

# KIRKLARELİ UNIVERSITY

Career Application and Research Center



## CAREER SUPPORT SERVICES GUIDE

*For International Students and Alums*

September  
2023





**KIRKLARELİ UNIVERSITY**  
Career Application and Research Center

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**Career Support Services Guide** for **International Students and Alums**

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September / 2023

We would like to thank **Batu ÇELİK**, who did his internship within the scope of the **National Internship Program**, for his contribution to the English translation of this guide.

# A Warm Welcome to You

## Dear International Students and Alums,

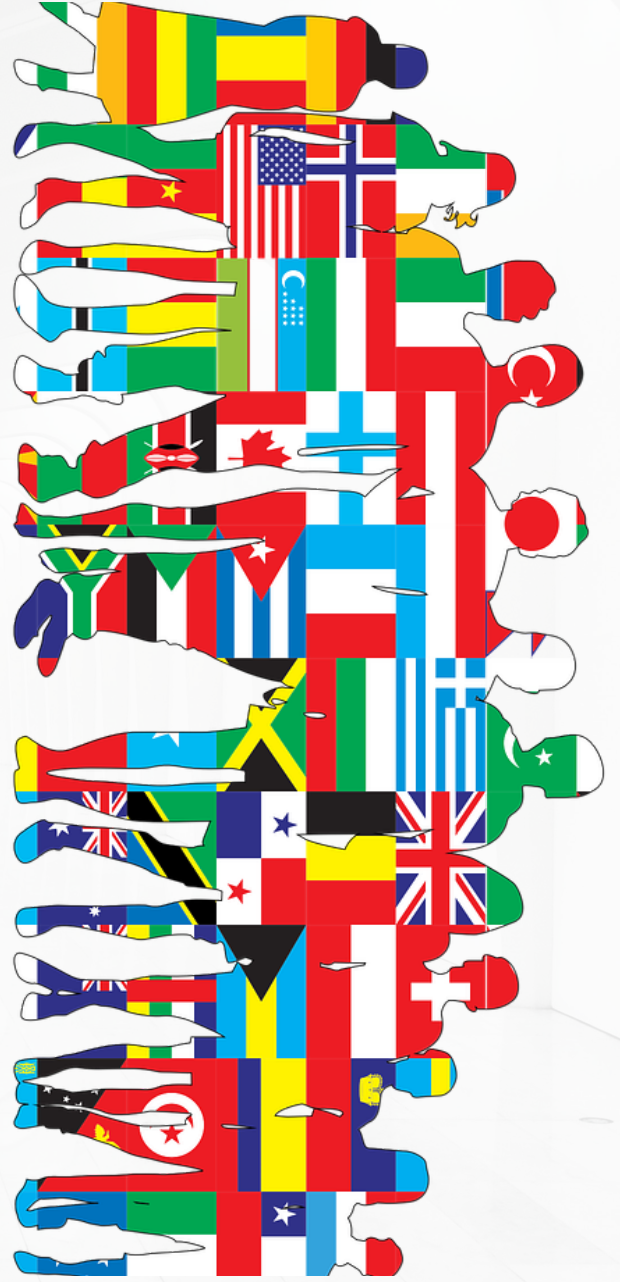
Career development is a lifelong and personal process. The primary responsibility of Kırklareli University Career Center is to help you figure out and achieve your career goals during this process.

As part of this responsibility, we have created the KLU Career Support Services Guide. This guide aims to inform you about our wide range of career support services.

You are always welcome to visit us if you would like to benefit from our services.

