

# Learning about the job market

**K**ELLY Services, a human resources solution company, recently launched a programme to prepare Malaysian graduates for the job market.

With the theme, "Making A Difference", the inaugural career talk kicked off at University College Sedaya International (UCSI) recently.

Kelly Services Malaysia vice-president and country general manager Melissa Norman explained the idea behind the programme.

"Every year, we meet hundreds of employers and thousands of candidates. It is evident that there is a mismatch of expectations. Therefore, we felt it our duty to share our expertise on the qualities employers look for in prospective employees to help bridge this gap."

Part of its corporate social responsibility (CSR) efforts, Kelly Services' talks cover a variety of topics including a general overview of the employment market, salary guide and top 10 industries, tips on resume writing, interview tips, advice on how candidates can make themselves more employable, and insights into what employers look for in a candi-

date.

To ensure that candidates also create a good first impression, professional grooming tips are covered.

In partnership with Kelly Services, UCSI has made the career planning talks mandatory for its final-year students.

Vice-president of student affairs at UCSI, Assoc Prof Dr Lachman Tarachand, said, "The job market is increasingly competitive, and graduates cannot compete based on their qualifications alone.

"They need to present themselves in a manner that demonstrates maturity of thought with the right

attitude. Today's workforce must be able to contribute significantly to an organisation's value creation process.

"At UCSI, we believe in empowering our graduates with knowledge, skills and the abilities to meet the challenging demands of the employment market.

"These sessions will certainly help prepare UCSI students for the job market and ensure that they are highly sought after by employers," Dr Tarachand said.

"We hope the talks will make a difference to final-year students and graduates, and help them become more marketable," added Norman.



A representative from Kelly Services giving students tips on what employers look for during interviews.