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. FEB Career Services offers you support for these four milestones:

1. Get to know yourself
   - Discovering your strengths, drivers and passions. Learning what you want and what your personal profile is.
   - Monique Kroese
   - About how to find out and become aware of who you are and building your resilience.
   - Preparation process
   - Workshop Self-assessment
   - The key to career readiness
   - Personal advice

2. Get to know the labour market
   - Exploring career options, industries, and connecting to organisations.
   - Sikko Onnes
   - About exploring the labour market, what employers value and finding out what suits you
   - Career options
   - Organisations
   - How to assess the labour market
   - Job perspective
   - Indication per degree programme
   - Facts & Figures
   - Global career
   - FEB Alumni

3. Develop yourself and your skills
   - Enhancing your employability skills, competences and experience to stand out from the crowd.
   - Aurelie Pradier
   - About the demand for soft skills, connecting on a personal level and finding the right match.
   - Employability skills
   - Skills workshops
   - Practical experience
   - Internships
   - An internship: what’s it like?
   - Interview with Nienke van den Berg and Kwame Agyemang

4. Get the job
   - Creating a winning CV
   - Writing a great motivation letter
   - Acing your job interview
   - Your digital footprint
   - Start your job search
   - Tools making your search easier
   - How to find us & who to connect to

table of contents

Introduction
   - Welcome
   - Our Career Services
   - Facts & Figures
   - Start your career journey
   - Explore, discover and engage
   - Study Associations at FEB
   - UoG Career Services

1. Get to know yourself
   - Monique Kroese

2. Get to know the labour market
   - Sikko Onnes

3. Develop yourself and your skills
   - Aurelie Pradier

4. Get the job
   - Creating a winning CV
   - Writing a great motivation letter
   - Acing your job interview
   - Your digital footprint
   - Start your job search
   - Tools making your search easier
   - How to find us & who to connect to
Studying is about more than just getting a degree. It’s also about developing yourself personally and professionally. In fact, your future career starts during your time at FEB.

During your study in Groningen you make choices that can affect your career after graduation. Choices like your study programme and the extracurricular activities that you engage in. FEB Career Services guides you in your transition from education to employment, by supporting you in finding out what you later want in life, showing you how to prepare, and connecting you to prospective employers and alumni.

This is an important process since the job market is more competitive than ever, and rapidly changing under the influences of digitalisation, internationalisation and sustainability developments. Employers increasingly want to see skills and experience from graduates. They are interested in the added value you can bring to the table in addition to the qualifications that come with your degree. Building your personal story is key, but also fun to develop.

With our career advisors, Student Team, and all the activities we offer, such as internships, learning communities and student consultancy projects, we will help you answer questions like ‘What do I want?’, ‘What suits me?’ and ‘What do I need?’ that you can make well-informed choices and engage in activities that improve your prospects on the job market.

Enjoy your FEB experience and shape your future by participating in activities of FEB Career Services.

We look forward to seeing you!

Wijnand Aalderink
Director FEB Career Services
Throughout the year, the FEB Career Services 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?’

- Personal consults with our career advisors
- Job market info
- CV & motivation letter checks and LinkedIn tips by FEB Student Team
- Alumni mentoring (see p. 40)
- Job board (see p. 70)

FEB students rated the career services with a 7. Source: Universum Global Talent Research 2019

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?’

- Personal consults with our career advisors
- Job market info
- CV & motivation letter checks and LinkedIn tips by FEB Student Team
- Alumni mentoring (see p. 40)
- Job board (see p. 70)

Workshops & Events

You can join several activities that will help you prepare for the job market and define your career path.

- Employability workshops (see p. 23 and p. 51)
- Careers Week
- Company Dating

Check the semester calendar at www.rug.nl/sp/careerfeb

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 page 52-59.

Complete overview

Together with FEB’s degree programmes and study associations, FEB Career Services provide all kinds of career services throughout the year. Check out www.rug.nl/sp/careerfeb for the complete overview.
A large portion of successful alumni had thought about their future while still being a student and engaged in 3 extracurricular activities on average:

- 52% had a side job
- 43% were active in a committee
- 34% studied abroad

### Most used career services by FEB students

**Top 5**

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employer presentations</td>
<td>40%</td>
</tr>
<tr>
<td>Visiting companies</td>
<td>34%</td>
</tr>
<tr>
<td>Career preparation workshops</td>
<td>32%</td>
</tr>
<tr>
<td>Recruitment &amp; industry talks</td>
<td>23%</td>
</tr>
<tr>
<td>Career / job / internship fairs</td>
<td>22%</td>
</tr>
</tbody>
</table>

**Source:** Universum Global Talent Research 2019

### Most important career services according to FEB students

**Top 5**

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career / job / internship fairs</td>
<td>32%</td>
</tr>
<tr>
<td>Employer presentations</td>
<td>32%</td>
</tr>
<tr>
<td>Interaction with employers</td>
<td>30%</td>
</tr>
<tr>
<td>Career preparation workshops</td>
<td>28%</td>
</tr>
<tr>
<td>Career planning &amp; options</td>
<td>26%</td>
</tr>
</tbody>
</table>

**Source:** Universum Global Talent Research 2019

### The importance of preparation

A large portion of successful alumni had thought about their future while still being a student and engaged in 3 extracurricular activities on average:

- 52% had a side job
- 43% were active in a committee
- 34% studied abroad

**Source:** FEB Alumni Survey 2018

### Gaining practical experience

What are your options? Get inspired by what other FEB students have done before you:

- 46% has done voluntary work
- 41% has done an internship abroad
- 38% has done an internship in their home country
- 35% has had a part-time job within their area of study
- 25% has had a part-time job outside their area of study
- 17% has worked for a start-up
- 14% has had a leading role in a student event
- 12% has done an internship abroad
- 11% has had a leading role in a student organisation
- 22% has had a leading role in a student organisation

**Source:** Universum Global Talent Research 2019
It’s never too early to start thinking about your future and your future career. Early exploration can enable you to make better academic choices. Also, the sooner you get experience that builds up your qualities and skills, the more distinctive you can be when you enter the labour market.

