

UNIVERZITA PALACKÉHO V OLMOUCI

FILOZOFICKÁ FAKULTA



BAKALÁŘSKÁ PRÁCE

Olomouc 2011

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**International Business Education:
How AIESEC Organization Meets the Demand of
a Fast Changing Market**

Bakalářská práce

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Olomouc 2011

Declaration

I declare I have worked on this bachelor thesis independently and I have included the complete list of cited and used literature.

In Olomouc

Signature

Acknowledgments

I would like to thank my thesis supervisor, Joseph Ference, for his guidance and help throughout the work and for his great support. I would also like to thank Jan Špacír for his support and precious advice.

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1. Introduction

This work will first study the current labour market trends, then it will apply those trends to the international student organization AIESEC and analyse how the organization meets the demand of the fast changing market. The final part of the thesis will introduce other successful student organizations and compare them to AIESEC.

The fresh university graduates have a difficult position in the labour market. Most of them hadn't worked during their studies and therefore have no previous experience. Moreover, many students lack very important personal and professional skills, such as decision making, self-reliance, presentation skills or communication skills. This leads to a situation when most employers rather decide to hire someone more experienced. On the other hand, the students who are aware of this fact from the beginning of their studies and are willing to work on them can avoid finding themselves in a similar situation.

One of the possibilities to gain the important experience during the studies is through membership in student organizations. Nowadays there is at least one international student organization present at each university and all of them are hiring new members every semester. Each of them offers a number of different opportunities, projects and events that can help the students with their personal as well as professional development.

This thesis will introduce one of the biggest international student organizations present in the Czech Republic – AIESEC. It will describe the key activities of the organization and analyse how these activities change and develop with respect to the current trends in the labour market.

Many of the facts presented in this paper are based on my personal experience. From March 2010 to March 2011 I was working on the position called Vice President Talent Management in AIESEC Olomouc.

1.1. The Aims and Objectives of the Thesis

- To determine the current trends in the labour market and the requirements that are placed upon all the labour market participants, especially fresh university graduates,
- to introduce international student organization AIESEC and determine how it helps students to gain the important skills and experience before they will enter the labour market,

- to analyse whether AIESEC organization does not remain immune to the current trends and determine in which ways the organization adjusts its activities with respect to the changing environment,
- to compare AIESEC with other international student organizations present in the Czech Republic, depict the differences or similarities between them

1.2. Methodology of the Work

The first part of the thesis will review the literature sources describing the current situation and trends in the labour market. I will use a number of articles dealing with the current labour market situation in the Czech Republic as well as abroad.

Next part will provide a short introduction to AIESEC organization. All the information provided in this section comes from internal AIESEC sources, AIESEC web pages and also my personal experience.

How AIESEC organization works with the current trends will be discussed in detail in the next chapter. I will also present in which ways AIESEC helps its members and other students to gain experience and improve their future position in the labour market. All the statements presented in this chapter came from my personal experience.

The final section introduces other international student organizations present in the Czech Republic and gives a brief comparison of each organization to AIESEC.

2. Labour Market Analysis

In the first part of my bachelor thesis I will focus on the labour market, its definition and analysis of the current trends. I will start with trends that describe the current situation in the labour market in the Czech Republic and then I will continue with more general trends that are relevant for the whole Europe or maybe worldwide.

2.1. Labour Market Definition

“Labour is more than an abstract factor of production. Workers are people who want good jobs with high wages so that they can buy the things they need and want. Labourers need to eat, but they also have feelings, so workers naturally worry about both the quantity and quality of jobs.”¹

Labour market is the place where demand for labour meets labour supply. Labour market is a very heterogeneous market - the work of different professions varies in qualification, risks and other characteristics that cause differences in wages. Labour market is an imperfect market mainly because of incompleteness of information. Workers do not know about all the available positions and companies do not know about all the people who are looking for job. Labour market serves as a platform for employers and employees to find an ideal “match”. Until they find each other, some people have to remain out of work and some jobs remain unoccupied. These frictions in labour markets reflect as the unemployment. The unemployment rate is the share of unemployed people on the total number of people willing to work.²

2.2. Education and Labour Market

To ensure a continual development of economy of the whole society it is necessary that the education sector responds to changing economic and social conditions. The labour force that enters labour market must be well employable, ready to adapt to the new conditions and trends and able to develop their potential and take further training. All these qualities should be developed through education and training which the students should receive as a part of their secondary and university education. However, this requires well-

¹ Paul A. Samuelson and William D. Nordhaus, *Economics* (New York: McGraw-Hill/Irwin, 2005) 243.

² see Robert Holman, *Makroekonomie: středně pokročilý kurz* (Praha: C. H. Beck, 2004) 152.

working connections between the education sector and labour market which allow the education system to respond to the changing requirements and needs of the labour market. It is important that these connections are mutual so that the communication can work well and effectively.³

*“European countries are nowadays facing problems which are at the interface of the education system and labour market – high proportion of low-skilled workers, high youth unemployment, stagnant participation in education of adults.”*⁴ Everybody needs to gain knowledge and then continually refresh it and update it, together with the skills so that they can actively participate in the labour market. Education and the life-long learning increases the employability and adaptability of the workers. Improvement in the cooperation between the universities and industry is one of the key factors in maintaining the competitiveness of the country.⁵

³ see “Vzdělávání a trh práce,” *Národní ústav odborného vzdělávání*, 2008, 2 Mar. 2011
<<http://www.nuov.cz/vzdelavani-a-trh-prace?lchan=1&lred=1>>

⁴ Repekt institut, o.p.s., “Vzdělání a trh práce,” *Evropská regionální fóra*, 13 Mar. 2011
<http://www.euroskop.cz/gallery/37/11326-vzdelani_a_trh_prace.pdf>

⁵ see “Vzdělání a trh práce”

2.3. Current Trends in the Labour Market

2.3.1. The Number of Young People with Higher Education

According to the Education Policy Centre of Charles University in Prague, by the end of 2017 more than a half of young Czechs in the age of 25-34 will have a university degree. University graduates should expect less qualified jobs and lower wages than in previous years. On the other hand, according to the experts, people with university degree will still have a better chance to find a job than others and their wage will be above average.⁶

Although the number of people with university education in the Czech Republic rises, the share of university graduates in the labour market is still low when compared to other developed countries. According to the latest available OECD (Organization for Economic Cooperation and Development) statistics in 2008, only 14,5% of adults aged 25-64 had higher education, which is a very low number, compared to the European Union average of 25,3%.

2.3.2. The Impact of the Financial Crisis on Employability of People with Higher Education

“Employability of the students with university degree – their ability to get and retain job – is in developed countries largely influenced by overall economic situation of the country. Economic development in the last two years had shown how fast can lack of workers change into an excess. The unemployment rate of the students with university degree is related to the overall unemployment rate but in most of the European countries it is a one third or almost one half lower.”⁷

⁶ see Jan Koucký a Martin Zelenka, “Postavení vysokoškoláků a uplatnění absolventů vysokých škol na pracovním trhu 2010,” *Středisko vzdělávací politiky*, Dec. 2010, 28 Feb. 2011
<<http://www.strediskovzdelavacipolitiky.info/>>

⁷ „Zaměstnatelnost vysokoškoláků – tedy jejich schopnost získat a udržet si práci - je v rozvinutých zemích světa do značné míry ovlivněna celkovou ekonomickou situací země a s ní související úrovní kvalifikačních požadavků na pracovním trhu. Ekonomický vývoj v posledních dvou letech názorně ukázal, jak rychle se nedostatek pracovníků může proměnit v jejich nadbytek. Míra nezaměstnanosti vysokoškoláků tedy souvisí s celkovou mírou nezaměstnanosti, ale ve většině evropských zemí je o třetinu až o polovinu nižší.“
Source: “Postavení vysokoškoláků a uplatnění absolventů vysokých škol na pracovním trhu 2010”

It does not surprise that in 2009 and 2010 the overall employability of the workforce as well as the employability of people with university degree were influenced by the financial crisis. The number of unemployed people with university degree in the Czech Republic in the period from 2008 to 2010 had increased from 11 thousand to 21,6 thousand and it culminated in the beginning of 2010 when it reached 3%. Although the unemployment rate of people with university degree is rising, they still have a better position than people with lower education, as the overall unemployment rate in our country was at the same time (the beginning of 2010) more than three times higher (9,7%).⁸

2.3.3 A Disadvantageous Position and High Unemployment Rate of University Graduates

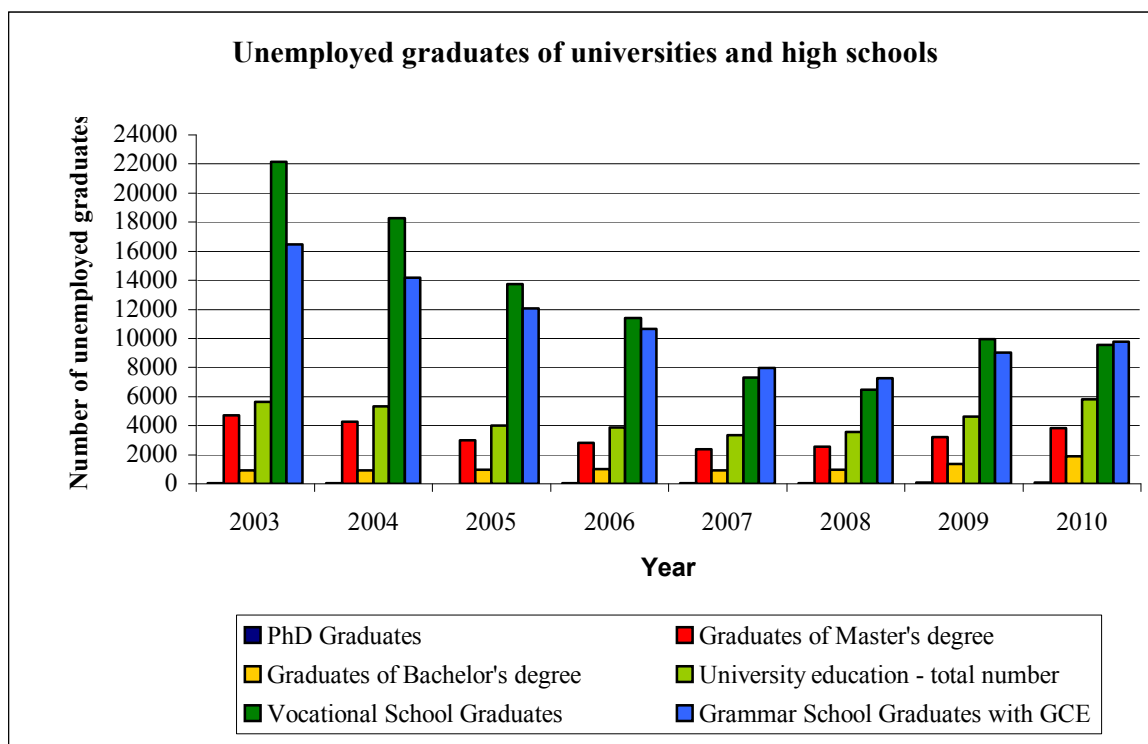
Fresh university graduates have an interesting position in the labour market. On one hand, they are flexible, they have a lot of energy and new ideas, they know how to use the computers without any problems and their knowledge of foreign languages is very good. All these skills make them attractive for the employers and therefore they have better position in the labour market than young people without the higher education. On the other hand, fresh university graduates, as well as other young people who do not have any higher education, are beginners in the labour market; they have neither previous work experience, nor appropriate work habits and training.⁹

For these reasons, the unemployment rate of fresh university graduates is lower than of young people without higher education, but at the same time higher than of all the students with higher education. From the long-term perspective the unemployment rate of fresh university graduates oscillates between 50-90% of the overall unemployment rate in the Czech Republic (during the years 2003-2007 it was continually falling from 8% to 2% and in 2007 it started to rise again to current 5%) and at the same time it is from 1,5 to 2,5 times higher than the unemployment rate of all people with university education.¹⁰

⁸ see “Postavení vysokoškoláků a uplatnění absolventů vysokých škol na pracovním trhu 2010”

⁹ see “Postavení vysokoškoláků a uplatnění absolventů vysokých škol na pracovním trhu 2010”

¹⁰ see “Postavení vysokoškoláků a uplatnění absolventů vysokých škol na pracovním trhu 2010”



Source: The data were obtained from Statistics of Czech Ministry of Labour and Social Affairs.

