

# “Presentation of UMU employability services (Employment Guidance and Information Centre -COIE, UMUemprende)”

Alicia Rubio Bañón

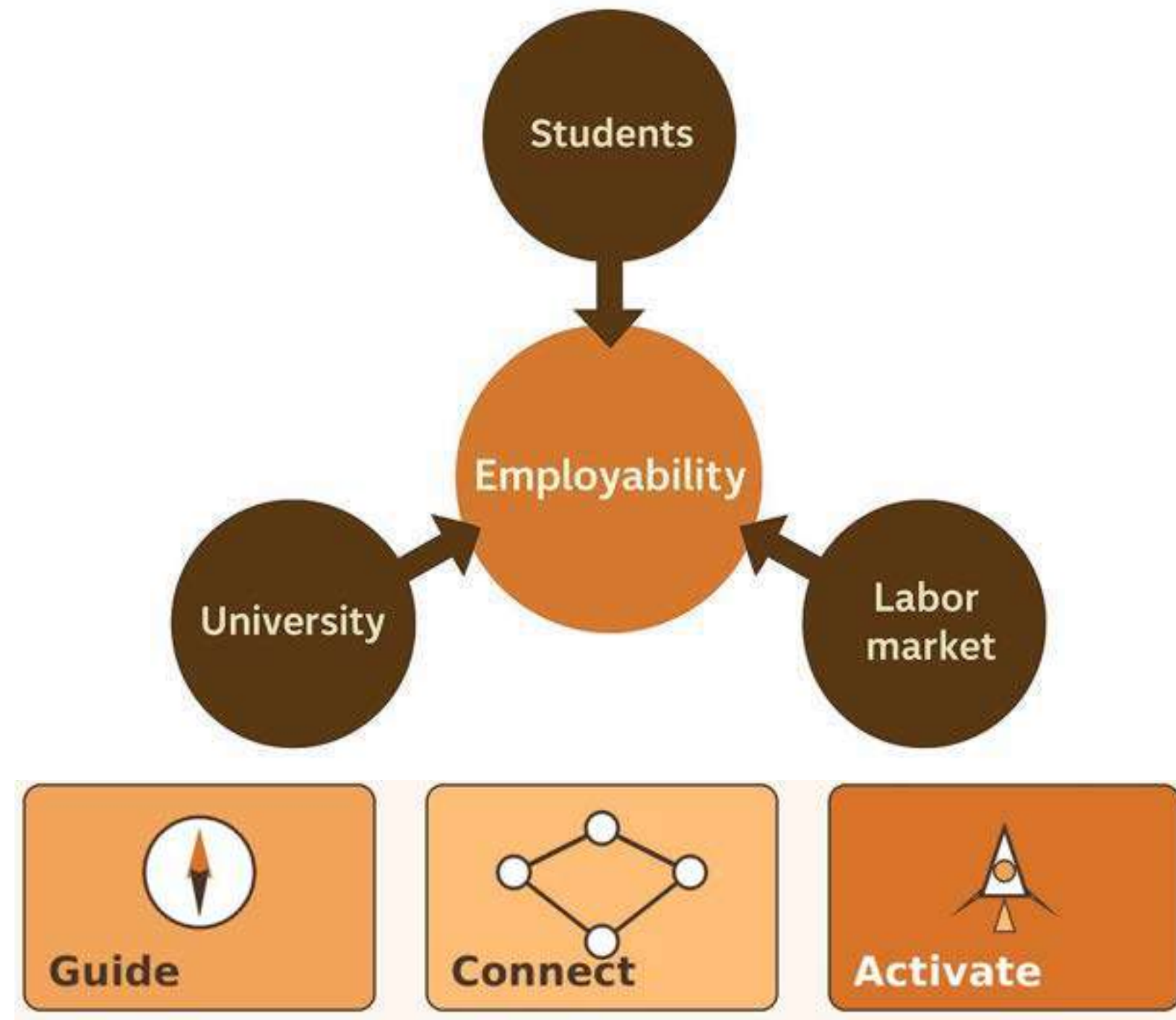


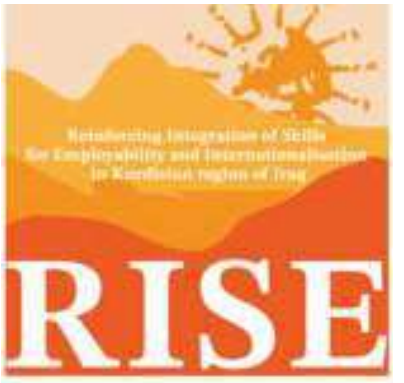
Project No.101179468



## MISSION

Empower students and graduates for employability





## VICE-RECTORATE OF STUDENTS AND EMPLOYMENT

## VICE-RECTORATE FOR LONGLIFE LEARNING

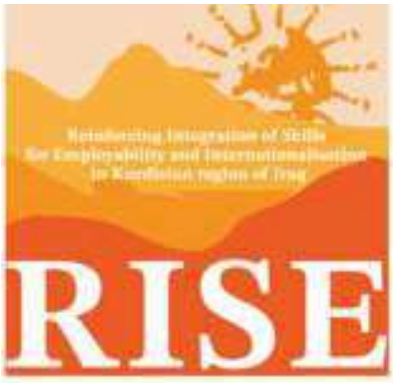


**MICROCREDENTIALS    LIFE LONG LEARNING SCHOOL  
SUMMER COURSES AND OTHER**

# COIE

Servicio de Orientación y  
Empleo





# COIE

Servicio de Orientación y  
Empleo

**CAREER ADVICE SERVICE**

**LABOR MARKET OBSERVATORY**

**BUSINESS RELATIONS SERVICE**

**INTERSHIPS IN COMPANIES**

**EMPLOYMENT AGENCY**



# COIE

Servicio de Orientación y Empleo

## CARREER ADVICE SERVICE

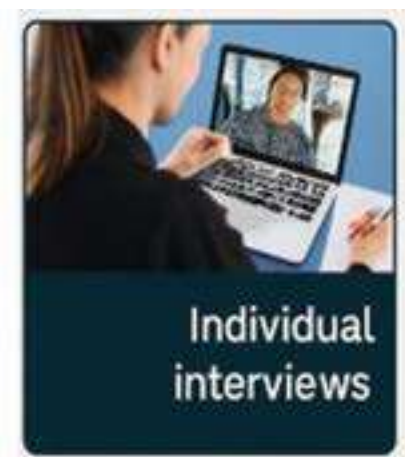


It is main goal is to empower students to make informed academic, training, and professional decisions, connecting their personal strengths with labor market opportunities



# COIE

Servicio de Orientación y Empleo



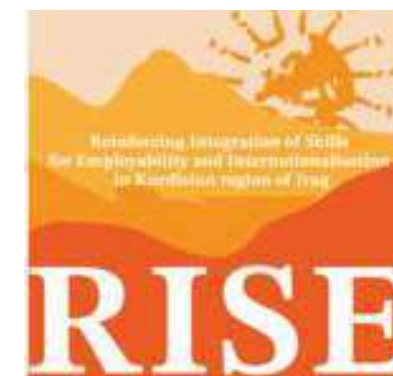
- Choosing and planning their professional career.
- Career opportunities.
- Job search strategies.
- Training opportunities.
- Public sector employment.
- Individual career guidance interviews.

Mode: in person or videoconference



- 10 Tips for Job Hunting
- The Formula for Professional Success
- Career Opportunities
- Artificial Intelligence and Employability
- Extracurricular Internships in Companies/Institutions
- What Do Employers Expect from You? Soft Skills
- How to Improve Your Personal Branding on Social Media
- Tips for a Successful CV
- What Not to Do in a Job Interview
- What If I Sit a Competitive Exam? Key Points to Bear in Mind

Mode: in person



# COIE

Servicio de Orientación y Empleo



- Video as a Communication Tool for Your Professional Development
- Keys to Remote Work
- If Speaking in Public Freaks You Out, This Is Your Workshop
- Time Management for Those Who “Never Have Enough Time”
- Make a Difference with Your Digital Identity
- Look for a Job “Seriously”
- Did You Know? Social Skills at Work Really Pay Off!
- Learn to Sell Successfully
- Work in a Team to Go Far
- Manage Your Emotions at Work
- Don’t Let Them Misinterpret You! Written Communication in the Professional Field
- How to Improve My Digital Fluency? Digital Fluency Workshop

