

Gisma University of Applied Sciences

GISMA CAREER CENTRE ANNUAL REPORT 2024



Gisma
University
of Applied
Sciences

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Overview

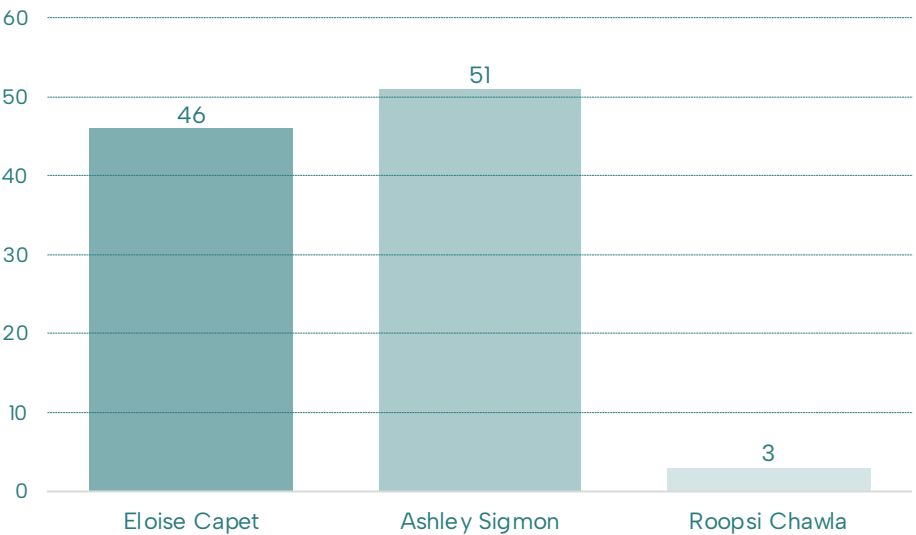
The Gisma Career Centre has had a dynamic and impactful year in 2024, supporting our 2,000 enrolled students in their professional development and career progression. This report outlines our key achievements, initiatives, and future objectives to enhance career services for our diverse student body.

1. Key Achievements

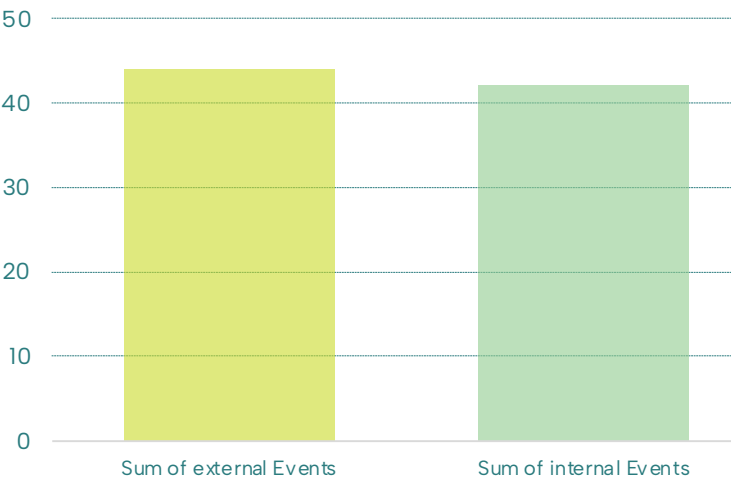
Career Coaching & Workshops:

Delivered over **100 career coaching and CV check sessions** and **facilitated 42 career development workshops** covering resume building, interview techniques, and job market insights. The Career Centre also promoted **42 external online career webinars** through Handshake. **86 opportunities** to understand the expectations of recruiters and German local job market.

