



karriereLEBEN Portal of Magdeburg-Stendal University

1. Business models within Web 2.0
2. Lifecycle models »studying reloaded« in Germany
3. Demonstration of Mockups E-Folder
4. Discussion



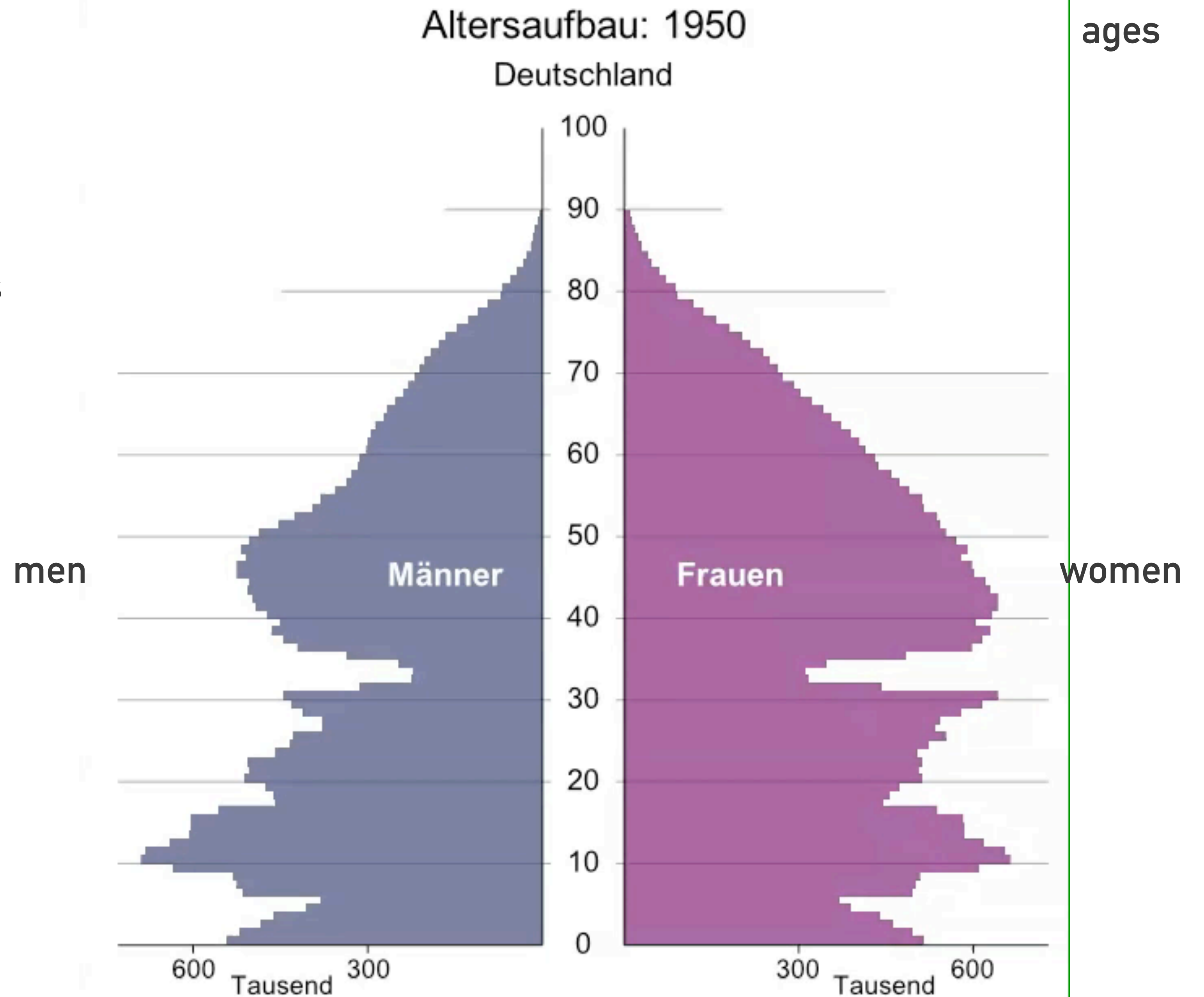
october
2012

SocialMedia & Development

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Environment is changing

- ▶ Demographics in Germany
- ▶ Our Region:
Potential of university students
decreases 30% in the next five years



A close-up photograph of a hand holding a small, clear glass globe. The hand is positioned as if balancing the globe on the tips of the fingers. The background is dark and out of focus, with some blurred light streaks. A large white number '1' is overlaid on the left side of the image.

