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ESB Business School retains its place at the top.

Anticipation of the announcement of the ranking results by the magazine *WirtschaftsWoche* is always tense. Students are not the only ones waiting eagerly to see which schools the German personnel managers think are the best. These results are also important for the traditional universities and the universities of applied sciences.

On 22nd May this year, the results showed ESB Business School was again in first place. Of 534 personnel managers of the largest German companies, 25% placed ESB in first place for business studies, the position ESB has held against strong competition since 2004. Second place was held by Cologne with 11.6 % followed by third placed Pforzheim with 9.3%. A huge lead for ESB's programmes in International Business and Industrial Engineering.

It is especially pleasing that not only Reutlingen's business school (ESB) was at the top, but the IT department also came in second place.

Reutlingen's policy of striving to ensure that in future every student spends at least one semester abroad gives the university a special edge. Excellent relations with industry also provide clear advantages for the students.

66.1 % of the personnel managers were from companies with more than 1000 employees and considered practical experience to be the second most important criteria when recruiting new staff (67%) after personality (87%).

The job of the universities is to provide students with an education which includes a sense of values and shows them which factors will be decisive in their future careers. Every third personnel manager attached special importance to international mobility and more than half considered foreign language skills to be very important. Students who want to do well in job interviews should bear in mind that 65% of the personnel managers consider the personal impression which the applicant makes to be very important, and 57% pay close attention to soft skills.

The survey was carried out by *WirtschaftsWoche* in collaboration with the consultants Universum Communications and the recruiting company Access. Details can be found in issue No. 21 of 22nd May 2010, pp. 146-152 "Campus cum laude".