Take the next step

Careers Guide

2017 - 2018

www.rug.nl/feb/career

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Milestones
There are many milestones on the path to your career. These phases in your transition from education to employment need attention if you really want to present yourself well and demonstrate your added value to employers. The FEB Careers Company offers you support for these four milestones:

1. Get to know yourself
Learning how to present yourself in a CV, motivation letter and job interview.

2. Get to know the labour market
Exploring career options, industries, and connecting to organisations.

3. Develop yourself and your skills
Enhancing your employability skills, competences and experience to stand out from the crowd.

4. Get the job
Discovering your strengths, drivers and passions. Learning what you want and what your personal profile is.
Studying is about more than just getting a degree. It’s also about developing yourself personally and professionally and about preparing for your future. In fact, your future career starts during your time at university.

During your studies you make choices that can affect your career after graduation. Choices like your study programme and the extracurricular activities that you engage in. The FEB Careers Company guides you in your transition from education to employment by supporting you in finding out what you want later in life and showing you what possibilities there are.

An indispensable transition, because the current job market for recent graduates is more competitive than ever. Employers increasingly want to see skills and experience from the new graduates that they hire. They are interested in the added value you can bring to the table, in addition to the qualifications that come with your degree programme. In order to meet these demands, you need to be well prepared.

With our career coaches, Student Team, workshops, events and special courses & programmes we make sure you can strengthen your employability skills, connect to companies, gain practical experience and get application tips. We are here to help you in finding the answers to questions like ‘What do I want?’, ‘What suits me?’ and ‘What do I need?’, so you can make well-informed choices and engage in activities that substantially improve your prospects on the job market.

Looking forward to seeing you!

Wijnand Aalderink
Director FEB Career Services
Throughout the year, the FEB Careers Company and FEB’s study associations facilitate services to support you in developing yourself personally and professionally. We help you take the next step for your future in the economics and business job market. By offering you a range of services, advice and job market information, we help you find answers to questions like that you encounter when you think about your future career, such as 'what do I want?,' 'what suits me?,' and ‘what do I need?’ when you think about your future career.

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

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

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

Advice & Support
By offering you a range of services, advice and job market information, we help you find answers to questions like that you encounter when you think about your future career, such as 'what do I want?,' 'what suits me?,' and ‘what do I need?’ when you think about your future career.
- Personal consults with our career advisor
- Job market info
- CV & motivation letter checks by FEB Student Team
- Alumni mentoring
- Job board

Workshops & Events
You can join several activities that will help you prepare for the job market and define your career path. Weekly interactive workshops cover career- and job market-related topics like how to present yourself, write a CV and motivation letter, and prepare for job interviews. Connect to organisations during Careers Week and alumni sessions.
- Weekly employability skills workshops (see p. 20)
- Careers Week
- Job insights with FEB alumni

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

Practical Experience
To help you obtain practical corporate experience and develop your employability skills, we offer several courses and programmes. These options link your field of study to organisations and their real life business cases.
- Internships
- International exchange
- Business Research & Consulting
- Learning Communities
- Business Challenges

For more info check pages 46-51.

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

A large portion of successful alumni had thought about their future career while being a student and engaged in 2-to-3 extracurricular activities:

- 88% had a job next to their study
- 49% were active in a committee

Source: FEB Alumni Survey 2017

Most important career services according to FEB students

Top 3

1. Career preparation workshops (e.g. resume/CV writing, interviewing) 41%
2. Career / job / internship fairs 40%
3. Employer presentations 36%

Source: Universum Global Talent Research 2017

Gaining practical experience

Of the 37% FEB students who have significant practical experience:

- Students who have part-time jobs outside their area of study 66%
- Students who have had part-time jobs within their area of study 30%
- Students who have travelled abroad 63%
- Students who have studied abroad 57%
- Students who have done internships/apprenticeships in their home country 41%
- Students who have done internships/apprenticeships abroad 22%
- Students who have been a tutor (e.g. in math or languages) 37%
- Students who have been a team leader in a sport club 34%
- Students who have had a leading role in student organisations 30%
- Students who have been a group leader in student events 24%
- Students who have their own start-up 10%

Source: Universum Global Talent Research 2017

Practical experience and internships

Practical experience

<table>
<thead>
<tr>
<th></th>
<th>FEB</th>
<th>NL</th>
</tr>
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<tr>
<td>FEB</td>
<td>30%</td>
<td>35%</td>
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<tr>
<td>Internship in the Netherlands</td>
<td>30%</td>
<td>48%</td>
</tr>
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</table>

Source: Universum Global, Universum Talent Research 2016

Most used career services by FEB students

Top 3

1. Career preparation workshops (e.g. resume/CV writing, interviewing) 41%
2. Career / job / internship fairs 40%
3. Employer presentations 36%

Source: Universum Global Talent Research 2017

Are you already benefitting from this opportunity?

Practical experience and internships

Source: Universum Global Talent Research 2016
The EBF has four subassociations to further improve the service offered to specific areas of the curriculum. These sub-associations organise career related activities that are aimed specifically at their target group.

**Risk**
Risk is the study association for the financially interested students at the Faculty of Economics and Business of the University of Groningen. Risk has set itself the goal to close the gap that exists between theory and practice in the areas of Finance, Accountancy & Controlling, Organisational & Management Control, and International Financial Management. Risk also organizes activities to enhance the contacts between its members, the faculty and companies.

**MARUG**
The Marketing Association Rijksuniversiteit Groningen (MARUG) is an interfaculty association for students of Economics, Business, Communication Sciences and Psychology. The MARUG events are also open for all students who are affected with marketing. MARUG functions as an intermediary between marketing theory and practice, because they bring students in contact with interesting marketing topics and companies. Besides these events and recruitment possibilities, they organize a monthly socials which are very well visited.

**TeMa**
TeMa is the study association for Technology Management. TeMa helps students of the BSc. Business Administration with the track Technology Management, (pre-)MSC Supply Chain Management, (pre-)MSC Technology & Operations Management and the Double Degree in Operations Management at the University of Groningen. TeMa aims to connect students with each other, the faculty and businesses.

**VESTING**
VESTING is the study association for the bachelor's programme in Econometrics, Operations Research and for the master's programme in Econometrics, Operations Research and Actuarial Studies at the University of Groningen. They aim to close the gap between theory and practice. Additionally, they want to enhance the contacts between her members and offer them the possibility to develop themselves outside their studies.

Besides the FEB Careers Company, study association EBF also provides interesting career services. Throughout the year we offer a wide range of opportunities together, that complement each other and that service you optimally.