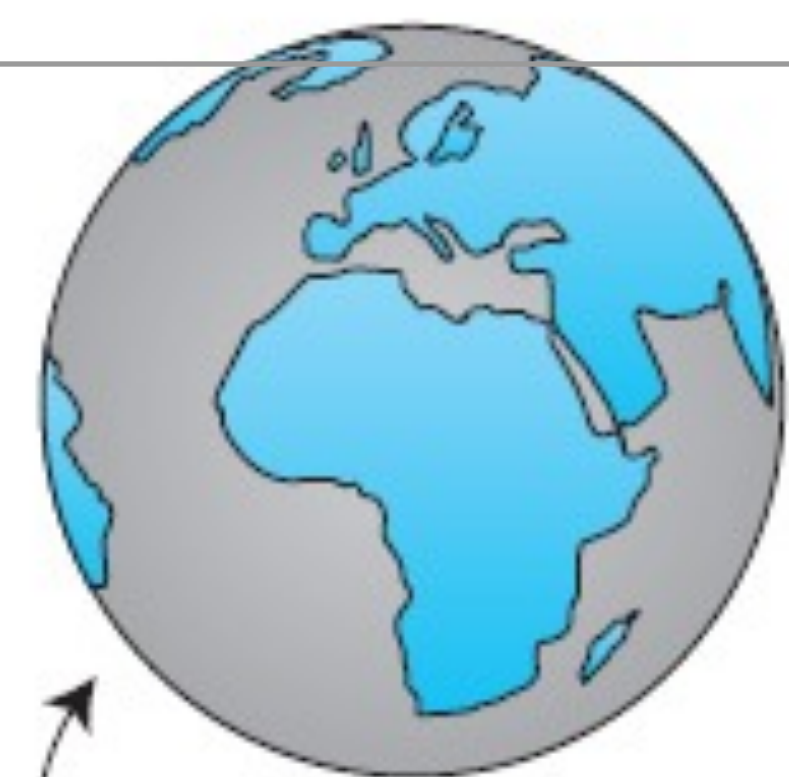
1

Business models within Web 2.0

Generate revenues, value chain, examples

Traditional Media

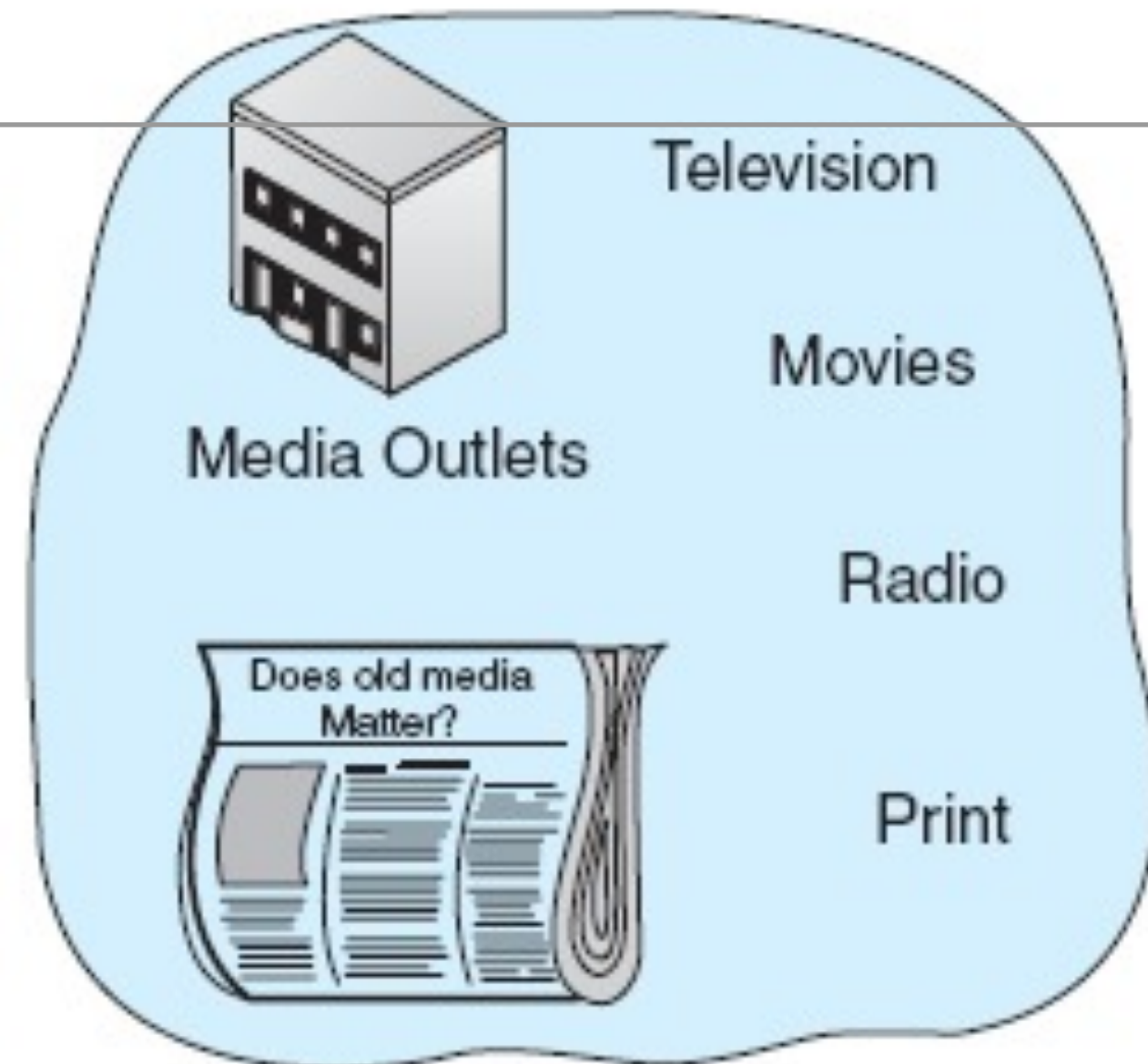
Institutional Control



