

Enhancing career management skills through the development of personal brand

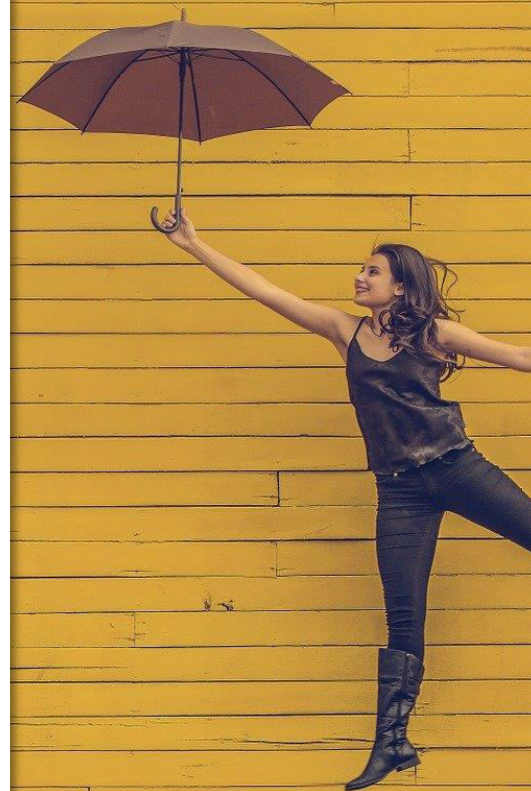
IO1A4_MODULE_LIFE LONG LEARNING AND TRAINING



BRAND4CAREERS

Authored by: AUTH

Project Number: 2020-1-UK01-KA226-HE-094634



Co-funded by the
Erasmus+ Programme
of the European Union

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



LIFE LONG LEARNING AND TRAINING

DESCRIPTION OF THE ACTIVITY

Lifelong learning is the "ongoing, voluntary, and self-motivated" pursuit of knowledge for either personal or professional reasons. It is important for an individual's competitiveness and employability, but also enhances social inclusion, active citizenship, and personal development (Wikipedia)

The learning happens in many ways and in many contexts and therefore there are several established contexts and forms. The most known are:

- Adult education is the acquisition of formal qualifications or work and leisure skills later in life through master studies or obtaining a first or second degree.
- Continuing education /Training which often describes extension or not-for-credit courses offered by higher education institutions or vocational training institutions.
- Knowledge work, which includes professional development and on-the-job training
- Personal learning environments or self-directed learning using a range of sources and tools including online applications
- E-learning is available at most colleges and universities or to individuals learning independently. Online courses offered for free by many institutions.
- Massive open online course (a MOOC), is a new LLL method in which a teacher or team offers a syllabus and some direction for the participation of hundreds, sometimes thousands, of learners. Most MOOCs do not offer typical "credit" for courses taken, which is why they are interesting and useful examples of lifelong learning.

In order to decide and successfully attend any of the above life long learning activities, you may take the following steps and actions

1. Check your personal and career goals in order to determine whether you are interested in upskilling or reskilling
2. Talk to professionals who are doing now the job you are/might be interested in or holding the job position you like in order to get insight information on which skills and knowledge are important in this position and how to become trained in it
3. Take concrete and accurate information on all forms of vocational training (master programs, second degree, training within your organization, online training etc)
4. Decide on which programs are you going to apply
5. Create your personal training plan (what, when, how, etc)
6. Prepare your self presentation tools (application, CV, Motivational Letter) and practice your interview skills

Enhancing career management skills through the development of personal brand  2

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



7. Submit your application on time
8. Decide which program you are going to attend, based on your offers

CONNECTED SOFT SKILLS

- Set and follow personal objectives
- Seeking Information
- Self promotion
- Storytelling (for motivational letter)
- Decision Making

CONNECTED KEY TRAITS

- Honest
- Curious
- Flexible

CONNECTED ACTIONS (if any)

Setting & follow personal goals, self presentation tools (CV, application, motivational letter), interview,

TOOLS & RESOURCES NEEDED

-

ADDITIONAL RESOURCES

Links to videos, files, articles, etc. that could be helpful.

