



IMPLEMENTATION GUIDEBOOK

CAREER SEMINAR FOR STUDENTS AND ALUMNI
UNIVERSITAS NEGERI SURABAYA



SUB DIRECTORATE OF STUDENT AND ALUMNI CAREER SERVICES

UNIVERSITAS NEGERI SURABAYA

ENDORSEMENT PAGE

GUIDEBOOK FOR CAREER SEMINARS FOR STUDENTS AND ALUMNI UNIVERSITAS NEGERI SURABAYA YEAR 2024

**Knowing,
Vice Rector for Education, Student
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**Surabaya, August 13 2024
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WELCOME REMARK

This Career Seminar is designed to provide insights and skills that are essential in preparing to enter the competitive job market. The seminars will cover a wide range of relevant topics, from CV and cover letter writing, interview techniques, to developing soft skills that are needed in the workplace. In addition, the seminar will also introduce you to the latest industry trends and provide opportunities to interact with experienced professionals.

We hope that through this seminar, students can gain useful information and practical strategies to achieve success in the world of work. We hope that the seminar program will provide useful knowledge and ease students' transition from the academic world to the professional world.

Surabaya, August 13 2024
Director of Student Affairs and Alumni
Universitas Negeri Surabaya

Dr. Muhammad Sholeh, M.Pd.

Table of Content

WELCOME REMARK

TABLE OF CONTENT

CHAPTER 1

INTRODUCTION

1.1 Background

1.2 Objectives

1.3 Benefit

1.4 Definition of Term

CHAPTER II

IMPLEMENTATION STANDARD

2.1 Content Standard

2.2 Person in Charge of the Program

2.3 Implementation Procedure of Career Seminar Program

2.4 Related Documents/Archives

2.5 Flow Chart of Career Seminar Program

2.6 Process Standard

2.7 General Provisions

CHAPTER III CLOSING

CHAPTER I

INTRODUCTION

1.1 Background

In the era of globalization and intensified competition, the challenges of entering the workforce are increasingly complex and dynamic. Students who will soon complete their studies often face uncertainties and difficulties in planning and starting their professional careers. For this reason, it is important for them to get adequate guidance and knowledge in order to prepare themselves well before entering the job market.

This Career Seminar for Students is organized with the main objective of providing comprehensive preparation for students who are about to graduate. In this seminar, we will discuss various aspects that are crucial in entering the professional world, such as effective Curriculum Vitae (CV) writing, successful interview techniques, as well as soft skills that are highly needed in the work environment.

During their studies, students often focus on academic achievement and developing knowledge in their field of study. However, a lack of understanding on how to market their skills and experience, as well as how to deal with various challenges in the working world, can be a major obstacle when they enter the professional world. Therefore, this seminar is designed to bridge the gap between the academic and working worlds by providing relevant information, skills and strategies.

In addition, the seminar also aims to introduce students to the latest industry trends and help them build a professional network that can open up future career opportunities. We believe that with the right knowledge and skills, students will be able to face the challenges of the working world with more confidence and be ready to face various possibilities.

We sincerely hope that this seminar will provide significant benefits to the participants and be a positive first step in their career journey. With the right guidance and thorough preparation, we are confident that every student can reach their full potential and succeed in their chosen career.

1.2 Objectives

1. Improving Job Readiness

Provide students with the knowledge and skills needed to prepare themselves to enter the world of work, including how to compile a CV, cover letter, and interview strategy.

2. Develop Soft Skills

Helps students develop non-technical skills that are important in the world of work, such as effective communication, leadership, teamwork, and time management.

3. Introducing Industry Trends and Opportunities

Provide up-to-date information on labor market conditions and industry trends, and introduce various career opportunities that may suit students' interests and expertise.

4. Assist in Career Planning

Provides guidance on how to effectively plan and manage a career, including designing a career path that matches talents, interests, and long-term goals.

5. Building Professional Networks

Facilitate opportunities for students to interact with professionals, alumni, and companies, so that they can expand their network and gain insights and career opportunities.

6. Providing Motivation and Inspiration

Inspire students with motivational sessions from experts and practitioners who have succeeded in their careers, and provide practical guidance on how to overcome challenges and achieve success.