Take note that it often takes some time to identify what you really want. So starting early is worth your while. And remember: trial and error is okay. It helps 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!

Starting out
- Discover your strengths, drives and passions. What interests and suits you? And which competences define who you are?
- Participate in extracurricular activities like joining a sports club or a student or study association, organising an event, signing up for our Honours Programme or participating in student consultancy assignments.
- Get a part-time job, for instance at a company that matches your interests and field of study, or apply for a student assistantship.
- Think about 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 (check p. 68).
- Engage in workshops to develop your skills (see p. 23/51).

Halfway there
- Talk to people you already know (friends, alumni, relatives), who have jobs in sectors 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.
- Apply for a committee or board membership to gain some experience in the field of management, teamwork, leadership, communication and commercial awareness.
- Broaden your horizon by participating in Learning Communities or Business Challenges (see p. 52/53).
- Do an internship (abroad). It is the best way to get insight into the labour market, gain practical corporate experience and find out what you like (see p. 54-59).
- Consider studying abroad to broaden your horizons and to strengthen your international experience and network.
- Establish and maintain your professional online presence through networks like LinkedIn (check p. 68).
- Engage in workshops to develop your skills (see p. 23/51).

Getting ready
- Visit Master your Talent, where the Faculty presents its MSc. programmes through presentations and an informative fair.
- Engage in job search trainings to prepare for the job hunt (see p. 51).
- Discover which industries and companies interest you.
- Read job announcements to find out what employers want, and the kind of skills they’re seeking.
- Tailor your CV and motivation letter to the job description and have it checked by our Student Team during 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 career fairs, business and economics conferences, recruitment days, Company Dating and Careers Week to get in direct contact with companies and get valuable application tips.

Subscribe to our newsletter to receive internship and job offers by e-mail.

www.rug.nl/sp/careerfeb
The Economics and Business student Faculty association

What is the EBF?
The Economics and Business student Faculty association (EBF) is the faculty association for all students studying at the faculty of Economics and Business of the University of Groningen. The EBF works with four pillars: career, study, recreation and international. For each pillar, the EBF offers a variety of services and formal and informal activities. The EBF helps you prepare for your future career by bridging the gap between your studies and the business world.

To do so, the EBF offers both national and international activities. Outside the Netherlands the EBF organises the European Study Research, a one-week European study trip, and the International Business Research, a ten-week research trip outside Europe. Furthermore, the EBF focuses on the social aspect of your studies. There are numerous opportunities to meet fellow students and to expand your network!

Career opportunities
Are you curious to see what opportunities the labour market has to offer you or would you like to have an insight in how a company operates? The EBF offers several career related activities throughout the year. If you are interested in entrepreneurship, the EBF organises one Entrepreneurship Evening and one Entrepreneurship Event focused on SMEs. Furthermore, in October the EBF organises the largest economic and business conference of the Netherlands, the EBF Conference. Here, you can get inspired by CEOs from well-known companies and expand your network.

Do you want to go to an event specifically focused on recruitment? Then, the EBF/MARUG Recruitment days in December is the event for you. This event, organised in collaboration with MARUG, is one of the largest recruitment events of the Netherlands and the perfect opportunity to get in touch with companies and to orientate yourself on your future career!

If you want to focus on the consultancy sector in specific, the EBF organises the Consultancy Tour in spring. Meeting companies in a more informal way is also possible, as we organise events such as cocktail workshops with our partners as well. Through these activities the EBF provides students an excellent opportunity to get in contact with business professionals.

European Study Research in Prague.

Career activities 2019
- 14 September ESR Fall deadline
- September IBR Deadline (T.B.A.)
- 3 - 4 October EBF Conference
- 8 November Economic Event
- 9 - 11 December EBF/MARUG Recruitment Days

Career activities 2020
- 12 February Entrepreneurship Evening
- T.B.A.
- 21 February ESR Spring deadline
- 12 March Entrepreneurship/SME Event

Where to find us?
You can find us at the Duisenberg building in room 5414.0046. If you have any questions, feel free to visit us! Furthermore, for information you can visit www.ebfgroningen.nl, send an email to info@ebfgroningen.nl or give us a call on (+31)(0)50 3633702.
Throughout the year different types of events are organised, each with its own organising committee. Existing from enthusiastic students, MARUG events and committees are open for all students interested in marketing. The MARUG hosts several theme nights, during which up and coming marketing phenomena are the main focus. Furthermore, MARUG offers students multiple opportunities to meet possible future employers, both in the Netherlands and abroad. Here in Groningen, the MARUG organises the biggest student marketing conference of the Netherlands, and in cooperation with the Dutch Marketing Association, a competition is hosted to find the next big marketing talent of the Netherlands. Also, in collaboration with the EBF, the Recruitment Days are organised, which take place in December each year. Next to that, every year in November, a Dublin Inhouse tour is organised, and in April, the International Marketing Experience takes 30 students to a major European city.

In order to support the VESTING Members in their career preparation, VESTING organises multiple formal events throughout the year for the Econometrics, Operations Research & Actuarial Studies students. VESTING has the goal to bridge the gap between theory and practice in the field of Econometrics, Operations Research and Actuarial Studies. VESTING also strives to improve the contact between its members and to offer them the opportunity to develop themselves outside of the study. Furthermore, VESTING functions as the link between corporate life and our students. It brings students into contact with companies and organisations where they can, for example, do an internship or work after their studies.

