



UNIVERSITY OF RIJEKA  
**FACULTY OF ECONOMICS  
AND BUSINESS**

# CAREER GUIDE

for EFRI Economics and  
Business Economics students



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from the European Social Fund



## Foreword by the representative of the employers



### *Dear students,*

If you are holding this Guide, you are among a small number of privileged students who, during their education, can get relevant information about the possibilities of gaining their first professional experience with employers. Your student

internship is actually the beginning of your professional career.

The Croatian Chamber of Economy, as the oldest professional business organization of the Croatian economy founded in 1852, directs special attention towards ensuring the most important economic resource – the individual who, through learning and entrepreneurship, creates new values, participates in the development of a smart, sustainable and competitive economy, contributes to the society and realize oneself personally and professionally.

Looking at the labour market, we can see that the problem of youth unemployment is especially pronounced. In addition to this, when hiring, employers prefer to hire people with work experience. As a result, we gladly accepted to participate in this project under the winning acronym CEZAR, which is aimed at improving the professional, administrative and

organizational potential of your Faculty to provide you with the opportunity to acquire professional knowledge, skills and necessary competencies in learning by doing. Student internships will give you the opportunity to work with people with a similar profile and build a network of professional contacts that will help you continue your career.

An internship experience incorporates the application and acquisition of knowledge in a new situation respecting the organizational culture of the company, one's attitude towards assigned tasks and work in general, one's communication with superiors, mentors and other employees and one's resourcefulness in regular and extraordinary business situations. In the beginning, when you are faced with new demands and tasks, you might feel insecure, but over time, your self-confidence will grow and strengthen. Overcoming this initial hurdle will increase your confidence in your abilities once you enter the labour market after graduation. Whatever impressions you gain during your internship will give you a better insight into what you

really want or do not want in your future career development. This presents a great advantage and can open up more opportunities for you in your search for a job upon completion of your studies.

Identifying opportunities and activating one's own potential in achieving professional goals is a characteristic of a good entrepreneur.

The Career Center offers you the opportunity to be seen as a desirable employee in the eyes of your future employers already during your studies. Seize this opportunity and strengthen your competitiveness in the labour market.



**Luka Burilović, PhD**

*President of the Croatian Chamber of  
Economy*



## Important terms to know....

- **Lifelong education** - is a concept that views education as a lifelong process, starting with compulsory schooling and formal education and lasting one's lifetime.

- **Lifelong learning** - implies the overall lifelong learning activity aimed at improving knowledge, skills and competences within a personal, civic and social and / or employment perspective. It includes learning in all life periods (from early childhood to old age) and within all forms in which it is realized, i.e. formally, non-formally and informally.

- **A career** – is a term used on a daily basis, and as such, gives us a sense that all know what it actually implies. However, many people are unaware of the fact that a career is more than just the job they do and that it started long before their first employment. A career is a person's professional life path. It is never too early to start; it is a never-ending process, a process requiring complete devotion and persistency.

- **A qualification** - indicates the level of competence and the range of knowledge and skills acquired by a person by meeting the formal outcomes of the assessment and evaluation processes prescribed by a competent body (institution), and/or the possession of competences by an individual necessary for a particular activity. It also implies the possession of a formal certificate issued by an authorized institution.

• **Soft skills** - are non-technical skills acquired through non-formal education. Some of them are:

- Communication and presentation
- Teamwork
- Critical thinking
- Creativity
- Emotional intelligence
- Time management and organization
- Adaptability and ability to work under pressure

• **Hard skills** - are specific knowledge and abilities acquired and enhanced through formal education at school, university, lifelong learning programs, training programs and workshops. Some of them are:

- IT skills
- Foreign language skills
- Technical knowledge in a respective field of education (economics, medicine, law...)

• **Career management** - is the conscious planning of one's own activities and engagement in jobs performed throughout one's life. A successful career does not just imply financial achievement, but also includes the sense of fulfillment one gets by choosing those jobs and employers whose values are similar to theirs and those engagements where one has the opportunity for personal and professional growth. Career management is a process that starts by understanding oneself and the potential of one's profession.

• **Employability** - implies one's ability and adaptability in finding and keeping a job and updating professional skills.

# A career in economics and business economics

Changes led by the development of technology (especially digitalization, automation, robotics, artificial intelligence, etc.) place new demands on business entities and continuously lead to changes in the content, scope and manner of doing business. Employers have been adapting to these changes by internally developing their human resources, but more and more often, they expect from their employees to identify, on their own, the opportunities for growth and to invest additional energy in independent development. The attitude of employers and employees towards work and the improvement of competencies is changing, and the responsibility for individual professional development is increasingly shifting from the employer to the employee. In this way, the extremely changing business environment requires individuals to actively engage in improving their own **competencies** (knowledge and skills, as well as independence in performing tasks and willingness to take responsibility for the task). Just as the continuous improvement of human resources is important to the organization in which one works, because it allows it to gain a competitive advantage in the market of products / services, it is also important for the individual because it gives him/her a competitive advantage in the labour market. This competitive advantage may be of use in his/her advancement, job change or the pursuit of personal gain in any other way. Consequently, the concept of a **career** has been increasingly replacing the concept of a job, which is related to a specific work position, and represents an individual's conscious personal interest and responsibility.

**Economists** perform jobs in all spheres of society - politics, culture, econ-

omy; in all types of organizations - in state institutions, non-governmental organizations and the private sector; in all industries: in banks, insurance companies, manufacturing companies, transport, IT, tourism, media, web platforms, scientific and technological institutes, etc. Economists work for employers, or, very often, open their own businesses. **Economists** work in all sectors of the economy and public administration, in non-profit organizations, international organizations, as well as in multinational corporations. The jobs of economists differ significantly depending on the environment in which the work is done, but also on the direction and area of work.

**Managerial economists** work on jobs related to the management of strategic and operational corporations, which include leadership, human resource development, organization design, business process design, the design, implementation and monitoring of projects, consulting activities, development of compensation systems i.e. salary and reward systems, etc.

**Entrepreneurial economists** develop their own ideas and manage their own time. They are the ones responsible for the design of new business models, the startup of own projects and companies, they deal with the development of new products and services, business plans, risk analysis and assessment, etc.

**International business economists** are particularly focused on developing communication skills needed to lead and work effectively in multicultural teams and specialize in identifying and realizing opportunities in foreign markets (import, export, international investments, etc.), as well as in making business decisions in an international environment. They develop and pursue their careers in multinational companies, freight forwarding agencies, transport companies, as well as in chambers of commerce, agencies and state bodies in charge of international trade and foreign trade policies.

**Marketing economists** create ideas for new products and services, engage in market research, public relations, set prices for products and services, develop

marketing, communication and sales strategies and design other strategies and activities important in the placement of products and services on the market.

**Finance and accounting economists** perform jobs related to planning and analysis, accounting, auditing, bank supervision and control, assessments of investment projects' profitability, payment and foreign exchange operations, brokerage, insurance and reinsurance operations, and state budget preparation and execution.

**Theoretical economists** learn to collect, organize, and interpret data, use mathematical and statistical methods and tools (e.g., software) to predict economic, market, financial, demographic, and even climate trends and their impact on investment, policies, and other socioeconomic phenomena. They also analyse problems, propose solutions, and develop communication skills, which they use to convey solutions to business leaders, legislators and the public.

Every individual will probably change jobs, and probably employers, more than once in their life. Therefore, it is important to consciously plan your **career path**. Career planning means setting personal career goals, while identifying, and developing the key competences required by your future employers and which lead to the achievement of the set professional and personal goals. It is **a lifelong process** that encompasses the desire and need of an individual to keep up with the social, technological, economic and business changes in the environment that require continuous adaptation and learning and the acquisition of new knowledge and skills. Therefore, it is necessary to raise awareness of the necessity of lifelong learning, i.e. the learning in all periods of life (from childhood to old age) and in all forms (be it through formal education or the spontaneous or incidental acquisition of knowledge and skills). It includes all forms of learning and acquisition aimed at improving one's knowledge, skills, attitudes and behaviours within the personal, civic, social or professional development and actions of an individual.

## First-hand advice – what do employers and EFRI alumni say?

In this section of the Guide, we present valuable experience and advice from our former students and today's employers related to career development, the required professional knowledge in specific areas and the skills expected from future employees.







EUROPSKI  
REVIZORSKI  
SUD

# Ivana Maletić

a member of the European Court of Auditors



tions include competences and skills in mathematics, statistics, finance and accounting. I personally always found it unusual when an economist stated that he or she did not like math. Mathematics is a way of finding connections between phenomena and noticing the cause-and-effect relationships, a way of thinking, without which, it is rather difficult to be good in economics. Carrying out research, preparing a table, a graph, being able to describe the presented phenomena in a good manner and preparing an analysis are the basic knowledge without which no one should exit the faculty. This should be taught as early as in primary and secondary school, of course, at a different level of complexity. I have noticed, unfortunately, many young people with a degree for whom it is the same whether the number in a table is expressed in

**1. *What professional knowledge should a person who wants to pursue a career in economics have?***

Fundamental knowledge in all economics subjects is important, and then further on and depending on the job, knowledge in certain areas is upgraded and deepened. The founda-



millions or billions, who do not even know how to express them using the same measuring unit, not to mention something more complex.

