and interesting!

The background image is a photograph of a grand, ornate domed ceiling, likely from a historical building. The ceiling is covered in intricate gold leaf carvings and frescoes. A large, circular fresco on the right side depicts a religious scene with a central figure surrounded by other figures. The architecture features multiple tiers of arches and columns, creating a sense of depth and grandeur. The lighting is warm, highlighting the golden tones of the ceiling.

02 — RBS Career Services at a Glance

RBS and Companies

Given its international spirit and approach to education, teaching methodology and practical training, it goes without saying that Rome Business School has worked hard to create and establish an international network of partnerships and agreements with more than 31 universities and business schools all over the world, as well as building relationships with over 340 globally recognized partner companies.

2.972

Offers Published

96%

Placement Rate

+161

Countries Represented

+342

Employability Partners

We enhance our students' professional visibility through our network of over 300 partner companies

34%

Salary Growth depending on your Master program

31

Headhunter Interviews for Executive Profiles

Top Recruiting Companies in 2020 at Rome Business School:

1

American Express



2

Sony

SONY

3

World Food Programme



4

Hays

HAYS

5

Gi Group



6

Ikea



Enhancing our students' employability is the primary objective of the Career Services Department.

Why is Rome Business School an attractive option for companies looking for professional profiles?

Students are given guidance to define their own strategies and objectives in line with their interests and expectations with respect to the employment market, thereby increasing the likelihood of effective positioning and success. The services offered to students are personalized according to their profiles and their program format. All the guidance they receive is underpinned by an individual study of each student's professional profile.

The main mission of Rome Business School's Career Services Department is to give students personalized professional guidance and support effectively aligned with their profile and experience to help them develop their full potential and become more competitive in the labor market.

The Career Services team constantly communicates and collaborates with recruiting companies, which indicate the profiles, trends and competences they require, enabling us to offer them the perfect candidates.

Companies are looking for professionals with cross-disciplinary training, an open, innovative mindset and a drive to constantly challenge themselves. With this in mind, at Rome Business School, through our practical-oriented approach and teaching methodology designed to deliver effective skills and knowledge, we strive to shape young, keen professionals, ready to tackle and succeed in the job market.

We firmly believe that, to close the gap between the academic world and the employment market, we have to widen our perspectives. To achieve this, ever since Rome Business School was founded, we have focused our effort on creating a multicultural, diverse learning environment.

Enhancing our students' employability is the primary objective of the Career Services Department.



Our vision

Packing is another essential aspect of any journey. It is important to be prepared for anything and the better the equipment and tools, the easier and quicker you will get where you are heading. The Career Services team is here to help you become an expert explorer, acquiring all the information, knowledge and competences you need to enhance your individual career development.

Our Tools

Every journey has a direction and a final destination. Mapping out the right path starts with envisioning where you want to go and identifying your goals and interests. Understanding yourself is the first, essential step that will not only give you a direction, but also help you gain insight into how your skills and values can help you reach your final destination.

Our Training

The best, most efficient tools are wasted in the hands of people who do not know how to use them. It is now time to learn how to use everything that you have gathered in your backpack while setting out on your path. You will undergo transformational learning by connecting academic knowledge with experiences outside the classroom.

Our Partners

Along the way, you will cross paths with many other travelers. Some will accompany you for just a brief walk, others might stay by your side for longer. However long the encounter, each and every one is important for your personal development. With this in mind, we will enable you to develop relationships with employers for the purpose of exploring opportunities for internships and professional employment.



03 — The Career Acceleration Process

The Career Acceleration Process

The future is in your hands. Use your passions as a starting point and carve out your own path. Throughout your journey at Rome Business School, you will be accompanied and supported by the Career Services team. We offer professional solutions to help you achieve your goals and take your next career step. We will give you a complete education and business contact service designed to enhance your employability depending on the sector in which you choose to specialize. We analyze and understand the realities of the job market: what recruiters are looking for, and what you need to do in order to reach your objectives.

The Career Acceleration Program will help you develop the knowledge, market insights and tools that you need to pursue a successful career in a specific industry. You will benefit from valuable connections with top companies and recruiters. With a 3-step structure of self-reflection, exploration and achievement, the program is tailor-made to help you find internships or positions in line with your ambitions and expectations. Each step will enhance your expertise in the market, as well as giving you specific, detailed tips to perform effectively in highly competitive recruitment processes.

Build — Engage — Act

Your journey towards a satisfying future career begins with self-discovery. There are many paths in front of you and, together, we can find the right one to follow by assessing your skills, strengths, interests, values, and personality. We encourage students to attend a workshop to learn more about the process of CV writing and, afterwards, to benefit from our one-to-one Career Services individual meetings. This first phase also includes a session on the specifics of the employment market to help you understand all your possibilities in Italy and abroad.

The aim of this second phase is to prepare students for competitive recruitment processes. Students are given tools to define both strategies and objectives: who they are and what they want professionally as a starting point from which to approach the market. An online presence helps to build your professional brand and allows employers and recruiters to find you when searching for talent, while the workshop on handling different types of interviews will help you refine your skills, providing a confidence boost for candidates and giving practical tips relating to interview questions, answers, and techniques.

The third and final phase of the service mainly focuses on networking activities to enhance the students' professional visibility. Networking is a give-and-take process that involves making connections, sharing information and asking questions. It is a way of learning how to relate to others. Company meetings, RBS Talent Focus Initiative, and the Mock Interview Day, among other activities, provide the perfect opportunities to put in practice what you have learned in the Career Services workshops and may lead you to rewarding employment prospects.

Career Services at a glance	MBA Path	Full Time Path	Specialized Path	Executive Path	Professional Path	Online Path
Build	<ul style="list-style-type: none">Individual Career Counseling SessionProfessional Workshops: Embrace your Talent! (I/III)MBA Career Management (5+ years of working experience)Mock interview day	<ul style="list-style-type: none">Individual Career Counseling SessionProfessional Workshops: Embrace your Talent! (I/II)Mock interview day	<ul style="list-style-type: none">Individual Career Counseling SessionProfessional Workshops: Embrace your Talent! (I/II)	<ul style="list-style-type: none">Senior Career ManagementWorkshops Sviluppo di Carriera: Workshop 1 & Workshop 2	<ul style="list-style-type: none">Individual Career Counseling SessionProfessional Workshops: Embrace your Talent! (I)	<ul style="list-style-type: none">Individual Career Consueling MeetingProfessional Workshops: Embrace your Talent! (I/II)
	<ul style="list-style-type: none">Professional Workshops: Embrace your Talent! (III/IV)Volunteering ExperienceCompany MeetingsMock Interview day	<ul style="list-style-type: none">Professional Workshops: Embrace your Talent! (III/IV)Volunteering ExperienceCompany MeetingsWorkshop ExtraMeeting with Head Hunter (5+ years of working experience)Round Table Discussion	<ul style="list-style-type: none">Professional Workshops: Embrace your Talent! (III/IV)Company MeetingsWorkshop Extra	<ul style="list-style-type: none">Workshops Sviluppo di Carriera: Workshop 3 & Workshop 4Company MeetingsMeetings with Headhunters	<ul style="list-style-type: none">Professional Workshops: Embrace your Talent (II)Company Meetings	<ul style="list-style-type: none">Professional Workshops: Embrace your Talent! (III/IV)Company MeetingsWorkshop Extra
Engage	<ul style="list-style-type: none">Company MeetingsProfessional Workshops: Embrace your Talent! (V)Internship Programme Abroad: USA or Dubai	<ul style="list-style-type: none">Professional Workshops: Embrace your Talent! (V)International Internship: USA and DubaiVolunteering Experience	<ul style="list-style-type: none">Volunteering ExperienceProfessional Workshops: Embrace your Talent! (V)	<ul style="list-style-type: none">Workshops Sviluppo di Carriera: Workshop 5	<ul style="list-style-type: none">Volunteering Experience	<ul style="list-style-type: none">Volunteering ExperienceProfessional Workshops: Embrace your Talent! (V)
Act						
General Services <ul style="list-style-type: none">Rome Business School Talent DayRome Business School Job App						

Build

Individual Career Counseling meeting

Our Career Services counselors are available to meet each student personally to discuss every aspect of their career development process, from identifying an academic area of interest to engaging in the job search process. During the one-to-one meeting, our experts from the Career Services Department carefully listen to the students talk about their interests, skills, values and personality in order to identify together which path best suits their needs and expectations in terms of a professional role reflecting their aspirations for the future. You will also have the chance to meet our external consultant who works directly with us to help you develop your own effective job search strategy.

Meet our Consultants

Emmanuelle Deba
HR Manager at Enry’s Island



Nicole Stampfer
Recruitment Expert at Dr. Schär



Roberto Cosenza
Talent Acquisition, Development
and Training at Ralph Lauren



Valerio Antonaccio
Recruiter at The Student Hotel



Career Portal

You will have access to Rome Business School’s career portal, JobTeaser, a unique platform providing one of the most efficient career-center software and global recruitment solutions. This platform is used by elite management schools such as Bocconi in Milan, London Business School and IESE Business School in Barcelona. On JobTeaser, you can find all the vacancies that employers have shared with the Career Services Department. You will also find all sorts of websites for searching for internships and graduate jobs. The platform helps improve job-matching and posts new placement opportunities in Italy and abroad every week, aimed at our students and alumni. There is no limit to the number of applications you can send using the portal, and applying is easy: just follow the simple instructions you find on the job post. The Career Portal allows enrolled students to set up job alerts, read relevant news, and update their personal profile with lots of information accessible to recruiting companies.



Build

Professional Workshops: Embrace your Talent

Rome Business School gives you in-depth knowledge of the employment world through a series of Career Services Professional Workshops over a six-month period, starting with the Introduction to Career Services session at the beginning of the program. They are run by HR professionals from recruiting companies such as Hays, Manpower Group, Michael Page and GiGroup. These workshops focus on issues such as:

Insight into the Italian job market

Do you dream of building a career in Italy? Perhaps in the ancient city of Rome or modern, industrial Milan. Where do you start. What do you do? The first step is certainly to gain a general understanding of the Italian labor market.

What are HR professionals looking for? What contracts can be offered? Did you know that, in Italy, a huge emphasis is placed on a healthy work/life balance and employees are legally entitled to work for a maximum of 40 hours per week? The more you know, the easier it will be to navigate the sea of Italian opportunities. Boosted by a strong command of the local language, your mother tongue and any other foreign language, with the right combination of skills, qualifications and experience, you will make your dream come true!

The secret to writing a winning CV and cover letter

Don't underestimate how much power your CV has to influence the hiring process. A CV is often the first contact an employer has with a candidate. A good CV and an effective cover letter can make the difference between succeeding in an interview or being passed over for consideration. Whether you already have a CV or are just starting to draft one, this workshop will provide you with a step-by-step process for creating the effective and persuasive CV you need to get you noticed.

Personal branding

What would you like people to say about you? How do you make sure you've made an impact? Nowadays, promoting yourself, building a strong personal identity consistent with your strengths and characteristics, is the key to recognition and success, or simply the most effective means of getting a specific job. The purpose of Personal Branding is to position yourself in the desired context in line with who you are, your experiences and your skills. Knowing how to stand out and boost your profile is essential in the competitive employment market, especially for self-employed professionals, entrepreneurs and executives.

The first thing to remember for Personal Branding is to focus on two factors:

- **Brand Image / How others see us**
- **Brand Identity / How we see ourselves**

Build

Handling different types of interview

So, you’ve got your foot in the door and it’s time to shine at your first interview. This is the most important moment, where you can finally put a voice and personality to your CV and really let the company know who you are. However, there are so many different scenarios you could be facing. Formal or informal? A panel interview or one-on-one? What should you do and expect?

This workshop is just what you need to get both feet in the door! Gain some valuable tips from an experienced HR professional, who will give you the perfect survival kit to tackle any kind of interview with confidence.


Social Media and Job Search tools:

Social media is deeply integrated within most of our personal lives, but it can also be a powerful job search tool, no matter where you are in your career. Most organizations use social media for recruiting and those that don't are certainly planning to. Consequently, if you don't have some kind of social presence, you're likely to miss out on opportunities. However, the online community can get confusing sometimes: what social media should I be on? Which kind of web tools should I use for my job search? This workshop will give you all the answers.

We run our workshops in collaboration with



Mock interview day

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Engage

Professional Workshops: Develop your Career

Professional workshops in Italian exclusively for Executive students, designed for students with an average of five years' work experience who are looking to change their career path, industry or job function. They are led by HR professionals from recruitment companies like **Hays**, **Manpower group**, Michael Page and GiGroup. These workshops focus on issues such as:

The secret of writing a winning CV and cover letter

Do you dream of building a career in Italy? Perhaps in the ancient city of Rome or modern, industrial Milan. Where do you start. What do you do? The first step is certainly to gain a general understanding of the Italian labor market.

What are HR professionals looking for? What contracts can be offered? Did you know that, in Italy, a huge emphasis is placed on a healthy work/life balance and employees are legally entitled to work for a maximum of 40 hours per week? The more you know, the easier it will be to navigate the sea of Italian opportunities. Boosted by a strong command of the local language, your mother tongue and any other foreign language, with the right combination of skills, qualifications and experience, you will make your dream come true!

Approaching a career change

People seek to change careers for many different reasons: your career goals or values may have changed; you may have discovered new interests that you would like to incorporate in your job; you may wish to make more money or have more flexible hours, and so on. Before making your final decision, it is important to take some time to evaluate your present situation, explore your career options, decide if your career needs redirecting, and choose a career that will satisfy you more.

Italian employment contracts

An employment contract can briefly be described as a legally binding agreement between two parties, the employer and the employee, and is designed to give both parties security and protection. This is an essential document in a working relationship. Indeed, for the employee, the contract gives the security of working for a professional who has their own clearly defined obligations and an agreement on all terms of their hiring. Meanwhile, the employer is sure that the employee is fully aware of their obligations and has agreed to respect the established terms. However, contracts come in all shapes and sizes, with many clauses and wordings that can often be misleading to say the least. This workshop will guide you in the bureaucratic world of contracts. Taking your career into your own hands starts with full knowledge of your rights!

Engage

Negotiating a salary increase

Over the course of your career, there comes a point when you feel the need to ask your employer for a pay rise. Imagining the situation, it is clear that it can turn out to be quite stressful. It is very important that, at the end of the negotiation, both sides are satisfied. It is therefore a good idea to analyze in advance the best strategies to take and how to apply them to achieve the desired result as calmly as possible. This workshop will give you all the useful tips to approach the negotiation with confidence and determination.

Online reputation

Your digital fingerprint is essential when looking for a job. In fact, 90% of recruiters say that they usually conduct searches for potential candidates online, and 70% confess that they have not hired a person due to specific personal information contained on the internet. However, 27% of employees give jobseekers the opportunity to discuss the content on their social media profiles. This suggests that jobseekers should pay as close attention to their online image as they do to the physical impression they give in the interview. Therefore, it is good practice to cultivate a positive digital presence. This Executive Workshop, led by Francesca di Minico, a Search and Selection Specialist at GI Group, will give you a series of useful tips to improve and protect your online reputation, ensuring that you do not damage your professional profile by entering misleading information.

We run our workshops in collaboration with

MichaelPage



randstad

SpencerStuart



International volunteering and networking activities

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Engage

Company Meetings

An exciting opportunity for our students to meet representatives from Italian companies, who will interact with them to present their businesses and explain key aspects, such as their organizational values, strategies and recruitment opportunities, present their Graduate Program, or discuss important issues with our students related to the world of employment. This is an incredible opportunity for students to learn more about the professional environment and philosophy of leading global corporations, such as Whirlpool, American Express, Ikea and many more.

Our partners companies



Interviews with Headhunters

In a fiercely competitive job market, in which many qualified applicants apply for one position, our senior MBA and Executive students can benefit from using the services of a headhunter to get valuable feedback on their performance or access job offers that they might not have heard about otherwise. Among the top recruiting agencies in Italy, we welcome representatives from Manpower, Michael Page, Human Value and Spencer Stuart, to mention just a few. After completing the three phases of our Career Services program, you can take advantage of an individual meeting with a professional headhunter and start mapping out your professional path.

Rome Business School's Talent Focus

This is a special time of the year that focuses on personal and professional development with a number of interactive events in different formats. Rome Business School's Talent Focus consists of 5 macro-areas:

- Arts, Fashion & Retail
- Services & Hospitality
- Big Brands
- Marketing & Communications
- IT & Innovation

Company presentations with an interactive room for students' questions, short interviews or recruiting sessions all take place over the course of the day. The event is organized similarly to a typical job fair, and students can leave their CV at a specific stand if they wish and the company is willing to take it.

Act

From Vision to Enterprise: Webinars for Entrepreneurs.

