



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
03.11.2022



FRIEDRICH-ALEXANDER
UNIVERSITÄT
ERLANGEN-NÜRNBERG

FACHBEREICH WIRTSCHAFTS-
WISSENSCHAFTEN

Was macht eigentlich ein*e

...Public Sector Consultant?

15. November, Philipp Holweber, *capgemini*

... Verrechnungspreisberater*in?

22. November, Christoph Richter, *PwC*

... Adoption Manager*in?

29. November, Laura Henke,
Education Visionaires

... Research Consultant?

06. Dezember, Jürgen Merz & Thomas Hagel,
Ipsos

Anmeldung über StudOn!



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

Brown-Bag-Talk am Mittag

**WiSo-Absolvent*innen und Professionals
geben Einblicke in ihren Arbeitsalltag**

Was macht eigentlich ein*e...

Public Sector Consultant?

Dienstag, 15.11.2022, 11:30 – 13:00 Uhr, Zoom
Philipp Holweber (WiSo-Absolvent), capgemini Deutschland GmbH

Was macht eigentlich ein*e...

Verrechnungspreisberater*in?

Dienstag, 22.11.2022, 11:30 – 13:00 Uhr, Zoom
Yannick Schulz (WiSo-Absolvent) &
Christoph Richter, PwC GmbH
Wirtschaftsprüfungsgesellschaft

Was macht eigentlich ein*e...

Adoption Manager*in?

Dienstag, 29.11.2022, 11:30 – 13:00 Uhr, Zoom
Laura Henke (WiSo-Absolventin), Education
Visionaires GmbH / Google for Education

Was macht eigentlich ein*e...

Research Consultant?

**Dienstag, 06.12.2022,
11:30 – 13:00 Uhr, Zoom**
Jürgen Merz & Thomas Hagel
(WiSo-Absolvent), Ipsos GmbH

**PAUSE
MACHEN
UND SICH
INFOR-
MIEREN!**

Veranstaltungen finden
um 11:30 – 13:00 Uhr per
Zoom statt.
Anmeldungen über StudOn.
Weitere Informationen unter
www.career.wiso.fau.de



What to take with you today:

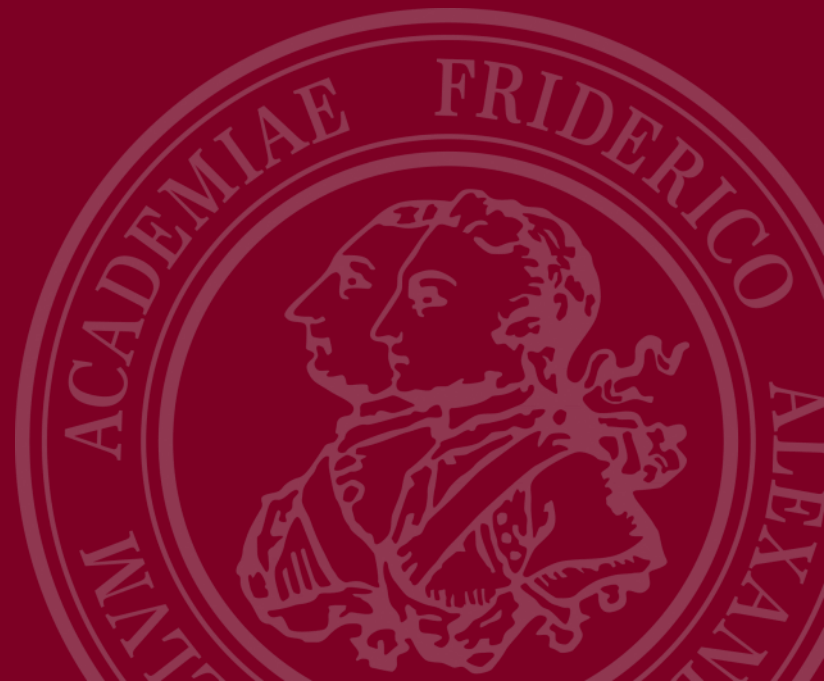
- 1. Idea, goals and organization of the program**
- 2. Application for the WiSo Coach programm**
- 3. Student experiences of a former participant**
- 4. Start of the mentoring**

Short Zoom-Vote:

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

For how many mentors do you plan to apply / have you already applied?

