

JOB HUNTING 4.0

(Ref. O3- CURRICULUM DESIGN “PERSONAL BRANDING”)

GENERAL DESCRIPTION

This course provides job hunters with tools of active job search. It highlights aspects such as the importance of self-knowledge, resumé writing, social media and job hunting, etc. and emphasizes on strategies for active job search. The course is structured as follows: in the first Unit, students will learn what it is the Job Hunting 2.0. The second Unit will teach students how to use of self-knowledge and self-evaluation skills. The third unit is focused on social media techniques and job hunting underlining profiles building. The fourth unit introduces techniques to develop a good resume. Finally, the fifth Unit, advice and recommendations on how to tackle a selection process.

OBJECTIVES OF THIS COURSE

- a) Take advantages of Internet and social media for job searching. -
- b) Understand how to identify appropriate job search sites and apply online.
- c) Become comfortable with vocabulary related to job searching through social media.
- d) Appreciate the social media and Internet’s role in job hunting.
- e) Learn how to get the most out of Internet and social media in job hunting by using both traditional and online resources.
- f) Learn your to protect your personal information and personal branding.

COURSE STRUCTURE

UNIT 1. Getting into Job Hunting 4.0

- 1.1. Why Job Hunting 4.0 ?
- 1.2. Reflecting on basic theories of Job Hunting
- 1.3. Talented Hunters and Hunting your talents !

UNIT 2. Personal Assessment

- 2.1. Defining one’s Professional skills or Qualifications
- 2.2. Identifying one’s Professional goals
- 2.3. How to Know What You Want?

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2.4. Creating one's Self portrait for success: Marketing Yourself

UNIT 3. Social Media and job Hunting

- 3.1. Social Networking for Job Hunting
- 3.2. How to put Your Profiles to Work for you in social media?
- 3.3. Most Popular Social Media for a Job Hunter | Step by Step
 - 3.3.1. LinkedIn
 - 3.3.2. Twitter
 - 3.3.3. Facebook
 - 3.3.4. Google+
 - 3.3.5. Pinterest
 - 3.3.6. YouRock (<http://yourock.jobs/>)

UNIT 4. Resumé in the era of Job Hunting 4.0

- 4.1. Structure of a "Social Media friendly" Resumé
- 4.2. Virtues of the proper Resumé in Social Media
- 4.3. The Job Application: How and when to apply?
- 4.4. The rationale of posting your resumé online and in Job Search Agents websites?

UNIT 5. Managing the Job Interview

- 5.1. Managing face to face Job Interview
- 5.2. Managing videoconferencing job interview
- 5.3. Managing short video of your presentation on Youtube for Job Hunting.

COURSE SUPPORT

MOOC course

Videos: 5 to 10 min. Each of the Units will have at least one video.

Material: syllabus in PDF format.

ASSIGNMENTS

Test or Quiz at the end of each Unit.

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