The EBF offers several career related activities, such as Entrepreneurship Evenings, a Consultancy Tour and International Business Research. Furthermore the EBF organises one of the biggest recruitment events of the Netherlands: ‘the Recruitment Days’. During these events students get the opportunity to attend lectures by companies, have individual interviews with recruiters, participate in interactive cases, attend business dinners and business socials.

Through these activities EBF offers students the opportunity to network with companies. The EBF organises career days and other recruitment activities, which will provide students with an excellent opportunity to get in contact with business professionals.

Are you curious to see what opportunities the labour market has to offer you or would you like to have an insight on how a company operates?

[www.ebfgroningen.nl](http://www.ebfgroningen.nl)
University of Groningen Career Services

As a student you can benefit from the Career Services at FEB, but you can also turn to the additional career services of the University. Together we offer various options to service you in the best way we can.

FEB Careers Company is a partner of the University of Groningen Career Services. This is the central point of contact when it comes to careers. The Career Services network connects all the relevant parties: faculties, study and alumni associations, employers and their own Student Pool.

More information
Information, tips & tricks with regard to career preparation are always available to you via the Career tab at the Student Portal, where you can also find a JobBoard with vacancies. Also check www.rug.nl/careerservices.

How to reach us?
Address: I Shop, Oude Kijk in ‘t Jatstr. 19
Office hours: Mon: 11 AM - 5 PM
            Tue - Fri: 10 AM - 6 PM
E-mail: careerservices@rug.nl

We look forward to helping you on your way!

www.rug.nl/careerservices

The Career Services network connects all the relevant parties:
- Faculties
- Study and alumni associations
- Employers
- Student Pool
Get to know yourself

- Discover what your strengths, drives and passions are. What interests and suits you? Which industries and companies interest you? And which competences define who you are?

- Take the MyPlan Career Assessments offered through the FEB Careers Company to see how your interests relate to your career path. Check p. 21!

- Read job announcements to find out what employers want and the kind of skills they’re seeking.

- Visit Master your Talent. The Faculty will present its Master’s degree programmes through presentations, information fairs and individual counselling (spring and autumn).

- Schedule an appointment with our Career Advisor via the Student Support Desk.

- Attend our weekly interactive career development workshops presented by our certified Career Coach at the FEB Careers Company.

Start your career journey

- Develop a CV and have it reviewed at the FEB Careers Company. Our Student Team offers free CV and motivation letter checks every day!

- Participate in extracurricular activities like joining a sports club or a student or study association, organizing an event, signing up for our Honours Programme or participating in student consultancy assignments.

- Apply for voluntary work, this demonstrates your societal engagement, says something about your interests and allows you to gain some practical experience.

- Establish and maintain your professional online presence through networks like LinkedIn.

Register on Career ConNEXT. Corporate relations and alumni post jobs and internships on Career ConNEXT and might be interested in you!
It’s never too early or too late to start thinking about your career!

- Early exploration can enable you to make better academic choices, whether that means choosing elective course units or selecting a Master’s programme or a thesis topic.

- The sooner you get experience that builds up your qualities and skills, the more competitive you can be.

- If you know which area of expertise you would like to work in, you can start networking with people who already work there. Personal contact and referral is an important way of finding a job.

- You’ll enjoy your studies more if you develop a career goal that excites you. You may find that you get better marks too.

- It often takes time to identify what you really want. Trial and error can sometimes help you determine what you don’t want, as well as what you do want.

‘If you feel like you’re running out of time, come in for individual assistance from one of our Career Advisors!’

Talk to people and invest in your network

Gain experience

- Get a part-time job, for instance at a company that matches your interests and field of study. Or apply for a student assistantship.

- Apply for committee or board membership to gain some experience in the field of management, teamwork, leadership, communication and commercial awareness.

- Consider studying abroad to broaden your horizons and to strengthen your international experience and network. Find out more about our double degree options.

- Do an internship to increase your chances of employment. It is the best way to get insight into the labour market, gain practical corporate experience and find out what you like. (see page 48)

- Internship abroad: we give all of our students access to Going Global, the leading provider of career and employment resources for evaluating and selecting new staff, and helping them make the transition to a successful career in a foreign country.

- Tailor your CV and motivation letter to the job description and have it checked at our workshops or by our Student Team during daily walk-in hours.

- Consider the option of applying for a Master internship, which enables you to do an internship within your programme for an additional 15 credits on top of your Master Degree.

- Visit Careers Week to meet with companies, engage in skills workshops and get valuable application tips.

- Discuss your job-hunting strategy with a Career Advisor and consult the FEB Careers Company’s website.

- Visit Career ConNEXT and Nestor.

Gain the job!

- Prepare an elevator pitch, a 30-second overview of your knowledge, skills and accomplishments that is worth memorising.

- Talk to people you already know (friends, alumni, relatives) who have jobs in the sector you are interested in. Find out what the job involves, what their tasks and duties are, what responsibilities they have, what career prospects there are, etc.

- Participate in the personal Career Mentor Programme, which aims to prepare students for entry into the labour market. Alumni coach students to maximize their career opportunities.

- Visit career fairs, business and economics conferences, recruitment days, the Careers Week and other events where you can have direct contact with companies. These events are announced on Career ConNEXT and Nestor.

- Join a Business Challenge offered by the Careers Company.

- Subscribe to the FEB Careers Company newsletter to receive internship and job offers by e-mail.
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www.hollandtradinggroup.com
Get to know yourself

As a familiar face at FEB, experienced trainer and coach Monique Kroese has gotten to know and understand students and what goes on in their lives and minds. ‘If there’s one thing I have learned, it is that a ‘one-size-fits-all’ approach to employability is not realistic. Nor is there one identifiable corporate culture. The match always depends on the situation and time. Contexts are fluid. The key is to be aware of who you are and to become resilient enough to be able to deal with changing situations. We need to develop our curiosity, find out what works and vary our communication styles.’

‘Find your path, start your journey.’

Monique Kroese
Senior trainer & coach for intercultural, interactional & (self)-leadership skills

The relevance of self-reflection
‘Students nowadays are very aware of the international context and diversified society they live and come to work in. In order to deal well with the challenges international settings come with, self-reflection is a key factor. It basically has to do with being curious, with wondering how people and processes work. It concerns expanding your range of social skills and exploring the options you have and the choices you can make. Having an open mind really helps you to do this and to handle fluctuating situations well.’

Go find out
‘Finding out what really drives and motivates you, can feel like a challenge. But it’s actually not really that hard. You realise what makes you ‘tick’ by reflecting on your day-to-day experiences, by talking to people and mostly by asking questions. Going a little bit further beyond the average facts and anecdotes, you can analyse how you perceive things. And that is also academic thinking; another perception of so-called soft skills.’

‘When training and coaching students, I always emphasise four aspects to a professional orientation.