REFERENCES

[Lifelong learning - Wikipedia](#)

STUDY PROGRAMS – MASTER

Enhancing career management skills through the development of personal brand  3

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

DESCRIPTION OF THE ACTIVITY

The main higher education qualifications offered across Europe are the following 3.

a. Bachelor’s degree

Most full-time Bachelor's study programmes in Europe last 3 or 4 years (this will be longer if you study part-time). To do a Bachelor's degree, you usually need some school qualifications first – this varies so check the entry requirements for your chosen study programme. Most study programmes involve lectures and classes, with assessment through essays, exams and coursework. Many also involve a period of time working in industry or working on industry-related projects. In some cases, holding a Bachelor's degree can give you access to certain professional qualifications. Therefore, if you want to follow a certain career path that need such a degree, it is advisable to search these opportunities.

b. Master’s degree

Most full-time Master's study programmes in Europe last 1 or 2 years (this will be longer if you study part-time)

To do a Master's degree, you usually need a Bachelor's degree or other undergraduate qualification first. Master's degrees are highly regarded by employers. They are a great way to gain deeper or additional skills and knowledge to help you develop your career. In particular, they may also help you gain professional status – for example if you wish to become chartered in your profession. Most study programmes involve lectures and classes, with assessment through essays, exams and coursework. Many also involve a period of time working in industry or working on industry-related projects. If you prefer, you could opt for a Master's that focuses on independent research, where you study one subject closely with the guidance of a supervisor, producing a thesis or dissertation

c. Doctorate/PhD

Most full-time doctorates in Europe last around 3 or 4 years (this will be longer if you study part-time)

To do a doctorate, you usually need a Bachelor's degree and a Master's degree first

Doctorates are ideal for people with a passion for research and discovery. They are especially useful if you want to work in academia, become a specialist in a particular field, or be an industry researcher. Doctorates usually involve a lot of independent study and research, specialised in one particular subject. You may attend some classes, but usually you carry out your own independent research, under the guidance of your supervisor.

The aim of a doctorate is to break new ground – to produce new information and ideas or to conduct original research to help advance your subject. You may be expected to produce papers throughout your programme, and to produce a thesis for evaluation. To apply, you usually have to submit a research proposal, outlining what your doctorate will aim to achieve.

In order to pursuit a second degree or a master program or conduct a phd, it is useful to take the following steps /actions

1. Look for study / master programs around Europe & take validate information thoun webpages

Enhancing career management skills through the development of personal brand  4



per country in Europe <https://education.ec.europa.eu/study-in-europe>

2. Visit the webpage of each program you might find interesting and check the program of studies, facilities, cost, the teaching method (on campus or online), application dates and requirements etc – Create an excel with all this info
3. Look for information on what graduates of each programs are doing via linked-in and contact them to get better understanding
4. Decide on which programs are you going to apply
5. Prepare your self presentation tools (application, CV, motivational letter) and practice your interview skills
6. Submit your application on time
7. Decide which program you are going to attend, based on your offers

CONNECTED SOFT SKILLS

- Self knowledge
- Planning and organizing
- Authenticity

CONNECTED KEY TRAITS

- Active
- Reflective
- Flexible

CONNECTED ACTIONS (if any)

Self presentation tools (Application, CV, Motivational Letter) Interview

TOOLS & RESOURCES NEEDED

e.g., YouTube, LinkedIn, PPT presentation, etc

ADDITIONAL RESOURCES

Enhancing career management skills through the development of personal brand  5

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

- Application for master studies
Online Career Tips on How to prepare your application for master studies/postgraduate studies/scholarships provided by AUTH's career office
<https://career.auth.gr/services/advisory/for-studies/%ce%b1%ce%af%cf%84%ce%b7%cf%83%ce%b7-%ce%bc%ce%b5%cf%84%ce%b1%cf%80%cf%84%cf%85%cf%87%ce%b9%ce%b1%ce%ba%cf%8e%ce%bd-%cf%83%cf%80%ce%bf%cf%85%ce%b4%cf%8e%ce%bd-%cf%85%cf%80%ce%bf%cf%84%cf%81%ce%bf/>
Language: GREEK
- Personal statement
Online Career Tips on How to write a personal statement for master studies provided by AUTH's career office
<https://career.auth.gr/services/advisory/for-studies/%ce%b1%cf%85%cf%84%ce%bf%cf%80%ce%b5%cf%81%ce%b9%ce%b3%cf%81%ce%b1%cf%86%ce%b9%ce%ba%ce%ae-%ce%ad%ce%ba%ce%b8%ce%b5%cf%83%ce%b7/>
Language: GREEK
- Career.auth
Online tool (Cd-rom to be downloaded) on Career Counselling with 9 main sections on "self awareness", , "Information", "Goal Setting", "Decision Making", "Life Long Learning", "Self-Branding", "Job Searching", "Job Finding" provided by CSO AUTH.
<https://career.auth.gr/services/advisory/cso-advisory-services/cd-rom/>
Language: GREEK
- Video of an Event "Searching for Master programs Abroad (UK, USA, Hong Kong, Italy, Netherlands, France, Germany)" Practical Tips & Info on Searching, Applying and Deciding where and how to do a master program Μεταπτυχιακά και Υποτροφίες στο Εξωτερικό 14 Οκτωβρίου 2021 - YouTube