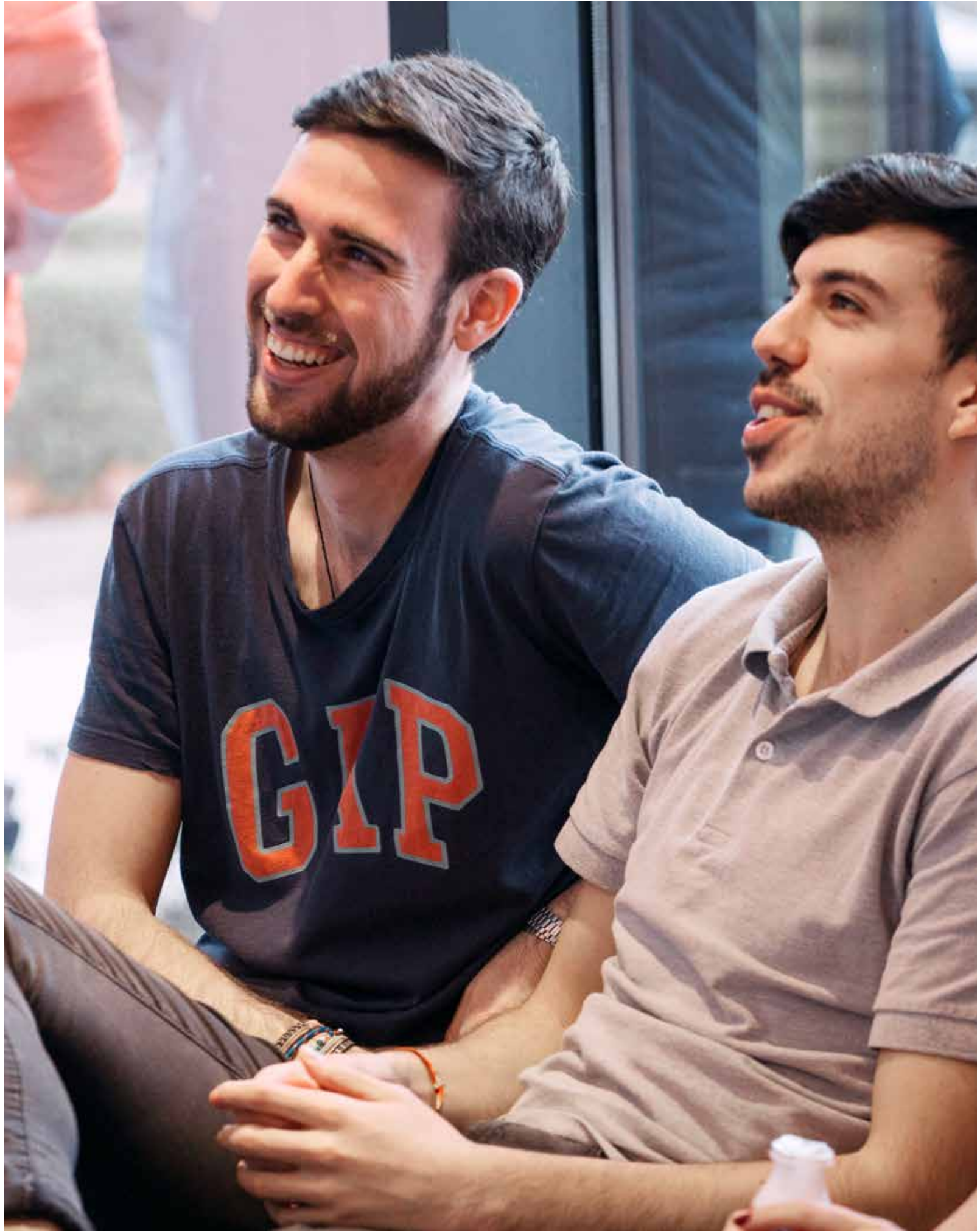
As an entrepreneur or small business owner, there is always something more to learn. Whether it is administration, marketing, branding, product development, e-commerce or something else, developing your skills is essential for improving your business. Our webinars are an indispensable tool for any business owner and can give you the professional skills you need to succeed this year. Our webinars are led by a successful entrepreneur who gives our students the right tips and advice on how to create their own business.

Anindya Saha
Entrepreneur and Founding
Partner of Nero Ventures



Senior Career Management Support

A counseling meeting with a Career Consultant for participants with at least 5 years' professional experience. The consultant can help with advice on résumé building and interviewing, new strategies for looking for employment, invaluable assistance and guidance on your future career or change of direction.





04 _____ Snapshot of Employability

Snapshot of Employability

Diagnostics for the future of employment

Competences are a key factor of competitiveness and employability. In fact, structural changes such as globalization and technological progress require higher-level skills, increasingly relevant to the demands of the labor market. Such skills are necessary to guarantee productivity growth and the availability of quality jobs.

The relationship between education and employability has always been intertwined with a country's social structure, but this becomes even more significant in periods of crisis, such as the one we currently face.

Data collected by the International Labor Organization (ILO) reveals that, during the first half of 2020, real unemployment surged to an average of 6.6%, generating an estimated loss of working hours equivalent to 495 million jobs in the second quarter of 2020. The Organization for Economic Cooperation and Development (OECD) expects the unemployment rate to double by the end of the year.

For these and many other reasons, it is becoming increasingly important to focus on competences that are directly linked to the demands of the employment market and to invest in higher-level and specialized training. In fact, in today's context of crisis, with the quest for the "job of the future" and technological innovation, postgraduate education definitely plays a key role in defining young professionals' employability level.

Furthermore, it is worth highlighting that the global economic context, inevitably shaped by the uncertain post-Covid scenarios, has been radically modified on a worldwide scale, both in terms of employability levels and the characteristics

of the employment market. The Covid-19 health emergency has greatly accelerated the future of work. Millions of workers have experienced profound changes and transformations in their lives, including aspects such as welfare and productivity. In such a context, the following key points emerge:

Today, approximately 50% of employers recognize that the majority of professionals that reach top executive positions have completed a postgraduate degree

In some sectors, having an MBA, for example, almost always guarantees success in accessing the job market.

Having a postgraduate qualification is always highly valued. In general, almost 40% of management job offers require candidates to have a Master degree.

For workers of the future, soft skills will count as much as or even more than specific knowledge because, in addition, many of the current tasks will be performed by artificial intelligence. Therefore, any kind of training focusing on this kind of competences will become an obvious and almost essential choice. The ultimate goal will be to embrace a common fundamental mindset to prepare future professionals to always seize new opportunities that come their way.

Snapshot of Employability

What type of training is in the highest demand in an environment of lifelong learning?

Competences are a key factor of competitiveness and employability. In fact, structural changes such as globalization and technological progress require higher-level skills, increasingly relevant to the demands of the labor market. Such skills are necessary to guarantee productivity growth and the availability of quality jobs.

The relationship between education and employability has always been intertwined with a country's social structure, but this becomes even more significant in periods of crisis, such as the one we currently face.

The Key Features of Modern Education

Many people and communities have fallen behind or, in most cases, have not been able to seize the opportunities offered by globalization. They highlight the huge, persistent digital gap that is creating increasingly pronounced socioeconomic inequalities in the new generations. In Italy, one of the main problems is the education format, which is still poorly connected to the professional world. Moreover, other issues include a high school dropout rate, low education quality and level, insufficient focus on STEM subjects and inadequate investments. In the future, it is essential to focus on three features of modern education:

Basic Education

Investing in basic education means focusing on all the aspects that foster the growth of a mature personality, able to learn continuously and see the study process as a permanent

a permanent part of their professional life. In this context, employers and, consequently, headhunters must not only think of the short-term characteristics of a specific candidate but, more importantly, what choices, competence, know-how, and human capital will enable survival in the medium to long term.

Infinite Education

Investing in basic education means focusing on all the aspects that foster the growth of a mature personality, able to learn continuously and see the study process as a permanent part of their professional life. In this context, employers and, consequently, headhunters must not only think of the short-term characteristics of a specific candidate but, more importantly, what choices, competence, know-how, and human capital will enable survival in the medium to long term.

Team Multidisciplinarity and the T-Model

multidisciplinarity is not a case of "knowing a little bit of everything", but rather this concept should underpin the achievement of excellence through a combination of strong, complementary competences in multifaceted teams, resilient and well equipped to tackle any kind of professional challenge effectively. To achieve this, we must build T-shaped educational paths or, in other words, models based on an in-depth, solid vertical line that defines the person's professionalism (e.g., IT Engineer, Orthopedic Specialist, Enologist, Web Designer, etc.), and another upper horizontal line that allows the person to interact with a variety of experts coming from other cultures bearing new knowledge and, therefore, facilitating further competence development. In this way, the T-model combines two fundamental concepts: multidisciplinarity and multiculturalism, both essential in the context of globalization. A key factor in this horizontal line is soft skills, the apparently non-core competences that are nonetheless

Snapshot of Employability



Valerio Mancini

Director of Rome Business School Research Center

New scenarios in employability: the effect of the Covid-19 pandemic

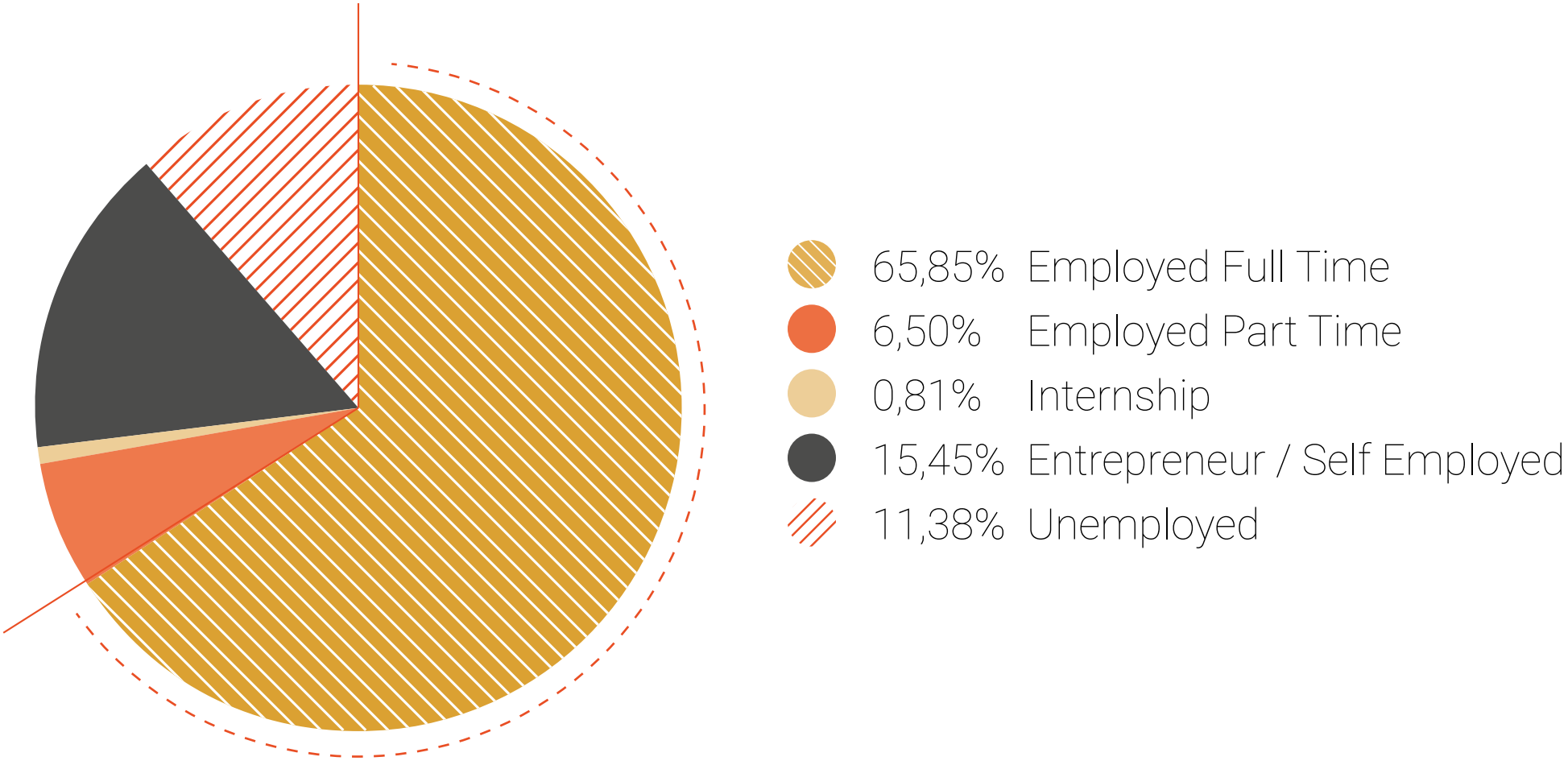
Post-covid challenges and new models for the future of work

The lockdown period triggered by the Covid-19 pandemic and the resulting global recession have created a highly uncertain outlook for the job market and accelerated the concept of “work of the future”. By 2025, automation and the consequent new distribution of workforces between men and machines will involve 85 million jobs globally, in both medium and large companies, in at least 15 different sectors and 26 economies. Over 80% of company leaders are accelerating their plans to digitize work processes and implement new technologies, and 50% of employers expect to increase automation levels with respect to at least some roles within their company. Therefore, 97 million new jobs will be generated in the support sector in technological industries related to the fourth industrial revolution, such as artificial intelligence and content creation. An average of 66% of employers expect to see a return on the investments in improving competences and requalifying current employees within one year. In addition, they also expect to redistribute 46% of employees within their own organization successfully.

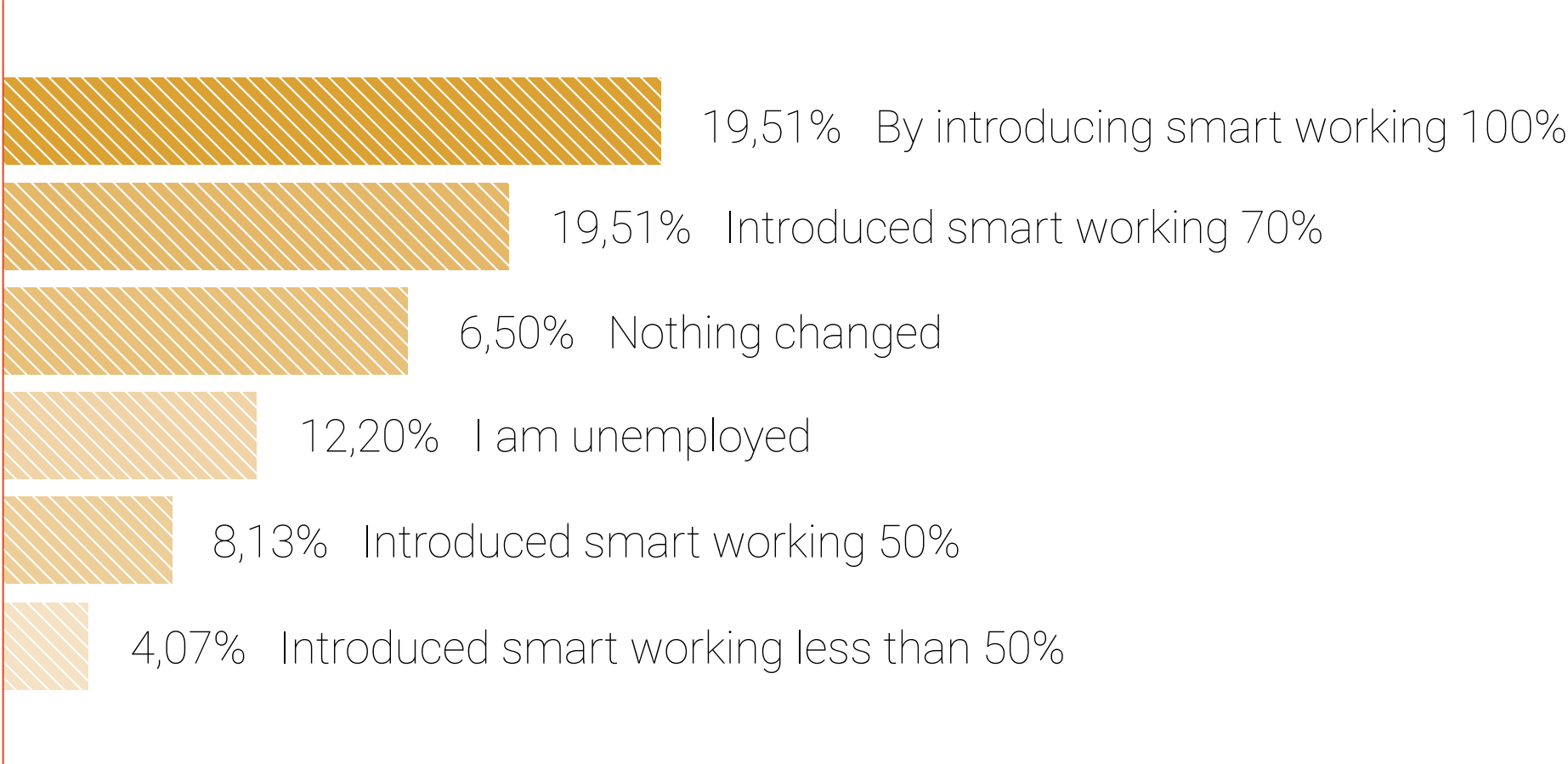
The most relevant skills that employers expect to see increasing between now and 2025 include critical thinking and analysis, as well as problem-solving and self-management abilities such as active learning, self-reliance, resistance to stress and flexibility. In addition, companies estimate that about 40% of workers will require at least 6 months’ retraining, and 94% of company leaders expect for employees to acquire new professional competences.