2.3.3. Fighting for Vacant Positions

Due to the financial crisis, many companies are not interested in hiring new staff, although many of them have vacant positions which could be filled with new employees. According to the Manpower's Employment Outlook statistics, 4% of employers are planning to hire new employees in the first quarter of 2011, while 9% of employers are planning to do the opposite.¹¹

As a result of this situation, there is a great fight for vacant positions in companies that were not affected by the financial crisis. Fresh graduates were the most affected group in the labour market, as the number of available positions significantly dropped down. According to the marketing manager of Grafton Recruitment, companies prefer applicants with previous working experience. His advice to the graduates is to care less about the wage and look for a job where they can acquire some experience. The companies give preference to the students who are working when still studying.¹²

¹¹ see František Mašek, "Jste bez práce? Hledejte ji v průmyslových podnicích," *penize.cz*, 8 Dec. 2010, 24 Feb. 2011 <<http://www.penize.cz/pracovni-pomer/182477-jste-bez-prace-hledejte-ji-v-prumyslovych-podnicich>>

2.3.4. Soft Skills Play a Significant Role

According to the research made by the National Institution of Technical and Vocational Education, employers are more than ever before looking for people with well developed soft skills, such as communication skills, presentation skills, creativity, flexibility, and negotiation skills. Hard skills: the specific, teachable abilities that are required for the given job such as typing, proficiency with software applications, speaking a foreign language or operating machinery¹² are of course still very important. Nevertheless, there are many jobs where good soft skills make the difference between the candidates.

The following table shows the data collected in a survey “The needs of employers and readiness of graduates” financed by the EU and the Czech Republic. Companies participating in this survey were divided into groups according to the economic sectors which they belong to. The table represents the importance of specific soft skills for the companies.

Skill	Secondary sector ¹³		Tertiary sector ¹⁴		Quaternary sector ¹⁵	
	absolutely necessary	very important	absolutely necessary	very important	absolutely necessary	very important
Communication skills	71%	24%	80%	15%	78%	17%
Understanding of work instructions	67%	25%	70%	21%	69%	18%
Decision making	77%	20%	71%	22%	68%	23%
Problem-solving	85%	14%	73%	20%	73%	22%
Responsibility	80%	18%	78%	16%	75%	19%
Adaptability and flexibility	54%	36%	56%	30%	49%	34%
Team work	58%	33%	58%	30%	49%	33%
Leadership	66%	27%	65%	24%	55%	29%
Active learning	67%	29%	62%	28%	61%	32%

Source: Kalousková, P., Vojtěch, J. Potřeby zaměstnavatelů a připravenost absolventů – souhrnný přehled. Národní ústav pro odborné vzdělávání. Praha: 2008.

¹² *SearchCIO.com*, 21 May 2008, 15 Mar. 2011 <<http://searchcio.techtarget.com/definition/hard-skills>>

¹³ The secondary sector of economy includes those economic sectors that create a finished, usable product: manufacturing, processing and construction.

¹⁴ The tertiary sector of economy is the service industry. This sector provides services to the general population and to businesses.

¹⁵ The quaternary sector of economy consists of intellectual activities: government, culture, libraries, scientific research, education, information technology.

2.3.5. Teamwork

“Teamwork is defined as cooperative effort by the members of a group or team to achieve a common goal. Organizations worldwide are beginning to realize and profit from the synergies an effective team can create. Teamwork is a trend, not a fad.”¹⁶

Teamwork undoubtedly belongs to the group of soft skills. Nevertheless, I decided to mention it separately because it is a current trend and I wanted to pay special attention to it.

Although teamwork is obviously vital to the team sports, it can bring incredible results virtually in any part of our life. Businesses have found that the key to successfully completing projects is often through the development of teams. Teamwork has become an essential element for the success and survival of a business. The magic of teamwork is that when a team is composed of people with different skills and knowledge and each of them focuses on the work they know best, the team as a single unit can deliver better results than any individual alone. Teamwork is often difficult and the members of the team have to be disciplined, then it can bring great results. This trend is connected with the importance of soft skills; the ability to work in a team and be a good team player is one of the most important soft skills we can think of.

2.3.6. The Importance of Communication in Foreign Languages

The importance of foreign languages is very high these days. Thanks to open borders, for example in the European Union, many companies cooperate with partners abroad. These companies need good translators, who will help them to communicate with their partners. The best solution is to hire employees who have the knowledge of one or two foreign languages and will be able not only to translate, but also to perform the actual job.

Although English is considered the ‘universal business language’, knowledge of further languages opens up additional opportunities. *“Among these languages are traditionally important European languages such as German, French and Spanish, but*

¹⁶ Bo Bennett, “Teamwork,” *Year to Success*, 19 Jan. 2008, 17 Mar. 2011
<<http://www.yeartosuccess.com/members/y2s/blog/VIEW/00000008/00000064/Teamwork.html>>

also to an always higher degree other universal languages like Chinese, Arabic and Russian.”¹⁷

2.3.7. New Ways of Recruitment¹⁸

Ten or fifteen years ago, the best and maybe the only possible way to find new employees was through job advertisement in the press. Nowadays, press advertising is used mainly for marketing purposes. The most important place for job advertising is the Internet, mainly the specialized job servers that function as an electronic advertising space. Using these servers to find new employees has become a traditional way of recruitment.

According to Věra Newbold, the Recruitment Supervisor of Telefónica O2 Czech Republic, new trends in “on-line” recruitment include not only using the Internet as a space for advertising, the main focus became various social networks and targeted marketing. Among the modern ways of recruitment through social networks I have to mention LinkedIn.com, a global business-oriented social network site used mainly for professional networking. The purpose of this site is to allow registered users to maintain a list of contact details of people whom they know and trust in business. The people in the list are called connections and users can invite anyone to become their connection. Having a profile with many connections is a question of prestige and also a must if you work as a recruitment specialist. Other social networks such as Facebook.com or Czech site Lide.cz can be used for recruitment mainly through advertising.

Targeted marketing is another modern way of recruitment. It includes for instance sponsored links which operate on the basis of key words. When a user enters a specific word or phrase into the Internet browser, it is very likely that along with the relevant information a paid advertisement will appear on his screen.

Another trend is that companies often do not recruit employees on their own. They use the possibility of outsourcing instead. Recruitment agencies are used for recruiting employees for administrative positions and lower or middle management positions. If a

¹⁷ “Knowledge of foreign languages provides more opportunities to small and medium-sized entities,” *just 4 business*, 27 Feb. 2007, 19 Feb. 2011 <<http://just4business.eu/2007/02/knowledge-of-foreign-languages-provides-more-opportunities-to-smes/>>

¹⁸ see “Nové trendy v náboru zaměstnanců,” *KarieraWeb.cz*, 1 July 2009, 16 Mar. 2011 <<http://kariera.ihned.cz/c1-37653540-nove-trendy-v-naboru-zamestnancu>>

company wants to find a suitable person for a position in the top management, it can use the service of headhunters¹⁹.

2.3.8. The Importance of Life-long Learning

Life-long learning is becoming an important part of the development of individuals as well as the whole society. Today's world is very fast, full of inventions, new technologies and disciplines. To be able to keep ourselves up to date with these changes we have to educate ourselves continually and stay in touch with the trends. It is necessary for people to be able to use new communication and information technologies, and understand changes in economy, politics or culture. Life-long learning serves as a means of adaptation to the new conditions. What we learn as a part of our primary, secondary or tertiary education does not necessarily have to remain true for the rest of our lives.

The importance of life-long learning is being quite underestimated in our country, although other European countries and institutions started to support various forms of life-long learning many years ago. The most important reason for starting with life-long learning is to increase self-worth in the labour market. Life-long learning can give you a lot, among the most positive factors we can mention the opportunity to deepen your skills and increase motivation for personal development or higher social status.

2.3.9. Corporate Social Responsibility

In the late 20th century, mainly in the beginning of 21st century, a growing number of corporations began to think about the impact of their company on the society. This was primarily because consumers became more aware of the corporate activities around the world. Many of these corporations began to implement Corporate Social Responsibility programs designed to compensate some of their impact on the world.

“Corporate Social Responsibility (CSR) involves the implementation, tracking and self-reporting of corporate behaviour relating to Environmental, Social and Governance (ESG) issues. From “green” initiatives to community service to responsible hiring and

¹⁹ Headhunter is an independent employment service (or individual) that seeks out personnel for high-level executive positions, formally known as an executive search company.

workforce practices, the CSR movement has taken hold in companies across the globe."²⁰

This is one of the possible definitions of CSR, although there are other definitions available. Almost every corporation has a different approach to the CSR activities and focuses on different scope of these.

2.3.10. The Importance of Information Management

*"They take information that someone else has produced, use or combine it with other information from other sources and convert it into information for others to use. That is 65% of the working population; Accountants, project managers, company directors, bankers, etc. Despite one of the real products of the 21st century, information is rarely taken seriously. Multiple industry research projects have shown that white-collar workers lose 35% of their time searching for information and the problem grows year on year."*²¹

Nowadays, the volume of information grows at a tremendous speed. In order to be able to manage all the important data, organize it and make it available for people who need it, the companies have to focus on the information management more than ever before. The current situation shows that companies often combine several different systems such as CRM programs (Customer Relationship Management), email, public folders, network drives or spreadsheets. This often results in confusion and lot of time is wasted by the search of information. However, there are also companies that have found the right way to organize information and data, particularly thanks to the various information management systems.