The Marketing Association Rijksuniversiteit Groningen (MARUG) is an interfaculty association for students of Economics, Business, Communication Sciences and Psychology. The MARUG acts as an intermediary between marketing theory and practice, introducing students to interesting marketing topics and companies.

The MARUG events and committees are open for all students interested in marketing.
TeMa is the study association for Technology-, Operations- and Supply Chain Management interested students at the University of Groningen.

TeMa aims to connect students with each other, the faculty and businesses. To facilitate this we offer a wide variety of career related events organised for our members. Not only can you participate in these events, you also have the chance to organise one of these yourself! Will you participate at our Conference, or do you want to experience what it’s like to organise an Inhousetour where you visit some of the biggest companies in our area of expertise? Don’t hesitate and become a member of TeMa for only €5 a year!

Throughout the year Risk organises career related activities for Risk Members, such as in-house tours, lectures and recruitment events. Furthermore, there are many social activities Risk Members can attend!

TeMa

Financial Study Association Groningen

Risk is the study association for the financially interested student at the University of Groningen. Risk closes the gap between theory and practice, specifically in the areas of Accountancy & Controlling, Finance, International Financial Management and Management Accounting & Control.

Throughout the year Risk organises career related activities for Risk Members, such as in-house tours, lectures and recruitment events. Furthermore, there are many social activities Risk Members can attend!

Would you like to know more about Risk and become a Risk Member for only €4,- per year? Visit www.riskgroningen.nl or contact us at board@riskgroningen.nl.

Career activities 2019

September: Investment & Accountancy Evening I, Accountancy Week
October: London Banking Tour, Risk City Trip
November: Investment & Accountancy Evening II, Controlling Tour, Risk Lustrum

Career activities 2020

February: Investment Evening III, Dutch Banking Tour
March: Risk Conference
April: Advisory Inhouse Days
May: Investment Evening IV, Accountancy Tour, Controlling Dinner

Would you like to develop yourself next to your study and boost your CV by organising one of these events? Do not hesitate to contact internalrelations@riskgroningen.nl for more information about Risk Committees.

Contact

Are you interested in getting to know TeMa and what we have to offer you? Feel free to come by our boardroom to drink a cup of coffee and have a little chat! Our boardroom is in the Duisenberg Building, ground floor, at the Study Associations. You can also visit our website or contact us at either board@temagroningen.nl or +31 (0)50 3636687.
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 Career Services is a partner of the University of Groningen Career Services. This is the central point of contact when it comes to careers. UoG Career Services offers workshops, individual coaching and free CV, cover letter and LinkedIn profile checks.

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 database with vacancies and daily updates on career events and activities. Also check www.rug.nl/careerservices.

How to reach them?

I Shop
Adres: Oude Kijk in ’t Jatstraat 19
Office hours: Mon: 11.00-17.00
Tue - Fri: 10.00-18.00
Fridays: Have your profile picture taken for free!

Bernoulliborg
Office hours: Thu: 10.00-17.00

E-mail: careerservices@rug.nl
Facebook: @CareerServices.UG
Instagram: careerservices_ug

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

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.

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 know how to deal with different circumstances, you are as ready as can be.’

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.’
There are four principal stages of career preparation:

**Step 1: Self-Assessment**
- Who Am I?
- What are my interests/values/beliefs?
- What are my strengths/goals?
- What is my work style?

**Step 2: Exploration**
- What jobs fit my skills/values?
- What career options are out there?
- What kind of education and sector suit me?

**Step 3: Job Search Action Plan**
- Focus
  - What organizations are a good fit?
  - Who can connect me to these organizations?
  - What do I need to compete in the job market?
- Preparation
  - CV and motivation letter.
  - Create personal brand.
  - Networking interviews.
  - Access hidden job market.

**Step 4: Workshop Self Assessment:**

The key to career readiness

Tips: You can start by checking out some online personality tests, such as [www.16personalities.com](http://www.16personalities.com)

**Trainer**
This workshop is hosted by our dedicated trainer at FEB, Mohamoud: an experienced trainer, lecturer and career advisor from George Brown College in Canada. With his broad experience in guiding young professionals, he can help you assess your qualities and interests and set up your personal profile.

**Join**
Feel free to join our workshop on Self-assessment! You can participate in this workshop twice every block. Check the website and online Semester Calendar for upcoming workshops and sign up via the webform.

**Key takeaways**
- Find out what your values, strengths, preferred workstyle, etc. are
- Gain basic understanding of the different demands and dynamics within various job industries
- Acquire in-depth view of who you are and your unique qualities through personality/interest based assessment tools
- Explore suitable job opportunities that match well with your personal profile

**We look forward to welcoming you and helping you develop your potential!**

www.rug.nl/sp/workshops

Skills Workshops:
You can also sign up for skills workshops like Networking, Job Search, CV writing and application skills. Check it out on page 50.
personal advice

Your go-to persons

Are you looking for advice on career related matters? Or for some practical tips and tools regarding your CV/motivation letter? Or are you looking for an internship? Our career advisors Nienke van den Berg and Mohamoud Harir are here to help you!

Our advisors will guide you through the stages of your career preparation process. They can validate careers that you may already have been thinking about or give you ideas that you may not have thought about. They can help you stay focused and organised, and motivated to reach your career goal(s). You can get in touch with them to discuss any possible questions you might have with regard to your career options, planning, skill development, internship vacancies or extra-curricular activities that contribute to your career readiness.

Nienke worked in the management of IKEA for several years. She has strong emphasis on personal insights & development and can help you find out what your next steps can be to prepare for your future, both in general as through engaging in an internship. She can also help you identify career opportunities within the Faculty, such as the course Business Research & Consulting or Learning Communities.

Mohamoud is an experienced trainer, lecturer and career advisor from George Brown College in Canada. He has worked in higher education in Canada, Cambodia and Amsterdam and hosts trainings on self-assessment, networking and job search tools at FEB.