Project No.101179468

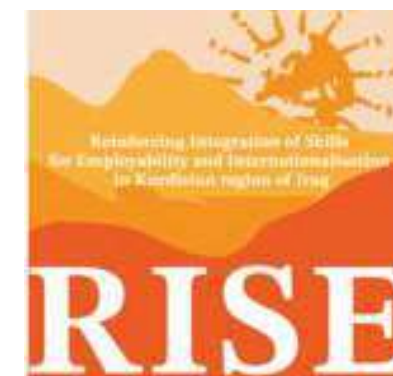


Co-funded by  
the European Union



### Why does the Employment Service of the University of Murcia (COIE) carry out career guidance activities for pre-university students?

- Because choosing a university degree is not always easy.
- Because choosing a degree is an important decision for which we need help.
- Because choosing the right university degree increases motivation and commitment to the chosen studies.
- Because choosing well helps prevent university dropout.



# COIE

## Servicio de Orientación y Empleo



Recursos de utilidad

**AUTOCONOCIMIENTO:**

- Test Gran Recorrido. Educaweb.  
<https://www.educaweb.com/orientacion/intereses-profesionales/>
- Test de Intereses Profesionales. Barcelona Activa.  
<https://testinteressos.barcelonactiva.cat/?gInterfaceLanguage=es>
- Centro de cuestionarios. Universidad de Pennsylvania.  
<https://www.authenticappiness.sas.upenn.edu/es/testcenter>

**OFERTA ACADÉMICA:**

- Qué estudiar y dónde en la Universidad.  
Ministerio de Ciencia, Innovación y Universidades.  
<http://siu.universidades.gob.es/QEDU/>
- Estudios de Grado.  
Universidad de Murcia.  
<https://www.um.es/web/estudios/grados>
- Cursos de verano para estudiantes preuniversitarios.  
Universidad de Murcia.  
<https://www.um.es/web/cursosdeextension/cursos-y-actividades/areas-tematicas/preuniversitarios>

### PODCAST:

**Elección de grado universitario.**  
COIE, Universidad de Murcia

**Guía de Salidas Profesionales de la Universidad de Murcia**  
COIE, Universidad de Murcia

**La importancia del autoconocimiento**  
COIE, Universidad de Murcia

# COIE

Servicio de Orientación y  
Empleo

## LABOR MARKET OBSERVATORY

Unit that gathers and analyses information on graduate employment and labor market needs



# COIE

Servicio de Orientación y Empleo

## LABOR MARKET OBSERVATORY



Reports on labour market insertion for bachelor's, master's and doctoral programmes



Indicator reports for the key processes of the SAIC: Student Orientation (PC04), External Placements (PC07) and Job Placement (PC08).



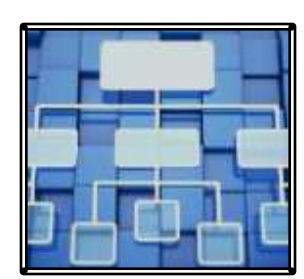
Analysis of the demands of employers in the Region of Murcia.



Job placement through external internships



Resolution of requests for information from internal units and external organisations.



Relation with other related external entities (CRUE, CYD Foundation, SEF, etc.)

# COIE

Servicio de Orientación y Empleo



Choose among the different Bachelor's Degrees or select Global Data to view consolidated data for all degree programmes.

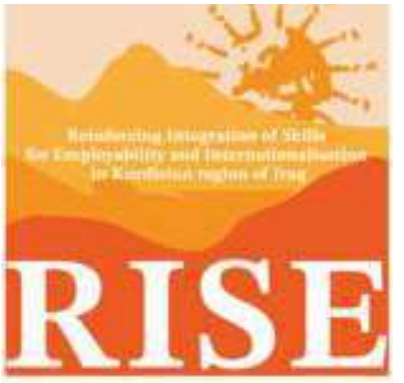
☐ Select a graduating cohort

☐ Select a degree programme

VIEW DATA

## LABOR MARKET OBSERVATORY: indicator web for faculties

1. Assess graduates' overall satisfaction with the education they received and describe the conditions under which their professional integration takes place,
2. Obtain the employability indicators required by the Internal Quality Assurance System of each degree, and
3. Provide academic centres with relevant data to support decision-making regarding their programmes.