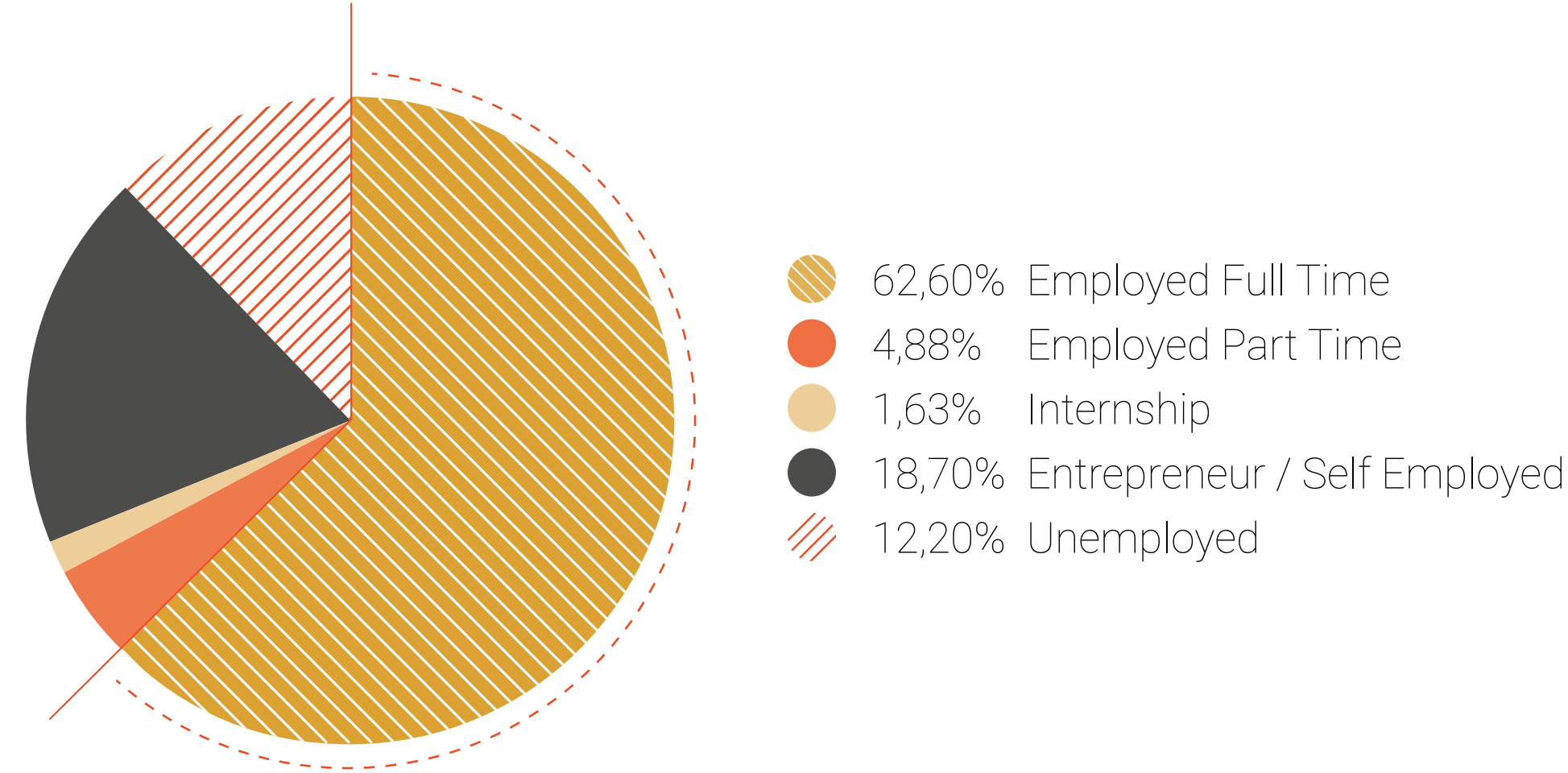
What was your professional status before the Covid-19 pandemic in your country?



How did your company adjust to the new working scenario?



What is your professional status now?



65,85%

of RBS Full Time students
are employed



05

The impact of Rome Business School

Our students

Rome Business School has revolutionized the conventional method of higher education by offering dynamic and effective training, as well as focusing on people to create future managers equipped to lead the world into the next age of modernity and progress.

The main aim of RBS is to enable students, entrepreneurs, managers, and professionals to achieve a level of excellence in their competences and ethical approaches to business and work. We prepare students to make a difference, reach their objectives and innovate. Just like a family, our students' future is our main concern, and we work hard to give you the best chance possible to build a bright, successful career. Helping you fulfill your dream is our ultimate goal, and we will achieve this by offering multiple learning and networking opportunities, internships, cultural and social activities, career coaching sessions, practical experience, and a truly multicultural environment.

Global profiles of students at RBS in 2020

66,2%

of students enrolled at RBS in 2020 were international

RBS's International Footprint

The primary goals of international education are furthering knowledge and enhancing cultural capital, learning about places and cultures, and gaining intercultural skills in the process. We focus on creating a multicultural, diverse environment. As a result, Rome Business School is the most international business school in Italy, with students from more than 160 countries all over the world. International education has existed throughout history and, over the years, people have sought education abroad to improve their lives, contribute to their societies and communities, and better equip themselves as citizens of their respective countries.

The impact of Rome Business School Impact

The Americas

- Argentina
- Aruba
- Barbados
- Belize
- Bolivia
- Brazil
- Canada
- Chile
- Colombia
- Cuba
- Dominica
- Ecuador
- El Salvador
- Haiti
- Honduras
- Jamaica
- Mexico
- Panama
- Peru
- Puerto Rico
- Saint Vincent and the Grenadines
- Suriname
- Trinidad & Tobago
- United States

Europe

- Albania
- Austria
- Belarus
- Belgium
- Bosnia and Herzegovina
- Bulgaria
- Cyprus
- Croatia
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Galles

- Georgia
- Germany
- Greece
- Hungary
- Iceland
- Ireland
- Italy
- Kosovo
- Latvia
- Liechtenstein
- Lithuania
- Luxembourg
- Macedonia
- Malta
- Moldova
- Montenegro

- Netherlands
- Norvegia
- Poland
- Portugal
- Czech Republic
- Serbia
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- The Netherlands
- United Kingdom
- Ukraine

Asia

- Afghanistan
- Armenia
- Azerbaijan
- Bangladesh
- China
- Dubai
- Hong Kong
- India
- Iran
- Iraq
- Israel
- Japan
- Kazakhstan
- Lebanon
- Malaysia
- Myanmar
- Mongolia
- Nepal
- Oman
- Pakistan

- Palestine
- Philippines
- Qatar
- Republic of Korea
- Russia
- Saudi Arabia
- Singapore
- South Korea
- Sri Lanka
- Syria
- Thailand
- Tajikistan
- Turkey
- Turkmenistan
- United Arab Emirates
- Uzbekistan
- Viet Nam
- Vietnam
- Yemen

Africa

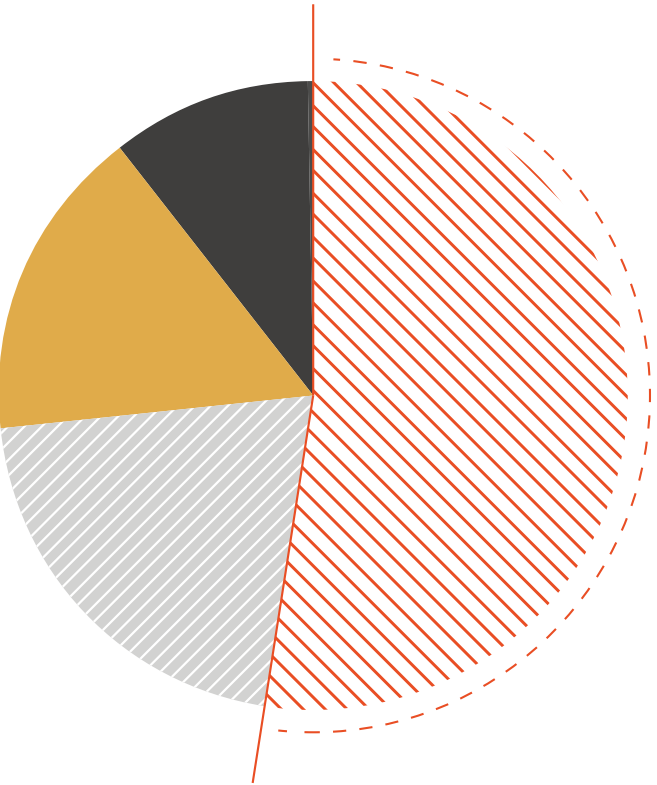
- Ivory Coast
- Jordan
- Kenya
- Kuwait
- Lesotho
- Liberia
- Madagascar
- Malawi
- Mauritius
- Morocco
- Mozambique
- Namibia
- Nigeria
- Rwanda

- Seychelles
- Sierra Leone
- Somalia
- South Africa
- South Sudan
- Sudan
- Tanzania
- Togo
- Tunisia
- Uganda
- Zambia
- Zimbabwe

Oceania

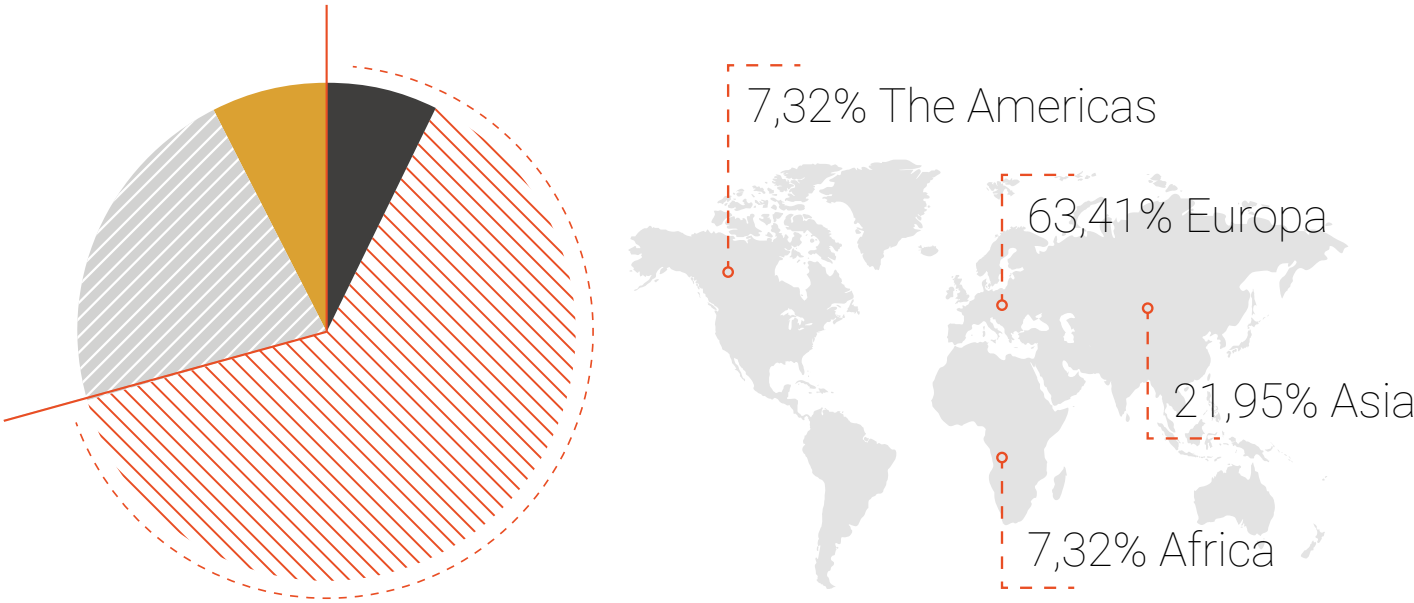
- Australia
- Fiji
- Indonesia
- New Zealand
- Palau

Our student profile
161 Countries represented



- 52,62% Europe
- 20,79% Asia
- 16,21% Africa
- 10,23% The Americas
- 0,15% Oceania

