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
   - 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
   - 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
   - Aurelie Pradier
   - About the demand for soft skills, connecting on a personal level and finding the right match.
   - Careers Week
   - Facts & Figures
   - Employability skills
   - Develop your competences
   - Skills workshops
   - Practical experience
   - Internships
   - Minor Entrepreneurship

4. Get the job
   - Creating a winning CV
   - Writing a great motivation letter
   - Facts & Figures
   - Acing your job interview
   - Your digital footprint
   - Start your search
   - How to find us & who to contact
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 FEB.

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. FEB Career Services guides you in your transition from education to employment by supporting you in finding out what you want later in life and showing you how to prepare.

An important process, because the job market is more competitive than ever. 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. So discovering your personal profile is essential.

With our career advisors, Student Team, and all the activities we offer, we will help you answer 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 improve your prospects on the job market.

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
- 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 Global Talent Research 2018

Complete overview
Together with FEB’s degree programs and study associations, FEB Career Services provide all kinds of career services throughout the year. Check out www.febcareer.nl for the complete overview.

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
- Job board

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/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 page 52-57.
Most used career services by FEB students

Top 3
1. Employer presentations 38%
2. Career preparation workshops (resume, CV, interviewing) 32%
3. Career / job/ internship fairs 31%

Source: Universum Global Talent Research 2018

Most important career services according to FEB students

Top 3
1. Application preparation workshops (resume, CV, interviewing) 31%
2. Career planning and options 29%
3. Job search and/or internship tips 24%

Source: Universum Global Talent Research 2018

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 can you do now? Get inspired by what other FEB students have done before you:

- 67% has had a part-time job outside their area of study
- 27% has had a part-time job within their area of study
- 34% has done an internship in their home country
- 14% has done an internship abroad
- 24% has been a tutor
- 40% has been a team leader in a sports club
- 28% has had a leading role in student organisations
- 18% has been a group leader in student events
- 12% has had their own start-up
- 42% has done volunteer service

Source: Universum Global Talent Research 2018
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 what your strengths, drives and passions are. 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. 54-56).
- 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).
- Participate in our Mentor Programme in which you get personal coaching by a FEB alumn to explore your career opportunities.

Getting ready
- Visit Master your Talent, where the Faculty presents its MSc. programmes through presentations and an informative fair.
- Engage in application workshops to prepare for the job search process (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/feb/career
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 to prepare for your future career by bridging the gap between your studies and the business world. Hereby the EBF offers activities national but also international. Outside the Netherlands the EBF organises the European Study Research and the International Business Research. 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. Another interesting event organised by the EBF in February is the Degree to Trainee. During this two-day event you will learn all the ins-and-outs of traineeships in different sectors. If you want to focus on the consultancy sector in specific, the EBF organises the Consultancy Tour in April. Through these activities the EBF provides students an excellent opportunity to get in contact with business professionals.

Career activities 2018
• 4-5 October EBF Conference
• 10-13 December EBF/MARUG Recruitment days

Career activities 2019
• 14 February EBF Entrepreneurship Evening
• 21-22 February EBF Degree to Trainee
• 14 March EBF Entrepreneurship / SME Event
• 2-3 May EBF Consultancy Tour

Where to find us?
You can find us at the Duisenberg building in room S414.0046. 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 organized, each with its own organizing committee consisting of enthusiastic students. MARUG events and committees are open for all students who are interested in marketing.

The MARUG hosts several theme nights, during which up and coming marketing phenomena are the main focus of the event. Furthermore, the MARUG offers students multiple opportunities to meet possible future employers, both in the Netherlands and abroad. Here in Groningen the MARUG organizes 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 organized in December each year. Next to that, every year in November a Dublin Inhouse Tour is organized, and in April the International Marketing Experience takes 30 students to a major European city.

In cooperation with our partners, the MARUG can help you find the internship or starter job of your dreams. Interested in what the MARUG has to offer for you? Visit our website for more information or come visit us in our office at the Duisenberg building!
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 organized for our members. Not only can you participate in these events, you also have the chance to organize 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 organizes career-related activities for Risk Members, such as in-house tours, lectures and recruitment events. Besides, there are many social activities Risk members can attend!

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

We look forward to helping you on your way!

Ready to launch your career!

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.’

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.’
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:** Focus
- What organisations are a good fit?
- Who can connect me to these organisations?
- What do I need to compete in the job market?

**Step 4:** Job Search
- Preparation or motivation letter
- Create personal branded networking interviews
- Access hidden job market

Workshop Self Assessment: the key to career readiness

This workshop will assist you in the process of self-analysis, and helps you find meaningful answers to the important questions: ‘Who Am I, what do I want and how do I get there?’. With professional guidance you will conduct a careful inventory of your skills, values, interests, personality and possible career matches. This will help you identify suitable career options and resources that can improve your career readiness.