One: Build up both life and work experience. No matter what or where: there are so many things that will help you develop yourself. Two: Learn how to transfer those experiences to a wider area. They can function as significant reference points. Three: Know yourself, your pro’s and con’s and know that it’s okay to show self-awareness or even self-doubt. And finally four: Go find out what you like doing, what you are good at, and what you find genuinely interesting.’

Shifting styles
‘When students ask me what skills they should invest in, I would say: develop your interactional skills. Increase your sensitivity for your surroundings, your communication skills and your ability to adapt. Being able to modify your communication or management style when necessary, is highly valued by companies and employers. I really believe that it comes down to building resilience: you cannot prepare for everything, but if you know who you are and how to deal with different circumstances, you are as ready as can be.’
workshops

FEB Careers Company Workshops

Your career starts with getting to know yourself and your ambitions, and to improve your skills. Following one of our interactive workshops will help you achieve this. It will broaden your horizon and get you prepped for the job market!

Both FEB Careers Company as well as the University of Groningen Career Services facilitate weekly workshops that will help you develop the crucial employability skills you need to start your career. They will help you develop your employability skills, but also provide tips for you application.

Some of the workshops we offer
Every Tuesday and Thursday we offer workshops at the Careers Company. To name a few:

- How to write a good cv
- How to write a convincing motivation letter
- How to have a successful job interview
- Present yourself in a perfect pitch

‘I loved the elevator pitch workshop which showed me exactly what I should work on to improve.’
Anna
FEB student

and their personal development. I believe that your core qualities are based on your drives, motivations and passions. It’s all about recognising them.’

Key takeaways
- Gain valuable transferable skills that employers seek, such as interpersonal-, effective communication-, leadership and teamwork skills;
- Master the art of communicating your unique value to employers;
- Learn how to prepare job applications and ace your interviews;
- Network with students from other programmes;
- Learn how to show leadership.

Join
Feel free to join our workshops and enhance your skills! Check the online Semester Calendar for upcoming workshops. There is no attendance fee, so sign up via studentteam.feb@rug.nl, or just drop by: every Tuesday and Thursday between 2 and 4 PM at the FEB Careers Company, Duisenberg Plaza, ground floor.

We look forward to welcoming you and helping you develop your potential!
Oliver Wyman is a leading global management consultancy. With offices around the globe and an international staffing model, our consultants travel to meet clients’ needs throughout the world.

Oliver Wyman is specifically structured to attract, retain and reward outstanding people. We are a true meritocracy and there are no artificial barriers to development and success. We are distinct from our peers in focusing on your long-term career development and hire with the vision to see new consultants through to our partnership within 6–9 years.

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An equal opportunity employer.

www.oliverwyman.com/careers

The world of banking is changing faster than ever. That’s why we at ING are always broadening our horizons. Our people have a forward-thinking mentality, a strong can-do spirit and enjoy working in an agile environment. Our traineeship gives you the best international experience you could wish for. Do you want to know more about our International Talent Programme? Jump on.

Explore your possibilities and find the track that suits you!
The actual job market is very dynamic, international and highly competitive. A permanent job is not the standard anymore. Both employees and employers have to cope with a rapidly changing business environment. What you learn today may be outdated tomorrow. Leadership, Game Changers and Scalable Learning are the employability Key Performance Indicators that CEOs and higher-level executives are currently emphasising,’ according to Elise Kamphuis.

‘For students and graduates it is essential to develop competences related to continuous learning and to take responsibility for their career path.’

What do employers value?
‘Although research shows that European employers consider the match between field of study and job tasks to be the most important attribute for selecting candidates, a degree on its own is no longer sufficient. Employers appreciate both the grade point average and relevant work experience. McKinsey recently concluded that many students do not always sufficiently master the right skills.

More and more, employers are also looking for “soft” skills like spoken communication and being able to deal with work ethics. But perhaps even more important is that the employers I speak with emphasize the importance of interview preparation and showing passion for what you do. Lack of enthusiasm can even be the most important reason why interns are rejected.’

How does FEB help students with career building?
‘We are actively creating opportunities for students, enabling them to gain practical business experience and develop valuable skills needed to perform in a job. The Master Internship, Business Research & Consultancy, the Career Mentor Programme and internships are examples of such opportunities. Moreover, these facilities help students to get an inside look at prospective work activities. After all, how are you supposed to know if you really want to be a HR manager or a marketer or a consultant, if you haven’t actually done any of this kind of work yet? All in all, our activities help students to stand out of the crowd.’

What do you advise students?
‘To discover the right career it is wise to have some self-knowledge: what are your skills, interests and goals? What makes you unique? It also pays off to research the labour market: what kinds of jobs are there, what types of companies are hiring, etc. Don’t forget SMEs: work experience at an SME can be unique in the range of skills acquired and the amount of responsibility provided. The combination of self-knowledge, including goal-setting, and labour market research produces the right career fit for you.’
Tips and action points

Tips for labour market research

- Labour market information can help you find a job you like and a company you enjoy working at. Don’t forget that you spend a third of your life on the job and the chance of getting hired is much higher if you can show some authentic passion for a certain job.

- International students who would like to know more about the Dutch labour market can check www.hollandalumni.nl/career.

- Keep in mind that there is no such thing as one single labour market. Working habits and working culture differ per country and the economic situation differs per region.

- Check the Eurostat database for European labour market data and the ILO database for global labour market data.

- Register on Career ConNEXT and you will have 24/7 access to easily register for career events, search for jobs and internships, and manage multiple CVs, motivation letters, and other employment-related documents.

What employers value

Figure 1 Relative importance of CV attributes according to employers (in %)

- Match between field of study and job tasks
- Relevant work experience
- Degree
- Grade Point Average
- Study abroad
- University’s prestige/reputation

5 10 15 20 25

Source: EU, The Employability of Higher Education Graduates M. Humburg, et al., 2013

Figure 2 Relative importance of personal skills according to employers (in %)

- Professional expertise
- Interpersonal skills
- Commercial/entrepreneurial skills
- Innovative/creative skills
- Strategic/organisational skills
- General academic skills

5 10 15 20

Source: EU, The Employability of Higher Education Graduates M. Humburg, et al., 2013

Most important aspects

When asked what the most important aspect for an employer is when our alumni applied:

- 69% motivation for the job
- 64% the level of study
- 40% work experience (outside of study)

To give you an impression of the labour market for graduates in the fields of economics, business, economics of taxation and econometrics, these facts and figures can come in handy.

**Channels: How did graduates find their job?**
Responding to a job advertisement was the most effective way for all graduates to get their job. Econometricians are the exception—they are usually headhunted (see table 1). Speculative application is a common way of job searching in the Netherlands, but seems rather ineffective. Networking and internships seem to be more effective tools for getting a job.

