CORE CONCEPT

University Career Services Management Course: Guidance, Placements and Graduate Employability

18 – 22 October 2027
Amsterdam - Zuidas business district hotel

University Career Services Management Course: Guidance, Placements and Graduate Employability

Ref: 2091_30421 **Date:** 18 – 22 October 2027 **Location:** Amsterdam - Zuidas business district hotel **Fees:** 23500 SAR

Introduction:

University career services management, covering guidance, placements and graduate employability, is a 1-week course for careers centre, employer relations and placement units that ends with a Careers Centre Operating Plan for a case university. Many institutions run careers advice, job fairs and internships as separate activities, so employers receive uneven access to students, placement quality is never checked and graduate destination results arrive too late to change anything. Nominees already manage or deliver careers services and work through case studies built on adviser caseloads, employer lists and destination survey returns. CoreConcept Training Center delivers this university career services course.

Course Objectives:

- Compare centralised, faculty-embedded and hub-and-spoke careers service delivery models and select a model for a given university
- Structure career guidance appointments and apply interest, values and readiness assessment tools within a tiered guidance offer
- Build an employer engagement plan with account tiers, recruitment calendars and job fair and virtual fair operations
- Run internship and co-op placements through tripartite agreements, workplace supervisor briefings and reflective assessment
- Embed employability skills in academic programmes by mapping modules against a career readiness competency set
- Design graduate destination surveys and a careers KPI dashboard that feed a Careers Centre Operating Plan

Target Audience:

- Managers responsible for running a university careers centre, its budget and its service portfolio
- Guidance managers responsible for career adviser caseloads, appointment quality and assessment tool use
- Employer relations managers responsible for recruiter accounts, campus recruitment and job fair operations
- Placement managers responsible for internships, co-op work terms and workplace supervisor liaison
- Faculty employability coordinators responsible for embedding career learning in academic programmes
- Institutional research managers responsible for graduate destination data and employability reporting

Course Outline:

Day 1: Careers Service Mission, Delivery Models and Current-State Review

- Careers Centre Mandate Statement and Stakeholder Value Map
- Centralised, Embedded and Hub-and-Spoke Delivery Model Comparison
- Student Career Journey Map From Entry to First Destination
- Careers Service Portfolio Inventory and Usage Data Review
- Careers Centre Staffing Structure and Role Profile Matrix

Day 2: Career Development Models, Readiness Frameworks and Assessment Tools

- DOTS Model Applied to Careers Learning Outcomes
- Career Readiness Competencies as a Shared Employability Language
- Holland RIASEC Interest Inventory Use in Guidance Appointments
- Schein Career Anchors for Values and Motivation Conversations
- Tiered Guidance Offer From Self-Help to Long Appointments

Day 3: Guidance Operations, Employer Engagement and Work-Integrated Learning

- Guidance Appointment Protocol, Case Notes and Referral Rules
- Employer Account Tiering and Recruiter Relationship Calendar
- Job Fair Floor Plan, Exhibitor Package and Virtual Fair Platform
- Internship and Co-op Tripartite Placement Agreement Design
- Workplace Supervisor Briefing Pack and Reflective Placement Log

Day 4: Curriculum-Embedded Employability, Destination Data and Problem Cases

- Employability Skills Framework Mapping Across Programme Modules
- Credit-Bearing Career Module and Faculty Partnership Agreement
- Graduate Destination Survey Design, Timing and Response Rate Controls
- Careers KPI Dashboard for Engagement, Placement and Destination Rates
- Placement Breakdown, Employer Complaint and Low Engagement Recovery Steps

Day 5: Case Study: Careers Centre Operating Plan for a Case University

- Case University Careers Data Pack and Gap Analysis
- Case Delivery Model and Guidance Offer Redesign Decisions
- Case Employer Engagement and Placement Growth Targets
- Case Employability Mapping and Destination KPI Set
- Careers Centre Operating Plan Completion and Panel Defence

Skills You Will Gain:

- Careers Service Model Design
- Career Guidance Interviewing
- Career Assessment Tool Selection
- Employer Account Management
- Job Fair Operations
- Placement Agreement Management
- Curriculum Employability Mapping
- Graduate Destination Analysis

Why Attend This Course:

- Deliver a Careers Centre Operating Plan for a case university to the vice-rector or dean responsible for student outcomes
- Decide which delivery model, guidance tiers and employer accounts receive staff time first, using usage and destination evidence
- Avoid unsupervised placements, poorly attended job fairs and destination surveys with response rates too low to report
- Equip advisers, placement officers and faculty coordinators with the agreement templates, mapping grids and KPI dashboard built during the course

Conclusion:

Back at the university, the participant presents the Careers Centre Operating Plan to the senior officer responsible for student outcomes, faculty deans and the employer advisory group. Leaders use it to agree the careers delivery model, the guidance tiers students can access, which employer accounts and placement schemes to grow and which employability and destination KPIs each unit reports. After the first recruitment season and destination survey cycle, the careers centre should compare placement numbers, fair attendance, survey response rates and graduate outcomes against the plan and reset targets that have slipped.

Frequently Asked Questions FAQ:

What should participants know before a university career services management course?

Participants should already manage or deliver careers guidance, employer relations, placements or employability reporting in a university. Bringing an anonymised adviser caseload summary, employer list or destination survey report helps them test the case study tools on their own careers centre.

How does university career services management differ from a student affairs or alumni relations course?

It concentrates on the careers centre itself: guidance, assessment tools, employer engagement, job fairs, placements, curriculum employability and destination data. Student affairs courses cover retention, housing and conduct, while alumni relations courses cover graduate communities and giving.

Why does university career services management track graduate destinations?

Destination data shows whether guidance, placements and employer links actually lead graduates into suitable work or further study. Without it, a careers centre reports activity counts only and cannot show faculties or leadership which services change graduate outcomes.

What do participants take back from the university career services management course?

Participants take back a Careers Centre Operating Plan for a case university, plus a delivery model comparison, a tiered guidance offer, an employer tiering sheet, a placement agreement template, an employability mapping grid and a careers KPI dashboard.