Book your appointment

Individual appointments with Nienke and Mohamoud can be booked at the Student Support Desk in the Duisenberg Building on the ground floor. These appointments are 30 minutes each and are scheduled on Tuesdays and Thursdays.

www.rug.nl/sp/careeradvice

Quick tips:

Student Team

If you need some quick advice on your career-related concerns, such as CV and motivation letter checks, tips to set up a professional LinkedIn profile, or internship possibilities, you can drop by our Student Team. This team of international and specially selected students is willing to assist you with all your career questions!

Time: Every Tuesday, Wednesday and Thursday 11.00-14.00
Location: FEB Career Services centre, Duisenberg building, ground floor
We're looking for driven and intellectually curious individuals to join to help Flexport make global trade easier for everyone.

Our opportunities:
- **Operations**: learn how to manage the end-to-end supply chain of a client, from origin to destination. Experience Global Trade!

  - **Carrier Operations**: coordinate our shipments in collaboration with our carriers (air/ocean/railroad/trucking). Ensure smooth shipments and consolidate the relationship with our partners.

  - **Customs Operations**: support our clients in moving their shipments regardless of boundaries. Ensure safety and compliance.

  - **Sales**: develop your own book of business in partnership with a Senior Salesperson. Support us in expanding our presence!

Your profile:
- Genuine interest in international trade.

  - First experience, ideally in logistics/supply chain (internship, job).

  - Fluent in English. An additional language is an asset (German/Dutch/Danish).

  - Curious to learn, problem solve and eager to make a direct impact.

Learn more about our exciting company and how you can market yourself to future employers. #Linkedin #Sneakers #FootLocker

sneakerjobs.com
Exploring the labour market isn’t only about what’s out there, but first and foremost about figuring out who you are and what you want. Surveys show that the most important reason to start working, apart from earning a living, is to develop yourself. You should first get insight in what your personal profile is in relation to the labour market and how you want to develop yourself in your working life. Once you know that, you should take a broad view on the different sectors. This is a process and it will take some time.’

Try to ignore the easy popular way or what others do, but really make an effort to take a broad orientation and let your own compass guide you.’

Beyond the usual suspects
For young talent work nowadays needs to be challenging, the organisation needs to have a purpose and the working environment needs to be pleasant. They perceive industries such as oil & gas and pharmaceuticals, as ‘out’ and many other organisations are not visible to them because they lack the funds to promote themselves. This leads to a quite limited view on the labour market, with the usual suspects –big consumer corporates and consulting firms- still high on students’ wish list. Which is such a pity, considering the increased number of options now with start-ups, boutiques, purpose organisations and disruptive technology. Organisations that often offer far more room for personal growth to its employees.’

No right or wrong
‘This generation wants to have all the information at their fingertips in order to make the right decision. However, when you choose a job, you never have all the info. Yes, choosing your first job is an important decision, but not a do-or-die one. There is no right or wrong. There are many different ways to start your career and to develop yourself, and if a decision does not work out: no harm done. That is also a good learning.’

What employers value
‘Employers quite often value well-developed individuals, who are ‘broader’ than just their education. They will look into how you get things done, whether or not you can convince people, if and how you manage colleagues and how you build and maintain strong and effective business relations. Features that can be established throughout your studies: organising events and activities, learning how to work together, taking responsibilities, etc. Let me reassure you though: you don’t have to be all perfect and polished when you start your career. An employer will look at your personality, talent and your potential. After that, you’ll have the first ten years of your career to fill your toolkit and to further develop your potential.’
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.

1. **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.
   
   The next few pages give you more insights in different ways to assess the labour market: what type of organisations are out there and what matches well with your personal interests and wishes.

2. **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.

3. **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.

4. **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.

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**Get to know the labour market**

**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.

The next few pages give you more insights in different ways to assess the labour market: what type of organisations are out there and what matches well with your personal interests and wishes.

**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.

**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.

**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.

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**Would you like to start your own business?**

FEB offers a new minor called Innovation & Entrepreneurship that is the ideal opportunity to work on your own business idea. Check out FEB’s minors on the universities website.

**To be entrepreneurial or creative/innovative** is the top career goal for Economics and Business students among the world.

Source: Universum Global Talent Research 2019

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**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.
organisations

How to assess the labour market

Labour market information can help you find a job you like and a company you enjoy working at. The chance of being hired is much higher if you can show authentic interest or passion for a certain job, product or industry. So make sure you explore your options well!

In your search, it is smart to keep in mind that there is no such thing as one single labour market: there are many options and differences and working culture varies per type of organisation, industry and country. There are various criteria you can use to assess the labour market: this can help you figure out which type of organisation suits you and narrows down your options.

What suits you?

Purpose
- Profit
- Sustainability
- Public service
- Environment

Sectors
- Government
- Utilities
- Pharmaceutical
- Telecommunication
- Transportation & Logistics
- Construction
- Healthcare
- Retail
- Science
- Finance
- Industrial (e.g. oil&gas)
- Education
- Disruptive technology
- Army & Marine

Roles
- Managerial
- Consultancy
- Specialist
- Leadership
- Functional

Ownership
- Foundation, non-profit
- Private
- Government
- Listed
- Public (state, local)
- Co-operatives
- Family
- Private

Size
- Start-up
- Boutique
- Medium/small
- Large (inter)national
- Multinational

Character
- Niche/Competitive
- Local/International
- Product/Service offering
- Integral/Single activity

Roles
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- Specialist
- Leadership
- Functional
### Job perspective