**2. *What professional skills do you expect from employees in the field of economics?***

Good computer skills, knowledge of at least two languages, good written and oral expression. It would be ideal if, during their studies, they had participated in a project or had conducted their own research and published a paper or had received a student award. Employers also expect them to have basic knowledge and skills in for example analysis of financial statements, preparation of research questionnaires and conduct of research. Especially important are the analytical skills, critical thinking and the ability to look at topics from different aspects, as well as thinking outside the box, i.e. creativity and innovation.

**3. *When hiring, how important is the study direction (or track) a candidate has completed?***

The field of study or track is not that crucial because the knowledge a candidate possesses is the foundation and will be further deepened anyway. Multidisciplinarity is also important. If a person has the above knowledge and skills, the rest is easily upgraded.

**4. *What makes a candidate stand out at a job interview?***

His/her personality and the fact that they have prepared themselves for the interview i.e. how much they know about the institution/company they are applying to and their business processes. Pointing out the additional activities in which a candidate has participated is also important, e.g. competitions, research projects, student exchange programs, volunteering activities, these are all details that make a difference.

**5. *What would be your advice to students in terms of career development?***

Work as much as possible on the development of analytical skills, especially critical thinking, get involved in as many projects as possible, take sem-

inar papers seriously, develop writing and public speaking skills (it is good to join a debate club), have a lot of additional activities and, if possible, take part in student exchange programs and summer schools. It is important to read as much additional literature as possible, not just the required literature for the exam, follow the latest papers and research in areas of interest, design your own research projects, get involved in your local community, help with public opinion polls and the analysis of obtained results and the like. Keep up to date with local and global challenges; develop your opinions and attitudes. Only through continuous work, can a person develop and acquire the different skills and knowledge that will enable him or her to perform a job independently.

**6. *What does your regular working day look like?***

I start with my regular activities at 8 o'clock, whether this involves reading documents or giving reviews and suggestions for improvements or preparing my own analyses, reading into

new legislative proposals and/or resolutions and the like. Meetings take up a lot of my time. They range from those with my Office, where we discuss how to approach specific tasks and who to assign them to, meetings with audit teams, (we are currently working on four different audits), meetings of the specialized boards within the ECA and the Court's weekly meetings that are attended by all members of the ECA and the President. Meetings always revolve around agreements and discussions on specific reports, reviews, new proposals, and good preparation is important. That's why I often tell my co-workers and myself that I am sorry but there are no working hours in this job, no evenings and no weekends; we work to get the job done and at times, which is often, this includes working until late in the evening, on our weekends and our holidays. Last summer, for example, we didn't have a single day off because we were working on an opinion on the regulations regarding the Recovery and Resilience Fund. As

this was of interest for the entire EU, we could no allow ourselves to be late in turning in the opinion requested by the European Parliament. In fact, I am proud that such an important task was assigned to my office and me.

**7. *What has been your best decision in regards to your own career development?***

I was always willing to learn a lot and do more than was required of me. I think this attitude was crucial. Thanks to that, I gained additional diplomas and knowledge and was able to answer the very complex tasks we faced as a country during the negotiations and preparations for EU membership. My answer YES to all the additional educations and big business challenges was my best decision(s) thanks to which I progressed and developed both personally and professionally. This attitude had been present from the very start. As a student, I always did more than what was required. Together with two of my colleagues, I received the Rector's Award for Best Student Research Work

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# Oliver Travaš

## Sales Force Effectiveness and Customer Relations Manager



***1. What professional knowledge should a person who wants to pursue a career in marketing have?***

It would be ideal for someone who wants to work in marketing to have a multidisciplinary background, i.e. knowledge of economics in combination with specific knowledge in the

industry in which one is pursuing a career in or vice versa, e.g. someone with a different profession but with an appropriate postgraduate study. For example, in the pharmaceutical industry, doctors or pharmacists who have expanded their knowledge in marketing by completing postgraduate professional studies in this field, such as those in Marketing Management, are dominant in marketing.

***2. What professional skills do you expect from employees in marketing?***

An employee in the field of marketing should have background knowledge in micro and macroeconomics, but should also be open to acquiring new knowledge and skills in order to build up his/her competences. Ideally, the future employee should have skills in analytical thinking, presentation and general communication;

they should be creative and computer literate.

**3. When hiring, how important is the study direction (or track) a candidate has completed?**

The study direction is less important when hiring because the faculty provides graduates with the required knowledge foundations that are later, through work, built upon or expanded and guided towards a certain direction.

**4. What makes a candidate stand out at a job interview?**

In my job, I also conduct job interviews and for me it is very important that a candidate shows insight, courage, and, most certainly, passion for what they want to do, and they must have a vision of what they want to achieve in their career.

5. What would be your advice to students in terms of career development? My advice is that, career wise, absolutely anything can be achieved; you just need to know exactly what you want and be able to weigh up all the cost-benefits along the way.

**6. What does your regular working day look like?**

I spend my working day either in the office or on field along with my co-workers. In the office, I provide support to the sales force, we do planning, strategy development or business reviews, while on field, I do coaching and hold training programs with the sales force, go on double visits, evaluate their work and the like.

**7. What has been your best decision in regards to your own career development?**

My best decision was to continue building up my competences and skills and developing myself and pursuing a career in an area that interests and fulfils me more than any other, I have had the opportunity to work in. Perhaps financially, these areas might have been more opportune, but from a professional point of view, they would not have been as challenging as this one.

# Mia Kutić

## People Operations Manager/ Team Leader



1. *What professional knowledge should a person who wants to pursue a career in economics related jobs? For example in marketing, management, finance and accounting...?*

At Infobip, we have a wide range of positions in these fields from design, product marketing, event organiza-

tion and PR within the Marketing Department, to accounting, credit risk, or investor relations in the Finance Department. The knowledge and competences required are really different and specific in these areas. Perhaps what is even more important than the knowledge is the attitude and will for personal and professional growth and constant learning.

2. *What professional skills do you expect from your employees?*

Computer knowledge is important to us, especially in view of the current remote work environment. Depending on the position, communication and presentation skills are somewhere more and somewhere less important. Of course, someone who is, for example, an expert in the field of financial analysis does not have to be a top speaker, but he or she should be skilled in presenting his or her work



in such a way that it makes it understandable to others.

**3. *What would be your advice to students in terms of career development?***

My advice is to work as much as possible on practical projects during their studies, to look for opportunities for student work, and take advantage of a large number of free online workshops. The past year has brought great progress in this regard, and many quality global online workshops addressing different areas are now available, giving students the opportunity to gain insight into the latest trends and practices.

**4. *What makes a candidate stand out at a job interview?***

The candidate can stand out with motivation and the right attitude.

**5. *What has been your best decision in regards to your own career development?***

If I consider the big decisions in my life, it is the decision to leave my sports career and start over by volunteering in a small IT company - today

a globally recognizable IT company. When it comes to developing a career at this very moment, the best decision is to always seek and accept feedback, consciously work on developing your competences, and accept challenges even when they are outside your comfort zone.







**VALAMAR**  
All you can holiday

# Nikolina Levak

## Human Resources Development Specialist



ness process management, have an understanding of the functioning of management and possess interpersonal skills needed to build quality relationships. In addition, it is important to understand and identify market trends as well as the consumption psychology of guests.

### *2. What professional skills do you expect from employees in management?*

Looking through the prism of work in tourism, as one of the fastest growing industries, the professional skills sought by Valamar Riviera, from employees pursuing a job in tourism management, are openness to new learning and readiness to acquire new knowledge and skills in accordance with Valamar's strategy and set goals. Since our focus is on other people (whether employees, colleagues or guests), hospitality, empathy and

### *1. What professional knowledge should a person who wants to pursue a career in management have, or in the case of Valamar Riviera, a career in tourism management?*

A person who wants to work in tourism management should have professional knowledge of busi-

understanding of others as well as the ability to work with others are also important to us. As tourism is a very dynamic industry, a person who wants to develop professionally in this area should show flexibility and willingness to accept and adapt to changes that they will encounter in their work. Critical thinking is also important, as is creativity - a willingness to change and look for opportunities for innovation that may lead to better results. We must not forget ambition, goal setting and the focus on excellence. Finally, there are the increasingly sought-after and much-needed digital skills that are nowadays, in the 21st century, an essential skill in job performance.