7. Preparing Students for the Recruitment Process

Teaches effective techniques for dealing with the recruitment process, including how to prepare for job interviews and psychological tests.

8. Ensuring a Smooth Transition from the Academic World to the World Professional

Helping students make a smooth transition from the campus environment to the work environment by understanding the professional expectations and ethics that apply in the world of work.

9. Increase Awareness of Worker Rights and Obligations

Provide information on workers' rights, responsibilities, and professional norms that are important to keep in mind when starting a career.

10. Reduce the Gap between Academic Knowledge and Industry Needs

Aligning students' academic knowledge with practical skills and industry needs, so that they can be better prepared and relevant in the world of work.

With these objectives, career seminars are expected to give students a strong foundation and help them start their careers with more confidence and preparation.

1.3 Benefit

The following are some of the objectives of holding a career seminar for students, both from the perspective of students and institutions:

Objectives for Students:

1. Improve Job Readiness

Provide knowledge and practical skills needed to prepare for entering the workforce, such as CV writing, interview techniques, and job search strategies.

2. Develop Soft Skills

Hone non-technical skills that are essential in the world of work, such as effective communication, leadership, and time management, which support professional success.

3. Gain Insight into the World of Work

Introduce the latest industry trends and career opportunities, and provide information on various career paths to choose from based on interests and skill sets.

4. Build a Professional Network

Provide opportunities to interact with professionals, alumni, and peers, which can open up career opportunities and provide valuable insights for career development.

5. Getting Motivated and Inspired

Inspire and motivate students through motivational sessions and experiences from practitioners or alumni who have been successful in their careers.

6. Ease the Transition to the World of Work

Help students understand the expectations of the working world and prepare them to adapt more quickly after graduation.

7. Reduce Anxiety and Uncertainty

Provide guidance and support that can reduce students' anxiety about their future career, and provide clarity on the steps that need to be taken.

Objectives for the Institution:

1. Enhance Institution's Reputation

Demonstrate the institution's commitment to supporting its students' career success, which can enhance the institution's reputation in the eyes of prospective students and industry partners.

2. Strengthening Relationships with Industry

Establish and strengthen cooperation with companies and organizations, which can open up internship opportunities, research cooperation, and employment opportunities for students.

3. Improving Graduate Quality

Helping students become more work-ready and competitive graduates, which in turn increases the employment rate of graduates and the satisfaction of industry partners with the quality of graduates.

4. Adjusting the Curriculum to Market Needs

Collect feedback from seminars to improve and adjust the academic curriculum to the real needs in the world of work.

5. Supporting the Institution's Mission and Vision

Align activities with the institution's mission and vision to provide relevant and useful education, and prepare students for success in the professional world.

6. Produce Outstanding Alumni

Contribute to the development of successful and accomplished alumni, which can have a positive impact on the institution's reputation and alumni relations.

1.4 Definition of Term

Career seminars for students are programs or activities specifically designed to provide students with insights, knowledge, and skills to prepare themselves for the world of work after graduation. The seminar aims to equip students with important information about the job search process, the latest industry trends, soft skills development, and strategies to build a successful career.

In career seminars, there are usually various sessions involving speakers from various professional backgrounds, such as industry practitioners, successful alumni, career consultants, and company representatives. They share their experiences, give tips and provide practical guidance for students to understand the expectations of the working world and how to adapt and thrive in it. These seminars also often include interactive activities, such as interview simulations, role-playing, panel discussions, and networking sessions.

Overall, career seminars aim to help students identify their career goals, improve job readiness, and provide the tools and strategies needed to enter the job market confidently and competitively.



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CHAPTER II

IMPLEMENTATION STANDARD

2.1 Content Standard

Content Standards for Career Seminar Materials for Students

1. Introduction to the World of Work and Industry Trends

- An overview of the current state of the job market.
- Current industry trends and career prospects in various fields.
- Challenges and opportunities for new graduates in the world of work.

2. Preparation for Entering the World of Work

- Effective Curriculum Vitae (CV) and cover letter preparation techniques.
- Tips and strategies for job interviews.
- Job interview simulation and performance assessment.

3. Soft Skills Development

- Communication skills: how to communicate effectively in a professional environment.
- Leadership and team management: the ability to lead and work in a team.
- Problem-solving and decision-making: problem-solving techniques and making good decisions.