Indication for most of FEB’s Master programmes

<table>
<thead>
<tr>
<th>MSc Business Administration (4 tracks)</th>
<th>MSc Finance</th>
<th>MSc International Business &amp; Management and Double Degrees</th>
<th>MSc Technology and Operations Management</th>
<th>MSc Supply Chain Management</th>
<th>MSc Human Resource Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average time between graduation and job: 6.5 months</td>
<td>Average time between graduation and job: 2.9 months</td>
<td>Average time between graduation and job: 3.9 months</td>
<td>Average time between graduation and job: 3.2 months</td>
<td>Average time between graduation and job: 4.5 months</td>
<td></td>
</tr>
<tr>
<td>Average work week: 43 hours</td>
<td>Average work week: 47.3 hours</td>
<td>Average work week: 42.9 hours</td>
<td>Average work week: 44.5 hours</td>
<td>Average work week: 43 hours</td>
<td></td>
</tr>
<tr>
<td>Average gross income: € 2.632,-</td>
<td>Average gross income: € 2.947,-</td>
<td>Average gross income: € 2.436,-</td>
<td>Average gross income: € 2.807,-</td>
<td>Average gross income: € 2.915,-</td>
<td></td>
</tr>
<tr>
<td>MSc Marketing</td>
<td>MSc Economic Development and Globalization</td>
<td>MSc International Financial Management</td>
<td>MSc Human Resource Management</td>
<td>MSc Accountancy &amp; Controlling</td>
<td></td>
</tr>
<tr>
<td>Average time between graduation and job: 3 months</td>
<td>Average time between graduation and job: 3.6 months</td>
<td>Average time between graduation and job: 3 months</td>
<td>Average time between graduation and job: 2 months</td>
<td>Average time between graduation and job: 1 month before graduation</td>
<td></td>
</tr>
<tr>
<td>Average work week: 40.7 hours</td>
<td>Average work week: 44.1 hours</td>
<td>Average work week: 44.2 hours</td>
<td>Average work week: 39.8 hours</td>
<td>Average work week: 42.3 hours</td>
<td></td>
</tr>
<tr>
<td>Average gross income: € 2.592,-</td>
<td>Average gross income: € 2.686,-</td>
<td>Average gross income: € 2.387,-</td>
<td>Average gross income: € 2.753,-</td>
<td>Average gross income: € 2.625,-</td>
<td></td>
</tr>
</tbody>
</table>

Source: FEB Alumni Survey 2018
facts & figures

What employers value

**Match between field of study and job tasks**

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

**University’s prestige/reputation**

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

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

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Opportunities in the Dutch job market?

Research shows that the demand for highly educated starters on the Dutch job market has increased 19% over the last year. Especially the demand for trainees grew explosively with a staggering 46%. The demand is highest for starters in IT, Sales and Finance.

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

Where do FEB alumni work?

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>EY</td>
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<tr>
<td>2</td>
<td>ING</td>
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<tr>
<td>3</td>
<td>Deloitte</td>
</tr>
<tr>
<td>4</td>
<td>Rabobank Group</td>
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<tr>
<td>5</td>
<td>ABN AMRO</td>
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<tr>
<td>6</td>
<td>FrieslandCampina</td>
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<td>7</td>
<td>KPMG</td>
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<td>8</td>
<td>PwC</td>
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<tr>
<td>9</td>
<td>Philips</td>
</tr>
<tr>
<td>10</td>
<td>Shell</td>
</tr>
</tbody>
</table>

Source: LinkedIn FEB Alumni, August 2019

Pay Check & Hours

**In the field of economics & business**

- Average starting income of graduates in the field of economics and business: €2.792
- Average number of contract hours: 37.8 hrs

Prospects of a permanent position

- 96% of FEB alumni are employed after graduation from university
- 41% of FEB alumni have found a permanent job one year after graduating
- 47% of FEB alumni have the perspective of a permanent job contract one year after graduating

Source: FEB Alumni Survey 2018

Professions of FEB graduates

**Top 3**

1. Consultant 19%
2. Financial analyst 16%
3. Marketing professional 11%

Source: FEB Alumni Survey 2018

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Partners about our graduates

"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

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Where do FEB alumni work?
global career

Interested in a career abroad?

- Check the Eurostat database for European labour market data and the ILO database for global labour market data.
- 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.
- International students who would like to know more about the Dutch labour market can check www.hollandalumni.nl/career

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.careerinbolland.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
  - www.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

These days the world is our playground. You can develop your career wherever you like. But 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.

34% of FEB students have studied abroad
57% have considered to extend that experience and apply for a job abroad

Studying abroad

Source: FEB Alumni Survey 2018

www.rug.nl/sp/opportunities
FEB Alumni

Benefit from their experience and network

All over the world FEB Alumni contribute to the labour market and society in many forms and functions. In multinationals, as entrepreneurs, at small- or mid-sized enterprises, as consultants and much more. We are proud to have contributed to their career, success and lives and we value them as ambassadors of our faculty and role models for our students.

How to connect with FEB Alumni

1. Join the FEB Alumni Network and get in touch with interesting and successful alumni. An exclusive online network platform for FEB professionals, where you can easily broaden your professional network and get business insights.

2. Sign up for the FEB Alumni platform and find a mentor, who will guide you and share personal experiences. Your mentor can teach you a lot about how your degree is applied in organisations and how to approach the entry into the job market.

3. As a recent graduate you can become a junior donor of the FEB Alumni Network. In that way you can enjoy free access to FEB Alumni Network events, without having to pay the annual fee the first two years after graduation.

Check it out at www.rug.nl/feb/jr-donor

Benefit from their experience and network

Wies van t Slot

Wies van t Slot studied Business Management and is now owner/partner of online employment agency 365werk

‘With the established agencies I got to do and learn a lot so it enhanced my experience, but in the end I really aspired to have an agency of my own, where I can determine the policy and strategy.’

Mark Sarfo

BSc International Business and Management 2012 - Policy Adviser at the Dutch Ministry of Finance

‘Studying in Groningen was a great experience and opened my world in so many ways. It’s absolutely crucial to learn more than “what’s on the test” and take full advantage of what Groningen has to offer. The amount of colleagues who studied there (and loved it) keeps surprising me, they must be doing something right.’

