



SURVEY OF CREATIVITY AND BUSINESS INNOVATIONS GRADUATES

Execution time

The survey was conducted 12 months after graduation (Autumn semester, 2025).

Study programme

Creativity and Business Innovations

Objective of the survey

The survey aims to know graduates' opinion about the completed study programme, acquired competence and employability in the labour market.

Short presentation of the questionnaire

The questionnaire consisted of 9 questions related to the graduate's current activities, workplace and nature of work, employment opportunities. They were asked to evaluate the completed studies, the compliance of the study program with their expectations, the applicability of the acquired knowledge and skills in the labor market on a 5-point scale from 1 to 5, where 5 means completely agree, 1 means completely disagree (when analysing the results, average ratings were calculated). Graduates were asked about the need for qualification improvement, what kind of professional knowledge and skills they would like to acquire/improve, they were asked to assess how much their establishment in the labor market depends on preparation in higher education, and how much on their own abilities and the situation in the labor market. Survey was anonymous. 5 graduates took part in the survey.

Presentation of survey results

All graduates who participated in the survey indicated that they are employed, with more than half (60%) working in a field related to their studies and 40% working in a field unrelated to their studies. Sixty percent of graduates' work in private sector organizations, while 40% of them – in public sector organizations/civil service. The majority (60 percent) of respondents indicated that they work in Vilnius, while 20% work in other region (Varėna) and 20% – in other country – United States of America. The survey results revealed that (60%) of respondents found work within 3–7 months after graduation, while others (40%) were already working while studying.

Graduates evaluated completed studies in the following:

Statements	Average
1. The studies met my expectations	3,8
2. Knowledge and skills which I acquired during the studies are applicable in the job market	4,0
3. The practice activities during the studies were beneficial	4,0
4. It was easy to find a job after completing the studies	2,4
Average:	3,6

20% of respondents claimed that after completing the study program they would need to acquire / improve professional knowledge and skills such like sales, multi-tasking and time management in a fast-paced environment.

Graduates rated how important the following statements are in their working activity:

Statements	Average
1. Professional knowledge and skills	4,2
2. Personal qualities	4,4

Graduates have stated that the personal qualities are more important for their working activity rather than professional knowledge and skills.

According to respondents there are some topics or subjects that would be very necessary when studying this study program: Sales, Digital design, more focus should be placed on LEAN management; also, on deepening the knowledge and practical skills in Data Mining. It was noticed that, a more applied and interactive approach (such as creative problem-solving workshops or real case studies) would help make the Creativity module more relevant and impactful.

Students' comments and remarks about the studies at Vilniaus kolegija / Higher Education Institution

- “The study program offered a broad and interdisciplinary perspective, which was valuable in terms of general understanding. However, I found that this broad scope sometimes made it difficult for employers – and even students ourselves – to clearly identify specific, job-ready skills. For example, while we were introduced to areas such as data mining, business analytics, and digital innovation strategies, these topics could benefit from deeper, more technical focus. Gaining more hands-on experience with tools like Python or R for data analysis, SQL, data visualization tools (e.g., Power BI or Tableau), or innovation project management platforms would help bridge the gap between theory and practice”.
- “It might be more beneficial for future students to start the second year in Estonia and then move to Portugal in the second semester. That sequence could offer a better progression and learning curve, allowing students to build a stronger academic and international experience”.
- “Overall, the program has strong fundamentals, but with more specialization, deeper technical training, and a more thoughtfully structured mobility path, it could offer even greater value to students preparing for professional roles in innovation-driven industries”.
- “Awesome! Missed being a student there”.
- “Overall, I had a great time studying at Vilniaus kolegija and appreciated the international experience and connections I made. The most challenging part was the thesis. While it's meant to be demanding, many of us felt a lack of support due to lecturers being overloaded, especially when supervising students from different institutions. This led to delays and a feeling of being left on our own during a crucial time. Another difficult experience was the way plagiarism and AI use were handled. Instead of open discussions or training on how to use AI tools ethically, the approach felt more like accusations without clear evidence. Personally, this was stressful and made me



question the value of my hard work – even though I was later proven innocent. I believe, a more constructive and supportive approach is needed, especially as these tools become a bigger part of our academic and professional lives”.

- “I am happy about how my studies went”.

NOTE: Graduates’ answers are submitted uncorrected and unedited.

What's next?

The results of the graduate survey are discussed at meetings of the Creativity and Business Innovations study program committee, and decisions are made regarding the improvement of studies based on the comments made by graduates.