

Welcome to the WiSo-Coach Information Session

Information Session on the WiSo-Coach Program 2023/24

The Mentoring Program for Master's Students of the
FAU School of Business, Economics and Society (WiSo)

Lecturers:

Hanna Walch, Michael Otto



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Alumni & Freunde
WiSo Nürnberg e.V.

What to take with you today:

1. Idea, goals of the program
2. Organization of the program
2. Application for the WiSo Coach program
3. 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. The WiSo-Coach Program: Idea and Goals

The WiSo-Coach Program: Idea and Goals

WiSo graduates provide voluntary support to Master students with their (professional) experience as mentors

Students benefit...

... from the wealth of experience of the WiSo-Coaches

... from tips on starting a career and career planning

... from the contacts of the coaches

... 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...

- ... from direct exchange with students of the School of Economics, Business and Society
- ... from direct information about new study structures and study programs
- ... from the possibility to get to know potential employees

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



2. Organization und Procedure

WiSo-Coaches 2023/24 – 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

Jonas Sassenhausen

Studies: Business Studies

Company: IHK Nürnberg

Current Position: Sustainability Manager / Education Manager

Professional focus:

- Sustainability reportings and coordination of activities
- Conception and further development of the further education portfolio in terms of sustainability, networking and collaborations

Kawai Chung

Studies: International Information Systems

Company: Zalando SE

Current Position: Principal Product Manager

Professional focus:

- Product Manager for product & category experience (web and app), deliver technical solution to improve consumer experience
- 6+ years of experience in product management and agile development process

Dr. Timo Zagel

Studies: Economics

Company: Similarweb

Current Position: Commercial Sales Lead - Global Strategic Accounts

Professional focus:

- Strategic Sales for international customers
- Tech-Company (Digital Intelligence)

Procedure of the WiSo-Coach Program 2023/24

Binding dates of the supporting program:

- Kick-off event (hybrid) Tuesday, **05.12.2023**
 - Mentees whose mentor attends on site are expected to attend on site as well
 - Mentees whose mentor attends online may attend on site to connect with other participants (but it's not mandatory)

Impressions of past launch/ kick-off events



Procedure of the WiSo-Coach Program 2023/24

Binding dates of the supporting program:

- Kick-off event (hybrid) Tuesday, **05.12.2023**
- Mid-Term event April (date tbd)

Midterm-Event

Impressions of the previous years



Procedure of the WiSo-Coach Program 2023/24

Binding dates of the supporting program:

- Kick-off event (hybrid) Tuesday, **05.12.2023, 6:00 pm**
 - Mid-Termin event April 2024 (date tbd)
 - Closing event July 2024 (date tbd)
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- The participation in the WiSo-Coach program includes the active participation in the events of the supporting program
 - In addition: Arrange individual appointments with the mentor
 - Information on the concept and procedure of the program can be found in our mentee guide (at www.career.wiso.fau.de)

3. 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 shows the homepage of the 'Career Service am Fachbereich Wirtschaftswissenschaften' (Faculty of Business Administration). The page features a navigation menu on the left with options: 'WiWi-Coach Portal', 'Registrierung als Mentee', 'Registrierung als Coach', and 'Aktuelle Coaches'. The main content area includes a search bar, a breadcrumb trail 'Sie befinden sich hier: » WiWi-Coach Portal', and a section titled 'Das WiWi-Coach-Programm'. This section explains that the portal is for mentoring 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 registration: from 30.10.2018 to 20.11.2018. A 'Login zum WiWi-Coach Portal' section is visible at the bottom, with fields for 'Benutzername' and 'Kennwort', and a button for '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

- Apply directly to the mentors (via the portal)
 - Upload resume and short(!) letter of motivation (PDF)
- **Recommendation:** Take the chance to submit three applications: Your chances for a successful matching will increase significantly

Application deadline: **19.11.2023**

Tips for choosing the right mentor:

- Do not just look at the current job position! → Many mentors have worked in other exciting fields 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 20.11.

Each WiSo-Coache chooses **one** mentee between 20. and 28.11. (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**

Date protection notice: With the acceptance of a WiSo-Coach he/she will no longer be able to view the documents of other students who have applied to him/her

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



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 regarding the coaching provided by the WiSo Coach

Give an outlook on your own professional vision and justify 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 Tuesday, 05.12.2023 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)

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 for 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.

Hildegard Grillmeyer

Email: info@afwn.de

Tel: 0911/5874-103

Homepage: www.afwn.de



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

Good luck with your application!