Anna Gonzalez

MSc International Economics & Business 2017 - Commercial Trainee at Vodafone Ziggo

“Every year I visited Careers Week to hear about potential opportunities, I also attended all guest lectures that I found interesting or even a little mysterious to me, even from other faculties. I made use of FEB Career Services for CV checks and motivation letters, I even asked some of my professors, the ones that knew me better, which fields they thought I would develop the best in, and which to avoid. That gave me a better overview of which fields were good for me, which would be a challenge and which would be too passive for my liking.”

Interested in advice from an alumni? Sign up for the FEB Alumni Network and get connected at www.febalumninetwork.com
Een wereld vol kansen
Jouw carrière is wat het is: van jou. Jij bepaalt, wij bieden je de kansen. Op uitdagend werk dat er toe doet. Om het maximale uit jezelf te halen. Om mee te bouwen aan vertrouwen in de maatschappij en een bijdrage te leveren aan het oplossen van belangrijke problemen.

Leren en inspireren
Je wordt intensief begeleid en er is volop ruimte voor jouw ambitie en persoonlijke keuzes. We bieden afwisselende werkzaamheden bij voorraadstaande klanten. Je hebt toegang tot een wereldwijd netwerk en deelt je kennis, ideeën en vragen met de beste professionals uit je vakgebied. Je werkt in multidisciplinaire teams met collega’s die elkaar inspireren. Ook daarom vind je bij PwC veel mensen met verschillende opleidingen en culturele achtergronden.

Verras jezelf en je klanten
Om onze klanten te verrassen, blijven we zoeken naar nieuwe invalshoeken. Daarom helpen we je graag verder bij het ontdekken van je sterke punten. Met coaching, inspirerende collega’s, opleidingen en de mogelijkheid te switchen tussen sectoren en vestigingen. Of je gaat een korte of langere periode naar het buitenland. Als het om jouw ontwikkeling gaat, kent PwC geen grenzen.

Kijk voor actuele evenementen, stages en vacatures op pwc.nl/carriere.

Alle ruimte om het beste uit jezelf te halen
Ook dat is #werkenbijpwc

Bijbaan, stage of startersbaan?

Ben jij op zoek naar een uitdagende bijbaan, leerzame stage of een startersbaan? Kom kennismaken met TOPdesk!

TOPdesk is een internationaal groeiend software- en consultancybedrijf, en maker van de beste servicemanagement-tool van Nederland. Met ruim 600 collega’s, in 10 landen, werken we iedere dag samen aan het verbeteren, leuke en slimmer maken van de dienstverlening van onze klanten.

Wil jij werken in een informele werksfeer waarin ruimte en vrijheid om jezelf te ontwikkelen centraal staat? Kom eens langs voor een kop koffie of check onze vacatures op careers.topdesk.com/nl.

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Develop yourself and your skills

‘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.

‘Soft skills will open many doors to come in your career.’

‘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.’

——

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

Develop your skills

Annually in the beginning of October, the 3-day event Careers Week event gives you the opportunity to develop your skills, get application tips, learn from business cases, engage in recruitment cases and meet companies. All you need to invest in your future career and take the next step towards the Economics and Business job market.

www.careersweek.nl
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.

Recommended skills to invest in

- Networking
- Social media voice
- Developing yourself
- Analytics

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

‘Behavioural competences are becoming more and more important’

Rob van Elburg
IT recruiter ING

‘Working and learning from each other will broaden your horizon’

Source: Universum Global

21st century skills

- Critical thinking
- Creative thinking
- Problem solving
- Computational thinking
- Social & intercultural competences
- Collaboration
- Communication
- Media literacy
- ICT skills

Source: Universum Global

Competences increase employability

+ skills + knowledge + attitude
+ experiences + self-esteem + reflection

Source: Universum Global Research 2018

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Competences on the job

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Source: FEB Alumni Survey 2017
More and more, employers require you to have well developed transferrable skills. So it’s smart to start improving the skills you need for the future job you’re aiming for, already during your studies. Self-development includes identifying and acquiring the necessary resources to build your personal toolkit: skills, personality and practical experience.

FEB Career Services as well as the UoG Career Services frequently facilitate interactive workshops that will help you achieve this. We are happy to provide you with workshops, training and tips, so you get the confidence you need to enter the labour market!

**Key takeaways**
- Gain valuable transferable skills that employers seek, such as interpersonal skills, effective communications, time management and leadership and teamwork skills,
- Master the art of communicating your unique value to employers
- Learn how to prepare job applications and ace your interviews

Bernhard participated in the Networking Skills workshop: 'Especially with the many career events organised at FEB, it is valuable for students to get to know the value of networking. The workshop was super accessible, especially for those who have not been actively networking so far.'

**Our workshop offer you**
- Job search training
- How to build and use your network
- How to set up a solid CV and convincing motivation letter
- Networking skills
- Employment conditions negotiations
- Employability skills workshop
- Workplace communication
- Work-study life balance
- Self-knowledge and self-assessment
- Time management skills

**Trainee**
Various internal and sometimes external trainers host our skills workshops throughout the year. FEB’s dedicated trainer Mohamoud will work with you in the Job Search Training and the Networking workshop. The application workshops are facilitated by the FEB Student Team: selected and trained fellow students that will support you with practical tips.

**Join**
Feel free to join one of the skills workshops! You can participate in every workshop twice every block. Check the website and online Semester Calendar for upcoming workshops and sign up via the webform.