2.3.11. The Quality of Human Resources

To finish the first part of my thesis, I would like to introduce one last trend that is somehow reflected in almost all of the other trends I have mentioned above. There is an obvious growth of technological progress in our society and advanced economies are moving to production and services based on hi-tech technologies. This entails increasing demand of the modern workforce. The employees have to be ready to work with new

²⁰ „The ‘Corporate Social Responsibility trend’: Redefining the Business Landscape and Creating New Corporate Duties,” *Law Reports*, Nov. 2008, 23 Feb. 2011

<http://www.lw.com/upload/pubContent/_pdf/pub2362_1.pdf>

²¹ “The Importance of Information Management,” *NetMonkeys*, June 2009, 8 Mar. 2011

<<http://www.netmonkeys.co.uk/whitepapers/information-management.pdf>>

technologies, and at the same time willing to be constantly learning new things. Requirements are also getting higher for interdisciplinary skills, such as languages and management. This trend is closely related to the trend of life-long education and also to rising number of people with higher education – even the less qualified jobs are now performed by well-educated and skilled people.²²

2.4. Sub-Conclusion

All the above mentioned trends cause huge changes in the labour market as well as in the whole business world. Organizations cannot remain immune to these trends. They have to be flexible and adjust their activities to keep pace with their competitors. The same applies to the people who want to participate in the labour market. Those who want to succeed in the job market and start a successful career need to be attractive for the potential employers. This includes for instance good knowledge of at least one foreign language, some experience from abroad, well developed soft skills and a practical experience with organization management. The students, especially, should take their preparation seriously and should not remain inactive.

²² Věra Czesaná a kol., “Konkurenční schopnost České republiky – kvalita lidských zdrojů,” *Národní observatoř zaměstnanosti a vzdělávání*, 2008-2009, 19 Mar. 2011
<<http://www.nvf.cz/observatory/dokumenty/publikace/cz/analyticka%20cast%20-%20kapitola%20kvalita%20lidskych%20zdroju.pdf>>

3. AIESEC Organization

In this part of my bachelor thesis I will introduce the international student organization AIESEC. At this point I want to give a short introduction of the organization itself, describing its vision, so called AIESEC Experience, history and structure, so that we have all the basic information and can proceed to the analysis of the organization with respect to the current trends.

3.1. Introduction

AIESEC is the world's largest student-run organization. Its main focus is to provide a platform for young people to explore and develop their leadership potential. In other words, AIESEC gives students all around the world an opportunity to work on themselves, to get a practical experience in their field of study, to find out what they want to do in their life and to be more self-confident and ready for their future profession. AIESEC also wants young people to realize that only a leader with clear visions and goals can make a change in today's world and gives them a chance to become such leaders.

And what are the key activities of this organization? In the first place, it has always been the realization of international internships for students of various university backgrounds, so called exchanges. In cooperation with the companies, universities and other organizations, AIESEC provides every year the opportunity to live and work in a foreign country to over 10 000 of its members, the working areas are management, technology, education and development. Among other important activities of the organization belong local, national and international conferences, various projects focused on professional and personal development and many other educational events aimed at the AIESEC members as well as the public.

AIESEC Vision



Source: AIESEC International, *The AIESEC Way Toolkit* (International Conference in India, 2007) 9.

It is important for every organization to have a specific vision, goal and values. In case of AIESEC, an organization existing in more than 107 countries with more than 50 000 students involved, it is maybe one of the most important aspects of its existence. Every single member has to act according to the same values and believe in the same vision. It is the only way to ensure that an organization as big as AIESEC will grow and use its potential to make a change in the society.

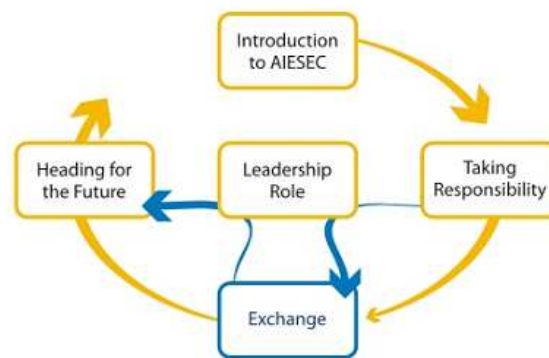
The original vision of AIESEC which was presented when the organization was established after the World War II was a bit different from today's vision. The main reason for establishing AIESEC was to enable people from different cultural environments to meet each other, understand each other's cultural and ethnic differences and in that way promote peace and prevent future generations from conflicts and wars.

This topic is still relevant and it is still a part of the AIESEC vision. However, a second part was added during the years of existence of the organization. AIESEC was developing and focusing on more and more activities. Many of these activities support not only the cultural understanding, but also personal and even professional development of young people. Therefore, the second part of the vision stresses the fact that AIESEC focuses on the development of its members, leads them to discover their potential and shows them how to use it in the right way.

3.2. AIESEC Experience

In this part I will explain how a person can be involved in AIESEC using so called AIESEC Experience. "The AIESEC Experience is an ideal learning an individual can gain during his/her involvement in AIESEC. It represents the main deliverable to our

stakeholders and is essential to all activities of AIESEC.”²³ Through AIESEC Experience the organization gives young people the desire to have a positive impact on society.



The AIESEC Experience, source: AIESEC International, *The AIESEC Way Toolkit* (International Conference in India, 2007) 9.

The AIESEC Experience is split up into five stages. **Introduction to AIESEC** represents the beginning of the AIESEC Experience and it is the stage where a new member gets education about the organization – from history of the organization to concrete processes and AIESEC products – and finds out what are the different opportunities to get involved.

After the first few weeks new members move to the stage called **Taking Responsibility** and slowly begin to contribute to the core work of exchange and to develop their personal and professional skills. They get their own job description and first responsibilities.

Leadership Role is the stage where an experienced member leads a team of other members (new members, other experienced members or for example a whole one AIESEC country) to ensure that the core and supporting work of exchange is being completed and that his or her members are developing their personal and professional skills.

Almost any time during their AIESEC experience (except the time when they have a leadership position with specific tasks and deadlines and therefore cannot leave the country for a longer period of time) the members can go for an **Exchange**. It is a stage where a member goes on an internship to a foreign country. As one product of AIESEC, the promotion of Exchange and the leadership experience are the two key deliverables. It is

²³ AIESEC International, *The AIESEC Way Toolkit* (International Conference in India, 2007) 11.

also possible for the members to participate only in the leadership role and not to go for an Exchange and vice versa, but it is not the ideal flow of the AIESEC Experience.

The last stage is called **Heading for the Future** and it is a stage where an experienced member takes the skills learned from his or her own AIESEC Experience and through various events and conferences he or she prepares to enter the labour world. It is the time for a member to realize what he or she has learned and how to use it in the future life or career. People at this stage are also valuable trainers and are often asked to give feedback on current activities of the organization.

3.3. History

“Devastation, turmoil, anger and despair. The world in which it all began in was not a pleasant one. Despite this, there was a burning need to bridge the gap across people and cultures as well as pressure for business schools to produce capable individuals to rebuild the economy.”²⁴

The AIESEC organization is present in the world for more than 60 years. It was established after tumultuous war years in March 1948 by a group of students from 7 different countries. The original aim for establishing the organization was to promote world peace and mutual understanding, to prevent war and eliminate conflicts caused by disparities between different cultures. Till the end of 40s, the members of the organization managed to carry out 89 international exchanges.

In 1951 AIESEC had its local committees in 14 European countries and it soon crossed the borders of Europe. Nowadays AIESEC is present in more than 107 countries all around the world. Czechoslovakia became a membership country in 1966 and at these days Czech Republic has 8 local committees (LCs) cooperating with major Czech universities.

3.4. AIESEC Structure

The structure of the organization is hierarchical with presidents and a team of vice-presidents or managers on international, national and local level.

²⁴ “60 years of activating youth leadership,” *aiesec.org*, 2008, 19 Feb. 2011
<http://www.aiesec.org/cms/export/sites/default/AI/60/files/AII_60Book_08_LR.pdf>



AIESEC structure, source: author.

AIESEC International (AI) with President of AIESEC International (PAI) is the highest unit within the whole organization. AI is located in Rotterdam, Netherlands and its members make decisions about the overall direction of the organization. Together with the president, AI consists also of vice presidents or managers focusing on specific areas, such as external relations, information management or finance.

Membership Committee (MC) with Membership Committee President (MCP) is the highest unit within one AIESEC country. MC positions have a bit different names and job descriptions than those in AI as they are closer to the everyday work and reality of “standard” members. Examples of MC positions are Vice President Talent Management or Vice President Outgoing Exchange (focusing on arrangement of internships for local students who want to go abroad).

Structure of Local Committees (LCs) which are groups of AIESEC members within one country is more complex as it has more levels and more different positions. I will describe the structure of LCs in the part called Leadership positions using the example of the LC Olomouc.

4. How AIESEC Works with the Trends

In the following part of my thesis I will use the international student organization AIESEC to give a practical example of how a such organization works with the current trends and how it can also help students and fresh university graduates to cope with these trends much easier. I will look at the organization from 2 different viewpoints.

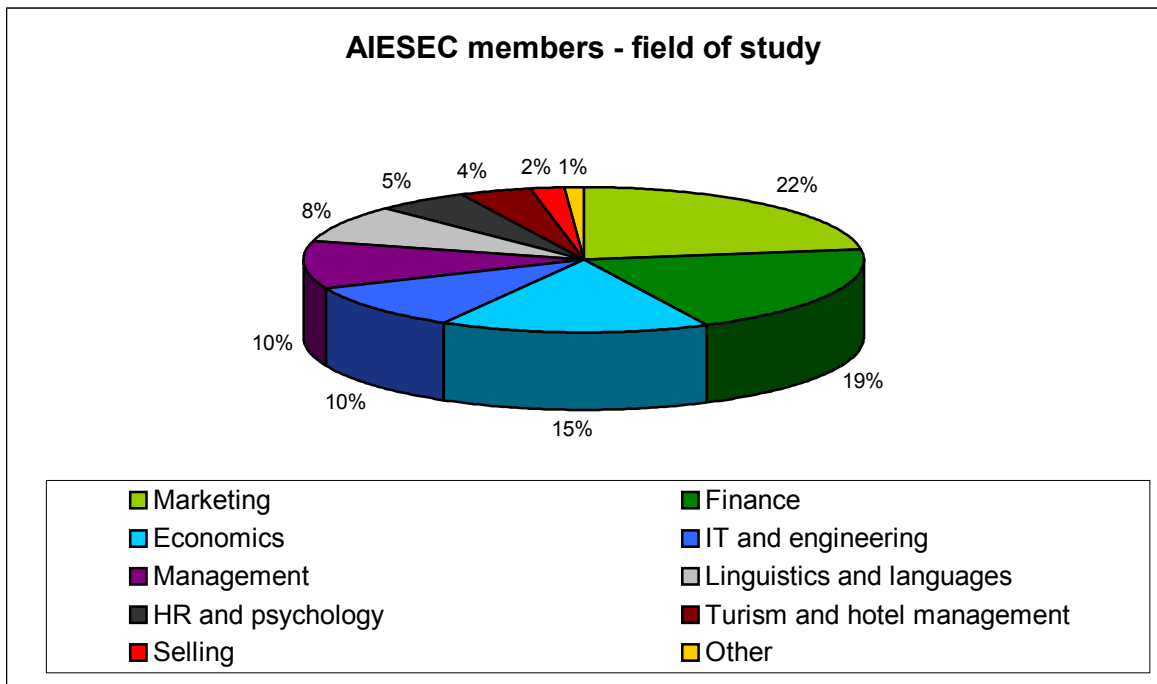
First of all, I will focus on AIESEC as on an active organization in the labour market and analyse the way it meets the current trends to keep pace with its competitors. Secondly, I will introduce AIESEC as an organization which helps students to develop their soft skills and language skills and enables them to get a practical working experience in their home country, participating as AIESEC members, or abroad, as international exchange participants. I want to demonstrate the successes of the organization as well as some improvement points.

