

ABSTRACT

The diploma thesis focuses on the field of career counselling in its entirety. The theoretical part defines concepts such as motivation and career and describes the most well-known career typologies. It presents the sectors where career counsellor can be found, including the definition of target groups that most often seek the career counsellor's help. It comprehensively introduces the services, forms, methods and tools used by career counsellors, including his or her competences according to the National Occupation Classification System. It deals with the education of career counsellors, including the standards of the National Qualification System. The empirical part focuses on the motivation of students in career counselling to pursue the profession of career counsellor.

The thesis aimed to identify the reasons for studying the chosen field and the concerns that respondents perceive in connection with their future career. The research was conducted using a qualitative approach with semi-structured interviews. The results showed that students are concerned about their future career prospects due to low awareness of career counselling and the insufficient legislative framework for school career counsellors. One of the decisive factors in choosing the field was the desire to help others and motivate them in their career change. The respondents found the position of a career counsellor very interesting and beneficial in the labour market. However their motivation to pursue a career counsellor is still low due to the mentioned concerns.

KEYWORDS

Career, career counsellor, counselling, motivation, target groups, competence