



Strengthening Career Centres in Central Asia Higher Education
Institutions to empower graduates in obtaining and creating
quality employment

2nd Training Module:

TOOLS FOR ENGAGEMENT THROUGH CAREER CENTRES

15th – 17th March 2015

Sh. Ualikhanov Kokshetau State University
(Sanatorium Okzhetpes, Burabay (Burabay region, Akmola
oblast))

Del. 2.2.1 2nd UNIWORK Training Module: *TOOLS FOR ENGAGEMENT THROUGH CAREER CENTRES*

Objectives & Expected results

There are a myriad of tools available for Career Centres to help them better manage their data, provide information and interact with their stakeholders (students, alumni and potential employers) and have a better understanding of the job environment they are in. At the end of this training module it is expected that the participants will have a better understanding of:

1. The use of IT tools for Career Centres, particularly websites, web-services (including online courses) and databases.
2. Strategy Analysis tools.
3. Market Research tools
4. Job Fairs and Matchmaking events.

AGENDA

UNIWORK TRAINING MODULE 2: TOOLS FOR ENGAGEMENT THROUGH CAREER CENTRES

| 15/03/2015 (SUNDAY) | | | Venue: Sanatorium Okzhetpes, Burabay (Burabay region, Akmola oblast) |
|---------------------|-------|----------|---|
| From | To | Duration | |
| 08.30 | 08.45 | 15' | Registration |
| 08.45 | 09.00 | 30' | OFFICIAL WELCOME & PRESENTATION OF AGENDA Anuar Kakabayev, Sh. Ualikhanov Kokshetau State University Cristina Beans, University of Alicante |
| 09.00 | 10.20 | 80' | MARKET RESEARCH TOOLS 1. Which Market Research Tools for What? Claudia Linditsch & Rene Wenzel, FH Joanneum |
| 10.20 | 11.40 | 80' | MARKET RESEARCH TOOLS 2. Market Research Design Claudia Linditsch & Rene Wenzel, FH Joanneum |
| 11.40 | 12.00 | 20' | COFFEE BREAK |
| 12.00 | 12.30 | 30' | AUTOMATION / COMPUTERIZATION OF CAREER SERVICES 1. Process Reengineering vs. automation Angel De Silva, University of Alicante |
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| 12.30 | 13.00 | 30' | AUTOMATION / COMPUTERIZATION OF CAREER SERVICES 2. GIPE Case Study Angel De Silva, University of Alicante |
| 13.00 | 14.00 | 60' | LUNCH |
| 14.00 | 15.30 | 90' | AUTOMATION / COMPUTERIZATION OF CAREER SERVICES 3. Practical Workshop: Career Centre test cases Angel De Silva, University of Alicante |
| 15.30 | 15.45 | 15' | BREAK |
| 15.45 | 17.15 | 90' | STRATEGY ANALYSIS TOOLS 1. SWOT analysis Rene Wenzel, FH Joanneum |

| 16/03/2015 (MONDAY) | | | Venue: Sanatorium Okzhetspes, Burabay (Burabay region, Akmola oblast) |
|---------------------|-------|----------|--|
| From | To | Duration | |
| 08.45 | 10.15 | 90' | STRATEGY ANALYSIS TOOLS 2. PESTLE analysis Rene Wenzel, FH Joanneum |
| 10.15 | 11.00 | 45' | GIPE ONLINE SERVICES & COMPUTER APPLICATIONS 1. Website & web-services Angel De Silva, University of Alicante |
| 11.00 | 11.45 | 45' | GIPE ONLINE SERVICES & COMPUTER APPLICATIONS 2. Employment, self-employment and entrepreneurship databases Angel De Silva, University of Alicante |
| 11.45 | 12.05 | 20' | COFFEE BREAK |
| 12.05 | 13.30 | 85' | GIPE ONLINE SERVICES & COMPUTER APPLICATIONS 3. Discussion of best practices & alternatives for career centres Angel De Silva, University of Alicante |
| 13.30 | 14.00 | 30' | ONLINE SERVICES & COMPUTER APPLICATIONS 4. Model of UNIWORK ISMoCC (Information Systems Management of Career Centre) Mashokhida Azimova & Parviz Soliev, Khujand Polytechnical Institute of Tajik Technical University |
| 14.00 | 15.00 | 60' | LUNCH |
| 15.00 | 16.30 | 90' | JOB FAIRS AND MATCHMAKING EVENTS 1. Structural Event Management Plan 2. Recruitment of Companies |

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| | | | 3. Event Marketing Tools (social media etc.) Claudia Linditsch, FH Joanneum |
| 16.30 | 16.45 | 15' | BREAK |
| 16.45 | 18.00 | 90' | JOB FAIRS AND MATCHMAKING EVENTS 1. Structural Event Management Plan 2. Recruitment of Companies 3. Event Marketing Tools (social media etc.) Claudia Linditsch, FH Joanneum |
| 20.00 | 22.00 | 120' | Official Dinner offered by UNIWORK project |

| 17/03/2015 (TUESDAY) | | | Venue: Sanatorium Okzhetpes, Burabay (Burabay region, Akmola oblast) |
|----------------------|-------|----------|---|
| From | To | Duration | |
| 08.45 | 09.30 | 45' | INTRODUCTION TO DESIGN OF ONLINE COURSES Cristina Beans, University of Alicante |
| 09.30 | 10.15 | 45' | ONLINE COURSES PLATFORMS 1. Available Platforms for Online Courses Angel De Silva, University of Alicante |
| 10.15 | 11.00 | 45' | ONLINE COURSES PLATFORMS 2. Introduction to Moodle Platform Angel De Silva, University of Alicante |
| 11.00 | 11.20 | 20' | COFFEE BREAK |
| 11.20 | 13.00 | 100' | ONLINE COURSES PLATFORMS 3. Practical workshop: creating a test course Angel De Silva, University of Alicante |
| 13.00 | 14.00 | 60' | LUNCH |
| 14.15 | | | VISIT OF KokSU CAREER CENTRE (transfer to Kokshetau by bus) |
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