**3. *What makes a candidate stand out at a job interview?***

During a job interview, a candidate can stand out in several ways. For example, for their expertise and specialization in the field in which they work and operate, their personality and the personal traits shown during the interview. Moreover, candidates can stand out for the way in which

they have prepared for the interview as well as their approach to the entire selection process by which they send a message about themselves.

**4. *What would be your advice to students in terms of career development?***

When talking about young people's/ students' career development, my advice to them is to be engaged and motivated to learn and work on themselves, to look for and take advantage of every opportunity for additional learning and the acquisition of new knowledge and skills, and to get out of their comfort zone. It is also important for them to develop a team spirit aimed at helping co-workers towards the achievement of common goals. They can, for example, sign up for a workshop, go to a lecture or an easily and quickly accessible webinar, and participate in Career Days or in solving business cases organized by numerous student associations and/or organizations. Moreover, many universities or faculties have set up their own Career Centers that students can

visit and ask for information on career development. Furthermore, many employers organize Open Days and offer internship opportunities, which all provides for the opportunity to work on developing your own career. Students can start developing their careers already during their studies. For us as employers, it is interesting to see the different engagements of young people in their CVs, so I advise all students to get engaged in different activities during their studies, to invest time and efforts in developing themselves and their skills, which will later make them stand out amongst others in the labour market.

**5. *What does your regular working day look like?***

The working day at Valamar Riviera Human Resources is dynamic. No day is the same. The daily tasks and jobs depend on the ongoing projects and processes we are working on at that time, whether as a team or as a company. Since Valamar is a rather large company, my job involves working and collaborating with a large number

of employees and colleagues within various interesting projects. Most of my activities revolve around the selection process and projects aimed at the development and education of our employees.

**6. *What has been your best decision in regards to your own career development?***

The best decision I continuously make in regards to developing my own career is to invest time and efforts in developing my own knowledge, skills and competences. In this way, at my working position and through my tasks, I can contribute even more to my team and the company I work for.

Valamar Collection Girandella Resort  
The photo is property of Valamar Riviera





# Ivana Datković Škoda

## Socially Responsible Banking Service



important to know in which area of banking and finance you want to work. Namely, there are many different jobs in the banking industry, so it is difficult for these students to know, in advance, what they are interested in and what they would be good at. It is therefore advisable to inquire and consider what interests them before applying. The professional knowledge that is important to us on first employment is the knowledge students gained at the faculty, as well as the knowledge of general financial literacy. Namely, it is good for a person to know what products the bank offers and to show interest in financial issues in general.

***1. What professional knowledge and skills should a person who wants to pursue a career in finance and banking have?***

The most important prerequisites for working in finance and banking is a degree in economics or a degree in mathematics. In addition, it is very

***2. When hiring, how important is the study direction (or track) a candidate has completed?***

Direction is only important when it comes to jobs that require more

mathematical and analytical knowledge. However, if a person completed a different direction of studies, i.e. one that is not analytical e.g. in international trade but took extracurricular courses for example in SQL then it is not that important.

***3. What makes a candidate stand out at a job interview?***

In novice positions, the most important are motivation and the ability to draw logical connections and learn quickly. In addition, it is best to provide examples from your own experience, because concrete and direct answers are always a plus. It is also a big plus when a person prepares for an interview and explores the workplace details.

***4. What would be your advice to students in terms of career development?***

First of all, to apply for student internships and to do student work during their studies, because it is an invaluable experience, as well as an opportunity to feel how the business world really breathes. In addition, the internship enables the acquisition of

new knowledge, experience and other business skills, which will, one day, be useful to them in many ways. Moreover, by working on specific tasks and on different jobs, students have the opportunity to discover which areas they are particularly interested in and what they would like to do in their professional career.

***5. What does your regular working day look like?***

A picture is worth a thousand words and a personal experience even more. That is why I recommend students to apply for an internship at a bank and to check for themselves what a working day looks like. If they want to gain experience in an international environment, after summer, they will have the possibility to apply for the Best of South East scholarship program intended for graduates and students in law or economics. The program includes a one-year internship at Sparkasse Bank and a year of study at the University of Graz.

# Tomislav Ugrin

Co-owner and CEO



to as “accounting practice”, which is gained through parallel studies at a faculty or specialized workshops for accountants and work experience, best that in a bookkeeping service. In addition to this, the future employees need to work towards mastering the financial reporting framework, namely the Croatian Accounting Standards and the International Accounting Standards, as well as the Accounting Act. In addition, there is a set of legal regulations (in whole or in part) regarding labour legislation, commercial legislation, tax legislation, obligations legislation and a whole set of other regulations governing the business of the entities for which you work.

As far as auditing is concerned, it is even more complex, because in addition to everything that an accountant needs to know, one needs to know the

## *1. What professional knowledge and skills should a person who wants to pursue a career in accounting and auditing have?*

Nowadays, what we expect from our employees holding higher education degree positions in accounting is the knowledge of what we usually refer



specific regulations regarding auditing, micro-organization, in-depth commercial legislation, specifics of legal regulations in certain industries and activities, etc.

And this is not all. Add to this the complexity of the accounting system in the Republic of Croatia, where there are three distinctive accounting systems (for companies, for non-profit organizations and for budget users) and the specifics of accounting and reporting for crafts (sole traders) receiving personal income, and, say, the those in the reporting for large enterprises, banks, insurance companies...

## ***2. What professional skills do you expect from employees in accounting and auditing?***

The future is bringing even greater challenges given the growing impact and risks of using information technology and the automation of certain processes. The people working in these jobs are faced with the increasing use of modern technologies and should therefore be very dynamic

and flexible in learning and applying this technology. So for example, the accountant of the future (which is already present) will not be a classic accountant but a supervisor of the functioning of an IT system and will have to know quite well the processes and the way the respective system functions, and, of course, accounting itself. I want to point out here the difference between the functions of an accountant and an operator, because among young people there are prejudices about what an accountant's job looks like. An accountant is not an operator who types and enters documents into a computer, although many accountants do that as well. There is already a high degree of automation in the entry of data and the entry process will be even more automated in the future.

So, an accountant or an auditor of the future will, in addition to being an expert in his/her profession, have to be a person who is dynamic and capable of quick adaptation to technological advances and accelerated learning of

new software functionalities. Likewise, the application integrator and the process automation consultant are already a part of our reality, for which our education system has no solution and is already lags in educating such staff.

Therefore, we are already recruiting and selecting staff who have strong inclinations toward the use and application of technology in order to prepare them for the future.

I would also add the knowledge of foreign languages, as an important added value that a candidate can have. This does not imply English, because today the knowledge of this language, as well as excellent knowledge of office tools, represent basic literacy of every adult.

***3. When hiring, how important is the study direction (or track) a candidate has completed?***

It is almost completely irrelevant because the differences are small. If, for example, there existed an integrated study program in accounting and technology, encompassing specialized

contents needed for the accountant of the future, it would certainly be a huge difference and a great help to entrepreneurs in this field. The case is quite similar in all other business activity segments related to the economy. Therefore, it is necessary to reduce the extent of knowledge covered by general subjects or courses, as well as their number, and significantly increase the number and extent of those courses offering and educating students in specialist knowledge and the use of technological tools. In addition, it would be more opportune to educate smaller groups of specialists rather than having large general direction studies. This represents a huge challenge for our education system, but also a great opportunity.

***4. What makes a candidate stand out at a job interview?***

What we look at primarily, in addition to knowledge and technical skills, is personality. We do a personality test and compare the values a person has with the core values of our company. When looking at a candidate's per-

sonality, special attention is paid to the following set of traits: creativity, enthusiasm (energy), cooperation and perseverance. If a person's values match our values and the personality complements our deficits, the person has the prerequisites to become part of our team.

Therefore, if a candidate is solidly balanced in all four sets of traits and preferably demonstrates this in an innovative way we will certainly be impressed with his/her personality. Moreover, if the candidate shows that he or she is well prepared for the interview, figures out our corporate values, and adjusts his own values respectively it is also a plus.

***5. What would be your advice to students in terms of career development?***

It is very simple. Useful knowledge and experience are a resource that is increasingly needed in business and as such can be well cashed in. It takes time to gain money and experience, and now is the time to start. In the beginning, you need to find an opportunity to learn, a mentor

or mentors and not spare resources when it comes to grabbing knowledge and gain experience. The more complex and broader the material you deal with, the more chances you have to sell yourself well and cash in, either through your own entrepreneurial venture or through employment in a good company.

***6. What does your regular working day look like?***

At this stage, I am mainly involved in direct management and development, and less in consulting, whether it is internal or towards clients, and in networking and sales. I am usually at work at 8 am and I first deal with external communication and management responsibilities by communicating with the nearest team. Then I usually work on either consulting or development segment, which is usually related to the development of the organization. In the afternoons, I usually engage in networking, which usually runs through social activism to which I dedicate most of my free time. Activism leads to social benefit

and is an opportunity to meet new people, which is extremely important for personal development, as well as business success.

