



UCD Michael Smurfit  
Graduate Business School

A UCD Smurfit School Masters enables you to become an expert and develop critical thinking and problem-solving skills. The UEA predict, 1 in 7 jobs will require a master's by 2023. (Source: UEA.AC.UK)

## Expertise

**86%**  
of employers  
prefer a candidate  
with a masters

## Career Changing

**60%**  
of UCD Smurfit School  
Masters students have  
a non-business under-  
graduate degree

Multi disciplinary expertise you achieve through a UCD Smurfit School Masters increases your career options and accelerates your career advancement. It provides you with the flexibility to move industry, to move companies and greater job security in the future.

## Personal Development

A UCD Smurfit School Masters will advance and develop your leadership and ideation skills through the UCD Smurfit Global Leadership Programme, which will sequentially enhance your cv. The World Economic Forum list leadership and social influence, as one of the top 10 skills employers believe will grow in prominence in the next five years. (Source: W.E Forum.org)

### Why do a UCD Smurfit Masters?

## Employability

**96%**  
Average graduate  
employability  
rates per  
programme  
within 6 months  
of graduation

67% of UCD Smurfit School graduates command more career choices as a consequence of their masters. UCD Smurfit School graduates secured roles in three times more companies than their undergraduate counterparts.

## Connection

**102,000**

UCD College of Business has a network of over 102k alumni globally, a UCD Smurfit School Masters provides you with an opportunity to connect with this network.

**138**

UCD Smurfit School  
alumni work in 138  
different countries  
globally

## Salary

1 in 10 UCD Smurfit  
graduates who responded  
to the GOS earn a  
starting salary of over  
**€80,000**

UCD Smurfit School Graduates, on average, can command a higher starting salary (over €9,500 more per annum) than their UCD undergraduates counterparts on graduation.