Full-Time Masters



Average Age

28

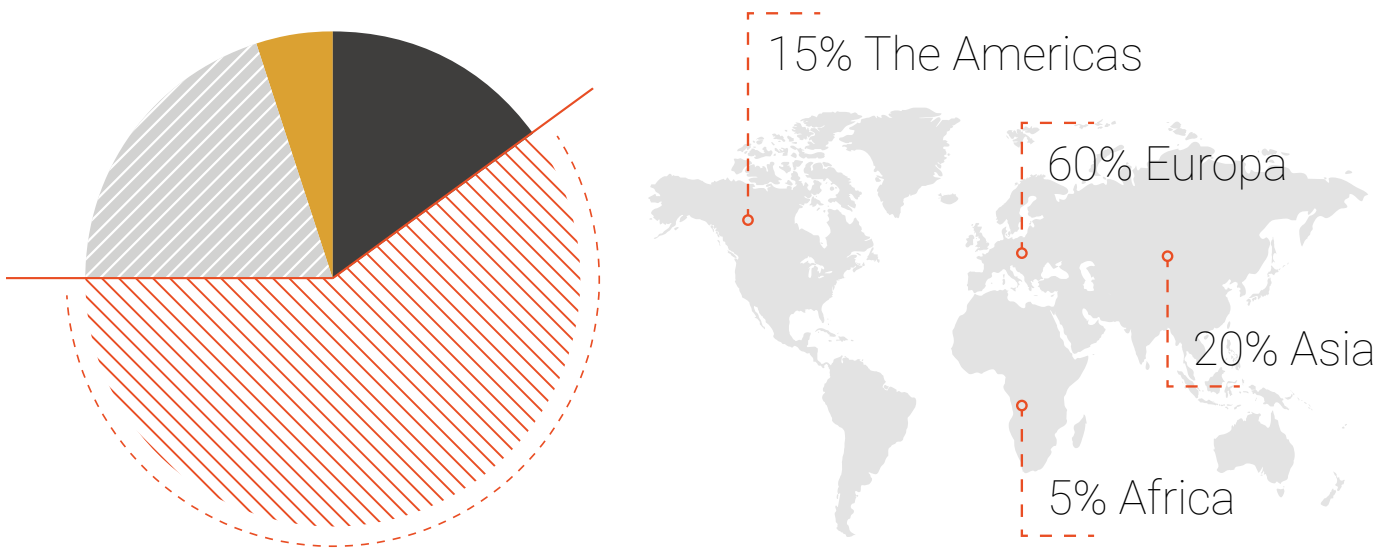
Years of experience

2

Sex

36,59% Male
63,41% Female

MBA



Average Age

31

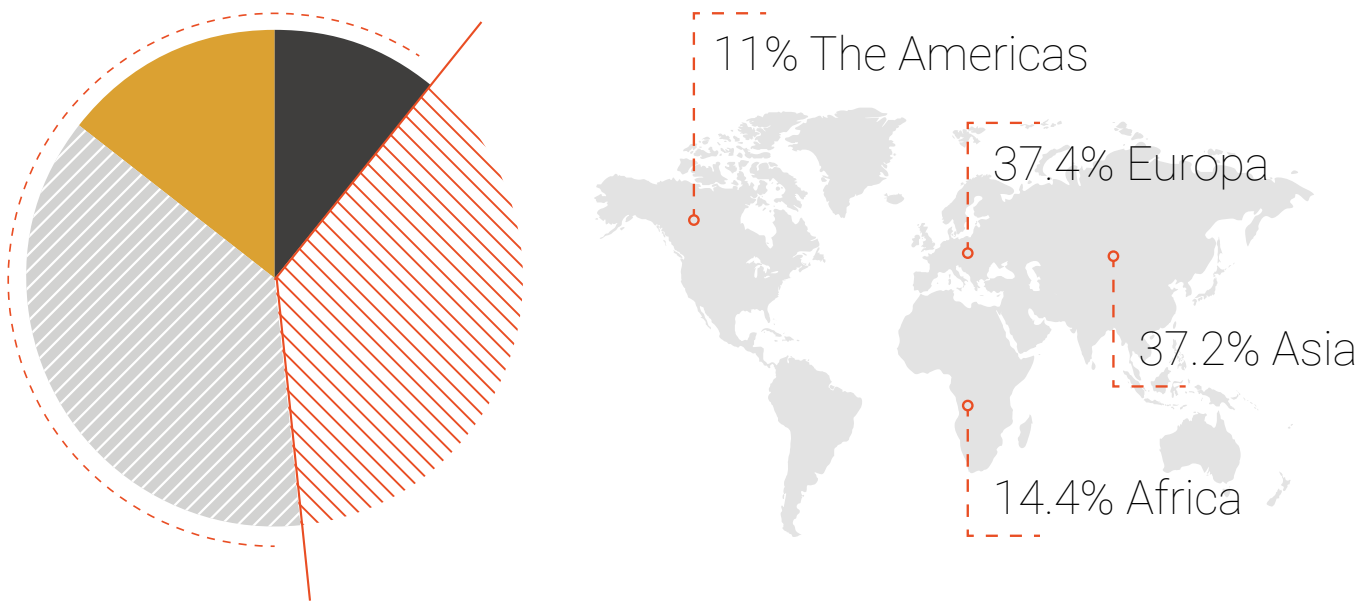
Years of experience

7

Sex

56.25% Male
43.75% Female

Socialized Master



Average Age

30

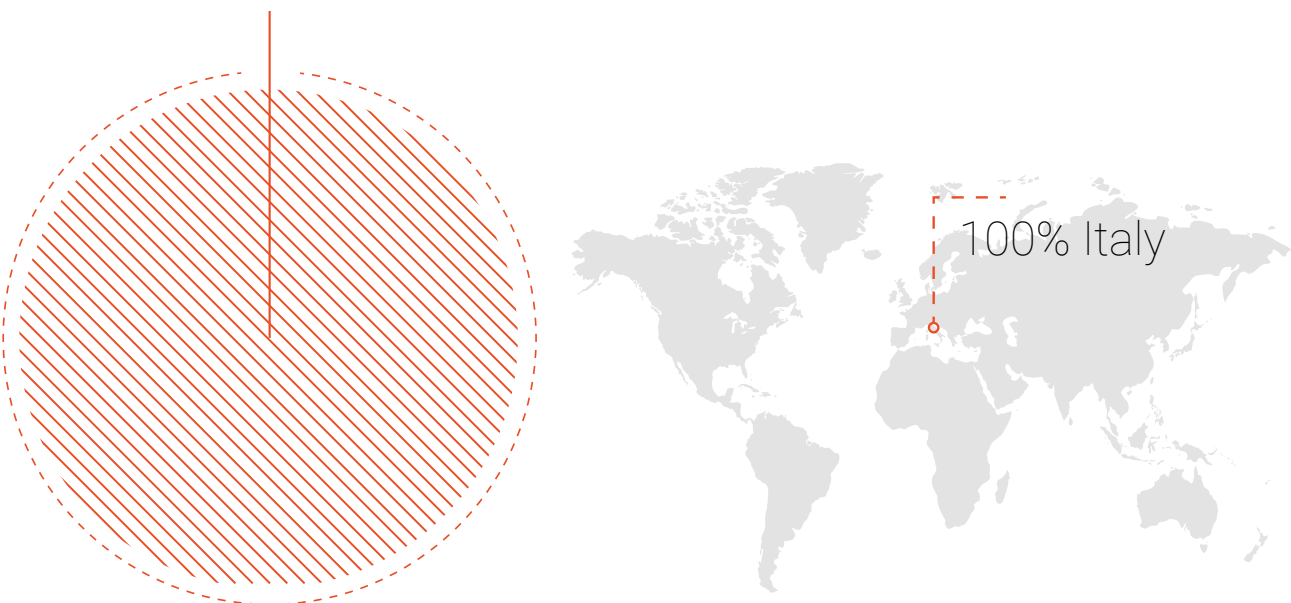
Years of experience

4

Sex

40.98% Male
59.02% Female

Executive Masters



Average Age

30

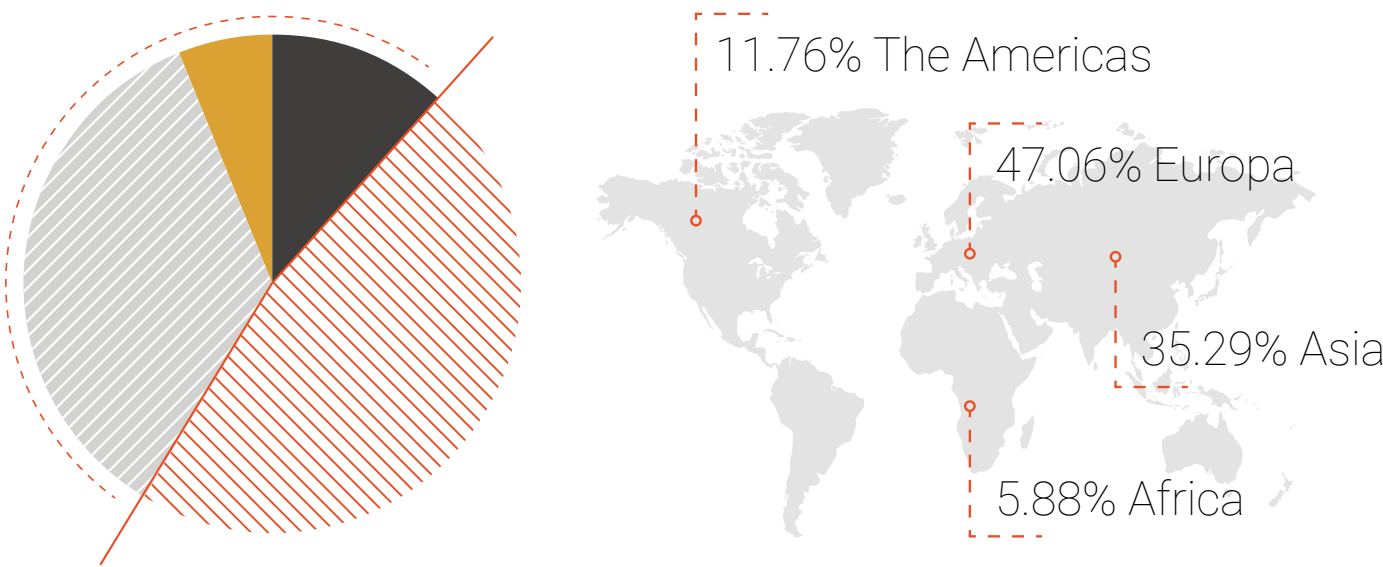
Years of experience

6

Sex

20,45% Male
79,55% Female

Professional Masters



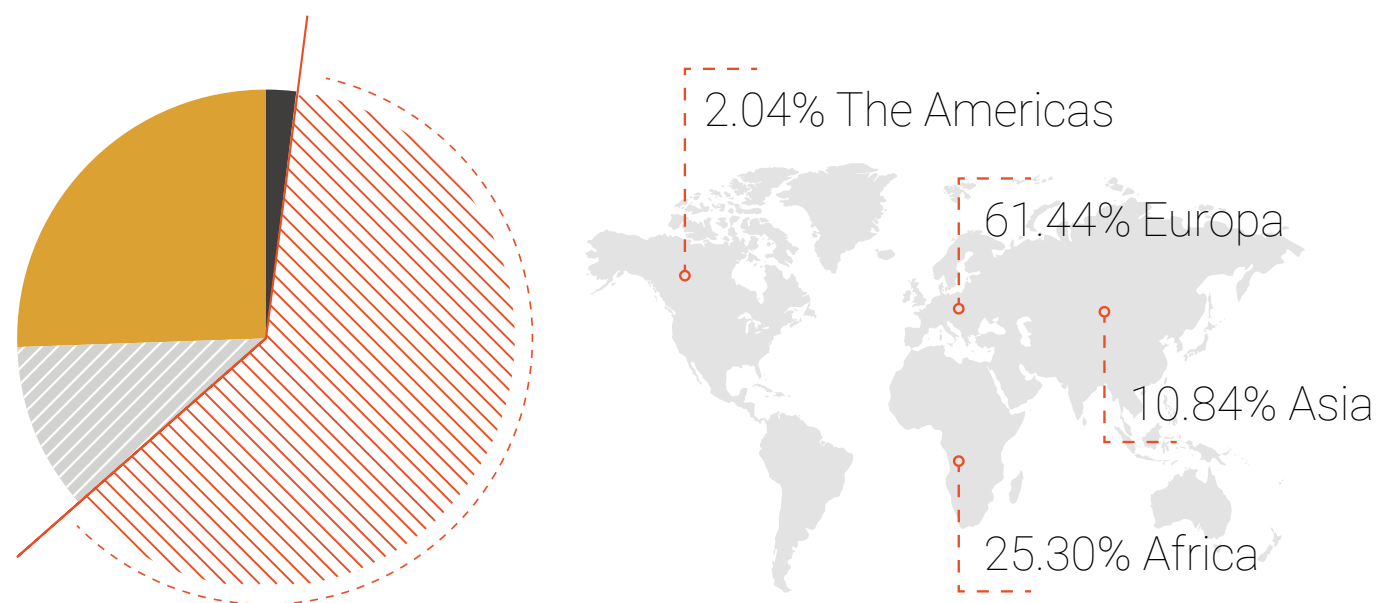
Average Age

28

Sex

64.71% Male
35.29% Female

Online Masters



Average Age

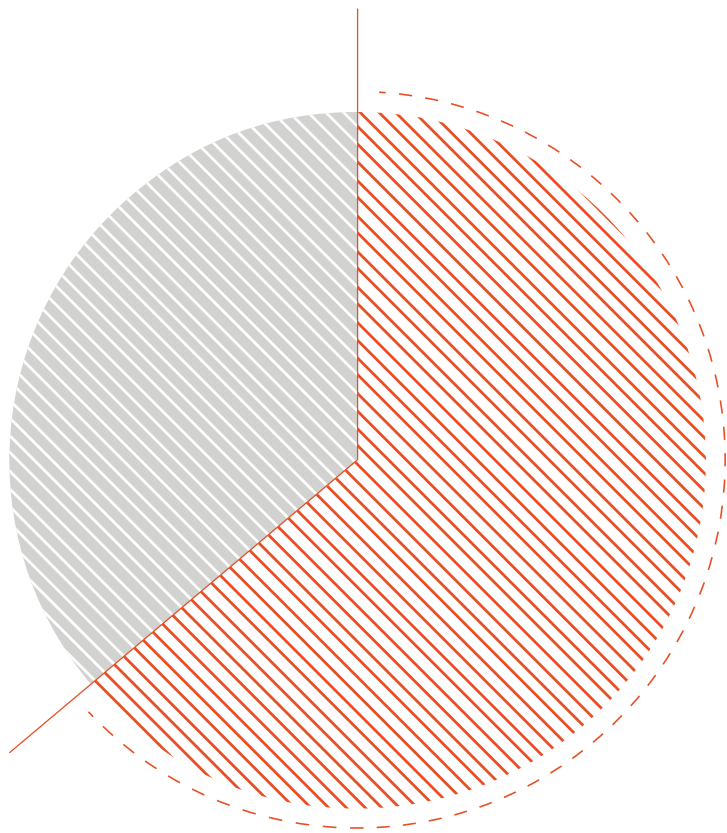
34



Sex

40.96% Male
59.03% Female

The number of female leaders, managers and talents is growing, as well as the number of women striving to move their career forward. It is time for women to take inspiration from all the strong female role models out there and reach their full leadership potential in a biased world. The best way to achieve this is to display objective, indisputable achievements, as well as solid skills and traits.

Rome Business School strives to increase and promote the ratio of women in executive positions and increase gender equality in the workplace. Over **63% of our students are women**, many of whom combine their studies with their professional and personal lives.



 **63,93%** Female
 **36,07%** Male

2.972

Offer Published

We give professional visibility to our students thanks to more than 300 collaborating companies.

96%

Placement Rate

31

Headhunter interviews for Executive Profiles

+342

Employability Partners

34%

Salary Growth according to your Master program

+161

Countries represented



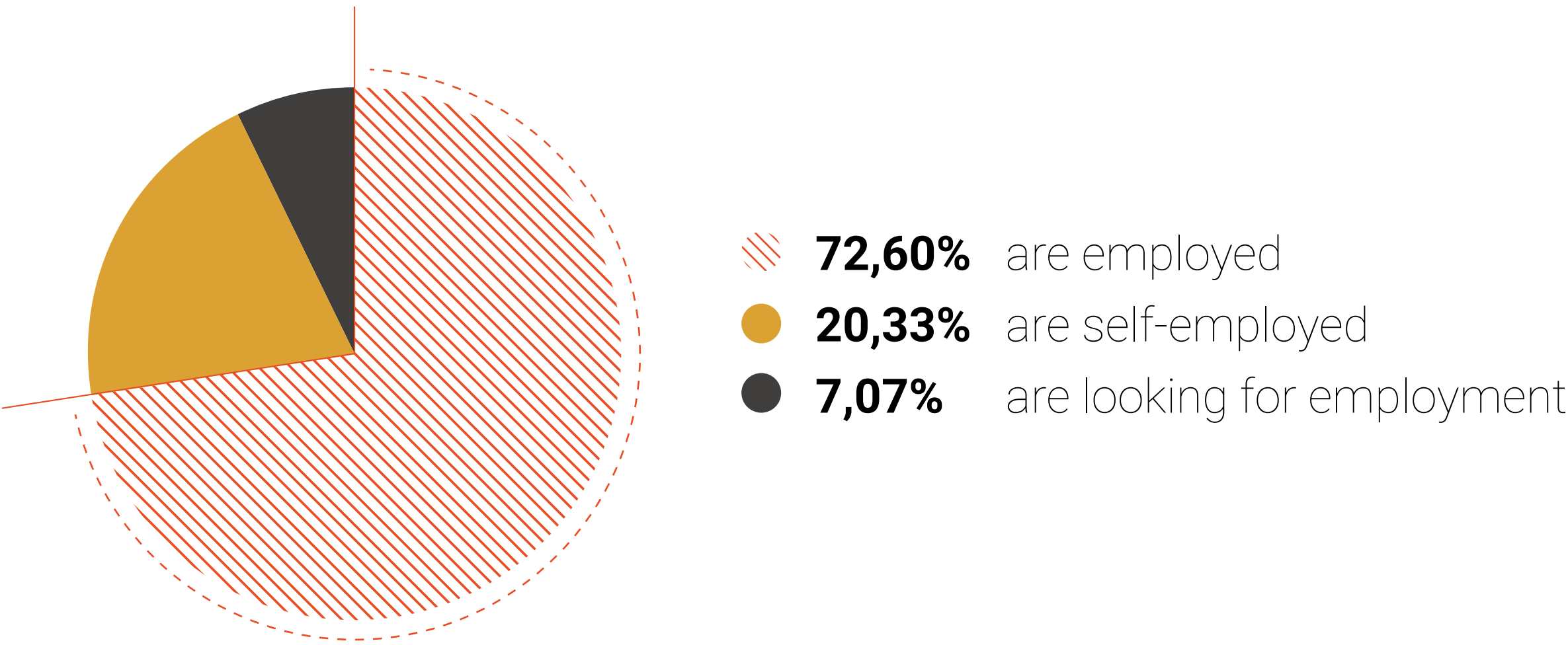
o6

Professional Careers and Employability

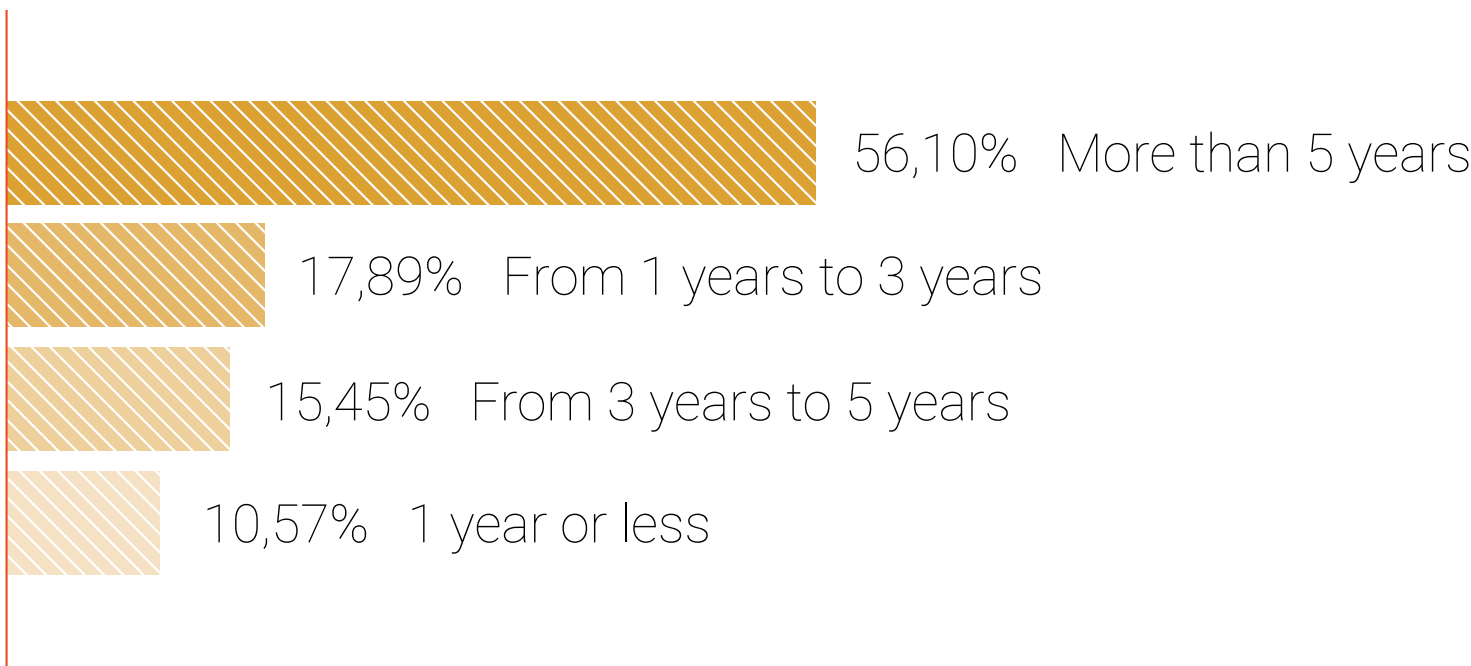
Online Profiles

Over 50% of our students have more than 5 years' experience in their field, and nearly all the rest have been working for at least one year. This shows that almost all of our students are professionals, with know-how and hands-on knowledge of their field. However, they have chosen to invest in our support to further advance their career and expertise, gaining all the necessary competences to become tomorrow's leaders.