*7. What has been your best decision in regards to your own career development?*

The decision to become an entrepreneur from an early age. I looked at the then popular Dynasty and realized that there are people/entrepreneurs (there were no such people in the former Yugoslavia) who can earn a lot of money and live better and that it is only their doing i.e. that it depended only on themselves. It was a challenge I accepted and have never repented. Being an entrepreneur is a noble profession in which you take risk to rise above the average, hire and care for other people, create something useful that other people are willing to pay for...etc.

In Croatia, during our schooling, we are taught to be obedient, and not creative and intrusive with ideas. Many teachers and professors do not like different opinions and like to be

authorities rather than educators. In high school, I decided to defy the authorities when I had my idea and because of that, I received worse grades. But, that was the moment that made me feel like I had succeeded in my career. Many do not know this or do not want to break the tradition and thus take the path of least resistance, which has a devastating impact on their careers in later stages.

## What do employers look for and want?

This section of the Guide presents the competences, skills, knowledge and personal traits that employers look for in their candidates when employing.

These findings on the expectations of employers are the result of a research conducted within the CEZAR project. The research was carried out through focus groups composed of employer representatives in the different fields of study. The results of the research are presented separately for each field, i.e. according to what employers expect from students who have completed their studies in Economics or in one of the fields in Business Economics at the Faculty of Economics and Business, University of Rijeka.



## Economics

- Computer skills (knowledge of Microsoft Office packages, basic skills in finance and accounting software programs)
- Professional/technical knowledge (knowledge of the legal aspect, appreciation of the interdisciplinary framework, continuous adjustment to changes in the legislative framework)
- Knowledge of foreign languages (level of English needed to conduct official communication)
- Motivation and adaptability
- Basic knowledge of the company, knowledge of the company's Articles of Association, basic elements of the operational plan
- Communicativeness and creative thinking
- Basic knowledge in applying and managing EU projects

## International business

- Developed communication and computer skills, with emphasis on basic digital skills: MS office, internet
- Knowledge of foreign languages, especially English
- Knowledge of business terminology (basic concepts and theory)
- Knowledge of business and cultural customs of different countries; ability to work in an international environment)
- High level of literacy
- Readiness to adapt to changes and to cope with different situations
- Motivation to acquire new knowledge and skills
- Knowledge of the company at which they are interns or potential employees

## Marketing

- Knowledge of the company's ongoing business activities (ongoing digital campaigns and promo content, PR approach ...)
- Developed IT skills and critical thinking
- Teamwork, emotional intelligence, responsibility, commitment to work and adherence to deadlines (discipline)
- Motivation to acquire new knowledge and skills
- Professional/technical knowledge in the field of the company's business operations (branding and market positioning, social media, ads, campaigns), keeping up with the latest trends in digital marketing
- Resourcefulness in the business environment



## Finance and accounting

- Developed communication and computer skills
- Motivation to acquire new knowledge and skills
- Knowledge of the company for which they are planning to work for
- Professional/technical knowledge in the field of the company's business operations

## Management

- Work ethic (engagement, conscientiousness, thoroughness, perseverance) and motivation, ability and desire to perform tasks above what is expected and required
- Analytical skills, critical and logical thinking, ability to ask questions, aptitude to search for new information, ability to see the bigger picture of business and connectivity;
- Communication and negotiation skills
- Ability to work collectively
- Independence in performing tasks
- Ability to set goals, manage people, strategic thinking, financial decision making, aptitude to initiate changes (leadership)
- Tactical thinking;
- Productiveness i.e. ability to prioritize and organize themselves and their time
- Motivation to acquire new knowledge and skills
- Knowledge of Excel; Knowledge of foreign languages
- Teamwork and collegiality
- Professional/technical knowledge in the field of the company's business operations

## Entrepreneurship

- Critical and proactive thinking
- Communication skills (with an emphasis on face-to-face communication)
- Knowledge of the basics of accounting and taxation,
- Knowledge of the layout and contents of business documents and processes
- Good knowledge of English; advanced knowledge of mathematics
- Time- management (ability to organize one's time)
- Strategic thinking
- Ability to work in a team and collegiality in business relations
- Problem solving skills;
- Innovation, creativity, intellectual curiosity, motivation, responsibility for doing the job
- Microsoft Office (emphasis on Excel), Google tools and CRM systems
- Ability to integrate operational and strategic plans



Generally speaking, the employers expect students and future employees to have developed communication and information skills, knowledge of foreign languages (especially English), professional/technical knowledge in the field in which the company is active and knowledge of the company for which they applying.



# First steps in gaining work experience

Gaining work experience does not necessarily have to start after graduation. There are a number of ways in which you can gain the knowledge you need to enter the workforce even before that - through volunteering, internships, doing student jobs and the like. Below we describe the different ways in which you can gain work experience and step into the world of work while you are still studying.

Before you decide on any of these options, we recommend that you to think about your aspirations and opportunities, your vision of who you want to be when you graduate, and how a particular volunteering / student job or internship fits into that story. **Gaining work experience before graduation comes with many benefits** (income, skill development, experience, maturity, new acquaintances, time management skills, etc.), but the real key to success is finding the right balance between student obligations, extracurricular activities, networking and work.

**Professional practice or internship** has many benefits - not only does it allow students to develop the skills needed for the world of work, but it also gives mentors / employers the opportunity to get to know potential future employees and gain a fresh perspective, which in turn, may lead to the implementation of new ideas or ways of doing business. The internship programs also enables the faculties to improve their quality by offering better and more attractive study programs, as well as through continuous collaboration with the business community, which then spills over into the research areas. The Faculty of Economics and Business in Rijeka offers the possibility of professional practice/internship

during the final years of studies. More information can be found on the Faculty's and its Career Center websites.

**Student jobs**, unlike professional practice/internship, are not integrated into study programs. In fact, students choose their own employers and usually do short-term jobs under one-month contracts. As of February 2020, the Student Employment Act is in force, which defines all the essential elements and context of student performance. We recommend that you read the Act and find out about your rights and responsibilities when doing student jobs. Students are employed through intermediaries (student centers or higher education institutions with a center for student standards), and student jobs can be performed by both full-time and part-time students. The requirement is that they have earned at least one ECTS credit per year to retain the right to a student job. For each student job there is a contract that is concluded and signed for each calendar month by the student, the employer and the intermediary (student service).

In addition to the classic student jobs that are offered locally, usually through student services, there are also non-classic ones such as work and travel or gap year programs that offer the opportunity to gain work experience abroad for several months. The most popular destination is certainly the United States, but such programs are not limited to this country - there are options all over the world, depending on the program and the student's preferences.

One of the things employers value highly in potential job candidates is international experience. During their studies, students are able to conduct a part of their studies at a higher education institution abroad and / or undertake a work placement in a company abroad through the **Erasmus mobility program**. By participating in the program, students enrich their studies, gain valuable professional experience, improve their foreign language skills, develop professional independence in work and gain a network of acquaintances.

In addition to the Erasmus program, the Faculty of Economics and Busi-

ness in Rijeka offers its students study exchanges within the **CEEPUS mobility program**, as well as through numerous **bilateral agreements** that ensure a stay in a country that is a member/partner in the program. Most importantly, it is possible to participate in several or all of the programs to enrich your experience.

**Volunteering** as an alternative to a student job and/or internship is an activity – a voluntary engagement of a person for which he/she does not receive monetary compensation in the form of a salary or wage and which is based on goodwill and solidarity. It is regulated by the Act on Volunteering, which also prescribes the conditions and principles of volunteering and specifies what it includes. Volunteering can be short-term (occasional, one-time), long-term (regular, continuous) or in a crisis situation; it can be done in different ways and in different areas. You can receive a certificate for your voluntary contribution, and it is possible to sign a volunteer contract (or to conclude one verbally). The volunteer booklet, on the other hand, is a document that contains a list of the volunteer activities you have performed, along with the list of trainings in which you have participated as a volunteer. Volunteering is highly valued in the society, and, can earn you an award at Faculty level, at University level and state level. In addition, volunteering can help you more easily obtain a scholarship granted at the University level. If you do not know how to go about it, contact your local volunteer center where they will be happy to help you find volunteer opportunities and areas of interest.



To make it easier for you to see the many benefits of volunteering, we quote our student, Amra Ramić, winner of the Dean's Award for Volunteerism in 2019/2020 academic year:

“Volunteering shaped my character quite a bit. I became more communicative, and through interacting and talking with people of different ages, I have received a lot of advice that I have found useful in all kinds of situations. I have also gained organizational and presentation skills and experience of working with children through the workshops I have attended. While working on international projects, I had the opportunity to brush up on my foreign language skills (and even learn new ones). Volunteering is useful for gaining work experience, getting a scholarship, building self-confidence and developing professional skills that help you in your studies, career and/or everyday life.”



