

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

www.razvojkarijere.bg.ac.rs

+381 11 3207 419

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

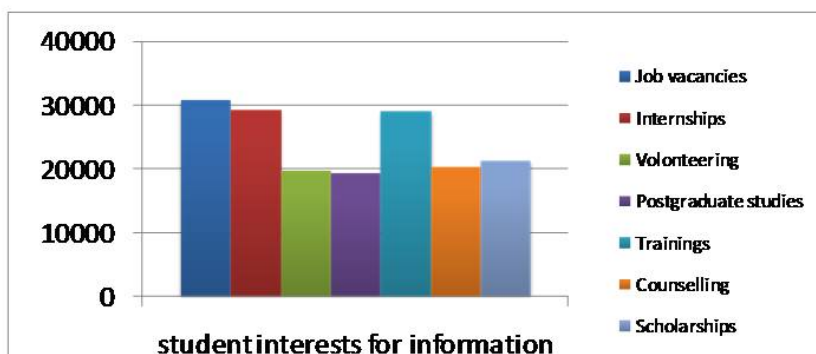
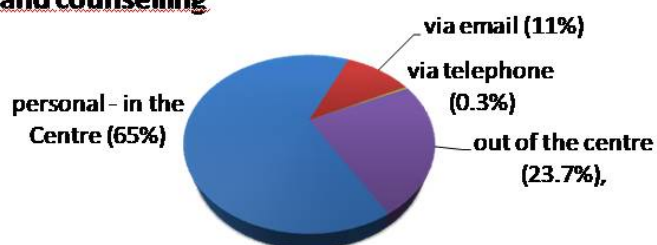
ASSISTANCE AND CONSULTANCY:

- ✓ 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

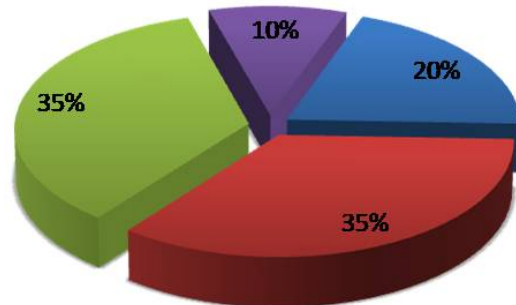


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Career Information and counselling



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%)



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CAREER EDUCATION

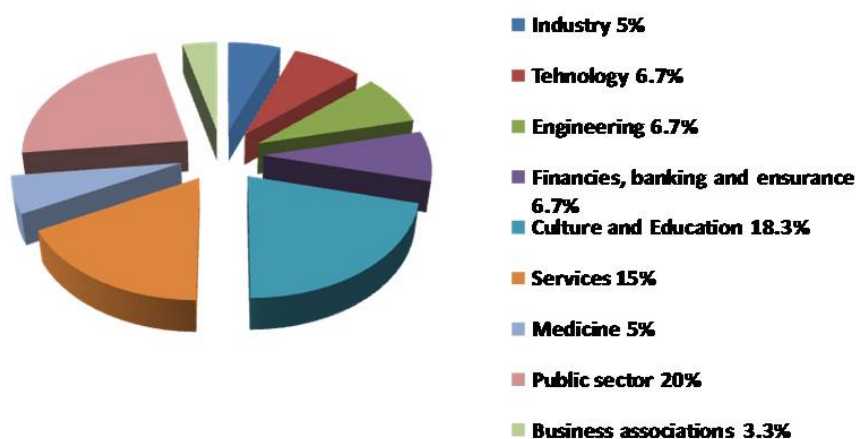
- Lectures and workshops
- Take-away publications (edu-brochures, booklets, posters)
- Library and resource area
- On-line resources



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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