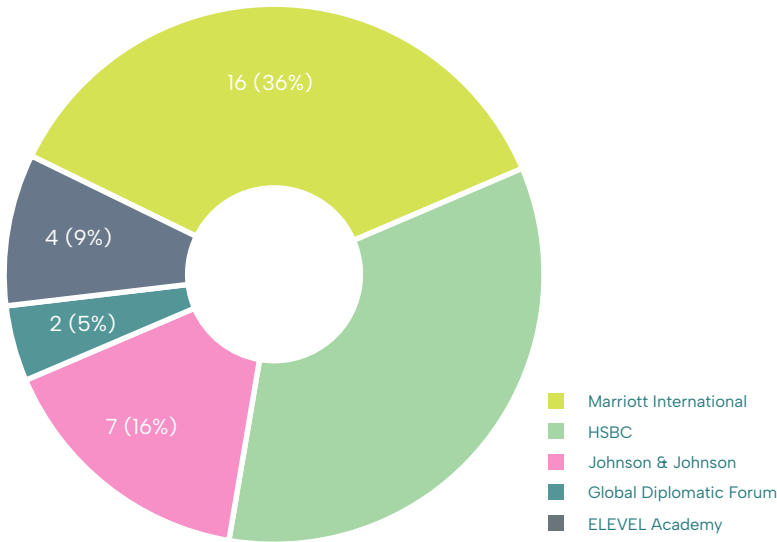
CV Appointments by Career Advisors



Overview of total career events and workshops



Distribution of External Career Events by Host



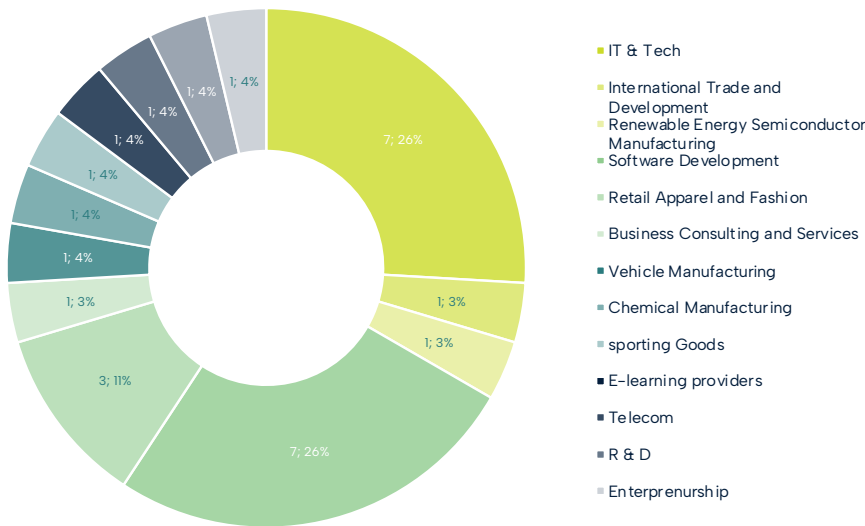
Mock interview Practice at GGG Career fair

Employer Engagement:

Established partnerships with **over 25 companies across various industries**, leading to increased internship and job placement opportunities. This enabled all students to come into direct contact with HR managers, recruiters, experts from major companies such as SAP, eBay, Allianz, Zalando, Adobe, Vinted and Masterplan and discuss their future.

In addition, the Career Centre successfully supported internships and internship programs at Vinted and Adidas, among others. Furthermore, the Early Careers Program from Delivery Hero and the Early Talents Program from Amazon and Booking.com are offered directly and advertised in partnership (in webinars and information events).