# What to do once you receive your degree?

When you receive a degree/ diploma from the Faculty of Economics and Business in Rijeka, there are three options when deciding where and what to do after graduation:



**Become your own master**



**Search for a job**



**Continue your studies at postgraduate level**





# I am my own master!

In this part of the guide, we will try to show you different forms of self-employment and give you advice from our alumni, who have managed to do the same!

## Self-employment

Self-employment is the regulation of one's own work in such a way that one is not employed by the employer, but is the employer oneself, regardless of how one has regulated the income from self-employment for taxation purposes (whether it is a limited company or a sole proprietorship). Self-employment in the tax sense means any form of self-employment. The term self-employment is usually associated with persons with special skills and knowledge who earn their self-employment income not by working for an employer, but through a contractual relationship with various clients. Self-employment is a characteristic of some professions, such as consultants, investors, lawyers, writers, insurance agents, real estate agents. In addition to knowing the area, it is crucial to have a good idea and funding. Lately the young people have been creating and developing their business through start-ups.

## Start-up

A business started with the intention of seeking repetitive and scalable business methods (ability to grow while maintaining basic functions).

Start-ups are usually in the business related to innovation. A characteristic of such businesses is solving problems in inventive ways. The solutions to the

business problems of successful start-ups are new but simple and easy to apply. The activity of start-ups usually takes place in the context of new technologies, and start-ups are usually founded by smaller groups of people who are characterized by the belief that they will solve the problem in a different way and win the market with their approach.

## Start-up entrepreneurship

The development of start-up entrepreneurship is promoted in the Republic of Croatia by various institutions, such as the Ministry of Entrepreneurship and Crafts, the Croatian Agency for Small Business, the Croatian Chamber of Economy, the Croatian Chamber of Trades and Crafts, the Croatian Employers' Association, the Croatian Bank for Reconstruction and Development and the Croatian Employment Service. Through their programs and incentive measures, these institutions help and encourage entrepreneurs to develop their idea and start their own business.

In addition, supportive institutions such as regional development agencies, business centers, business incubators (student business incubators as a way to develop an idea in student age), technology parks, entrepreneurship education institutions, business accelerators should be highlighted.

Business incubators and accelerators are a great way to attract investors and grow the business. Although in Croatia's reality they are often physically at the same location, the difference is that entrepreneurial accelerators "accelerate" the growth of existing businesses, while incubators "gather business ideas in one place" to build a business model or company. Thus, incubators are focused on innovation and accelerators are focused on business growth.

# Edis Tabaković

## EFRI alumni - experience and advice on self-employment



Edis and two partners founded INC d.o.o., a company that designs, builds and equips multisensory spaces. The self-employment measures by the Croatian Employment believes that a good idea is the key to success, but it should be based on expertise in a particular field.

He believes that everyone should develop himself or herself in what they are good at and work on what they know or are familiar with the business realities of a particular industry.

A good business plan - Besides the idea, a good business plan is very important for any project. In practice, it is often prepared pro forma, Service (CES) helped him a lot in starting the company. Below you will find the tips from our alumni on the process of self-employment.

An idea - Edis

but the actual elaboration of the activities is an extremely useful tool that helps in forecasting. It should be remembered that a good business plan is very important and scores many points when applying for funding.

Different sources of funding and

“free money” - Nowadays there are different sources of funding and therefore before becoming self-employed, but also afterwards, it is very important to “keep your eyes open” and take advantage of the opportunities to apply for funding through calls opened by different institutions.

No funding for the sake of funding- You should only seek funding or incentives if you intend to work without any.

A well-organized business process well - It is very important to have a well-organized business process to be successful when applying for funding. It is also important to have a website with detailed information about the business process - for you and all the stakeholders you work with.

Advisors and education – Your need for education does not end when you graduate, on the contrary - constant learning and training after tertiary education is extremely important to the success of the

venture in general. It is necessary to have good quality advisors and mentors (example: the advisor at the CES was very helpful to Edis in obtaining support for self-employment). In addition, when applying for self-employment funding, it is advisable to contact the CES before applying (via email / phone call/ meeting).

The economist’s advantage compared to other professions. Some of the advantages an economist has include knowledge in writing business plans, use of economic terminology, experience in conducting a competitive analysis and in the right format, knowledge in assessing economic conditions...

These advantages are most evident in obtaining funding and support.

When applying for CES grants and incentives for self-employment additional points are awarded for:

- Referrals from companies willing to collaborate
- Coming to / calling/ sending e-mails to the CES

- “General interest in success”
- Offers for various parts of the costs estimate (laptops, furniture, tools )
- A lease agreement or a letter of intent to rent the space and
- Market analysis (use data from government databases - FINA, CBS...).

National Classification of Activities - It is very important to think carefully about the classification of enterprises in the national classifi-

cation of activities - NCA cannot be changed during the period of the self-employment contract, and some activities have less possibility to withdraw EU funds (e.g. trade). In conclusion, Edis identifies four key qualities for success in self-employment:

- Leadership,
- Time management,
- Knowledge of the industry and
- Willingness to work and commitment to succeed.





## Where to look for a job opening?

Once you have identified your own interests, listed your strengths and weaknesses, and determined what kind of environment you want to work in, it is time to start looking for the ideal job. Although we all want our entry into the working world to run smoothly, and find the dream job right away, we need to understand how to adapt any job, and know how to make the most of it. You can search for a job **passively** (by looking through openings or waiting for referrals) or **actively** (by going to job fairs, sending open applications). Although passive job searching is not out of the question, we definitely recommend active job searching, as the chances of finding exactly what you are looking for and expecting are higher. By actively looking for a job, you ensure that your future job matches your inclinations and desires.

There are several ways to search for a job. We have already mentioned the possibility of **student internships**, which can be done at the Faculty, but also off the Faculty (for example, the HANFA call for applying for student internships, or through the Youth Initiative).

**Internships** are a new measure that replaced vocational training without employment in 2020. You can do an internship in either the public or private sector, and the measure lasts for 12 months. **The work placement** is similar to an internship, it is done for a set period of time after which the contract expires, but it is not covered by government measures. Through the website Erasmus Intern, you can find internship opportunities, and a popular internship for economic fields is certainly the one in the European Parliament.

The option of **volunteering and volunteer programs** has already been described, but we would like to highlight it again as it is another good alternative for future employment. For example, you can volunteer in an association



and after a certain period of time get a job in the same place.

In Croatia, there are about 20 **employment agencies** engaged in finding candidates jobs by advertising vacancies, conducting interviews, psychological tests and the like. Although they cover a wide range of jobs, as well as candidates, they are limited to those who are actively looking for work and who visit such agencies. Unlike employment agencies, **headhunting agencies** usually “recruit” candidates from competing or other companies by luring them to come to another company and fill a similar position. They target people with more experience i.e. people who are usually already employed and generally not looking for a new position.

At the state level, the labour market intermediary is the **Employment Service**, which conducts employment programs, a list of job openings, services for employees and employers and activities related to the EU and employment. They also provide a range of training programs for the unemployed in order to enable them to find a job as quickly and successfully as possible in line with the support for training measure. An alternative way of finding a job, also at the state level, is through **Narodne novine**, the official gazette of the Republic of Croatia. Among other things, job vacancies are published here, and the gazette is available in paper and electronic form. With the help of a simple search engine, it is easy to quickly and accurately find the jobs offered through public calls/tenders.

In addition to the official newsletter, there are numerous portals through which employers post jobs openings, and some of the links are provided at the end of the guide.

**Career Fairs and Career Weeks** are organized to introduce employers to potential employees and to provide employees with information on job openings and job types. In addition to fairs, there are similar faculty-level events, such as the EFRI Business Opportunities Day - a meeting where employers meet with students to discuss potential jobs.

Recently, special emphasis has been placed on **social media**. In addition to Facebook, Instagram and similar networks, the portal that specializes in the business world is LinkedIn. To facilitate your job search on **LinkedIn**, you should have an open, clear profile that shows your profession, areas of activity and interests so that you can be approached by the very employers that interest you. On the other hand, you can also use this portal to search for company profiles and job vacancies.

If you know exactly what kind of job you are interested in, you can also search for jobs related to your field of interest in professional magazines. For example, economics and business graduates can follow the weekly magazine *Lider*, where business-related jobs are advertised. If one wants a narrower specialization such as, accounting, he or she can look in the magazine *Računovodstvo, revizija i financije* (Accounting, Auditing and Finance), *Financije, pravo i porezi* (Finance, Law and Taxes) or *Računovodstvo i financije* (Accounting and Finance).

If you have your eye on a particular company, be sure to search their websites and social networks. You can also subscribe to their **newsletter**, through which will keep you informed of company news and make you one of the first to hear about contest and job openings. In addition, you can express your interest in working for the company through **open applications**, either by mail, email or by sending a resume and application through their website. Even if there are no openings for a particular job position at the moment, it is worth reaching out and showing interest so they can keep you in mind. That way, when a new position or job opening is needed, the company can see who has already expressed interest and contact you back.

