

BeuthBonus Berlin

Supplementary qualification for immigrated academic

Coaching of media competences, online reputation and social media



Implementation period:

From February to May and from August to October each year until 2018 including 4 presence workshops and individual coaching units on appointment

Objective:

You develop your own social media profile as well as a professional network, which you can use and extend independently after the end of this qualification.

The presentation of your professional and media competences in social networks and the opportunity to share specialist knowledge is your chance to professionalise and at the same time to show your competences. This is very helpful to find a qualified job.

Contact details:

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Contents:

Module 1

- Determine the current status of your online reputation
- Key aspects of the own competence profile
- Discover Twitter for your job search

Module 2

- Networking – systematic building of a professional network
- Create a professional profile in Xing and/or LinkedIn (Show your core competences)
- Etiquette in media – appropriate behaviour in the world wide web
- Enhancements of your presentation on Twitter
- Data protection and copyright law – what is important to know?

Module 3

- Blogging – Set up your own blog with WordPress
- Writing online
- Enhancements of your online profile and of your professional network

The individual coaching is hold either online or in presence. You receive feedback to your current status of your online profile. The aim is to present your competences in social networks convincingly and to present yourself as an expert for your special topic. Your coach supports you through this process.

Methods:

Blended Learning: Innovative, didactical approach with presence and e-coaching elements using our learning management system Moodle. Beside the introduction workshop at Beuth University for Applied Sciences in handling of tools and for e.g. legal questions you will create your personal online profile in self-study on the basis of your competence profile and your formulation of goals. Within each module there will be 1 to 2 presence workshops. You can demand a feedback concerning the current status of your online profile from your coach on a regular basis individually or if you wish so within the group.

Das Förderprogramm "Integration durch Qualifizierung (IQ)" wird gefördert durch:

In Kooperation mit: