



Bridging university talent with career success

COIE Career and Employment Information Centre at
UMU

(Associated partner)



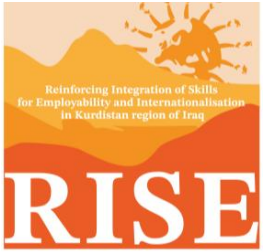
(coordinator)



Project No.101179468



COIE: GATEWAY TO CAREER EXCELLENCE



Our Mission

The Career and Employment Information Centre (COIE) serves as a comprehensive resource designed to facilitate students' successful transition from university to the professional labour market.

We bridge the gap between academic achievement and career fulfilment through strategic partnerships, personalized guidance, and real-world opportunities.

Core Service Areas

- **Employment Observatory:** Labor market insights and trend analysis
- **Employer Relations:** Building strategic partnerships with leading organizations
- **Career guidance:** Personalized counselling and professional development
- **Internships & Job Agency:** Connecting talent with opportunity

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BUILDING STRONGER PARTNERSHIPS

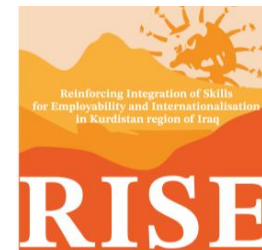


Employment Observatory

Sector-focused breakfasts

We organize targeted working breakfasts with companies based on their industry sector, organizational size, and target talent generation. These intimate sessions foster meaningful dialogue and relationship building.

BUILDING STRONGER PARTNERSHIPS



Employment Observatory

Reports on employer demands and labour insertion

Crucial tools for rigorous trend analysis, ensuring that the COIE's guidance and programs are precisely aligned with current market needs and specific employer demands.



LA INSERCIÓN LABORAL DE LOS GRADOS DE LA UNIVERSIDAD DE MURCIA.

INFORME 2021 PROMOCIONES 2017/18-2018/19



COIE cajamar



Diálogo UMU-empresa

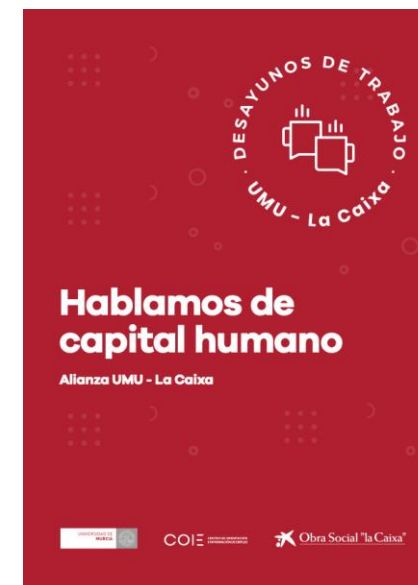
Una oportunidad para el empleo universitario

Realiza: Universidad de Murcia
Servicio de Orientación y Empleo (COIE)
Observatorio de Empleo, 2019

La inserción laboral de los grados de la Universidad de Murcia

INFORME 2023
PROMOCIONES 2019/20 - 2020/21

UNIVERSIDAD DE MURCIA COIE cajamar



DESAYUNOS DE TRABAJO
UMU - La Caixa

Hablamos de capital humano

Alianza UMU - La Caixa

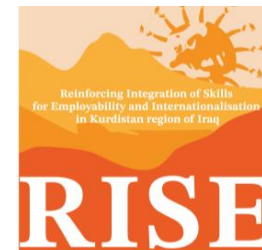
COIE Obra Social "la Caixa"



ESTUDIO EMPLEADORES 2010
ANÁLISIS DE LA DEMANDA DE UNIVERSITARIOS EN LA REGIÓN DE MURCIA

COIE Santander

WHAT EMPLOYERS ARE REALLY LOOKING FOR



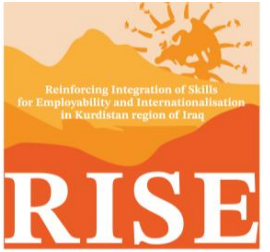
Based on extensive research synthesized by COIE, we've identified four critical components that companies evaluate during the selection process:

- 1** Attitude and values
Measured through: enthusiasm and proactivity
What companies seek: Genuine **commitment** and an authentic **desire to learn**, balanced with professional humility and openness to growth.
- 2** Competences
Measured through: flexibility, communication, and teamwork
What companies seek: Essential **soft skills** that enable professionals to solve complex challenges in rapidly changing work environments.
- 3** Knowledge
Measured through: languages and digital proficiency
What companies seek: Profiles with **augmented knowledge**—digital literacy, analytical capabilities, and linguistic skills that extend beyond a basic degree qualifications.
- 4** Well-rounded
Measured through: internships, previous work experience, volunteering, Erasmus, etc
What companies seek: **Identified and proven talent** with real-world experience. Internships serve as highly effective recruitment pathways for employers.

