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EMPLOYER SURVEY RESULTS: INTERNATIONAL BUSINESS 2026

Objective:

To determine social partners' assessment of how well students of the International Business study programme are prepared for their future profession.

Questionnaire:

A total of 19 fully completed questionnaires were received, representing 79.17% of all company placement supervisors. The company placement supervisors assessed the students' general competences and personal qualities against the formulated statements using a five-point scale, where 1 indicated very poor and 5 indicated very good. Overall, the students' general competences and personal qualities were rated very highly, with an average score of 4.70 out of 5.

SURVEY RESULTS (=19)

Level of Students' General Skills During the Placement

Assessment Criterion	1	2	3	4	5	Average Score
The student's ability to collect, analyse and systematise information	–	100%	–	4	15	4,79
Computer literacy	–	–	1	9	9	4,16
Foreign language proficiency	–	–	1	6	12	4,58
Applies the required knowledge, skills and methods in practice	–	200%	-	2	17	4,89
Identifies existing problems and is able to propose solutions	–	300%	1	8	10	4,47
Monitors and evaluates the efficiency of the organisation's processes/activities	–	200%	–	6	13	4,68
					Average:	4,60

Assessment of Personal Qualities During the Placement

Punctuality	–	–	1	3	15	4,74
Motivation	–	–	–	3	16	4,84
Ability to learn through practice	–	–	–	2	17	4,89
Diligence	–	–	–	4	15	4,79
Reliability	–	–	–	3	16	4,84
Communication with employees and clients	–	–	–	6	13	4,68
					Average:	4,80

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Please indicate which knowledge and skills the student lacked most when carrying out practical tasks:
The student lacked practical knowledge; however, they learn quickly, are motivated to work and understand the essential requirements of the position.
Some self-confidence.
The student did not lack any essential knowledge or skills and completed the placement tasks independently and responsibly.
The student experienced more difficulty in proposing solutions to problems that arose.
Motivation, curiosity and an interest in the broader context of the group of companies.
No knowledge gaps were identified.
The company provides engineering design services; therefore, at the beginning of the placement, the student had a significant lack of technical knowledge about design, construction technical regulations, the Law on Construction and the preparation of project documentation.
The student lacked practical B2B sales experience and more in-depth knowledge of sales process management in a manufacturing and trading company. At the beginning of the placement, the student had a limited understanding of customer needs analysis, the preparation of commercial proposals and the principles of working with a customer relationship management (CRM) system. However, during the placement, the student actively developed her knowledge, quickly absorbed new information and was able to apply it when completing assigned tasks.
The student successfully applied their knowledge and skills during the placement but lacked knowledge of how to use artificial intelligence tools effectively.
No knowledge gaps were identified.
The student lacked some confidence when communicating with clients by telephone.
The student made a genuine effort to complete the assigned tasks; however, I identified several areas that should be further developed during her studies. She lacked some communication skills and initiative, with shyness when interacting with the team being one of the main challenges. In terms of knowledge, I recommend developing a deeper understanding of key marketing objectives, strategy selection and terminology. Greater attention should also be paid to the specific features of social media communication, monitoring trends and identifying them in a timely manner. The use of artificial intelligence tools is understandable and should be encouraged; however, it is important to develop critical thinking when evaluating the results generated.
The student did not lack any knowledge or skills and integrated into the organisation's activities very well.
The student is encouraged to express their opinion more confidently and ask questions when something is unclear instead of waiting for the supervisor to take the initiative.
At the beginning, the student needed to improve their professional email communication skills; however, they learned quickly and successfully applied the knowledge acquired during the placement.
At the beginning, the student lacked practical knowledge of vehicle imports, logistics processes and working with vehicle auction platforms. However, he learned quickly, actively sought new information and successfully acquired the necessary working practices.

Please indicate which knowledge and skills the student lacked most when carrying out practical tasks:
The student had sufficient knowledge to complete the practical task, understood everything and carried it out very well. I believe that the student will successfully apply the knowledge acquired during their studies in professional practice.
At the beginning of the placement, the student lacked knowledge of the organisation of transport and logistics processes and the information systems used. However, he learned quickly and successfully acquired the necessary practical skills. The student is encouraged to continue developing his knowledge of logistics process management and transport law.

Other Comments on the Student's Placement Performance:
No additional comments.
The student completed all tasks carefully and responsibly.
The student was motivated and completed the tasks assigned during the placement diligently, applying her existing knowledge. She managed her time effectively when completing tasks. During the placement, she proved to be a reliable employee who works very well as part of a team.
The student absorbs new information very well and quickly masters new work tools, such as artificial intelligence tools. He always follows the requirements of each task, and instructions or requests never need to be repeated. He independently searches for and identifies the most efficient and quickest ways to complete tasks while meeting the required output and quality standards. Most importantly, the tasks completed by the student created added value for GBY Group. We hope that the experience gained within GBY Group was equally valuable to the student. We wish him every success!
The student learns quickly, takes initiative and is open to innovation.
All tasks were completed to a high standard, and all the objectives were achieved.
The student absorbs information quickly and demonstrates initiative. He became fully involved not only in the team but also in the company's activities.
The student completed her placement responsibly and conscientiously. She completed the assigned tasks on time, showed an interest in the company's activities, actively gathered information and independently carried out competitor and customer analysis tasks. She was able to communicate constructively with clients, organise the data collected and present conclusions. During the placement, she demonstrated initiative, motivation to learn and the ability to work independently.
The student worked responsibly, made a genuine effort and always completed the assigned tasks on time.
All tasks were completed to a high standard, and all the objectives were achieved.
The student performed very well, was highly inquisitive and showed an interest in the company's processes.
The student made a very positive impression through her diligence and sense of responsibility. She completed all the assigned tasks, readily became involved in new activities and was not afraid to propose her own ideas. This is a particularly valuable quality in a creative environment. It was especially encouraging to see that she devoted time to researching information and made every effort to complete the tasks to the highest possible standard. This demonstrates a responsible attitude towards work and a desire to improve. The student has an excellent foundation; she simply needs greater self-confidence to move forward.

Other Comments on the Student's Placement Performance:
During the placement, the student demonstrated a responsible attitude towards work and was punctual and motivated. He completed tasks carefully, absorbed new information quickly and was able to work both independently and as part of a team. He was receptive to innovation and quickly became familiar with the company's internal systems, software and working practices.
The student completed all assigned tasks conscientiously and represented the company professionally when communicating with clients. During the placement, he demonstrated strong motivation and a willingness to learn.
The student completed the placement responsibly and conscientiously. He completed the assigned tasks on time, demonstrated initiative and showed a willingness to learn. He communicated well with colleagues, was motivated and actively engaged in the company's activities. During the placement, he acquired valuable knowledge and skills that will benefit his future professional career.
The student is inquisitive and proactive and examines the assigned tasks thoroughly. He demonstrates a genuine interest in the work while maintaining both professional and personable communication. We wish him every success in his studies and career.
The student demonstrated responsibility, initiative and the ability to absorb new information. During the placement, he actively participated in transport planning, freight coordination and administrative processes and completed tasks carefully and on time. He made a positive impression.