Gisma Employers Posting Job Ads on Handshake



Our Employer Network in Germany

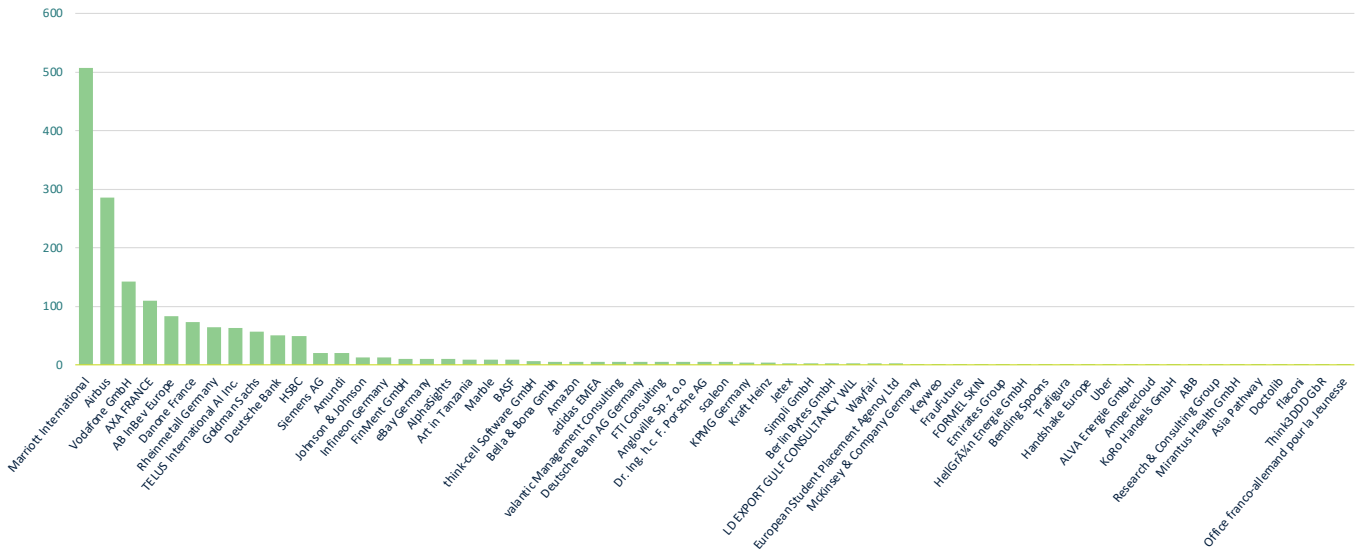


Job Placement & Internships:

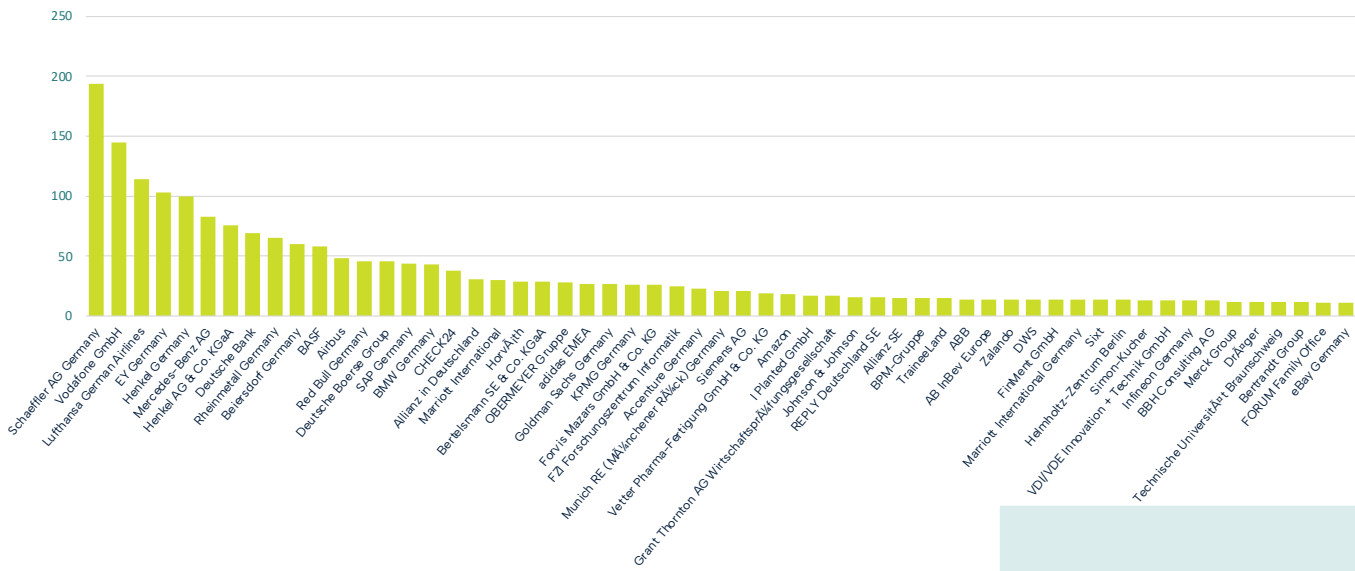
Assisted more than 500 students in securing internships and full-time positions across Europe and beyond.

- 158% increase in job postings.
- 1760 Gisma employer's job postings.
- 3712 German employer's job postings

Gisma Employers Posting Job Ads on Handshake



Available Job Vacancies by German Employers



Campus employer presence:

Organized **+30 events, featuring industry leaders and recruiters**, including 4 Skills Sprint Week and 2 GGG Career Fairs. A Tech Panel was also put up with guest speakers from Google, SAP, Takeaway and Zalando. Challenges with employment opportunities with Loreal, Francis and Sopra Steria moderated by Agorize.