# COIE

Servicio de Orientación y  
Empleo

## BUSINESS RELATION SERVICE

It is main goal is to empower students to make informed academic, training, and professional decisions, connecting their personal strengths with labor market opportunities

1. Recruitment of **new companies** and collaborating organisations.
2. Revitalisation of **contact** with existing user companies.
3. Creation of a **network of collaboration and advice** between companies and UMU.
4. Bringing university students closer to the **world of work**.

# COIE

Servicio de Orientación y



## ACTIVITIES

- Companies Showroom
- Talk show
- Job Speed Dating
- Career Speed Dating
- The secrets of professional use of LinkedIn
- Professional CV photo

## BUSINESS RELATION SERVICE

The **largest higher education employment event** in the Region of Murcia (JOB FAIR).



COIE

Servicio de Orientación y Empleo

## BUSINESS RELATION SERVICE: employment fair

DATA 2025:	
Total number of people participating in activities	618
Number of registered participants	1946
Number of on-site entries	1532
Total number of CVs shared	19294
Number of companies	85
Average number of CVs collected per company	224
Average number of CVs shared per participant	14

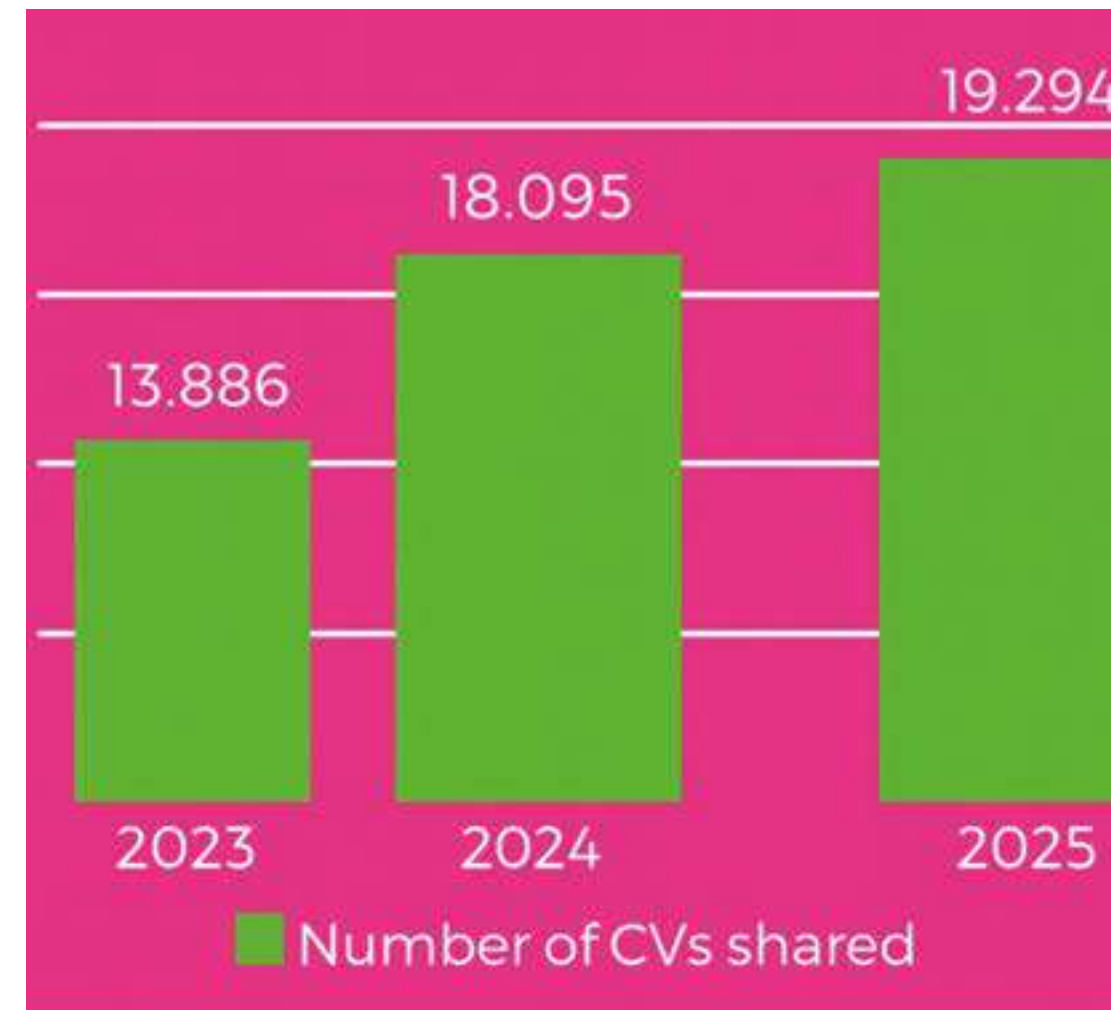
# COIE

Servicio de Orientación y  
Empleo



Growth of 30.9%

## BUSINESS RELATION SERVICE



Growth of 39.7%

# COIE

Servicio de Orientación y  
Empleo

