

# Welcome to the WiSo-Coach Information Session

# Information Session on the WiSo-Coach Program 2024/25

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

Lecturer:

Peter Köbler



**WiSo**  
CAREER  
SERVICE  
DEIN WEG IN  
DIE PRAXIS

**afwn**  
Alumni & Freunde  
WiSo Nürnberg e.V.

## What to take with you today:

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1. Idea, goals of the program
2. Organization of the program
3. Application for the WiSo Coach program
4. Goals and Contents of the „Mentoring“

## Short Zoom-Vote:

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**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?**

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# 1. The WiSo-Coach Program: Idea and Goals

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## The WiSo-Coach Program: Idea and Goals

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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

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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

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## WiSo-Coaches 2024/25 – Examples

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### **Anke Kaffenberger**

Studies: Business Administration

Company: Weleda AG

Current Position: Head of Marketing D/AT/CH

Professional focus:

- responsible for Marketing of Personal Care or Food products in DACH or EU region

### **Rosanna Schmid**

Studies: International Business Studies

Company: Mercedes Benz Consulting GmBbH

Current Position: International Consultant Sales Excellence

Professional focus:

- Project management, concept & change management relating to 'Retail of the future'

### **Mario Dümmler-Reindl**

Studies: MBA General Management

Company: Datev eG

Current Position: Leiter HR Leadership & Services

Professional focus:

- HR Business
- HR Analytics
- HR People Services

### **Dr. Timo Zagel**

Studies: Economics

Company: Logility

•Current Position: Sales Lead - DACH

Professional focus:

- Strategic Sales & Consulting
- Supply Chain Planning

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

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## Procedure of the WiSo-Coach Program 2024/25

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Binding dates of the supporting program:

- Kick-off event (hybrid) Tuesday, **03.12.2024**
  - 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

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## Procedure of the WiSo-Coach Program 2024/25

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Binding dates of the supporting program:

- Kick-off event (hybrid) Tuesday, **03.12.2024**
- Mid-Term event April (date tbd.)
- Final event July (date tbd.)





# Midterm-Event

Impressions of the previous years



## Procedure of the WiSo-Coach Program 2024/25

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Binding dates of the supporting program:

- Kick-off event (hybrid) Tuesday, **03.12.2024, 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](http://www.career.wiso.fau.de))

## **3. Application for the WiSo-Coach-Program**

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# 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 menu includes 'Suchbegriff eingeben', 'suchen', and 'Sie befinden sich hier: - WiWi-Coach Portal'. The 'WiWi-Coach Portal' dropdown menu lists 'Registrierung als Mentee', 'Registrierung als Coach', and 'Aktuelle Coaches'. The main content area features a section titled 'Das WiWi-Coach-Programm' with a description of the mentoring program for Master students in Business Administration. It includes a list of current coaches and a registration deadline for mentees from October 30, 2018, to November 20, 2018. Below this is a 'Login zum WiWi-Coach Portal' section with fields for 'Benutzername' and 'Kennwort', and an 'Anmelden' button. Links for 'Passwort vergessen?' and 'Benutzername vergessen?' are also present.



## Application for the WiSo-Coach-Program

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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: **17.11.2024**

## Tips for choosing the right mentor:

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- 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:

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- 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

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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

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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

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## 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                    very good  
    STATA                                good  
    SPSS                                 basic knowledge

**Languages**                    German                                mother tongue  
    English                                fluent in speaking and writing  
    French                                 basic knowledge

### Interests

XXXX, XXXX, XXX

City, 10.05.2014

Signature (handwritten!)

## Letter of Motivation

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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



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## 4. Goals and Contents of the „Mentoring“

# Mentoring

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## 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, 03.12.2024 starting at 6:00 p.m.

# Mentoring

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## 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

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### 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?

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## Alumni & Freunde WiSo Nürnberg e.V. (afwn)

 @fau\_alumni\_wiso

 @fau\_alumni\_wiso

**LinkedIn** [www.linkedin.com/company/afwn-e.v.](https://www.linkedin.com/company/afwn-e.v.)

**808 Follower**

**LinkedIn** Join our networking group for all WiSo Alumni & Students

<https://www.linkedin.com/groups/4132873/>

Links + Information, including WiSo student membership application (**student membership for free!**)

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



## WiSo-Coach-Program - Contact

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### Career Service of the WiSo

Peter Köbler

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.

Hildegard Grillmeyer

Email: [info@afwn.de](mailto:info@afwn.de)

Tel: 0911/5874-103

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



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

**Good luck with your application!**