In addition, the Career Centre successfully supported internships and internship programs at Vinted and Adidas, among others. Furthermore, the Early Careers Program from Delivery Hero and the Early Talents Program from Amazon and Booking.com are offered directly and advertised in partnership (in webinars and information events).



Loreal Workshop

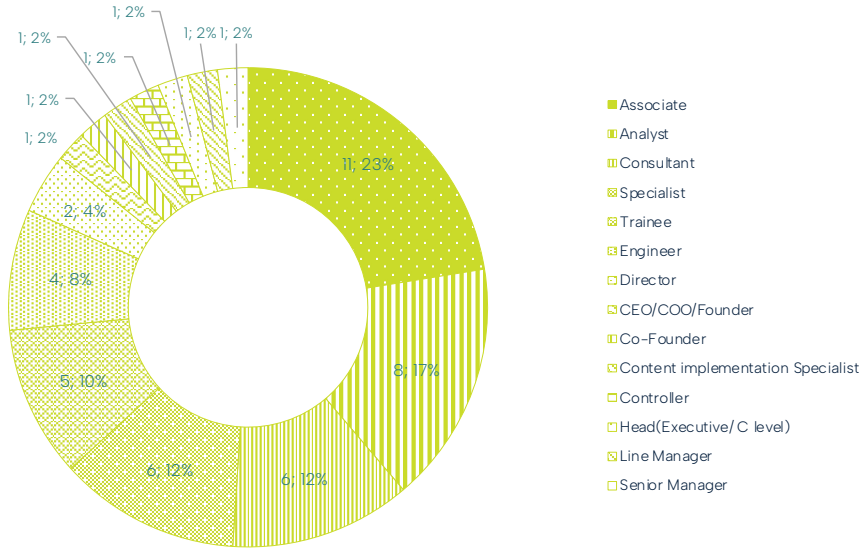


Francis Challenge Feedback Session

Alumni Engagement:

Strengthened our alumni network with the onboarding of Mahdieh Rajabi as our Alumni Coordinator, enhancing mentorship and networking initiatives. **98% of Alumni are placed in their field of study, 54% placed by 24 months**

Alumni Job Placement



2. Career Services – Data & Analytics

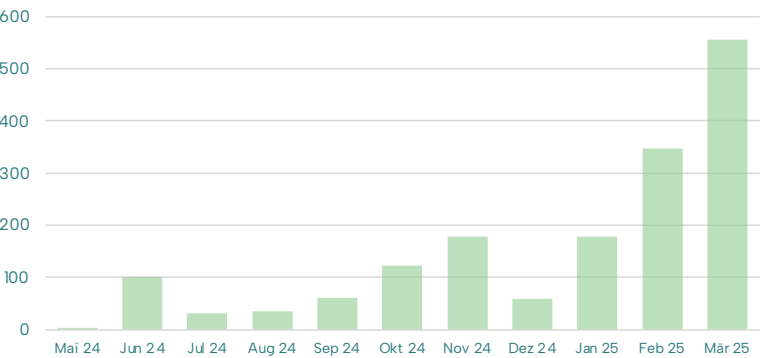
Handshake Analytics

Metric	Value
Student Engagement	60.2%
Alumni & Undergraduate Activations	Alumni 147, 243 UG
Weekly Logins	1,200+
Number of Employers	200+
Job Postings	1760
Student Applications	1446
Newsletter Reach	60%

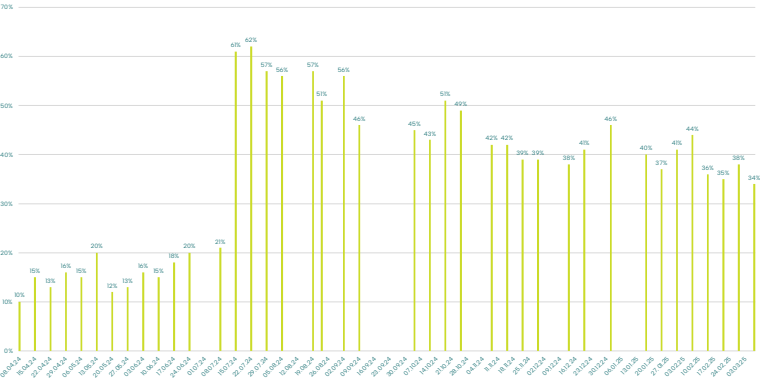
Category	Activated	Unactivated	Activation Rate
Alumni	145	2	98.6%
None	233	27	89.6%
Graduate	318	240	57.0%
Other	229	214	51.7%
Undergraduate	175	243	41.9%
Totals	1,100	726	60.2%

