

EARLY TALENT INSIGHTS

Home to over 12,000 students, the Ted Rogers School of Management at Toronto Metropolitan University is Canada's leading diverse, entrepreneurial business school centered in an urban learning environment.

We conduct monthly polls with students at the Ted Rogers School to provide Canadian organizations with timely and relevant insights. Our goal is to help you understand the early talent labour force so you can tailor your recruitment and retention strategies accordingly.

In this issue of Early Talent Insights, we examine student perspectives on key employability factors, including the skills they believe make them most employable.

January 2025

Students See Networking as a Priority

STUDENT POLL

Which of the following skills make you more employable?



1,204

No. Responses



12

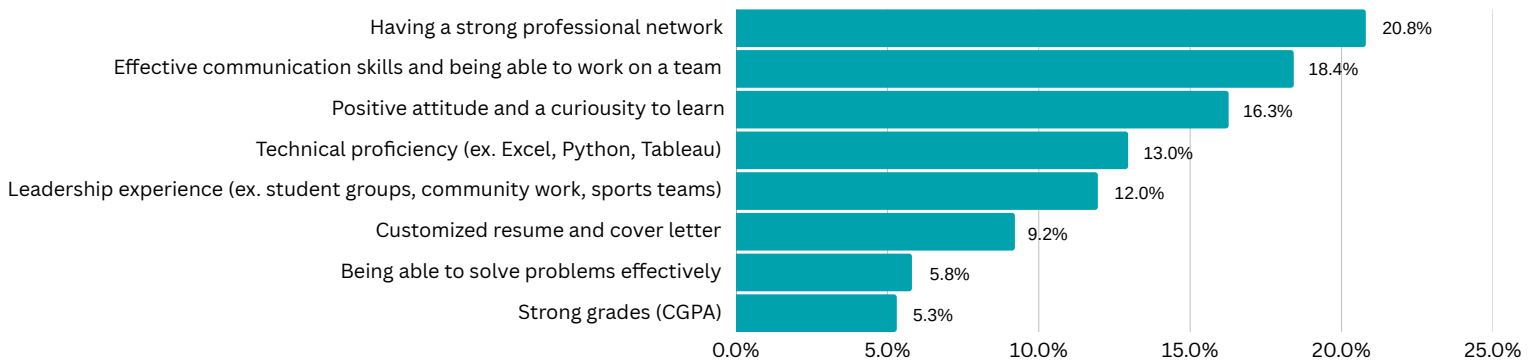
No. Bachelor of Commerce Programs (representing 5 Schools)



1-4

Years of Study

Summary of Responses



Responses by Year of Study, as a Percentage of Total

While building a strong professional network remains the top priority for students overall, third and fourth-year students prioritize effective communication skills and teamwork.

Response	1st	2nd	3rd	4th
Having a strong professional network	21%	23%	17%	18%
Effective communication skills and being able to work on a team	13%	18%	22%	22%
Positive attitude and a curiosity to learn	16%	18%	15%	17%
Technical proficiency (ex. Excel, Python, Tableau)	13%	13%	11%	15%
Leadership experience (ex. student groups, community work, sports teams)	14%	11%	14%	9%
Customized resume and cover letter	8%	7%	11%	12%
Being able to solve problems effectively	8%	4%	5%	5%
Strong grades (CGPA)	7%	6%	5%	2%

Responses by School, as a Percentage of Total

While students from all five academic schools recognize the value of a robust professional network, those studying Hospitality and Tourism Management and Retail Management prioritize effective communication skills and teamwork even more highly.

Response	Accounting & Finance	Business Management	Business Technology Management	Hospitality & Tourism Management	Retail Management
Having a strong professional network	20%	20%	19%	24%	15%
Effective communication skills and being able to work on a team	13%	19%	19%	32%	25%
Positive attitude and a curiosity to learn	18%	17%	15%	15%	5%
Technical proficiency (ex. Excel, Python, Tableau)	13%	12%	17%	6%	10%
Leadership experience (ex. student groups, community work, sports teams)	11%	12%	11%	9%	25%
Customized resume and cover letter	12%	9%	8%	6%	10%
Being able to solve problems effectively	6%	6%	6%	3%	5%
Strong grades (CGPA)	7%	5%	5%	5%	5%

Co-op Student Responses vs. Non-Co-op, as a Percentage of Total

Students participating in the Ted Rogers Co-op program place a stronger emphasis on communication skills as a means to help them progress in their career. Students who are not part of the Co-op program prioritize networking instead.

Response	Co-op	Non-Co-op
Having a strong professional network	18%	22%
Effective communication skills and being able to work on a team	22%	16%
Positive attitude and a curiosity to learn	17%	16%
Technical proficiency (ex. Excel, Python, Tableau)	14%	13%
Leadership experience (ex. student groups, community work, sports teams)	11%	13%
Customized resume and cover letter	12%	7%
Being able to solve problems effectively	4%	7%
Strong grades (CGPA)	2%	6%

Questions to Consider



Do you provide students ample opportunity to connect with leaders within your organization?



How do you assess an applicant's communication skills?

Contact Us

If you would like access to the full data set or wish to hire one of our students and/or graduates, please connect with our Corporate Partnerships team.



[Subscribe Now](#)



[Hire Our Students](#)



[Connect With Us](#)