



**Connecting
for success!**

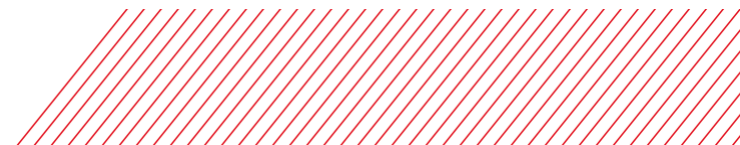
Embedding employability: linking career services and alumni relations with the curriculum

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25 January 2018



**university of
 groningen**

**faculty of economics
and business**





Industry trends in alumni engagement and career services



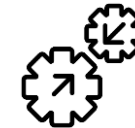
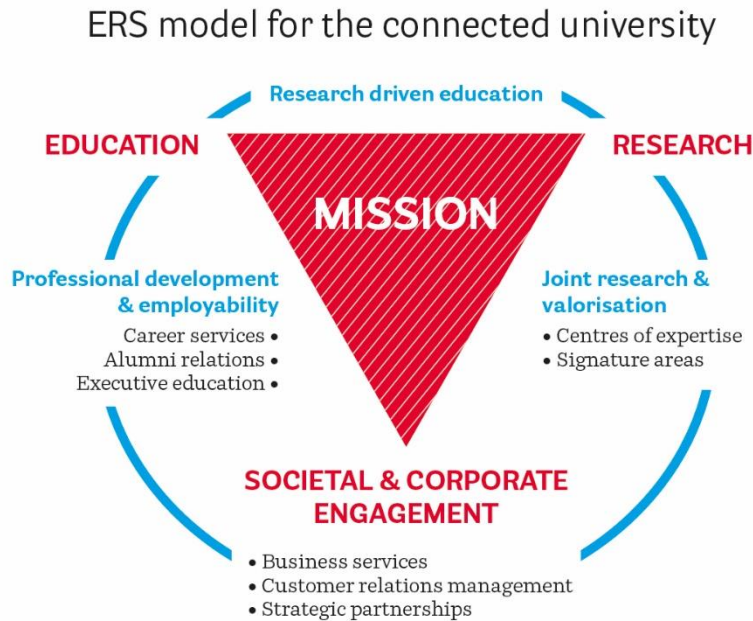
Strategic
Planning



Accountability



Mutual
Value



Integration

ERS model for the connected university





Connecting for success!

Universities stick to the core of research-driven education at academic level, but with an additional focus at professional development and employability

- Emphasis on development of career services at universities
- Embedding Employability – connecting real world to curriculum
- Early career awareness, linking study track to personal development





For Students: FEB Careers Company

mission

FEB Careers Company, in cooperation with our active student body and internal and external partners, wants to provide excellent career preparation for students and empower them to achieve lifelong success in their career journey.





Get ready for your career



Get Advice & Support



Join Activities & Events



Get Experience

Our career services

Throughout the year, the FEB Careers Company and FEB's study associations facilitate services to support you in developing yourself personally and professionally. We help you take the next step for your future in the economics and business job market.

Make sure your briefcase is filled with skills and expertise.



Benefits

- Enhance your employability skills
- Improve your consulting, team, and leadership skills
- Acquire valuable practical experience
- Connect to the labour market
- Obtain company insights
- Gain international experience
- Learn the tips and tricks to get a job



Advice & Support

By offering you a range of services, advice and job market information, we help you find answers to questions like that you encounter when you think about your future career, such as 'what do I want?', 'what suits me?', and 'what do I need?' when you think about your future career.

- Personal consults with our career advisor
- Job market info
- CV & motivation letter checks by FEB Student Team
- Alumni mentoring
- Job board



Workshops & Events

You can join several activities that will help you prepare for the job market and define your career path. Weekly interactive workshops cover career- and job market-related topics like how to present yourself, write a CV and motivation letter, and prepare for job interviews. Connect to organisations during Careers Week and alumni sessions.