Students Engagement in Handshake

Students Activation in Handshake



Reach of Newsletters

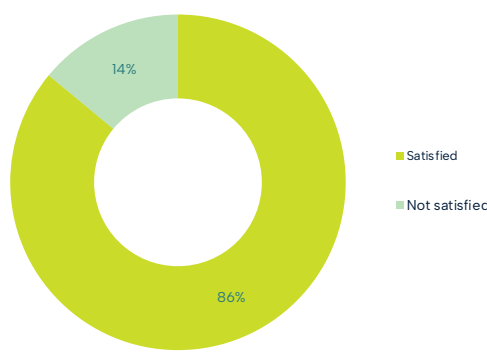


Career Events

A total of 35 career events were held in 2024, with high student participation rates. Below is a breakdown of attendance and satisfaction rates:

- Skills Sprint Week: 200+ students' attendance, 95% satisfaction
- Tech-Talk Panel Event Gisma hosted a Tech-Talk Panel featuring SAP, Google, Zalando, and Takeaway to explore technology careers in Germany. 80+ students attended, engaging in discussions on industry trends and job search strategies. The event fostered networking opportunities and deep industry insights. Including 2 pictures: the one we raise our arms, speakers panel
- GGG Career Fairs In 2024: Gisma, in collaboration with BSBI and UE, successfully organized two major career fairs under the GGG umbrella: the Summer Career Fair and the Autumn Career Fair.
 - Summer Career Fair: 500 visitors, 32 participating companies, 51 Gisma students.
 - Autumn Career Fair: 900 visitors, 36 participating companies, 141 Gisma students.
 - Top Employers: IBM, Marriott International, Deutsche Bahn, Siemens, Wayfair, SAP, Uniqlo, Emirates.
 - Start-up Participation: Koro, PantoHealth, Wooga, Bettermile, Qcells, Grover.
 - Event Highlights: Interactive sessions, one-on-one networking opportunities, and recruitment discussions.
 - 86% of students were satisfied by the event, employers rated 4.67 their likeliness to recommend attending this event

