



UNIVERSITY CENTRES FOR CAREER DEVELOPMENT AND STUDENT COUNSELLING

- Career Guidance at Universities in Serbia –

Tempus project “Development of Career Guidance aimed at Improving Higher Education in Serbia – Careers”



Foreword

This publication aims at offering the review of objectives, activities, programs and achievements of career development centres in universities in Serbia, as well as at offering some answers to the following questions: What innovations are brought by the European paradigm of career guidance? How can we evaluate career guidance in Serbia in the context of such paradigm? What are the perspectives of career guidance development in university education? When and why were university centres for career development established in Serbia? What services do they offer to students? What do they have in common, and in what do they differ? ...

It is important to say that all efforts and initiatives in the sphere of career guidance and counselling at the university level in Serbia have not been presented in this paper.¹ It is a review of to-date activities and plans of institutions that represent a national academic part of consortium² Tempus Project CareerS “Development of career guidance in view of improving university education in Serbia”, managed by the University in Belgrade. A wider objective of this project is career guidance development in view of improving university education in Serbia, and specific objectives include: development of career information services, guidance and education in view of improving employment of youth; better access and diversification of career guidance programs in university institutions; increased recognition of career guidance by the state, universities and social partners; development of career guidance and counselling programs for youth aged between 19 and 30 years (students) and the Methodology of career guidance and counselling of Centres within university institutions.

We would like to thank our colleagues from career development centres of the University of Novi Sad, University of Niš, University of Kragujevac and Singidunum University who gave their contributions for the purposes of preparing this publication. The work on the preparation of this publication would certainly be not so productive and bring so much satisfaction without a team contribution of staff engaged in the Career Development Centre in the University of Belgrade. I would like to thank to Ana Janković Barović, Jelena Kurjak, Katarina Manojlović-Nikolić, Marija Jovanović and Milena Dimitrijević on inexhaustible work, fresh ideas and good spirit. We are looking forward to cooperation with the colleagues from Swansea University from Great Britain, University in Padova from Italy and the University in Silesia from Poland who play a very important and crucial role in this project in assisting that the European experience and good practice examples become integrated in the work of university career development centres and counselling of students in Serbia.

Dejana Lazić

¹ Initiatives and projects of student organizations, student parliaments, SKONUS, other career development centres, efforts of certain faculties' administrations, enthusiasm of certain teachers, City of Belgrade youth offices...

² This publication represents the initial screening of the status of university centres for career development and guidance at the University of Belgrade, University in Novi Sad, University of Niš, University of Kragujevac and Singidunum University

CAREER GUIDANCE AT UNIVERSITY LEVEL – EUROPEAN PERSPECTIVE AND SITUATION IN SERBIA

It is a fact that Serbia has only 7% of citizens holding university degrees, a high unemployment rate, that students in average need twice as much time to complete undergraduate studies, that there is a great number of students who give up university studies, that 78% of students wish to leave the country after graduation, stating as the main reason impossibility to find a job or make a professional advancement, that only 13% of students enrolled in 2003 completed the studies within the prescribed term³. In addition to that, students completing their studies face another great challenge – making a decision in which direction their career should go. The world economic crisis and its effects in Serbia may lead to multiplication of problems and even greater hopelessness of the youth.

The fact is that there is no sufficient number of free job posts for university educated staff in Serbia, that there is a grey market with its unwritten laws, prolonged economic dependence on parents, as well as insufficient knowledge of the labour market, lack of knowledge how to seek employment, underdevelopment of entrepreneurship system of values, insufficient mobility and lack of required knowledge and competences.

Some of the above facts may be changed owing to quality services of career guidance. For the purposes of this publication we will make a quick reference to the European perspective of career guidance, a new paradigm, as well as the status of career guidance at the university level in Serbia.

A New Paradigm of Career Guidance

There are numerous international reports on the status and perspective of career guidance in Europe. As of 2002, the actuality of this problem has been reflected in OECD reviews for 14 countries, CEDEFOP reviews for 7 European countries, the World Bank's reviews for 7 countries, ETF reviews for 11 EU candidate countries and 10 Mediterranean countries. All these reviews state that the career guidance is important for individuals, but that it also contributes to the achievement of objectives of public policy in the sphere of education and training, in terms of higher efficiency, higher level and quality of human resources, advancement of skills, and increased percentage of education effectiveness. These reviews also state that career guidance contributes to a higher efficiency at the labour market /employability and mobility/ social inclusion and active role of citizens.

The Council Resolution on better integrating lifelong learning strategies⁴ states that career guidance includes offering information, counselling, assessment of competences, support and training in the sphere of decision making and career management skills. The definition which is accepted by most experts is that career guidance includes the activities of career information, education and counselling aiming at helping persons of any age at any moment to make decisions in relation to education,

³ These data have been provided from different sources, some of them result from researches conducted by the Centre for educational policies, local youth offices, different reviews, designed by the Sector for Scientific Activities of the University of Belgrade

⁴ Council of the European Union, Council Resolution on better integrating lifelong learning strategies, Education, Youth and Culture meeting of 21 November 2008, Brussels, 2008.

professional advancement and professional life and successful career management⁵. The idea of career guidance is to teach individuals how to plan and make decisions relating to learning and employment and future career.

Career guidance assists individuals to recognize their ambitions, interests, qualifications and possibilities to get familiar with the labour market and educational system and to relate all this with their potentials in a certain way.

The objective of career guidance is to provide support to an individual to choose the option within numerous available career opportunities in order to develop and use his/her own potentials optimally and in accordance with his/her own interests and values and in that way get satisfaction in a professional and private life.

A new paradigm of career guidance has been recognized both by numerous Anglo-Saxon countries and by EU member states, bringing the changes which have been reflected in the following:

- career guidance both in policy and in practice must take into account in the **life-long perspective** that occasional interventions in key life moments are not sufficient any more,
- that it is necessary that **the emphasis should be moved from a psychological to a more pedagogical approach** – that the emphasis is not made on psychological testing any more, but on different manners of trial in the world of business,
- that it is **necessary that external expert support should be gradually departed from** and that the **skills of independent career management** should be ensured,
- another step forward which is also necessary is to train an individual for **different types of self-assistance**, as well as a **higher presence of group counselling** compared to individual counselling which used to be a priority in the past.

Also, a new paradigm in career guidance recognizes career guidance as **a life-long process of acquiring skills**. That process ensures that people remain responsible for their own career development, that they stay focused, stable and ready to adapt and respond to changes in the long run. A new paradigm of career development changes the emphasis from career selection in the past to **career building**.

Career Guidance in Serbian Universities

A representative of the European Foundation for Education visited Serbia in March 2011 to assess the **progress of Serbia in the sphere of career guidance in the period between 2004 and 2010** and analyzed the trends and perspectives of career guidance development in terms of a new paradigm. One of the challenges that Serbia faces, in his opinion, is ensuring top quality career guidance programs, the other challenge is the development of the system in accordance with a new paradigm which includes a higher availability of services, a higher emphasis on career guidance skills, increase of effectiveness and quality of services and career guidance activities.

Current modalities of career guidance in Serbia, according to ETF report⁶ include the curriculum mode, model of the centre, specialist, semi-specialist and virtual. The model of a career development centre is the model with the highest representation which may be seen in somewhat adjusted table which is a part of that report, where only the data related to career guidance in the sphere of university education have been included.

⁵ OECD 2002 and 2004, The European Commission Lifelong Guidance Expert Group (in 2012), the Council of the European Union 2004 and the World Bank /2008/

⁶ Helmut Zelloth: Career Guidance Development Trends in Serbia, working paper, ETF, 2011.

MODALITIES	CAREER INFO	CAREER MANAGE-MENT	WORK TASTING	TESTING	INDIVIDUAL AND GROUP GUIDANCE
CAREER CENTRE MODEL	✓	✓	✓	✓	✓
CURRICULUM MODEL	☹	☹	☹	☹	☹
VIRTUAL MODEL	✓	✓		✓	
SPECIALIST AND SEMISPECIALIST					

ETF experts recommended a more decisive transfer from traditional activities based on psychological testing to modern and more pedagogical methods applied in view of developing career guidance skills, as well as different programs aiming at introducing candidates with the atmosphere at work and researching the world of work. It has been recommended that skills and capacities of users for self-assistance should be encouraged which include, for example, the introduction of SOS line and information systems for professional orientation, self-assessment, etc. Improvement of quality and efficiency has been indicated as one of the challenges as well. The report states that the main factor of quality improvement is related to practicing staff, people employed in centres and offices engaged in career development. Vocational resources of employees should be developed in order to ensure a further development of their competencies, and the programs for career guidance skills development should be more represented, in cooperation with academic community.

Career guidance in the sphere of university education on Serbia is the sphere which is certainly getting more and more significant. The readiness of the state to become more actively engaged in the system of career guidance in Serbia /adoption of the National Strategy for Career Guidance and Counselling in the Republic of Serbia⁷/ recognition of a strategic significance of existence of centres by universities⁸, as well as the support of the European funds dedicated to university education⁹ certainly ensure a good base for building the system of career guidance and counselling at the university level in Serbia and the development of this sphere in years to come.

⁷ The National Strategy for Career Guidance and Counselling in the Republic of Serbia certainly represents a significant strategic framework and platform for institutionalization, sustainability and further development of career guidance in Serbia

⁸ Only during the period between 2006. – 2012 were career development centres established at state universities (Belgrade, Novi Sad, Niš, Kragujevac, Novi Pazar, Kosovska Mitrovica), as well as on private universities (Singidunum and Megatrend)

⁹ TEMPUS projects: CareerS, ISIS, CONGRAD

CENTRES FOR CAREER DEVELOPMENT AND STUDENT COUNSELLING AT SERBIAN UNIVERSITIES – BASIC SERVICES

Current trends for developing different student services aiming at improvement of studies and representing the system of support to different student needs, a need for a more intensive cooperation with the industry, alarming percentage of students giving up their studies, too long duration of studies, a high unemployment rate are some of the reasons why state and private universities in Serbia have established centres for students' career development. Establishment and development of centres in certain cases represented a part of universities' strategy to encourage the development of skills ensuring a sustainable employment.

The first career development centres were established in Serbian universities during the period from 2006 to 2007 upon initiative of Crown Prince Alexander II Foundation for Education and Culture and with the support of the University in Nottingham. The Career Development Centre of the University of Belgrade was established at the end of 2006, and during 2007, career development centres were established in the state universities in Kragujevac, Novi Sad and Niš. All of these centres were established under the Decisions of Councils of parent universities as organizational units within their composition. The similarity in their work certainly results from integrated training for work in the centres which the participants attended in Great Britain, as well as from the training subsequently organized by the Career Development Centre in the University of Belgrade one year after the work in the centres in the University in Novi Sad, Kragujevac and Niš, in accordance with verified experience of its positioning at the university and within the business community, work with students and employers and developing programs adjusted to Serbian students and graduates. During 2011 and 2012, new career development centres were established in the state universities in Novi Pazar, Kosovska Mitrovica and in the private University of Megatrend. Centres established at private universities have taken a slightly different development path. Singidunim University established the Career Development Centre owing to a successful implementation of the project for competitiveness development, financially supported by the USAID.

The table below shows current units or services at university centres for career development and student counselling, as well as a short description of each of them.

	UBG ¹⁰	UNS ¹¹	UNI ¹²	UKG ¹³	USGD ¹⁴
Career Information	✓	✓	✓	✓	✓
Career Counselling	✓	✓	✓	✓	✓
Career Education	✓	✓	✓	✓	✓
Liaison with the business world	✓	✓	✓	✓	✓

¹⁰ Center for Career Development and Student Counselling of the University in Belgrade

¹¹ Center for Career Development and Student Counselling of the University in Novi Sad

¹² Center for Career Development and Student Counselling of the University in Niš

¹³ Center for Career Development and Student Counselling of the University in Kragujevac

¹⁴ Center for Career Development and Student Counselling of Singidunum University and Career Centre FEFA

Career Information

Career information is a group of activities oriented to offering information on career opportunities, educational institutions and programs – formal and informal, educational profiles, as well as information on the labour market, occupations, possibilities and perspectives of employment and career development. Career information is a precondition for an adequate decision-making and selection of direction of education and selection of occupation, therefore its function, among other things, is the prevention of making decisions based on insufficiently studied available opportunities and possibilities.

Career information activities are conducted directly and indirectly through different media - interviews, tribunes, workshops, brochures, manuals, Internet, presentations, public information media, education fairs, practical work and employment.

Career Counselling

Career counselling represents a group of activities aiming at providing support to individuals to make decisions on the type of work they want to do, to make the choice among alternatives, to find a job and be successful at work, make career changes, continue education or choose additional studying and training. Efficient career counselling is the counselling directed to a personal development of an individual, starting from the individual and his/her needs and capabilities, encouraging him/her to research his/her own potentials, as well as opportunities for studying and/or employment.

