

The logo for WU (Wirtschaftsuniversität Wien) is displayed in a large, white, serif font against a dark teal background.

ZBP
CAREER CENTER



BCC Conference „Linking Higher Education and Economy“ 6 July 2010, Vienna

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ZBP
CAREER CENTER

- The WU ZBP Career Center was founded in 1983.
- Career Center of EU's largest educational institution for **business and economics** and **business law**
- Student population of 26,800 and 1,600 graduates annually. (23 % international students, 112 nations)



SEITE 2



ZBP
CAREER CENTER

- Professional job provider and student counselling
- Long-term customer relationships with over **500 well-known companies**
- WU ZBP Career Center annually publishes approx. **1600 job vacancy** postings that are targeted for students and business graduates
- We host the **Career Calling**, Austria's largest recruiting fair (150 companies, 5000 visitors)



SEITE 3



ZBP
CAREER CENTER

- **Legal frame**
Non profit association
 - Board: rector, 4 professors, students association
 - Advisory board: member companies
- **Staff**
20 employees
- **Financing**
 - Charged services to companies
 - Company membership fee



SEITE 4

▪ Vocational preparation /Counselling

- CV analysis
- Workshops / Seminars (application documents, interview techniques, assessment center)
- Coachings, psychometric testing, career counselling
- Information about job openings

▪ We bring graduates into contact with companies

- Positions for graduates and junior executives
- Internships and part time jobs for students



- **We bring graduates into contact with companies**
 - Job postings on our website
 - Job magazine
 - Applicant pool / graduate database (1500 job interviews annually)
 - On campus company presentations/workshops
 - TopJob International (interview day)
 - Career Calling (recruiting fair)





SEITE 9

FUßZEILE

▪ How do we advertise our services to our students?

- www.zbp.at (1,34 million hits/month)
- Newsletter
- Career magazine (4x/year; 30,000 copies)
- Job magazine (2x/month; 25,000 copies)
- Fair catalogue (15,000 copies)
- Regular presentations (Aula, lectures, ...)
- Brochures („How to apply“ 7,000 copies)
- Posters at WU



SEITE 10



Contact

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SEITE 11