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

**Trainer**
Mohamoud

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.

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

www.rug.nl/feb/workshops

Tip: you can start by checking out some online personality tests, such as the 16-personalities-test at www.16personalities.com

Skills Workshops:
You can also sign up for skills workshops like Networking, Job Search, CV writing and application skills. Check it out on page 51.
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.

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

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/feb/careeradvice
Kickstart je carrière. Easy.

Je carrière beginnen in Groningen is ‘easy’. Zeker als je aan de slag gaat bij TKP. Want bij ons werk je met andere knappe koppen aan uitdagende projecten. We hebben regelmatig vacatures voor actuarieel rekenaar, auditor, data scientist en pensioenanalist.


› werkenbijtkp.nl
‘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 avoid a ‘me too’ attitude in this process: 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 pharmaceutics, 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.’

**How do you choose?**

‘Your first selection should be what you don’t want. The remainder can be investigated further via internships, business courses and people who work there. I always advise young professionals to look at various sectors, industries and roles and to talk to people with up to ten years working experience. When you have different options, try to make them ‘comparable’, taking out some variables such as e.g. salary or location and establish what you can learn where.’

**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.’
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.

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.

Would you like to start your own business?
The Minor in Innovation & Entrepreneurship is the ideal opportunity to work on your own business idea.
(More info on page 57.)

‘To be entrepreneurial or creative/innovative’ is the top career goal for Economics and Business students among the world.
Source: Universum Global Talent Research 2018
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?

**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
- PE

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

**Role**
- Purpose
- Sustainability
- Public service
- Environment

**Character**
- Niche/Competitive
- Local/international
- Product/service offering
- Integral/single activity

**What suits you?**
**Job perspective**

**Indication for most of FEB’s Master programmes**

**MSc Business Administration (4 tracks)**
- Average time between graduation and job: 6.5 months
- Average work week: 43 hours
- Average gross income: € 2,632,-
- Employers: Accenture, Achmea, BMW, Coolblue, Deloitte, KLM Royal Dutch Airlines, KPMG, Nederlandse Spoorwegen, Philips, Rabobank Group, Unilever
- Examples of positions: Business Analyst Innovation, Business Consultant, Development Consultant, Global Business Services Manager, Consultant, PhD Student, Recruiter, Trade Marketeer, Trainee

**MSc Finance**
- Average time between graduation and job: 2.9 months
- Average work week: 47.3 hours
- Average gross income: € 2,947,-
- Employers: ABN AMRO, Accenture, Bank of Montreal Global Asset Management, ProRail, Rabobank, Royal Ahold Delhaize, TKP Investments, Unilever
- Examples of positions: Business Development IT Manager, Information Modeller, Jr. Manager Strategy & Operations, Management Consultant, Marketeer, Pricing Analyst, Sales Manager, Trainee

**MSc Economic Development and Globalization**
- Average time between graduation and job: 3.6 months
- Average work week: 44.1 hours
- Average gross income: € 2,886,-

**MSc International Business & Management and Double Degrees**
- Average time between graduation and job: 3.9 months
- Average work week: 42.9 hours
- Average gross income: € 2,436,-
- Employers: ABN AMRO, Bank Central Asia, Bulb Energy, Hospitality Group, Mars GmbH, Pirelli, Procter and Gamble, Zehnder
- Examples of positions: Business Development IT Manager, Information Modeller, Jr. Manager Strategy & Operations, Management Consultant, Marketeer, Pricing Analyst, Sales Manager, Trainee

**MSc Technology and Operations Management**
- Average time between graduation and job: 3.2 months
- Average work week: 44.5 hours
- Average gross income: € 2,807,-
- Employers: Belsimpel, Client Innovation Center IBM, ENGIE Services, KLM, Nederlandse Spoorwegen, Royal IHC
- Examples of positions: Application Developer, Consultant, Production Process Engineer, Supply Chain Planning Analyst, Trainee

**MSc Supply Chain Management**
- Average time between graduation and job: 4.5 months
- Average work week: 43 hours
- Average gross income: € 2,915,-
- Employers: Aegon, BMW, EY, Heineken, Jumbo Supermarkten, KLM, Nestle, PostNL, University of Groningen
- Examples of positions: Buyer, Jr. Change Manager, Consultant Supply Chain & Operations, Material Handling Specialist, Supply Chain Analyst, Supply Chain Manager, Supply Chain Replinisher, Trainee

**MSc International Financial Management**
- Average time between graduation and job: 1 month before graduation
- Average work week: 42.3 hours
- Average gross income: € 2,625,-
- Employers: EY, Leaseplan, Stork Nederland B.V., Welkamp
- Examples of positions: Jr. Business Controller, Service Controller