### Study Salary Weekly hours

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<th>Study Salary</th>
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<td>Average of all degrees</td>
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### Degree programme

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<td>8</td>
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<td>13</td>
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<tr>
<td>internal internship</td>
<td>17</td>
<td>9</td>
<td>5</td>
<td>2</td>
<td>8</td>
<td>5</td>
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**Prospects of a permanent position**

- 96% of FEB alumni are employed after graduation from university
- 42% of FEB alumni have found a permanent job one year after graduating
- 45% of FEB alumni have the perspective of a permanent job contract one year after graduating

**Optimistic**

Although the job landscape is shifting, people remain optimistic about their job prospects. Young people, aged 18-29, are even more optimistic (56%).

- Optimistic 44%
- Neutral 21%
- Not sure 11%
- Pessimistic 12%

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Source: FEB Alumni Survey 2017

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Source: Intelligence Group analysis of Jobfeed and the Labour Market Behaviour Research 2016

Source: Aug. 2017, LinkedIn FEB alumni

Source: Studie & Werk 2015, statistical appendix

Source: Studie & Werk 2015, statistical appendix

Source: Jobvite Job Seeker Nation Study 2016

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Table 1. Source: Studie & Werk 2015, statistical appendix

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Table 1. Source: Studie & Werk 2015, statistical appendix

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Table 1. Source: Studie & Werk 2015, statistical appendix
'Choose a job you love, and you will never have to work a day in your life.'

Confucius
career options

After graduation, you more or less have four options to start your career. Besides choosing to work in a specific industry, you can also continue studying, develop an academic career or start your own business.

Industries

When you graduate you have different industries you can choose from. When you choose a Master you make an important decision about which industry you would like to work in. They include Accountancy, Controlling & Financial Services, Consultancy, Logistics, Retail or work for the Government.

Sectors:

Where do economics and business professionals work?

The figure below shows the industries employed graduates work in 15 months after graduation. It demonstrates that the financial sector is the main employer for econometrics, finance, and accountancy graduates, whereas the trade sector is the main employer for graduates of business administration, international business, marketing and entrepreneurship.

<table>
<thead>
<tr>
<th>Sectors</th>
<th>econometrics</th>
<th>finance</th>
<th>accounting</th>
<th>business administration</th>
<th>international business</th>
<th>R&amp;D</th>
<th>entrepreneurship</th>
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<td>5</td>
<td>9</td>
<td>12</td>
<td>5</td>
<td>–</td>
</tr>
</tbody>
</table>

Source: SEO Studie & Werk 2017, statistical appendix

Become an entrepreneur

For some graduates, working at someone else’s company might not provide sufficient satisfaction and they might feel that starting up their own company better fits their needs. Especially for those who might have been involved in small-scale entrepreneurial projects while growing up, like running their own web shop, becoming an entrepreneur is a logical choice. However, even if you do not yet have experience, you can still decide to start working for yourself. All you need is a good idea, a lot of motivation and some guts.

Would you like to start your own business?

The Minor in Innovation & Entrepreneurship is the ideal opportunity to work on your own business idea.

Become a Researcher

Interested in a PhD? The Dutch PhD system is held in high international regard, and a PhD programme in the Netherlands takes three or four years. During this time you conduct your own research, and a Graduate School provides a balanced mix of expert supervision and tailor-made postgraduate training, whilst giving you the freedom to pursue your own ideas within the scope of a specific research theme. Independent research is the main focus of your PhD programme, and you are supervised in this by at least two experts in your research subject.

Interested in a career as a researcher?

The Research Master’s degree in Economics and Business is a two-year programme open to bright and ambitious students. You can find more information through SOM, the coordinating research institute.

Continue studying

After graduating from university, some graduates make the decision to continue their study career instead of trying to find a job straightaway. There are several reasons why you would make this choice. You might need further qualifications in your field to do the work you want to do, or you might want to have a career in a different field than the one you studied. This may even mean choosing another degree programme. Context could be a reason as well: when job opportunities in your field are scarce, adding another degree to your CV could be a good way of improving your chances of finding a job.

Source: SEO Studie & Werk 2017, statistical appendix

To be entrepreneurial or creative/innovative is the top career goal for Economics and Business students among the world. Source: Universum Global Talent Research 2017
global career

According to the 2017 Alumni Survey, 43% of our students have studied abroad, and 55% have considered to extend that experience and apply for a job abroad.

Globally, the greatest single source of new jobs is private sector services, such as business and administrative services and real estate. These and related industries will employ more than a third of the global workforce over the next five years.

Source: ILO, The changing nature of jobs - World Employment and Social Outlook 2015

Private sector

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Source: ILO, The changing nature of jobs - World Employment and Social Outlook 2015

This chart shows how various sectors of the global labour economy grew or shrank between 2010-2013 (horizontal axis) and how much they’re expected to grow or shrink between 2014-2019 (vertical axis).

Figure 3 Global employment growth by sector
Source: ILO, The changing nature of jobs - World Employment and Social Outlook 2015

Interested in a career abroad?

Start your journey at Going Global, the online database.
We provide all our students with access to Going Global via online.goingglobal.com. (also accessible via Student Portal/Career)
This is the leading provider of career and employment resources for evaluating, selecting and transitioning into a successful career in a foreign country.

Going Global’s 80,000 page database contains Country Career Guides, corporate profiles and worldwide job and internship openings.

Examples of information you can find on Going Global:
- Want to know what a CV in Mexico should look like?
- Looking for an internship in Ireland?
- Curious about how to apply for a non-profit organisation in South Africa?
- All of this and more!

Tips for international students

Career sources for non-Dutch speakers
- information about careers in Holland: www.careerinholland.com
- European job mobility portal: eures, ec.europa.eu/eures
- Europass to create an online CV: europass.cedefop.europa.eu/jobs.goabroad.com
- job portal for talented international students in the Netherlands: www.hoitalent.com

Recruitment agencies for non-Dutch speakers
- Undutchables: www.undutchables.nl
- Dutchisnotrequired.nl
- Manpower: www.manpower.com
- Sykes: www.sykes.com
- Unique: www.unique.nl
- Blue Lynx: www.bluelynx.com
- Kelly Services: www.kellyservices.com
- Elanit: www.elanit.nl
The Faculty of Economics and Business strives to stay in touch with its alumni after they graduate. Alumni have already proven themselves in the labour market and form a valuable link to organisations and industries to which you will have to present yourself in the near future. Working together with alumni and their organisations enables us to connect to real-life issues and developments, which helps us to improve our educational and career services.

To prepare students for their entry into the labour market, FEB puts current students in contact with successful alumni, for instance through network meetings, lectures and Job Insights sessions, as well as through the Career Mentor Program, in which students are paired up with alumni to be coached personally with the goal of maximising their career opportunities. In their role as Career Mentors alumni can teach you a lot about how your degree is applied in organisations and about the real-world issues within organisations. They can guide you in your transition from education to employment and broaden your professional network.

