



# Information about the WiSo-Coach Program

The Mentoring Program for Master Students at the School of Business and Economics

lecturers:  
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Career Service at the School of Business and Economics  
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FRIEDRICH-ALEXANDER  
UNIVERSITÄT  
ERLANGEN-NÜRNBERG

FACHBEREICH WIRTSCHAFTS-  
WISSENSCHAFTEN

## What to take with you today:

- ✓ Get to know the ideas and goals of the program
- ✓ Information about the WiSo-Coach Program 2020/21
- ✓ Tips and advice for a successful application
- ✓ Hints and tips for the structuring of the mentoring

## Short Zoom-Vote:

Who has already registered for the WiSo-Coach program via the online portal?



Who is still unsure whether she/he wants to participate in the WiSo-Coach program?



# The WiSo-Coach Program: Idea and Goals



## The WiSo-Coach Program: Idea and Goals

- Experienced WiSo graduates provide voluntary support to Master students with their (professional) experience as mentors
  - Students profit...
    - ... e.g.. Through the wealth of experience of the WiSo-Coaches
    - ... e.g. with tips on starting a career and career planning
    - ...e.g. through the contacts of the coaches
    - ... e.g. by supporting your own personal and professional development
- Important: Individual design! Both mentees and mentors can contribute their own ideas**

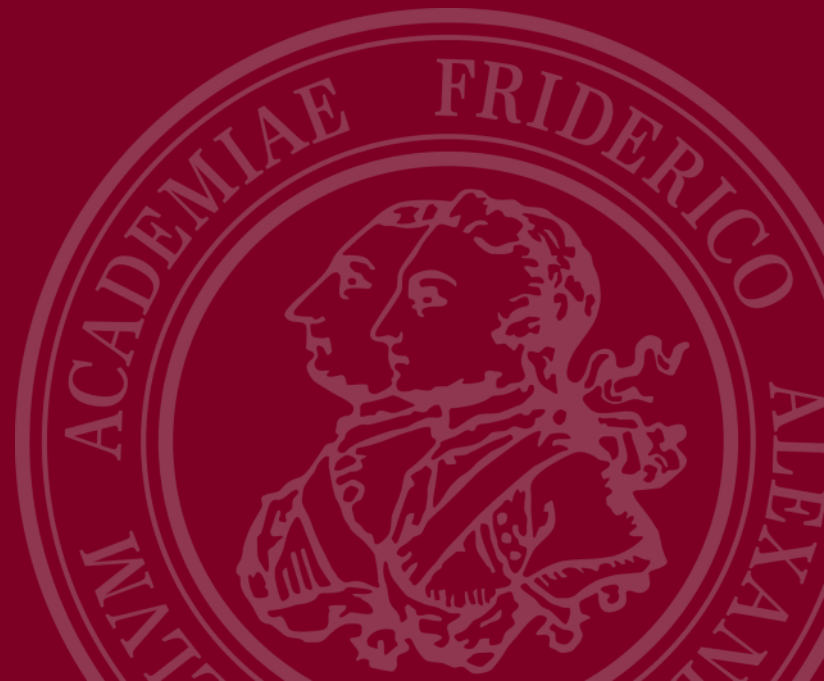
## The WiSo-Coach Program: Idea and Goals

- Current Master students offer mentors the opportunity to stay in contact with the department.
- WiSo-Coaches profit...
  - ... e.g. through direct exchange with students of the Faculty of Economics and Business
  - ... e.g. thorough direct information about new study structures and study programs
  - ... e.g. by the possibility to get to know potential employees

→ „Mentoring is not a one-way street!“



## Organization und Procedure



# WiSo-Coaches 2020/21 – Examples

## Anke Kaffenberger

Studies: Diploma in Business Administration

- Company: Weleda AG
- Current Position: **Head of Marketing** D/AT/CH
- Professional focus:
  - Responsible for the marketing of Weleda natural cosmetic products in D, AT, and CH
  - Control of all marketing functions: Brand Management, Media Planning, Trademarking, PR, Digital/Online

## Stefan Saber

Studies: Master FACT

- company: KPMG
- Current Position: **Accountant Assistant/Head**
- Professional focus:
  - Annual/ Group Audit with HGB & IFRS
  - GAAP-Conversion
  - Review & AU-Procedures
  - Rotation in Corporate Governance Services

## Dr. Dominic Lindner

Studies: Business Information Systems Master IIS / Doctorate

- company: ownCloud GmbH / WI3
- Current Position: **Head of IT Department**
- Professional focus:
  - Head of department for cloud with IT consulting, support and project management for digitization
  - part-time doctorate on IT management

