

WU

ZBP
CAREER CENTER



WU ZBP Career Center recent challenges in placing graduates at the job market

Ursula Axmann

About us

- Founded in 1983
- **Legal frame**
Non profit association
 - Board: rector, 4 professors, students association
 - Advisory board: 15 member companies
- **Staff**
17 employees
 - counselling, recruiting, events, office

Key facts

- **140 company members** (ongoing recruitment-need)
- **500 company-contacts** a year (alternating recruitment-need)
- **1,600 job vacancy** postings
 - 1/3 internships and part-time positions for students
 - 2/3 graduate positions (up to 5 years of experience)
- **Career Calling**
 - Largest recruiting fair in Austria (160 companies)

■ **Funding**

- **Charged services for companies**
- Annual **membership fees** (140 company members)
- Minimum charged counselling-services for students and graduates
- WU allows an annual budget (rent for office space, expenses for copies, telephone)



ZBP
CAREER CENTER

Services for Students and Graduates

<p>Vocational preparation</p>	Covering letter/CV analysis
	Booklet: applying successfully
	Seminars (application documents, interview training, AC training, psychometric testing)
	Coaching sessions
	Face-to-face counselling
	Video analysis
	Workshop: Applying Internationally
<p>Daily new job ads in the "ZBP JobNews" magazine and on our website www.zbp.at</p>	<p>Job vacancies for graduates (full time positions)</p>
	<p>Internships, part-time jobs for students</p>

Services for Students and Graduates

Company presentations/ Recruiting events	Company presentations / workshops
	Graduate Fair, Internship Fair
	Meet Your Job - Interview day at WU
Information	Website www.zbp.at
	„Karrieremagazin“ (career magazine)
	Newsletter
	Career Library

Our Services for Companies

- **Announcing job vacancies**
 - **job postings on website**
 - **job magazine (print)**
 - **graduate database** (1,500 job interviews annually)
- on campus company presentations/**workshops**
- **Internship Fair**
- **Meet Your Job** (Interview day)
- **Career Calling** (career fair)
- **Career magazine**
- **Information about study programs at WU**

- **Bologna system**

- **Students and graduates**

- Doubts/Lack of trust in acceptance of Bachelors at job market
- Placement of international students (language skills!)

- **Companies**

- Lack of knowledge about qualifications of the „new graduates“
- Confusion due to ongoing changes and new study programs throughout Austria and Europe

- **Tracking employability**
 - Poor day-to-day feedback on placement from graduates and companies
 - **Company survey** (WU-Bachelors at the job market, 09/2012, 212 HR-managers)
 - **Adivisory Board** (meetings with member companies, Career Center and Rectors-Council)



ZBP
CAREER CENTER

Contact



VIENNA UNIVERSITY OF
ECONOMICS AND BUSINESS

WU ZBP Career Center

Mag. Ursula Axmann
Managing Director

Nordbergstraße 15
1090 Wien / Austria

ursula.axmann@zbp.at
www.zbp.at
www.wu.ac.at