Career counselling has been subject to numerous changes in terms of theoretical and practical approach since its beginnings. Modern changes in economy and at the labour market result in a different recognition and experience of a career and success, and therefore in the function and nature of career counselling. Career counsellor is not an expert or professional with all the answers and solutions any more, but his role consists of helping an individual in developing skills and competencies for taking over responsibility for his/her career decisions and for becoming more aware of alternatives and available resources on the path towards the achievement of his/her objectives and desires.

Career counselling may be conducted through different forms of individual and group work, using numerous techniques for psychological assessment and self-assessment of individuals and their potentials, lightening their needs and interests and facilitation of decision-making. On the other hand, counselling interventions in combination with educational aim at improving practical skills required for active and independent job seeking, and/or opportunities for education and professional advancement.

Career Education

Career education refers to the activities assisting young people in the improvement of their knowledge and skills which they need to make professional choices and changes, and/or to understand themselves and impacts they are exposed to, to research career opportunities, to learn to plan and accept changes through life. Career education aims at training an individual to take over the responsibility for his/her own career and professional development, facilitating inclusion of an individual in the world of work, as well as other professional advancement – vertically and horizontally.

Modern comprehension of career education is based on a new paradigm of career guidance. According to this paradigm, career guidance does not refer to the problem of making one and “right” career choice, but to “equipping” individuals with skills that will enable them a continuous making choices required for

responding to constant and rapid changes at the labour market, as well as so that they could maintain the balance between business (work) and other life roles.

Career education can be conducted through different programs – lectures, courses, seminars, trainings, etc. It is related to career information and counselling and makes an integral part thereof, therefore it is often difficult to make a clear difference between them and define where one activity ends and where the other begins.

Liaison with the World of Business

Liaison with the world of business integrates the elements of career information, counselling and education. Through a series of different organizational forms and methods, the liaison with the world of business means ensuring and making opportunities for direct and indirect contacts of students with employers, their approximation and exchange of experience from which both students/graduates and employers will have benefits. Benefits for students are reflected in their obtaining information and advice which might be crucial for their further career development. On the other hand, benefits for employers are reflected in their better information on characteristics of future staff and review of their competences acquired during studies.

Activities within liaison with the business world include organization of practical work, short and long visits to companies, organization of formal and informal meetings of students and business world representatives, organization of educational programs within which business world representatives act in the capacity of lecturers, etc.

Sources:

1. *Strategy of Career Guidance and Counselling in the Republic of Serbia*, the Ministry of Youth and Sports of the Republic of Serbia, 2010.
2. Resolution of the Council and of the Representatives of the Governments of the Member States, meeting within the Council of 21 November 2008 on better integrating lifelong guidance into lifelong learning strategies, *Official Journal of the European Union*, retrieved on February 20, 2012 from: <http://eurlex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2008:319:0004:0007:EN:PDF>
3. *Basic Elements of Career Counselling*, N. E. Amundson, J. Harris-Bowlsbey & S. J. Niles, Belgrade Open School, 2010.

**REVIEW OF UNIVERSITY CENTRES AND ESSAYS ON TO-DATE WORK
OF UNIVERSITY CAREER DEVELOPMENT CENTRES**

UNIVERSITY OF BELGRADE

Studentski trg 1
11000 Belgrade, Serbia

Number of students at the University: 89482

Number of faculties within the composition of the University: 31 faculties

University Centre for Career Development and Student Counselling of the University of Belgrade

Studentski trg 1, Belgrade, Serbia

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centar@razvojkarijere.bg.ac.rs

The Centre assists students of Belgrade University in the development of relevant knowledge and skills for their employment; it helps them in their acquisition of work experience during studies and knowledge of the world of business, and prepares students for a successful transition to the next level of career development after graduation.

Objectives:

1. Ensuring an effective system of support to students and graduates in their development of knowledge and skills which they will need for employment or continuation of education.
2. Increase of percent of students and graduates who have acquired a relevant work experience during studying and soon after graduation.
3. Ensuring cooperation with all faculties of Belgrade University and enhancing integration role of Belgrade University.
4. Promotion of students and graduates of Belgrade University as future experts in different spheres of work and the University of Belgrade as a leading institution for university education in the region.

Number of permanently employed / persons engaged on a different basis in the Centre: 4 / 2

Average number of contacts / interactions with clients/students (personal, by phone, e-mail): 200-250

Current units / services in the Centre:

- ✓ Career information
- ✓ Career counselling
- ✓ Career education
- ✓ Liaison of academic and business community/ services for employers

The following is available to students:

INFORMATION:

- ✓ Access to information on practical work and job competitions
- ✓ Information on companies and employers
- ✓ Information and advice for self-employment / entrepreneurship
- ✓ Information on the labour market
- ✓ Information on where former graduates became employed
- ✓ Access to information on continuation of studies in the country and abroad
- ✓ Information on scholarships
- ✓ Information and guidance on finding post-graduate courses
- ✓ Receipt of job advertisement by e-mail
- ✓ Meetings / interviews with students in faculties
- ✓ Information brochures, guides, leaflets for students

COUNSELLING:

- ✓ Scheduling career counselling /face-to-face session
- ✓ Short counselling on the spot / open door – counsellor on duty
- ✓ Career counselling and information with the use of a computer in the Centre
- ✓ Career counselling and information by phone
- ✓ Career counselling and information by e-mail
- ✓ Reviewing and correcting CVs
- ✓ Reviewing and checking motivation and cover letters, references
- ✓ Guidance in applying for scholarships

EDUCATION:

- ✓ Simulation of interviews (with employers and counsellors in the Centre)
- ✓ Workshops, e.g., career education, job-seeking, etc.
- ✓ Soft skills trainings
- ✓ Trainings for career guidance skills and development of employability
- ✓ Interviews / meetings with employers
- ✓ Getting familiar with different careers through panel discussions, lectures, etc.
- ✓ Visits to companies

- Employers Directory
- Educational Institutions Directory
- Post-Graduate Courses Database
- Internet Access
- Website
- Library
- Employers Presentation
- Fairs
- Reference to other institutions

The following will be available to prospective students:

- ✓ career information and guidance in relation to choosing a study program,
- ✓ public presentations to students and parents on opportunities for practical work, and/or employment

The following is available to graduate students:

- ✓ access to all services for students for a certain period of time after graduation

The following is available to employers:

INFORMATION AND PROMOTION:

- ✓ provision of information on companies for all students
- ✓ publishing job vacancies and other advertisements
- ✓ promotion of advertised permanent and occasional job posts
- ✓ promotion of opportunities for practical work
- ✓ targeted distribution of job advertisements
- ✓ targeted promotion of events at which employers take part
- ✓ possibility of holding presentations for students by companies
- ✓ possibility of attending fairs at universities

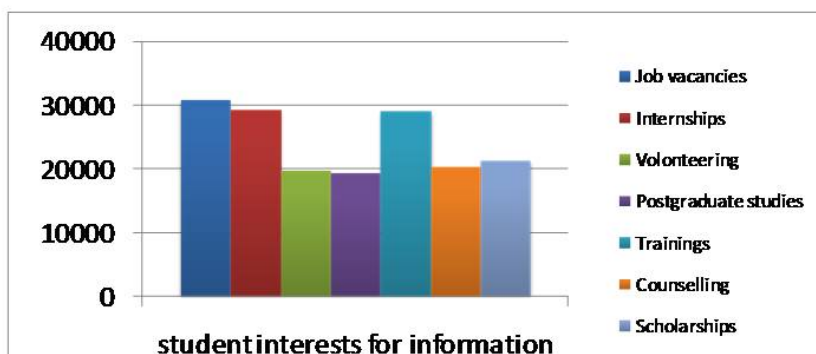
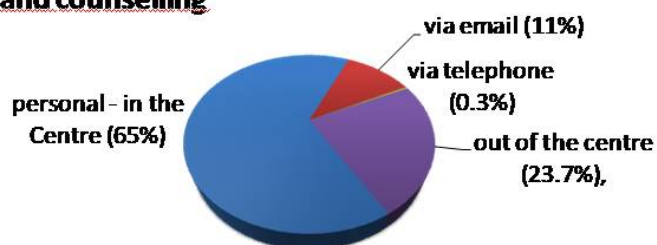
ASSISTANCE AND CONSULTANCY:

- ✓ special section at the site dedicated to employers
- ✓ availability of employees in centres for meetings with employers
- ✓ consultancy on issues of employment and engagement of graduate students
- ✓ consultancy and assistance in organizing practical work
- ✓ collection of candidates' applications
- ✓ pre-selection of candidates
- ✓ ensuring space for testing candidates at the University
- ✓ communication of selection results to candidates
- ✓ trainings for tutors
- ✓ monitoring and evaluation of practical work programs



UNIVERSITY OF BELGRADE
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 centar@razvojkarijere.bg.ac.rs

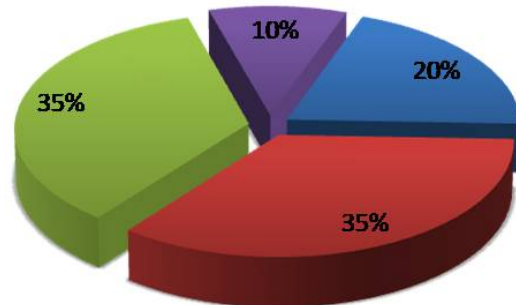
Career Information and counselling



UNIVERSITY OF BELGRADE, University Centre for Career Development and Student Counselling



Individual counselling - topics



- Lack of motivation for studies (20%)
- Career decision making problems (35%)
- Job hunting and internship search (35%)
- Studies abroad and looking for scholarships (10%)

Group counselling – topics:

- Writing CV and motivation letter (95%)
- Career planning (5%)



UNIVERSITY OF BELGRADE, University Centre for Career Development and Student Counselling

CAREER EDUCATION

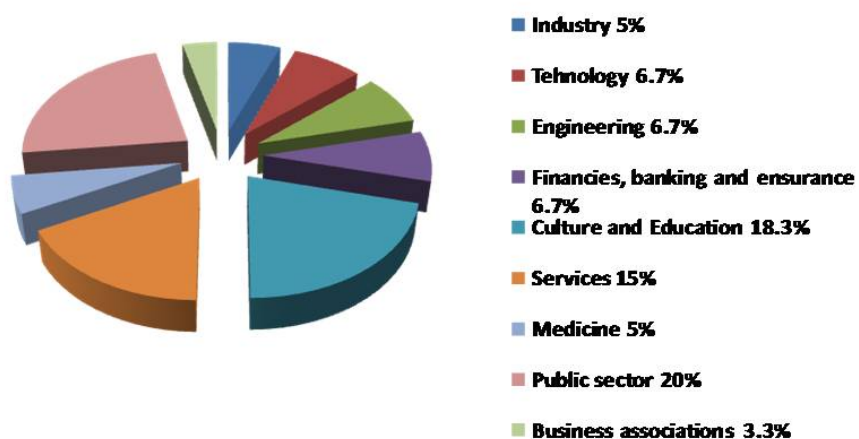
- Lectures and workshops
- Take-away publications (edu-brochures, booklets, posters)
- Library and resource area
- On-line resources



UNIVERSITY OF BELGRADE, University Centre for Career Development and Student Counselling



Cooperation with the business world / by sectors



UNIVERSITY OF BELGRADE, University Centre for Career Development and Student Counselling



Cooperation with the business world – programs



UNIVERSITY OF BELGRADE, University Centre for Career Development and Student Counselling



- STUDENT-CENTRED CENTRE - CENTRE FOR CAREER DEVELOPMENT AND COUNSELLING OF STUDENTS OF BELGRADE UNIVERSITY

Katarina Manojlović – Nikolić and
Marija M. Jovanović
University of Belgrade

The Centre for Career Development and Student Counselling of Belgrade University was established as an organizational unit of the University of Belgrade on 5 December 2006, owing to the initiative of [Crown Prince Alexander II Foundation for Education and Culture](#) and successful cooperation of [Nottingham University](#) with [the University of Belgrade](#). The Centre for Career Development and Student Counselling of Belgrade University was officially opened on 12 December 2006 and represents the first centre of this kind at the university level in Serbia.

The initial team of the Centre completed a special training in the Centre for Career Development in the University of Nottingham in September 2006 after which, having acquired the positive practice of this services which had been present for decades in most universities worldwide, it intensively worked on preparations for activating and promotion of new services for students and acquiring of partners and associates. By organizing the training during 2007, the Centre helped initial teams of new university centres for career development which had been established and started with work at universities in Kragujevac, Novi Sad and Niš.