"We appreciate the high level of education of FEB students. But also the can-do mentality: thinking in solutions instead of problems.”
Hans Coenen, Director of Business Development at Gasunie

"I've always been impressed by the students from FEB because they are really focussed, understand business, get really stuck in and work hard.”
Jennie Monon, HR director at ING Bank

"Our experiences with students from FEB is that they're very solid in terms of content, they are very hard working and they are down to earth, which makes them easy to work with.”
Bart van Ark, General Manager at The Conference Board

The FEB Alumni

Benefit from their experience and network

Partners about our graduates

Gasunie
“We appreciate the high level of education of FEB students. But also the can-do mentality: thinking in solutions instead of problems.”
Hans Coenen, Director of Business Development at Gasunie

ING
“I've always been impressed by the students from FEB because they are really focussed, understand business, get really stuck in and work hard.”
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The Conference Board
“Our experiences with students from FEB is that they're very solid in terms of content, they are very hard working and they are down to earth, which makes them easy to work with.”
Bart van Ark, General Manager at The Conference Board

Interested in advice from an alumn? Learn more about our Career Mentor Programme at www.rug.nl/febmentor
Hoe draag jij bij aan onze maatschappij?

Ontdek het bij significant.
Het onderzoeks- en adviesbureau dat zich richt op maatschappelijke vraagstukken.
‘Soft skills will open many doors to come in your career.’

‘Over the last years, companies have been looking more and more for talents who are not afraid to authentically share their strengths, passions and values’, says Aurelie Pradier, Employer Branding Consultant and country manager for Universum Global Benelux.

‘It has a lot to do with personality traits and having the guts to take a personal approach in order to get companies’ attention; showing them who you are and how you fit in their organisation.’

**Must-haves for career success**

‘Yes, having a degree and work experience are a good foundation, but recruiters are increasingly looking at soft skills. These soft skills may not only get your foot in the door; but they may also open many doors to come in your career. When you sit in front of a recruiter, you should have a whole bunch of examples ready. When have you kept a promise and taken ownership of a task, a project or a team? How flexible and adaptive are you? Do you embrace challenges? Are you a creative thinker? How do you behave when things don’t go as planned? Your attitude, your communication skills, your emotional intelligence and a whole set of other personal attributes are the soft skills that are a ‘must’ for career success. And of course, don’t forget to add your personal touch and transform it into a skill which will bring value to the job you are applying for. For example saying you have a passion for new gadgets means curiosity and trendsetter. Being an active vlogger means confidence and good communication skills. Love for cooking indicates creativity. Voluntary work shows interest in contributing to the community. Backpacking means open to diversity and going outside your comfort zone.’

**Authentic contribution**

‘What we have seen in our studies in The Netherlands, is that the desire to be entrepreneurial, creative and innovative continues to be young talent’s number one most important career goal when looking for a job. Young generations want to think innovatively and act on that innovation to look at the world through a different lens and contribute to improve the world around them. Together with the rising pursuit for a purpose-driven job, this is changing the way we look at work. It is no longer only about getting a paycheck, but it is more so about working for a purpose. It is about discovering where you can best contribute your authentic strengths, values and passions and go to bed at night with a smile on your face because of what you have accomplished during the day.’

Develop yourself and your skills

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*Aurelie Pradier*

Employer Branding Consultant and Universum Global Benelux country manager for the Netherlands.

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milestone 3
Connect on a personal level
'The good news is that more and more companies are following that movement, where they want to act and appear more authentic, human and purposeful. They strive to build a distinctive visual identity, mainly through social media, to communicate their culture and their personality. Since companies are taking this effort to find the most relevant and powerful way to engage with you as their target group, it is important for you to also take a modern and personal approach in order to get their attention. Do not hesitate to take personality tests that some companies have created to show you who they are, what they offer and how you may fit there. For example ING’s What would you choose or HEINEKEN’s Go Places.'

Finding the right match
'What we advise students is to figure out, before you apply, what matters most to you and the sort of contributions you want to make in your career; and then identify potential employers that value the same things. Many job seekers play the number game and respond to as many vacancies as possible. However, to show the recruiter you are the right candidate, it’s better to put in the time to determine those best organisations you want to work for and only focus on those.'

About Universum Global
Universum is the global leader in employer branding and provides end-to-end solutions that empower organisations to become better at attracting, recruiting and retaining top talent. Universum’s mission is to create the best match between employers and potential employees by providing them with knowledge, guidance and actionable insights. The company gathers and analyses insights about the career expectations of more than 1,300,000 students and young professionals annually in over 60 countries, and serves as a trusted partner to 1,200 clients globally, including many Fortune 500 companies.

www.universumglobal.com

Recommended skills to invest in

1. Networking: create connections everywhere you go, by attending conferences, joining professional social networks and taking part in company workshops. It can lead to great opportunities.

2. Have a well-established social media voice: understanding how to leverage different online platforms will strengthen your voice and is a valuable skill to have.

3. Keep developing yourself: try new things and do not be afraid to fail.

4. Analytics: in this data-driven world, having a solid understanding of analytics will give your CV a nice bonus. It shows employers that you are a pragmatic and strategic problem-solver, capable to derive significant insights and transform data into concrete next steps.
According to the 2015 Universum Talent Report, important employability Key Performance Indicators (KPIs) are Leadership, Game Changers and Scalable Learning Mindset.

**Leadership**

Professionals with leadership skills show an ability to see the big picture in any situation, inspire their teams, prefer working in a team environment and desire and seek responsibility.

*How to develop this?*
- Apply for a position in a board or committee
- Join a sports team or a student or study association
- Organise an event

**Game Changers**

Game Changers will help businesses to grow, remain in the market and/or stay innovative. They actively seek challenges to rapidly improve their performance, show commitment and responsibility and have a strong networking disposition.

*How to develop this?*
- Find your passion and always show passion for what you do.
- Keep up to date with business news and recent developments in the areas your interested in.
- Invest in your network and your networking skills.

**Scalable Learning Mindset**

The new business order moves efforts from scalable efficiency to scalable learning. Mindset and attitude have become crucial to succeed in your professional life. This covers innovation, creativity and continuing to learn.

*How to develop this?*
- Find out what your strengths, drives and passions are, and which competences need more attention
- Fill in the MyPlan Career Assessment
- Visit FEB’s weekly workshops

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**Competences on the job**

The main competences FEB alumni say they use in their jobs include:
1. Problem-solving skills
2. Analytical skills
3. Working independently

*Source: FEB Alumni Survey 2017*

**Competences increase employability**

Skills + Knowledge + Attitude = Employability

*Source: Universum Global Research 2017*

**Will robots take our jobs?**

339% of job seekers is somewhat or very concerned about job obsolescence, whereas another 39% is not at all concerned.