To give this part of the thesis a clear structure I will choose some of the labour market trends described in the previous chapter and apply them to AIESEC reality. I will analyse only those trends that have some connection to the organization and can influence its activities.

4.1. Rising number of people with university education

Every year there are more and more students at universities. New faculties and new fields of study are open. As a student organization, AIESEC has to work with this trend and has to be able to conform to the needs and interests of students. There are several activities in progress in order to meet this trend.

First of all, AIESEC is growing at a tremendous pace. Every year the organization recruits more members with more diverse university background and interests. To give a specific example, the membership of AIESEC Czech Republic has grown from 350 members in March 2010 to 560 members in March 2011. Originally, AIESEC members were only students with economy and business related educational background. This has changed especially during the last ten years and AIESEC has currently members studying foreign languages, law, information technology, psychology and other majors. This diversification in the fields of study of the members has brought a lot of changes and a new approach to all the activities of the organization.



Source: Internal AIESEC Membership database

Apart from the members, AIESEC also had to expand and modify the range of products it offers to the students, especially the products connected with international internships. In 2010, AIESEC has completely changed the structure of the internships and made it more diverse according to the specific needs of the students. From the previous experience, the organization has found out that the students who are interested in going for an internship could be divided into 5 groups according to their age, field of study and preferences. Based on this division, AIESEC is now offering the right products to the right customers and the promotion is more targeted and effective.

Nevertheless, the focus of AIESEC still remains rather narrow concerning the diversity of the internships. There are students of many fields of study, such as medicine, history or journalism, that AIESEC has nothing to offer to, except the basic Culture Experience Programme (usually a 6 weeks internship related to variety of issues in community development and intercultural understanding).

Moreover, there are some other organizations that offer internships for students in specific fields of study, with specific job descriptions customized to the needs of these students. Such organizations also offer membership with many benefits and they have become AIESEC's strong competitors.

4.2. High Unemployment Rate of Fresh University Graduates

This trend is connected with rising number of people with higher education mentioned above. As there are more and more people with higher education, it has become for them more difficult to find a good, well-paid job, especially right after leaving the university. Strong competition in the labour market allows only the best to succeed and find the job of their dreams. AIESEC Czech Republic is currently running several projects to support university graduates and help them to successfully enter the labour market.

4.2.1. Career Days

Career Days is a traditional fair of the nationwide leading companies in the Czech Republic organized by AIESEC Czech Republic. 19th year of Career Days took place on 2nd and 3rd March 2011 in hotel Diplomat in Prague.

This event brings together students or fresh university graduates on one hand, and companies who are interested in providing job opportunities to young and perspective people on the other. It is open not only for students who are currently looking for job but also for those who will enter the labour market in a few years and want get an overview of what companies offer and require from the potential employees.

The whole event is divided into three parts. During the first part students get a chance to meet the representatives of the participating companies through individual meetings, group discussions, workshops or real job interviews. The second part consists of presentations of the companies and during the third part students can attend trainings focused mainly on soft skills, such as a presentation or communication skills.

4.2.2. Talents of Tomorrow

Talents of Tomorrow is a unique conference of AIESEC Czech republic, intended for the AIESEC members who are soon going to finish their AIESEC Experience and leave the organization. It is an extraordinary opportunity to interact with the partners of AIESEC Czech Republic and thus attract their attention as a potential employee. This conference is partially paid by the partners and the number of participants is limited to 45 people.

The main goals of the conference are to help AIESEC members to evaluate their experience and learn how to build on it, get information about the current situation in the

labour market, get to know some partnership companies of AIESEC Czech republic and start networking with them.

4.2.3. Tvojekariera.cz

This web portal (it could be translated as yourcareer.cz) is provided and administered by AIESEC Czech Republic. The intention of the portal is to build up contacts between companies and university students. This portal is nowadays used by more than 50 companies and it maintains records of more than 20 000 university students all over the Czech Republic.

One of the most important features of this portal is that it enables the companies to effectively and distinctly communicate with all the registered students. They can filter students based on their specific criteria and reach only their target group. Using direct emails they can instantly address the specified group of students.

The benefits for students are obvious. They can register for free and create a nice profile describing their educational background, previous experience, knowledge of foreign languages and other personal or professional information and finally start interacting with the companies.

4.3. Soft Skills

There are various ways how an AIESEC member can improve his or her soft skills. Members can take many different roles in the organization, participate on various events and by an actual practicing of their soft skills they can improve them very fast and easily. Among the most important soft skills for AIESEC members I would like to mention leadership skills, presentation skills, organizational skills, negotiation skills, responsibility, flexibility, pro-activity, time management or decision-making. In the following part I will choose the most important soft skills that members work with in AIESEC and I will also mention several events and activities focusing on soft skills development.

4.3.1. A Class Subject Called “Students’ Soft Skills”

The first thing I want to mention when talking about soft skills is the subject called Students’ Soft Skills, an original product of AIESEC Olomouc. Thanks to the cooperation with the Department of Applied Economics of Palacký University, AIESEC Olomouc

managed to launch its own course focusing on soft skills improvement. This course was introduced in Spring semester 2010 and it immediately became one of the most popular subjects of the whole department. A new topic is introduced every semester, the main topics of the course for this semester were leadership and teamwork.

The main reason for the success of this subject is probably the fact that every semester AIESEC Olomouc members invite different guests, experienced members or partners of AIESEC who know a lot about given topics and who are great speakers and trainers. This year, the organizers invited the former president of AIESEC Czech Republic Roman Bojko.

The course is full of interaction and the students fulfil practical tasks and it is designed in a way that makes the students participate actively. To give an example, last year the main topic was presentation skills. Students had to prepare their own presentations in advance, then they had to perform the presentation in front of their classmates and were given feedback and tips for improvement.

4.3.2. Leadership

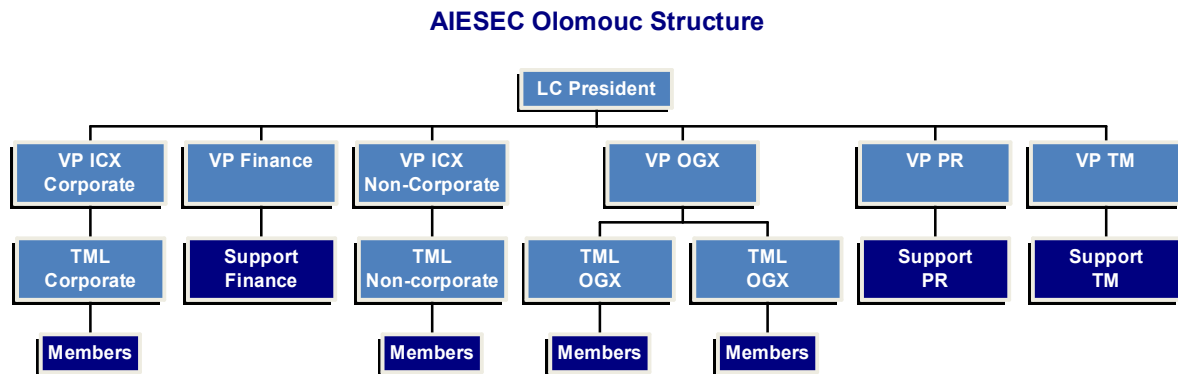
This skill is probably the most important one for the whole organization all around the world. The word leadership appears even in the logo of the organization, which contains a description that says: “The international platform for young people to explore and develop their leadership potential”. Developing leadership potential in young people, that is the main vision of the organization.

Leadership Positions

There are several different ways in which the organization seeks to make this vision come true. First of them is that it ensures that there are many leadership positions open on every level (international, national and local) every year. This is one of the most interesting things about AIESEC. It has a structure and hierarchy but all the leadership positions last maximum for one year. That is a time long enough for an individual to try to become a leader, to learn and improve their skills. At the same time, by selecting new people for leadership positions every year the organization gives more people the opportunity to become such leaders.

To be successful in AIESEC, you have to learn how to motivate people, how to lead them and show them that what they do makes sense. The members do not get paid for their work in AIESEC, except Membership Committees in some countries and people on the international level.

For an illustration, I include a scheme showing the structure of AIESEC Olomouc. All the positions in light blue frames are leadership positions.



AIESEC Olomouc structure, source: author.

The person who leads the whole LC Olomouc is called LCP, which means Local Committee President. President has a team of Vice Presidents (VPs), each of them responsible for one functional area.²⁵ Some Vice Presidents are responsible for Team Leaders (TMLs) – experienced members who lead teams of the new members or other experienced members.

Trainings and Transition of Knowledge

In the previous section I was talking about leadership positions in the organization. In AIESEC, anyone who has a motivation, who is proactive and wants to work on his or her personal development and enable others to do so can become a leader. Although, obviously, you cannot become a leader overnight.

When a member is selected for leadership positions, there are at least two months on the national and international level half a year or more of hard work and preparation in

²⁵All the functional areas are: ICX – Incoming Exchange, OGX – Outgoing Exchange, Finance, PR – Public Relations, TM – Talent Management

front of them, until they can actually perform in the position. First of all, the member has to go through several meetings with their predecessor in the position, so called “transition”. During these meetings the predecessor passes all his or her functional knowledge, documents etc. to them and gives them many professional as well as personal tips they might appreciate in the future. For several months this person becomes their mentor and a teacher who will talk to them about his or her own experience and give them advice for the future position.

Depending on the given position, the selected member also has to attend various trainings focused on those soft skills they might need to improve, mainly leadership - how to lead a team, how to motivate others - or presentation skills and time management. These trainings often take place at their home LC but they can also attend similar trainings at national or international conferences throughout the whole year.

Youth to Leadership Conference

Youth to leadership is a new project of AIESEC Czech Republic, that was first introduced in January 2011. AIESEC Czech Republic invited students together with representatives of major companies and organizations in the Czech Republic to spend one day at the University of Economics in Prague talking together about leadership. The event was open for all university students in the Czech Republic and the only requirement was that they had to be interested in personal development as well as the development of the Czech society through leadership.

The students as well as the companies had three different topics to discuss: Leadership in you, Leadership in companies and Leadership in society and they had to choose one of them based on their preferences. The agenda of this event comprised of various workshops, panel discussions and presentations.

4.3.3. Presentation Skills

Presentation skills also belong to the group of the most important soft skills for the AIESEC members. They are closely connected to the leadership skills, because no one can become a good leader without first being good at public speaking, knowing how to catch people’s attention or how to create an interesting presentation.

One of the first trainings that the new members in AIESEC attend is usually the training for the presentation skills. Being a good speaker and presenter is the most basic

skill that every AIESEC member needs to be successful in. On every level of the organization, members have to talk to different people, such as to the students who want to go for an internship or to the representatives of the companies. They might also speak in front of a bigger audience. In that case they have to be ready.

Various trainings for the presentation skills take place many times a year on local, national and international level.