Best Regards,

**Career Application and Research  
Center Team**



# Let's Learn about the "Career Support Services"

Career Support Services (CSS) is a supplementary service offered by our university. CSS helps the students and alums improve their skills in various areas, such as employment. Our services are free of charge to all KLU students and alums. Listed below are Career Support Services:

## The Training We Provide

### *Individual Career Development Training*

- Career aptitude and personality test
- SWOT analysis training
- Career goal setting training
- CV, cover letter and motivation letter training
- Job interview training

### *Soft Skills Training*

- Effective communication and body language skills
- Conflict management skills
- Problem-solving skills
- Public speaking and effective presentation skills
- Time management skills

### *Entrepreneurship Training*

- Design Thinking
- Business Model Canvas Training

### *Career Counseling*

### *Job Announcements and Internship Opportunities*

- National Internship Program
- [talentgate.org](http://talentgate.org)/[yetenekkapisi.org](http://yetenekkapisi.org)
- [kariyerkapisi.cbiko.gov.tr](http://kariyerkapisi.cbiko.gov.tr)

### *Career Fair*

### *Career Days*

### *Alums Chair*

### *Career Planning Course*

### *Technical Visits*

# 3 Step Career Planning Process

## Step 1: Discover Yourself

The career support services of Kırklareli University consist of 3 steps, which are 'Discover Yourself', 'Discover the Business World' and 'Take Action'. These three steps form the basis of our career support services.

### DISCOVER YOURSELF

The first step in achieving your career goals is to figure out who you are, because knowing yourself not only helps you prepare your CV correctly and express yourself confidently in interviews, but also makes it easier to find jobs that align with your interests, skills and career values.

Now let's look at the services our Career Center provides to help you discover yourself.

#### *Career Aptitude and Personality Inventory*

The Career Aptitude and Personality Inventory is based on John Holland's typology theory and includes 120 items. It has the criteria of validity and reliability. KLU Career Center is the

copyright holder of the inventory, which measures the abilities, interests, personal and professional values of our students and alumni. After completing the test, a code named the 'Holland Code' will be formed according to your answers. The professionals at the Career Center will provide personalized interpretation of your code.

#### *SWOT Analysis Training*

SWOT analysis is a common used strategic planning tool. SWOT stands for **Strengths, Weaknesses, Opportunities and Threats**. It is the training that will help our students and alumni to:

- Identify and improve their strengths
- Realize and overcome their weaknesses
- Benefit from systemic opportunities and protect against systemic threats.
- You can take a look at the sample SWOT analysis below and consult the KLU Career Center about doing your own.

# 3 Step Career Planning Process

## Step 1: Discover Yourself

### SWOT Analysis: Strengths

Strengths are positive internal factors you have control over. Here are some examples of strengths:

- Sufficient job experience
- High-quality education
- Domain-specific technical skills (hardware, software, programming languages, etc.)
- Essential skills for your career (communication, collaborating, leadership skills, etc.)
- Essential personal characteristics for your career (strong work ethics, disciplinarity, stress management, creativity, positive thinking, etc.)

### SWOT Analysis: Weaknesses

Weaknesses are negative internal factors you have control over, so you should turn them into strengths. Below are some examples of weaknesses:

- Insufficient work experience
- Low GPA (Grade Point Average) and picking wrong college major

- Lack of setting goals, self-awareness and job experience
- Weak technical knowledge
- Inadequate social skills (poor interpersonal relationship, leadership, communication, teamwork skills, etc.)
- Unawareness of job searching methods and skills
- Weak personal characteristics (poor work ethics, lack of discipline and motivation, indecision, timidity, being highly sensitive, etc.)

### SWOT Analysis: Opportunities

Opportunities are positive external factors that you don't have control over. You can take advantage of them. The following contains some instances of opportunities:

- Positive external trends that will create more job opportunities related to your field of study (economic growth, globalization, technological advancements, etc.)
- Advantages your education and career goals bring for your major (growing demand for your field of education, etc.)

# 3 Step Career Planning Process

## Step 1: Discover Yourself

- Assets that your qualifications create
- Opportunities that arise from your background knowledge, clear career goals and the development of your field
- Chances where you live offers
- Benefits brought by strong business network.