**We look forward to welcoming you and helping you develop your potential!**

www.rug.nl/sp/workshops

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**Job Search Training**
When you already know what you’re looking for and you have built your knowledge and skills, you’re ready to access the job market. This clinic will help you create and implement a personal action plan to find a suitable job. Together with the trainer, you will construct a clear personality profile (based on a self-assessment test), assess the (hidden) job market and identify potential jobs that match your personal brand. Once you found your match, the clinic will help you create customised self-marketing tools and set up your own self-marketing plan.

**Workshop How to build and use your network**
Networking doesn’t only concern getting to know more professionals. Being active within your network also helps you explore what is out there and what kind of job appeals to you. Next, you have to let people know who you are and what your skills, personality and natural born competences can bring to their organisation. This workshop will increase your knowledge of career options and helps you see what would fit you. You will also be encouraged to get involved in practical based activities, such as Learning Communities and Business Research and Consulting. It will simplify your job search process.

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**Workshop Work-study life balance**
Juggling work, study and life can be challenging to most of us. Therefore, the work-study life balance workshop will help you reflect on your own challenges, improve awareness and develop an action plan.
The course Business Research and Consulting is a 5 ECTS elective for BSc and MSc students from all FEB study programmes. Each block you can apply. In a multilevel 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

Business Challenge
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.

Luca Andela
Luca participated in the Amsterdam Sustainable Business Challenge:
"Helping a real existing institution with a problem, and solving this with a culturally diverse team was a great experience. I really liked that everything was well explained at the Sustainable Business Challenge and we got guidance where needed. I would for sure recommend the initiative."

Joris Cats
Joris participated in the Business Research & Consulting Course:
The BR&C course is unique because it combines theoretical aspects with practical problem-solving skills. A very pragmatic way of working that is quite unique at a university!

Nikki Smit
Nikki participated in the Learning Community Agile:
"I participated in the learning community Agile. It has given me a lot of new and interesting insights I am sure I will be able to use when entering the job market. Besides, it gave me the chance to visit interesting companies as well as to obtain the Scrum Master Certificate!"

Learning Communities
Would you like to specialise in a particular 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.

www.rug.nl/sp/brc
www.rug.nl/sp/lc
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 take decisions about your future.

The FEB Career Services supports you in finding an internship by providing workshops during 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

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.

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.

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.

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

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

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, have a look at page 70).
4. Prepare and apply for the internship that matches your wishes. Our Student Team can help you with your CV, cover letter and LinkedIn profile.

Tips to support your search
• Let your network, family and friends know you are looking for an internship
• Look at FEB’s job boards via www.rug.nl/sp/opportunities
• Check out GoinGlobal via the student portal ‘Career tap’ to gain access to internships and country guides.
• Subscribe to our Internship Newsletter via www.rug.nl/sp/jobnewsletter

For more tips and helpful websites check www.rug.nl/sp/internships
• Contact FEB alumni via www.febluminetwork.com
• Browse through the global job platform Highered via rug.gethighered.global
• Schedule a 30 min appointment for personal advice via the Student Support Desk with our career advisors Nienke and Mohamoud. www.rug.nl/sp/careeradvice
master internship

With the current job market being more competitive than ever, employers increasingly expect work experience from new graduates they hire. Therefore, FEB offers the possibility of doing a Master Internship (MI) to students of 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 to 1.5 years. The MI will be officially listed as an extracurricular course on your MSc diploma.

First the obvious question: did you do an internship yourself during your study?
Yes, I did and I learned an important lesson, which I would like to share with our students. Before starting the internship, I didn’t have a clear idea about what I wanted to get out of the experience. Therefore, I accepted an offer without considering well whether the internship would be a step towards reaching my study or career goals. Overall, I had a great time at the organisation, where I did the internship. However, in the end, I was not able to add the experience to my CV since it was not relevant for my desired career path, nor did I learn useful skills.

Could you give examples of these goals?
Goals can be very diverse since they are very personal. They can be ‘technical’ such as ‘I would like to learn how to use Google Analytics’ or ‘I would like to do some modelling for real life business cases’ or personal goals such as ‘I want to learn time management skills’. Students need to make sure to have an internship supervisor with whom they can reflect on the set goals along the way!

Do a lot of FEB students do internships?
Yes, students increasingly see the value of adding practical experience to their academic education. In particular, since employers tend to prefer graduates that have already gained first work experience. Here at FEB approximately 75 students participate in the extracurricular Master Internship course on a yearly basis. Students have also a high interest in combining their master thesis with the internship. In addition to that, there are various students that do an internship without the university’s involvement.

an internship: what’s it like?

An interview with...

Ask yourself what you want to get out of the experience

Phuong did a Master Internship as Marketing Analysis Intern at the IG Design Group in Hoogeveen.

‘For me, the internship is a great experience to gain work experience in the Netherlands. Especially, for international students it is even more valuable to extend their living period in the Netherlands and to understand more about the Dutch working culture.’

Tessel did a Master Internship as Research Intern at the University Medical Center Groningen.

‘Doing an internship in the health care sector really made me broaden my view and I learned so many things that otherwise I wouldn’t have come across. Following the internship turned out to be a low-key way to figure out what fits me.’

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Nienke van den Berg
Internship Coordinator and Career Advisor at FEB

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Would you recommend doing an internship while studying?
As the Internship Coordinator of the Faculty, I am very much in favour of internships. Nevertheless, it is important that students consider whether an internship would interfere with a healthy study-life balance. Students that see possibilities to complement their studies with an internship will receive my full support and encouragement. However, if someone is already experiencing a huge workload and struggling to combine all activities, I advise to think of other ways to gain practical experience. A great opportunity is for example the elective course Business Research & Consulting that gives students the opportunity to work on a real-life business research and consulting project. Of course there are many more activities. I am always more than happy to help students to discuss opportunities during individual Career Advice meetings!

Thank you, Nienke!

Career Advice meetings with Nienke or with her colleague Mohamoud Harir can be booked at the Student Support Desk in the Plaza.

www.rug.nl/sp/internships

Kwame Agyemang did a Master Internship (MI) at record label Barong Family in Amsterdam.