“Train the Trainers” Seminar

This national seminar focuses especially on the presentation skills. The participants learn to deliver a professional session, training or presentation. In the Czech Republic it takes place twice a year and it is open for all AIESEC members who want to improve their presentation skills.

At the beginning of a three-days agenda, the participants are divided into the groups of a maximum of ten people. During the first day, all the participants have to perform their own presentation they have prepared in advance; they are being filmed on a video camera and then given a feedback about their presentation. During the next two days the participants go through several trainings based on their initial performance and have to prepare two more presentations to practice what they have learned. Throughout the whole seminar the participants receive feedback about their performance, focusing each time on a different aspect, such as visualization, body language or the interaction with their audience.

Train the Trainers concept is realized in many AIESEC countries all around the world with a great success because the presentation skills are very useful for all the people not only as being the AIESEC members but also and especially in their future life and career.

4.3.4. Organizational Skills

Many times during my AIESEC career I was responsible for organization of various events - sometimes for 5 people, sometimes for 50 people or more. Even on the local level there are many opportunities for the members to improve their organizational skills, they can manage some small team building activities for their own team or be participate in the coordination of a local conference for the whole LC.

In case the local level is not enough for them, the members can take apply for organizing a functional meeting for EB members of all the LCs from the whole country; this is organized six times a year. They can also become members of an organizational team for a national conferences, which is the biggest event on the national level. In the Czech Republic, national conferences have usually from 250 to 400 participants. If a member wants to take part in an organization of such a big event, the first thing to do is to send an application describing their past experience and their motivation for the work. The members can apply for several different positions in so called Organizational Committee (OC) – they can be responsible for instance for finding a suitable site for the conference, for finances, logistics, information technology or promotion. If they are even more ambitious, they can apply for a position called OCP – Organizational Committee President.

There are also many other opportunities that the members can take to improve their organizational skills, such as events for public, or meetings and conferences on the international level. In these cases the applications and selections of OC members are more difficult and only the best applicants have a chance to succeed.

4.3.5. Decision making

As an AIESEC member, a person might sometimes feel like thrown into the water. I have already mentioned that before a member starts to perform in any leadership position in the organization, they first have to go through a transition of knowledge and several trainings. Nevertheless, it is quite not possible to pass all the knowledge and information that members might need during the whole year. Moreover, many procedures, rules and processes in the organization change or are modified very often, mainly due to a high fluctuation of members in leadership positions. For these reasons, the members will often find themselves in a situation when they have to make a decision, no matter how much information they have about the given problem.

As we know, AIESEC is an organization run by students – only by students. This fact has many benefits, but also several negative points. One of them is that the students cannot devote all their time to AIESEC. They have to go to school, some members have a part time job and also many other hobbies and activities. Therefore it happens that the members do not focus on the work for AIESEC on 100% and they also make a lot of mistakes. Sometimes a member leaves the organization just when he or she is needed the

most or they simply do not deliver the results that their colleagues need. As a result of this, every day there are many unexpected situations that need to be solved right away.

Working for AIESEC, and especially having a leadership position, is demanding and sometimes full of obstacles but the more the members work, the more they learn. People with more than two years of AIESEC experience are strong personalities; they are flexible and do not fear to take risks and challenges.

4.3.6. Teamwork

In AIESEC, team work is present in almost every activity, it is an essential part of all the actions of the organization. One of the most important skills that AIESEC wants to develop in young people is leadership and as every team has to have its leader, the teamwork is probably the best way to develop leadership skills in members every day. Of course, there are other reasons why AIESEC uses teamwork so often.

All the AIESEC members are students and they have no or very little previous experience with the work they should perform. Therefore when a new member joins the organization, they spend the first months working in a team composed of other new members. Such team is lead by an experienced member who has a role of manager and leader at the same time. This structure is beneficial for the new members as they have somebody who helps them with their first steps in AIESEC. Furthermore, it has also many benefits for the leader of the team – he has a chance to practice his leadership skills and also gets a team of people who are ready to work and support the goals he wants to achieve.

Teamwork is present on every level of the organization. Every LC has an executive board (EB) which is a team of 6 or 7 people who lead the LC, the president of LC is the leader of this team. Each member of the EB team has his or her own responsibilities and work they do, some of them have even other teams with other team leaders to supervise. At the same time, the EB members have to work as a team when making important decisions about the current situation or the future of the whole LC. They have to cooperate on some common tasks such as planning of the future activities of the LC. The same structure is used on the national and international level of the organization. It has proven to be very useful.

Of course, the teamwork is not always an easy skill to learn and everybody is not a good team player, but even the biggest introverts and individualists can become good team players. All they need is to realize that when people share their knowledge and each member of a team focuses on the work he or she knows the best.

4.4. Communication in Foreign Languages

The official AIESEC language is English. All the official documents are in English, all the communication on the international and sometimes on the national level is done in English. For this reason, every new member has to have at least basic knowledge of English, but no higher level is required.

The most important thing for the organization is to provide its members with opportunities to learn. Members need to know some basics of English to be able to communicate, but if they want to improve their language skills, there are several ways to do so. For example, they can apply for a position of a buddy.²⁶ It is especially those members who are responsible for the communication with trainees who have to use English on a daily basis.

All the national conferences and other national events are also run in English as we want to make them open for the international students and trainees from abroad. Another reason for running all the important events in English is that the Member Committee (the team of 7 students who lead one AIESEC country) whose members are always present at such events always consists of two or more foreigners.

Finally, the best way to improve knowledge of a foreign language is to go for an international internship. Students who are applying for exchange have to go through the selection process which consists of several parts, one of them being language test. Every applicant for an internship has to know at least one foreign language at the level advanced – this required language is usually English. Nevertheless, most of the internships take place in countries where English is not the official language and so exchange participants have a great opportunity to learn the language of the country they visit.

²⁶ Buddy is a local student who takes care of one or more foreign students and helps them with their social and practical integration.

4.5. Information Management

Information management has become a big issue for AIESEC during the last years. The amount of information the organization needs to work with is continuously growing and some of the old ways of information management are no longer effective enough. In the following paragraphs, I will focus on the situation in AIESEC Czech Republic and describe in detail some specific problems.

4.5.1. Email Communication

Most of the communication between the members is done through emails. AIESEC CZ has its own domain (aiesec.cz) provided by Google and all members have an aiesec.cz account. This is very useful as members do not have to use their personal email addresses. On the other hand, in today's fast world people tend to communicate as much as possible through emails and arrange lesser number of personal meetings. Moreover, people are sometimes lazy and it is much easier for them to write an email asking their team leader or EB about something they are not sure about than trying to solve the situation on their own. As a result, the members on higher positions receive about 15 to 40 emails every day – this is the average number in LC Olomouc. Answering the emails is therefore the most frequent activity of our members which distracts them from their actual work. This way of communication also causes occasional misunderstandings and so called communication noise because some people do not check their emails as often as they should or often forget to reply.

4.5.2. Google Docs

The second most frequent way of sharing and getting information is through various kinds of Google Documents (Google Docs) provided for free by Google. AIESEC members literally use Google Docs for everything. To give a concrete example, I, as an EB member, have currently access to 49 documents, that were created to get and share various kinds of information about recruitment of new members, several different conferences, planning on local and national level, various surveys, local and national tracking, several local events etc. Eight of them were created by me.

Of course there are many positive aspects of using Google Docs. First of all, Google Docs enable users to create documents online and edit them whenever they want

using any computer with internet connection. Users can also share these documents with others and allow access to a specific document to as many people as they want. In that way you and your colleagues can edit and work on the same document and in real time see the changes the other person made. Google Docs can be used for creating forms, presentations, spreadsheets, drawings or collections.

The problem with Google Docs in AIESEC is that they are being overused. What sometimes happens is that because of a miscommunication the same thing is being tracked in two different spreadsheets. Another problem is that everybody uses them but almost nobody knows how to use them effectively, how to organize them and not waste time searching for the right one for several minutes. It also happens that members have so many Google Docs to fill in and check several times a week that they simply become overwhelmed.

4.5.3. Myaiesec.net

Myaiesec.net is an online database designed for the internal communication and operation of the AIESEC network. It is used by AIESEC members all around the world and it was first introduced in 2001. Every new member has to register to myaiesec.net and as the members go through their AIESEC Experience, the amount of information available for them in the network changes. The maximum amount of information is available for people with a leadership position.

Myaiesec.net has many different functions and there are many reasons for the members to use it. It includes, for example, a database of all members of the organization with some detailed information about each of them, a database of all students and companies that have signed an exchange contract with AIESEC, many statistics and surveys, a huge amount of various documents uploaded by the members all around the world to share with their colleagues, forums and blogs, daily news from the AIESEC world, lists and descriptions of current opportunities, several personal development tools and other items.

It is obvious that myaiesec.net is a very complex database with many functions and that is probably the biggest problem. It is too complicated, too difficult to work with and orient in. An average time that a member needs to get at least a little bit oriented in it is half a year or more. Some members simply do not use myaiesec.net at all except for the

first registration and several basic steps that are required. What also happens is that the members try to find other, more simple and user-friendly ways to share information and knowledge, such as Google Docs mentioned above.

4.6. New Ways of Recruitment

Recruitment of the new members is done in several different ways. First of all AIESEC still uses one of the oldest ways of promotion – posters and leaflets. From my own experience I can say that this kind of promotion still works and a nice, colourful, eye-catching poster still has a good value, especially for students who are often overwhelmed with a lot of online promotion trying to catch their attention on the Internet.

Secondly, AIESEC had to adapt to the current trends and it is now using online promotion as the most important way of communication with students. Social networks such as Facebook or Twitter together with AIESEC websites and the websites of the AIESEC's partnership universities are currently most important communication channels.

Another good source of potential new members are local or national events that are open for public, such as the Youth to Leadership conference or Career Days. AIESEC Olomouc has a special event called Orientation Days, a two days event for first year's students at Palacký University, and also its own university class subject called Students' Soft Skills. Both of these activities enlarge its database of contacts that the members can use for recruitment of new people.

The actual selection of new members has 3 stages. The first step which students who are interested in joining AIESEC have to do is filling in an online application, including some general questions about their age, education, interests and knowledge about AIESEC. The second part is an interview with an experienced AIESEC member who asks different question trying to find out more about the applicant's personality, their personal goals and plans. The last part of the process is the assessment centre, a modern selection tool used by companies all around the world. *“Assessment centre is a process whereby a group of participants undertakes a series of job-related exercises under observation, so that skills, competences and character traits can be assessed. Specially trained assessors evaluate each participant against predetermined criteria.”*²⁷

²⁷ “assessment centre,” *BNET*, 2010, 28 Mar. 2011 <<http://www.bnet.com/topics/assessment+center>>

Although AIESEC is using effective communication channels, Local Committees sometimes experience a serious lack of applicants for membership in AIESEC. There are many ways to explain why this happens. I will mention only one and probably the most important reason. Students have to work there “for free”, it takes their free time, it pushes them to work hard and leave their “comfort zone”. Not everyone is willing to undergo this process.

5. Other Student Organizations Present in the Czech Republic

In the last part of my bachelor thesis I will introduce 5 biggest student organizations (after AIESEC) currently present in the Czech Republic. These organizations, together with AIESEC, are among the biggest student organizations in the world.