### SWOT Analysis: Threats

Threats are negative external factors that are beyond your control, but their effects can be minimized. Some instances of threats are as follows:

- Factors that reduce employment opportunities (economic crisis, recession, etc.)
- Increased competition against other university alums
- Competitors from prestigious universities with professional skills, work experience, qualifications and job-hunting strategies
- Limited opportunities and intense competition in your field
- Studying in lesser-known majors
- Employers who do not prefer hiring people from your major

Now that you've learned about the SWOT analysis, it's time to look at the training that will help you identify your career goals.

### *Career Goal Setting Training*

If you don't have career goals and plans that align together, you will have to regularly change your path according to external environment factors. As a result, you can not decide where to spend your time and resources effectively. When you don't have long and short-term aims, the process of having a career will only remain as a hope or desire. Consequently, you need to set your long and short term goals to achieve your career plans. We share below the essential qualities for setting an effective goal and welcome you to our office to identify your personal career goals with us.

### *Must-Have Criteria For Setting Clear Goals*

A **SMART goal** will guide you through the goal setting process. SMART is an acronym that stands for Specific, Measurable, Attainable, Relevant and Time-bound.

# 3 Step Career Planning Process

## Step 1: Discover Yourself

In order to make your objectives more achievable, they need to be:

- **Specific:** Make sure your goals are clear, specific and tangible.
- **Measurable:** Your goals should be quantifiable.
- **Attainable:** Your aims should be reasonable to achieve.
- **Relevant:** Make sure your objectives serve a relevant purpose.
- **Time-bound:** Specify your target date or time frame for achieving the desired results.

### Now That You Have Identified Your Shortcomings, What's Next?

The main goal of the self-discovery process is to increase awareness about your strengths and weaknesses. However, this awareness alone is not enough. Just as you should find out and build on your strengths, you need to identify and overcome your weaknesses.

If your communication skills are poor, then you need to improve your soft skills. You should develop your technical skills if you lack business modeling skills. As a result, you should take soft skills and entrepreneurship training we offer to help you improve yourself. These are provided free of charge.

#### *Soft Skills Training includes:*

- *Effective communication and body language skills*
- *Conflict management skills*
- *Problem-solving skills*
- *Public speaking and effective presentation skills*
- *Time management skills*

Now let's look at each topic of soft skills training one by one:

#### *Effective Communication and Body Language Skills Training*

It is a training that focuses on improving the skills of the students and the alumni to take the perspective of others, to express themselves correctly, to communicate empathetically, and to perceive mistakes frequently made in communication by use of active listening techniques.



# 3 Step Career Planning Process

## Step 1: Discover Yourself

### *Conflict Management Skills Training:*

In this training offered by the Career Center, our students and alums are intended to develop their skills regarding the steps to take and the strategies to put into practice in the conflicts they will potentially face in business and daily life.

### *Problem-Solving Skills Training:*

This training is aimed at raising students' and alumni's awareness of the importance of problem-solving. The goal is to help them acquire the ability to define and analyze the problem they face, to produce alternative solutions, to review whether the solutions work or not, and to change the solution as necessary.

### *Public Speaking And Effective Presentation Skills Training:*

It is a training intended to equip our students and alums with the required knowledge and skills to prepare effective presentations and to speak to a live audience.

### *Time Management Skills Training:*

In this training, participants are informed of time management techniques and the focus funnel technique, which is based on the 3-dimensional approach in time management.

As the KLU Career Center, we also provide training to help our students and alums **improve their entrepreneurial skills.**

### *Entrepreneurship Training*

Entrepreneurship training program is designed to foster the enterprise culture, increase the number of successful initiatives and enhance the skills and abilities of entrepreneurs.

**Design Thinking and Creating a Business Model** training are organised for our students and alumni to:

- Equip them with knowledge and skills that will develop their entrepreneurial skills
- Develop problem-solving skills that will help them become the pioneers of creative ideas
- Help them produce new business ideas.