## INTERNSHIPS

**Internships are structured periods of work experience, either paid or unpaid, hosted by companies, institutions, NGOs, public administrations, or other organizations.**

Let students apply and test in practice the theories, skills, and competencies acquired in their studies

Expose students to real organizational culture, processes, and work dynamics

Build professional networks, gain references, and increase employability

Provide feedback that informs both student learning and institutional curriculum improvement

# COIE

Servicio de Orientación y Empleo



## INTERNSHIP PROCESS



### Internship Call

Publication of available internship positions



### Application

Submission of the necessary documents



### Internship Plan

Approved by both university and host institution



### Development

On-site or remote training with tutor's supervision



### Report and Evaluation

Activity report and tutor's assessment

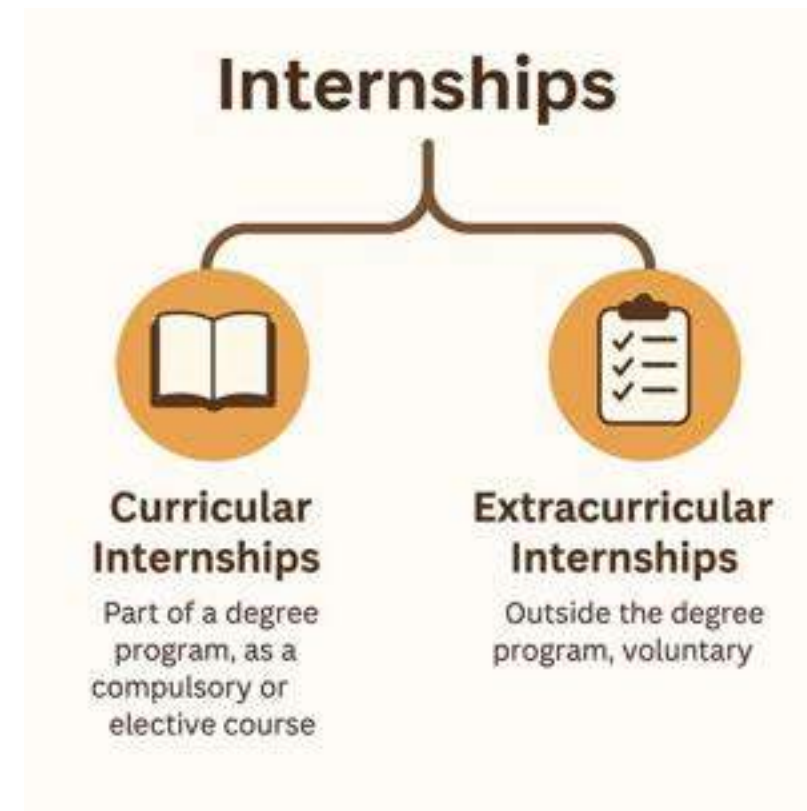


### Certification

Issuance of a certificate of completion

# COIE

Servicio de Orientación y  
Empleo



**8,000**

**1,700**

## KEY ASPECTS OF INTERNSHIPS

- 1 A formative activity related to a degree program. Curricular internships have a defined content.
- 2 Two supervisors, one from the university and one from collaborating entity.
- 3 Must be limited in duration.
- 4 Do not constitute an employment relationship.
- 5 May include financial compensation or no.
- 6 Must allow students to continue with their studies.