Comments published in the first portfolio of the Centre's success in 2007¹⁵ speak best of the Centre's achievements after the first year of work. We would like to share some of them here:

"In Europe and worldwide, universities which have career development centres within their composition are deemed to be significant business partners. I am very much pleased with the fact that the University of Belgrade, owing to the activities of the Centre, has become not only the place where employers may get professional and valid information on university educated staff, but also a driver of changes in view of increasing mobility of students and employability of our graduates. Owing to enthusiasm, commitment and professionalism of the staff in the Centre, with enviable results in the sphere of information, counselling and education of students, many an employer recognizes the Career Development Centre as a unavoidable subject of liaison between the academic and business community. It is an undeniable fact that students need an effective system of support in developing knowledge and skills that will facilitate them in better positioning at the labour market, as well as more rational planning and achievement of professional objectives. Decision-making in relation to education, advancement of knowledge and skills and employment has been considerably facilitated by numerous services designed and successfully rendered by the Centre. I cannot hide my satisfaction when I speak about feedback from our students and graduates. Their comments witness the fact that the Centre, only for the period of one year, became an unavoidable station in different crossroads which young people face during the achievement of their educational and professional objectives. I hope that years ahead of us will support my belief that the first Career Development Centre at the university level in Serbia has been the right and timely response to modern market demands and one of the best paths for promoting the idea of life-long learning."

Rector of Belgrade University
Branko Kovačević, PhD

¹⁵ <http://www.razvojkarijere.bg.ac.rs/docs/Portfolio-uspeha-2007.pdf>

“We live at the time which is very specific and very different than previous epochs. This epoch is marked with information technologies and great flow of information. Therefore “classical knowledge” acquired during university studies is not enough for someone to be easily and quickly recognized for his/her qualities. No student or almost none of students do learn how to write a CV at standard courses or how to communicate with future employer. Career development centres in numerous university centres offer a precious assistance in acquisition of these skills. Therefore, we should not be surprised with the fact that such a centre at the University of Belgrade soon found its place and role, which is why I think it should be provided support in its further development.”

Neda Bokan, PhD, Vice-Rector for Education
University of Belgrade

“My name is Nenad Sovtić and I study law at Belgrade Law University. I regularly visit the Centre. Like most of my fellow colleagues, I was a sceptic at the beginning with respect to the Centre and its purpose. I have passed the Centre’s door for several times and read the inscription on them, but I have never entered. One day I came in to find out about the Centre’s activities.

I was welcomed by smiling, cheerful and pleasant faces of persons working there. I was kindly explained the purposes of the Centre, opportunities offered to young people, educated and future academic citizens. The first visit woke hope in me that I would find a job I wished after the completion of my studies.

The Centre monitors educational activities of students and directs them toward the achievement of their objectives. It schedules meetings with companies looking for university educated staff. The Centre is one type of mediator between the students and for now untouchable representatives of companies investing in our country. It ensures building of a business relationship during the studies to those who have been interested in that, irrespective of whether they achieve good results during studies.

I think all the best about the Centre and I wish them to continue in that direction! You should knock the Centre’s door and enter, you won’t regret.”

Nenad Sovtić
Law student at University of Belgrade Law Faculty

The key role of the Centre is to assist students of Belgrade University in development of those skills and competences that will be significant for their employment; to assist them in acquiring work experience during studies and knowledge of the world of business, to prepare the students for a successful transition to the following level in career development after graduation.

Service users of the Centre for Career Development and Student Counselling include undergraduate and graduate students, as well as employers, and the web site of the Centre at the address www.razvojkarijere.bg.ac.rs targets them as key target groups. The site combines the approach based on needs and resources, and/or offers the opportunity to visitors to take the path leading from a target group towards available services and information, as well as the path starting from resources and programs presuming a visitor already knows what he/she needs and presuming he/she can choose from the offered list.

The Centre assists **students** by getting familiar with the range of available career options. It presents them the possibilities for success in a certain career, introduces them with necessary actions that must be taken so that they could achieve set career objectives and ensures that they get familiar with skills required for an efficient work in a society which rapidly changes, that they become more self-confident and competent to take a proactive role, show initiative, learn how to set objectives and take responsibility for their implementation. Students have access to information, guidance, education and liaison with the business world.

Career Information

The Centre regularly informs undergraduate and graduate students on current job competitions, scholarships, different trainings and possibilities to acquire work experience through practice, volunteering, on free job posts, trying to present them actual career options available to them. Students may access the above information: by using the Centre's resources – in person, in discussion with employees and practical work attendees, in the Centre's premises, by accessing the Internet Site and Facebook page, by reading targeted e-mails, by phone, by using college bookshop materials and the library, free brochures and manuals. Students who fill in a short form for registration in the database of the Centre can receive information filtered according to their interests, study year and faculty to their e-mail address.

Career Counselling

Individual career counselling covers the issues in relation to their personal career development. It is the process of offering assistance to undergraduate and graduate students in view of acquiring skills for studying career options and making career-related decisions by which they will increase their chances in relation to employment and by which they will become readier to start job seeking. In addition to that, individual counselling covers specific issues that student may face during the studies, such as inefficient methods of learning, lack of motivation, stage-fright when taking an exam, etc. Since September 2011, the University Centre for Career Development and Student Counselling has been organizing group counselling on topics undergraduate and graduate students have recognized as the most vital.

Students may ask for advice also by e-mail and to receive a detailed answer within no longer than three days from the staff engaged in the Centre, as well as to access the Virtual Counsellor at the site of the Centre and ask for additional information and advice related to creative job seeking, decision-making, networking, etc.

Career Education

Through different programs for career education, program for encouraging employability and other regular educational programs, the Centre for Career Development timely prepares undergraduate and graduate students for the labour market, improves their skills and assists them in their acquisition of additional knowledge that will be significant for their employment and future work.

The programs for career education of the Centre for Career Development and Student Counselling:

- target undergraduate/graduate students and their needs,
- are modern and in accordance with the latest trends,
- include the representatives of academic and business community, as well as other professionals.

Career education refers to development of knowledge, skills and behaviour through different programs, trainings aiming at making students capable of successful inclusion in the world of work.

Students can access numerous resources of the Centre which include educational brochures on different topics, PDF-database at the site of the Centre which includes the presentations of workshops organized in the past and the materials for participants, excerpts from useful local and foreign manuals and articles.

Employers are offered a series of free services in the Centre for the purposes of a faster and easier recruitment of staff for available job posts and professional practice, as well as for the purposes of promotion of youth employment policy. The Centre has actively cooperated with more than 300 companies and organizations since its establishment.

A special service has been established within the Centre in charge of an efficient liaison of the business world with Belgrade University students and academic community in general. All the services offered by the Centre to employers may be viewed at the Internet page of the Centre where they have been classified

in two packages - starting¹⁶ and advanced¹⁷ service package with the idea that each employer, according to its needs, should model what such cooperation should include.

These are our answers to the question why the Centre is considered to be a good associate to employers:

- accuracy, efficiency and kindness are the basic principles of our work,
- we cherish an individual approach, both to undergraduate and graduate students, and to employers,
- we cooperate with all faculties of the University of Belgrade,
- we cooperate with most of student organizations in Belgrade,
- we have a personal contact with students,
- we use diversified channels of communication,
- we constantly improve the work of the Centre and design new services,
- we try to fully meet your desires and needs
- view the list of registered employers¹⁸
- WE SAVE YOUR TIME, ENERGY AND MONEY¹⁹

The Centre conducts different activities throughout a year in view of introducing students and future young specialists with the functioning of the labour market and modern tendencies in the business world. One of the most interesting forms of a direct liaison of students with the representatives of the business world from which they can find out how a career looks like in a certain sphere is represented by the **program Panel discussion and round tables “I am about to complete my university studies, what should I do now?”** where former students of the University of Belgrade speak about their first experiences after graduation and challenges they have faced and which they overcome everyday in their career. During the period of five years of its work, the Centre has advertised a great number of jobs, organized and promoted numerous programs for practical work and implemented numerous projects, programs and trainings on its own or in cooperation with local and foreign partners in view of better liaison of the business and academic community and increasing competitiveness of undergraduate and graduate students of Belgrade University at the labour market. We will present the summary of some of our programs and projects.

Program «Career 3 in 1 – career information, counselling and education»²⁰ includes two-day visits to faculties during which the students have the opportunity to find more about the services offered by the Centre and register in the info-list of the Centre. Those who bring their CV can obtain useful information and advice on the spot how to improve their chances with employers. In addition to that, the program includes the organization of educational workshop or lectures on different topics which are chosen in accordance with students' interests and needs. Within the program which has been implemented since 2010, the Centre has visited six faculties and increased the percent of organized personal counselling in comparison to electronic and telephone counselling, as well as the number of registered users.

Within the program for visiting companies **«Meet the Business First Hand»²¹**, which has been implemented since 2008 in cooperation with the American Chamber of Commerce in Serbia, students have had the opportunity to visit 17 companies, as well as to “find out from the first hand” in a direct contact with top management how the process of candidate selection looks like, how a business day in the

¹⁶ <http://www.razvojkarijere.bg.ac.rs/index.php?websection=osnovnipaket>

¹⁷ <http://www.razvojkarijere.bg.ac.rs/index.php?websection=naprednipaket>

¹⁸ <http://www.razvojkarijere.bg.ac.rs/index.php?websection=saradnja>

¹⁹ <http://www.razvojkarijere.bg.ac.rs/imagesforsite/Benefits.jpg>

²⁰ <http://www.razvojkarijere.bg.ac.rs/index.php?websection=Karijera3u1>

²¹ <http://www.razvojkarijere.bg.ac.rs/index.php?websection=MtB1H>

company looks like, whether organized system of practice exists or not. Students could get introduced with work processes and obtain a series of advice in relation to career development. To date, over 600 students, attendees of the program, have had the opportunity to meet over 200 professionals in different spheres within this program.

During the period between July and November 2010 and in cooperation with students, the Centre for Career Development and Student Counselling of Belgrade University conducted the promotional campaign «**Career Chat – Conduct Career in Right Direction**». The campaign «Career Chat» aimed at encouraging the youth activism, their inclusion in building their own careers, introducing them with the program and services of the Centre for Career Development and with the programs under which they could increase their chances with future employers, as well as creating the brand of the Centre dedicated to students, getting the publicity with the youth and with the whole Belgrade population. Three events were realized during the campaign: Career-Bus, Centre Boxes and Career Chat – Career Chat Café ²².

The project «MENJAŽA – Menjam tremu za pripremu» (Changing Activities – Exchange of Stage-fright for Preparation)²³ was dedicated to ensuring a higher availability and deepened information of the youth on career. A series of interesting educational materials was used to approach career options and information to the youth in Belgrade and inform them with the demands of a modern labour market. The project was attended by 15 representatives of youth offices from the territory of the City of Belgrade, who attended training for trainers, after which they continued to educate the youth in their municipalities. This project was continued by the project «**Career triathlon – encouraging young staff through information, education and liaison with the public sector**»²⁴.

The program «KADAR DA BUDEM KADAR» (Capable of being a staff member) represents a series of training which are delivered by experts in the sphere of human resources of leading companies-members of the American Chamber of Commerce in Serbia as visiting lecturers of the Centre for Career Development and Student Counselling, in view of improving the skills of young graduates and undergraduate students who wish to improve their chances at the labour market. The program was initiated in 2010 and 90 highly motivated young people, undergraduate and graduate students of Belgrade University have participated in it so far, who have obtained a unique certificate on attending the training course upon completion of the program.

The program «University Internship – BG PRAKSA» has been implemented based on the Protocol of Cooperation in the sphere of organizing and conducting the practical work of students in public and utility companies in Belgrade and in the City Administration, signed by the rector of Belgrade University and the Mayor of Belgrade in 2010. During the last two years, 336 students of final years attended the program and had the opportunity to conduct several-months long professional practical work in some of 20 city companies and 12 organizational units of the City Administration. The program includes the engagement of tutors from companies and their support to attendees during the practical work. In the end, each attendee gets the certificate on the completed practical work and potential reference or offer for a job.

During November 2011, «**University Scholarships Fair**»²⁵ took place for the first time with a view to inform students on scholarship programs at local and foreign universities, affirm scholarships as source of funding and motivate students to accomplish better academic results. Two and a half thousand visitors

²² <http://www.razvojkarijere.bg.ac.rs/index.php?websection=karijerisanje>

²³ <http://www.razvojkarijere.bg.ac.rs/index.php?websection=menjaza>

²⁴ <http://www.razvojkarijere.bg.ac.rs/index.php?websection=KarijerniTriatlon>

²⁵ <http://www.razvojkarijere.bg.ac.rs/?websection=sajam-stipendija>

passed through the Rectorate during nine hours of the fair's duration. The manuals «Guide for Studies Abroad» and «Information on Scholarships»²⁶ were prepared for the fair's purposes.

One of the latest programs «**PRACTICAL LESSONS**» was designed to cover the interests of students of certain faculties and their needs with respect to career development and help them get important advice and guidelines in a direct contact with different employers which should facilitate their employment process and introduction to the world of work. Each semester, the Centre hosts one employer with which workshops are organized on a monthly basis for students of different groups.

After five years of establishment, the Centre continues with its enthusiasm and creativity in developing new programs, always focusing on a student and continues to be the place where a young person can develop skills during studies and get new experience important for future progress and career building.