CONTINUING VOCATIONAL EDUCATION AND TRAINING

DESCRIPTION OF THE ACTIVITY

Continuing Vocational Education and Training takes place after initial education and training or after beginning working life. It aims to upgrade knowledge, to help citizens to acquire new skills, to remain employable and respond to the needs of the economy. It is largely work-based and prepares young people for work. VET boosts also enterprise performance, competitiveness, research and innovation. VET systems in Europe rely on a well-developed network of VET stakeholders. These networks are governed with the involvement of social partners, such as employers and trade unions, and in different bodies, for example chambers, committees and councils. Higher Education Institutions across Europe also offer a

Enhancing career management skills through the development of personal brand  6

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

wide range of vocational training programs.

Different European countries have different forms of vocational training systems. Par example, Germany has a very well known free vocational training scheme. This means that applicants from all countries can apply for a vocational training in the European Union. This highly competitive training is suitable for all those, who want to learn a profession according to German standards – including the perspective to work and live in Germany even as a non-EU citizen. The vocational training takes usually between 3 and 4 years. You learn your profession to 50% within the company by practical work and to 50% in a special vocational school. Lessons are held in German only – therefore you need German skills on level B1 of the GER. During the training in Europe (Germany), you are employed by a German company with a German contract providing the same rights and obligations as for German nationals.

CONNECTED SOFT SKILLS

Example:

- Self knowledge
- Planning and organizing
- Authenticity

CONNECTED KEY TRAITS

Example:

- Active
- Reflective
- Flexible

CONNECTED ACTIONS (if any)

- Self presentation tools (Application, CV, Motivational Letter)
- Interview

TOOLS & RESOURCES NEEDED

e.g., YouTube, LinkedIn, PPT presentation, etc

SUMMER SCHOOL / LANGUAGE COURSES / SHORT TERM COURSES

DESCRIPTION OF THE ACTIVITY

Enhancing career management skills through the development of personal brand  7

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

The summer courses and language courses are ideal to experience studying in Europe for a short term and gain knowledge or developing further your skills.

Summer School: Many European universities offer summer courses about a wide array of subjects. Summer courses are often international, with people from all over the world. They can vary in length from a week to two months. Following a summer course is truly a great way to meet new people, discover a new country and deepen your knowledge of a certain topic. Some summer courses offer vocational credits while other don't.

Language courses: Europe offers many opportunities if you want to increase your language skills. There are more than 20 different languages spoken and there are many language courses offered across the continent while the length and level of course may differ. Higher education institutions offer language courses during the summer months. Also, commercial organisations can organise complete trips with classes in the morning and time to practice and experience, while exploring the city in the afternoons.

In order to attend a short term program of study, it is useful to take the following steps /actions

1. Look for summer courses or language courses around Europe & take validate information though webpages per country in Europe [Countries | European Education Area \(europa.eu\)](http://europa.eu)
2. Visit the webpage of each program you might find interesting and check the program of studies, facilities, cost, the teaching method (on campus or online), the application dates and procedure, the requirements etc – Create an excel with all this info
3. Decide on which programs are you going to apply
4. Prepare your self presentation tools (application, Cv, motivational letter,)
5. Submit your application on time
6. Decide which program you are going to attend, based on your offers

CONNECTED SOFT SKILLS

- Self knowledge
- Planning and organizing
- Authenticity

CONNECTED KEY TRAITS

- Active
- Reflective
- Flexible

CONNECTED ACTIONS (if any)

Self presentation tools (Application, CV, Motivational Letter) Interview

Enhancing career management skills through the development of personal brand  8

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



REFERENCES

[Short-term study opportunities | European Education Area \(europa.eu\)](#)

Enhancing career management skills through the development of personal brand  9

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.