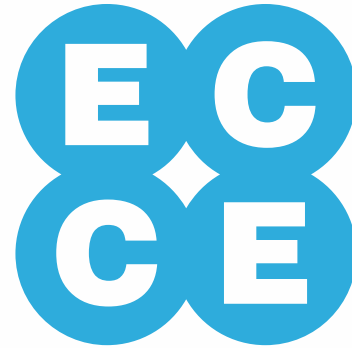


**European  
Centre for  
Career Development  
+ Entrepreneurship**





# Background & Experience

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+ **Assistant lecturer & researcher.** PhD in Business Economics. School of Business and Economics.  
@Universidad Autónoma de Madrid (UAM), Spain



+ Member of the **Research Institute on Higher Education and Science** (INAECU)

+ **Head of international office** (2008-2014), School of Business and Economics at UAM

+ **Member of the EAIE Mobility Advising Steering Group**



# Agenda

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- +Who are you + interactive activity
- + Context
- +Project description + Consortium
- +Goals
- + Project outputs:
  - Employment platform
  - The application guide
  - Examples of the guide
  - The Summer School in entrepreneurship
- +Expected results
- +Final conference



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“Internationalisation and Employability- New models for the Professionalisation of Career Services. The case of ECCE.”

**European Center for Career Development and  
Entrepreneurship**



## Context:

Bologna-process: Push for Career Services in Europe

Facilitating international student work mobility becomes more and more challenge for HEIs

Start of „new“ industry: ca. 1000 % growth of English taught study programmes since 2002 in Europe

Mobility puts pressure on traditional service and information structures

Depending on where in Europe – very different conditions when it comes to strategic value of career services in HEIs

Main challenges: finances, staff resources, networks, language, training, scalability of services



# European Centre for Career Development & Entrepreneurship





## Project description:

Within the ERASMUS+ scheme we want to develop a network of European Career Services to share information and resources on local labor markets. We also want to train local Career Service staff to provide home students with optimal support when seeking employment or launching businesses within Europe. To achieve this we want to set up a series of workshops, summer schools and network meetings where knowledge is accumulated and distributed on All measures will be implemented under the common brand “European Centre for Career Development & Entrepreneurship” (ECCE).  
a continual basis.



# The project

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Started in 2015 → Until 2018

Financed by the European Commission, Erasmus+



A series of workshops, summer school and network meetings

[www.ecce.network](http://www.ecce.network)

*“International career service job platform”*





# Consortium

This project includes **5 institutions** from **5 European countries**



UNIVERSIDAD AUTONOMA  
DE MADRID



REGENT'S  
UNIVERSITY LONDON

PSB ■ ■ ■  
PARIS SCHOOL  
OF BUSINESS



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

  
EBC  
HOCHSCHULE  
UNIVERSITY OF APPLIED SCIENCES





# Characteristics of each institution

1968



- **A public and recognised Spanish University**
- Courses : many **faculties in different fields** (Economics, Law, Literature ...)
- Centre of researches : Alliance between 4 universities to do research in many fields as economics, business, humanities, health sciences, information technologies ... and **the first Spanish university to establish an integrated Research Management Service**



# Characteristics of each institution

1934



- A private and recognised University of Applied Sciences in Germany
- Courses : **business-oriented** and international
- Centre of researches : focused on **innovative and applied research projects**

1974

PSB ■ ■ ■  
PARIS SCHOOL  
OF BUSINESS



- An international **French business school**
- Courses : **business-oriented** and international
- Centre of researches : **digital business, entrepreneurship and social business, innovations and management of energetic risks**





# Characteristics of each institution



**REGENT'S**  
UNIVERSITY LONDON

**1984**

- **A private non-profit University**
- Courses : **business-oriented** (management, Arts, and Humanities) and **international** (45% of students from all over the world)
- Centre of researches : focuses **on many fields** (Investment of £30 million in research activities on the next five years)



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

**1919**

- **A private Italian University**
- Courses : Dedicated in many disciplines as **Business, Finance, Psychology, Humanities, Law, Agricultural etc.**
- Centre of researches : **many centres for scientific researches** (institutes, departments, inter-university centres...)



