

THE UNIVERSITY OF NAIROBI IS THE MOST PREFERRED SOURCE OF NEW STAFF BY KENYAN EMPLOYERS

The Study by CPS International, Marketing and Social Research Firm, Surveyed 67 Universities and 50 Organisations between November and January



University of Nairobi Tower

COOPERATION

- Prestige attached to some universities makes some graduates expensive to recruit.
- Graduates from universities based in cities often demand more salary than those from rural areas.
- Employers called for closer cooperation between them and the institutions in curriculum design and study programmes.
- The study sought to determine the employability of Kenyan graduates, employer views on their quality and the skills they consider most important.

1. The most preferred public universities by employers
 - i) University of Nairobi
 - ii) JKUAT
 - iii) Kenyatta University
 - iv) Moi University
 - v) Egerton University
 - vi) Maseno University and
 - vii) Masinde Muliro University

2. Top favoured private universities were
 - i) Strathmore
 - ii) Daystar *and*
 - iii) Catholic University of Eastern Africa

The survey generally agrees with a similar study by Madison Insurance in 2017 titled: ***“The Higher Education Sector Survey”***.