**COIE**  
Servicio de Orientación y  
Empleo

**JOB  
PLACEMENT  
AGENCY**

**Specializing in companies that need to recruit  
university graduates**

Intermediating in the  
management of job offers.

Facilitate the professional  
insertion of UMU graduates.

Support in the definition of  
profesional profile suitable for  
the needs of companies.

## JOB PLACEMENT AGENCY



Companies and employers in search of **qualified profesional profiles.**

University graduates looking for **quality employment.**

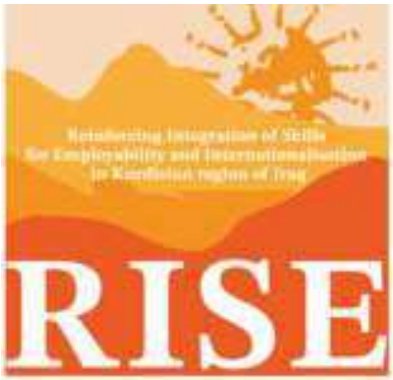
Management of **job offers** for university graduates.

**Attention to users** of the Placement Agency.

Personnel **selection** service.

Evaluation of **professional competences** of graduates.

Management of **announcements and calls for applications.**



# COIE

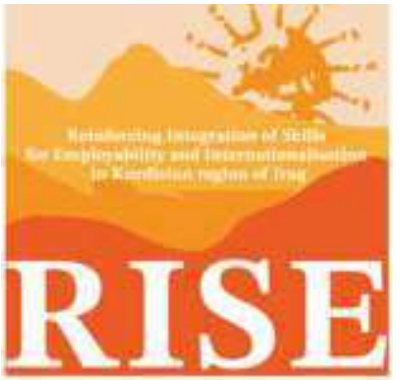
Servicio de Orientación y Empleo

	2022/23	2023/24	2024/25
Extracurricular Internships	2.357	2.136	1.703
New Educational Cooperation Agreements	921	836	1.027
Career Guidance Activities in Facultades	122 (4.354 participantes)	120 (4.495 participantes )	87 (3.663 participants)
Vocational Training Program Activities (2.048 participantes)	18 (1.806 participantes)	21 (4.007 participantes)	19 (3.453 participantes)
Job Positions Offered	699	539	536

# COIE

Servicio de Orientación y  
Empleo





# ENTREPRENEURSHIP AT UNIVERSITY OF MURCIA

2006

Catedra Bancaja  
Jóvenes  
Emprendedores

2019

**umu** **emprende**  
Oficina de Emprendimiento



# OBJECTIVES



These objectives are materialized in a strategy to develop an entrepreneurial mindset throughout the university community

- 1 Improve the **employability** of our students
- 2 Energize and train **researchers** to promote the creation of **spin-offs**
- 3 Promote **intra-entrepreneurial initiatives** that improve teaching, research, and management

# Lines of action:

- ① Creation and promotion of an **entrepreneurial culture** in the university community
- ② Development of **entrepreneurial skills** (based on EntreComp)
- ③ Support for **knowledge transfer**
- ④ Participation in the regional **entrepreneurial ecosystem**



# 1

# CREATION AND PROMOTION OF AN ENTREPRENEURIAL CULTURE

## DIRECTED TO STAFF, STUDENTS AND TEACHERS

Formación online: ZOOM

### Emprendimiento ACADEMICO

#DeTuInvestigaciónAlMercado

UP grow UP

#### EMPREDIMIENTO II: ACTIVACIÓN EMPRENDEDORA

(U-BMP)

**Juan Pastor.** Experto en creatividad e innovación

**José M<sup>o</sup> Gómez Gras.** Catedrático de Organización de Empresas en la Universidad Miguel Hernández de Elche y Emprendedor Académico.

