

**WU**

**ZBP  
CAREER CENTER**



## **Conference „Linking Higher Education and Economy“**

6th July 2010, Vienna

**WU**

**ZBP  
CAREER CENTER**

**Career Center-Enterprise  
Cooperation**

WU ZBP Career Center  
as an Example for linking University and  
Economy

Ursula Axmann



SEITE 2



## Career Center-Enterprise Cooperation

- WU ZBP Career Center has long-term customer relationships with over **500 well-known companies** each year

some of them more than 27 years

- 3000 company contacts



SEITE 3



## Career Center-Enterprise Cooperation

- **Employer Branding at University**

Company membership  
 Employer Brand Report  
 Recruiting Fair (150 companies)  
 On-campus company presentations  
 Career magazine  
 Posters at WU campus



SEITE 4



## Career Center-Enterprise Cooperation

### ▪ Recruiting Services for Companies

**job vacancy postings** targeted for students and business graduates

Graduate database

Top Job International (interview day)



SEITE 5



## Career Calling



SEITE 6

FÜßZEILE

## Drawbacks

- Public University – free services expected
- Companies offer first job experience to graduates
- Within University:
  - Company funded projects (high potential programmes...)
  - Job platforms at departments

## Contact

WU ZBP Career Center  
Nordbergstrasse 15  
1090 Wien  
Austria

[www.zbp.at](http://www.zbp.at)  
[office@zbp.at](mailto:office@zbp.at)