# WHY?





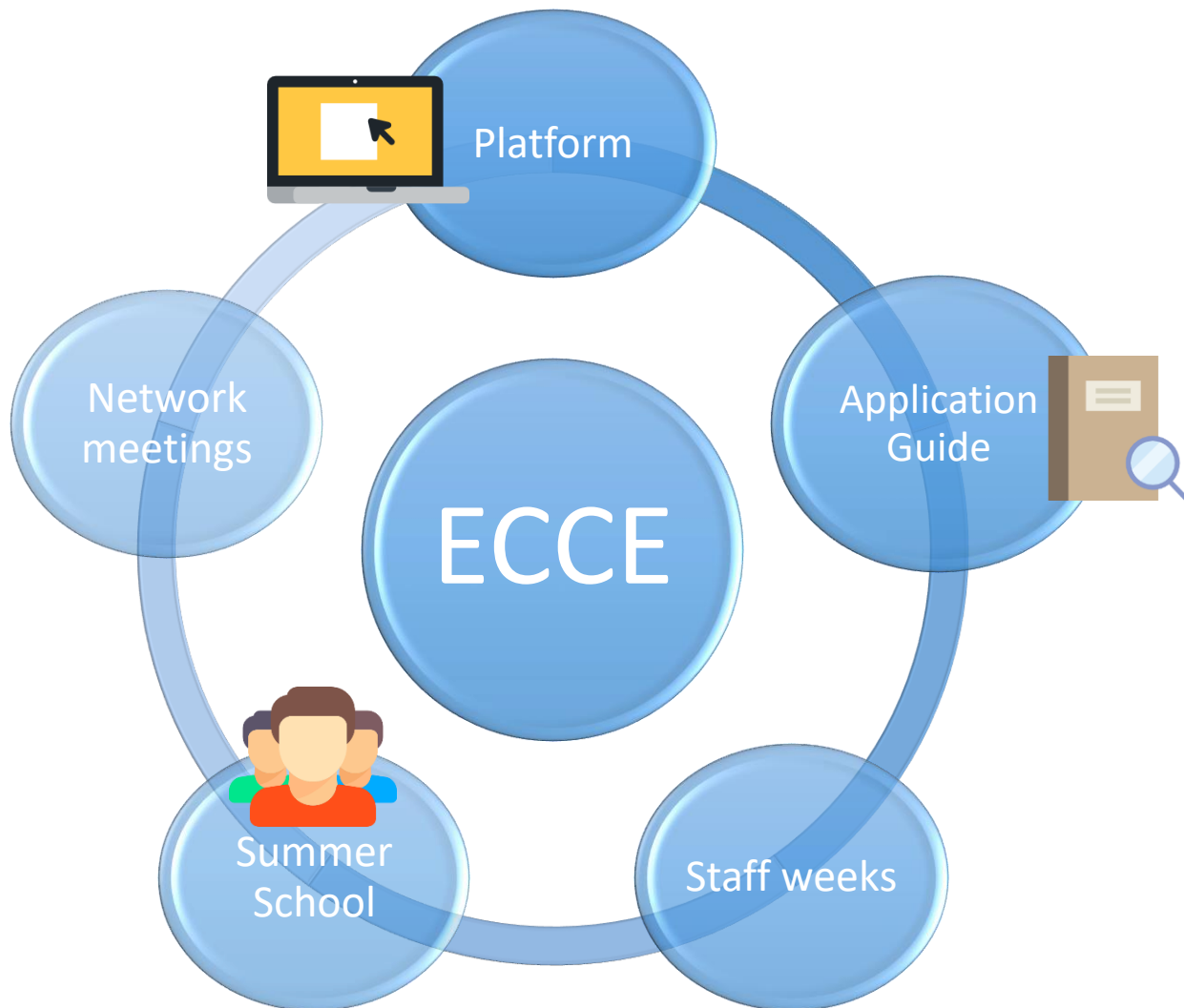
# What do we seek with this project?

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1. Internationalize career services & widen their scope of international and academic cooperation
2. Improve career services through specific training
3. Improve student employability
4. Increase mobility of students, teaching and administrative staff
5. Enable graduates to access different European labour markets
6. Enable graduates to build businesses in different European countries
7. Share local resources in order to provide a larger net of knowledge and information for all the students and institutions involved.



