



# Information about the WiSo-Coach Program

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

Lecturers:  
Hanna Walch, Michael Otto

Career Service at the School of Business, Economics and Society  
04.11.2021



FRIEDRICH-ALEXANDER  
UNIVERSITÄT  
ERLANGEN-NÜRNBERG

FACHBEREICH WIRTSCHAFTS-  
WISSENSCHAFTEN

## Was macht eigentlich ein\*e ....

### ... **Business Analyst?**

09. November, Miriam Rudel, framos

### ... **International HR Specialist?**

16. November, Hannah Jenal, d-fine

### ... **IT-Berater\*in?**

30. November, Thomas Rauch, msg systems

### ... **Corporate Controller\*in?**

07. Dezember, Jonas Borkenhagen, Schaeffler Technologies

Anmeldung über StudOn!



Friedrich-Alexander-Universität  
Fachbereich Wirtschafts- und  
Sozialwissenschaften | WiSo



## Brown-Bag-Talk am Mittag

Eine Veranstaltung des Career Service am  
Fachbereich Wirtschafts- und Sozialwissenschaften

Was macht eigentlich ein\*e...  
**Business Analyst?**

**Dienstag, 09.11.2021**

11:30 -13:00 Uhr, Zoom

Referentin: Dr. Miriam Rudel,  
Framos GmbH

Anmeldung über  
StudOn bis 07.11.2021

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



## **What to take with you today:**

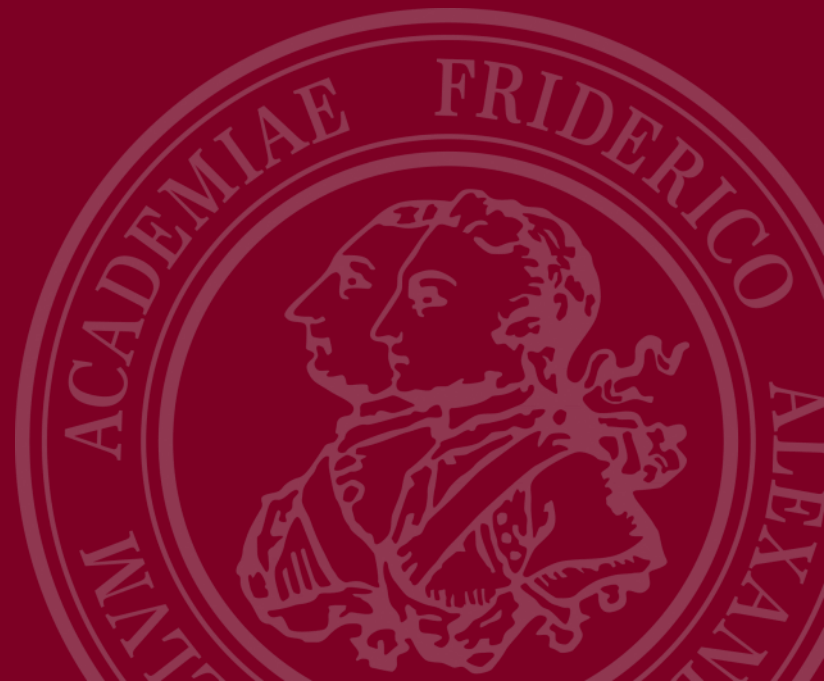
- 1. Idea, goals and organization of the program**
- 2. Student experiences of a former participant**
- 3. Application for the WiSo Coach programm**
- 4. Start of the mentoring**

## Short Zoom-Vote:

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

How many mentors have you already applied to?

## 1.1 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!“





## 1.2 Organization und Procedure





# WiSo-Coaches 2021/22 – 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. Marie-Christine Laible

•Studies: Labor Market and Human Resources, Dr. rer. pol. (Economics)

- company: Institut für Arbeitsmarkt- und Berufsforschung
- Current Position : Senior Researcher
- Professional focus: Personell Economics, Migration and Integration, Researchsinfrastructure und data, Surveydesign

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

# Procedure of the WiSo-Coach Program 2021/22

- Binding dates of the supporting program:
  - Kick-off event (digital) **02.12.2021**

# Impressions of past launch/ kick-off events



# Procedure of the WiSo-Coach Program 2021/22

- Important dates of the framework program:
  - Kick-off event (digital) **02.12.2021**
  - Mid-Termin event **April / May**



# Midterm-Event

## Impressions of the previous years



# Procedure of the WiSo-Coach Program 2021/22

- Important dates of the framework program:
  - Kick-off event (digital) **02.12.2021**
  - Mid-Termin event **April / May**
  - Closing event **July**
- 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))

## 2 Student Experiences





# Student Experiences

## Participants at the WiSo-Coach Program 2020/21:

Ann Kathrin Nauman: [annkathrin.naumann@fau.de](mailto:annkathrin.naumann@fau.de)

Mentor: *Philip Wittlinger*

Marie Luise Mohn: [marieluise.mohn@fau.de](mailto:marieluise.mohn@fau.de)

Mentor: *Ann-Christin Bächmann*

## Your Questions?

## 3.1 Application for the WiSo-Coach-Program



# 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. The main navigation bar includes a search function and a breadcrumb trail indicating the user is on the 'WiWi-Coach Portal'. A sidebar menu on the left offers options: 'Registrierung als Mentee', 'Registrierung als Coach', and 'Aktuelle Coaches'. The main content area, titled 'Das WiWi-Coach-Programm', describes the mentoring portal for Master students and provides a link to a list of current coaches for the winter semester 2018/19. It also states that registration is free and provides dates for the next registration round (October 30 to November 20, 2018). At the bottom, there is a 'Login zum WiWi-Coach Portal' section with input 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: 21.11.2021**

## 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 (~ 6 month)!

## Information about the selection process

- Applications will be forwarded directly to the mentors via the **WiSo-Coach Portal** on 22.11.
- The WiSo-Coaches decide between 22. und 29.11. 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

Marion Mustermann – Street 1 – 90000 City – 0170 0000000 – marion.musten@fau.de

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: xx)  
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: xx)  
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

09/2000 – 07/2009

Name High School, City  
German Abitur (British equivalent: A-levels) (final grade: xx)

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

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 respective 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
- ...

## 4. 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, 02.12.2021 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.



# 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**