# 3 Step Career Planning Process

## Step 2: Discover The Business World

### *Design Thinking Training*

Design Thinking is a problem-solving method that is human-centered and collaborative. Nowadays, many people and organizations use the Design Thinking method to develop a new business idea and design strategy, create a corporate identity and develop research & development. Design Thinking that is based on innovative approaches consists of five phases, and these are: Empathize, Define, Ideate, Prototype and Test.

Design Thinking training aims to teach participants the design thinking methodology, the approaches and techniques to be used at all stages of the method and how to build their creative confidence through sample cases. Through this training, participants will:

- Learn all stages of the Design Thinking approach comprehensively
- Gain the ability to put their ideas into action, liberate their creativity and change things by design
- Learn how to apply these skills in their daily and professional life.

### *Business Model Canvas Training*

For an initiative or idea to achieve sustainable success, it requires a business model that validates its worth. The purpose of this training is to explain the methods for transforming business ideas into a successful business model by using the Business Model Canvas methodology.

We have covered the first step in your career planning process. Now, let's move **on to the second step** that will broaden your horizon about the *world of business*.

### **DISCOVER THE BUSINESS WORLD**

In the 'Discover Yourself' step, you have learnt about your abilities, strengths, weaknesses you need to improve and the fields you are capable of. Now, it's time to learn about the next step. In this part, you will find out about the 'business world', which is influenced by several restrictions you don't have control over.

Rather than including conceptual and statistical information about the business world, it is more appropriate to share practical and useful information in this step.

# 3 Step Career Planning Process

## Step 2: Discover The Business World

KLU Career Center provides a range of services for you to learn about the business world, including job postings, internship opportunities, career days, career fair and technical visits. These services are described below.

### *Job Announcement Analysis:*

Job announcements give job seekers first-hand information about what types of candidates are being sought in what industries and fields. They describe the basic qualifications required for jobs and also indicate other skills that are in demand. You can learn about the most in-demand skills for the field you want to work in and fill in what skills you are missing through the postings. Please have a look at the job announcement below.

As you can see from the sample job announcement, the employer requests additional qualifications from the candidates having a mechanical engineering degree.

The qualifications listed are requirements that the industry expects to see in the people it wants to hire.

Since the labor market requires more than a diploma, the candidates who want to be hired should have the knowledge and skills that meet the expectations of a sector.

By analyzing job announcements, the candidates can find out what knowledge and skills they need to improve.

### **Sample Job Announcement**

We are looking for a 'Production Manager' who will be assigned to the manufacturing facility of our company operating in the automotive industry. The facility is based in Gebze, Kocaeli.

#### **Qualifications:**

- Bachelor's degree in Mechanical Engineering
- Proficient in Matlab, Autocad and Solidworks programs
- Minimum 3 years of experience in manufacturing
- Good knowledge of manufacturing technologies
- Fluent in English
- Strong leadership, management and organizational skills
- Strong leadership, management and organizational skills
- Strong interpersonal skills, collaborative in team environments and responsible
- Having a valid B class driver license
- No domestic or international travel restrictions

# 3 Step Career Planning Process

## Step 2: Discover The Business World

### *Essential Tools for Gaining Business Experience:*

Doing an internship deliberately or taking part in a project voluntarily is essential to learn about the business world. Through internships and volunteering, you can:

- Gain insight into working conditions in the labor market,
- Establish a professional network within your field,
- *Familiarize yourself with workplace protocols (addressing, dress code, communication, etc.),*
- *Gain exposure to professional practices related to your field.*

### *Job Announcements and Internship Opportunities*

- *yetenekkapisi.org /talentgate.org*

The career portal ([www.yetenekkapisi.org](http://www.yetenekkapisi.org)) is used to meet the career needs of students and alums, as well as to serve as an employer database. Only the employers that have registered with the portal may publish jobs and internship announcements on this

portal, and only registered students and alums can view and apply for these postings. Employers are not charged a fee for using this service.