- Weekly employability skills workshops (see p. 20)
- Careers Week
- Job insights with FEB alumni

Check the semester calendar at www.rug.nl/feb/career



Practical Experience

To help you obtain practical corporate experience and develop your employability skills, we offer several courses and programmes. These options link your field of study to organisations and their real life business cases.

- Internships
- International exchange
- Business Research & Consulting
- Learning Communities
- Business Challenges

For more info check pages 46-51.



FEB students rated the career services with a 7.4 (compared to a 6.8 in 2015-2016 and a 7.1 in 2016-2017)
Source: Universum Talent Research 2017

Complete overview

Together the faculty, its study associations and the FEB Careers Company provide all kinds of career services throughout the year. Check out www.febcareers.nl for the complete overview.



Practical Experience

- Business Research & Consulting
- Learning Communities
- Master Internship (pilot 5 MSc's)
- Business Challenges
- Corporate Master Programme
- International Business Research
- WinterSchool
- SME Business Challenge
- Battle of Marketeers

International experience

- International Business Research
- European Study Research Fall
- European Study Research Spring
- Freshmen Trip
- Global Research Internship
- FEB Exchange
- International Study Project
- International Marketing Experience
- Dublin Inhousetour
- Expedition Strategy
- International Programme
- International Financial Programme
- London Banking Tour

- Careers Week
- Job Insights with FEB Alumni
- SME Event
- Consultancy Tour
- EY speed dating
- Master Inhousetours
- Inkompass Lunch & Learn
- ING Dinner
- Small Business Event
- Discover the Eemshaven
- Women in Business
- Recruitment Days

Events to connect to companies

- Inhousetour
- TeMa Inhousetours
- Recruitment Dinner Friesland Campina
- Company Visit DNC Media Group
- Network Activity
- Master Marketing – Career Day
- Master Marketing – Brand Experience
- Master Marketing – Intelligence Event
- VESTING Recruitment Dinners
- VESTING Inhousetours
- National Econometricians Day
- Career Experience
- Accountancy Week
- Multinational Cycle
- Dutch Banking Tour
- Advisory Inhouse Days
- Controlling Dinner

Events to expand your knowledge

- EBF Conference
- Eye on ...
- Leadership panel
- Entrepreneurship evenings
- Economic Symposium
- Master Marketing Seminar
- MARUG Conference
- Alumni symposium
- VESTING Conference
- Beleggers & Accountancy Avond
- Risk Conference

Advice & Support

- Personal consults with FEB career advisors
- Career Mentor Programme
- CV & Motivation Letter checks by FEB Student Team

Workshops

- Weekly employability & application skills workshops:
 Tuesdays & Thursdays 14.00-16.00



At FEB you can benefit from multiple career services. This overview shows you all career related activities that support you in your transition from education to employment. Offered by the Faculty, its Study Associations and the FEB Careers Company. Good luck taking the next step towards your future!

FEB for Business

Faculty of Economics and Business



Joint research ▾

Recruitment & Employer Branding ▾

Business School ▾

Northern region ▾

About us ▾

FEB for Business > Recruitment & Employer Branding > Services & Events

Services & Events

Join our Services & Events

Business Challenges

Meet new talent at Careers Week

Student Consultancy

Internships

Career Mentor Programme

Career Guide

Student Consultancy

The Faculty of Economics and Business offers entrepreneurs and organisations from the north of the Netherlands the opportunity to request advice from a team of Master's students under the supervision of a lecturer with business experience. As an entrepreneur, you can submit an assignment in the field of economics or business administration. Assignments may vary from management issues to financing, logistics or HR-related problems. You first have to clearly define the problem facing your company together with the students, so that they can analyse your case accurately and precisely. In this way you can optimally benefit from our students' knowledge and expertise.

The FEB is responsible for making sure that the right students are assigned to your case. In addition the Faculty provides the students with coaching and guidance from lecturers and professional trainers.