‘During my internship, I was mostly doing music marketing, where I was using social media to promote releases. In a sense it was very practical work, but it was also really helpful because it took a while to develop a routine and work fast and efficiently. That is something we don’t necessarily learn at uni.

Besides that I was working on my own side project, which was making a marketing plan for the Tomorrowland stage. It was really cool and it is such a difference to apply theories and methods in real life than to apply them to a case for your studies. For example, I could work with real data, such as demographics of fans, to research target groups that could be interesting for the label. Also, I did a brand analysis to search out strong elements to focus on while communicating those to the target groups.

The biggest struggle I experienced was to combine the theoretical research to the more practical working routine I had never worked in an office before, so I had to get used to that. Although there are probably still a lot of things that I would do differently, now I feel more comfortable and work better, than when I just started.

In the office, I got to see and hear how the biggest artists of the industry work in the studio. One day, I was just walking around to get some tea or something. I overheard some people in the studio working on music. The door was open, so I built up the courage and walked into the studio. They let me watch, as long as I would shut up. So I sat there, quietly listening, and it was super inspiring. I think this shows how an internship can give you the opportunity to find a balance between the work that you’re actually there for and your personal ambitions.

If you work for your dreams you can work with passion and then you will be happy.’

Reflect
‘Talking with your supervisor, with friends, or reflecting about how things are going is also helpful. If you communicate with your supervisor, you’ll learn that sometimes it’s also good to say “hey, I’m not gonna make this” or “I can’t do this, can you help me?” or ask other questions.’

Network is everything
‘If you get the opportunity to do an internship, you’ll get to know people from the industry that you would like to work in. For me, this internship was really valuable in that sense because I dream of working in the music business.’

Large companies aren’t always better
‘The perks of interning at a small company were that I got to meet everyone and we worked closely together. This way, I got a view of the whole company. Besides, although the company was small, it was really cool to see what big things we could do.’

My tips for you

‘It is very important to have a clear picture of what you want to get out of the experience. Therefore, I really advise and help students to define clear goals before they start searching for a position.’

‘Talking with your supervisor, with friends, or reflecting about how things are going is also helpful. If you communicate with your supervisor, you’ll learn that sometimes it’s also good to say “hey, I’m not gonna make this” or “I can’t do this, can you help me?” or ask other questions.’
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 application workshops offered by FEB Career Services or at University of Groningen Career Services
- Visit the Student Team walk-in hours for quick CV and Motivation Letter checks: Tue-Thu, 11.00-14.00 at the Duisenberg Plaza
- Schedule an appointment with our Career Advisors 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 to 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.
writing a great 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 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.
- Be enthusiastic and interested.
- Don’t start every sentence with ‘I’.
- Be authentic.
- Give evidence for your claims.
Impressive interviews

Factors for leaving a lasting impression during interviews:
- 65% Industry knowledge
- 69% Conversation skills
- 29% Preparation
- 25% Appearance
- 62% Enthusiasm
- 22% Punctuality

Source: Jobvite Recruiter Nation 2017

Channels: How do graduates find a job?

Social media, referrals, and word-of-mouth are a go-to source of new opportunities for job seekers. While job boards are still useful for many job seekers, friends, and professional connections work for most others looking for potential job changes. Therefore, it’s important to maintain a large network. Visit our workshops on how to network for tips and tricks (see p. 51) and apply for the FEB Alumni Network at www.febalumninetwork.com!

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- 65% Industry knowledge
- 69% Conversation skills
- 29% Preparation
- 25% Appearance
- 62% Enthusiasm
- 22% Punctuality

Source: Jobvite Recruiter Nation 2017

Job search time

Almost 34% of FEB graduates had a job within 3 months after graduation.

Source: Nationale Alumni Enquete 2018

36% of FEB graduates had found a job at time of graduation.

Source: Nationale Alumni Enquete 2018

Most important aspects for an employer

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

Source: FEB Alumni Survey 2017

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: 23%
Via social media: 19%
Via their personal network: 18%

Source: FEB Alumni Survey 2017
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 for 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.
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 our 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/sp/careerfeb

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

Source: Jobvite Job Seeker Nation Study 2016

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

- Professional Experience: 97%
- Length of professional tenure: 96%
- Industry-related posts: 88%
- Mutual connections: 35%
- Specific hard skills: 93%
- Cultural fit: 80%
- Examples of written or design work: 83%

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

Indeed displaces LinkedIn as most preferred and common orientation channel.

Publish your CV on Indeed so employers can easily find you!

Mismatch

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- 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

Source: Jobvite Job Seeker Nation Study 2016

Which social networks do employers look at the most?

LinkedIn (92%)
Facebook (66%)
Twitter (52%)

Source: Jobvite Social Recruitment Survey 2015

Indeed (15%)

‘Social media is an essential recruitment tool across industries.’
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.
- Join the Feb Alumni Network to connect and learn from experience: www.febalumninetwork.com

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.

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-  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.
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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.

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

Surf the internet

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.

The FEB Career Services Student Team consists of dedicated international and specially selected students who support other students with career related issues. Amber, Teie, Sven, Alvi, John, Elske, Leia, Gerbert and Eva are willing to assist you!

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

You can contact the Student Team:
When: Tuesdays, Wednesdays and Thursdays, 11.00-14.00
Where: FEB Career Services, Plaza Duisenberg Building, ground floor
Or send an e-mail to studentteam.feb@rug.nl

Elske, Student Team member 2018 - 2020: ‘One of our most valuable service was helping students to improve their CV. It satisfies me when a student walks out confidently about their cv, tailored for a specific job or internship.’
FEB Career Services

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

www.rug.nl/sp/careerfeb

FEB Career Services is a partner of the University of Groningen Career Services

career services