²⁶ http://www.razvojkarijere.bg.ac.rs/docs/Informator_USS_final.pdf

UNIVERSITY OF NOVI SAD

Trg Dositeja Obradovića 5
21 000 Novi Sad, Serbia

Number of students at the University: 45000

Number of faculties within the composition of the University: 14

University Centre for Career Development and Student Counselling of University of Novi Sad

Dr Ilije Đuričića 3, Novi Sad, Serbia
<http://www.razvojkarijere.uns.ac.rs/>
+381 21 485 2041
ssonja@uns.ac.rs

The University Centre is an organizational unit of the University of Novi Sad established to ensure an effective system of support to undergraduate and graduate students in developing their knowledge and skills which they will find significant for employment or further education and for liaison between the academic and business community.

The activities of the University Centre include:

- developing competencies, knowledge and skills of students which are crucial for their employment;
- provision of information to students on opportunities for additional education, scholarships in the country and abroad, and job offers;
- ensuring liaison of students and employers by organizing vocational practice and training programs in leading companies and organizations in the country for potential employment;
- organizing presentations on companies, their business ethics and recruitment policies;
- consultancy to students having dilemma with respect to choosing career or positioning at the labour market after graduation;
- other counselling services with respect to career development;
- coordination of work of career development centres at the faculties within the University;
- monitoring of accomplishment of strategic objectives in the sphere of employment in cooperation with the Committee for Strategic Development within the University Council.

Number of permanently employed / persons engaged on a different basis in the Centre: 1 / 10-15 (staff conducting practical work)

Average number of contacts / interactions with clients/students (personal, by phone, e-mail): 0 - 50

Current units / services in the Centre:

- ✓ Career information
- ✓ Career counselling
- ✓ Career education
- ✓ Liaison of academic and business community/ services for employers

The following is available to students:

INFORMATION:

- ✓ Access to information on practical work and job competitions
- ✓ Information on companies and employers
- ✓ Information and advice for self-employment / entrepreneurship
- ✓ Receipt of job advertisement by e-mail
- ✓ Information brochures, guides, leaflets for students

COUNSELLING:

- ✓ Psychometric testing
- ✓ Scheduling career counselling /face-to-face session
- ✓ Short counselling on the spot / open door – counsellor on duty
- ✓ Career counselling and information with the use of a computer in the Centre
- ✓ Career counselling and information by e-mail
- ✓ Reviewing and correcting CVs
- ✓ Reviewing and checking motivation and cover letters, references

EDUCATION:

- ✓ Workshops, e.g., career education, job-seeking, etc.
- ✓ Soft skills trainings
- ✓ Trainings for career guidance skills and development of employability
- ✓ Simulation of interviews (with employers and counsellors in the Centre)
- ✓ Interviews / meetings with employers

- Website
- Library
- Employers Directory

The following is available to graduate students:

- ✓ information on practical work for graduate students,
- ✓ information on post-graduate studies for graduate students,
- ✓ information on scholarships for graduate students,
- ✓ alumni information, contacts and help

The following is available to employers:

INFORMATION AND PROMOTION:

- ✓ provision of information on companies for students
- ✓ publishing job vacancies and other advertisements
- ✓ promotion of advertised permanent and occasional job posts
- ✓ promotion of opportunities for practical work
- ✓ targeted distribution of job advertisements
- ✓ targeted promotion of events at which employers take part
- ✓ possibility of holding presentations for students by companies

ASSISTANCE AND CONSULTANCY:

- ✓ special section at the site dedicated to employers
- ✓ consultancy on issues of employment and engagement of graduate students
- ✓ consultancy and assistance in organizing practical work
- ✓ collection of candidates' applications
- ✓ pre-selection of candidates
- ✓ communication of selection results to candidates
- ✓ monitoring and evaluation of practical work programs

Centre for Career Development and Student Counselling

Consultation

Practice

Jobs

Courses



University program of work practices in the Assembly, the Provincial Government, the provincial administration and funds, departments and institutes founded by APV

Practice



- eight-year duration of the program
- over 250 participant practitioners
- 30% continue employment

Program 2010/11

- 68 students
- in 26 offices

University program of work practices in local governments and businesses in the APV JK 2010/11



- in cooperation with the Assembly of APV
- donation to the American Embassy and the OSCE
- 29 practitioners
- in 18 municipalities

University work placement program in the NIS

17 practitioners



Practice Program in the Fond, "European Affairs" APV

10 practitioners

Practice Program in the Office of International Cooperation, ACIMSI, Office of accounting and the Center for Career Development UNS

20 practitioners



The project "Virtual job interview"

Is the software with the primary goal of providing better prepare young people for the job search. Facilitating the exercise of conversations with the help of this software and the expert advice of the Center for Career Development Youth will have a better chance to find a job that suits their preferences and insights in the theory and practice, it can and should complement each other.

REVIEW OF TO-DATE ACTIVITIES AND ACHIEVEMENTS OF THE UNIVERSITY CENTRE FOR CAREER DEVELOPMENT AND STUDENT COUNSELLING OF THE UNIVERSITY OF NOVI SAD

Sonja Šovljanski
University of Novi Sad

BASIC INFORMATION ON THE CENTRE

In view of ensuring a professional university service with an effective system of support to undergraduate and graduate students in development of knowledge and skills significant for employment and further education, and in view of strategic liaison of the academic and business community in Novi Sad, Vojvodina and Serbia, the University in Novi Sad established the Centre for Career Development and Student Counselling (hereinafter referred to as: the Centre) in 2007. The office was officially opened in October 2008.

The Centre was established in order to ensure a better positioning of the University in Novi Sad as a modern European University and its faster and more efficient integration in the European sphere of university education. The Centre's activities should compensate for the long-term absence of cooperation of the university and industry particularly in the process of student education and training. The establishment of the Centre for Career Development and Student Counselling, which has been operating in most modern European universities, was regarded as one of the best examples of good practice and proven efficient system of resolving the "as-seen" state.

The Centre for Career Development and Student Counselling aims at preparing students for coming out at the labour market after graduation, for providing them contacts with employers and offering the support in the acquisition of the knowledge and skills required in a modern business world.

The services that the University Centre for Career Development and Student Counselling offers to undergraduate and graduate students include the following:

- assistance in writing professional resumes (CVs), cover letters, job applications;
- workshops, trainings and seminars of soft skills and for career development;
- information on free job vacancies, practical work, volunteering and scholarships;
- presentations of companies and meetings with employers;
- brochures with advice during employment process and career development;
- useful literature in the Central University Library;
- computers for students with continuous Internet connection;
- possibility of making their own profile and leaving a CV at the Centre's site.

In view of ensuring a better cooperation between companies and enterprises and liaison between undergraduate and graduate students, the Centre offers the following services to employers:

- company presentations
- workshops and lectures
- programs for practical work and volunteering
- advertising free job positions

Users of Centre's services:

- all students of the University of Novi Sad, as well as those who graduated at one of the faculties in the last three years;
- employers;
- staff employed at faculties in the composition of the University.

All services of the centre are free of charge for registered students and employers. Undergraduate and graduate students of the University of Novi Sad can register through web portal www.razvojkarijere.uns.ac.rs and then use all the services provided by the University centre.

In accordance with the Rulebook on the establishment of the Centre, the Council of the University Centre consisting of two representatives appointed by the Senate and one member of the Board of Directors of Crown Prince Alexander II Foundation for Culture and Education ensure the operation of the University Centre. The Council was officially established during 2010.

RESEARCH

ATTITUDE OF STUDENTS TOWARDS ESTABLISHMENT OF THE CENTRE FOR CAREER DEVELOPMENT AND STUDENT COUNSELLING AT THE UNIVERSITY OF NOVI SAD

The basic problem of the research was related primarily to the issue how students regarded the initiative for the establishment of the Centre for Career Development at the University of Novi Sad, in particular, what services the Centre planned to offer or was offering were regarded as more required by the students. The average mark of all items was 3,802 in total which shows a high positive relationship of students towards career guidance services. This finding was in accordance with the research conducted by the Centre for Career Development of the University of Belgrade where the average mark for all services of the Centre was 4. The centres for career development are one of the first and still rare stations where students and young graduates can receive career guidance services in Serbia. Taking into account this fact and the economic situation where youth employability is very low and difficult, these findings confirming that students need assistance and support in relation to employment and career building are expectable.

The subjects regard the services directly related to possibilities of employment in near future as the most required: information on relevant jobs (4.20), information on vocational practical work (4.03), provision vocational practical work (3.91) and ensuring employment (3.97). These findings are also in accordance with the needs of Belgrade University students where the same services are regarded as the most required. Therefore, it may be presumed that those in need of career guidance see the provision of employment as the greatest problem or need.

The next highest mark refers to the service of information on possibilities of further professional training (4.13). This finding reflects the fact that young university graduates are in a great need for further professional training, where the problem of employment and other career needs are left behind.

This may also be concluded according to the following services with lower but still high marks: information on scholarships (3.96), information on vocational lectures (3.84), preparations for job interview (3.81), creation of databases with relevant data on students and making them available to employers (3.91), company presentations, their business ethics and recruitment policies (3.84), career guidance (3.85) and information on the state of vocational occupations employment (3.71). Therefore, career services in the most direct relationship with the business community and/or professional further training of university graduates have been recognized as the most needed services.

The services with the lowest marks, but still significant include: brochures with useful advice in career development (3.46), assistance in creation of a CV (3.63), literature in the sphere of career development and soft skills (3.48), professional orientation (3.56), other soft skills workshops and Workshops on active job seeking (3.65), database of occupation profiles (3.62), information on employment status of vocational occupations (3.71) and awards to students with the highest average mark (3.62). It seems that students least need soft career skills services, information on profiles and state of occupations, as well as on awards for accomplishments during studies. Similar findings were established in relation to Belgrade students.

The subjects were inquired on what the Centre should do to make the greatest contribution in their opinion, where the greatest number (78%) of subjects indicated better information and only 18% of them indicated a faster and easier employment, while 4% of students indicated other career issues. 61% of students who used the Centre's services had used the information service in comparison to the service of education and counselling. Similar findings were established with Belgrade students where 58% of students indicated that the Centre might contribute to better information of students, 26% of students indicated that the Centre might contribute to better qualifications and 16% indicated that the Centre might contribute to a faster employment. 40% of Belgrade subjects used the information service more than other services, while 45% of students responded positively to the question "Can the Centre contribute to a faster and better employment?".

Therefore we may conclude that young undergraduate and graduate students have a positive attitude towards the services of the Centre and that they regard better career information as the greatest contribution of the Centre.

Further findings show that there is no structural difference in attitudes towards services with respect to the type of faculty students attend and with respect to gender, while the difference exists with respect to experience in services. The results show that the subjects who have used the Centre's services evaluate the need for services more positively – brochures with useful advice on career development and other workshops for soft skills and career development (presentation skills, organizational skills...), while those who have not used the Centre's services evaluate the service "Provision of employment" more positively.

REVIEW OF COMPLETED ACTIVITIES WITHIN THE CENTRE

SERVICES FOR UNDERGRADUATE AND GRADUATE STUDENTS

UNIVERSITY PROGRAMS FOR WORK PRACTICE

- University program for work practice in the Parliament, Provincial Government, provincial administration bodies and funds, directorates and agencies established by the Autonomous Province of Vojvodina, 2008 – 2011 (the total of 192 practicing students in more than 30 offices while 30% became later employed in those offices).
- University program for work practice in local government bodies in the Autonomous Province of Vojvodina in 2010/11 (28 practicing students in 17 municipalities).
- Work practice program for Novi Sad University students in the Fund "European Jobs" of the Autonomous Province of Vojvodina in 2011 (10 practicing students).
- Summer work practice program for students in the Serbian Oil Industry in 2011 (17 practicing students).
- Work practice program for students at the University Centre for career development from 2009 to 2011 (45 practicing students).

AWARDS TO STUDENTS OF BASIC UNDERGRADUATE STUDIES, INTEGRATED BASIC UNDERGRADUATE AND GRADUATE ACADEMIC STUDIES – MASTERS AND TO STUDENTS OF UNDERGRADUATE STUDIES UNDER FORMER SYSTEM OF UNIVERSITY EDUCATION AT FACULTIES IN THE COMPOSITION OF NOVI SAD UNIVERSITY

Every year, the University awards students for their accomplishments during studies, vocational and scientific work, artistic and sport achievements. More than 1100 students were awarded by diplomas or pecuniary awards for 2009/10.

WORKSHOPS, TRAININGS AND SEMINARS FOR CAREER AND SOFT SKILLS DEVELOPMENT AND LECTURES FOR STUDENTS

The Centre organizes various lectures and workshops for developing skills required for easier employment. Some of those lectures and workshops during 2011 included: the presentation of Unisus company, Eurobank scholarship for best performing students, Presentation of the program of volunteering abroad, Infostud – a companion towards a successful career, How to make a successful career in Delta Generali Insurance, etc. Some of the workshops conducted by practitioners during 2011 included:

1. PROFESSIONAL ORIENTATION
2. BUSINESS ETIQUETTE
3. ASSERTIVENESS – How can a critique be a good thing?
4. CREATIVE DECISION-MAKING
5. VIRTUAL INTERVIEW
6. SELF-PRESENTATION SKILLS

The average mark for workshops, lectures and presentations subject to evaluation is 4.54.

