

# Final Report 2023

VŠE Career Centre

*We are the VŠE Career Centre, dedicated to assisting students and alumni of the Prague University of Economics and Business in launching successful careers and preparing for the job market. We maintain constant communication with employers, helping them attract talented applicants. Our activities include organizing career workshops, and job fairs, and participating in various events to help students meet people from practice. We consistently try to improve our Centre to provide better services.*

## Workshops

In 2023, in collaboration with professional career advisors, experienced coaches, and HR consultants, we conducted **21 career workshops** contributing to the career and personal development of VŠE students. These workshops were held both in person at VŠE (9) and online (12), while four of them were conducted in English. Workshop topics covered resume writing, motivational letters, job interviews, career planning, personal branding, stress management, and self-awareness.

Workshops were scheduled throughout the academic semesters, with most of them scheduled during the Job Fair ŠANCE. We actively seek feedback from participants to improve our services continually.

- *“I wanted to learn how to properly start my career. I expected guidance on initiating a career plan. I liked that at the workshop it was explained what steps to take at the beginning of a career and how to create a career map.” – Career Workshop: Launch Your Career (February 27, 2023)*
- *“I attended the workshop to learn how to handle interviews better and also how not to be surprised by questions. Everything we discussed met my expectations. I appreciated the solutions to questions commonly asked during interviews and tips on making an impression.” – Career Workshop: How to excel in an interview (November 9, 2023)*



## Job Fair ŠANCE

We organized two editions of Job Fair ŠANCE in the spring from **April 18-20, 2023**, and in the fall from **October 24-26, 2023**. Both fairs hosted over **100 exhibiting companies and approximately 4000 visitors, including students and alumni**. The fairs featured accompanying programs offering various opportunities for career advancement.

**The Job Fair ŠANCE 2023 in spring** included career workshops, CV and LinkedIn consultations by Honors Academia, a professional CV photography session with a makeup stylist, a contest for visitors with valuable prizes, and a competition for the TOP exhibiting company/institution, where the winner was voted by fair attendees. The program of **The Job Fair ŠANCE 2023 in autumn** included consultations on business plans and fashion advice focused on dressing for job interviews in addition to the activities mentioned above.

After each fair, we request feedback from participating companies:

- "We regularly attend the fair and are glad you organize it. This year, we tried a different approach by choosing different day, and we are thrilled with the pleasant, relaxed atmosphere. Thank you!"
- "A well-organized event that effectively connects students with companies. We saw interest from both the organizer and the students throughout the day."
- "Everything was fine, as always. Quick and clear communication before the fair, and everything ran smoothly on-site. Thank you."
- "Thanks for the preparation and conduct of the event, and we look forward to the next edition. See you in the spring!"
- "We participated on the 3rd day and were surprised by the continued high interest of students in the fair."

Following the autumn edition of the fair, the date for the next Job Fair ŠANCE was set for **April 16-18, 2024**.



## Individual Career Counseling

At the beginning of each semester, we scheduled around **60 appointments** for individual career counseling, conducted in collaboration with a career counselor. Students can discuss anything related to entering the job market, such as the application process for specific positions (CV, interview, assessment center, etc.) or where and how to best search for employment. Both VŠE students and recent alumni can take advantage of this counseling service.

## Banking Profession Day

**On November 7, 2023, the 14th annual panel discussion “Banking Profession Day”** took place, organized in collaboration with the Department of Banking and Insurance at VŠE and major Czech banks: Česká spořitelna, Komerční banka, and ČSOB. The event, themed “How the Leading Women in Czech Banking see the Future of Banking” was moderated by the VŠE rector, doc. Ing. Petr Dvořák, Ph.D. Representatives from each bank started the panel discussion with short presentations on innovation in banking:

- “Client Experience Built on New Technologies” – Daniela Pešková, Česká spořitelna
- “Sustainable Bank Operation for a Satisfied Client” – Jitka Haubová, Komerční Banka
- “Banking Is Not Boring” – Michaela Bauer, ČSOB

After the short presentations, students had the opportunity to ask questions, demonstrating significant interest in the topic. The event was highly successful, with dozens of students participating.

The next Banking Profession Day is planned for **spring 2024**.



## Meeting of University Career Centres

From **September 6 to 8, 2023**, we participated in the fourth **Meeting of University Career Centres** held at the University of South Bohemia in České Budějovice. This meeting is a crucial and inspiring event that provides participants with the opportunity to discuss the latest trends, innovations, and best practices for operating career centers. It helps improve services for students and graduates of individual higher education institutions, fostering better connections between career centers and the job market for successful careers. The event saw the participation of 43 representatives from 18 involved universities. Three workshops were conducted as discussions:

- *Management Processes: Structure and leadership of career centers, strategic goals, and vision, funding approach, feedback acquisition methods, career centre marketing, trends, organization of fairs, and other events.*
- *Career Counseling Standards: Areas of student interest based on their current academic year, the timeline for defining main challenges, and coordination of provided services.*
- *Well-being: Methods for training students; mental resilience, workshop topics for student well-being, and evaluation methods for well-being outcomes.*

At the end of the meeting, the date for the fifth Meeting of Career Centres **in 2024** was set for **June 12-14** at Charles University in Prague.



## Konference EMEA Education User Group | Hamburg, Německo

On **November 2, 2023**, the Career Centre attended the **EMEA Education User Group Conference with a focus on Salesforce** at Bucerius Law School in Hamburg, Germany. The purpose of our attendance was to explore the potential implementation of the Salesforce cloud system at VŠE. The conference program included lectures by Salesforce representatives and various European universities that had implemented Salesforce, presenting their experiences, advantages, and challenges. Among the presenters were representatives from these universities:

- *Bucerius Law School, Germany*
- *London School of Economics and Political Science, UK*
- *Plymouth University, UK*
- *HHL Leipzig Graduate School of Management, Germany*
- *SWPS University of Social Sciences and Humanities, Poland*

- *WHU – Otto Beisheim School of Management, Germany*
- *Università Cattolica del Sacro Cuore, Italy*



## Collaboration with Business Partners

**In 2023, we established numerous new contacts with business partners** interested in collaborating through job fairs or promoting job offers. **More than 100 job advertisements and events** were realized, whether through online channels (websites, Facebook, Instagram, Career Portal, email) or offline at the university (posters, flyers, showcases, LCD screens). We also contributed to promoting cooperating companies' events, managed by the VŠE Event Centre.

- **On March 30, 2023**, the **Rendez-vous à la française** project was organized in collaboration with the French Embassy, featuring a lecture and participation of 14 French companies and institutions with booths or workshops for students.
- **On April 11 and October 17, 2023**, the **PwC Lunch Break** took place, allowing students to