observe

centralized mediation

publish
push



distributed mediation



Us

contribute

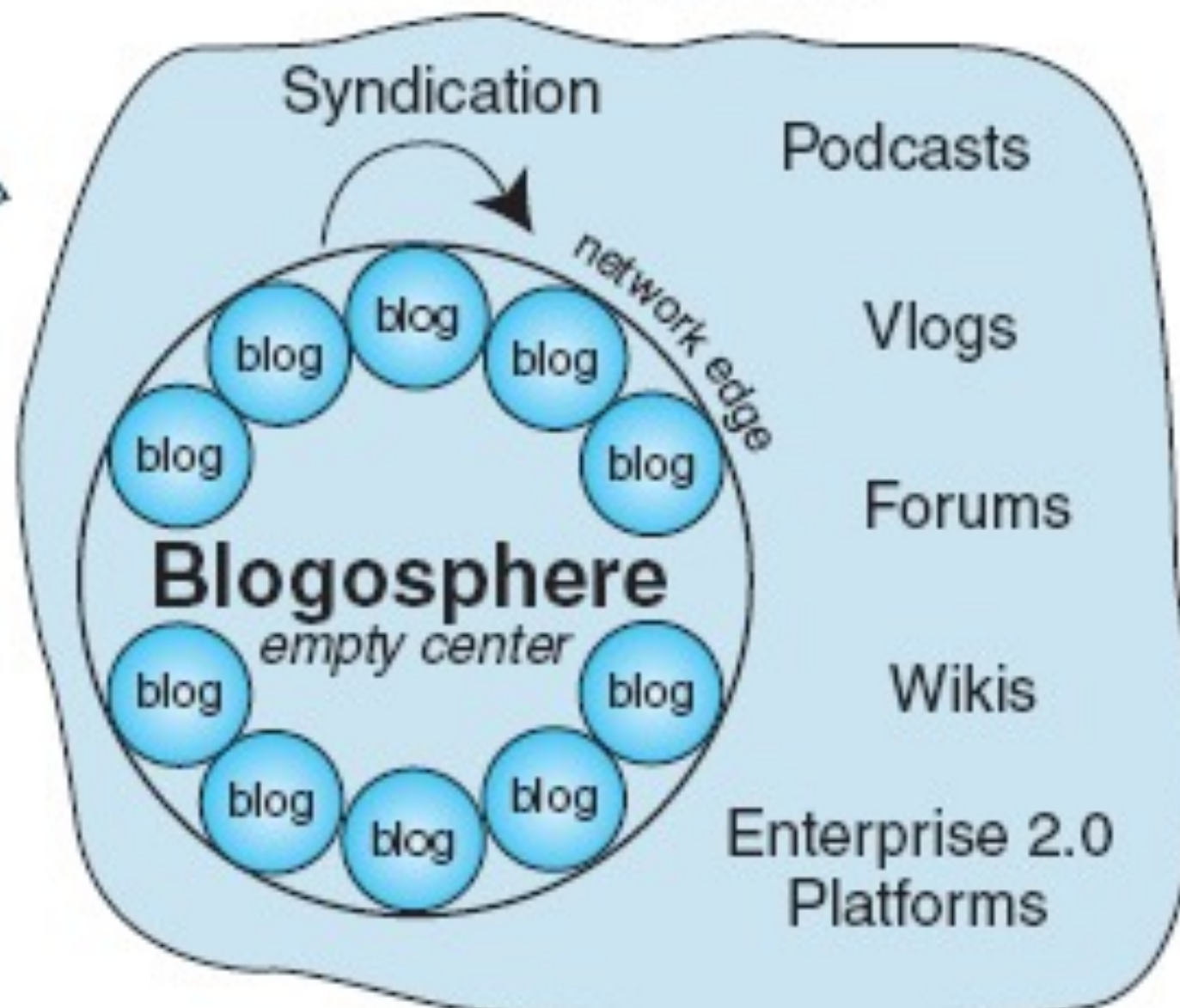
Social Consumption
via comments,
trackbacks, IM,
feedback, etc.

