

# 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.

This month, we focus on industry designations our students perceive as most valuable in helping shape their career.

May 2025

## Designations Are Important and Depend on Major

### STUDENT POLL

Which industry designations are you most interested in pursuing upon graduation?



1,971

No. Responses



12

No. Bachelor of Commerce Programs (representing 5 Schools)



1-4

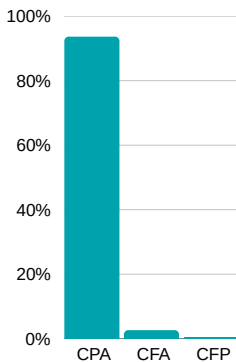
Years of Study

### Student Responses by School

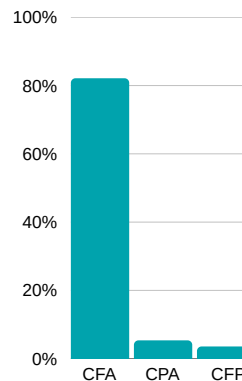
The Ted Rogers School of Management offers 12 undergraduate programs, within five distinct schools. This report highlights the top responses from these schools and programs, focusing on those where a notable percentage of students expressed interest in pursuing a professional designation.

#### School of Accounting and Finance

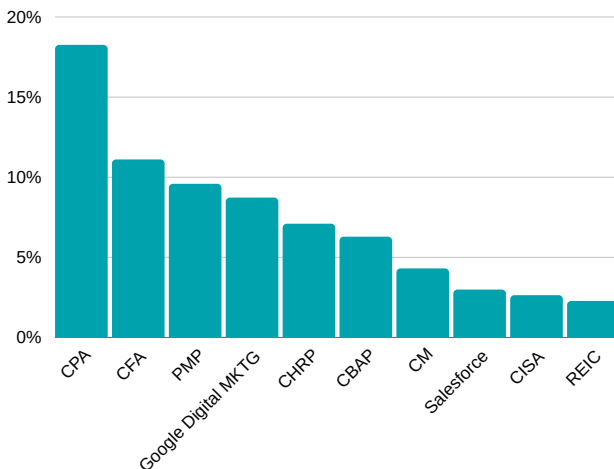
##### Accounting



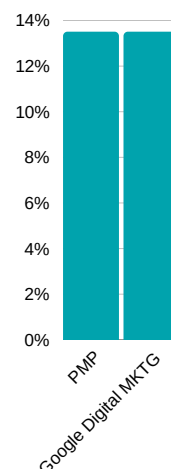
##### Finance



#### School of Information Technology

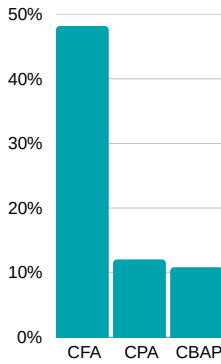


#### School of Retail Management

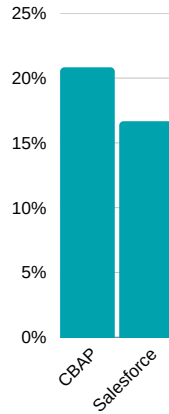


## School of Business Management

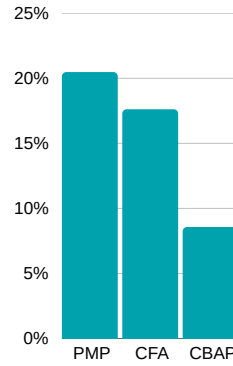
### Economics and Management Science



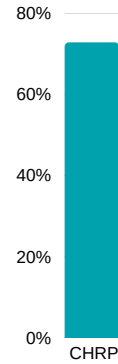
### Entrepreneurship & Innovation



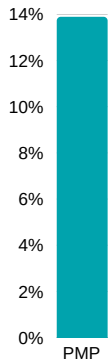
### Global Management Studies



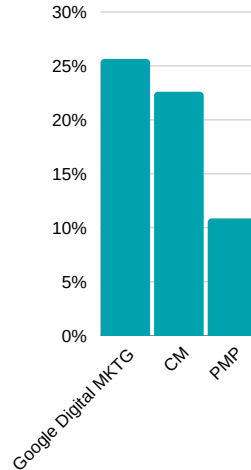
### Human Resources Management



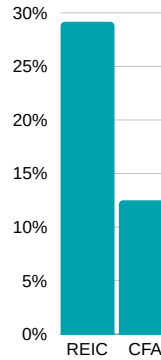
### Law & Business



### Marketing Management



### Real Estate Management



## Questions to Consider



Does pursuing a designation give a strong advantage to students? If so, do you communicate this to them during the recruitment process?



Do you support students and/or new graduates in working towards a designation that you deem relevant to their role? How do you communicate and deliver this support?

## Contact Us

If you would like to discuss these findings in more detail or explore ways in which a Business student (Co-op and/or Internship) can add value to your organization, please click the 'Connect With Us' button below.



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