4. Personal Branding and Professional Social Media

- Strategies for building strong personal branding on social media (such as LinkedIn).
- How to utilize social media for job search and career development.
- Awareness of digital footprint and online reputation.

5. Professional Work Ethics and Culture

- Introduction to work culture in various organizations and companies.
- Professional ethics: responsibility, discipline, integrity and good work attitude.
- Adjustment in a multicultural and dynamic work environment.

6. Rights and Obligations in the World of Work

- Information on workers' rights, such as wages, working hours, and benefits.
- Obligations and ethics as a professional.
- Legal awareness related to employment and legal protection.

7. Self-Management and Work-Life Balance

- Stress management techniques and maintaining work-life balance.
- The importance of mental and physical health in supporting productivity.
- Strategies to improve productivity and time management.

8. Long-term Career Development Strategy

- How to plan a long-term career path.
- Identify personal career goals based on interests, talents and opportunities.
- Continuous learning and the importance of developing new skills.

9. Networking and Building a Professional Network

- How to build and maintain a professional network.
- Benefits of networking in career development.
- Tips and techniques for networking and making effective connections.

10. Career Inspiration and Motivation

- Motivational sessions from experts, alumni, or successful professionals.
- Panel discussions and testimonials about career journeys and challenges faced.
- Mental debriefing and motivation to remain optimistic and persistent in pursuing a career.

Material Delivery Methods

- Presentation and Lecture: Present core material using visual presentations to provide clear and structured information.
- Group Discussion and Q&A: Provides space for participants to discuss and ask questions directly to the speaker or facilitator.
- Practical Workshops and Simulations: Organize interactive training sessions such as job interview simulations, role-playing, or CV writing exercises.
- Networking Sessions: Facilitate activities that allow participants to interact with professionals, alumni, and company representatives.

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2.2 Person in Charge of Graduate Debriefing Program

- a. The Chairperson of the Unesa Career Center is responsible for coordinating and supervise the implementation of activities.
- b. Career Development Division as the executor.
- c. Division. Information System in facilitating activities

2.3 Implementation Procedure of Career Seminar Program

1. Make a schedule of career seminar visits to each faculty, where in 1 month there is 1 career seminar visit to one of the faculties.
2. Coordination with the faculty about the date, time, and place of implementation,
3. Prepare PPT material for career seminars
4. Career Seminar Implementation
5. Preparation of career seminar report

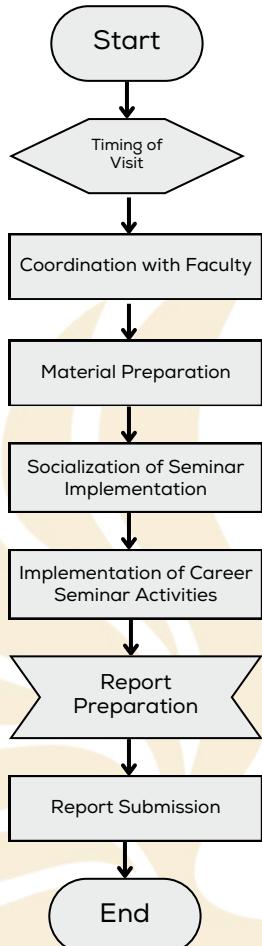
2.4 Related Documents / Archives

1. Report on Debriefing of Graduation Candidates



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2.5 Flow Chart of Career Seminar Program



2.6 Process Standard

1. Make a schedule of career seminar visits to each faculty, where in 1 month there is 1 career seminar visit to one of the faculties.
2. Coordination with the faculty about the date, time, and place of implementation,
3. Prepare PPT material for career seminars
4. Career Seminar Implementation
5. Preparation of career seminar report

2.7 General Provisions

1. Activity participants are active Unesa students
2. Implementation time is in accordance with scheduling and agreement with each faculty that has been agreed upon at the beginning of the year.
3. Implementation of activities carried out directly (face-to-face) or online
4. Activity reports are compiled at the end of each activity



CHAPTER III

CLOSING

This standard for implementing the Graduate Debriefing Program is a minimum standard in providing services to graduates. Development intended to improve the quality of implementation is expected as long as it is relevant to the interests of students and does not deviate from this standard.