For each organization I will provide several important numbers, a general description of the organization, a history overview and some other interesting facts. At the end of each part I will add a short comparison of the organization to AIESEC, based on my own research and opinions.

Organization	Countries	Members	Years of existence	Exchanges realized (2009)
AIESEC	107	45 000	63	10 000
IAESTE	85	unknown	63	4 100
ELSA	42	30 000	30	350
ESN	34	10 000	22	-
IFMSA	98	1 000 000	60	10 000
AEGEE	43	15 000	25	-

Source: author.

5.1. IAESTE

Organization	Countries	Members	Years of existence	Exchanges realized (2009)
IAESTE	85	unknown	63	4 100

The International Association for the Exchange of Students for Technical Experience (IAESTE) is an international, nongovernmental, non-for-profit organization which connects students attending courses at Technical Universities or Institutions of Higher Education. *“It is an Association of National Committees representing Academic, Industrial and Student interests. Each Member and Co-operating Institution is responsible for the administration of exchange in its own country.”*²⁸

²⁸ “About IAESTE,” *iaeste.org*, 24 Feb. 2011 <<http://www.iaeste.org/about>>

5.1.1. History

IAESTE was founded in January 1948 at Imperial College in London with Mr. James Newby as the first General Secretary²⁹. Former Czechoslovakia was one of the founding countries. It soon spread throughout the whole Europe and beyond as new countries were admitted to take membership every year. IAESTE is currently present in 85 countries around the world.

5.1.2. Mission³⁰

“To operate a high quality practical training exchange program between members in order to enhance technical and professional development and to promote international understanding and goodwill amongst students, academic institutions, employers and the wider community.”

5.1.3. Aims³¹

- To provide students in higher education with technical experience relevant to their studies
- To offer employers well-qualified and motivated trainees
- To be a source of cultural enrichment for trainees and their host communities

5.1.4. Comparison to AIESEC

IAESTE is a student organization similar to AIESEC, but there are some aspects which are different. The biggest difference is probably the fact that IAESTE operates only at technical universities and focuses only on internships for students with a technical background. The total number of exchanges realized per year is approximately half the number of the exchanges realized by AIESEC.

Unlike in AIESEC, the highest positions in IAESTE management are occupied by adults, although so called Local Centres – the lowest organizational units – are led by students as in AIESEC.

²⁹ General Secretary is the head of the Board, the highest authority within the hierarchy of the organization.

³⁰ “Aims,” *iaeste.org*, 24 Feb. 2011 <<http://www.iaeste.org/about/aims>>

³¹ “Aims”

Concerning some similarities between these two organizations, IAESTE also focuses on personal and professional development of young students. One of the biggest projects of IAESTE Czech Republic is called iKariéra and it is a job opportunities fair that takes place once a year at 7 Czech universities. This project provides a great opportunity for students to get some information about the situation in the labour market or find their first job. It has become a great competitor for Career Days organized by AIESEC.

5.2. ELSA

Organization	Countries	Members	Years of existence	Exchanges realized (2009)
ELSA	42	30 000	30	350

ELSA is the European Law Students' Association which offers students a platform to develop their skills and meet other law students and legal professionals throughout the Europe. It is an international, independent, non-political, non-profit-making organization run by students.

“ELSA-activities comprise a large variety of academic and professional events that are organized to fulfil the vision of ELSA and in order to provide its members opportunities to enhance their skill and to interact with each other.”³²

5.2.1. History

ELSA was founded on May 4th 1981 in Vienna by students from Poland, Austria, Hungary and West Germany. *“The idea was to promote international contacts and mutual understanding among law students on both sides of the iron curtain.”³³* Within a short time, the association expanded into the northern part of Europe.

In 1984 a Short-Term Exchange Programme STEP (now Student Trainee Exchange Programme) was developed and first trainees were sent to Canada.

³² “About ELSA,” *elsa.org*, 2011, 27 Feb. 2011 <<http://www.elsa.org/aboutelsa.html>>

³³ “About ELSA”

In 1991 ELSA had almost 30 membership countries and it continued growing in many aspects, such as number of STEP trainees or number of partnerships with other organizations.

After an expansive period during 1990's the last few years have been more focused on ensuring high quality within the network. Now in 2011 ELSA has reached an age of 30 years. The network consists of 42 national groups spread all over Europe.

5.2.2. Vision³⁴

A just world in which there is respect for human dignity and cultural diversity.

5.2.3. Means³⁵

- Providing opportunities for law students and young lawyers to learn about other cultures and legal systems in a spirit of critical dialogue and scientific co-operation.
- Assisting law students and young lawyers to be internationally minded and professionally skilled.
- Encouraging law students and young lawyers to act for the good of society.

5.2.4. Comparison to AIESEC

ELSA is a student organization run by and for law students. That is probably the biggest difference from AIESEC which has a much broader scope. On the other hand, this specialization has many positive aspects. ELSA organizes many events and creates many projects that are aimed just at law students. Such activities have a great value for students as they are closely connected with their field of study and meet their specific needs.

Similar to AIESEC, ELSA has an international exchange programme which enables law students and young lawyers to gain their first practical experience. Although this programme has a long tradition, the amount of students sent abroad is still very low compared to the number of ELSA members.

ELSA concentrates on the activities that deepen the knowledge of the students and can help them in their future career. Examples of such activities are professional

³⁴ ELSA International Board 2009-2010, *ELSA Annual Report* (Bruselles: ELSA International, 2011) 32.

³⁵ *ELSA Annual Report*

conferences, law enterprises, job-fair or legal workshops with the main aim to acquaint students with practical knowledge necessary for legal practice. AIESEC also organizes such events, but the main focus is still placed on the exchange experience.

5.3. ESN

Organization	Countries	Members	Years of existence	Exchanges realized (2009)
ESN	34	10 000	22	-

Erasmus Student Network is one of the biggest interdisciplinary student associations in Europe, founded for supporting and developing student exchange. *“ESN works for the creation of a more mobile and flexible education environment by supporting and developing the student exchange from different levels, and providing an intercultural experience also to those students who cannot access a period abroad.”*³⁶

The services of ESN concentrate on students who are returning from exchange to support them in integration process in their home country by keeping contact with an international environment. However, the main focus of ESN is placed on current exchange students who often face problems in a foreign country. ESN offers help in academic, social and practical integration.

5.3.1. History

The Erasmus Programme, a European Union student exchange programme was established in 1987. It was created to provide students the opportunity to spend part of their studies abroad.

*“In 1989 the Erasmus bureau invited 32 former Erasmus students for an evaluation meeting in Gent, Belgium. This meeting was a starting point for Erasmus Student Network.”*³⁷ Students who participated in Erasmus Programme were facing many problems during the exchange. These problems were the main tasks for the founders of ESN to work

³⁶ “What is ESN,” *esn.org*, 27 Feb. 2011 <<http://www.esn.org/content/what-esn>>

³⁷ “History,” *esn.org*, 27 Feb. 2011 <<http://www.esn.org/content/history>>

on. “Students helping students” is the idea which stood behind all this and which is still the most important motto of ESN volunteers.

22 years after the creation, ESN is present in 361 Higher Education Institutions in 34 European countries. The interest to spend part of their studies abroad is continuously increasing among the students and Erasmus Student Network is necessary more than ever before.

5.3.2. Vision³⁸

Enrichment of society through international students.

5.3.3. Mission³⁹

ESN is the key volunteer student organization in international higher education in Europe. We provide opportunities for cultural understanding and self-development under the principle of SHS – Students Helping Students.

5.3.4. Comparison to AIESEC

ESN is a student organization quite different from AIESEC. It works on many projects, but most of them are aimed at one specific group of students – those, who have left their country for several months to study abroad thanks to Erasmus Programme. ESN does not actively participate in realization of exchanges, although it closely cooperates with European Union Erasmus Programme and contributes to the improvement and accessibility of student mobility.

These activities are just a fraction of all the activities of AIESEC. Similar to ESN, AIESEC also works with a buddy system and organizes events and trips for students who came to Czech Republic for their internship.

Members of ESN are volunteers who are interested in socializing with foreign students and spending their free time doing something meaningful. AIESEC members have the same interests but on top of that they want to develop their skills in

³⁸ “What is ESN”

³⁹ “What is ESN”

business-connected activities and gain a practical working experience to help them in their future career.

5.4. IFMSA

Organization	Countries	Members	Years of existence	Exchanges realized (2009)
IFMSA	98	1 000 000	60	10 000

The International Federation of Medical Students' Associations is one of the biggest student organizations in the world. It is an independent, non-governmental and non-political organization run for and by medical students on a non-profit basis.

“IFMSA is the other half of being a medical student; as well as playing our role in the improvement of medical education, IFMSA gives medical students the opportunity to go beyond the medical school and hospital and get the global health picture.”⁴⁰

IFMSA has 2 different exchange programmes. First of them is called SCOPE (Standing Committee on Professional Exchange). This programme is a fully educational and cultural experience and it is organized entirely by medical students, with the help of medical faculties around the world (87 of 98 IFMSA countries participate in the SCOPE program). The second one is called SCORE (Standing Committee on Research Exchange) which is organized in the same way as SCOPE and provides intensive research projects for students to expand their knowledge in specific scientific areas.

5.4.1. History

IFMSA was created after the end of the Second World War in Denmark in 1951. Only 8 European countries took part in the beginning. The first members of the organization were England, Austria, the Federal Republic of Germany, Finland, Norway, Sweden, the Netherlands, Switzerland and Denmark. Not long after its establishment the organization started to spread behind the borders of Europe.

⁴⁰ “About us,” *ifmsa.org*, 2008, 27 Feb. 2011

<http://www.ifmsa.org/index.php?option=com_content&view=article&id=167&Itemid=110>

IFMSA has always focused on student mobility (exchanges) as well as conferences and workshops. In 1963 IFMSA also started to organize various summer schools for students of medicine. In 1960s many of the IFMSA projects were focused on helping less advantage students in developing countries. In the 1970s the organization was growing a lot and it helped to create regional medical student organizations in Africa and Asia.

Leadership Training Programs, which are still active today, were created in 1986 in collaboration with World Health Organization. In the following years, IFMSA and WHO collaborated on many projects and workshops and training programs. Since 1971 IFMSA has been collaborating also with UNESCO. Few years ago IFMSA became an official supporting organization of Healthcare Information For All by 2015.

5.4.2. Mission⁴¹

“Our mission is to offer future physicians a comprehensive introduction to global health issues. Through our programming and opportunities, we develop culturally sensitive students of medicine, intent on influencing the trans-national inequalities that shape the health of our planet.”

5.4.3. Comparison to AIESEC

IFMSA is an international organization run by and for medical students. It was established 60 years ago so it has an extensive history and huge experience. Similar to AIESEC, IFMSA organizes international internships for students all around the world; it has created many successful projects and organized important conferences. Partners of AIESEC are world leading companies, such as Microsoft, Unilever, Electrolux or PWC. IFMSA cooperates with World Health Organization, UNESCO or UNICEF. The number of internships organized by each organization per year is approximately the same (10 000). At first glance it might seem that these two organizations are more or less similar.