INDIVIDUAL CAREER GUIDANCE

The team of the Centre for Career Development and Student Counselling organizes individual career guidance that will last until the end of June 2012.

Career guidance is the process which ensures that an individual recognizes and use his/her resources in order to make a right decision in relation to his/her career, as well as to successfully resolve problems on his/her path for the achievement of professional objectives. It is an indirect approach in guidance – a counsellor does not determine what student should do, but helps a student to make informed decisions, to recognize his/her own potentials and consider all available options.

It means that students can do the following through cooperation with their own counsellor:

- can pass the test of professional orientation (TPO) and receive appropriate interpretation of results,
- can perform consultations and receive feedback on their CVs and motivation letters,
- can prepare better for their future business interview (if they wish, this can be done by means of the software simulating the conversation between candidates and employers),
- can solve some additional issues in which a counsellor can provide his/her assistance (making significant decisions, recognizing his/her own values, competencies and potentials in view of better self-promotion, recognition of potential faults in order to overcome them and increase possibilities for future employment, etc.).

REGISTRATION AND INFORMATION

More than 1300 users were registered by the end of 2011, to include undergraduate and post-graduate students and young graduates of the University in Novi Sad. The Centre regularly informs students on free job posts, vocational practical work, scholarships, competitions, seminars and courses through mailing list,

social networks (Facebook, Twitter, etc.), the Centre's site, notice board on faculties and through media. More than 50 notifications of this type were sent in this way during 2011.

The Centre regularly presents its services to students at the following fairs: KONTEX – Fair of Business Opportunities, Education Fair “Road Signs”, Education Fair EDU- Fair, “Career Days”, as well as the employment fair of the National Employment Service.

FUND OF BOOKS FOR CAREER DEVELOPMENT – a part of the collection the Central Library of the UNS is located in the Centre's premises, the total number of books being 157. They can be searched by key words “Career Development” through online catalogue at the site of the Library.

PROJECT “VIRTUAL JOB INTERVIEW” intended for graduate students exercising job seeking and facilitation of their preparation through simulation of job interview.

UNIVERSITY OF NIŠ

Univerzitetski trg 2
18 000 Niš, Serbia

Number of students at the University: 28660

Number of faculties within the composition of the University: 13

University Centre for Career Development and Counselling of Students of University of Niš

Univerzitetski trg 2, Niš, Serbia

<http://www.karijera.ni.ac.rs/>

+381 18 257 526

karijera@junis.ni.ac.rs

The University Centre:

1. monitors and analyses student enrolment rates and efficiency of studying;
2. identifies problems in execution of curriculum and submits reports thereof to the Council of the Centre;
3. drafts competition advertisement for enrolment of students in the first year of studies and timely submits it to competent authorities;
4. ensures timely publishing of the student enrolment competition;
5. prepares information publications, internet presentations and other ways of introducing potential students to study opportunities in the University;
6. makes contacts with competent employment services, collects and publishes information on student employment potentials;
7. makes an integral database on graduate University students employed locally and internationally;
8. collects and publishes information on student scholarships and funding potentials;
9. organizes meetings of potential employers with students;

The Centre for Career Development in Niš offers free services to students, making the emphasis on the execution of vocational practice, development of significant capabilities such as writing professional resumes, job seeking and preparation of students for an interview with potential employers. The centre supports the activities aiming at improving liaison between academic communities, organizing visits of international experts for sharing experience and knowledge and creation of network of students, teachers, potential employers and other subjects that might contribute to the development of individual knowledge and skills.

Number of permanently employed / persons engaged on a different basis in the Centre: 1 / 2

Average number of contacts / interactions with clients/students

(personal, by phone, e-mail): 50-100

Current units / services in the Centre:

- ✓ Career information
- ✓ Career counselling
- ✓ Career education
- ✓ Liaison of academic and business community/ services for employers

The following is available to students:

INFORMATION:

- ✓ Access to information on practical work and job competitions
- ✓ Information on companies and employers
- ✓ Information and advice for self-employment / entrepreneurship
- ✓ Information on the labour market
- ✓ Information on where former graduates became employed
- ✓ Access to information on continuation of studies in the country and abroad
- ✓ Information on scholarships
- ✓ Information and guidance on finding post-graduate courses
- ✓ Receipt of job advertisement by e-mail
- ✓ Meetings / interviews with students in faculties
- ✓ Information brochures, guides, leaflets for students

COUNSELLING:

- ✓ Scheduling career counselling /face-to-face session
- ✓ Short counselling on the spot / open door – counsellor on duty
- ✓ Career counselling and information with the use of a computer in the Centre
- ✓ Career counselling and information by e-mail
- ✓ Reviewing and correcting CVs
- ✓ Reviewing and checking motivation and cover letters, references
- ✓ Guidance in applying for scholarships

EDUCATION:

- ✓ Workshops, e.g., career education, job-seeking, etc.
- ✓ Soft skills trainings
- ✓ Trainings for career guidance skills and development of employability
- ✓ Interviews / meetings with employers
- ✓ Getting familiar with different careers through panel discussions, lectures, etc.
- ✓ Visits to companies
 - Library
 - Post-Graduate Courses Database
 - Educational Institutions Directory
 - Employers Directory
 - Internet Access
 - Website
 - Employers Presentation
 - Fairs
 - Reference to other institutions

The following is available to prospective students:

- ✓ career information and guidance in relation to choosing a study program

The following is available to graduate students:

- ✓ access to all services for students for a certain period of time after graduation

The following is available to employers:

INFORMATION AND PROMOTION:

- ✓ provision of information on companies for students
- ✓ publishing job vacancies and other advertisements
- ✓ promotion of advertised permanent and occasional job posts
- ✓ promotion of opportunities for practical work
- ✓ targeted distribution of job advertisements
- ✓ targeted promotion of events at which employers take part
- ✓ possibility of holding presentations for students by companies
- ✓ possibility of attending fairs at universities

ASSISTANCE AND CONSULTANCY:

- ✓ special section at the site dedicated to employers
- ✓ consultancy on issues of employment and engagement of graduate students
- ✓ consultancy and assistance in organizing practical work
- ✓ collection of candidates' applications
- ✓ pre-selection of candidates
- ✓ communication of selection results to candidates
- ✓ ensuring space for interviewing candidates at the University
- ✓ ensuring space for testing candidates at the University
- ✓ availability of employees in centres for meetings with employers



University Centre for Career Development and Counselling of Students of University of Niš



УНИВЕРЗИТЕТ У НИШУ

Центар за развој каријере и саветовање студената

University Centre for Career Development and Counselling of Students of University of Niš

- **Centre for Career Development**
- The Centre for Career Development is an organizational unit of the University of Niš established for the purposes of providing support to students at all levels in development of their skills and competencies which will be of key significance for their employment, as well as for the purpose of providing information on education and scholarship opportunities, both in the country and abroad. The Centre was established in June 2008, with the assistance of Crown Prince Alexander II Foundation for Education and Culture and the University of Nottingham. One of the key roles of the Centre is to ensure the liaison between the academic and business community and provision of information and services for developing of capacities of multi-sectoral cooperation.
- The Centre has not been directly involved in employment process of undergraduate and graduate students, but it offers relevant information on getting a job, ensures liaison between students and employers through practical work and organizing volunteering work, trainings and seminars.

University Centre for Career Development and Counselling of Students of University of Niš

Activities:

- The Centre monitors and analyses student enrolment rates and efficiency of studying, prepares information publications, Internet presentations and other forms for introducing potential students with study opportunities, makes contacts with relevant employment services, collects information on students employment potentials, creates an integrated database of former University students employed locally and internationally, organizes meetings of students and potential employers. The manager and the council of the Centre are in charge of the Centre's operation.
- The WEB portal of the Centre is: www.karijera.ni.ac.rs.

University Centre for Career Development and Counselling of Students of University of Niš

The Career Development Centre provided its support in the following aspects in 2009/2010:

- Assistance in writing CVs, Motivation letters, job applications.
- Counselling and preparation of students for job interviews.
- Provision of information on practical work, volunteering and scholarships.
- Organization of workshops, trainings and seminars.
- Organization of company presentations and meetings with employers.
- Printing brochures with advice for employment and career development.
- Provision of professional publications.
- Access to computers and Internet by students

During the past period, the Career Development Centre of the University of Niš established a successful cooperation with different institutions and organizations in different spheres of work. Some of them include:

- Crown Prince Alexander II Foundation for Education and Culture
- "USA Summer Work and Travel"
- The Ministry of Youth and Sport of the Republic of Serbia
- The National Employment Service of the Republic of Serbia
- Federal Ministry of Labour and Social Policy of the Republic of Germany
- "Community Connections" World Learning Centre Programme
- The Ministry of Education and Science of the Republic of Serbia
- World Trade Centre in Baltimore, USA - USAID
- Coca-Cola Hellenic
- The Embassy of the Republic of Austria
- Walton International UK

University Centre for Career Development and Counselling of Students of University of Niš

The basic objective of the Sector is:

- To create a multi-sectoral platform for ensuring the liaison of the academic and business community and ensure the improvement of student employment in a systematic and sustainable manner.

One of the modalities of this strategy is the orientation towards students through offering support to undergraduate and graduate students in developing practical skills base and generating professional experience, as well as additional competitive assets. Another key activity which supports the employment capacities of student population is directed to raising awareness and dissemination of information on work and further education opportunities (post-graduate studies, scholarships, graduate trainees, scholarships ...)

- The Centre also aims at establishing the cooperation between students and employers in view of overcoming employment gaps, as well as in view of assisting employers to better identify and define their needs in terms of future employees, their education and certain expertise. There is a range of services targeting employers in order to establish a long-term and successful cooperation.
- The Centre regularly informs students on available internship and volunteering programs, scholarships, open invitations, as well as professional and student seminars and conferences, courses, lectures and workshops, on its web page.

The Centre's objective is to enrich the contents of the site with the sections as follows:

- Database on clients (students and employers)
- Video biographies
- Database on a professional development
- Virtual assisting module (offers practical information, FAQs, know-how, job interviews, advice, etc.)
- Media
- Library
- Alumni database
- Forum
- Platform for integration with social networks (FB, Twitter, etc.)

University Centre for Career Development and Counselling of Students of University of Niš

- The platform for the implementation of career guidance and counselling should therefore be directed to the activities which develop required competences in an individual so that he/she could find, save and change a job or to become self-employed. These skills ensure that workforce in the labour market become mobile and adaptable to changes.
- However, restructuring and transformation of the whole educational system represents one of the most important assumptions of a successful inclusion of youth generations in industrial flows. The first change in that direction would consist of returning practical work to schools and introduction of subjects that will refer to career guidance.
- When speaking about employers, they should also design and manage careers of their employees in order to facilitate their professional advancement, keep them within the company for a longer period of time, ensure a smoother transition from one to another job position within a company or find a new employment of the company if it must carry out a redundancy program.
- Career guidance and counselling of employees and investment in their development is therefore the manner in which an employer should try to keep talented employees. Also, due to globalization of the market, the fight for talents becomes more and more intensive, thus all employees are recommended to make a liaison with schools for professional trainings and career centres if they haven't done it so far.
- Career guidance is important for individuals, but also for achieving the objectives of the EU policy in Serbia in terms of increasing the efficiency of the education system and trainings, in view of ensuring social cohesion and a high quality of human capital, and/or better offer of efficient, adaptable and mobile workforce.

CENTRE FOR STUDENTS CAREER DEVELOPMENT OF THE UNIVERSITY OF NIŠ

Borivoje Baltezarević,
University of Niš

The Centre for Career Development is an organizational unit of the University of Niš established for the purposes of providing support to students at all levels in development of their skills and competencies which will be of key significance for their employment, as well as for the purpose of providing information on education and scholarship opportunities, both in the country and abroad. The Centre was established in June 2008, with the assistance of Crown Prince Alexander II Foundation for Education and Culture and the University of Nottingham. One of the key roles of the Centre is to ensure the liaison between the academic and business community and provision of information and services for developing of capacities of multi-sectoral cooperation.

The Centre has not been directly involved in employment process of undergraduate and graduate students, but it offers relevant information on getting a job, ensures liaison between students and employers through practical work and organizing volunteering work, trainings and seminars.

Activities:

The Centre monitors and analyses student enrolment rates and efficiency of studying, prepares information publications, Internet presentations and other forms for introducing potential students with study opportunities, makes contacts with relevant employment services, collects information on students employment potentials, creates an integrated database of former University students employed locally and internationally, organizes meetings of students and potential employers. The manager and the council of the Centre are in charge of the Centre's operation. The WEB portal of the Centre is: www.karijera.ni.ac.rs.

