

# 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 special edition of Early Talent Insights, We summarize the key factors that most influence Business students when considering job postings.

November 2024

## Top Factors Influencing Job Applications

### STUDENT POLL

When reading a job posting, what aspect influences you most to apply?



1,633

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

Although a 'clear listing of expected skills and requirements' remained the most important aspect of the job posting for students in all years of study, 'growth opportunities' was a much stronger 2nd option for students in their 1st year. Notably, final-year students show greater interest in whether a role is in-person, hybrid, or fully remote.

Response	1st	2nd	3rd	4th
Clear listing of expected skills & requirements	38%	36%	39%	39%
Growth opportunities (mentorship, training, advancement prospects)	27%	25%	22%	21%
Clarity on responsibilities, size of team & who you would report into	13%	14%	13%	15%
What skills you will gain in the role	9%	12%	10%	6%
Details on work arrangement (in-person, remote, or hybrid)	6%	7%	9%	12%
Your knowledge of their company culture & values	5%	4%	5%	6%
An overview of their diversity & inclusion &/or corporate social responsibility initiatives	2%	2%	2%	1%

## Responses by School, as a Percentage of Total

Further, the students in each of the five academic schools agree on the order of importance, but the students in Retail Management and Hospitality and Tourism Management place a higher degree of importance on 'clarity of responsibilities, size of team, and who you would report to', than other schools within TRSM.


Response	Accounting & Finance	Business Management	Business Technology Management	Hospitality & Tourism Management	Retail Management
Clear listing of expected skills & requirements	38%	39%	38%	36%	32%
Growth opportunities (mentorship, training, advancement prospects)	25%	23%	24%	28%	25%
Clarity on responsibilities, size of team & who you would report into	16%	12%	14%	21%	20%
What skills you will gain in the role	7%	10%	9%	4%	9%
Details on work arrangement (in-person, remote, or hybrid)	9%	9%	8%	2%	7%
Your knowledge of their company culture & values	4%	5%	6%	2%	2%
An overview of their diversity & inclusion &/or corporate social responsibility initiatives	1%	2%	1%	6%	5%


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

Students not participating in the Co-op program are clearly more attracted to a job posting that speaks to the opportunities for their growth within the role and the organization.

Response	Co-op	Non-Co-op
Clear listing of expected skills & requirements	40%	37%
Growth opportunities (mentorship, training, advancement prospects)	19%	27%
Clarity on responsibilities, size of team & who you would report into	14%	14%
What skills you will gain in the role	10%	9%
Details on work arrangement (in-person, remote, or hybrid)	11%	7%
Your knowledge of their company culture & values	5%	5%
An overview of their diversity & inclusion &/or corporate social responsibility initiatives	1%	1%

## Questions to Consider

 Are your job postings specific and clear with respect to the type of work the successful candidate will be doing, and the requirements for the role?

 Do you speak to the growth opportunities that exist within the role, the business unit and/or the organization as a whole?

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