Employment Status



Professional Experience



56,10%

of RBS students have more than 5 years' experience

RBS’s International Footprint

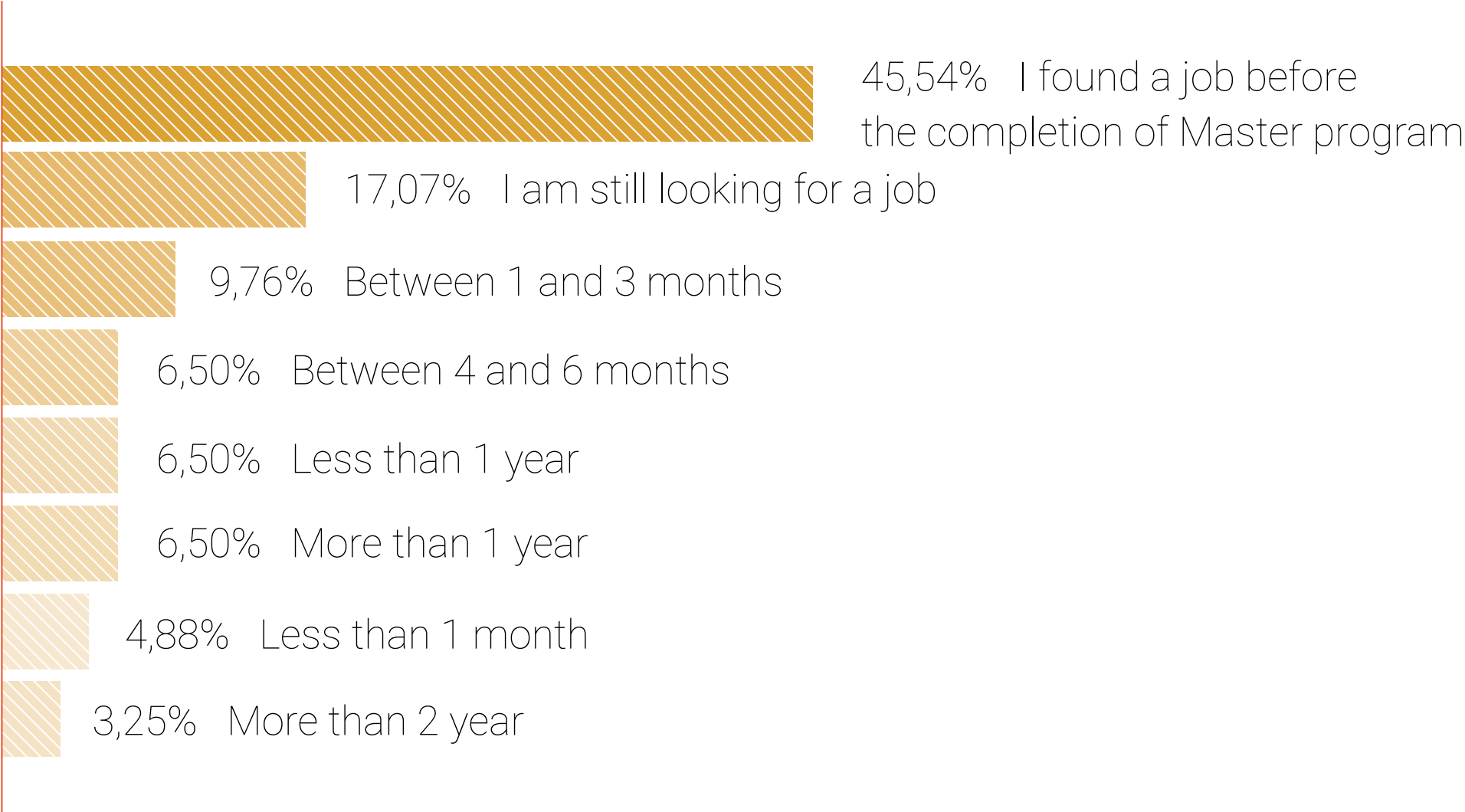
While competences and proper training are certainly a key factor of any career advancement, they would not be of any use without the proper networking and efforts to maximize your visibility and chances. Studying at our School gives you access to an international network, extending across not only many countries but also industries and professional levels. This scope and variety are the perfect combination and enable more than half of our students to find a job within the first 6 months of completing their Master.

72,60%

of our students find a job within 6 months of finishing their Master program

45,53%

recieve a job offer before finishing their Master program



Which positions are held by Rome Business School students?

At RBS, we cherish diversity and have made it one of our main values. On all our Masters, we aim to provide knowledge and support to a wide range of students, taking into account all their different passions, characteristics and aspirations. We are proud to welcome such a great variety of professionals and managers, working in many different industries and roles, all over the globe.

Professional Careers and Employability

Marketing and Sales

- Account Executive
- Assistant buyer
- Cluster Sales Manager
- Communication & Marketing Specialist
- Content Creator
- Content Editor
- Copywriter
- Digital Advisor
- Digital Communication Project Manager
- Marketing and Event Manager
- Marketing Assistant
- Marketing Manager
- Marketing Officer
- Marketing Specialist
- PR and Communication Specialist
- PR and Communication Manager
- Product Manager
- Product Marketing Specialist
- Sales and Business Development Consultant
- Sales Coordinator
- Social Media & Online Advertising Specialist
- Social Media and Creative Content Intern
- Social Media Specialist
- Trade Marketing Coordinator for international markets

Human Resources

- Chief Human Resources and Management Services
- Country Head of Human Resources
- Cultural Officer & HR Management
- Headhunter
- HR Chief
- HR Consulting
- HR Employee Services Specialist
- HR Generalist
- HR Intern
- HR Officer
- HR Specialist
- Human Resources Assistant
- Project Recruiter
- Recruiter
- Recruitment Specialist
- Regional HR Manager

Tourism and Hospitality

- Cabin crew
- Director of F&B Operations
- Smart Rooms & Accommodation
- Cabin crew
- Chef
- Winemaker

Arts and Creative Department

- Artists
- Creative Director
- Cultural Manager
- Fashion Designer
- Gallery Assistant
- Graphic Designer

Administration and Accountability

- Accounting Specialist
- Administration Specialist
- Administrator
- Business Analyst
- Fraud & Payments Associate
- Junior Fund Admin
- Quality Controller
- SAP Consultant

IT

- Chief Scientist
- Plants Operations Manager
- Project Manager
- Supply Chain Analyst
- Telecommunications Engineer

Education

- Adjunct Faculty Member
- Program Coordinator
- Teacher
- Translator

Executive Positions

- Assistant Manager
- CEO
- Director
- Founder
- Managing Partner
- Ministry of Health and Child Care
- Senior Program Director

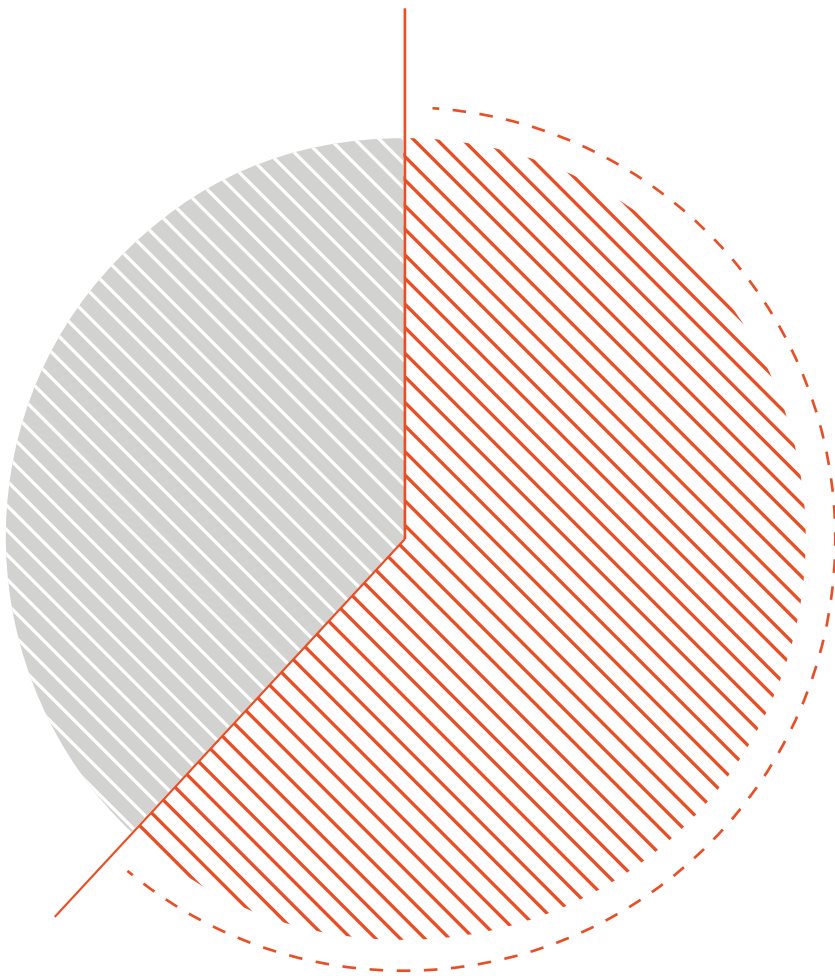
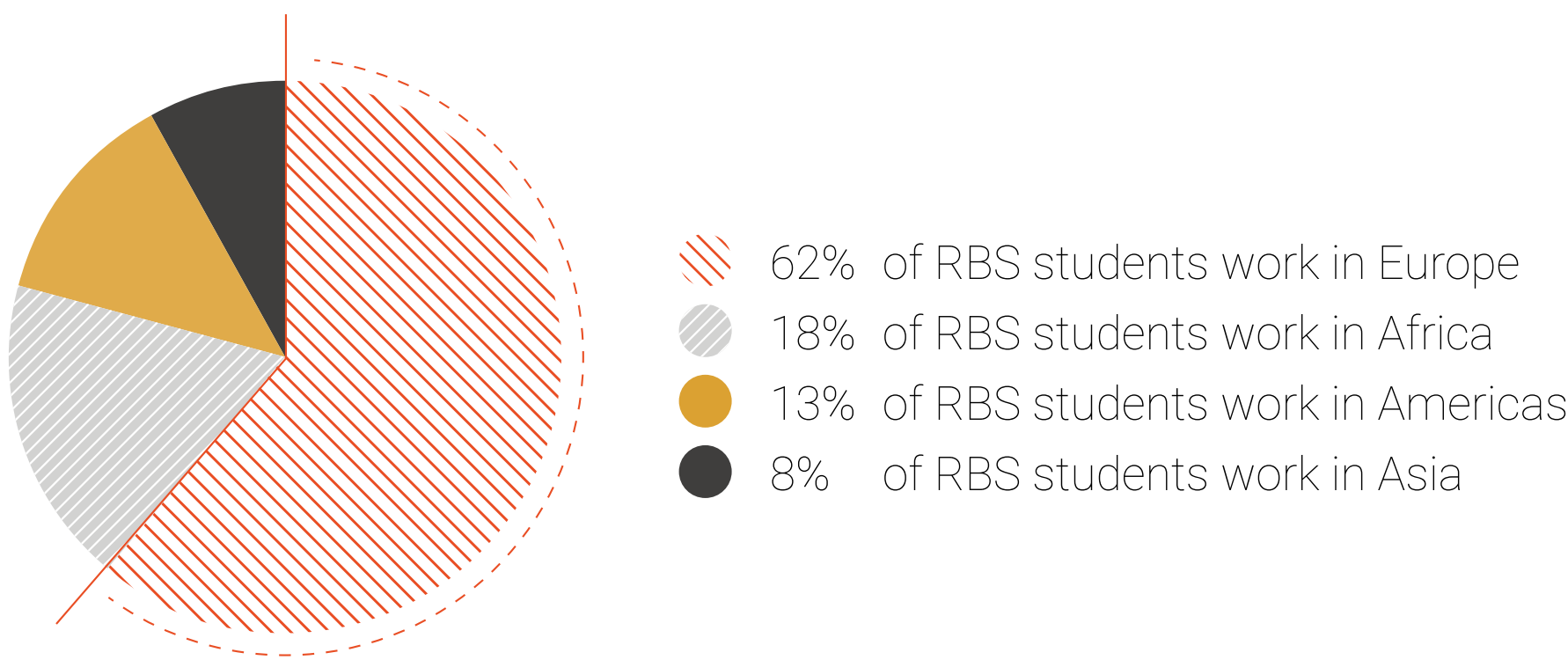
Others

- Agronomist
- Assistant Association Manager
- Assistant Manager
- E-Health Coordinator
- Editor
- Electoral Officer
- Epidemiologist
- Farmer
- Field Agronomist
- International Project Manager
- Junior Fund Admin
- Operations Assistant
- Personal Assistant

Where do RBS professionals work?

At Rome Business School, we always strive to give our students the right encouragement and means to grow and the drive to be more competitive in the job market. We are able to achieve this by focusing not only on the Italian market, but also abroad.

Students have the chance to put what they learn on their Master into practice in many countries around the world. Nowadays, having international experience on your CV is essential when it comes to grabbing companies’ attention. In fact, working or studying abroad can sometimes make the difference in terms of shaping both a person’s cultural education and mindset. For this reason, experiences abroad have become a decisive factor in selection processes. Furthermore, it should also be noted that international experience is not only extremely positive for a candidate’s professional development, but it also enriches them personally, which is another factor highly valued by employers.