The Career Development Centre provided its support in the following aspects in 2009/2010:

- Assistance in writing CVs, Motivation letters, job applications.
- Counselling and preparation of students for job interviews.
- Provision of information on practical work, volunteering and scholarships.
- Organization of workshops, trainings and seminars.
- Organization of company presentations and meetings with employers.
- Printing brochures with advice for employment and career development.
- Provision of professional publications.
- Access to computers and Internet by students

During the past period, the Career Development Centre of the University of Niš established a successful cooperation with different institutions and organizations in different spheres of work. Some of them include:

- Crown Prince Alexander II Foundation for Education and Culture
- "USA Summer Work and Travel"
- The Ministry of Youth and Sport of the Republic of Serbia
- The National Employment Service of the Republic of Serbia
- Federal Ministry of Labour and Social Policy of the Republic of Germany
- "Community Connections" World Learning Centre Programme
- The Ministry of Education and Science of the Republic of Serbia
- World Trade Centre in Baltimore, USA - USAID

- Coca-Cola Hellenic
- The Embassy of the Republic of Austria
- Walton International UK

Capacity Building

Taking into account the fact that the Centre does not have a sufficient number of staff at its disposal in comparison to other national career centres, and strictly limited absorption capacities to respond to increasing demands and providing efficient and professional services, the Centre must be in position to increase its capacities in each and appropriate sector, improve the expertise of its staff through different targeted trainings and integration of good practice models from the European universities.

The improvement of the above aspects of the Centre will facilitate the organization and wider implementation of training programs and workshops for our students, employers and companies.

STRATEGY

Strategy of the Centre for Career Development of the University of Niš

The general strategy of development of the Centre for Career Development of the University of Niš consists of building capacities of functional differentiation of the following sectors:

- Sector for working with students
- Sector for cooperation with the business community and economic entities
- Sector for general functioning of the Centre in terms of improvement of administrative-logistic activities, cooperation of the Centre with media and ensuring funds for its development and further operation.

The creation of multi-sectoral platform in the Centre for Career Development of the University of Niš for ensuring the liaison of academic and business community will result in the improvement of employment for users of the Centre's services in developing practical skills and acquisition of professional experience and other competencies. Another key activity is directed to raising awareness and dissemination of information on employment opportunities and further education of students through master, specialist and doctoral studies, winning scholarships and conducting internships.

The basic objective of the Sector is:

To create a multi-sectoral platform for ensuring the liaison of the academic and business community and ensure the improvement of student employment in a systematic and sustainable manner.

One of the modalities of this strategy is the orientation towards students through offering support to undergraduate and graduate students in developing practical skills base and generating professional experience, as well as additional competitive assets. Another key activity which supports the employment capacities of student population is directed to raising awareness and dissemination of information on work and further education opportunities (post-graduate studies, scholarships, graduate trainees, scholarships ...)

The Centre also aims at establishing the cooperation between students and employers in view of overcoming employment gaps, as well as in view of assisting employers to better identify and define their needs in terms of future employees, their education and certain expertise. There is a range of services targeting employers in order to establish a long-term and successful cooperation.

The Centre regularly informs students on available internship and volunteering programs, scholarships, open invitations, as well as professional and student seminars and conferences, courses, lectures and workshops, on its web page.

The Centre's objective is to enrich the contents of the site with the sections as follows:

Database on clients (students and employers)

Video biographies

Database on a professional development

Virtual assisting module (offers practical information, FAQs, know-how, job interviews, advice, etc.)

Media

Library

Alumni database

Forum

Platform for integration with social networks (FB, Twitter, etc.)

The platform for the implementation of career guidance and counselling should therefore be directed to the activities which develop required competences in an individual so that he/she could find, save and change a job or to become self-employed. These skills ensure that workforce in the labour market become mobile and adaptable to changes.

However, restructuring and transformation of the whole educational system represents one of the most important assumptions of a successful inclusion of youth generations in industrial flows. The first change in that direction would consist of returning practical work to schools and introduction of subjects that will refer to career guidance.

When speaking about employers, they should also design and manage careers of their employees in order to facilitate their professional advancement, keep them within the company for a longer period of time, ensure a smoother transition from one to another job position within a company or find a new employment of the company if it must carry out a redundancy program.

Career guidance and counselling of employees and investment in their development is therefore the manner in which an employer should try to keep talented employees. Also, due to globalization of the market, the fight for talents becomes more and more intensive, thus all employees are recommended to make a liaison with schools for professional trainings and career centres if they haven't done it so far.

Career guidance is important for individuals, but also for achieving the objectives of the EU policy in Serbia in terms of increasing the efficiency of the education system and trainings, in view of ensuring social cohesion and a high quality of human capital, and/or better offer of efficient, adaptable and mobile workforce.

UNIVERSITY OF KRAGUJEVAC

Jovana Cvijića bb.
34 000 Kragujevac, Serbia

Number of students at the University: 17000

Number of faculties within the composition of the University: 12

University Centre for Career Development and Counselling of Students of University of Kragujevac

Jovana Cvijića bb. Kragujevac, Serbia

www.razvojkarijere.kg.ac.rs

+381 34 300 425

razvojkarijere@kg.ac.rs

The activities of the University Centre include:

- developing competencies, knowledge and skills of students which are crucial for their employment;
- provision of information to students on opportunities for additional education, scholarships in the country and abroad, and job offers;
- ensuring liaison of students and employers by organizing vocational practice and training programs in leading companies and organizations in the country for potential employment;
- organizing presentations on companies, their business ethics and recruitment policies;
- consultancy to students having dilemma with respect to choosing career or positioning at the labour market after graduation;
- other counselling services with respect to career development;
- coordination of work of career development centres at the faculties within the University;
- monitoring of accomplishment of strategic objectives in the sphere of employment in cooperation with the Committee for Strategic Development within the University Council.

Number of permanently employed / persons engaged on a different basis in the Centre: 0/2

Average number of contacts / interactions with clients/students (personal, by phone, e-mail): 50-100

Current units / services in the Centre:

- ✓ Career information
- ✓ Career counselling
- ✓ Career education
- ✓ Liaison of academic and business community/ services for employers

The following is available to students:

INFORMATION:

- ✓ Access to information on practical work and job competitions
- ✓ Information on companies and employers
- ✓ Information and guidance on finding post-graduate courses
- ✓ Information on scholarships
- ✓ Access to information on continuation of studies in the country and abroad
- ✓ Simulation of interviews (with employers and counsellors in the Centre)
- ✓ Receipt of job advertisement by e-mail
- ✓ Information brochures, guides, leaflets for students

COUNSELLING:

- ✓ Scheduling career counselling /face-to-face session
- ✓ Short counselling on the spot / open door – counsellor on duty
- ✓ Career counselling and information with the use of a computer in the Centre
- ✓ Career counselling and information by phone
- ✓ Career counselling and information by e-mail
- ✓ Reviewing and correcting CVs
- ✓ Reviewing and checking motivation and cover letters, references
- ✓ Guidance in applying for scholarships

EDUCATION:

- ✓ Workshops, e.g., career education, job-seeking, etc.
- ✓ Meetings/interviews with faculty students
- ✓ Interviews / meetings with employers
- ✓ Trainings for career guidance skills and development of employability
 - Library
 - Post-Graduate Courses Database
 - Employers Directory
 - Internet Access
 - Website
 - Employers Presentation
 - Fairs
 - Reference to other institutions

The following will be available to prospective students:

- ✓ career information and guidance in relation to choosing a study program

The following is available to graduate students:

- ✓ access to all services for students for a certain period of time after graduation

The following is available to employers:

INFORMATION AND PROMOTION:

- ✓ provision of information on companies for students
- ✓ publishing job vacancies and other advertisements
- ✓ promotion of advertised permanent and occasional job posts
- ✓ promotion of opportunities for practical work
- ✓ targeted distribution of job advertisements
- ✓ targeted promotion of events at which employers take part
- ✓ possibility of holding presentations for students by companies
- ✓ possibility of attending fairs at universities

ASSISTANCE AND CONSULTANCY:

- ✓ ensuring space for interviewing candidates at the University
- ✓ ensuring space for testing candidates at the University
- ✓ availability of employees in centres for meetings with employers
- ✓ special section at the site dedicated to employers
- ✓ collection of candidates' applications
- ✓ pre-selection of candidates
- ✓ communication of selection results to candidates



University Centre for Career Development
and Student Counseling
University of Kragujevac
www.razvojkarijere.kg.ac.rs
razvojkarijere@kg.ac.rs

What is Centre?

University Centre for Career Development and Student Counseling is an organizational unit of the University of Kragujevac whose main goal is to prepare students for the labor market, to connect them with employers and to provide support for them in acquiring skills and knowledge needed in modern business society.



INFORMING



PRESENTATIONS AND FAIRS



Presentations of foundations and organizations

Scholarship Fairs

Student Days Manifestation

Centre on other Fairs

Presentations of companies



WORKSHOPS, COUNCELING AND CENTRE'S RESOURCES



UNIVERSITY OF KRAGUJEVAC – CENTRE FOR CAREER DEVELOPMENT AND STUDENT COUNSELLING

Predrag Vukomanović,
University of Kragujevac

In view of meeting the needs of its students, in November 2007, the University of Kragujevac in cooperation with Crown Prince Alexander II Foundation for Education and Culture established the University Centre for Career Development and Student Counselling. The main role of the Centre is to provide assistance and information required by students and through conducting its activities liaise academic and business community. In order to achieve that objective, the Centre has organized and conducted numerous manifestations so that students could be informed on opportunities for further professional advancement (post-graduate studies, scholarship programs, study and professional visits, practical work and vocational trainings) such as presentations of foundations and institutions that organize different programs of vocational trainings, scholarship fairs, etc. The Centre also organizes different seminars, workshops, courses and lectures in order to ensure that undergraduate and graduate students could develop practical skills and competencies which they will need while making first career steps. Since the significance of practical skills and competencies becomes more and more significant during the studies, the Centre offers to its students the establishment of cooperation with companies in the city and in the surroundings in order to ensure programs for practical work and vocational training. In that way, companies and employers have the opportunity to promote and present themselves, and in particular to inform young people and shape their future staff in that way. Students, on the other hand, have the opportunity to see and experience how a company conducts its business, as well as to apply their knowledge in practice and supplement it with other skills and competencies.

ROLE OF THE CENTRE

The basic role of the Centre is to provide assistance to undergraduate and graduate students of the University in developing their skills and acquiring knowledge they will need for becoming employed or for continuation of education, as well as to assist them gain practical experience during studies. Also, the role of the Centre is to ensure liaison between students and employers, raise awareness of undergraduate and graduate students of modern business conditions. On the other hand, the Centre tries to assist the business community in articulating its needs in relation to education of its future staff and in that way contribute to a better efficiency of the educational process.

The Centre's services may be classified as follows:

For students:

- Information on potential employment and career development.
- Information on job offers, company profiles, programs for practical work and volunteering.
- Counselling of students and career guidance in relation to choosing an occupation.
- Assistance in writing CVs, job applications, preparation for an interview, etc.
- Organizing seminars, courses, workshops and trainings in view of acquiring skills and competencies significant in job seeking and employment processes through informal education.
- Information on the opportunities for additional or further education, scholarships, seminars, summer schools, etc., in the country and abroad.
- Organizing mobility and career fairs, company presentations.
- Individual work with students, verification of application documentation, preparation for an interview and simulation of the interview.

For employers:

- Liaison with undergraduate and graduate students of the University in Kragujevac.
- Advertising job vacancies, occasional jobs, student internship programs and opportunities for volunteering-publishing job competitions of companies/enterprises, forwarding information to students, collection of applications and conducting pre-selection process of candidates at the company's discretion.
- Presenting companies at career fairs organized by the Centre.
- Organization of tribunes, workshops and lectures which are an ideal opportunity for a company to present its needs and expectations from future staff.

All the services of the Centre are free of charge and no membership fees are paid by users of the Centre's services. The Centre is available to students every day, appointments should not be booked in advance, and if they wish, students may schedule individual counselling by phone or e-mail. Since the departments of the University of Kragujevac are numerous and since 6 faculties are located outside of Kragujevac in the neighbouring towns, the Centre tries to make all the services equally available to all students, so that students who are not based in Kragujevac could attend individual counselling sessions by electronic means. Also, the Centre visits all faculties twice during a semester, delivers presentations, workshops and interested students may contact an associate of the Centre at a relevant faculty and propose that a certain workshop should be delivered and then the Centre will come to meet their requests and needs of students at faculties outside Kragujevac.

STUDENT INFORMATION:

In order to inform students as efficiently as possible, the Centre pays special attention to its web page and updates information on a daily basis on competitions which might be useful for students, seminars, courses, workshops, trainings, summer and winter schools, conferences, tribunes, scholarships for Serbia and abroad, opportunities for professional advancement and continuation of education abroad, on practical work, jobs, as well as on all the activities of the Centre. The Centre also uses the social network Facebook in order to make contacts with students, as well as with faculties and student organizations that have their FB profiles for the purposes of better information of students. The Centre has information boards on all faculties of the University in Kragujevac where notifications and information on the above items are regularly posted, while this task is allocated to the Centre's associates at the faculties outside Kragujevac, and notifications and promotional materials are sent by mail, as appropriate.