The **Career Center of the Faculty of Economics and Business in Rijeka** plays an important role in job search, preparation of students for the job market and additional training. Since 2012, it has been connecting students with

potential employers, organizing career counselling and numerous workshops, lectures, meetings and events aimed at encouraging students to pursue an early career development and enabling them to gain valuable practical experience during their studies. Full information on activities, job openings and contacts can be found on the Faculty website.

Finally, there remains perhaps the most important category of the job search - **networking**. By sharing information and ideas with friends and acquaintances, one can gain new knowledge and learn about possible jobs early on. Student conferences held at the Faculty are also an ideal opportunity to network and expand business contacts. Do not neglect or forget the importance of informal communication with people around you!



## Postgraduate studies - is it for me?

In addition to the possibility of self-employment or finding their first job, students can choose and continue their studies in one of the postgraduate study programs. The Faculty of Economics and Business in Rijeka conducts several postgraduate specialist studies and two doctoral studies.

Upon completion of the postgraduate specialist studies, students acquire the academic title of university specialist with a professional designation (e.g. University Specialist in Controlling). The abbreviation of the title is univ.spec. oec. and is written after the first and last names. The knowledge acquired at the graduate level is extended and supplemented by specialist competences and skills depending on the area of interest i.e. the specialist study program enrolled such as controlling, finance, public sector management, energy sector or other.

It is possible to continue the education in one of our two postgraduate doctoral studies: Doctoral Studies in Economics and Business Economics and at the Joint Doctoral Study Program offered in collaboration with the University of Ljubljana.

The Doctoral Studies in Economics and Business Economics prepares students for independent research work and other activities for which a scientific approach is required. Postgraduate doctoral studies last three years, and upon its completion, students are awarded the academic title of Doctor of Philosophy (Dr.sc. /Ph.D.). After obtaining their doctoral degree, students can pursue fur-

ther education and training at any university in the world. People with a PhD degree can find employment in different higher education institutions, scientific research institutes, development services and research units in the economy of the Republic of Croatia and beyond.

The Joint Doctoral Study Program in Governance and Economics of the Public Sector is conducted in cooperation with the Faculty of Administration of the University of Ljubljana and the Faculty of Economics and Business of the University of Rijeka. Areas of employment of doctoral students after obtaining their doctoral degrees in economics are various management positions in the public service, then in research positions in business, international organizations, business incubators and the like.



# How to best present oneself to potential employers?

Career development is a long-term process that requires careful research, planning and action from each individual. During your career development, you will encounter many challenges, but also opportunities. The most important step - the key step - is to set the right professional goals and define an action plan for their achievement. As with all plans, changes are possible, but the most important thing is to give yourself enough time to explore the things we think might help us in our career development.

What is important to remember - a career is not something we work on today or tomorrow and then, once we have achieved a certain result, set it aside “in a drawer”. In order to be successful, it is necessary to work constantly on its improvement and development.

Below you will find information that will help you present yourself well to employers.



# Career plan

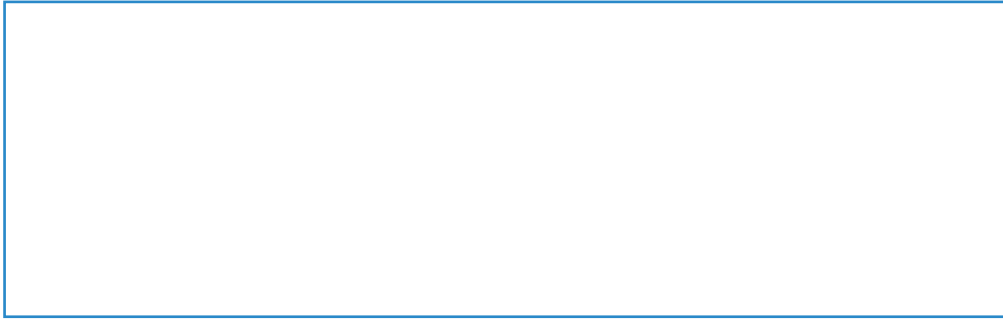
The career plan usually involves:

- Awareness of one's characteristics (strengths and weaknesses),
- Personal preferences (interests, aspirations, values such as work-life balance, etc.),
- Competences one possesses (knowledge, experience, skills, etc.),
- Career goals,
- List of activities one needs to do to achieve the goals,
- Action plan for carrying out the career activities.

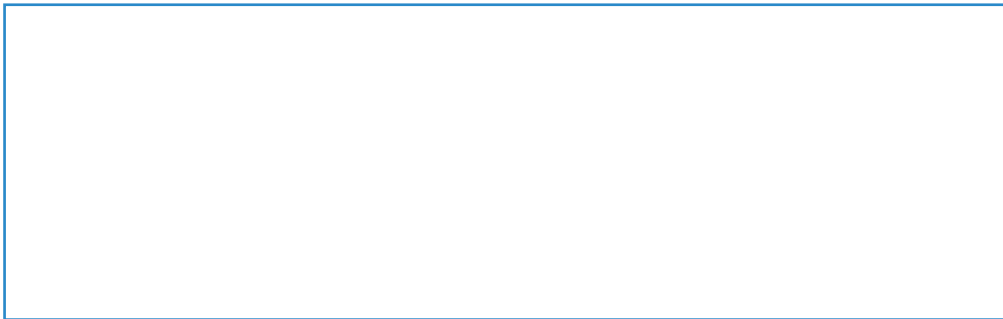
Creating a career plan starts with determining the current situation i.e. self-assessment. In other words, think about what you are good at, what you enjoy and what direction you want to go in the future and answer the following questions that will help you define your career path at a later stage.

- What are your greatest strengths (knowledge and skills you have acquired during your formal education, training, working on projects, assignments etc...)?

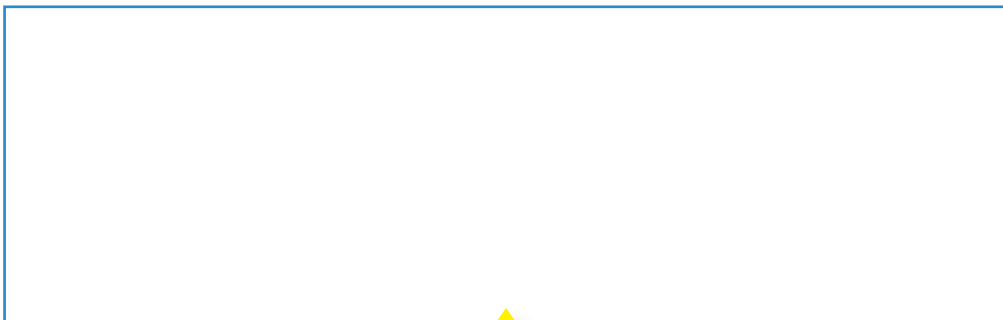
- What makes you unique; what are your greatest advantages over your peers (e.g., you have participated in marathons, you do volunteer work, you are proud of ...)?



- What do you think are the areas you need to work on (foreign language skills, practical experience,...)?



- What are your interests (define what interests you, but also what you are good at)?



- What are your core values in life (define what is important to you in life)?

- Define 3-5 things that, when you do them, make you happy.

- 1.
- 2.
- 3.
- 4.
- 5.

- Make a list of people you know in the business world and who could help you get information about business opportunities and employment.

Name and surname of the person(s):

How I met this person(s):

Organization the person(s) comes from:

Am I in contact with this/these people? YES - NO LinkedIn - Mail - Other

- Make a list of what information is available about you online. What is your personal branding?

Webpages/websites:

Social media:

Other:

It is important that you know yourself well and what you can offer a potential employer in the current situation. The previous questions should tell you what things are important to you, what you are good at, and what you need to improve. The following questions should help you define what you want to do in your career.

- Indicate the area in which you would like to build your career.

- What is important to you when looking for a job (example: the possibility of further training and/or promotion, salary, benefits...).

- What values and culture must the organization you work for cultivate?

Values:

Culture:

- Do these values align with the values you defined earlier? Explain.

- List 3 organizations and jobs you would like to apply for that align with your values

- 1.
- 2.
- 3.

Based on the previous answers, you have clearly defined who you are, what you want to achieve, what you are good at, and what you need to work on. Next, using the SMART method, define your career goals and the way in which you will achieve them. Remember that achieving short-term goals will get you one step closer to a long-term goal. Also, do not neglect the opportunities that are available to you in your immediate environment. For example, in the community where you live (clubs, associations, youth initiatives, etc.), at the Faculty (case study competitions, student conferences, internships, jobs, etc.) and people who can help you (professors, Career Center, mentors you had during your internship, practitioners, etc.).



**S**

## Specific

WHAT DO YOU WANT TO ACCOMPLISH?



**M**

## Measurable

HOW WILL YOU CHECK (MESAURE) WHETHER YOU HAVE ACHIEVED?