*Source: Jobvite Job Seeker Nation Study 2016*
practical experience

Business Research & Consulting

The course Business Research and Consulting is a 5 EC elective for BSc and MSc students from all FEB study programmes. Each block you can apply. In a multi-level team you engage in a research and consultancy project for a company, applying theory and knowledge to practical business matters. Working on such consulting assignments helps you to grow a more commercial perspective and sense of clients’ needs. You will develop specific skills like observing, problem solving, leadership, teamwork and decision-making. The course empowers you to find out what role you can play in the consulting process and how to effectively advise your client.

Benefits for you
- Gain hands-on experience
- Obtain new insights and perspectives
- Share knowledge with people from different backgrounds
- Learn how to reflect on your own skills and behaviour
- Expand your professional network

In our Business Challenges you can work in multidisciplinary groups of 3rd year selected bachelor and master students on a real life business case. For a seven week period you and your team will battle for the best advice report. At the end your team gets the opportunity to present your ideas and solutions to the company and the winning group will be rewarded. Business Challenges are a great opportunity for you to acquire strategic experience, leadership skills and team building skills, and for companies to meet the fresh minds of our students.

Learning Communities

Would you like to specialise in a specific topic? In FEB's Learning Communities, you can dive deeper into a topic that has your personal interest or passion to gain more insights and relevant skills. Students of various levels, backgrounds and ages will work together, coach and challenge each other and enhance each other's learning experiences. It is an extracurricular activity that will be very valuable in demonstrating your ability to engage in collaborative projects with the corporate world. It enables you to develop specific skills like project management, coaching, tool development, interviewing, negotiating, and networking, which will help you to prepare for your future career.

Annika Zwanenberg participated in Business Research & Consulting:
“I wanted to gain more experience in consulting work and experience the ‘working atmosphere’ within a company. It feels good to have ‘bridged’ the gap between my study and the business a bit better.”

Annika Zwanenberg

Matej Ribansky participated in a Business Challenge:
“Projects like these show students how to prioritise and on top of that enable them to utilise their technical knowledge and presentation skills.”

Matej Ribansky

Olivier Geene participated in a Learning Community:
“Engaging in this Learning Community taught me the importance of negotiation and related techniques. I learned to be patient during the process of M&A in the short term, during negotiations, as well as in the long term during the restructuring of a company; and to back out or suspend the deal if necessary.”

Olivier Geene
Internships

Interested in doing an internship? You’re absolutely right. It’s an investment in your professional and personal development that we encourage. An internship offers you the opportunity to take a closer look at a company for a short time. You can find out more about a job, about the organisation’s culture, and whether it suits you or not. It enables you to gain experience that will help you make decisions about your future.

The FEB Careers Company supports you in finding an internship by providing workshops in the Careers Week, sending out a weekly newsletter with internship vacancies and promoting vacancies of our corporate network on the Student Portal.

What’s in it for you?
Doing an internship will help you …
- Differentiate yourself and your CV
- Test-drive the career path that interests you most
- Gain (international) work experience
- Build your (global) professional network
- Enhance your employability skills
- Increase your future employment prospects
- Build the confidence, motivation and professional conduct you need to enter the labour market

Ruben Lautenbag did an internship at FrieslandCampina in Singapore:

‘I would advise to search for internships via as many channels as possible. Don’t focus on one or two organisations and wait for their reaction, but try to approach as many as you can.’

Different types of internships

Depending on your goal, planning and criteria, you can pick the internship type that suits you most.

Master Internship
The Master Internship is an extension of your study programme to add work experience to your curriculum. More info can be found on the next pages.

Extra-curricular Internship
It is possible to do an internship on your own, during your study programme or afterwards. Although not included in your study programme, this will add value to your curriculum. We can advise you about any practical issues.

MSc Thesis Internship
This type of internship will enable you to get company insights while working on your thesis. Additionally, you get access to data for your thesis that would otherwise be unattainable. Also, it helps you get closer to the job market.

Global Research Internship
In cooperation with Newcastle University, FEB enables you to obtain valuable professional experience working on projects in India, Newcastle UK, Tanzania, Rwanda, or Nicaragua. During this internship, you can broaden your global network.

Singapore Internship
You can also work on your (global) network with FEB alumni in Singapore. Through vacancies at their firms, you get the unique opportunity to gain international work experience during a two-months paid internship in this modern and vibrant city-state.

Besides these options, we can help you arrange an internship through our international partner organisations, among which MDBC in Malaysia, UNSA in South Africa, and Neso in Indonesia.

Tips to support your search

- Let your network, family and friends know you are looking for an internship
- Look at FEB’s Jobboard: www.rug.nl/feb/career
- Check out www.GoinGlobal.com for internships and country guides from all over the world - including the Netherlands
- Join the Careers Company Group on LinkedIn to connect and stay updated
- Subscribe for our Internship Newsletter
- Talk/read about other students’ internship stories to find out how they got their internship
- Contact FEB alumni via www.febalumninetwork.com

For more tips and helpful websites, check www.rug.nl/feb/internships

It takes 4 steps to get an internship that suits you!

1. Find out who you are and what you want. This will help you to define your search.
2. Set your goal for doing an internship. Depending on your goal, criteria and planning, you can select a vacancy that matches most.
3. Start your search (for tips, see below).
4. Prepare and apply for the internship that matches your wishes. The Careers Company Student Team can help you with your CV, cover letter and LinkedIn profile.
With the current job market being more competitive than ever, employers increasingly expect work experience from new graduates they hire. As FEB successfully ran a pilot offering a Master Internship (MI) in the academic year of 2016-2017, FEB has now expanded the MI to all MSc programmes (except for the Research Master).

The MI is an extension of your study programme offering you the opportunity to add work experience to your curriculum and gain 15 ECTS on top of your Master’s degree.

How does it work?
You do the MI directly after your first semester and before writing your thesis. Engaging in a MI means you will be postponing your thesis to the first semester of the next academic year, and therefore extending your programme 1.5 years. The MI will be officially listed as an extracurricular course on your MSc diploma and you will receive a separate MI certificate listing your internship company’s name upon completion.

What do students say about their internship experience?

Jasmijn Staal (on the right) was one of the first students to participate in the Master Internship as an extension of her MSc Marketing.

‘I have been able to experience working life and the business culture of New York City. It was a great and interesting challenge!’

Xingni Chen did a Master Internship as part of her MSc Technology and Operations Management.