Undergraduate and graduate students of the University in Kragujevac may become registered in the Centre's database, in order to make information as efficient as possible. Interested students may register by phone, e-mail, Facebook, directly at the Centre's site and may come to the Centre in person. During each activity of the Centre, interested students in all faculties may fill in a registration form or register with the associate of the Centre at their faculty. Since this academic year, the Centre will be present at the receipt of first year students in all faculties through its associates, where the promotional material of the Centre was distributed to them and where the students were informed on the registration methods. At registration, we receive an e-mail address of a user which we add to the mailing list and in that manner the Centre achieves an efficient communication and equal information of all users irrespective of whether they are based in faculties in Kragujevac or in faculties outside Kragujevac. In addition to that, several times during a month and depending on quantity of new information published in the site, the Centre prepares a journal which students receive directly by email. Special notifications are sent to service users attending final years of studies at the University of Kragujevac and to students engaged as associates and assistants at the faculties on all possibilities for their further professional advancement.

The Centre has established a network which makes connections among students and student organizations in individual faculties. An associate of the Centre has been engaged in each faculty, in view of quality promotion of services and actual programs, as well as in view of direct communication with all faculties within the University of Kragujevac.

PRESENTATIONS AND FAIRS:

During an academic year, the Centre organizes a series of presentations of different organizations and institutions which conduct programs of practical work, professional trainings, scholarships for students. The presentations are organized in the Centre, as well as at individual faculties depending on the target group. Around 20 presentations are organized at faculties of the University of Kragujevac on the annual basis.

As of 2010, the Centre has been organizing the Scholarship Fair under the slogan “Choose a Tailor-Made Scholarship”, attended by representatives of foundations and organizations providing scholarships to students, internship programs and student exchange during studies. Interested students may be informed on the opportunities, deadlines for application and obtain advice from the first hand in relation to the application. The Centre has organized 3 Scholarship Fairs to date with the participation of the following organizations:

- **Tempus Office**, presenting Erasmus Mundus 1 and 2 programs, as well as other programs for studying in the EU countries.
- **World Learning**, implementing Forecast and UGRAD programs of one-year student exchange at universities and colleges in the United States of America.
- **Embassy of the Republic of France and Campus France**, presenting scholarships for studying in France, funded by the Government of the Republic of France.
- **DAAD**, presenting numerous programs and scholarships for professional advancement in Germany.
- **Foundation of Zoran Đinđić PhD**, with its programs for vocational training through practical work in Germany, Austria and Italy.
- **Italian Embassy, Cooperazione Italiana and Italian Centre for Culture**, presenting programs for pursuing studies in Italy.
- **The British Council**, presenting scholarship programs for professional advancement in Great Britain, as well as language exams and certificates for pursuing studies and career abroad.
- **Crown Prince Alexander II Foundation for Education**, presenting the activities of the Foundation and scholarship programs implemented by the Foundation.
- **Coca – Cola Hellenic**, presenting scholarships for Coca – Cola talents.
- **Ministry of Youth and Sport-Fund for Young Talents of the Republic of Serbia**, presenting scholarships of the Serbian government for students that continue education abroad.
- **Young Researchers-Serbian Volunteers Service**, presenting volunteers camps worldwide, as well as the opportunities for short-term and long-term volunteering.
- Student organization **AEGEE**, representing programs of Summer Universities worldwide.
- Student organization **AIESEC**, with its programs of vocational practice abroad.
- **Infostud**, the most visited portal dedicated to youth education.
- **Portal poslovi.rs**, Internet portal with jobs database and electronic magazine “Career”.
- **S4WB**, electronic database of programs for professional advancement, studying, research practices at universities and other educational institutions in Europe, for which Serbian students can apply.
- **South Moravian Region of the Czech Republic**, presenting programs for pursuing studies in the Czech Republic.

As of 2011, the Centre has been organizing the manifestation under the name "**Student Days**", symbolically illustrating a student path from the first student days until the first employment day. The manifestation takes place at the Plateau in front of the Rectorate of the University of Kragujevac. The program of manifestation is divided in three days in order to maintain the symbolic first year student-graduate student- employee. The first day of the manifestation is dedicated to the promotion of the University of Kragujevac and its study programs for future students and on that occasion all faculties of the University of Kragujevac present themselves in stalls in front of the Rectorate.

The second day of the manifestation is dedicated to undergraduate and graduate students who wish professional skills improvement and the structure of exhibitors on that day is similar to those at the Scholarship Fair, which is a good time moment for introducing students with opportunities, so that they could have enough time to get prepared for the competition and application for all programs, which is particularly important for obtaining language certificates.

The third day of the manifestation is dedicated to undergraduate and graduate students who are interested in vocational practice and who prepare themselves for the labour market. On that occasion, local companies present themselves (Fiat Automobili Srbija, Telenor, Wacker Neuson Kragujevac, Ernst & Young Belgrade, Takovo Osiguranje Kragujevac, Sunce Marinković Kragujevac, Forma Ideale Kragujevac, JKP Zelenilo Kragujevac, Biznis inovacioni centar Kragujevac, ComTrade IT Solutions and Services).

COOPERATION WITH COMPANIES AND STUDENT INTERNSHIP PROGRAMS:

The Centre for Career Development and Student Counselling tries to establish cooperation with local companies that are interested in opening their doors to students and provide internship programs. The Centre also responds to requests of companies who need to involve final year students and young graduates in their development programs and on that occasion the Centre informs the target group, collects applications and forwards them to the company. In cooperation with certain companies, the Centre announced job competitions, distributed information to target groups, collected applications and conducted pre-selection of candidates at the company's request. The Centre also opened its doors to students and conducts an active program "Practitioners-Volunteers" who are engaged in the daily activities of the Centre, and with respect to which additional new activities have been introduced. During the following period the Centre will implement the program "Practice for One, Knowledge for the Other", where foreign language courses will be delivered by final year students and graduate students of the Faculty of Philology and Arts, in order to acquire practical experience, while on the other hand it will be the opportunity for colleagues from other faculties to learn a new foreign language or improve their knowledge. The similar program is planned for undergraduate/graduate students of informatics who will deliver computer courses to colleagues from other faculties. The idea for these programs originates from the fact that language knowledge and computer literacy are necessary for everyone today, irrespective of the educational profile.

In relation to establishing liaison with companies, the Centre has established a successful cooperation with the following companies:

Fiat Automobili Serbia: the Centre and the Human Resources Department of this company have a very good cooperation and organize the activity of collecting professional resumes of undergraduate and graduate students at the University of Kragujevac. Several activities of this type have been organized to date, and numerous resumes have been collected for the following profiles: graduates in informatics and economics, lawyers and philologists for the purposes of developing *HR* and *IT* sector in FIAT Automobili Serbia. The Centre expects that the activities of this type will take place in future as well.

Wacker Neuson Kragujevac (Austrian-German Concern): is also one of the companies opened for students and final year students for completing internship programs, where several competitions were

conducted through the Centre for engaging students/final year students and young graduates for different sectors (HR, logistics, finance, production, quality assurance). A certain number of students continued to work in the company upon completion of internship programs.

Muehlbauer d.o.o.: the University Centre for Career Development and Student Counselling participated in collection of applications for practical work and professional skills advancement for operating CNC machines for this company which established its plant in Serbia and which is interested in engaging young experts in the sphere of mechanical engineering, electrical engineering and technical sciences.

ComTrade-branch Kragujevac: in cooperation with this company, the Centre actively participates in the promotion of internship programs for students of Informatics and Mathematics, as well as for Edit ComTrade summer schools of programming.

Within the cooperation with the company “**Emisia Consulting d.o.o.**”, engaged in programming and computer systems, the internship program has been initiated for students of the Faculty of Philology and Arts in Kragujevac for testing program software for translation. The Centre actively collected applications for this program.

During its to-date activities, the Centre has established cooperation and completed internship programs in the following companies: “Hoedlmayr Zastava d.o.o.”, Knjaz Miloš a.d., “Limessoft i sportske.net”, “Tetra Pak“, “KMF Ekonomac“, Institute of Public Health Kragujevac, and provided a direct assistance during application of Kragujevac University students for vocational practice programs in Germany, Austria and Italy, within the programs of the Foundation Zoran Đinđić PhD.

WORKSHOPS:

In order to ensure as best preparation of undergraduate and graduate students for the labour market as possible, the Centre for Career Development has organized workshops in relation to career start, self-evaluation, excellent presentation to potential employers by writing efficient CVs and motivation/cover letters, as well as techniques of conducting a successful job interview. Two new workshops will be organized during the following period addressing the issues of time and project management. These workshops are organized in the Centre’s premises, as well as at individual faculties in cooperation with the Centre’s associates. Around 20 workshops addressing the above topics are organized during an academic year. Workshops, as well as individual counselling are conducted by the trained staff employed in the Centre.

CENTRE’S RESOURCES:

The Centre for Career Development has a mini library with books covering business skills and competences which are available to students on a daily basis. Within the cooperation with the British Council, the Centre was donated numerous books for the preparation of academic English language certificates, as well as other certificates for business English which students use as well. Students have computers and Internet access always at their disposal.

SINGIDUNUM UNIVERSITY

Danijelova 32
11000 Belgrade, Serbia

Number of students at the University: 12000

Number of faculties within the composition of the University: 9

University Centre for Career Development and Counselling of Students of Singidunum

University and FEFA Career Centre

Danijelova 32, Belgrade, Serbia

<http://careers.singidunum.ac.rs>

www.fefa.edu.rs

+381 11 3094 060; +381 11 3066670

careers@singidunum.ac.rs; imaksimovic@fefa.edu.rs,

A career development centre is the starting point for personal career development of Singidunum University students and a permanent base for career guidance during work life cycle. The Centre conducts the following activities: career information, guidance and counselling of students; organization of educational events; liaison of students with industry; international cooperation; work on projects; cooperation with student organizations

Objectives:

1. Training students to manage their own career results in their acquisition of basic skills assisting them in starting their own business or finding a job that is suitable to their qualifications and presenting them in the best light so that they could become employed.
2. Professional assistance to employers in human resources management includes the provision of professional services such as selection, further education, job descriptions, code of conducts, business ethics, company values, etc.
3. Support to the University in managing quality based on monitoring students' careers provides suggestions for changing educational contents and improvement of the existing ones in order to maintain the University as the place of top quality knowledge and expertise.
4. Completing database with updated information on students and employers. The database is used for presenting students and employers in order to facilitate their direct contact and establish cooperation.

Number of permanently employed / persons engaged on a different basis in the Centre: 5/5

Average number of contacts / interactions with clients/students (personal, by phone, e-mail): over 250

Current units / services in the Centre:

- ✓ Career information
- ✓ Career counselling
- ✓ Career education
- ✓ Liaison of academic and business community/ services for employers

The following is available to students:

INFORMATION:

- ✓ Access to information on practical work and job competitions
- ✓ Information on companies and employers
- ✓ Information and advice for self-employment / entrepreneurship
- ✓ Information on the labour market
- ✓ Access to information on continuation of studies in the country and abroad
- ✓ Information on scholarships
- ✓ Assistance in applying for scholarships
- ✓ Information and guidance on finding post-graduate courses
- ✓ Information on where former graduates became employed
- ✓ Receipt of job advertisement by e-mail
- ✓ Meetings / interviews with students in faculties
- ✓ Information brochures, guides, leaflets for students

COUNSELLING:

- ✓ Scheduling career counselling /face-to-face session
- ✓ Short counselling on the spot / open door – counsellor on duty
- ✓ Career counselling and information with the use of a computer in the Centre
- ✓ Career counselling and information by phone
- ✓ Career counselling and information by e-mail
- ✓ Reviewing and correcting CVs
- ✓ Reviewing and checking motivation and cover letters, references

EDUCATION:

- ✓ Simulation of interviews (with employers and counsellors in the Centre)
- ✓ Workshops, e.g., career education, job-seeking, etc.
- ✓ Soft skills trainings
- ✓ Trainings for career guidance skills and development of employability
- ✓ Interviews / meetings with employers
- ✓ Getting familiar with different careers through panel discussions, lectures, etc.
- ✓ Visits to companies

- Employers Directory
- Educational Institutions Directory
- Post-Graduate Courses Database
- Internet Access
- Website
- Library
- Employers Presentation
- Fairs
- Reference to other institutions

The following is available to prospective students:

- ✓ career information and guidance in relation to choosing a study program,
- ✓ public presentations to students and parents on opportunities for practical work, and/or employment

The following is available to graduate students:

- ✓ access to all services for students for a certain period of time after graduation

The following is available to employers:

INFORMATION AND PROMOTION:

- ✓ provision of information on companies for all students
- ✓ publishing job vacancies and other advertisements
- ✓ promotion of advertised permanent and occasional job posts
- ✓ promotion of opportunities for practical work
- ✓ targeted distribution of job advertisements
- ✓ targeted promotion of events at which employers take part
- ✓ possibility of holding presentations for students by companies
- ✓ possibility of attending fairs at universities

ASSISTANCE AND CONSULTANCY:

- ✓ special section at the site dedicated to employers
- ✓ availability of employees in centres for meetings with employers
- ✓ consultancy on issues of employment and engagement of graduate students
- ✓ consultancy and assistance in organizing practical work
- ✓ collection of candidates' applications
- ✓ pre-selection of candidates
- ✓ ensuring space for testing candidates at the University
- ✓ communication of selection results to candidates
- ✓ trainings for tutors
- ✓ monitoring and evaluation of practical work programs



Career Network

- Decentralized network of centers
- 2 most developed Career Centers – University Center and Career Centre FEFA
- Singidunum University Career Centers provide students with undergraduate and graduate studies and professional and alumni advisory assistance in the further development of their education, career development and professional training



Activities of career centres

- career information
- Career counseling and guidance
- Internships and cooperation with employers
- Various forms of educational work
- international cooperation
- project activity



Career Information

- Represents the most developed activity and involves a whole set of different forms and methods.
- Using its own site, a profile on Facebook, email addresses, websites of all faculties, the university site and direct contact with students, centers are able to send fast, efficient and meaningful information to students on all issues in the field of career guidance.