**MSc Human Resource Management**
- Average time between graduation and job: 2 months
- Average work week: 39.8 hours
- Average gross income: € 2,753,-
- Employers: Altran, Deutsche Telekom, Driessen, ING, Leeuwendaal Management Advies & Consultancy, Tele2, YoungCapital
- Examples of positions: Business Analyst, Consultant, HR Advisor, HR Specialist, Intercedent, Recruiter, Trainee
facts & figures

What employers value

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<tr>
<th>Figure 1 Relative importance of CV attributes according to employers (in %)</th>
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<tbody>
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<td>Match between field of study and job tasks</td>
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<tr>
<td>Relevant work experience</td>
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<td>Degree</td>
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<td>Grade Point Average</td>
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<td>Study abroad</td>
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<td>University’s prestige/reputation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Figure 2 Relative importance of personal skills according to employers (in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional expertise</td>
</tr>
<tr>
<td>Interpersonal skills</td>
</tr>
<tr>
<td>Commercial/entrepreneurial skills</td>
</tr>
<tr>
<td>Innovative/creative skills</td>
</tr>
<tr>
<td>Strategic/organisational skills</td>
</tr>
<tr>
<td>General academic skills</td>
</tr>
</tbody>
</table>

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

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>Ernst &amp; Young</td>
</tr>
<tr>
<td>2</td>
<td>ING</td>
</tr>
<tr>
<td>3</td>
<td>Rabobank</td>
</tr>
<tr>
<td>4</td>
<td>PricewaterhouseCoopers</td>
</tr>
<tr>
<td>5</td>
<td>Deloitte</td>
</tr>
<tr>
<td>6</td>
<td>ABN AMRO</td>
</tr>
<tr>
<td>7</td>
<td>FrieslandCampina</td>
</tr>
<tr>
<td>8</td>
<td>KPMG</td>
</tr>
<tr>
<td>9</td>
<td>KPN</td>
</tr>
<tr>
<td>10</td>
<td>Philips</td>
</tr>
</tbody>
</table>

Source: LinkedIn FEB Alumni, July 2018

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

<table>
<thead>
<tr>
<th>Study</th>
<th>Salary</th>
<th>Weekly hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Econometrics</td>
<td>3223</td>
<td>38.1</td>
</tr>
<tr>
<td>Finance</td>
<td>3087</td>
<td>38.7</td>
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<td>Accounting</td>
<td>2894</td>
<td>38.9</td>
</tr>
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<td>Business Administration</td>
<td>2736</td>
<td>38.0</td>
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<tr>
<td>International Business</td>
<td>2745</td>
<td>38.3</td>
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<tr>
<td>Marketing</td>
<td>2523</td>
<td>37.1</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>2303</td>
<td>35.9</td>
</tr>
<tr>
<td>Fiscal Economics</td>
<td>2824</td>
<td>37.3</td>
</tr>
<tr>
<td>Average</td>
<td>2792</td>
<td>37.8</td>
</tr>
</tbody>
</table>

Source: SEO Studie & Werk 2018, statistical appendix

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

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
Global career

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

Career sources

– information about careers in Holland: www.careerin holland.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

– 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

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

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.
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• All of this and more!

Studying abroad

According to the 2018 Alumni Survey:

34% of FEB students have studied abroad

57% have considered to extend that experience and apply for a job abroad

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

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.

Private sector

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.

>33%

34%

57%
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

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

2. Get paired with a Mentor to be coached personally with the goal of maximising your career opportunities. Your mentor can teach you a lot about how your degree is applied in organisations and he/she can guide you in your job search.

3. As a recent graduate you can become a junior donor of the FEB Alumni Network. That way you can enjoy free access to FEB Alumni Network events, without paying 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, 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 alumn? Learn more about our Mentor Programme at www.rug.nl/febmentor
Start combining work with your greatest passion: traveling. HTG is an international distributor of fast-moving and luxury consumables, therefore we are constantly on the road to do business with our partners. Do you consider yourself a Young Professional, commercially established and full with energy to travel the world? Don’t wait any longer! We offer both internships and traineeships to give you the opportunity to grow. Find our current vacancies on our website or feel free to contact us at the Careers Week!
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.’

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

‘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.’

‘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.’
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.

Source: Universum Global

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**Facts & Figures**

Competences increase employability

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

\[ \text{employability} = \text{skills} + \text{knowledge} + \text{attitude} + \text{experiences} + \text{self esteem} + \text{reflection} \]

Source: Universum Global Research 2018

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**Skills**

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.

Source: Aurelie Pradier, Universum Global

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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

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‘Behavioural competences are becoming more and more important’

Rob van Elburg
IT recruiter ING

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

---

21st century skills

- self regulation
- critical thinking
- creative thinking
- problem solving
- computational thinking
- information skills
- communication
- media literacy
- ICT skills
- collaboration

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- collaboration
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!