# How?





# The international platform



[www.ecce.network](http://www.ecce.network)



Targets : students from every field, teachers, entrepreneurs, career centre staff

Resources : databases for entrepreneurs, jobs, 1 000 student's profiles ...

Benefits for companies : helpful for the recruitment



# The application guide



Targets : students from every field interested in labour market abroad, staff working with placements abroad, academic tutors...



Resources : a compilation of information about labour in 5 European countries, rules, guidelines, tips and best practices

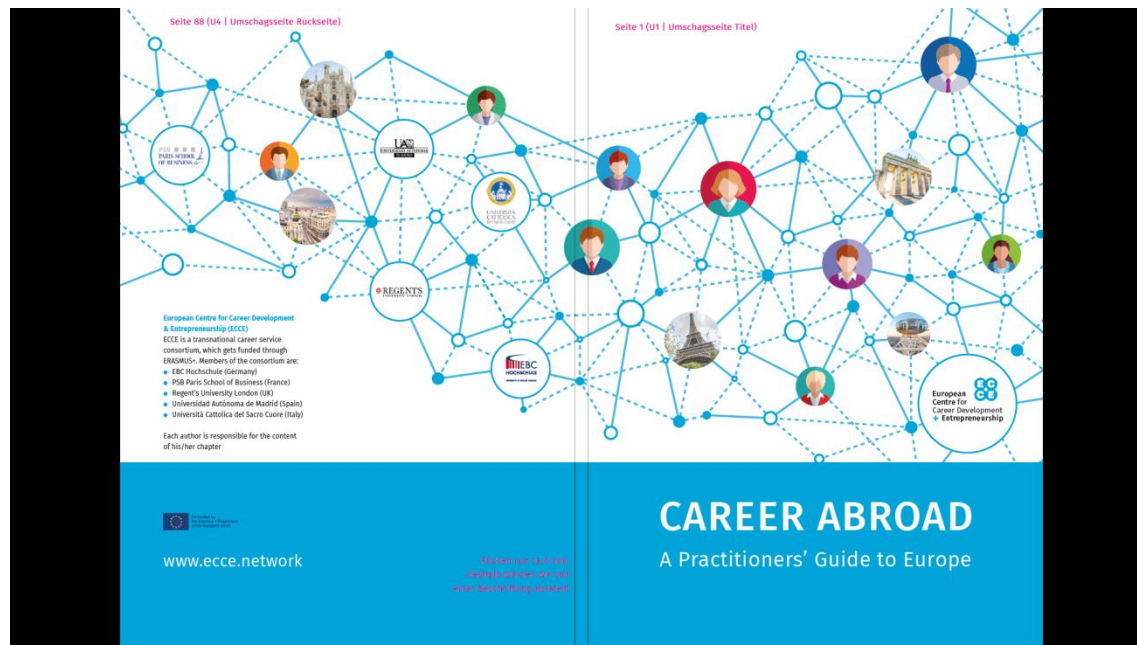


Benefits: a very short but informative guide containing all relevant information



# A practitioners' guide to Europe

<http://ecce.network/en/home/>





## THÉO MARTIN

Étudiant Mathématiques



12 square Caen  
01001 Caen

+33 6 00 00 00 00

nom@gmail.com

20 ans

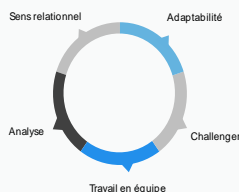
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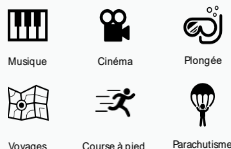
### LANGAGES



### SAVOIR ÊTRE



### INTÉRÊTS



DISPONIBLE 6 MOIS À PARTIR DE AOUT 2015



### FORMATION

**2014-2015: Université Paris Dauphine - Master 1 :  
Mathématiques appliquées - Spécialisation Actuariat**

<http://www.mido.dauphine.fr/fr/formations-et-diplomes/masters-1/master-mention-mathematiques-appliquees-1ere-annee/presentation.html>

Formation dispensée en Anglais

Méthode de Monte Carlo, gestion de portefeuille, mouvement Brownien, modèle linéaire, C++, analyse des données, machine learning, projet en RSAS et C++