**A**

## Achievable

DO YOU HAVE SUFFICIENT SKILLS AND RESOURCES TO ACCOMPLISH YOUR GOAL?



**R**

## Relevant

IS YOUR GOAL REASONABLE AND IN ALIGMENT WITH OVERALL OBJECTIVES?



**T**

## Time bound

WHAT'S YOUR DEADLINE?



The image shows a page with a yellow border and a grey diamond pattern background. The page contains five horizontal grey bars, each containing a blue-outlined rectangular box. At the bottom center, there is a yellow triangle containing the number 59.

**Long-term goal (+5 years)**

state the job position you would like to do

**Short-term goal (1-3 years)**

list smaller goals that will help you achieve your long-term goal

**Daily goals (tasks)**

list specific day-to-day tasks that will help you achieve short-term goals

## *Digital Marketing Manager*

GOAL no 1 : Participate in student competitions that focus on business cases related to digital marketing

GOAL no 2 : Write your bachelor or master thesis in collaboration with a marketing agency

GOAL no 3 : Complete two professional internships in one year in the field of digital marketing

GOAL no 4 : Pursue further education/training in the field of digital marketing

Explore the competitions offered and select those that correspond to the field of your interest

Get involved in the work of an association and become part of the marketing team

Contact a professor who is an expert in the field of digital marketing and ask him/her for advice and recommendation

Research marketing and digital agencies that are open to working with students - send a request for collaboration

Research and apply for professional internships in digital marketing

Attend a lecture and/or training in digital advertising each month

List of people who can help you accomplish set goals:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
- ....

You have defined your goals and tasks that you will complete on a weekly and monthly basis to achieve long-term goals. However, these tasks can be changed and adjusted depending on the opportunities available to you at the Faculty, the club/association you are volunteering with, the job, etc. It is important to be proactive and constantly working on activities that will bring you closer to achieving your goals!

## Curriculum Vitae

A CV is a summary of your accomplishments. It contains information about your education, business experience, skills and interests. When writing it, it is important to maintain a professional tone and remember that employers spend a maximum of 20 to 30 seconds reading it - so it must be clear, visually “attractive” and contain only information that relates to the position you are applying for. Of course, you should pay attention to spelling and grammar when writing it and you can always give it to a friend to check or use one of the free tools offered on the internet.

Each CV should contain:

- Basic information – name, surname, email address, contact number, link to LinkedIn profile, blog and / or website. Be sure to update the information (for example, if you have changed your phone number) and the things you post on your social networks.
- Short summary - a few sentences describing you, your desires and ambitions in your professional life.
- Work experience – list in reverse chronological order, the you have had in student jobs, internships and work-study positions. Be sure to include ERASMUS internships!
- Education and training – list in reverse chronological order the acquired levels of education. Be sure to include ERASMUS study abroad!
- Skills information - professional skills acquired while working on student projects / seminars, volunteering, IT skills, language skills, etc.
- Other information - hobbies, voluntary associations, scholarships and awards, projects, recommendations, etc.

You can use the Europass format when writing your CV, but there are other formats that some employers prefer because they are visually more appealing. Canva offers a number of templates that can be customized to your needs for free, and MS Office Word also has its own simple templates that you can use. Anyone who wants to can design their own CV.



PICTURE  
(optional)

1

## PROFILE



### ADDRESS

Street name

City and postcode

Country



### CONTACT NUMBER

Telephone number/mobile number



### E-MAIL

*E-mail address*



### WEB ADDRESS

Website or LinkedIn profile

## Name Surname

## WORK EXPERIENCE

2

[Dates (from-to)]  
[Position held ◦ Employer's name ◦ Locality]

[Dates (from-to)]  
[Position held ◦ Employer's name ◦ Locality]

[Dates (from-to)]  
[Position held ◦ Employer's name ◦ Locality]

## EDUCATION

3

[Dates (from-to)]  
[Address]  
[Qualification awarded]  
[Education or training organization's name]

[Dates (from-to)]  
[Address]  
[Qualification awarded]  
[Education or training organization's name]

## SKILLS

4

5

1

Your personal profile must contain your basic characteristics and give the reader an idea of who you are and what kind of person you are; In a few sentences describe yourself, highlight the essential characteristics, describe your experience in the field you are applying for and list the key skills. Also, state the job you are applying for. Maximum 50 words.

2

List here all relevant (if you have more work experience in various fields) work experience related to the job / vacancy you are applying for, starting from your most recent job. If you do not have work experience related to the job you are applying for, list everything you have done so far. You can also list the work skills you have acquired in previous jobs that can be of use in the job you are applying for. The completed internship is also part of the work experience. If your work experience is modest, list all the trainings and workshops you have participated in as well as your volunteering activities.

3

List all levels education and training that you have completed and/or are currently involved in. List them in a reverse chronological order i.e. the most recent to the least recent.

4

List the skills (digital, language, communication, etc.) that you think are important. Be concise, but also think about the skills that are key to the job you are applying for. You can also indicate how you acquired the listed skills, e.g. various workshops, leisure activities, etc. Categorize skills and explain them if necessary, e.g. Language skills: English - independent user (B2 level)

5

For example:  
Business skills:

- Good communication skills acquired during my internship
- Organizational skills gained while working as a clerk in name of the company

Digital skills:

- Work in MS Office package

- Independent use of multimedia programs (Adobe Photoshop)

Language skills:

- English (B2)
- Italian (A2)



# Cover/Application/ Motivation letter

In addition to a well-written CV/resume, an integral part of applying for a job, internship, work placement, scholarship or any other call/opening is a cover/application/motivation letter through which you introduce yourself. The letter must be adapted to the selection process for which you are applying. Here are some tips for writing a cover/application/motivation letter.

- The letter should be no more than one A4 page long and should contain the following parts: the introductory part (which position you are applying for and where you found out about the vacancy), the body where you describe your motivation and the concluding part, which calls for action.
- If you know who will be reading your application, you start the letter with “Dear Ms. XY” or “Dear Mr. XY” (XY-surname). If you do not know, writing “Dear Sir(s)” is sufficient.
- Research the organization you are applying to. Find the reason why you want to work for them and state it in the body.
- Point out why you are the right person for the position you are applying for! In the body section, list the key experiences you have gained while doing other jobs that are related to the position and link them to the requirements of the organization.
- Be positive! Finally, thank them for their time and express your willingness to introduce yourself in person and provide further information.
- Pay attention to spelling and grammar and don't forget to include your details, the person/organization you are sending the letter to, the date, and finally your personal signature in the header.

Your name  
Your address  
Your city and ZIP code  
Your phone number  
Your email address

Place and date

1

Name of hiring manager or supervisor  
Title of hiring manager or supervisor  
Company name  
Company physical address

2

Dear Ms Crane,

3

I am writing to apply for the name of the position\_position advertised on your company's website as of June 21, 2020.

4

During my two years of work experience in name of the company company team, I gained a breadth of professional knowledge, but also realized the importance of teamwork in solving potential challenges. As the leader of the customer application development team, I developed a number of organizational and digital skills, and the application we were working on, according to survey research, has greatly raised the level of customer satisfaction. Through my work on other projects aimed at improving the business of name of the company, I have developed my communication and presentation skills. Prior to that, through university education and collaborations with colleagues, I acquired certain work habits even before employment. Among other things, during my studies I had the opportunity to participate in projects and competitions of an international character, which provided me with insight into the business of well-known companies and the acquisition of practical knowledge in the field of digital marketing. My educational and work experience details are included in my CV.

5

I hope that my knowledge and previous experience, as well as the desire for further professional advancement in a successful company like yours, make me a potential member of your dynamic team. Thank you in advance for considering the application and providing the opportunity to introduce myself to you in person at the job interview.

6

Sincerely yours,  
Signature

Type your name and surname

7

Enclosed:

1. Curriculum Vitae
2. Diploma (copy)
3. Diploma supplement (copy)

8

1

Pay good attention to the structure of the cover letter: the sender's address is placed in either top left corner (American English) or top right corner (British English). The recipient's address is placed either one line below the sender's address or three lines below the date and is always left justified. When writing the date, remember that in American English the month comes before the day e.g. July 18, 2021. Also, remember that your cover letter has three sections (introduction, body and conclusion).

2

In the salutation, always try to write the name of the person you are writing to e.g. Dear Ms. Crane. If you cannot find out whom you should write to, then write the title, position or the name of the organizational unit.

3

You should always state the position (job) you are applying for because it helps the reader and facilitates organization if a company is announcing several vacancies.

4

A cover letter supplements the CV/resume - it is not necessary to list all the work experiences and education. List the skills acquired during your former jobs that you think are important for the job you are applying for and that make you stand out - pay special attention to the job description in the ad and the qualifications and characteristics needed and mention them in the application.