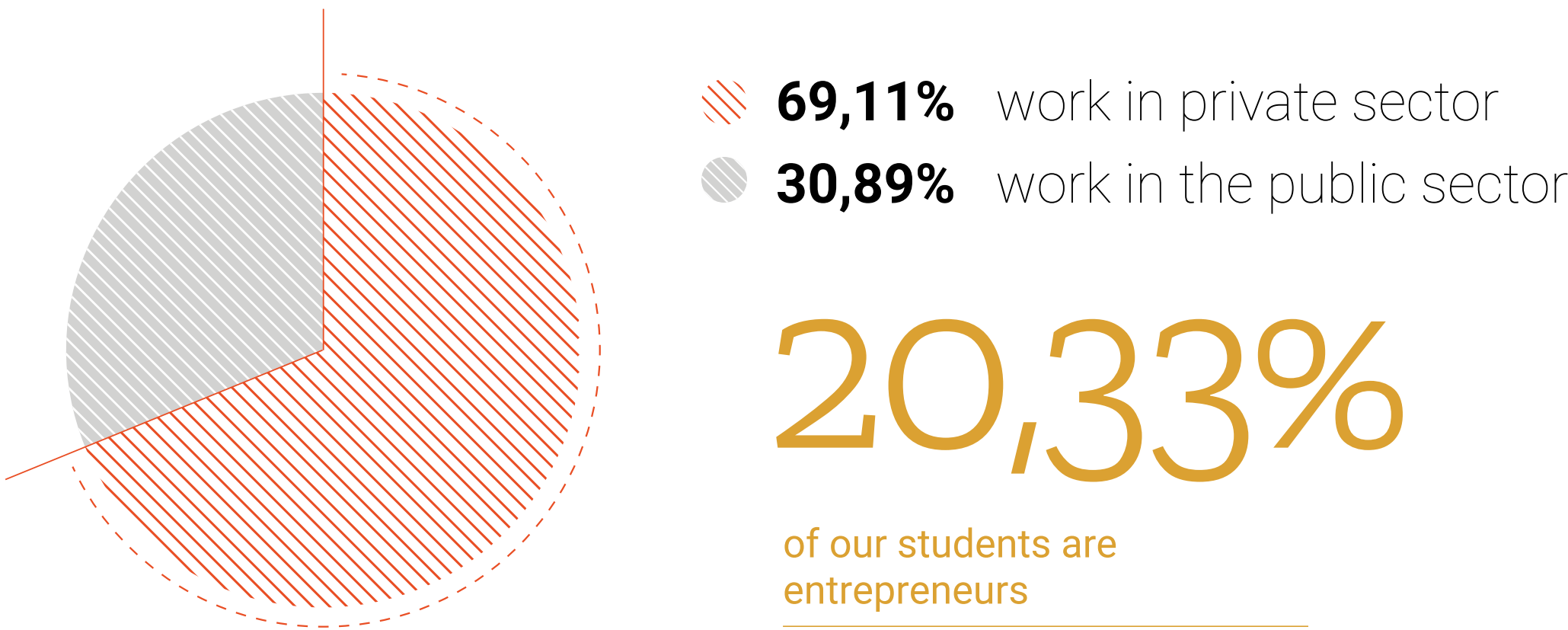
69,14%

of our current students have has at least one international experience

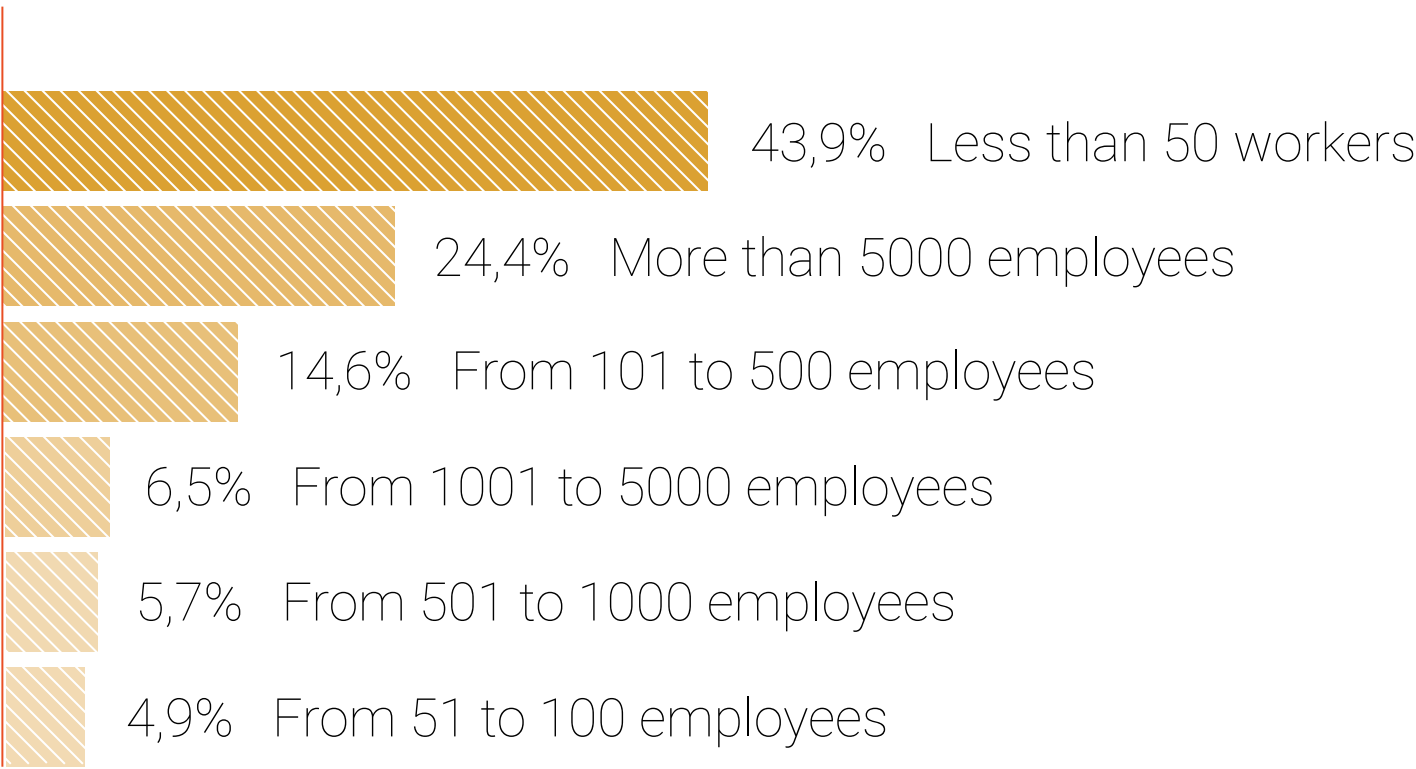
42,28%

of our graduates have an international career

Type of company



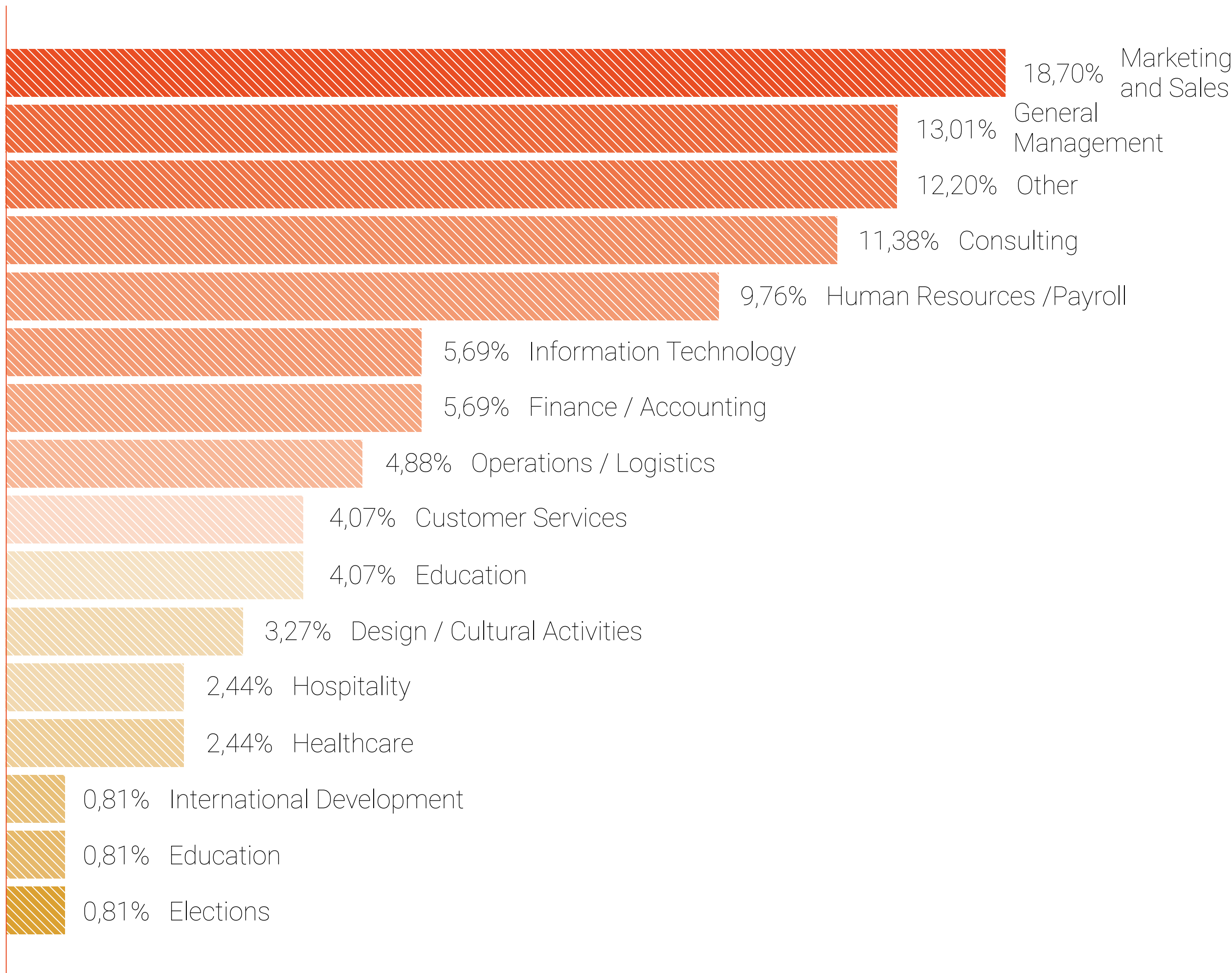
Company size



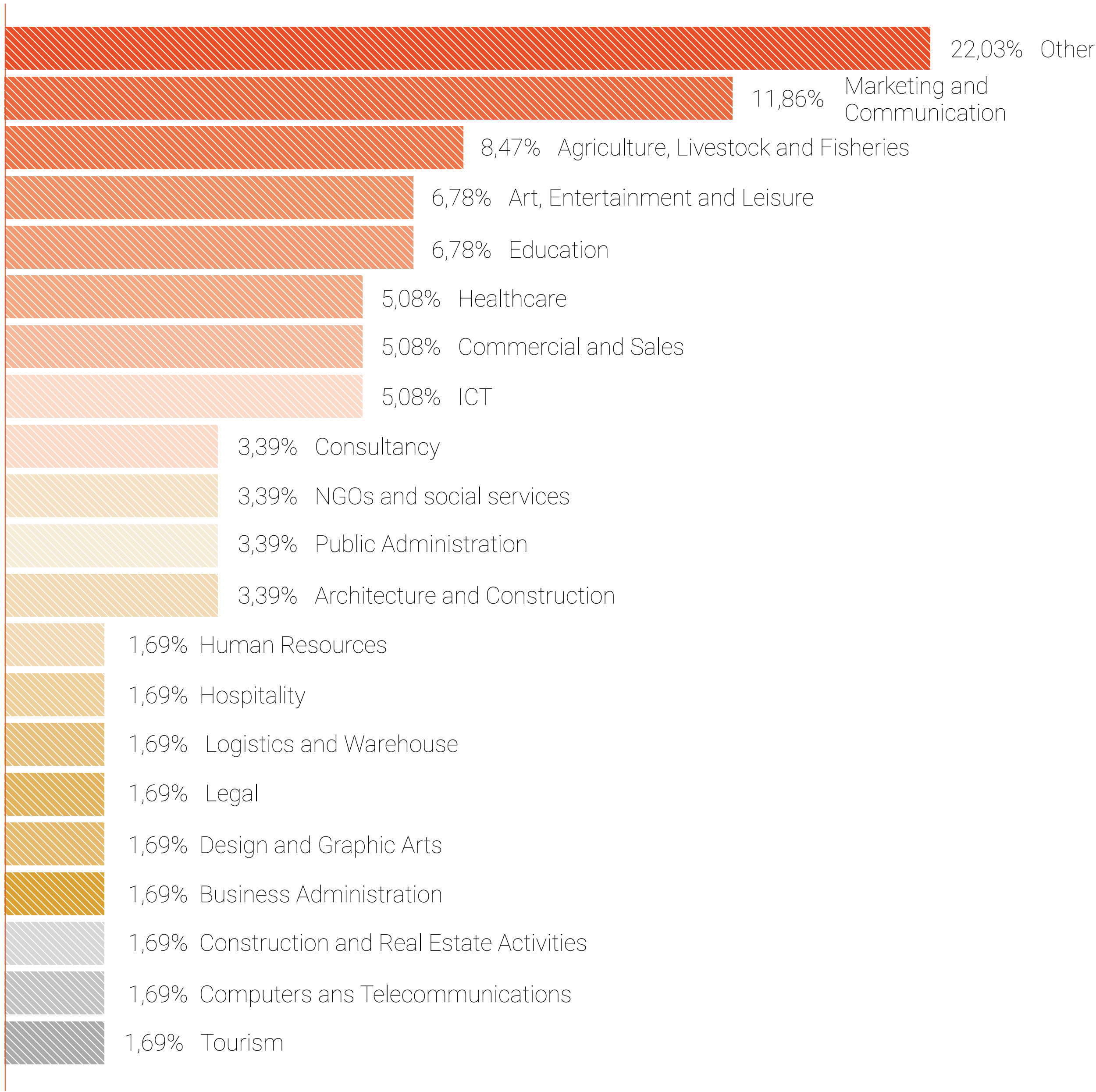
53,2%

of our students work in multinational companies

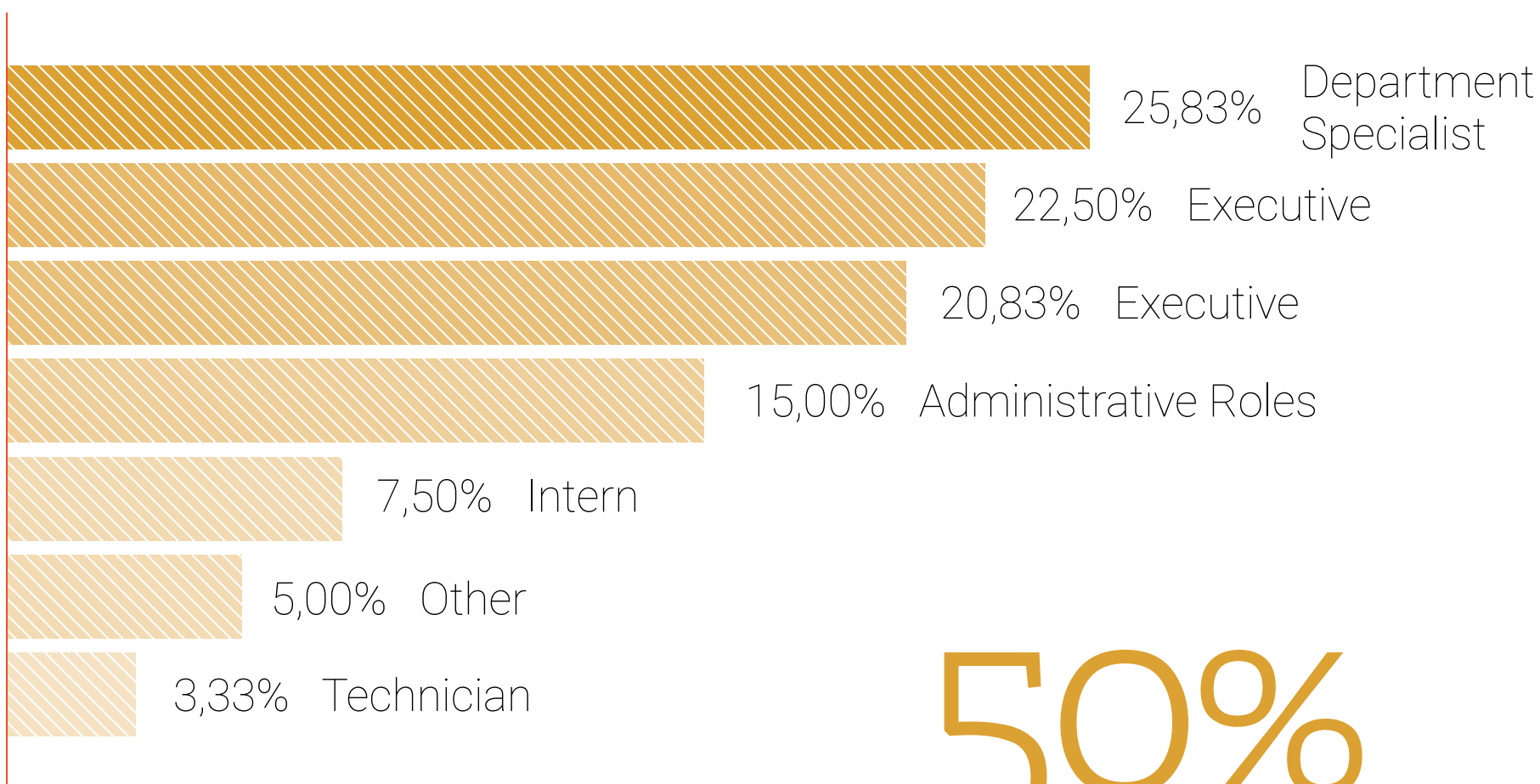
Areas they work in



Company sector



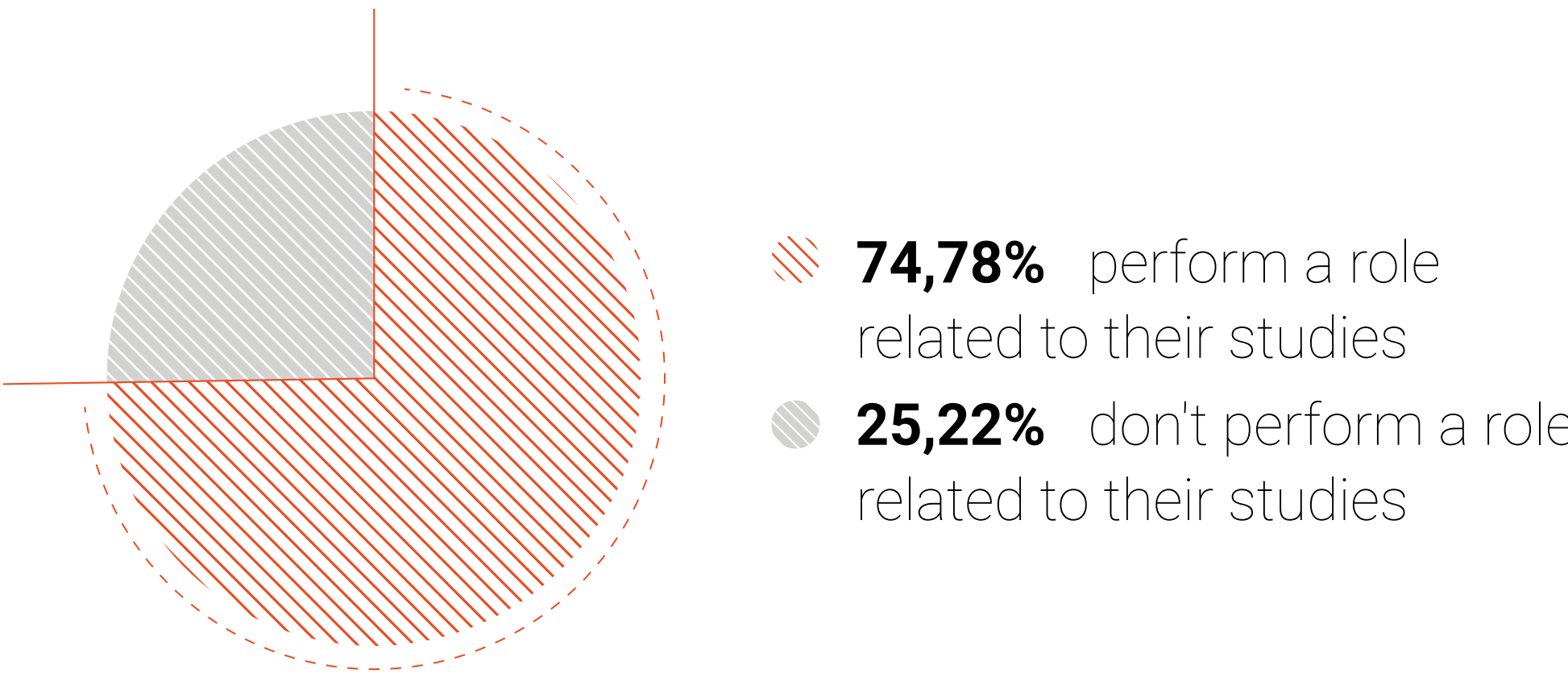
Duties Performed



50%

hold an executive position

Working in the same area as their studies



Type of contract

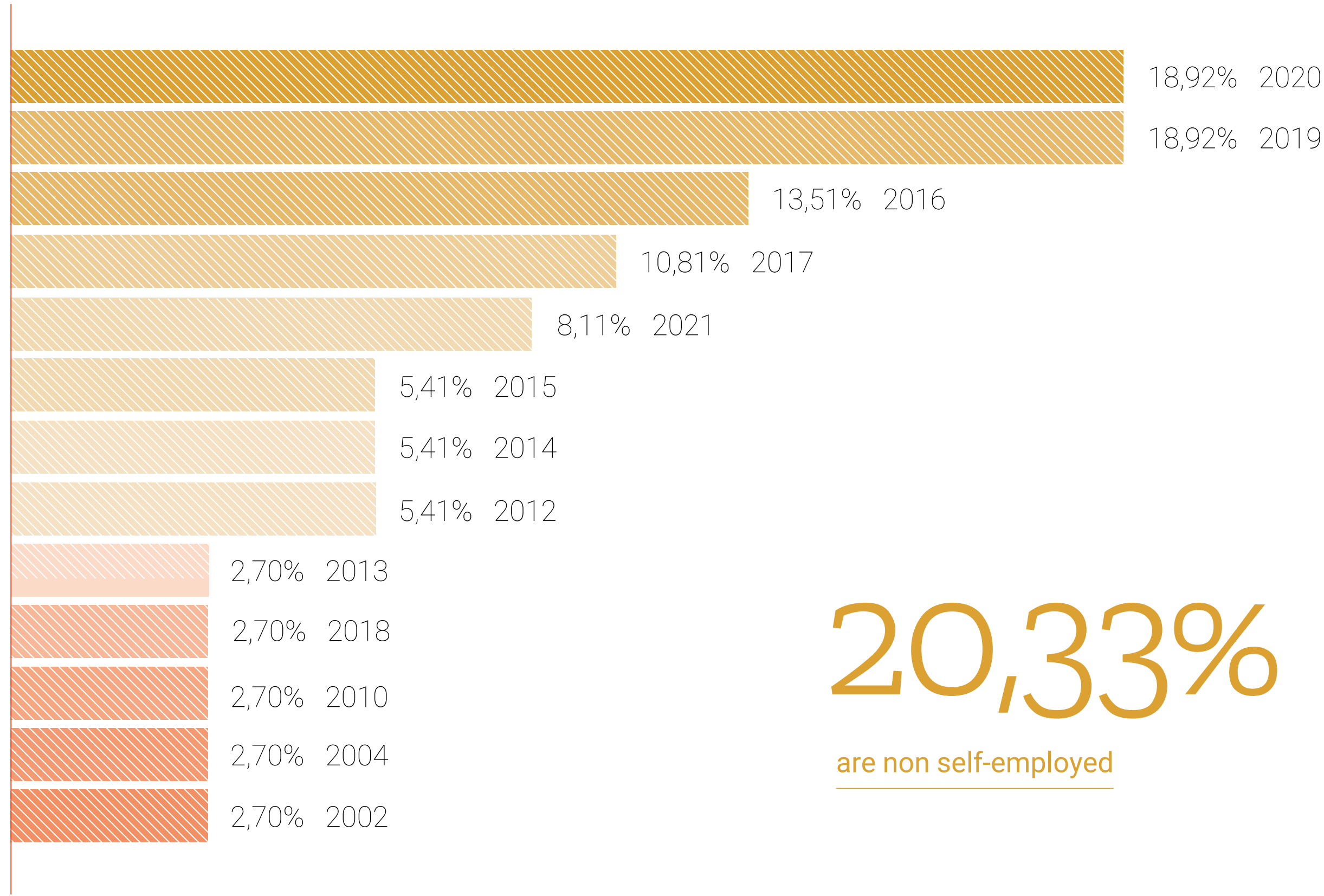


71,54%

have a permanent contract

Entrepreneurship at RBS