If we take a closer look we will see that IFMSA activities have much bigger importance and should be much more appreciated. AIESEC tries to stimulate leadership skills in young people and it seeks to prepare students to their future career, to make them more skilled and self-confident. IFMSA, on the other hand, saves peoples lives – not

⁴¹ „About IFMSA,“ *ifmsa.cz*, 2011, 27 Feb. 2011 <<http://www.ifmsa.cz/?lang=english>>

directly, but through various projects focused on health education, AIDS prevention or human rights. On top of that, IFMSA operates in roughly the same number of countries but has 20 times more members than AIESEC.

5.5. AEGEE

Organization	Countries	Members	Years of existence	Exchanges realized (2009)
AEGEE	43	15 000	25	-

AEGEE (Association des Etats Généraux des Etudiants de l'Europe / European students forum) is a non-governmental, politically independent and non-profit organization. It is open to students and young people from all faculties and disciplines and promotes cooperation, communication and integration amongst young people in Europe.

“AEGEE puts the idea of unified Europe in practice. A widely spread student network provides the ideal platform where youth workers and young volunteers from 40 European countries can work together on cross border activities, such as conferences, seminars, exchanges, training courses, Summer Universities, Case Study trips and Working Group meetings.”⁴²

5.5.1. History

AEGEE was established on 16th April 1985 during a big conference in Paris led by Franck Biancheri aiming at overcoming the ongoing Eurosclerosis. The conference proved to be very successful and the main outcome of it was the common statement published in Le Monde (well known French paper): “Eastern Europe is Europe as well.” The name AEGEE was related to the Aegean Sea where democracy was created 2 000 years ago.

In 1987 AEGEE achieved its biggest political success when it successfully lobbied for the implementation of the ERASMUS Mobility programme for exchange of students. By that year the organization was already established in 40 university cities. In 1986 AEGEE introduced many big projects (e.g. Euromanagers, Europolice, Moot Court,...) and most of them survived to these days and now work independently.

⁴² “About AEGEE,” *aegee.org*, 2011, 27 Feb. 2011 <<http://www.aegee.org/Pages/about.html>>

During the years 1989-95 AEGEE spread to Central, Eastern and also Northern Europe and supported the development of Central and Eastern Europe by transferring the major events there. The association also started organizing Case Study Trips to countries like Albania, former Yugoslavia or Moldavia to explore young Europeans' daily life in the country.

The period of bad administration of AEGEE started to improve in 1995 when the whole group of 16 people leading the whole organization (so called Comité Directeur, Committee of Directors) moved to Brussels and started to live together and work as a real team. *“The biggest projects of the time were the “Find your way” project in 1996, directing towards leaders of youth NGO’s and the “Europe and Euro“ project in 1997, raising awareness of the new European currency, five years before its introduction.”*

In 2000 AEGEE introduced new projects and started a successful scholarship programme to enable students from Kosovo to study at Western Europe universities. The AEGEE network reached the number of 250 branches. In 2003 a great project was born. Its name was “Youth and Globalisation” and it gathered African and European student organizations through a World AEGEE Youth Summit.

Nowadays, the actions of AEGEE are focused mainly on higher education, peace and democracy and it has a network of more than 15 members spread all around the Europe.

5.5.2. Vision

We strive for:⁴³

- An open and integrated Europe, with a sense of common identity, defined and united by shared values, taking diversity as its source of strength.
- A society where all young people are provided with diverse learning opportunities, to become competent professionals in international setting.
- An ever-active role of citizens, from a young age, where personal and professional well-being is as important as responsibility towards social prosperity.

⁴³ “Mission and Vision,” *aegee.org*, 2011, 27 Feb. 2011 <<http://www.aegee.org/Pages/mission-and-vision.html>>

- A diverse network of young people; based on trust and mutual understanding, where they join and enrich each others' interest at work together for the interest of the society.

5.5.3. Mission

We work as:⁴⁴

- Non Formal learning platform for personal and professional development
- Network for active citizenship initiatives as both grassroots and European level in all fields of society
- Provider of intercultural experience for young people, through cross-border and cross-cultural activities

5.5.4. Comparison to AIESEC

The biggest difference between AEGEE and AIESEC is that almost all the activities of AEGEE are focused mainly on Europe and especially on the European Union. The purpose of establishing of AEGEE was very specific – to support the process of European integration.

Although AEGEE is more than 30 years younger than AIESEC, it has already managed to realize a great number of influential projects to support its main goal – integrated Europe maintaining a diverse learning environment. Many of the project are organized in the global scope, such as the flagship project of AEGEE Europe for the years 2010/2011 called Beyond the Europe which aims at empowering young people in and outside the Europe to deal with global challenges.

As well as AIESEC, AEGEE has a special project for young people to give them an opportunity to visit foreign countries. It is called Summer Universities and it is a project organized every summer lasting from one to four weeks. There are various kinds of activities carried out during the Summer Universities, such as classes to learn foreign language, different courses on technical themes or multicultural activities. The purpose of Summer Universities is the same as of AIESEC exchanges – getting to know other cultures – although both organizations have a different way to approach this goal.

⁴⁴ “Mission and Vision”

6. Conclusion

The aim of the first part of the thesis was to determine the current trends in the labour market. I have found that particularly fresh university graduates have a difficult position in the labour market, mainly because they have no previous working experience. Moreover, people are nowadays more and more interested in higher education and the number of university graduates gradually rises.

Other important labour market trends valid not only for university graduates are the importance of soft skills, such as presentation skills or teamwork, communication in foreign languages or lifelong learning. Some of the current trends, such as the importance of information management or corporate social responsibility influence not only the labour market, but also other spheres of the economy.

In the second part of the thesis I introduced the international student organization AIESEC and then I continued with a more detailed analysis of the organization with respect to the current labour market trends. Some of the trends are very positive for AIESEC. A such trend is for example the rising number of university students, because this fact enables AIESEC to recruit more members and grow as an organization.

Other trends cannot be explicitly described as positive or negative for the organization, but AIESEC tries to work with them so that they can eventually become positive both for the organization and for its stakeholders. Here we can mention for example the growing importance of soft skills – AIESEC focuses on many activities aimed at soft skills improvement and through these activities it helps students to have a better position in the labour market in the future.

There are also some labour market trends that AIESEC struggles with, such as the importance of information management. The information management processes in the organization are not effective and complex enough and I have found some obvious improvement points that AIESEC should work on.

The last chapter of the bachelor thesis introduced other international student organizations present in the Czech Republic. Each of them has its specifics but generally speaking I have found out that all of them were created for the similar reasons, such as promotion of peace, intercultural understanding and education. Organizations that are close to AIESEC in terms of business-related activities are AEGEE and IAESTE.

Shrnutí

Cílem této bakalářské práce bylo představit studentskou organizaci AIESEC, analyzovat, zdali se AIESEC úspěšně přizpůsobuje současným trendům na trhu práce a dále vyhodnotit, jakými způsoby organizace napomáhá studentům v osobním i profesionálním rozvoji. Práce byla rozdělena do několika částí, které na sebe logicky navazují a podávají náhled na danou problematiku z několika různých úhlů pohledu.

První část práce se zabývá aktuální situací na trhu práce. Poznatky obsažené v této části vychází z odborné literatury a především z internetových článků renomovaných webových adres, jako jsou například peníze.cz.

Trh práce je místem, kde se střetává nabídka práce s poptávkou po práci. Je to velice heterogenní trh, jeho účastníci se liší věkem, znalostmi, schopnostmi, atp. Trh práce slouží jako prostor, ve kterém se setkávají zaměstnavatelé a uchazeči o práci a hledají svoje ideální „protějšky“. Dokud je nenaleznou, někteří lidé zůstávají nezaměstnaní a některé pracovní pozice zůstávají volné. Pro zajištění trvalého rozvoje ekonomiky je nezbytné, aby vzdělávací systém účinně reagoval na změny na trhu práce a na měnící se ekonomické podmínky. Je důležité, aby byla budoucí pracovní síla už v rámci vzdělávacího procesu připravována tak, aby mohla úspěšně vstoupit na pracovní trh a nalézt tam uplatnění.

Jedním z aktuálních trendů přímo ovlivňujících trh práce je neustále rostoucí počet vysokoškoláků. Zájem o studium na vysokých školách stoupá a podle údajů Střediska vzdělávací politiky Univerzity Karlovy bude mít na konci roku 2017 již více než polovina mladých Čechů ve věku mezi 25 a 34 lety vysokoškolské vzdělání. V Česku je tento trend dobře patrný, avšak v porovnání s ostatními státy Evropské Unie je Česká republika stále pozadu.

Protože počet lidí s vysokoškolským vzděláním roste, stává se pro vysokoškoláky stále obtížnějším sehnat práci, která by odpovídala jejich kvalifikaci a představám. Odeznívající finanční krize jejich situaci na trhu práce také příliš neprospěla, avšak v porovnání se středoškoláky a lidmi s nižším vzděláním mají absolventi vysokých škol stále výhodu.

Finanční krize, která v posledních letech otřásla celým světem, nepříjemně ovlivnila nejenom situaci vysokoškoláků, ale i ostatních účastníků pracovního trhu,

především zaměstnavatelů. Mnoho firem propouští a nové náborů jsou v nedohlednu. Firmy, které však nebyly finanční krizí zasaženy a otevírají výběrová řízení na nové zaměstnance se shodují, že množství uchazečů o práci je mnohdy až extrémně vysoké. Šanci získat lukrativní zaměstnání mají jen ti nejschopnější uchazeči, ostatní se musí spokojit s prací, která často neodpovídá jejich kvalifikaci.

Dalším z významných trendů na trhu práce je fenomén zvaný soft skills. Při výběrových řízeních často rozhodují dovednosti jako je kreativita, flexibilita, komunikační dovednosti, prezentační dovednosti a jiné. Mezi soft skills můžeme zařadit také schopnost týmové spolupráce, která hraje stále významnější roli a to nejenom ve firemním prostředí. Opakem soft skills jsou hard skills, tedy specifické naučitelné dovednosti, jako je práce s počítačem, psaní všemi deseti, ovládání strojů a podobně. Mezi hard skills řadíme také znalost cizích jazyků. Schopnost komunikace minimálně v jednom cizím jazyce je v dnešní době základním požadavkem u mnoha pracovních pozic, zejména z důvodu stále rostoucí spolupráce českých firem se zahraničím a také přítomnosti zahraničních firem na českém trhu. Například angličtina je již v současnosti ve světě byznysu považována za “univerzální jazyk.“

Mezi trendy na trhu práce dále patří také nové moderní způsoby náboru a oslovování potenciálních zaměstnanců. Firmy stále využívají klasické způsoby, jak jsou například inzeráty, avšak spíše než denní tisk si zaměstnavatelé pro publikaci svého inzerátu volí dnes již zcela běžně využívané internetové servery s nabídkou práce, tzv. job portály. Trendem je také outsourcing celého procesu získávání a výběru zaměstnanců prostřednictvím personálních agentur. Jedním z nejmodernějších způsobů oslovování konkrétních skupin lidí nebo dokonce jednotlivců je potom komunikace přes sociální sítě, zejména prostřednictvím linkedin.com, celosvětové sociální sítě využívané pro profesionální účely.

