

Choosing the Right University and Courses? Talentbank's “2025 Employers' Choice” List Reveals Top Institutions Where Graduates Land Jobs Quickly!

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Talentbank, Malaysia's leading authority on graduate employment, has unveiled the highly anticipated “2025 Employers' Choice of University” list on 22 April 2025 at EQ Kuala Lumpur, highlighting top institutions whose graduates are actively sought after by the nation's top employers.

Public universities have secured strong positions among employers nationwide, with Universiti Malaya (UM), Universiti Teknologi Malaysia (UTM), Universiti Sains Malaysia (USM), Universiti Teknologi MARA (UiTM), and Universiti Kebangsaan Malaysia (UKM) recognised as top choices.

Sunway University continues to shine as Malaysia's #1 in Graduate Employability for four consecutive years, firmly establishing its leadership in producing highly sought-after graduates. Sunway University is especially recognised for excellence in Business, Accounting, Computer Science, Hospitality, Culinary Arts, Communication, and Psychology, setting a strong benchmark for quality education in the private higher education sector.

Universiti Tunku Abdul Rahman (UTAR) is also highly commended by employers, recognised for consistently producing graduates who excel in fields such as Engineering, Accounting, Finance, Information Systems, and Actuarial Science. UTAR's strong academic programmes have cemented its reputation as one of the leading private universities in Malaysia.

Employers have further highlighted other outstanding institutions such as Heriot-Watt University Malaysia, Asia Pacific University of Technology & Innovation, IMU University, and Universiti Teknologi Petronas among their preferred choices. These universities are widely acknowledged for consistently equipping graduates with the skills needed to excel across various industries.

"It is encouraging to see the remarkable strides made by both public and private universities in preparing graduates for the job market," said Ben Ho, Talentbank CEO.

The event was also graced by the Guest of Honour, YB Datuk Ts. Mustapha Sakmud, Deputy Minister of Higher Education, Ministry of Higher Education (MoHE), underscoring the government's commitment to aligning higher education with industry needs.

Data-driven Employability Ratings

Talentbank's Employers' Choice List, unlike traditional academic rankings, is exclusively driven by real-world hiring data, gathered directly from leading employers across Malaysia. Prominent companies such as Maybank, CelcomDigi, CIMB, Nestlé, Hartalega, PwC Malaysia, PETRONAS, Public Bank, Sunway Group, Standard Chartered Bank, BDO, DKSH Malaysia, AIA Berhad, Telekom Malaysia, Generali Insurance Malaysia, Western Digital, and many more have contributed their insights, identifying universities renowned for producing highly skilled and job-ready graduates.

This unique ranking utilises Talentbank's National Graduate Employability Index (GE Index), based on a comprehensive, three-tiered approach. First, it identifies universities that employers actively recruit from; second, it quantifies the actual number of graduates hired from each institution; and third, it evaluates employers' repeat hiring patterns based on graduate performance.

More than just a survey, the GE Index serves as a powerful career-planning tool, enabling students and families to align their educational choices with actual industry demands, thereby significantly reducing graduate unemployment.

By leveraging Talentbank's National Graduate Employability Index, school leavers can confidently select universities renowned for delivering highly employable education, significantly enhancing their prospects of securing employment upon graduation.

Talentbank's 15th Anniversary & Soft Launch of Career Playbook

As part of Talentbank's 15th-anniversary celebrations, the company has launched the Career Playbook, an upcoming comprehensive guide designed for Malaysian school leavers, university students, and young graduates. This early introduction provides a preview of the valuable insights it will offer, including guidance on choosing the right universities and career paths, identifying high-growth industries, developing employability skills, and navigating the job application process. The Career Playbook was introduced in the presence of YB Datuk Ts. Mustapha Sakmud, Deputy Minister of Higher Education, Ministry of Higher Education (MoHE), setting the stage for its full release this year.

“For 15 years, Talentbank has passionately dedicated itself to enhancing graduate employability across Malaysia. Through initiatives like the Employers' Choice of University List and our newly launched Career Playbook, we remain committed to guiding students and families towards informed educational and career decisions, ultimately empowering graduates to confidently enter Malaysia's competitive job market. We invest efforts and costs into research to find out which university employers are hiring from, and I hope school leavers and parents can use this as your guide to enrol into the universities that will land you a job quickly,” said Talentbank CEO Ben Ho.

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