Students Satisfaction Rate in GGG Autumn Career Fair



Mock Interview Session



CV Check Session

Employers Satisfaction Rate in GGG Autumn Career Fair

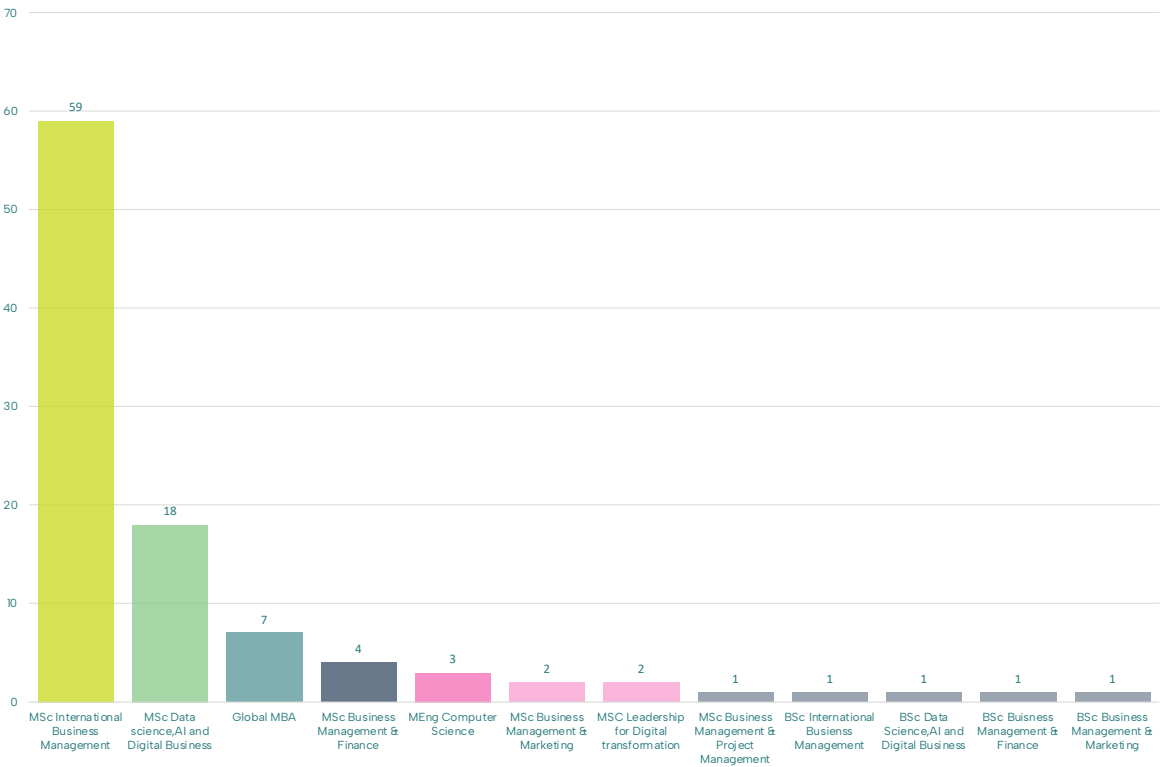


Company Presentation at GGG Career fair

Guidance sessions and feedback: metrics

- 100 CV checks and Career guidance sessions were offered by 3 career advisors
- Distribution by majors shows a high use of this service by Masters and MBA students.

Number of Appointments by Students Majors



3. Job Portal Analytics

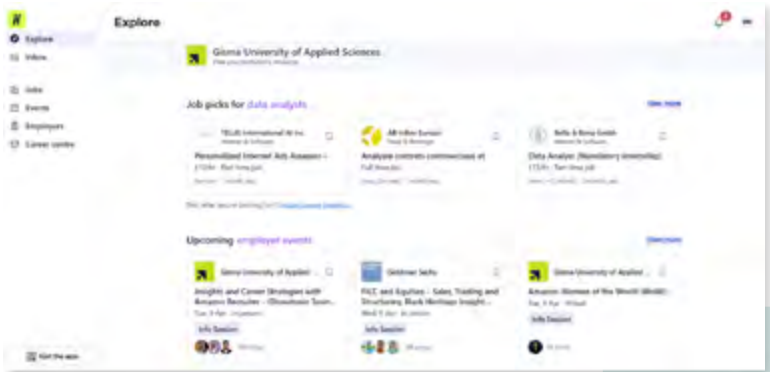
Partnership with Handshake – Gisma’s Job Portal Gisma launched the Handshake platform to enhance student employability and facilitate job opportunities. Within just six months of implementation, our main reaches are:

- 20.5% of students now engage weekly, up from 16% monthly users.
- 43.5% of students downloaded and activated the Handshake mobile app.
- Fivefold increase in job applications – 1458 applications
- 900,000+ companies hire via Handshake, including every Fortune 500 company.
- 775 employers are active in Berlin, Munich, and Frankfurt.
- 206 approved partners, including Deutsche Bahn, SAP, eBay, Allianz, Zalando, Adidas.
- New employer partnerships: Porsche, Shell Recharge, Vodafone, Deutsche Bank.

Mobile App Acitivations in Handshake

Category	Mobile Users	Activated Users Not on Mobile	Mobile USers Rate
Graduate	152	166	47.8%
None	114	119	48.9%
Other	101	128	44.1%
Alumni	59	86	40.7%
Undergraduate	53	122	30.3%
Totals	479	621	43.5%