**José Párra.** Profesor dirección estratégica de la UMIJ y administrador de empresas.

**Isabel Santandreu.** Consultora de Marca Personal y Marketing Digital. Mentora de proyectos emprendedores.

**#PROGRAMACIÓN**

Lunes, 11 / 03 / 24 de 16:00 a 18:00h

#### INNOVACIÓN Y GENERACIÓN DE IDEAS

Toda idea de negocio parte de la generación de ideas y es fruto de la capacidad creativa, muy útil tanto para emprender como en la actividad investigadora. Veremos y practicaremos con conceptos y dinámicas que nos van a permitir entrenar nuestra creatividad orientada a la generación de ideas de negocio. Posteriormente vincularemos la creatividad con la innovación para conseguir el valor diferencial de nuestras ideas que nos permitan posicionarnos en el mercado. Finalmente veremos distintas estrategias para desarrollar la innovación dentro del emprendimiento y las empresas.

Martes, 12 / 03 / 24 de 16:00 a 18:00h

#### VALIDACIÓN DE IDEAS DE NEGOCIO

Tener una buena solución o incluso un buen producto no es lo mismo que tener un negocio viable y una empresa en marcha. En esta sesión, se trabajará el concepto de validación de modelos de negocio como eje para pasar de una solución viable "de laboratorio" a tener un proyecto empresarial viable.

Miércoles, 13 / 03 / 24 de 16:00 a 18:00h

#### CONOCE TU MERCADO Y A TUS COMPETIDORES

En esta sesión se propone un esquema para llevar a cabo el estudio de la competencia aplicado al caso de nuevas ideas de negocios. Para ello, se inicia con la identificación de los competidores y seguidamente se expone una manera para analizar cómo trabajan en su mercado. Los resultados de esta identificación ayudarán a mejorar la idea de emprendimiento.

Jueves, 14 / 03 / 24 de 16:00 a 18:00h

#### CÓMO TENER UNA MARCA PERSONAL POTENTE Y SÓLIDA

En este taller veremos cómo comunicar nuestra marca personal de manera digital para cumplir nuestros objetivos como profesionales en el mercado actual, sea como emprendedor o trabajador por cuenta ajena. Veremos las fases de la marca personal y como tener una estrategia para comunicarla digitalmente.

INSCRIPCIONES VÍA EIDUM

UNIVERSIDAD DE MURCIA

SECRETARÍA DE EMPLEO

umu **emprende**

EIDUM ESCUELA INTERNACIONAL DE INICIACIÓN

info

Fondo Europeo de Desarrollo Regional "Una manera de hacer Europa"

Unión Europea

Santander

ur **emprende**

### Herramientas para potenciar el pensamiento emprendedor en el aula

(U-BMP)

**#PROGRAMACIÓN**

Miércoles, 15/05/2024 de 09:30 a 12:00

#### Competencias emprendedoras. Cómo fomentarlas

Miércoles, 22/05/2024 de 09:30 a 12:00

#### Design thinking. La innovación centrada en el cliente

Miércoles, 29/05/2024 de 09:30 a 12:00

#### Comunicación y redes sociales para PDI

Inscríbete en el apartado de Gestión Institucional

**M<sup>o</sup> Paz Prendes:** Catedrática de Tecnología educativa. IP del proyecto EmDigital

**Isabel Gutiérrez:** Prof. Titular Tecnología educativa

**Carmen Morat:** Socia de Prismatico Innova, agencia de innovación especializada en metodologías ágiles como Design Thinking, Cocreación y Lean Start-up