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ATTITUDE & VALUES



Employer Relations

To provide university students with flexible and innovative approaches to the professional world, supporting them in critical decision-making and the acquisition of essential professional competencies.



UMU Employer Talks

Format: Short-duration corporate presentations directed at the university community

Objective: Showcase the culture, philosophy, and key milestones of **leading companies** as a highly effective means of attracting university talent.



UMU Employer Road

Format: Scheduled visits to company headquarters and facilities

Objective: Enable students to experience **corporate culture**, HR policies, and workplace environments firsthand, creating authentic connections with potential employers.



UMU Employer Fest

Format: Large-scale organized meetings held at the University

Objective: Facilitate dynamic **networking experiences** where companies and students/graduates connect, promoting enhanced graduate employability through direct engagement.

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<p>e el Road a El Ciruelo</p>	<p>Así fue el Road a ElPozo Alimentación</p>	<p>Así fue el Road a Estrella Levante</p>
<p>Employer Road - ElPozo Alimentación</p>	<p>UMU Employer Road - ESTRELLA DE LEVANTE</p>	<p>UMU Employer Road - M...</p>

<p>Employer Talks - ElPozo</p>	<p>Así fue el Talks de REPSOL</p>	<p>UMU Employer Talks -</p>
<p>Talks de The Fini</p>	<p>Así fue el Talks - Policía Local de Murcia y Amazon</p>	<p>UMU Employer Talks - ESPAÑA</p>

COMPETENCES AND KNOWLEDGE

Career guidance



Personalized career guidance

We help students identify and choose academic and professional paths that authentically match their personal interests while aligning with current market demands and future opportunities.

Career path guides

Regularly updated resources that inform students about real job opportunities related to their specific degrees, grounded in authentic labour market data and emerging industry trends.

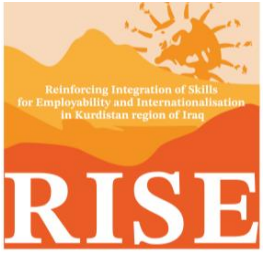
Decision-making support

Structured activities designed to empower students to make informed, strategic choices about their future careers, with special focus on emerging professional profiles and evolving industries.

Professional skills workshops

Comprehensive training programs covering communication excellence, effective teamwork, digital tool mastery, and job interview techniques—all skills highly valued by today's employers.

COMPETENCES AND KNOWLEDGE



Our comprehensive training programs focus on building the essential competencies that employers actively seek in today's competitive job market.



Communication & leadership

Master the art of public speaking, develop improvisation skills, and learn to use creative resources to generate **greater impact** in professional settings.
Practice on-camera presentation skills while enhancing both **visual image and voice** projection for maximum effectiveness.



Productivity & organization

Develop strong capabilities in **organization, strategic planning**, and productive time management to maximize professional efficiency.
Enhance your ability to **work effectively in teams** and navigate group decision-making processes with confidence and clarity.



Emotional intelligence

Cultivate robust personal **emotional intelligence** and strengthen relationship-building capabilities in professional contexts.
Learn and practice essential **social skills** specifically designed for high-performance work environments and collaborative settings.



Digital identity & employment

Master **fundamental job search tools** including resume optimization and interview strategies that set you apart from other candidates.
Design and develop a compelling **professional personal brand** with creativity. Build foundations for **productivity and remote teamwork** in today's digital workplace.

- Módulo 1: Percepción y expresi...
- Módulo 2: Facilitación, compr...
- Tareas
- Mensajes privados
- Foros
- Chat
- Exámenes
- Calificaciones
- Estadísticas
- Participantes
- Ayuda



Gestiona tus emociones en el trabajo.

La inteligencia emocional es una habilidad fundamental para el desarrollo personal y profesional. Este taller ofrece un espacio práctico y dinámico pa explorar el mundo de las emociones, desde su percepción y expresión hasta su comprensión y regulación. Aprenderás a identificar y gestionar tus propi emociones, así como a comprender las de los demás, mejorando tus relaciones interpersonales y tu bienestar general.

“ Este taller te proporcionará las herramientas necesarias para desarrollar tu inteligencia emocional. Aprenderás a percibir y expresar emociones de manera efectiva, a comprender su influencia en el pensamiento y la toma de decisiones, y a regularlas de forma adecuada. El objetivo es que puedas aplicar estas habilidades en tu vida personal y profesional, mejorando tu comunicación y tus relaciones.de objetivos de aprendizaje.



[Resumen completo del taller](#) (pdf).

★ Si finalmente NO vas a participar en el taller, envíanos un correo a coieorientacion@um.es Le daremos tu plaza a otra persona. Gracias 😊

FECHAS Y DURACIÓN:

- Inicio: 9 de julio de 2025.
- Finalización: 20 de julio de 2025.
- Duración: 12,5 horas (1/2 CRAU).