## Dr. Ann-Christin Bächmann

Studium: Socio-economics

- company: Leibniz Institute for educational pathways
- Current Position: **Research Assistant**
- Professional focus:
  - PostDoc position
  - questions of family sociology as well as labor market and gender studies

Further exciting mentors at: <http://www.coach.career.rw.fau.de/coaches/index.php>



# Procedure of the WiSo-Coach Program 2020/21

- Binding dates of the supporting program:
  - Kick-off event (digital) **10.12.2020**

# Impressions of past launch/ kick-off events



# Procedure of the WiSo-Coach Program 2020/21

- Binding dates of the supporting program:
  - Kick-off event (digital) **10.12.2020**
  - Mid-Termin event **still open**



# Midterm-Event

## Impressions of the previous years



# Procedure of the WiSo-Coach Program 2020/21

- Binding dates of the supporting program:
  - Kick-off event (digital) **10.12.2020**
  - Mid-Termin event **still open**
  - Closing event **01.07.2021**
- The participation in the WiSo-Coach program includes the **active participation** in the (digital) events of the supporting program
- In addition: Arrange individual appointments with the mentor
- Information on the conception and procedure of the program can be found in our **mentee guide** (at [www.career.wiso.fau.de](http://www.career.wiso.fau.de))

# Application for the WiSo-Coach-Program



## Tips for choosing the right mentor:

- Do not just look at the current job position! → Many mentors have worked in other exciting fields of activity before!
- The mentors at the end of the alphabet also offer exciting opportunities 😊
- Read the profiles of the mentors carefully to see if they match your mentoring expectations
- Only apply if you are actually interested in a long-term exchange!

# Application for the WiSo-Coach-Program

## Application and assignment process via the WiSo-Coach Portal:

### Step 1: Registration on the portal

- Upload enrollment certificate
  - Enter personal data/complete profile
- Detailed mentor profiles can be accessed

The screenshot displays the 'Career Service am Fachbereich Wirtschaftswissenschaften' website. At the top, there is a banner with photos of students and staff. Below the banner, a search bar is visible. The main content area is titled 'Sie befinden sich hier: » WiWi-Coach Portal' and 'Das WiWi-Coach-Programm'. It describes the portal as a mentoring platform for Master students and lists the steps for registration and selection. A sidebar on the left contains a menu with options: 'WiWi-Coach Portal', 'Registrierung als Mentee', 'Registrierung als Coach', and 'Aktuelle Coaches'. The main text includes a link to a list of current coaches and a section for logging in, which contains fields for 'Benutzername' and 'Kennwort', an 'Anmelden' button, and links for 'Passwort vergessen?' and 'Benutzername vergessen?'.



# Application for the WiSo-Coach-Program

## Step 2: Application to up to three mentors

- Applications directly to the mentors (via the portal)
- Upload resume and short(!) letter of motivation (PDF)

→ **Recommendation:** Take the chance to submit up to three applications:  
Your chances for a successful matching will increase significantly

**Application deadline for students: 30.11.2020**

## Information about the selection process

- Applications will be forwarded directly to the mentors via the **WiSo-Coach Portal** on 1.12.
- The WiSo-Coaches decide between 1. und 7.12. for **one** mentee (First come, first serve Principle)
- Automatic (real-time) notification through the portal
  - To the selected mentee
  - To the students who were not selected
- Optional: Second round of matching, if mentors are left

# Curriculum Vitae

- 1 - 2 pages
- Design as for the application for an internship or for a job
  - Visually appealing (tabular)
  - Antichronological structure
  - Well structured („red thread“)
  - complete
  - Current/ up-to-date

# Curriculum Vitae

- Structure:
  - Personal data (name, address, birthday, etc.)
  - Education: school and studies (type, location, main focus, etc.)
  - Practical experience (internships, working student jobs, side jobs)
  - Further knowledge and qualifications (further training, language skills, computer skills)
  - Voluntary commitment
  - If applicable: interests

# Example CV

## Bewerbung

Für die von Ihnen  
ausgeschriebene Stelle als

**Junior-Personalreferentin**

**Maxi Musterfrau**

Musterstr. 14  
12345 Mustercity  
Tel.: 000 / 00000  
Mobil: +49 176 00000  
E-Mail: [muster@web.xyz](mailto:muster@web.xyz)