Handshake Welcome Page Students



Students on Stands

4. Partnerships

- Agorize: 80 attendees for Francis and Sopra Steria challenges, offering exclusivity to Gisma talents to access job and networking opportunities.
- SAP Collaboration: Gisma partnered with SAP, granting students access to SAP Learning Hub and certification programs. This initiative enhances student skills in enterprise software solutions, making them more competitive in the job market. The collaboration aligns with SAP’s University Alliances program, positioning Gisma students for internships and full-time roles. SAP opens doors to our students to their AI ecosystem partnerships with the following companies: IBM, Google Cloud, Microsoft, Anthropic, Aleph Alpha, aws, Cohere, DataRobot, Atos, Cognizant, Collibra, Splunk, TCS, Icertis, Coveo, UIPath, GK, Beamery, Vertex, Contentful, ecovadis, PWC, Capgemini, Deloitte, accenture, EY, Alibaba Cloud, Prospecta, Eightfold.ai...These employers are mainly recruiting Tech profiles talents.
- NOSH.BIO Talent Acquisition Project: Gisma partnered with Nosh.bio, a food-tech start-up, for a specialized talent selection project. 2 open positions led to 36 applications from students with relevant Sales, Business Development, or Marketing experience. 11 candidates shortlisted; 2 students hired. Strengthened Gisma’s industry collaborations and aligned student talent with market needs.



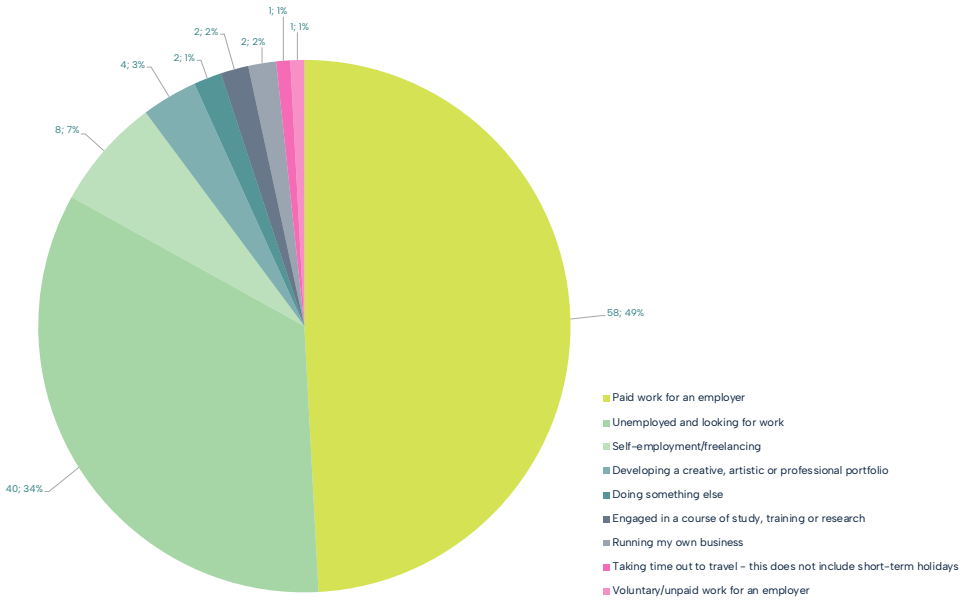
5. Employability Insights and Alumni Network

At Gisma, we measure success by where our graduates land after they leave us. In 2024, we surveyed our alumni, and the results speak for themselves:

- 120 graduates participated in the survey.
- Nearly 48% are employed, securing roles in top companies.
- Berlin/Potsdam remains the career hotspot, with 92 graduates working in the region.
- 16 graduates have ventured beyond Germany, showcasing the international reach of a GISMA degree.
- 824 members on our LinkedIn Community

These insights drive us to sharpen our career support strategies, helping graduates navigate and thrive in competitive job markets.

Employability Status of Alumni



Top Employers of Alumni





6. Challenges & Opportunities

- Challenges: Managing career support for a rapidly growing student population while maintaining personalized guidance. Goal is 4,000 students by Sept. 2025
- Opportunities: Leveraging AI-driven career services and expanding employer partnerships to further bridge the gap between education and employment.



7. Future Goals for 2025

- Enhance digital career services, integrating AI-driven job-matching tools.
- Expand our corporate network to increase internship and employment opportunities.
- Develop sector-specific career tracks to provide tailored support for students in high-demand industries.
- Strengthen engagement with alumni to build long-term career support networks.





8. Conclusion

The Gisma Career Centre remains committed to empowering students with the skills, networks, and opportunities necessary to thrive in today’s competitive job market. As we look ahead to 2025, we aim to further our impact and continue to align our services with evolving industry needs and student’s needs.

Prepared by the Gisma Career Centre Team

Meeting the Team



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