network effects

pull

Social Media

Consumer Control



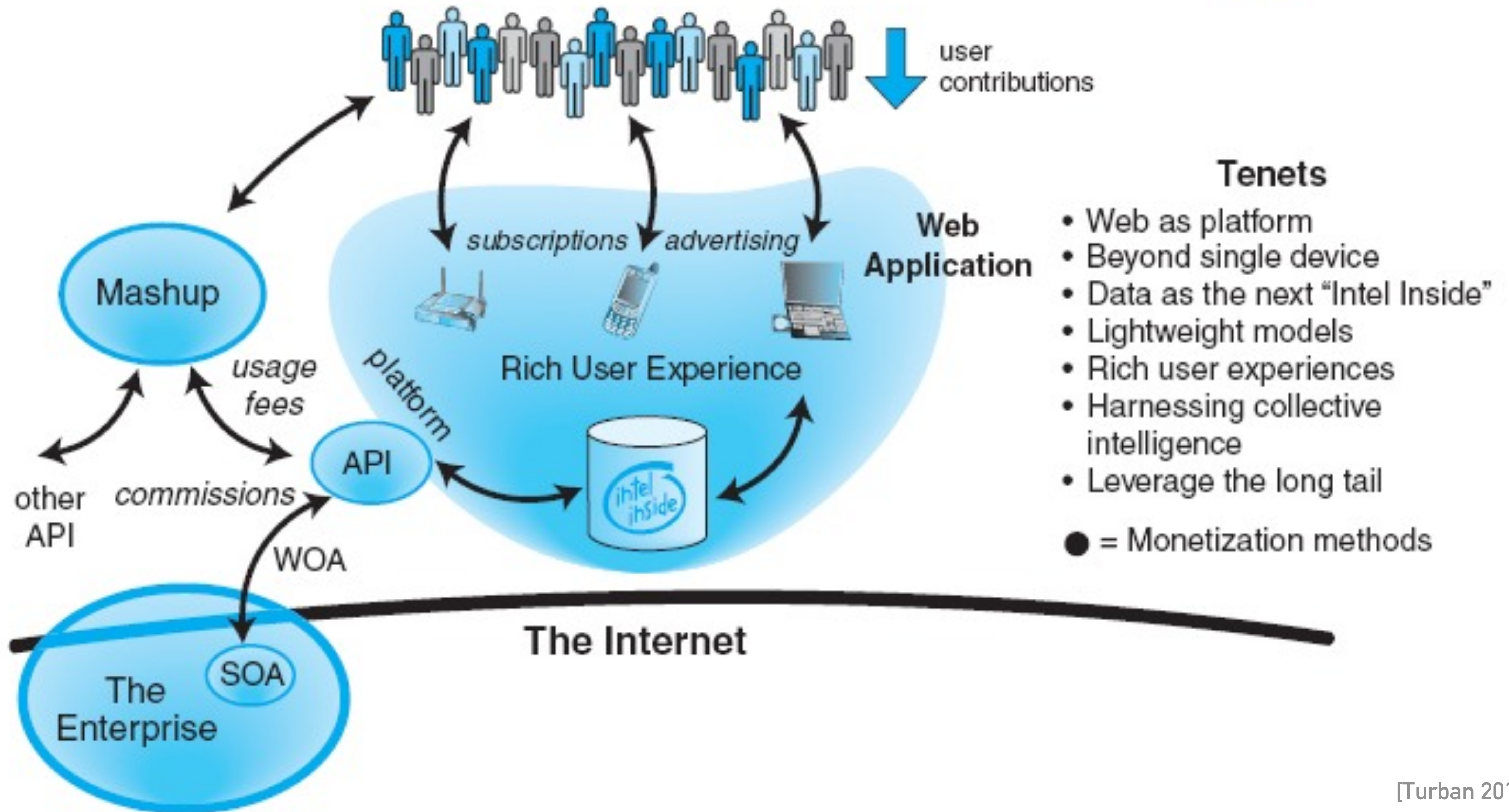
Shift

[Turban 2010, Fig. 9.2]



October 2012

Generate revenues from Web 2.0



[Turban 2010, Fig. 9.6]

Customers as part of value-added chain

Customers become ...

- ▶ Product formulators, innovators, idea supplier
- ▶ Quality checker
- ▶ Direct advertizer
- ▶ Supplier of pre-products
- ▶ Customer consultant
- ▶ payed/non payed assistents
- ▶ conscious or unconscious Advertizer
- ▶ Base of whole business processes

Crowdsourcing
Crowd intelligence

2



Lifecycle Models

»studying reloaded«

Concept »E-Folder«



- ▶ Opens a profile on career portal
- ▶ Personal cv
- ▶ Courses (prefilled)
- ▶ Other competencies
- ▶ Data from E-Portfolio



- ▶ Keeps his profile
- ▶ Care informations
- ▶ Stays in contact with fellow students and university
- ▶ Keeps control on all personal data
- ▶ Uses carrer services and profile for job applications



- ▶ Stays in contact and exchange with alumni



- ▶ Get precise and exclusive information about applicants
- ▶ Proved information