Student Consultancy: tailored advice for your company





Different Types of Internships

[Thesis Internship](#)[Master Internship](#)[Global Research Internship Programme](#)[Malaysian Dutch Business Council](#)[UNSA \(Exchange Programme Netherlands & South Africa\)](#)

Master Internship



With the current job market for recent graduates being more competitive than ever, employer increasingly want to see work experience from the new graduates that they hire. FEB run's a pilot in the academic year 2016-2017, offering a Master Internship (MI) in the MSc programmes: MSc BA-O&MC, HRM, Marketing, SCM and TOM¹. The MI offers you the opportunity to gain work experience, combine theory and practice and explore your career interests and skills. The MI is offered to you by the programmes in question in cooperation with FEB Careers Company.

Goal

Upon completion of this internship, you will be able to:

1. Reflect on knowledge and methods from your study field in relation to practical organisational problems
2. Reflect on organisational processes and structures in real life
3. Reflect on own learning process and determine development points
4. Communicate the project results effectively to the organisation



Learning Communities

- Extracurricular
- Multilevel
- Living Labs working on external assignments
- Focus on innovation, new topics and labor market skills



- › Business Challenges
- › Corporate Master Programme
- › Careers Week
- › Student Consultancy
- › Internships
- › **Career Mentor Programme**
- › Career Guide

Career Mentor Programme

Het Career Mentor Programme is dé gelegenheid voor FEB-alumni om te investeren in de bedrijfstalenten van morgen. Een mentor dient als begeleider, bron van informatie en een klankbord voor hun protégé; bovendien moedigen zij studenten aan binnen hun gekozen vakgebied. Studenten hebben doorgaans belang bij advies over studiemogelijkheden, zoeken hulp bij het ontwikkelen van carrièredoelen op lange termijn en zien hun mentor als praktijkvoorbeeld.

Er is geen formele training vereist om een mentorfunctie te vervullen. Wel is het handig om een aantal jaar ervaring te hebben binnen de arbeidsmarkt. Vanzelfsprekend kan dit variëren van 2 tot meer dan 20 jaar.

Het Career Mentor Programme biedt u ook enkele voordelen:

- Coachen van studenten is een inspirerend proces. Het heeft een positieve invloed op uw eigen ontwikkeling en is een interessante professionele extra-curriculaire activiteit.
- Huidige jonge studenten bieden u nieuwe/innovatieve perspectieven op uw werk of binnen uw vakgebied.
- Door via dit programma in contact te blijven met de universiteit, heeft u toegang tot kennis, innovatief onderzoek en een extensief internationaal netwerk.
- U heeft contact met getalenteerde studenten en afgestudeerden die uw toekomstige werknemers of collega's binnen uw organisatie zouden kunnen worden.

Middels het platform Career ConNEXT kunt een persoonlijk profiel aanmaken. Dit profiel bevat informatie over uw achtergrond, vakgebied, ervaring en wat uw verwachtingen als mentor zijn. Zodra u het registratieformulier hebt verzonden, zal de FEB-alumni officer uw profiel activeren en zal het voor studenten mogelijk zijn om u te vinden in de mentordatabank en contact met u op te nemen. U kunt verzoeken via mail accepteren en afwijzen. Als u een verzoek accepteert, bepaalt u samen met uw protégé hoe jullie het mentorschap gaan definiëren en handhaven.



Neem contact op

contact



Neem gerust contact op met mij voor meer informatie over onze talenten.

'Onze studenten staan bekend om hun flexibiliteit'

Voor werving:
Elise Kamphuis
Corporate Relations and
Internship Manager
050 363 7182
e.kamphuis@rug.nl

Word onze Partner



[Bekijk uw opties](#)

Nieuwsbrief

newsletter



[Meld u aan voor onze nieuwsbrief](#)



Connecting for success!