Students and alums also have the opportunity to send their career counseling requests online to the Career Center via Yetenek Kapısı (Talent Gate).

The private sector publishes more job announcements on Yetenek Kapısı than the government agencies.

- *kariyerkapisi.cbiko.gov.tr*

Contrary to Yetenek Kapısı (Talent Gate), only the job announcements of government agencies are published on Kariyer Kapısı, which is not only for posting job openings. Another feature of the portal is that it is a software through which the process of National Internship Program is carried out.

- *National Internship Program (NIP)*

The NIP is carried out by the Human Resources Office of the Presidency of the Republic of Türkiye.

# 3 Step Career Planning Process

## Step 2: Discover The Business World

It ensures that young people benefit from internship opportunities offered by public institutions and private sector organizations under the framework of equal opportunity and principles of merit. The Career Center is responsible for applying the program in Kirklareli University.

**Through the NIP**, it is intended to:

- Increase the youth employability with a transparent, traceable and innovative assessment method
- Promote equal opportunity in access to career possibilities
- Expand the internship opportunities beyond technical departments requiring mandatory internship to include all fields of study

More than a thousand KLU students benefit from the internship opportunity within the scope of National Internship Program every year.

In addition to posting job announcements and internship opportunities, the KLU Career Center also introduces the business world to the students and alums through career fair, career days and technical visits it organizes annually.

### *Career Days*

Career Days is one of the longest lasting traditional events of Kirklareli University. In an attempt to explore job and internship opportunities, Kirklareli University brings students and alums together with institutions. This allows students and alums to become familiar with the recruitment processes of employers. Career Days have been organized 12 times at Kirklareli University until 2023. During Career Days, more than 100 events were organized with the participation of more than 100 professionals. Detailed information on all career days organized by the KLU Career Center is available on the Center's website ([kariyer.klu.edu.tr](http://kariyer.klu.edu.tr)).

# 3 Step Career Planning Process

## Step 3: Take Action

### Career Fair

The KLU Career Center also cooperates with other institutions and organizations to organize career fairs to provide a platform for students, new graduates, and employers to meet. It is an ideal opportunity for students to form a network and an excellent chance to meet their future employers. Here, students are informed on career planning by experienced human resources managers, have the chance to know companies and sectors closely, and can consult with the company executives about subjects such as internship, job, and part-time work opportunities.

### Technical Visits

With technical visits, you can observe how theory is put into practice. The Career Centre organizes technical visits to more than 30 leading industrial and business enterprises each year for students to have a hands-on observation experience with the professions and fields of work specific to their majors. Thus, they get to see the working conditions as well as the role models of the sector.

Besides, technical visits bring together students and people in high-ranking positions in the same work environment, enabling students to have a closer look into the sector.

We have touched on the second step in your career planning process. Now that you have gained knowledge about the business world, *it's time to continue with the final step* in your career planning process.

### TAKE ACTION

The third and final step of our career services is the 'Take Action' part. If you think you know yourself and the business world well enough, then it's time to take action. Since this step includes the job application process intended to convince employers, we provide our students and alums the training below:

- CV, cover letter and motivation letter training
- Job interview training

# 3 Step Career Planning Process

## Step 3: Take Action

### CV, Cover Letter and Motivation Letter Training

A Curriculum Vitae (CV) is a short written description of your qualifications and achievements that are relevant to the job you are applying for. A well-crafted CV will not guarantee that you will land a job, but it will increase your chances of being called for an interview.

Writing a CV requires preparation; be sure to analyze your knowledge and skills, strengths, potential employers and the labor market. You can check the previous steps for the analyzing tools, such as the career aptitude and personality test, SWOT analysis, career goal setting training, job announcement analysis, career days, career fair and technical visits. An effective CV should:

- Be catchy but not exaggerated
- Be readable and well-organized
- Be tailored to the position or organization applied for
- Be creative but not distractful or frivolous
- Highlight your strengths
- Contain accurate information.