Our workshop offer:
- Job search clinic
- How to build and use your network
- How to set up a solid CV
- How to write a convincing motivation letter
- How to ace your job interview

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

Job Search Clinic
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.

Workshop Self-assessment
You can also sign up for a workshop designed to get to know yourself and your interests and skills better. Check it out on page 23.

www.rug.nl/feb/workshops
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.

Gerben Wiersema

Gerben participated in Business Research & Consulting: ‘The main skill I developed during this course was to translate my academic knowledge to business practice.’

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.

Matej Ribansky

Matej 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.’

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.

Marieke Zwaan

Marieke participated in a Learning Community: ‘You get to explore a new topic, meet new people and develop multiple skills in a few weeks.’
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 Career Services 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

Renske did an internship at the Elizabeth Center in Tanzania: ‘Conducting field research in a foreign country with international students was a great way to gain hands-on experience in an international setting.’

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 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
- 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. Our 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. 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 1.5 years. The MI will be officially listed as an extracurricular course on your MSc diploma.

Master Internship

Due to globalisation and the increasing uncertainty about technology and market developments, companies have no other choice than to innovate in order to survive in the long term.

Innovation has therefore become one of the key strategic tasks facing organisations of all shapes, sizes and sectors. There is a demand for innovative entrepreneurs to recognize new opportunities.

Do you want to know more about the process of innovation and entrepreneurship?

www.rug.nl/feb/mi

Faculty Minor

Due to globalisation and the increasing uncertainty about technology and market developments, companies have no other choice than to innovate in order to survive in the long term.

Innovation has therefore become one of the key strategic tasks facing organisations of all shapes, sizes and sectors. There is a demand for innovative entrepreneurs to recognize new opportunities.

Do you want to check the feasibility of your own business idea? Or do you simply feel that your personal development will benefit from innovative and entrepreneurial competencies? Then the minor Innovation & Entrepreneurship is the right choice for you!

www.rug.nl/minor-innovation-entrepreneurship

Jasmijn Staal

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/minor-innovation-entrepreneurship

Xingni Chen

www.rug.nl/minor-innovation-entrepreneurship
Zanders is recognized as the leading independent consultancy globally, exclusively focused on Treasury Management, Risk Management and Corporate Finance. We are currently recruiting the new generation of consultants who will bring ingenuity and fresh visions to the financial profession.

We are hiring new colleagues who are keen to learn as much as possible, challenge the ordinary with creativity and aim for the best. You are part of an ambitious and enthusiastic team with a focus on quality, fun, team spirit and personal development.

We offer you the possibility to specialize and develop professionally, taking on personal responsibility for client projects from an early stage. As a student you have the opportunity to work part-time as an analyst or to write your thesis during an internship. After graduation, you will be eligible to apply for a consultant role and participate in our Zanders Talent Program. This program is especially designed for young professionals.

Are you ready to take the leap to a flying start in your career? Find out what your new job will look like and contact careers@zanders.eu.
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

**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 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.
- 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
- 62% Enthusiasm
- 69% Conversation skills
- 29% Preparation
- 25% Appearance
- 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!

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friends</td>
<td>49%</td>
</tr>
<tr>
<td>Professional connections</td>
<td>35%</td>
</tr>
<tr>
<td>Community forums</td>
<td>19%</td>
</tr>
<tr>
<td>Alumni networks</td>
<td>11%</td>
</tr>
</tbody>
</table>

Source: Jobvite Job Seeker Nation Study 2018

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

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motivation for the job</td>
<td>69%</td>
</tr>
<tr>
<td>The level of study</td>
<td>64%</td>
</tr>
<tr>
<td>Work experience (outside of study)</td>
<td>40%</td>
</tr>
</tbody>
</table>

How to find a job?

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

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Via an existing vacancy</td>
<td>23%</td>
</tr>
<tr>
<td>Via social media</td>
<td>19%</td>
</tr>
<tr>
<td>Via their personal network</td>
<td>18%</td>
</tr>
</tbody>
</table>

Source: FEB Alumni Survey 2017
acing 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.
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 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/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

Source: Jobvite Job Seeker Nation Study 2016

Which social networks do employers look at the most?

LinkedIn: 92%
Facebook: 66%
Twitter: 52%
YouTube: 15%

Source: Jobvite Social Recruitment Survey 2015

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: 93%
Specific hard skills: 95%
Cultural fit: 80%
Examples of written or design work: 83%

Indeed displaces LinkedIn as most preferred and common orientation channel.

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

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

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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 Mentor programme at www.rug.nl/febmentor

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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Adding Personal Value at the Faculty of Economics and Business

FEB Career Services 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.