Alumni engagement in universities is growing rapidly

- Stay connected to knowledge and learning
- Be a partner in business
- Contribute to mutual succes



FEB Alumni Network

Stay Connected



► [Join the FEB Alumni Network](#)

► [Events & Networking](#)

► [International Alumni Chapters](#)

Use our Knowledge



► [Get Advice](#)

► [Employer Branding & Recruitment](#)

► [Collaborate in research](#)

Mutual Benefit



► [Become a mentor](#)

► [What can interns do for you?](#)

► [Benefits as a donor](#)



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 and business

Sign in

Welcome to FEB Alumni Network



JOIN NOW

Connect with



LinkedIn



Facebook

Email

Why is it safe to register
with LinkedIn / Facebook?



Re-connect

Find and reminisce with
fellow graduates, see what
they have been up to and
stay in touch.



Give back

Offer to act as a mentor to
our graduating students
and give advice about
working life and careers



Expand

Leverage your professional
network to get introduced
to people you should know



Advance

Advance your career
through inside
connections in our FEB
community

Recently joined



Better leadership with data: research on the tricky role middle managers

Support our alumni community FEB Alumni Network

By becoming a donor of FEB Alumni Network you will be offered free access to most of our alumni events or special alumni fees for premium events. Your donation will also be used to maintain, develop and leverage this Faculty of Economics and Business (FEB) community with the aim to connect our alumni, staff and students.

Support us!

We are looking back on a successful 4th FEB Finance Alumni Event of last Tuesday in Amsterdam. We would like to thank our speakers Wim Holterman and Menno van der Meer and moderator Daan Tavenier for their informative contributions.



Hope to see you all again next year!

The European accreditation institution EFMD has just announced that the Faculty of Economics and Business (FEB) of the University of Groningen has been awarded the prestigious EQUIS accreditation for an additional 3 years.



32
New members
joined in the past month



In October we invited you to join our FEB Alumni Monitor: a survey about the current employment of our alumni, their career choices, and what motivates them in their work. Send us an email via feb alumni@rug.nl for a personal link



Curious about the FEB alumni career choices?
Take part in the alumni survey

Most active users

University of Groningen,
Faculty of Economics and
Business (FEB)

Master of Arts (MA)

1



Andrea Utz

Consultant @
PricewaterhouseCoopers AG
(PwC)
MSc International
Financial Management -
Double Degree Uppsala, 2016
[Willing to help >](#)

2



Yuchen Du

MSc Human Resource
Management, 2016
[Willing to help >](#)

3



Annelieke Achterberg-
Geerdink

directeur @ AOC School
of Management
Bedrijfskunde, 2007
[Willing to help >](#)



Get involved!

You are currently ranked @ 1629



Network Size

29107

Alumni mentors acts as a guide, a source of information, and a sounding board for their student sharing expertise and knowledge in their field of expertise. Sign up as a mentor via www.febalumninetwork.com



www.febalumninetwork.com



Invest in the professionals of tomorrow

Is the overheated housing market in
Amsterdam, Utrecht and Groningen



Embedding Employability Project

Internal audit in all BSc and MSc programmes, interview with program directors

- › Availability of info on graduates of programme
- › Integration of professional field in programme
- › Cooperation with study associations
- › Provision of information on professional field to students
- › Relating students and prospective employers
- › Attention for professional skills in programme
- › Development of professional attitude in programme
- › Stimulus for students to participate in extra-curricular activities

- › Knowledge of and experience with FEB Careers Company services and wishes for cooperation

- › Vision, goals, actions, required resources, related to topic of employability



Embedding employability

Follow up projects:

1. Gathering alumni-data on programme level
2. Involving alumni in the programmes
3. Learning Community Employability for three pilot programmes
4. Master Internship (first in five, now in all programmes)
5. Cooperation between programmes, FEB Careers Company and study associations on career activities and events

Follow up?

- Wijnand Aalderink m.w.aalderink@rug.nl
- Website for alumni www.rug.nl/feb/alumni
- Website for students www.rug.nl/feb/career
- Portal for business www.rug.nl/febforbusiness

Thank you!

ERS model for the connected university