‘Doing an internship helped me to develop my teamwork and communication skills. Especially as an international, it was good to get to know the Dutch corporate culture.’

www.rug.nl/feb/mi
We believe it is important that our staff feel committed to Marktlink, its clients and their colleagues. We offer an inspiring working environment where staff members can engage their passion for their work and share it with colleagues.

Our staff are passionate: they strive to perform at their best, not only for the client, but also for themselves. To allow them to do so, we are continually investing in their personal development, through talent management and the Marktlink Academy.

An open and honest attitude is the cornerstone of our relationship with our clients and staff. A deal is a deal and we follow through on our promises. We expect our staff to be reliable also.

Ambitieuze wo’ers zitten goed in Groningen. Zeker als talentvolle starter bij TKP. Want vanuit Groningen werken zo’n 750 hoogopgeleide TKP’ers aan het beste digitale pensioenplatform. Ruim 3,1 miljoen Nederlanders rekenen op onze dienstverlening. Of het nu gaat om een pensioenuitkering die juist én op tijd is, of om een actueel overzicht van het opgebouwde pensioen.

We hebben regelmatig vacatures voor de functies van actuariaal rekenaar, data scientist, pensioenanalist en productengineer. Je werkt bij ons aan uitdagende projecten. En je gaat samen met collega’s aan de slag om de beste resultaten voor onze klanten te behalen. Hard werken als het moet, een grapje als het kan, maar altijd met plezier.

Amsterdam | Deventer | Gouda | ’s-Hertogenbosch | www.marktlink.nl
Get the job

Once you have defined your personal profile and ambitions, and once you’ve explored the labour market and boosted your skills, it’s time for the final step – getting out there and presenting yourself! Here are some top tips to help you get the job you’re looking for.

Actions!

• Attend interactive workshops at FEB Careers Company or at University of Groningen Career Services
• Visit the Student Team walk-in hours for quick CV and Motivation Letter checks: Tue-Thu, 11AM-2PM at the Duisenberg Plaza
• Schedule an appointment with our Career Advisor via the Student Support Desk.
• Resource for information about CV, cover letters and preparing for an interview: www.prospects.ac.uk

creating a winning CV

A CV is a concise outline of your education, experience, activities, accomplishments and skills. Employers often spend only 30 seconds scanning a CV to determine whether the profile matches their requirements, so think of your CV as a tool to prove that you meet the needs of your potential employer!

Show what makes you unique
The greatest challenge is to stand out, as you can be up against hundreds of other candidates. Employers don’t just buy skills, they buy solutions. So try to think of ways to show how you can make the company more successful.

Choose a clear layout
Employers initially only quickly scan your CV, so make sure it’s clutter-free and easy to read. The last thing a recruiter wants to do is go hunting for essential information. Try not to hide anything, be clear and keep it short, preferably 1 page, max 2 pages.

Tailor your CV to your audience
There is no one size fits all formula. This means that each time you apply for a position, you should tailor the document to the specific role and organisation.

Keep it error-free
It’s deceptively easy to make mistakes on your CV and exceptionally difficult to repair the damage once an employer sees it. As well as checking your spelling and grammar, make sure your employment dates match and you’ve provided the correct phone number and e-mail address.

Keep your CV up to date
To avoid forgetting certain achievements and missing important pieces of information, revisit your CV every month to add anything of importance and remove any information that is no longer relevant.

Describe your experience
You can make a solid impression if you quantify and qualify your specific successes, achievements and responsibilities. Our tip is to use action verbs and bullet points and to be as specific as possible.
motivation letter

Complementing your CV, a motivation letter really introduces and markets you. It tells your story by highlighting the strengths and motivation you have that are relevant for the person and organisation you are addressing. The content, tone of voice and style are up to you, but let us share one tip: a logical and engaging structure is key. Here are some guidelines that can help you while drafting your letter.

Layout
Set it out like a business letter. Brevity adds power so never exceed one A4 page in length.

Introduction
Introduce yourself and explain why you are writing. If you are responding to an advertisement, state where you saw it.

Why this job?
Explain why you are interested in the job and the organisation. Tailor the letter to the organisation.

Why you?
Explain why you are well suited to the position. Refer to the relevant skills, experience and knowledge you have and match what you say to the requirements in the job description. Highlight key evidence. (Tip: try to avoid listing all the things that can already be seen on your CV!)

Conclusion
Emphasise your desire to join the organisation and end on a ‘look forward to hearing from you’ statement, followed by ‘Yours sincerely’.

Motivation letter checklist:
- Check the spelling and grammar and get someone else to read it through.
- Don’t start every sentence with ‘I’.
- Give evidence for your claims.
- Be enthusiastic and interested.
- Be authentic.
Getting the job

Research shows that job search time can be influenced by different individual variables:

- **Time at university**: 31%
  
  Spending 4 years at university takes you 31% longer to find a job than studying for 7 years.
  
  Source: SEO Studie & Werk 2017

- **Living situation**: 39%
  
  Living with your parents increases job search time by 39% compared to living independently.
  
  Source: SEO Studie & Werk 2017

- **Practical experience**: 50%
  
  Doing an internship shortens your job search time with 50% compared to having work experience in the hospitality industry.

Job search time

Almost 75% of FEB graduates had a job within 3 months after graduation.

Source: Nationale Alumni Enquête 2017

Pre graduation

33% of FEB graduates found a job before graduation.

Source: FEB Alumni Survey 2017

The big 6

Companies mainly use Facebook to present themselves as a potential employer online.

- Facebook 1.97 billion
- Youtube 1 billion
- Instagram 600 million
- Snapchat 3000 million
- Twitter 319 million
- LinkedIn 100 million

Source: Universum Global Talent Research 2017

Factors for leaving a lasting impression during interviews:

- 85% Industry knowledge
- 87% Enthusiasm
- 79% Conversation skills
- 66% Punctuality
- 63% Appearance
- 39% Handshake and greeting

Source: Jobvite Jobseeker Nation 2015

How to find a job?

A survey amongst graduated FEB students show the following facts on how they found a job:

- Via an existing vacancy: 27%
- Via their personal network: 22%
- Via social media: 14%

Source: FEB Alumni Survey 2017

Impressive interviews

Research shows that impressive interviews can make a lasting impression.

Factors for leaving a lasting impression during interviews:

- 85% Industry knowledge
- 87% Enthusiasm
- 79% Conversation skills
- 66% Punctuality
- 63% Appearance
- 39% Handshake and greeting

Source: Jobvite Jobseeker Nation 2015

Fact & Figures

Fact & Figures

Internship:

50%

Doing an internship shortens your job search time with 50% compared to having work experience in the hospitality industry.

Living with your parents increases job search time by 39% compared to living independently.

Source: Nationale Alumni Enquête 2017

Almost 75% of FEB graduates had a job within 3 months after graduation.