Geburtsdatum: 30. April 1990  
Geburtsort: München

Platz für Ihr Bewerbungsfoto

### Curriculum Vitae

Marion Mustermann

Picture

#### Personal information

Date of Birth: xx.xx.19xx  
Place of Birth: City  
Nationality: German

#### Education

10/2013 - present  
Friedrich-Alexander-Universität Erlangen-Nürnberg  
Master of Science in „Management“  
(current average grade: x.x)  
Major fields of study:  
- Service Management and Logistics  
- Controlling  
- Sustainability and Business Ethics

10/2009 - 09/2013  
Friedrich-Alexander-Universität Erlangen-Nürnberg  
Bachelor of Arts in „Wirtschaftswissenschaften“  
(final grade: x.x)  
Major subject: Business Administration:  
- Marketing Management and Service Marketing  
- Sales and Consumer Behavior  
Bachelor Thesis: „xxx“ (grade: xx)

03/2012 - 08/2012  
University Abroad, City  
Subjects: Marketing and Communication

09/2009 - 07/2009  
Name High School, City  
German Abitur (British equivalent: A-levels) (final grade: x.x)

#### Work Experience

04/2013 - 09/2013  
Company GmbH, City  
Intern for „xxx“  
Main fields of activity:  
- Data verification and processing  
- Questionnaire development and testing of CATI-  
questionnaires  
- Preparation of offers and method reports

Marion Mustermann - Street 1 - 90000 City - 0170 000000 - marion.muster@fau.de

03/2011 - 04/2013	Company GmbH, City Working student for „xxx“ Main fields of activity: - Data analysis with SPSS - Creation of presentations - Preparation and follow-up of workshops
Engagement	
10/1992 - 04/2014	Sports club x, City Active membership and voluntary training activity
Key Skills and Qualities	
Computer	MS Office 2013 STATA SPSS very good good basic knowledge
Languages	German English French mother tongue fluent in speaking and writing basic knowledge
Interests	

XXXX, XXXX, XXX

City, 10.05.2014

Signature (handwritten)

# Letter of Motivation

- One page
- Motivation for participation in the program
- Motivation for the supervision by the sepective WiSo-Coach, e.g. regarding:
  - Course of studies of the WiSo-Coach
  - Professional focus
  - Current company
  - Current position
  - ....
- Formulate expectations of the WiSo-Coach
- Giving an outlook on your own professional vision and justifying it
- ...

## Goals and Contents of the „Mentoring“



# Mentoring

## 1. Contact

- With the acceptance of a WiSo-Coach you receive the request to contact the respective WiSo-Coach
- In any case, it is important to send an e-mail as soon as possible!
- The first (digital) meeting is the official kick-off event on **Thursday, 10.12.2020 at 6 p.m.**



# Mentoring

## 2. Agree on objectives at the beginning

- Formulation of goals and expectations at the kick-off event (recommended in written form)
- Determine the form and content of mentoring (frequency of meeting, content, etc)
- (how to deal with conflicts if necessary)



## 3. Contents of the Mentoring

- Transfer of informal knowledge (e.g. corporate culture, informal norms)
- Exchange of experience (e.g. on job-related topics such as career strategies or work-life balance)
- Personal development (e.g. preparation for a difficult conversation or strength-weakness analysis)

# Mentoring

## 4. Confidentiality agreement

- A written or verbal agreement on confidentiality is recommended.
- Please use the opportunities provided by the kick-off event!

## Contact person

Throughout the entire program, the WiSo Career Service is available as a contact for mentees with questions and problems.

## Information on specifics due to the corona pandemic



## Information on specifics due to the corona pandemic

- All events will take place digitally via Zoom until further notice
- We recommend that the meetings between mentee and mentor be held digitally, in accordance with the current guidelines of the RKI/ the state government
- If the pandemic progresses positively, personal meetings/ a get-together at the closing event are also conceivable

# Questions & Suggestions?

# WiSo-Coach-Program - Contact

## Career Service of the WiSo

**Michael Otto, Hanna Walch**

Email: [wiso-career-service@fau.de](mailto:wiso-career-service@fau.de)

Tel: 0911/5302-678

Homepage: [www.career.rw.fau.de](http://www.career.rw.fau.de)

Instagram: @fau\_wiso\_career



## Alumni und Freunde WiSo Nürnberg e.V.

**Jody Schimek**

Email: [jody.schimek@fau.de](mailto:jody.schimek@fau.de)

Tel: 0911/5874-103

Homepage: [www.afwn.de](http://www.afwn.de)



Alumni & Freunde  
WiSo Nürnberg e.V.

**If you have questions or problems, please contact us at any time!**

**Good luck with your application!**







## **Career Service at the Faculty of Business and Economics**