5

It is not a mistake to state that you are a communicative person, a team player and so on, but it is better to substantiate the same trait with an example. Explain in brief what makes YOU the person the employer is looking for.

6

Find out in advance about the company you are applying for and mention that you are familiar with its basic tasks, concepts and achievements.

7

If possible, sign the letter in person - it lets the employer know that you are paying attention to details.

8

Along with the cover letter and the CV resume, it is necessary to enclose everything that the company asks for in the ad.



# LinkedIn

One of the best ways to present yourself to a potential employer is to have a well-written and “updated” profile on the largest business network - LinkedIn. More than 55 million companies have their pages open on this platform, and 87% of recruiters (job hunters) search for their potential employees through LinkedIn’s algorithms. On average, every minute three people get a job via LinkedIn (Source: <https://kinsta.com/blog/linkedin-statistics/>, March 2021), and it has more than 600 million users worldwide and is available in more than 200 countries.

## **How to create a good LinkedIn profile?**

- Choose the right profile photo - the first thing everyone notices when they come to someone’s profile is a photo. LinkedIn is a professional network, so the photo should be as well (avoid photos from holidays or birthday parties, for example), but don’t forget to smile! Of course, in addition to the photo, choose the appropriate background photo that reflects what you do or your areas of interest.
- Regularly “update” the profile – as with a CV, it is necessary to “refresh” it with news relevant to professional development, such as education, jobs, projects and the like. Do not forget to add diplomas and certificates, and express your opinion through “posts” on and from student conferences or study trips.
- Let the LinkedIn algorithm work for you - use # (“hashtag”) and keywords. List your skills, join interest groups, comment and add people from the area in which you would like to build your career. Be active because the algorithms will note your activity and based on them they suggest things that might interest you!

- Test your options - a simple job search will allow you to see if your profile is good enough. If positions that do not interest you come up in your job search - refine your profile, follow more people and organizations that interest you and join more groups.
- Educate yourself - LinkedIn offers a large number of courses on LinkedIn Learning, and many are completely free. For some, you can also get a certificate to add to your profile. Also, once you have created your profile, try to improve yourself in using LinkedIn itself, this network offers a wide range of opportunities.
- Do not ignore recommendations - ask your peers, mentors, associates for recommendations, but also, do not forget to do the same to the people you have worked with.

## Job interviews

Job interviews are an important and sometimes the crucial step in getting a job. If you have the opportunity to introduce yourself to the employer in person, it means that your application and thus you have already “caught their eye”. It is important to remember that interviews are an opportunity for companies to find the best candidate for the right position, and for candidates, the interview is a great opportunity to gain insight into whether a particular company is the right place to grow professionally and whether its values align with the values they hold. (Values you have defined during Self-Assessment).

Now a few tips on how to prepare for an interview:

- Think about the needs of the organization: remember the research you did when you applied, think about the needs of the organization, check their official websites and social media profiles, find out about their latest activities and projects, and think about the questions you will ask in the interview...
- Think about yourself: remember what you wrote in the cover letter, think about the knowledge and skills you want to highlight in the interview and examples of when you applied them, try to imagine yourself in the job you are applying for - this will help you gain confidence.
- Practice answering possible questions: prepare for an interview with a friend, your parent(s), or Career Center. You can find many possible questions on the internet, and the most common ones include the following:
  - » Tell us something about yourself.
  - » Why did you apply for this position?
  - » What is your greatest strength / weakness?
  - » Why should you get this job?
  - » Why do you want to change your current job?
  - » How do you handle stress and pressure?
  - » What are your goals for the future?
  - » Do you have any other questions?
- On the day of the interview:
  - » If you do not know where the interview venue is, go there on time
  - » Show up 10 to 15 minutes before the scheduled interview
  - » Dress business-like (slacks or a skirt below the knee and a shirt are good choices, avoid jeans, ripped trousers and sneakers). Make sure your attire is appropriate for the culture of the company you are interviewing with
  - » Bring a printed copy of your CV, cover letter and, if required by the job

description, your work portfolio.

» If the interview is held online: be ready at least 5 minutes in advance, dress as if the interview is onsite, pay attention to the background and things in the room where you plan to be during the interview. Above all, check the technical conditions- the lighting in the room, the computer equipment (speakers and microphone), the internet signal and whether you have the actual and updated program over which the interview will take place (Zoom, MS Teams, etc.)

- At the interview:

» When entering the room where the interview is taking place, introduce yourself and shake hands with the representative(s) of the company. A look in the eye and a smile is a sign of confidence!

» If you do not know the answer to a question during the interview, be honest. Don't make up an answer or otherwise try to weasel out of the situation, because the person interviewing you will know you are not telling the truth.

» There are no right or wrong answers to questions during the interview. All questions are asked so that the company can learn more about you and determine if you are the right person for the position.

» For example, if knowledge of English is listed as mandatory in the job opening, do not be surprised if the entire job interview switches into English at a certain point.

» Show willingness to learn and be positive!

And for the very end, remember that for a successful career it is of utmost importance to:

- Know yourself well (your preferences and potentials)
- Set your career goals reasonably
- Assess objectively the activities that need to be carried out to achieve your

goals

- Engage in lifelong training, expand and upgrade your knowledge and skills and find a good balance between personal and professional life, and
- Choose a job that is an incentive for professional and personal growth.



## Useful information and contacts

- The Career Centre EFRI - [https://www.efri.uniri.hr/hr/centar\\_za\\_karijere/15](https://www.efri.uniri.hr/hr/centar_za_karijere/15) - Offers support to students in planning and developing their careers and helps them in establishing contacts with potential employers.
- The University Counselling Center, Psychological Counselling <https://www.ssc.uniri.hr/hr/psiholosko-savjetovaliste.html> - Offers professional psychological assistance and support to students and other members of the University of Rijeka.
- Student Centre Rijeka - <https://app.scri.hr/> - The main activities of the Centre include accommodation, catering, organizing leisure activities (such as cultural and sports events), and providing temporary and periodical part-time student employment.
- Croatian Employment Service; <https://burzarada.hzz.hr/> - Acts as a mediator and plays a crucial role in regulation of the supply and demand in the labour market.
- Portal „Moj Posao“ - <https://www.moj-posao.net/> - Web portal listing job vacancies and job searches and providing advice for career development.
- Portal „Posao“ - <https://www.posao.hr> - Web portal listing job vacancies and job searches and providing advice for career development.
- Studentski.hr - <https://studentski.hr/> - Web portal for students and other young people with job vacancies and different useful information.
- Portal „Danas Radim“ – <https://www.danasradim.hr/> - Web portal specialized in advertising and finding different types of jobs.
- e-usmjeravanje – <https://e-usmjeravanje.hzz.hr/> - Website with tools that



can help in managing one's career and information on available job vacancies and skills needed in finding a job.

- EURES – <https://ec.europa.eu/eures/public/homepage> - European job mobility portal that helps in finding job opportunities across Europe.
- Europass – <https://europa.eu/europass/hr> - A tool to help create CVs and find learning and employment opportunities in other EU Member States.
- HigherEd portal - <https://highered.global/> - Digital platform for matching employers and students.
- Agency for Mobility and EU Programmes - <https://www.mobilnost.hr/> - Public institution which is responsible for a whole range of programmes, networks and initiatives in the field of education, science and innovation and which supports the development of youth policies.
- European Solidarity Corps - <https://www.europskesnagesolidarnosti.hr/> - A program that provides young people with the opportunity to volunteer and participate in solidarity projects, activities and initiatives.
- Career and job fairs: <https://regionalnisajamposlova.com/>, <https://hr.dankarijera.com/>
- Volunteer Center Rijeka: <http://www.volonterski-centar-ri.org/>
- Erasmus Intern - platform for internship openings across Europe: <https://erasmusintern.org/>
- Work and travel programme example: <https://www.ccusa.com/>

## For those who want to know more - a list of professional books and resources

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## On the Career Guide

The career guide for students of economics and business economics is the result of the activities within the EU project titled: Increasing the employability of students through the improvement of the Center for Careers and Development of Professional Practice - CEZAR.

The purpose of the CEZAR program is to contribute to the improvement of internship programs, determine, and upgrade the intended learning outcomes within the course Internship through the cooperation of the Faculty of Economics and Business and the business community. In addition to this, by improving the Career Center and strengthening the competences of teaching and non-teaching staff the goal is to ensure long-term implementation of activities aimed at increasing employability and early career development.

The total value of the project is HRK 2,840,028.00.

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Contracting authorities: Ministry of Science and Education, Agency for Vocational Education and Training and Adult Education

Contact for more information:

Faculty of Economics and Business

University of Rijeka

Ivana Filipovića 4

51000 Rijeka

051/335-187









Project holder:



UNIVERSITY OF RIJEKA  
**FACULTY OF ECONOMICS  
AND BUSINESS**

Project partner



**CROATIAN  
CHAMBER OF  
ECONOMY**



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