

# 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

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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 CENTRES SINGIDUNUM UNIVERSITY



### 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.<sup>27</sup>

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

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<sup>27</sup> 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

<b>Services for Students</b>					
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			

<b>Services for future students</b>				
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		

<b>Services for Graduate Students</b>					
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	

<b>Services for Employers</b>					
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			

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