CONTENIDOS:

- **Módulo 1: Percepción y expresión emocional.**
 - Actividad 1. *Introducción a la inteligencia emocional* (tipo test).
 - Actividad 2. *Percepción emocional* (tipo test).
 - Actividad 3. *Entender las emociones de los demás* (tipo test).
 - Actividad 4. *Nombrar emociones* (interactiva).
 - Actividad 5. *Tarea. Diario emocional* (entregable en formato vídeo).
- **Módulo 2: Facilitación, comprensión emocional y regulación emocional.**
 - Actividad 1. *Gestión emocional en el trabajo* (tipo test).

MÓDULO 2.- Comunicación interna y adaptación.

“ En este módulo, descubrirás la importancia de una comunicación consciente y responsable dentro de los equipos. Aprenderás sobre la escucha activa, la empatía y la gestión constructiva del feedback y los errores. Explorarás cómo sumar en equipo y gestionar el “no” de manera efectiva, aceptando la diversidad para mejorar el entendimiento.

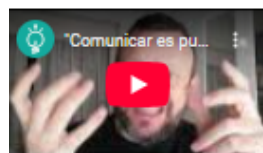


Comunicación interna y conflictos.

- Escucha el episodio del podcast del COIE "[Trabajo en equipo \(II\)](#)" y realiza el [test](#).
- Debes acertar todas las preguntas (5/5). Revisa el apartado de "Calificaciones" y, si no tienes esa nota, vuelve a intentarlo.
- Fecha máxima de realización: **23/02/2025**.

Comunicar es pura emoción y adaptación.

- Visualiza en siguiente vídeo y realiza el [test](#) (enlace).
- Debes acertar todas las preguntas (5/5). Revisa el apartado de "Calificaciones" y, si no tienes esa nota, vuelve a intentarlo.
- Fecha máxima de realización: **23/02/2025**.



WELL-ROUNDED



Internship - 2024/2025 Academic year overview

Mandatory Internships

Focus: Academic Training through Educational Cooperation Agreements

Impact: 7,783 internships managed via PRAXIS application

COIE Role: Faculty support, agreement promotion, and placement sourcing for degrees with insufficient demand

Voluntary Internships

Focus: Voluntary practical experience with comprehensive management support

Financial Support: Minimum aid of €150/month

COIE Role: Complete management of calls and legal framework administration

Rural and Sociosanitary Grants Program

Focus: Health Sciences summer internships (July-August) for future graduates

Impact: 109 grants at €500 each, co-funded by Banco Santander and UMU. Partnership with 26 health centers

COIE Role: Call management and program evaluation

Campus Rural Program

Focus: Addressing demographic challenges in rural municipalities under 5,000 inhabitants

Impact: 30 placements across Sciences, Health, Engineering, Social Sciences, and Humanities. €1,000/month funding for 2-month duration (€60,000 total)

COIE Role: Ministry/CRUE agreement formalization and placement allocation

Social and Cultural Action Grants

Focus: Internships for Arts/Humanities and Social Action students within cultural and social institutions

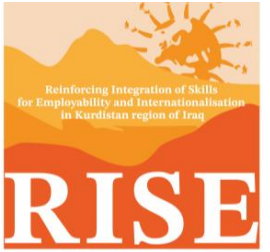
Impact: 20 grants (10 per area) at €600/month for 1-month duration

COIE Role: Call management and coordination with public and private cultural/social organizations

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WELL-ROUNDED



Job Agency

Officially certified mechanism for labour intermediation. It is where our alignment strategy becomes a tangible service for employers.

This service ensures alignment by *not only* managing job offers, but by acting as a **strategic filter** that matches market needs with our qualified graduate



Specialized Selection Service:

We provide a value-added service by offering **personnel pre-selection**. This involves technical curriculum screening and personal evaluation, saving companies critical time and resources in their recruitment process.



Continuous Competence Evaluation:

The Agency, in coordination with our Observatory, conducts **ongoing evaluations of the professional competencies** of our graduates. This allows us to maintain a dynamic database of talent, ensuring the profiles we recommend are aligned with the *current* demands of the labour market.

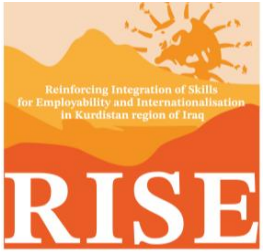


Cooperation with Public Employment Services:

We operate in full coordination with regional and state public employment services (SEPE), ensuring our intermediation model is efficient, certified, and integrated into the national employment framework.

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KEYS TO SUCCESS IN OUR ACTIVITIES



Branding for companies and students:



Technological innovation in workshops and job fair



Focus on employers



Dissemination all-over the university



Adapting language to Gen Z



Innovative Advertising



Programme effectiveness



Satisfaction surveys



Focus groups with companies and students

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THANK YOU FOR YOUR ATTENTION.

Eva Pinar