Source: Nationale Alumni Enquête 2017

Source: Nationale Alumni Enquête 2017

Source: Nationale Alumni Enquête 2017

Factor: 75%

The big 6 for employer branding

Companies mainly use Facebook to present themselves as a potential employer online.

- Facebook 1.97 billion
- Youtube 1 billion
- Instagram 600 million
- Snapchat 3000 million
- Twitter 319 million
- LinkedIn 100 million

Source: Universum Global Talent Research 2017

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- 79% Conversation skills
- 66% Punctuality
- 63% Appearance
- 39% Handshake and greeting

Source: Jobvite Jobseeker Nation 2015

How to find a job?

A survey amongst graduated FEB students show the following facts on how they found a job:

- Via an existing vacancy: 27%
- Via their personal network: 22%
- Via social media: 14%

Source: FEB Alumni Survey 2017

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Facing your job interview

The interview is your opportunity to sell yourself. The first 30 seconds of a job interview are the most important, so if you want to be a cut above the rest, it really pays off to be on the ball. An interview is all about the three P’s: prepare, practise and perform. Our tips to you:

First impressions count
Greet your interviewer with a smile and a firm handshake. You have to sell yourself before you can sell anything else. First impressions are lasting. Pay attention to your appearance and dress professionally.

Be prepared
Know your CV and the job description back to front. Do your research. Practise interviewing.

Answer the question
Answer questions thoughtfully and well. Your interviewer may well try to catch you off guard. It’s not a crime to ask the interviewer to repeat the question if necessary, but don’t try to evade it.

Why should they hire you?
Most jobs will list qualities they’re looking for – a team worker, a good communicator – so it is important to think of examples of how you have demonstrated these skills thus far.

Be positive
Interviewers like to see someone who enjoys a challenge and is enthusiastic, so make sure you show energy, a sense of humour and smile.

Body language and manners
It is not what you say, but how you say it and present it. Chances are that interviewers will pay attention to your etiquette, so sit up straight and try to maintain eye contact.

Ask questions
It is a good idea to draw up a list of questions for your potential employer beforehand. You could ask about the company or position, recent developments, or relevant questions that interest you.

In closing
At the end of the interview, ask politely about the next steps in the application procedure.
your digital footprint

Consider this

Review your online images. Are you on Facebook, YouTube, Blog? You can count on recruiters taking a look at your profile. Even a great CV won’t get you an interview if your online presence and photographs are deemed questionable. Create a profile on LinkedIn that shows your personal interests as well as your qualifications. Spend some time creating an attractive profile.

Improve your online profile

Drop by the Careers Company Student Team to get advice on how to improve your LinkedIn profile. You can also have your profile picture taken during one of the quarterly LinkedIn photoshoots at FEB.

For more information visit www.rug.nl/feb/career

Most recruiters use social media

92% of recruiters are using social media in their outreach.

Source: Jobvite Job Seeker Nation Study 2016

Mismatch

Job seekers are on Facebook, while recruiters are on LinkedIn:

- 67% of jobseekers who used social media to find their most recent job used Facebook
- 87% of recruiters use LinkedIn, but only 55% use Facebook. Job seekers are on Facebook, while recruiters are on LinkedIn.

Source: Jobvite Job Seeker Nation Study 2016

Indeed displaces LinkedIn as most preferred and common orientation channel.

Source: Intelligence Group analysis of Jobfeed and the Labour Market Behaviour Research 2016

Which social networks do employers look at the most?

LinkedIn

Facebook

Twitter

YouTube

Professional Experience

Length of professional tenure

Industry-related posts

Mutual connections

Specific hard skills

Cultural fit

Examples of written or design work

Source: Jobvite Social Recruitment Survey 2015

What do you look for in a candidate on social networks?

97%

96%

88%

93%

95%

80%

83%

24%

20%

15%

52%

66%

92%

92%

67%

87%

55%

60%

46%

Source: Jobvite Job Seeker Nation Study 2016
Ways to find an internship or job

1. **FEB Careers Tools accessible via Nestor**
   - Career ConNEXT
   - GoingGlobal

2. **Networking**
   Many jobs are never advertised and we can assume that there are also many internships that are never advertised as well. Networking helps us to discover those hidden possibilities. Three tips:
   - Prepare an elevator pitch or 30-Second Pitch.
   - Talk to people you already know (friends, alumni or relatives).
   - Networking can be done in various places, such as career fairs, parties, conferences, coffee breaks, etc.
   - Engage in the Career Mentor programme at www.rug.nl/febmentor

3. **Speculative application**
   It is possible and even quite common to apply for a position even if there are no vacancies available. Companies tend to keep a CV on file in case a suitable position arises in the future.

4. **Subscribe to the Careers Company e-mailing list to receive internship and job offers in your inbox**

5. **Surf the internet**

6. **Create a profile on LinkedIn and post your CV on Indeed**
   Join LinkedIn’s network of 43 million professionals to build relationships with alumni and employers.

7. **Visit an event**
   At career fairs, Business and Economics conferences, recruitment days, the Careers Week and other events you can have direct contact with companies. These are announced in Career ConNEXT.

8. **Check the websites of interesting companies and institutions**
   Some organisations have ongoing internships.

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Start your search

How to find us & who to contact

**The FEB Careers Company Student Team** consists of dedicated international and specially selected students who support other students with career related issues. Rinke, Karan, Xingni, Mihaela, Michelle, Olaf, Nienke and Gerhardus are willing to assist you!

**The Student Team offers you:**
- CV and motivation letter checks;
- Tips to set up a professional related concerns;
- Quick advice on your career-related concerns;
- Internship possibilities.

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**Student Team**

You can contact the Student Team:
When: Tuesdays, Wednesdays and Thursdays, 11.00 AM - 2.00 PM
Where: FEB Careers Company, Plaza, Duisenberg Building, ground floor
Or send an e-mail to studentteam.feb@rug.nl

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**Career Advisor**

The FEB Careers Company offers personal career advice. Individual appointments last 30 minutes. Available on Tuesdays and Thursdays; book your appointment at the Student Support Desk, Duisenberg Building, ground floor.

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**FEB Careers Company Office**

The main contact for all career services is Alieda Reijnina van der Sluis:
Telephone: (050) 363 55 29
E-mail: careerscompany.feb@rug.nl
Room: DUI 5411-147
Working hours: Mondays, Tuesdays, Thursdays and Fridays from 8 AM to 5 PM

**FEB Careers Company**

Zernike Complex
Nettelbosje 2
Duisenberg Building, ground floor
9747 AE Groningen

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www.rug.nl/feb/career
FEB Careers Company

Careers Company is a partner of the University of Groningen Career Services

FEB belongs to the top 1% of business schools worldwide, with both EQUIS and AACSB accreditations.