



European Personal
Branding for Employment

Presentation of guidelines EPBE



What are MOOCs

- Massive Open Online Courses
- Online course with the option of free and open registration
- Used for EPBE



How should a MOOC look like?

- Online
- Free access
- Learning oriented structure
- Evaluation strategies to accredit the acquired learning
- Much larger number of participants than in a traditional face-to-face
- Course, with a global reach
- Not necessarily only for an academic audience



Quality Courses

- A high quality course has:
- Planification: Identification, duration, hours, educational support guides, etc.
- Design: Contents, educational resources, communication tools, activities, etc.
- Tutoring and monitoring: Communication, incidents, support, tutorials, etc.
- Teaching support and teachers support



Structure

1. Welcome note/video
2. Participants and mentor introductions via discussion forum
3. Live session “Course overview and guide”



Structure

4. The course is divided into:
 - a. Content
 - b. E-Learning Content
 - c. E-Activities
 - d. Collaborative exercises
 - i. One or more discussion forums
 - ii. Further Challenges
5. Live session: Final review and feedback



Assessment methods

- Quizzes (Multiple Choice)
- Self-Assessment
- Peer assessment



EPBE Courses

This structure and methods are used for courses about EPBE Courses

- Personal branding
- Job Hunting 4.0



Conclusion

With this we can give participants:

- Quality and free to use resources
- Good Communication
- Learning Evaluation
- Good learning Structure





This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.