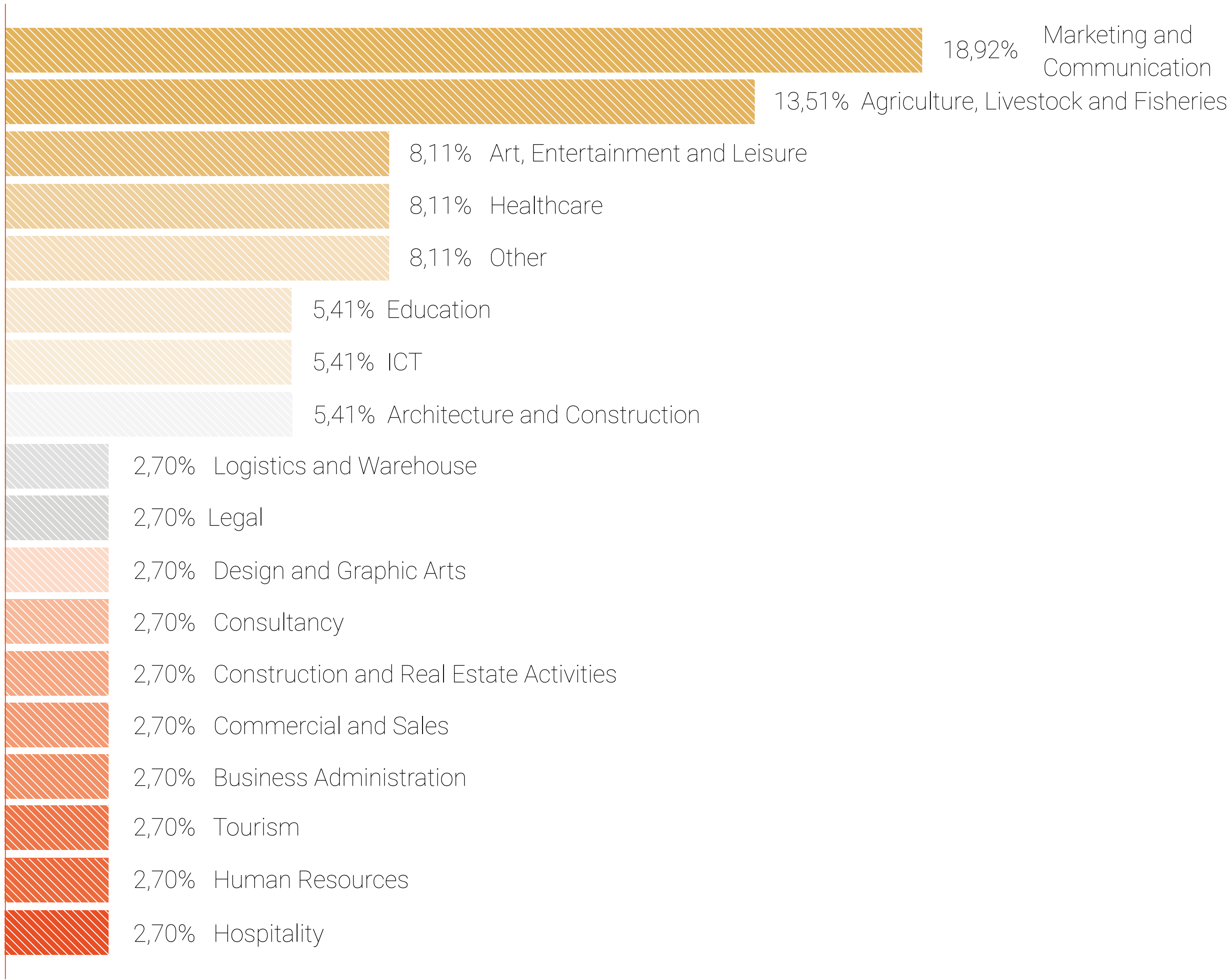
When was your company created?



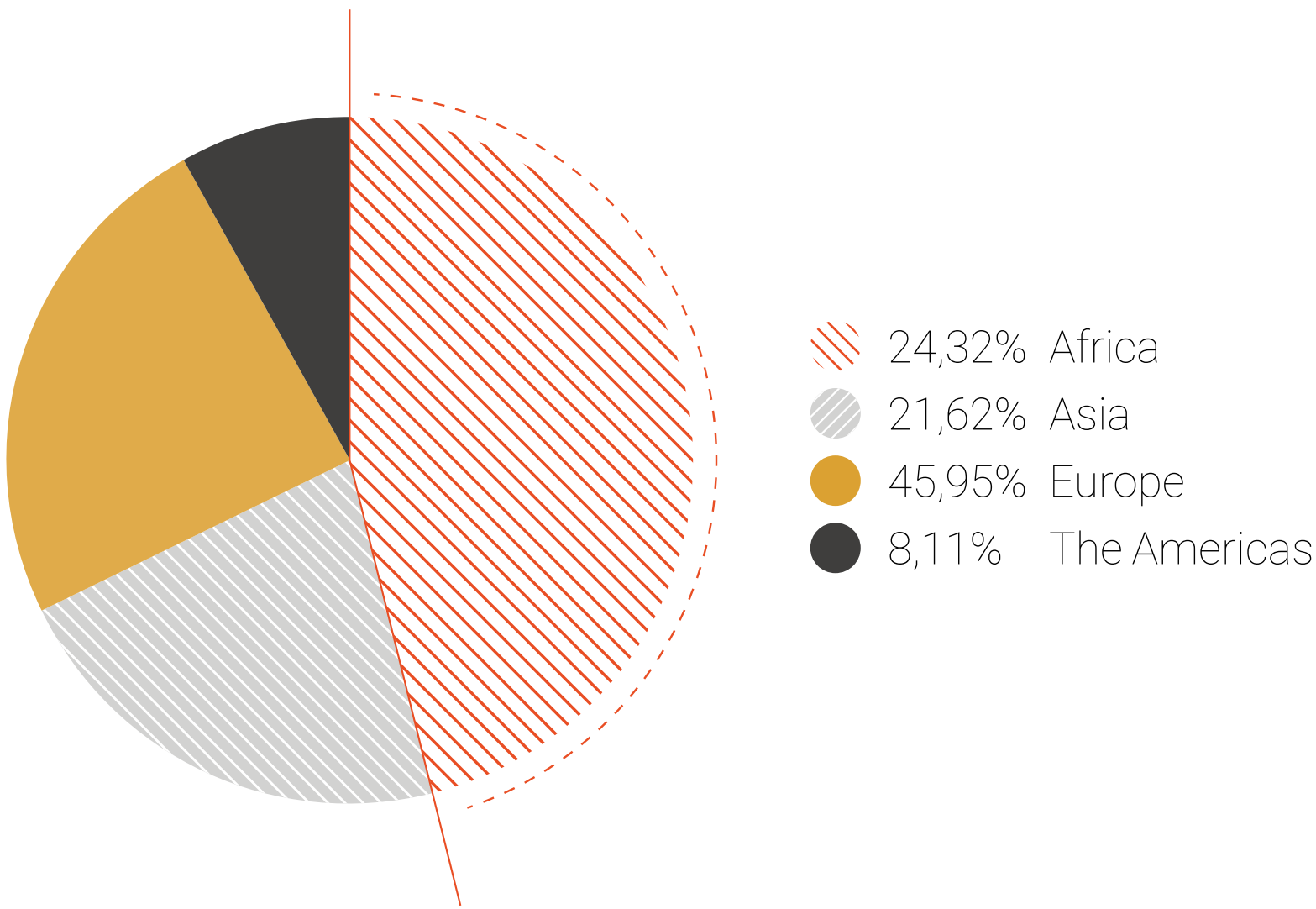
20,33%

are non self-employed

Wich sector is your company?



Where did you set up your company?

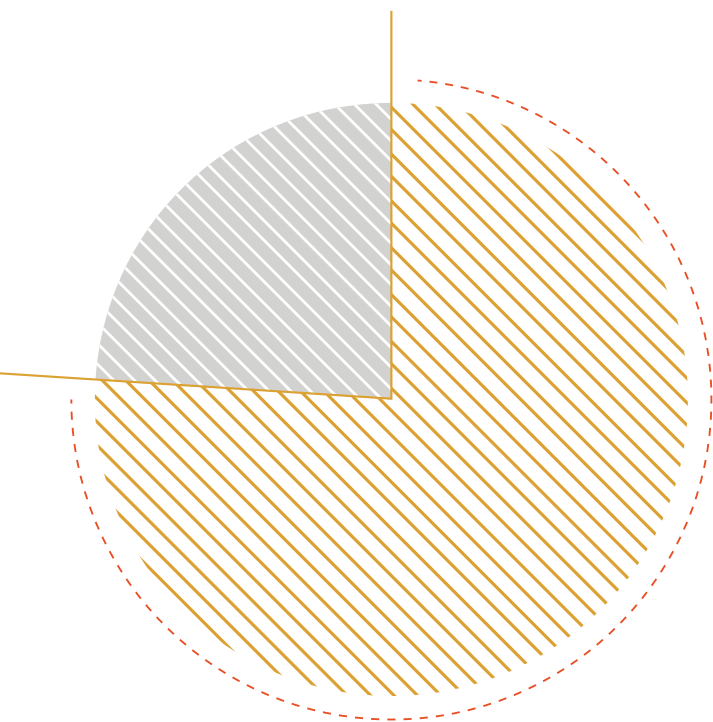


07

Graduate statistics

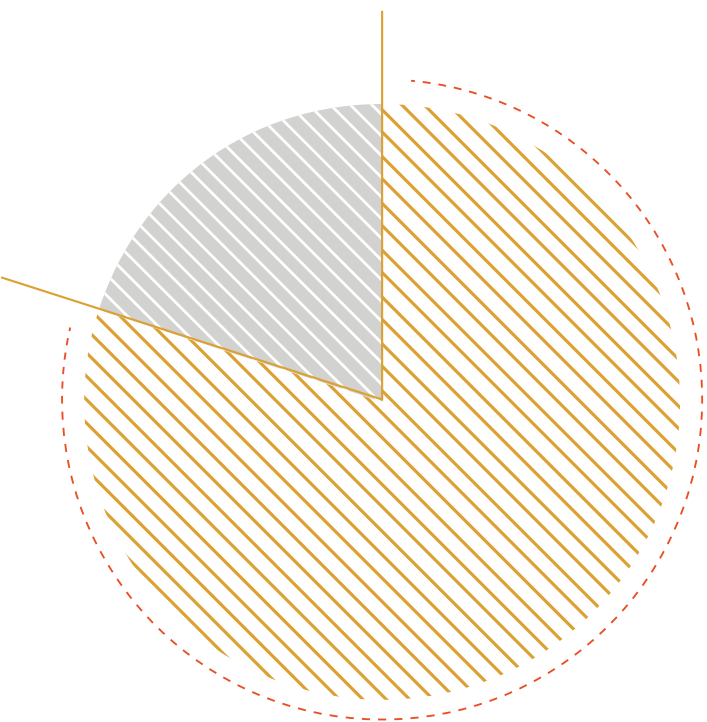


Professional impact after their time at Rome Business School



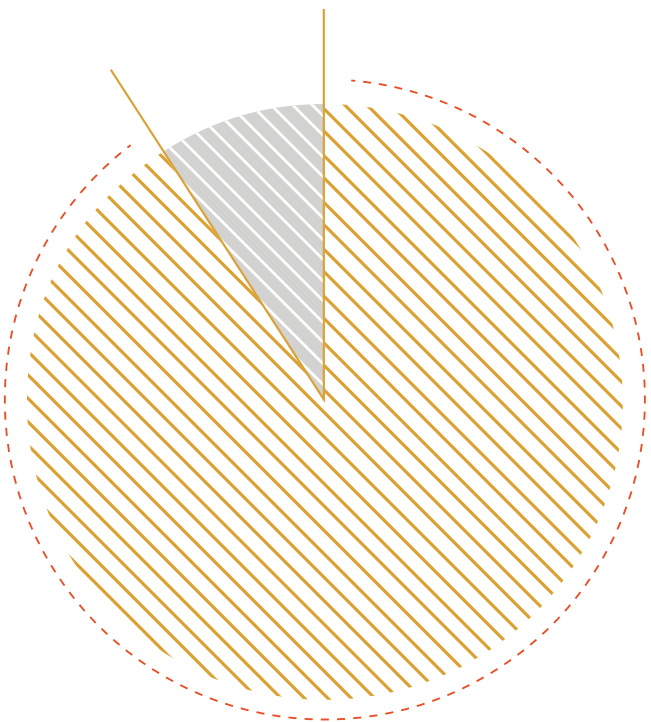
76%

have used the knowledge acquired during their Master in their current position



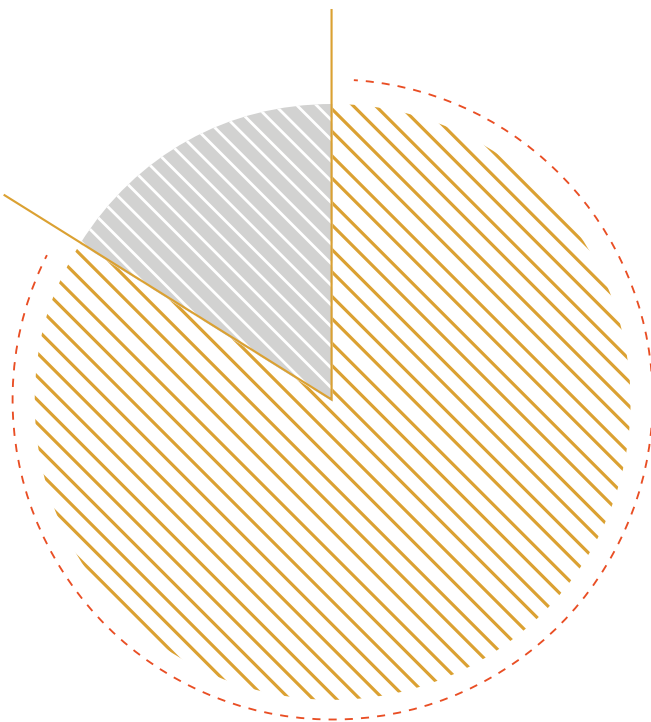
80%

have improved their ability to detect new job opportunities



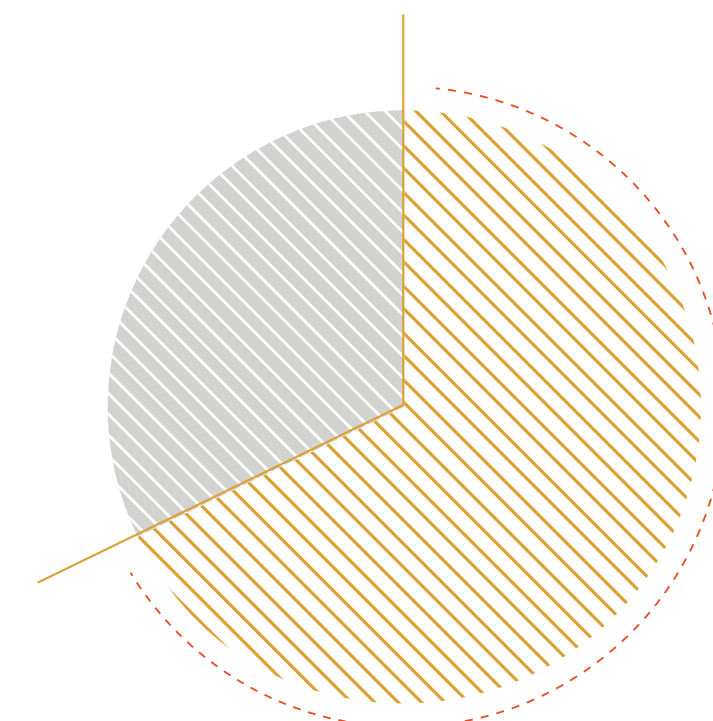
91%

have improved their independence and decision making capacity, 14% more than on 2020.