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 benefit...
 - ... e.g.. from the wealth of experience of the WiSo-Coaches
 - ... e.g. from tips on starting a career and career planning
 - ...e.g. from the contacts of the coaches
 - ... e.g. from 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 benefit...
 - ... e.g. from direct exchange with students of the School of Economics, Business and Society
 - ... e.g. from direct information about new study structures and study programs
 - ... e.g. from the possibility to get to know potential employees

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



1.2 Organization und Procedure



WiSo-Coaches 2022/23 – Examples

Anke Kaffenberger

Studies: 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: FACT

Company: KPMG

Current Position: **Manager (Audit)**

Professional focus:

- Annual/ Group Audit with HGB & IFRS
- GAAP-Conversion
- Review & AU-Procedures
- Governance Services

Anne Roßmeißl

Studies: Wirtschaftspädagogik

Company: NÜRNBERGER Versicherung

Current Position: **HR Development Officer**

Professional focus:

- Developing, introducing and evaluating concepts for initial training and studies
- Planning, monitoring and controlling the training and studies of trainees, dual students, working students and interns -

Dr. Timo Zagel

Studies: Economics

Company: Revionics Inc.

Current Position: **Senior Manager Customer**

Success

Professional focus:

- US-Company: Account Owner Sales & Consulting Account Role
- Expert for Pricing-Software solutions

Procedure of the WiSo-Coach Program 2022/23

- Binding dates of the supporting program:
 - Kick-off event (hybrid) Thursday, **08.12.2022**

Impressions of past launch/ kick-off events



Procedure of the WiSo-Coach Program 2022/23

- Important dates of the framework program:
 - Kick-off event (hybrit) Thursday, **08.12.2022**
 - Mid-Termin event Thursday, **27.04.2023**

Midterm-Event

Impressions of the previous years



Procedure of the WiSo-Coach Program 2022/23

- Important dates of the framework program:
 - Kick-off event (hybrid) Thursday, **08.12.2022, 6:00 pm**
 - Mid-Termin event Thursday, **27.04.2023**
 - Closing event Thursday, **06.07.2023**
- 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)

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. At the top, there is a navigation bar with the FAU logo and the text 'FRIEDRICH-ALEXANDER UNIVERSITÄT ERLANGEN-NÜRNBERG FACHBEREICH WIRTSCHAFTS-WISSENSCHAFTEN'. Below the navigation bar is a banner image showing students in a meeting. The main content area is titled 'Sie befinden sich hier: » WiWi-Coach Portal'. A sidebar on the left contains a search bar and a menu with the following items: 'WiWi-Coach Portal', 'Registrierung als Mentee', 'Registrierung als Coach', and 'Aktuelle Coaches'. The main content area has a heading 'Das WiWi-Coach-Programm' and a subheading 'Portal zum Mentoring für Master-Studierende am Fachbereich Wirtschaftswissenschaften'. The text describes the portal's purpose and provides a link to a list of current coaches. It also mentions that registration is free and provides a deadline for registration: 'Die Registrierung für Mentees in der kommenden Runde des WiWi-Coach-Programms wird » hier von 30.10.2018 bis 20.11.2018 wieder möglich sein.' Below this, there is a 'Login zum WiWi-Coach Portal' section with a form for entering a username and password, and a button labeled 'Anmelden'. There are also 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: 20.11.2022

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 mid and end of the alphabet also offer exciting opportunities 😊
- Read the profiles of the mentors carefully to see if they match your mentoring expectations
- keep an eye on the channels of the Career Service → we give you hints with which mentors there are still good chances
- Only apply if you are actually interested in a long-term exchange (~ 6 month)!

Digital vs. personal mentoring:

- Some of the mentors do not live in Nuremberg or region and are not able to travel to Nuremberg for any/every meeting
- Please decide for yourself whether completely digital coaching is also an option for you and if not apply only for coaches who provide personal coaching!
- You find the preferences of the coaches in their profile in the WiSo-Coach Portal

Selection process

- Applications will be forwarded directly to the mentors via the **WiSo-Coach Portal** on 21.11.
- Each WiSo-Coaches choses between 21. und 28.11. **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.muster@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: 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

09/2000 – 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 0000000 – 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 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
- ...

2 Student Experiences



Student Experiences

Participants at the WiSo-Coach Program 2022/23:

Annika Scheuring:

Mentor: *Thomas Wartzack – Stadt Nürnberg*

Your Questions?

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, 08.12.2022 starting at 6:00 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

Tel: 0911/5302-678

Homepage: www.career.rw.fau.de

Instagram: @fau_wiso_career



Alumni und Freunde WiSo Nürnberg e.V.

Jody Schimek

Email: jody.schimek@fau.de

Tel: 0911/5874-103

Homepage: 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