Career Guidance and Counselling

- The process of career counseling is implemented as a regular activity and includes individual direct conversation with the student realized by career counselors



Internships and cooperation with employers

- This is one of the most developed forms of work of centers, especially as the students internships are required at some of the University faculties for all students and career centers organize the implementation of that part of the teaching process.

SINGIDUNUM UNIVERSITY

Career Centres

Iskra Maksimović,
Singidunum University

The career policy of Singidunum University starts from the needs of students enrolled in the faculties within this university and its basic objective is to meet their career needs. Due to the complexity of faculties, programs and courses, as well as due to the fact that the University has around 12.000 enrolled students, a decentralized network of mutually related career centres has been established, but they keep their independence both in the form of work and with respect to the form of functioning of career counselling and guidance. However, all career centres which constitute the career network of the University conduct the set of common activities in this sphere.

Two centres are the most developed in this network – the Career Centre of the University of Singidunum and the Career Centre of the Faculty of Economics, Finance and Administration (FEFA). Their objectives, mission and vision are similar and identical and may be represented as one whole.²⁷

The career centres of Singidunum University provide professional assistance and counselling to undergraduate and postgraduate students, as well as to alumnists in further development of their education, career development and professional advancement. The mission of the centres is to assist all users in decision making on their further education, and/or employment or further professional advancement.

The centres' activities include all the activities in the sphere of career counselling and guidance, as follows:

❖ **Career Information** is the most developed activity and includes a whole set of different forms and methods of work. By using their own web addresses, Facebook profile, mail addresses, sites of all faculties, the site of the University and immediate contacts with students, the centres ensure fast, efficient notification of students on all issues in the sphere of career guidance. It means that students are notified on daily basis on opportunities for practical work, offers of employers, scholarships, and competitions for master and doctoral programs in Serbia and worldwide, on education or practical work fairs, vocational and other training, etc. The centres organize meetings with students on a regular basis, either in the form of round tables or individual meetings at which students receive necessary information. The career information system includes all students of the University. The effects of career information are separately monitored, although it is very difficult to determine precisely how many students have used such information. The fact which can be confirmed is – that all students receive career information, particularly those which are sent to mailing lists. Since all University students have their own e-mail address, it means that all of them receive such information. By monitoring visits at Facebook and sites of the centres it may be concluded that between 70% and 80% of all students read information sent by the centres and monitor the contents published by the centres.

Information is updated on a daily basis and notifications on them are sent within all social networks which are used. It means that the announcements of certain career events, competitions, scholarships and similar are published on the site, Facebook or Twitter profiles of those faculties. The use of social

²⁷ We use one term “Career Centre” of Singidunum University for these purposes which refers to the operation of both centres.

networks ensures that students get indications and instructions to view certain information on the centres' sites or have individual meetings with a counsellor or centre's employees.

- ❖ ***Career Guidance and Counselling*** is conducted with all undergraduate and master program students. The process of career guidance is conducted as a regular activity of the centres and includes individual direct conversations between students and career counsellors. The counselling process in average includes 3-4 interviews with a student and in terms of time it may last between 3 and 5 months. In average, between 200 and 300 students pass the total counselling process during a year. The number of students who have only one counselling session is much higher, because it is usually necessary for a certain situation – for example, applying for a job vacancy, continuation of education, interview with an employer, etc. Career guidance activities are conducted less frequently and they usually address a certain number of graduated students who have started their careers and need an advice.
- ❖ ***Practical work and cooperation with employers***. This is one of the most developed forms of operation of the centres since student internship programs in some of the faculties of the University are mandatory for all students, therefore career centres organize the execution of these curriculum activities. Apart from mandatory student internship programs, the centres organize professional and volunteering practical work in accordance with the requirements and conditions of different companies. The centres also offer different services to employers in the sphere of selection, further education, job description, code of conduct, work ethics, company values, etc. Career centres cooperate with HR sectors in companies based on special cooperation agreements or special agreements on execution of practical work. Within the activities of cooperation with some companies, a wider cooperation is conducted which exceeds the framework of student internship programs.

In average, the centres organize the practice for around 3000 students in average. Within such forms of cooperation between companies and centres, a series of other common activities are conducted dedicated to students and their better knowledge of business situations and direct preparations for the world of business. Such cooperation includes students' visits to companies, joint projects of faculties and companies, lectures delivered by experts and case studies in which students and company experts take place.

Numerous round tables of employers and professional sector are organized within these activities. The centres organize between 10 and 15 round tables in average, on the annual basis.

- ❖ The career centres organize different activities and events for several hundreds of students. Students get involved in different business simulations within these activities (Citizen ACT, etc), project activities at the level of individual faculties or international projects (cooperation with European Training Foundation from Turin, etc). Around 3000 students participated in these manifestations during the last year.
- ❖ The centres have been networked and connected with all other university career development centres and cooperate with other career centres (Career Development Centre of Belgrade Open School, Career Development Centre within the Fund for Young Talents, Career Centre of the University in Kent, etc.)
- ❖ A wide sphere of cooperation of centres with the European universities includes the sphere of competition of our graduate students for master programs in foreign universities. The centres cooperate with numerous European universities (e.g., Bocconi University in Milan) and this cooperation includes the provision of counselling to students who choose to continue their studies abroad. This category of students is not the numerous one, but the work with these students lasts 4

months in average, as well as their preparation for applying for the competition and making contacts with the desired European university.

- ❖ Within its regular activities, the Centre monitors the professional development of graduate students of basic and master studies. In that respect, a special database was established containing information on all graduate students which are updated on a regular basis. It means that the centres have information on all graduated students, their business positions, further education and professional advancement. The database is developed within current career databases available in the centres.
- ❖ The centres publish their activities, programs and events at their own sites, the faculty site, on Facebook. Depending on the activities, e-mails of all students and Intranet are used as well.

**COMPARATIVE REVIEW OF
THE SERVICES
OFFERED BY
UNIVERSITY CAREER DEVELOPMENT CENTRES
University of Belgrade
University of Novi Sad
University of Niš
University of Kragujevac
Singidunum University**

A Comparative Review of Services offered by University Centres for Career Development and Counselling

Services for Students					
Access to information on practical work and job competitions	UBG	UNS	UNI	UKG	USGD
Information on companies and employers	UBG	UNS	UNI	UKG	USGD
Information brochures, guides, leaflets for students	UBG	UNS	UNI	UKG	USGD
Scheduling career counselling /face-to-face session	UBG	UNS	UNI	UKG	USGD
Short counselling on the spot / open door – counsellor on duty	UBG	UNS	UNI	UKG	USGD
Career counselling and information with the use of a computer in the Centre	UBG	UNS	UNI	UKG	USGD
Career counselling and information by e-mail	UBG	UNS	UNI	UKG	USGD
Reviewing and correcting CVs	UBG	UNS	UNI	UKG	USGD
Reviewing and checking motivation and cover letters, references	UBG	UNS	UNI	UKG	USGD
Workshops, e.g., career education, job-seeking, etc.	UBG	UNS	UNI	UKG	USGD
Trainings for career guidance skills and development of employability	UBG	UNS	UNI	UKG	USGD
Interviews / meetings with employers	UBG	UNS	UNI	UKG	USGD
Library	UBG	UNS	UNI	UKG	USGD
Web site	UBG	UNS	UNI	UKG	USGD
Information on scholarships	UBG	UNI	UKG	USGD	
Information and guidance on finding post-graduate courses	UBG	UNI	UKG	USGD	
Access to information on continuation of studies in the country and abroad	UBG	UNI	UKG	USGD	
Guidance in applying for scholarships	UBG	UNI	UKG	USGD	
Simulation of interviews (with employers and counsellors in the Centre)	UBG	UNS	UKG	USGD	
Meetings / interviews with students in faculties	UBG	UNI	UKG	USGD	
Post-Graduate Courses Database	UBG	UNI	UKG	USGD	
Internet Access	UBG	UNI	UKG	USGD	
Employers presentations	UBG	UNI	UKG	USGD	
Fairs	UBG	UNI	UKG	USGD	
Reference to other institutions	UBG	UNI	UKG	USGD	
Information and guidance for self-employment/entrepreneurship	UBG	UNS	UNI	USGD	
Receipt of job advertisement by e-mail	UBG	UNS	UNI	USGD	
Soft skills trainings	UBG	UNS	UNI	USGD	
Employers Directors	UBG	UNS	UNI	USGD	
Information on labour market	UBG	UNI	USGD		
Information on where former graduates became employed	UBG	UNI	USGD		
Getting familiar with different careers through panel discussions, lectures, etc.	UBG	UNI	USGD		
Visits to companies	UBG	UNI	USGD		
Educational institutions directory	UBG	UNI	USGD		
Psychometric testing	UNS	USGD			

Services for future students				
Career information and guidance in relation to choosing a study program	UBG	UNI	UKG	USGD
Public presentations to students and parents on opportunities for practical work, and/or employment	UBG	USGD		

Services for Graduate Students					
Information on post-graduate studies for graduate students,	UBG	UNS	UNI	UKG	USGD
Information on scholarships for graduate students	UBG	UNS	UNI	UKG	USGD
Alumni information, contacts and help	UBG	UNS	UNI	USGD	
Information on job opportunities for graduate students	UBG	UNI	UKG	USGD	
Information on practical work for graduate students	UBG	UNI	UKG	USGD	
Information on different job competitions for graduate students	UBG	UNI	UKG	USGD	
access to all services for students for a certain period of time after graduation	UBG	UNI	UKG	USGD	

Services for Employers					
provision of information on companies for all students	UBG	UNS	UNI	UKG	USGD
publishing job vacancies and other advertisements	UBG	UNS	UNI	UKG	USGD
promotion of advertised permanent and occasional job posts	UBG	UNS	UNI	UKG	USGD
promotion of opportunities for practical work	UBG	UNS	UNI	UKG	USGD
distribution of job advertisements	UBG	UNS	UNI	UKG	USGD
targeted promotion of events at which employers take part	UBG	UNS	UNI	UKG	USGD
possibility of holding presentations for students by companies	UBG	UNS	UNI	UKG	USGD
special section at the site dedicated to employers	UBG	UNS	UNI	UKG	USGD
collection of candidates' applications	UBG	UNS	UNI	UKG	USGD
pre-selection of candidates	UBG	UNS	UNI	UKG	USGD
communication of selection results to candidates	UBG	UNS	UNI	UKG	USGD
consultancy on issues of employment and engagement of graduate students	UBG	UNS	UNI	USGD	
consultancy and assistance in organizing practical work	UBG	UNS	UNI	USGD	
possibility of attending fairs at universities	UBG	UNI	UKG	USGD	
ensuring space for testing candidates at the University	UBG	UNI	UKG	USGD	
availability of employees in centres for meetings with employers	UBG	UNI	UKG	USGD	
monitoring and evaluation of practical work programs	UBG	UNS	USGD		
ensuring space for interviewing students at the university	UNI	UKG	USGD		
trainings for tutors	UBG	USGD			

Contents

CAREER GUIDANCE AT UNIVERSITY LEVEL – EUROPEAN PERSPECTIVE AND SITUATION IN SERBIA	2
CENTRES FOR CAREER DEVELOPMENT AND STUDENT COUNSELLING AT SERBIAN UNIVERSITIES – BASIC SERVICES	5
REVIEW OF UNIVERSITY CENTRES AND ESSAYS ON TO-DATE WORK OF UNIVERSITY CAREER DEVELOPMENT CENTRES	8
UNIVERSITY OF BELGRADE	9
UNIVERSITY OF NOVI SAD	21
UNIVERSITY OF NIŠ.....	32
UNIVERSITY OF KRAGUJEVAC	41
SINGIDUNUM UNIVERSITY	52
COMPARATIVE REVIEW OF THE SERVICES OFFERED BY UNIVERSITY CAREER DEVELOPMENT CENTRES ..	61

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