

ABSTRACT

The aim of this diploma thesis entitled "The importance and possibilities of career guidance" was to find out and describe the position of a career adviser and the possibilities and barriers of career guidance. The diploma thesis is divided into two parts, namely: theoretical and practical.

The theoretical part is focused on three main thematic units. In the first chapter, the concept of career guidance is defined, target groups, forms, diagnosis, limits, possibilities and barriers of career guidance are listed. The second chapter is devoted to a career adviser, code of ethics, competences, specializations, work activities and psychohygiene for career advisers. The third chapter is focused on education of career advisers and their further education.

The methodology of the research investigation is described in the practical part. A case study was chosen as the research design. Data were collected through in-depth semi-structured interviews with three career advisers. The interviews were focused on five topics, namely: position of career adviser, possibilities of career guidance, barriers of career guidance, education and further education of career adviser. After using the open coding technique, the analysed data from the interviews were interpreted, the results were summarized and a discussion of the results was opened.

From the research investigation, it became clear that the position of a career adviser differs depending on his specialization, the sphere and the department in which he works. The possibilities and barriers vary depending on a target group and characteristics topics of that target group. The formal education of career advisers can vary depending on the requirements within the sphere. Career advisers have many opportunities for further education and use educational courses, scientific literature, collaboration with colleagues, social networks where they can follow experts in the field of career guidance and other fields.

KEYWORDS

career adviser, career guidance, education, career, adult