# Workshop Self Branding & Job Positioning

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***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The Self Branding and Job Positioning Workshop is a course divided in very practical modules, crucial for students’ learning of concepts and tools which facilitate their entrance in the world of work.

Hence, it is designed to enable participants to exercise and facilitate a greater awareness of their hard and soft skills.

Moreover, the purpose of the course is to guide participants in defining their professional goals in an informed manner.

Students will be divided between the different editions at the beginning of the academic year, following an alphabetical division.

*Intended learning outcomes*

At the end of the course, thanks to the hands-on approach and to the fulfilment of the tasks that will be assigned each time, students:

* will be capable of writing a CV in Resume format and to prepare a video CV which meets Recruiters’ requirements, using the practical tools provided during lectures;
* will be able to set up and develop their professional communication online (in particular LinkedIn) and offline;
* will have developed the skills to tackle and perform to the best of their ability during a job interview (through digital platforms and in person)

***COURSE CONTENT***

The Workshop consists of 3 modules, namely:

* *Module 1 (2,5 hrs.)*: Self Branding, with practical exercises in order to gain a greater awareness of their skills and define professional goals;
* *Module 2 (3 hrs.):* How to write a CV in Resume format, how to create one’s video CV, how to create one’s LinkedIn account.

At the end of the *second mo*dule, participants will be asked to upload their CVs (including the link to their LinkedIn profile) on the specific Blackboard page. *This task will be one part of the assessment for the Workshop.*

* Module 3 (2.5 hrs.): practical suggestions will be provided on Placement, and interview tips (on online platforms or in person); within this module general feedback will be provided on the work carried out by participants (moreover each person will receive a specific feedback on their CV and LinkedIn profile).
* At the end of the course there will be meetings with professionals of the field.

***READING LIST***

Recommended/in-depth reading on the topic will be provided during lectures.

***TEACHING METHOD***

Lectures are hands-on and tasks are assigned between sessions.

Attendance is compulsory.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed on the basis of their CV and Linkedin page.

2 ECTS will be awarded for attending the Workshop and included in students’ curriculum upon registration at the specific round, in the normal exam sessions.

***NOTES AND PREREQUISITES***

*Prerequisites*

There are no prerequisites for attending the workshop related to content. It is assumed that students are interested and wish to participate in person unreservedly

*This Workshop will be conducted online.*

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.