**2013-2014: École des Ponts Paritech - Mini-MBA : Cycle in  
International Management (cIM)**

<https://www.pontsschool.com/programs/undergraduate>

Formation dispensée en Anglais

Comptabilité, management, finance, marketing, gestion des opérations. Spécialisation : Technologie Innovation et Entrepreneuriat



**2013-2014: Université de Yale (cours en ligne)**

MOOC : Massive Open Online Course

Market Finance (Pr. Robert Schiller)

Théorie financière, Histoire de la finance, Banque et assurances et produits dérivés



**2013-2014: EM LYON (cours en ligne)**

MOOC : Massive Open Online Course

Les principes de l'entrepreneuriat (Pr. Silberzahn)



**2010-2014: Université Paris Dauphine - Licence Ma thématiques  
Appliquées**

<http://formations.dauphine.fr/ofre/fr-FR/fiche/description/FRUA0750736TPRM EA3 MATH>

Projet en Java, Matlab, R, Python



### EXPÉRIENCES

**2011: Stage de webmarketing - Kewego : plate-forme Française de  
vidéos en ligne (8 semaines) :** <http://www.kewego.fr/mykewego.php>

Promotion et gestion du site internet

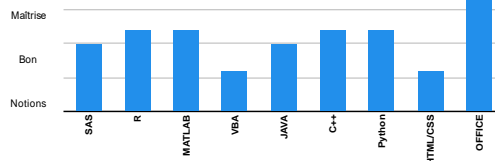


**2010: Stage en événementiel - Chambre de Commerce France-  
Azerbaïdjan (4 semaines)**

Aide et gestion de l'organisation d'un salon de compagnies d'ingénierie Françaises



### LOGICIELS



## FRANCE

The CV should include the following information:

- Personal information (full name, address, phone number, age, marital status and, in some cases, nationality).
- Education (only high school or University diplomas; be clear about your knowledge of foreign languages).
- Working experience (mention position, level and responsibilities, with examples and, if possible, exact dates).
- Other activities (optional).



## *+Photograph or no photograph?*

In contrast to other countries, German employers still tend to want to see a photo of you. It isn't mandatory and employers can't ask for it, but some organizations will not even consider an application without a photograph and expect it to be there. To be on the safe side, it is advisable to include a passport photograph into your application. **Make sure that it was taken by a professional and that you are dressed accordingly for the position you have applied for!**



# Motivation letter – U.K

## Speculative Letter

**Conventional business  
letter layout**

Jane Brown  
24 Finsbury Road, London, NW13JT

29<sup>th</sup> October 2015

**Ideally you want your letter to reach a  
named person. Try to send it to the recruiter  
/ HR or decision maker.**

Mr James Parker  
Recruitment Manager  
Strewberries Digital Marketing  
Digital Way,  
London, NW4 1HP

**Brief introduction in the first paragraph  
and state why you want to work for them**

Dear Mrs Jones,

I am writing to enquire if you have any vacancies / placement / volunteering opportunities within your company. I'm applying to Strawberries as you have a strong reputation in the creative sector, producing exceptional quality based products ranging from X, Y and Z. I enclose my CV for your information.

**Address suitability including competencies and  
why you have selected them**

As you can see, I have had extensive work experience in office environments, the retail sector and creative industries, giving me varied skills and the ability to work with many



# The Summer School

## Core idea

**March, 2016** : Students and projects' selections

**April, 2016** : Creation of teams by projects

From **July 3<sup>rd</sup> to 8<sup>th</sup>** : Intensive Summer School week for entrepreneurship





# The Summer School



UNIVERSIDAD AUTONOMA  
DE MADRID

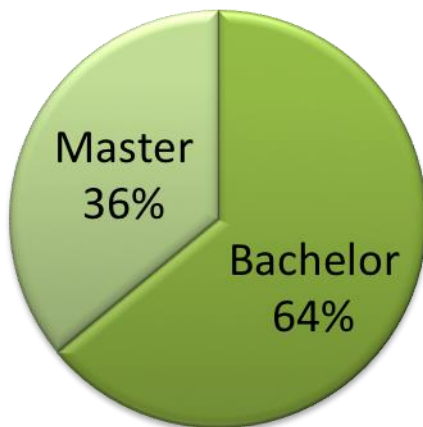
## Participants



→ 25 students

From many fields : Economics,  
Humanities, Management,  
Engineering technology ...

## Studies



Sending presentation  
of project by video



Selection of the 5  
best one



Creation of Teams



# The Summer School

## *Lecturers and teachers*

→ 7 lecturers and 5 entrepreneurs

→ From 5 partners' institutions



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore





# European Career Advisor Curriculum

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- + The European Career Advisor Curriculum has been designed to support your professional development if you're working in a careers development support role within the higher education sector.
- + You may be involved in career counselling/ guidance, career coaching/ mentoring, career information provision, employer liaison, employability or career-related teaching.
- + <https://www.ecce.network/files/ECCECurriculum.pdf>



# Results aspired in 3 years

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1. Every student has the opportunity to access information on labour markets in Europe
2. Every career service has at least one staff member who can provide this knowledge in matters of the European labour market whilst keeping in regular contact with European colleagues.
3. The ECCE is established as a cooperation framework for inter-institutional staff and student development.



# Save the date: April 5th/6th, 2018 - Berlin

## Global Connections & International Career Services

Strategic partnerships and tools for a globalized world.

### Day one: Free participation

#### 9-10: Registration

#### Part 1: The Big Picture: Relevance & Strategies

10.00-10.15: Welcome & Opening remarks:

**The Strategic Relevance of (International) Career Services for HEIs**  
N.N.

10.15-11.15: Key Note

**What's the benchmark Europe? Challenges, Stakeholder involvement & Opportunities**

Nannette Ripmeester, Founder & Director Expertise in Labour Mobility

#### 11.15-11.30: Coffee break

11.30-12.30: Panel Discussion

**Stakeholder Perspectives on Global Careers**

DAAD, CSND, ECCE, AGCAS (?), ELM, EAIE (?), CRCC (?)

#### 12.30-14.00: Lunch

#### Part 2: Best Practise, Tools & Operationalization

14.00-15.00:

**The ECCE-Model: Learnings & Outcomes**

Jérôme Rickmann, Director ITAPD & Project Lead ECCE

15.00-17.15: Break Out sessions:

#### Key questions & approaches:

- o How to measure performance in career services
- o How to use Social Media
- o What IT-infrastructure can do for your operations
- o How to scale your activities

#### 16.00-16.15: Coffee Break

#### 17.15-18.00: Closing remarks

#### 19.00: Dinner

## Global Connections & International Career Services

Strategic partnerships and tools for a globalized world

### Day two: Retaining -> Integrating -> Attracting International Talent

*The second day of the ECCE conference is an Executive Training Day that will strengthen your understanding of the current needs and challenges in HigherEd career services related to employability and soft skill training. You will learn ways to improve your institutions' employability strategies for retaining and integrating international talent and discover possibilities of collaboration (in-)between all parties involved - students, institution and job market. You will find out how to reap the results of these efforts and turn your alumni into your institutions' brand ambassadors in order to attract more international students for your institution.*

This training is designed for HigherEd administrators in career service and international offices.

#### Part 1: Retaining Talent: Employability matters

09:00 – 09:45 | The true meaning of employability in careers service – Nannette Ripmeester

- *Dedemonizing Employability*: Employability is more than finding a job – boosting your student's employability is about creating the global citizens of tomorrow's society.

09:45 – 10:30 | Cultural diversity in careers preparation – Sevi Christoforou

- There is not a 'one size fits all' when it comes to careers advising. Learn how to engage students that do not share the same cultural background in careers training.

#### 10:30 – 10:45 Coffee Break

#### Part 2: Integrating Talent: It's all about collaboration

10:45 – 12:30 Aligning expectations, joining forces

- What students need?
- What Career Offices do?
- What Employers look for?
- What Best Practices exist?

#### 12:30 – 12:45 Coffee Break with snacks

#### Part 3: Attracting Talent: Satisfied alumni as a marketing tool

12:45 – 13:30 Turning your students into brand ambassadors – Nannette Ripmeester



THANK YOU FOR YOUR  
ATTENTION

CONTACT EMAIL: [ADRIANA.PEREZ.ENCINAS@UAM.ES](mailto:ADRIANA.PEREZ.ENCINAS@UAM.ES)  
ECCE.PROYECTO@UAM.ES