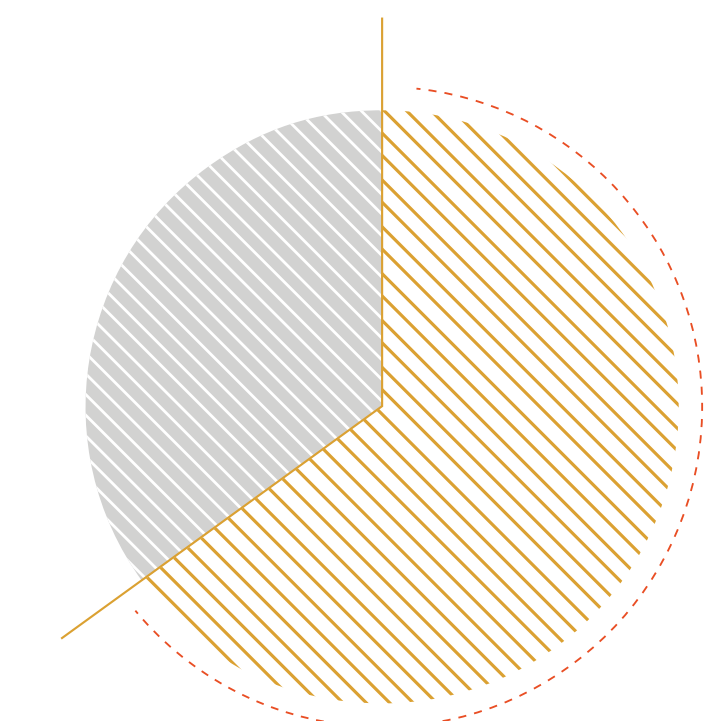
84%

have more responsibilities in their current job



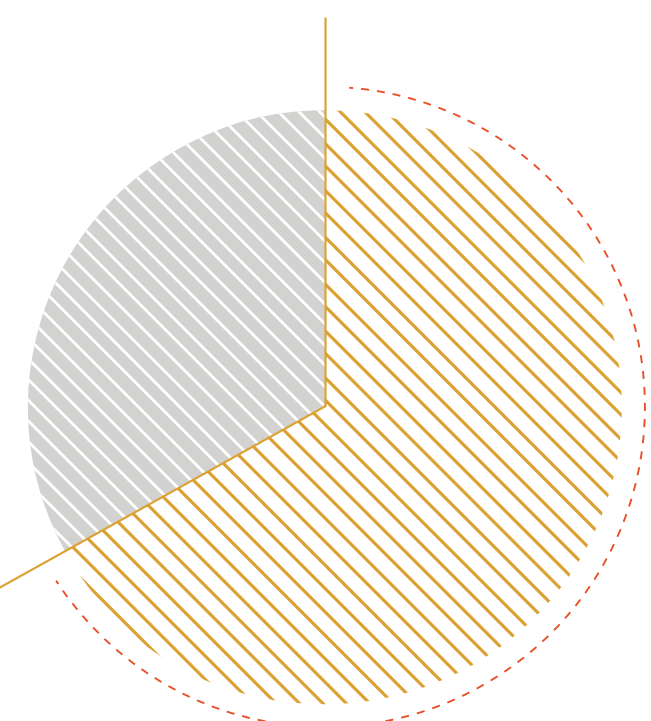
74%

have increased their salary



92%

have received new employment offers



67%

have made and used professional contacts during their time at Rome Business School

Salary Progression

If we analyze the average salary progression of Rome Business School students after the completion of their Master, we see the following results:

Salary by Master Format

MBA

Before the starting of the Master	43,701.00 €
After 3 months	51,875.00 €
After 6 months	53,125.00 €
Currently salary (1 year after Master)	54,121.00 €
Salary increase	24%

Junior

Before the starting of the Master	14,375.00 €
After 3 months	13,958.33 €
After 6 months	16,145.83 €
Currently salary (1 year after Master)	21,875.00 €
Salary increase	52%

Senior

Before the starting of the Master	28,800.00 €
After 3 months	29,333.33 €
After 6 months	31,133.33 €
Currently salary (1 year after Master)	36,333.33 €
Salary increase	26%

Specialized Masters

Before the starting of the Master	33,051.00 €
After 3 months	37,058.82 €
After 6 months	37,647.06 €
Currently salary (1 year after Master)	38,235.29 €
Salary increase	15,7%

Full Time Masters

Before the starting of the Master	25,510.20 €
After 3 months	27,959.18 €
After 6 months	29,489.80 €
Currently salary (1 year after Master)	32,346.94 €
Salary increase	27%

Executive Masters

Before the starting of the Master	27,833.33 €
After 3 months	18,833.33 €
After 6 months	27,833.33 €
Currently salary (1 year after Master)	33,333.33 €
Salary increase	20%

Salary by Master Program

Marketing and Sales Dept

Before the starting of the Master	29,166.67 €
After 3 months	30,000.00 €
After 6 months	31,041.67 €
Currently salary (1 year after Master)	33,541.67 €
Salary increase	15%

Human Resources Management

Before the starting of the Master	27,666.67 €
After 3 months	28,000.00 €
After 6 months	28,000.00 €
Currently salary (1 year after Master)	35,000.00 €
Salary increase	27%

Arts & Culture

Before the starting of the Master	25,517.24 €
After 3 months	28,103.45 €
After 6 months	28,793.10 €
Currently salary (1 year after Master)	29,482.76 €
Salary increase	16%

Food & Beverage

Before the starting of the Master	23,125.00 €
After 3 months	24,568.00 €
After 6 months	26,254.00 €
Currently salary (1 year after Master)	35,000.00 €
Salary increase	51%

Political Marketing and Communications

Before the starting of the Master	26,500.00 €
After 3 months	27,500.00 €
After 6 months	28,500.00 €
Currently salary (1 year after Master)	33,500.00 €
Salary increase	26%

Agribusiness Management

Before the starting of the Master	27,083.33 €
After 3 months	28,750.00 €
After 6 months	35,833.33 €
Currently salary (1 year after Master)	31,250.00 €
Salary increase	15%

E-Health Management

Before the starting of the Master	33,888.89 €
After 3 months	34,444.44 €
After 6 months	41,111.11 €
Currently salary (1 year after Master)	46,111.11 €
Salary increase	36%

Salary by Location

Italy	
Before the starting of the Master	18,750.00 €
After 3 months	20,416.67 €
After 6 months	22,500.00 €
Currently salary (1 year after Master)	32,916.67 €
Salary increase	76%

Europe	
Before the starting of the Master	21,408.45 €
After 3 months	20,985.92 €
After 6 months	23,380.28 €
Currently salary (1 year after Master)	33,802.82 €
Salary increase	58%

Asia	
Before the starting of the Master	22,000.00 €
After 3 months	25,666.67 €
After 6 months	27,666.67 €
Currently salary (1 year after Master)	32,521.56 €
Salary increase	48%

The Americas	
Before the starting of the Master	23,500.00 €
After 3 months	27,526.20 €
After 6 months	28,541.21 €
Currently salary (1 year after Master)	34,312.00 €
Salary increase	46%

Africa	
Before the starting of the Master	23,932.08 €
After 3 months	30,192.31 €
After 6 months	30,576.92 €
Currently salary (1 year after Master)	32,500.00 €
Salary increase	36%

Salary by Department

Marketing & Sales Dept

Before the starting of the Master	27,812.50 €
After 3 months	27,812.50 €
After 6 months	28,437.50 €
Currently salary (1 year after Master)	32,187.50 €
Salary increase	16%

Consulting

Before the starting of the Master	32,187.50 €
After 3 months	39,583.33 €
After 6 months	43,750.00 €
Currently salary (1 year after Master)	44,583.33 €
Salary increase	34%

Information Technology

Before the starting of the Master	32,142.86 €
After 3 months	27,142.86 €
After 6 months	35,000.00 €
Currently salary (1 year after Master)	50,000.00 €
Salary increase	56%


A photograph of a classical building interior, featuring large, fluted columns and ornate, carved capitals. The scene is dimly lit, with light filtering through the arches, creating a dramatic atmosphere. The columns are made of a light-colored stone or marble, and the capitals are decorated with intricate carvings of leaves and scrolls.

o8 — Better Managers for a Better World

Aliya Bostanbayeva

Master in Marketing and
Communications
Marketing Intern
HUNGARY
Sony Europe
SONY

Nesrine Ezzat

Master in International
Human Resources Management
Office Assistant
ITALY
FAO (Food and Agriculture
Organization of the United Nations)


Katia Ingegneri

Master in Marketing
and Communications
Marketing Department Intern
ITALY
Radio Dimensione Suono (RDS)


Gianmarco Mottolese

Master in Marketing
and Communications
Digital Marketing
ITALY
EATALY


Jamile Londero Cruz

Master in International Human
Resources Management
Accenture Recruiter Specialist
ITALY
UNILEVER


Gulnaz Sharipova

Master in Marketing and
Communications
Marketing Department intern
ITALY
Global Leads Group GmbH


Claudia Menchi

Master in Arts and Culture
Management
Event Management Intern
ITALY
Symposia




Thanks to all the 354 Partner Companies of Rome Business School

1. 47 Boutique Hotel	25. Bax&Company	46. Clanth	69. Eataly	for Development	107. Ferrari	129. GAO Tek	151. Hilton
2. Adecco	26. Beauty Streams	47. Cleverbooks	70. Eating Europe	90. European	108. FIA	130. GeoTeam	152. Holland FinTech
3. AdSalsa	27. BELEE	48. Clickio	71. Eco Fashion Labels	Independent Film Festival	109. Filo - Find & Locate	131. Get Your Guide	153. Hotel Le Chatelein
4. AEC	28. Bernoni Grant Thornton	49. Coccinelle	72. ECU Film Festival	91. European Landowners' Organization	110. Filo - Find & Locate	132. Gi Group	154. Hotel Roma Sud
5. Afrodite by MG	29. Bioversity International	50. conceptfbo	73. Effect Photonics	92. European Museum Academy	111. Finabel	133. Giffoni Film Festival	155. HP
6. Agriterra	30. BizUp	51. Conichi	74. EgoValeo	93. European Olumpic Committees	112. FIONOA	134. Ginevra Consulting	156. HRC Group
7. Aidda	31. Bonnenote	52. Content Square	75. Elephant Consulting	94. European Olympic Committee	113. Fondazione Alda Fendi	135. Gladiator Events	157. Human Since 1982
8. Aispi	32. Brembo	53. Convertize	76. ELO	95. European Travel Commission	114. Fondazione Ducci	136. Golden Goose	158. Humangest Holding
9. Albumarte	33. Bridgestone	54. Cosmocover	77. Enel Greenpower	96. EY	115. Fondazione Pastificio Cerere	137. Good Rebel	159. Hummmus Design
10. Alkemy	34. Bulgari	55. Courage Srl	78. ENGEL & VOELKERS	97. EY	116. Fondazione per lo sviluppo Sostenibile	138. Gr@pes	160. Husky Marketing Planner
11. Amazonia Bio	35. Caffeina	56. Couture Hayez	79. Enry's Island	98. EY	117. Fondazione Prada	139. Gran Melia Hotel & Resort Genova	161. IB consultancy
12. American Academy Rome	36. Campofrio	57. Creative Culture international	80. ERIAC - European Roma Institute for Arts and Culture	99. Fabrick	118. Fondazione Telethon	140. Gran Melia Hotel & Resort Roma	162. ICOMOS
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Giulia Cavedegna
Master in Food and Beverage Management
F&B Intern at IKEA
ITALY



"The opportunity arose thanks to the Career service. After our meeting, they suggested an intern opportunity related to a startup in the Hospitality sector.

It was not exactly what I was looking for, so I decided not to apply. Soon afterwards, the Career Service team sent me a position that had opened at IKEA FOOD and the Brand really attracted me. The next day, I sent my CV and, within a couple of days, we scheduled an interview. The first interview was online and the second one in person at the store with the Food Leaders and the Operational Manager. I've always thought that, even if the outcome were not successful, the opportunity to be interviewed by such a big multinational company was a challenging and interesting opportunity. Luckily, they liked me, so I started this amazing experience with IKEA."

I realized, while working, that the RBS Master gave me all the tools to understand the world of work, especially the F&B sector, which is constantly evolving. I found the Master to be very current and in line with the latest trends and forecasts of future F&B developments".



Hang Nguyen
Master in International Human Resources
Management Employer Branding/ Learning and Development
Specialist at World Food Program
VIETNAM



"How has the Career Services Department supported you during your time at Rome Business School?

The Career Services Department is my best "coach" at RBS as they have fully supported my career acquisition and development. The Career Services team has helped me with practice job interviews and improving my CV and cover letter. Thanks to this great support, I got accepted on a HR internship program in the UN World Food Program. Moreover, RBS has broadened my potential network with many great professionals, so I am really grateful for the opportunity to study and experience the professional life at RBS and would highly recommend it to anyone still deciding whether to join this marvelous network."



Giulia Ronzani
Master in Marketing and Communication
Digital Marketing Intern at Gr@pes
ITALY

Gr@pes

"What does your job involve?
What does your job involve?


I am a Digital Marketing Intern at Gr@pes and my role is to analyze the brand positioning of the portfolio, doing market research to identify new business opportunities, operational coordination and monitoring of corporate social pages, and defining B2B and B2C marketing strategies for clients.

The Master in Marketing and Communication gave me the essential tools to start working in a company. Thanks to the workshops organized by the Career Services Department, in the interview, I was able to show the project that I have done and my capabilities

Feedback from the company: We are very happy with Giulia and with her work. What we appreciate the most is her curiosity and willingness to learn and grow as much as she can. I have been working very well with the Career Services Department since I was very happy with both the coordination of the practice and the selection of candidates, which I found quite relevant to my research".



Mattia Maietti
Master in Fashion and Design Management
Communication Strategy Intern at Jarret Yoshida
ITALY

 **JARRET YOSHIDA**
INTERIOR DESIGN

"How do you describe your experience
at Rome Business School?

I would describe my experience at the Rome Business School as life-changing. I was at a point in my life when I felt ready to follow my dream of starting a career in the fashion industry, and the MA in Fashion & Design Management gave me the necessary skills and opportunities to push me towards my goal. Above all, my teachers and classmates taught me the importance of curiosity and a hard-working spirit, both qualities that today can be easily considered as fundamental in the global working scenario. Today, I can proudly consider Rome Business School as an essential stepping-stone, without which my life would not be the same".



Sheren Abbas
Master in International Human Resources Management
Recruiter intern at Turing Talents
UNITED ARAB EMIRATES



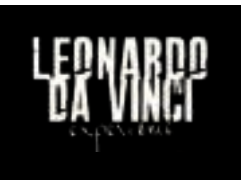
"What were your expectations at the start of the Master in International Human Resources Management at Rome Business School? Are they being fulfilled? Did our Career Services play an important role in helping you find and get this opportunity?"

I was looking for a mix of up-to-date knowledge and hands-on experience, which was offered by RBS, unlike typical education institutions. It exactly met my expectations and I was totally fulfilled. Learning from industry leaders and experts played a major role in bridging the gap between academic and industry knowledge. The flexibility of the program with respect to enrollment, all totally online, was at the top of my priority list. Moreover, I found the live online lectures and personal interaction with lecturers a great way to make this an enjoyable experience.

Definitely! The Career Services department team kept me updated on a regular basis with their email communications and their Career Services update every week. I found not only a great range of job/internship opportunities, but also an excellent selection of programs that we can attend and gain knowledge outside of our program. Great soft skills, languages and webinars and many other activities really made this exceptional at all levels".



Eleonora Gabriele
Master in Arts and Culture Management
Intern at Leonardo Da Vinci Experience
ITALY



"Which factors played a key role in your internship search?"

The Master is the main key and the reason why I'm now working at the Leonardo da Vinci Museum in Rome. It gave me the tools and knowledge, but most of all the opportunity to enhance my professional skills and start my career in the direction I wanted to go. Through the Master and Management in Arts and Culture, I realized my deep passion in the field and started to build my future opportunities step by step, and here I am, doing what I love and I couldn't be happier".



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