**M<sup>o</sup> José Centenero:** Periodista especializada en RRSS. Profesora asociada de la Universidad de Murcia

um **emprende**

umu **emprende**

Unión Europea

SECRETARÍA DE EMPLEO

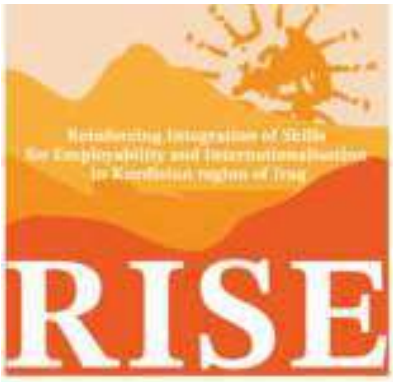
info

Fondo Europeo de Desarrollo Regional "Una manera de hacer Europa"

Unión Europea

Santander





## 2 DEVELOPMENT OF ENTREPRENEURIAL SKILLS (BASED ON ENTRECOMP)

Basic Level

Advanced level



# 3 SUPPORT FOR KNOWLEDGE TRANSFER

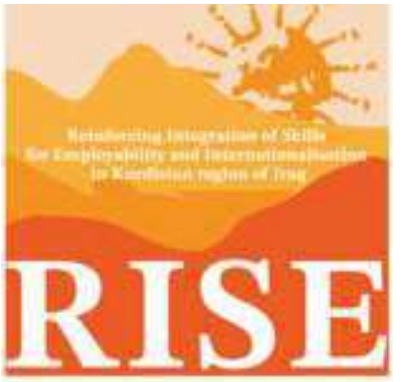


Program aimed at **teachers and researchers** interested in learning the methodology for developing an entrepreneurial project.

**EMPRENEDORES  
CAMPUS MARE  
NOSTRUM**

Grants awarded in collaboration with EIDUM and CMN para validar el potencial de comercialización de las ideas seleccionadas.





## SUPPORT FOR KNOWLEDGE TRANSFER

## ADVISORY AND MENTORING SERVICES

Tailored advisory services centered on the **specific needs** of projects



# 4 PARTICIPATION IN THE REGIONAL ENTREPRENEURIAL ECOSYSTEM

**PARTICIPATION IN ACTIVITIES PROMOTED BY OTHER ORGANIZATIONS**  
Job fairs, Programa Explorer, Soltec Award, Labia, Entrepreneurs' day...

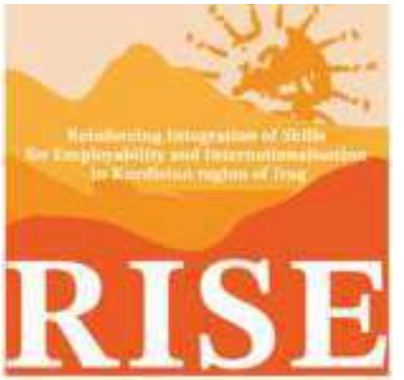


# 4

## PARTICIPATION IN THE REGIONAL ENTREPRENEURIAL ECOSYSTEM

### NETWORKING EVENTS





# 4

## PARTICIPATION IN THE REGIONAL ENTREPRENEURIAL ECOSYSTEM

### JOINT ACTIVITIES WITH OTHERS

**MetaredX:** A collaborative network of entrepreneurship units from Ibero-American Higher Education Institutions promoted by Universia and Santander Universities..



#### Grupos de Trabajo Internacionales de MetaRed X



Indicadores de  
Emprendimiento universitario



Dirección Unidades de  
Emprendimiento



Formación y Capacitación



Ecosistemas de  
Emprendimiento



# 4

## PARTICIPATION IN THE REGIONAL ENTREPRENEURIAL ECOSYSTEM

### JOINT ACTIVITIES WITH OTHERS



**Yunus Social  
Business Centre**

### Centro Yunus de Social entrepreneurship:

Spreading knowledge about social entrepreneurship inspired by Nobel Peace Prize winner Muhammad Yunus.



# ¿HOW?

- ① UNIVERSITY OF MURCIA FUNDS
- ② COLLABORATING WITH KNOWLEDGE TRANSFER OFFICE
- ③ ENTREPRENEURIAL ECOSYSTEM

# Results

Since 2019, UMUEmprende:

- ① + 450 activities
- ② + 23.500 participants
- ③ + de 300 proyectos
- ④ + 50 new enterprises



**umu** **emprende**  
Oficina de Emprendimiento

#APUESTA POR TU FUTURO