V posledních letech jsme zažili relativně významný zlom v oblasti vzdělávání, který vychází zejména z celkových změn ve společnosti. Svět jde rychle kupředu, každý den se rodí nové technologie, neustálý pokrok se promítá do všech oblastí lidského života. Abychom byli schopni se všemi změnami držet krok, je potřeba se neustále vzdělávat. Důraz na celoživotní vzdělávání patří k nejvýznamnějším trendům 21. století. Rychlý rozvoj světa s sebou nese také obrovské pokroky v oblasti komunikace a přenosu informací. Vysoké nároky na manipulaci se stále větším množstvím informací daly za

vznik zcela nové oblasti, tzv. informačnímu managementu, který se zabývá možnostmi přenosu, uchovávání a organizování informací.

Poslední uvedený trend popisuje fenomén posledních dvou desetiletí, tzv. společenskou odpovědností firem. Společenskou odpovědností firem se zabývají zejména velké nadnárodní korporace, které začínají uvažovat nad tím, jaký je jejich dopad na společnost a životní prostředí a dávají si za cíl chovat se eticky jak vůči svému okolí, tak vůči vlastním zaměstnancům a přispívat k ekonomickému růstu.

Následující část bakalářské práce představuje organizaci AIESEC, která nabízí studentům a čerstvým absolventům množství možností, jak se blíže seznámit se situací na trhu práce a jak získat potřebné dovednosti a tolik důležité zkušenosti. Tato část práce popisuje, jak AIESEC pracuje s trendy na trhu práce uvedenými v předchozí kapitole a nakolik se těmto trendům dokáže přizpůsobit. Jako zásadní zdroj informací pro tuto část práce posloužila moje vlastní více než dvouletá zkušenost s činností v organizaci AIESEC Olomouc.

AIESEC je největší mezinárodní nezisková plně studenty řízená organizace, která byla založena po druhé světové válce s cílem podporovat světový mír a vzájemné porozumění odlišných světových kultur. Tento cíl zůstal platný až do současnosti, avšak činnost organizace se nyní soustředí zejména na všestranný rozvoj mladých lidí po celém světě, a to prostřednictvím odborných stáží, vzdělávacích konferencí nebo například možností řídit jednu z 1 600 poboček AIESEC a získávat tak cenné profesionální zkušenosti a dovednosti.

Prvním trendem zmíněným v předchozí části byl stále rostoucí zájem o vysokoškolské vzdělání. Protože AIESEC je organizace plně řízená studenty, má díky tomuto trendu možnost růst, neustále rozšiřovat řady svých členů a tím získávat lidské zdroje pro realizaci nových projektů. Zároveň také upouští od dřívějšího složení svojí členské základny ze studentů ekonomicky zaměřených oborů a rozšiřuje svoji působnost i na ostatní vysokoškolské obory. Stejně tak se mění i nabídka odborných stáží, která je stále pestřejší.

Jedním z cílů organizace je snaha pomoci studentům získat v budoucnu lepší umístění na trhu práce. Za tímto účelem vzniká množství projektů, které se studentům snaží dodat potřebné znalosti, dovednosti a praxi, kterou nezískají studiem vysoké školy. Mezi nejvýznamnější projekty patří například Career Days, což je dvoudenní setkání

nejvýznamnějších českých firem se studenty s cílem zprostředkovat jejich vzájemný kontakt a vytvořit platformu, která jim umožní navázat spolupráci.

AIIESEC se dále velmi soustředí zejména na rozvoj soft skills svých členů i ostatních studentů. Leadership, tedy schopnost vést a motivovat ostatní, patří mezi nejvýznamnější soft skills v rámci celé organizace, slovo leadership se dokonce objevuje v logu AIIESEC. Leadership je v členech organizace rozvíjen různými způsoby, mezi které patří například možnost vést svůj tým pěti lidí nebo celou pobočku, čítající 50 a více členů. Významné jsou také prezentační a organizační dovednosti, na které AIIESEC klade velký důraz a vyvíjí množství aktivit s cílem napomoci studentům tyto dovednosti zdokonalit. V České republice se každoročně koná několik národních konferencí AIIESEC s více než 400 delegáty. Stát se členem týmu, který takovou konferenci připravuje a organizuje, je příklad ideální příležitosti pro zdokonalení organizačních dovedností.

Významnou roli v AIIESEC hraje také týmová spolupráce. Celá organizace je založena na principu dobře fungujících týmů, přičemž každý z nich se soustředí na jinou činnost a dohromady tvoří dobře fungující celek. Velkou výhodou práce v týmu je fakt, že každý člen týmu vykonává tu práci, která mu nejlépe sedí a podává proto lepší výkony, než kdyby musel svoji pozornost rozptýlit mezi více činnostmi. Týmová práce je v AIIESEC využívána na všech stupních, tedy jak na jednotlivých pobočkách, tak i ve vedení AIIESEC International.

Znalost cizích jazyků, zejména pak znalost angličtiny, je pro práci v AIIESEC stěžejní. Angličtina je oficiálním jazykem organizace a členové každý den komunikují se svými kolegy po celém světě a nebo se stážisty, kteří také přijíždí z různých konců světa. Stejně tak vedoucí pozice v rámci organizační struktury AIIESEC jsou otevřené i pro cizince.

Jedním se současných trendů, které jsem zmiňovala v první kapitole, je rozvoj informačních technologií a s ním spojené stále větší nároky na zpracovávání a uchovávání informací. Tento trend významně ovlivňuje i organizaci AIIESEC, která se s ním však zatím nedokázala dostatečně vypořádat. Množství informací, se kterými členové musí denně pracovat, stále roste, avšak dostatečně kvalitní nástroje, které by při práci pomáhali a ne naopak zdržovaly, stále chybí. AIIESEC má například svoji vlastní interní databázi, která dokáže zpracovat a uchovávat relativně velké množství údajů, je však poměrně komplikovaná a členové ji často neumí dostatečně dobře využívat, nebo ji dokonce obcházejí.

Posledním významným trendem na trhu práce, který se dotýká i organizace AIESEC, je využívání moderních způsobů nábory zaměstnanců. AIESEC se v této oblasti drží některých tradičních cest, jako jsou plakáty a letáky, stále více však v rámci propagačních aktivit využívá internet a sociální sítě, jako je Facebook, Twitter a další. Významným způsobem, jak upoutat potenciální členy organizace, jsou nejrůznější konference a akce otevřené i pro veřejnost.

Závěrečná kapitola práce se zaměřuje na představení dalších významných studentských organizací, které působí v České republice a na jejich srovnání s organizací AIESEC.

První zmíněnou organizací je IAESTE, mezinárodní studentská organizace soustředící se zejména na realizaci odborných stáží pro studenty technicky zaměřených oborů. IAESTE je ze všech zmíněných organizací AIESEC asi nejbližší, obě organizace existují 63 let, ročně zrealizují okolo 10 000 stáží po celém světě a kromě realizace praxí se soustředí i na množství dalších aktivit.

Další v pořadí je ELSA, organizace studentů právnických oborů. Zaměřením výhradně na právní obory se od AIESEC poněkud liší, avšak toto úzké zaměření má i mnohá pozitiva, činnosti ELSA jsou doslova „šité na míru“ těm studentům, pro které jsou určeny. Mezi významné rozdíly patří také fakt, že ELSA působí pouze v Evropě.

Zajímavou organizací je ESN, evropské sdružení studentů. ESN vzniklo s cílem podporovat program Evropské unie Erasmus, který dává studentům možnost studovat a žít po určitou část jejich studií v zahraničí.

Velice významnou mezinárodní organizací je IFMSA, asociace studentů medicíny, která vznikla s cílem zprostředkovat vzájemný kontakt mezi studenty medicíny a také možnost poznat způsoby poskytování zdravotnické péče v různých zemích světa. IFMSA má mnohonásobně větší počet členů než AIESEC a její dopad na společnost je zásadní.

AEGEE, Evropské fórum studentů, je poslední zmíněnou organizací. Tato studentská organizace působí pouze v Evropě a jejím cílem je šířit myšlenku evropské spolupráce mezi mladými lidmi. Podobností s AIESEC není mnoho, jednou z nich je však fakt, že činnosti AEGEE jsou zaměřené na všechny vysokoškolské studenty a mladé lidi bez ohledu na obor studia.

Výstupem předkládané bakalářské práce je zmapování aktuálních trendů na trhu práce, jejich aplikace na studentskou organizaci AIESEC a následné srovnání AIESEC s organizacemi podobného zaměření. K tomuto výstupu jsem dospěla na základě internetových zdrojů a zejména vlastních zkušeností a úvah.

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Annotation

Author:	Aneta Majnušová
Department:	Department of English and American Studies
Title:	International Business Education: How AIESEC Organization Meets the Demand of a Fast Changing Market
Final paper supervisor:	Joseph Ference, J.Dr.
Number of characters:	87 829
Number of works cited:	28
Keywords:	AIESEC, international student organizations, labour market, trends, personal development, experience

Abstract:

Fresh university graduates have a difficult position in the labour market. If they hadn't worked during their studies and therefore have no previous experience, most employers are not interested in hiring them. Students who are aware of this fact from the beginning of their studies can avoid finding themselves in a similar situation. This work deals with one of the possibilities how to gain the important experience during the studies through membership in the student organization AIESEC. The first part of the thesis describes the current situation and trends in the labour market. Next part provides a short introduction of AIESEC organization and then analyses how AIESEC works with the trends and in which ways it helps its members and other students to gain experience and improve their future position in the labour market. The final section introduces other international student organizations present in the Czech Republic and gives a brief comparison of each organization to AIESEC.

Anotace

Autor:	Aneta Majnušová
Název katedry a fakulty:	Katedra anglistiky a amerikanistiky
Název diplomové práce:	Mezinárodní vzdělávání v obchodním prostředí: Jak organizace AIESEC splňuje požadavky rychle se měnícího trhu
Vedoucí diplomové práce:	Joseph Ference, J.Dr.
Počet znaků:	87 829
Počet titulů použité literatury:	28
Klíčová slova:	AIESEC, mezinárodní studentské organizace, trh práce, trendy, osobní rozvoj, praxe

Abstrakt:

Čerství absolventi vysokých škol mají na trhu práce nesnadnou pozici. Pokud v průběhu studia nepracovali a nemají tudíž žádné zkušenosti z praxe, většina zaměstnavatelů o ně nejeví zájem. Studenti, kteří jsou si této skutečnosti vědomi již od začátku studia, se však do podobné situace nemusí nikdy dostat. Tato práce se zabývá jednou z možností, jak tolik potřebnou praxi získat již při studiu, a to prostřednictvím členství ve studentské organizaci AIESEC. První část práce popisuje aktuální situaci a trendy na trhu práce. Další část poskytuje krátké představení organizace AIESEC a následně analyzuje, jak AIESEC s uvedenými trendy pracuje a jakými způsoby pomáhá svým členům i ostatním studentům získat praxi a zlepšit svoje budoucí postavení na trhu práce. Poslední část představuje ostatní mezinárodní studentské organizace, které působí v České republice a podává jejich stručné srovnání s organizací AIESEC.