If you have any questions like the ones below, we invite you to attend the CV training we offer at our Career Center:

- Should I put my photo on my CV?
- How far back should I go with education on my CV?
- I come across 'career goals' on some CVs. What do they mean? Should I include them on my CV too?
- What exactly are hobbies and interests? Should I include hobbies and interests on my CV?
- Should I include references on my CV?
- How many CVs do I need?
- I come across a 'cover letter' on some CVs. What is a 'cover letter'? Should I write one too?
- Some employers want a motivation letter. What is a motivation letter? How is it written?

# 3 Step Career Planning Process

## Step 3: Take Action

### Job Interview Training

If you have written a compelling CV, you will probably be called for an interview by the prospective employer. There are two core interview questions: “What do employers look for?” and “what are the topics you should convince employers about?”.

### *The Questions Employers Look Answers to:*

- Can the candidate perform the job?
- Is his/her skills and potential sufficient?
- Why did the job seeker applied to us, not to other employers?
- Even if the candidate’s skills are sufficient, does s/he have high motivation?
- What makes the prospective employee stand out from the crowd?
- Can s/he adapt to the organizational culture of our company?

### *The Topics You Should Convince Your Employers about*

- Competency in your profession
- How much you want the job
- Adaptability to the job and the company

The interview process has **three stages**, which are **pre-interview**, **during the interview** and **post-interview**. You can contact our Career Center for more detailed information about the interview process and to benefit from our free interview techniques training outlined below.

### *Things to Do before Interviews*

Instead of the best-qualified candidates, the ones who present themselves best and are well-prepared for the interview receive job offers. That’s why good preparation is a must before an interview. The pre-interview process consists of self-discovery, researching the company, knowing the common questions and practicing.



# 3 Step Career Planning Process

## Step 3: Take Action

### *Things to Do during Interviews*

A job interview starts as you walk in the interview room. You should communicate professionally and politely not only with employers and interviewers but also with other staffs. The topics to be covered in the interview process can be summarized as follows; first impression, eye contact, body language, communication style and the tone of your voice, interview questions, salary expectation, ending the interview...

We are approaching the most frequently asked interview questions in this training under four headings:

- Fundamental questions about candidates and their qualifications
- Behavioral questions
- Scenario-based questions
- Stress questions

### *Things to Do after Interviews*

Sending a thank you email to your employer within 48 hours after the interview ends may make it easier to be selected for a job. Moreover, conducting a post-interview self-evaluation is essential for your future interviews. Answering such questions as what went well and what didn't go well from your point of view and what interviewing skills should you improve may help you experience more efficient interview process.

### **OTHER SERVICES**

*The career counseling, career planning training and alums chair program offered by the KLU Career Center are the career services listed out of the 3 step career planning process above. For example, a student or an alum may want to discover himself/herself, seek advice on employers and the industry or prepare a better CV. The students and alumni who want to get further information about these inclusive services can contact our Career Center.*

# CLOSING REMARKS

Dear International Students and Alums,

Our Career Center uses validity and reliability tested assessment tools to help you recognize your abilities. It shares with you the methods and techniques you need to communicate successfully with the business world and has physical and technological facilities that are not available in the career centers of many universities in Türkiye. In addition to these tremendous opportunities, it also offers a rich and varied career services content.

Our main goal is to prepare you for life, and to teach you methods and techniques that will improve the quality of your professional and everyday life. We hope this booklet, which is prepared to introduce the services offered by our center, will be of interest to you and we look forward to welcoming you to our center as soon as possible.

Best Regards,

**Career Application and Research  
Center Team**



# KIRKLARELİ UNIVERSITY

Career Application and Research Center



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Rectorate Building, Block C, Ground Floor  
Central District - Kırklareli/TÜRKİYE

## CAREER SUPPORT SERVICES GUIDE

*For International Students and Alums*