A large, white, stylized number '3' is positioned on the left side of the image. The background is a technical drawing or blueprint with various lines, circles, and a central target-like pattern. A wooden pencil with a sharpened lead tip is positioned diagonally across the right side of the image, pointing towards the center. The overall scene is set against a light, slightly textured background.

3

Mockup presentation

Click prototype »E-Folder«

AlumniPortal

spirit.hs-magdeburg.de/alumni4/advancedstudent.html

AlumniPortal

Neuigkeiten Arbeitsplatz E-Mail 3 Kontakte Kleinanzeigen Stellenmarkt *karriereLeben* Ich

Jobs

- Magdeburg
- Stendal
- Sachsen-Anhalt
- Bundesweit

Meine Moodle-Kurse

- Wirtschaftsinformatik I
- Wirtschaftsinformatik II
- Wirtschaftsinformatik III
- Qualitätsmanagement

Wetter

Magdeburg

14° / 23°
bewölkt
kein Regen

Mi. 15° / 23° Do. 15° / 23° Fr. 15° / 23°

Mein Studienfortschritt

105 / 180 Credits

[Notenübersicht](#)

Mein Stundenplan

<< 22.10.2012 - 26.10.2012 >>

Nächste Lehrveranstaltung:
Morgen, 08:00 Uhr, Mathe Übung, Raum 0.10, Haus 8

[Wochenplan](#)

Gehaltsbarometer

Mit welchem **Gehalt** Sie rechnen können

Beruf	Jahresgehalt nach Mitarbeiterzahl		
	<100	100-1000	>1000
• Architekt/in			
• Bürokaufmann/frau			
• Buchhalter/in	33 000 €	41 600 €	48 200 €
• Call-Center-Agent/in			
• Controller/in	28 800 bis 39 610	36 000 bis 48 000	38 750 bis 64 310
• Disponent/in			

Durchschnittsgehalt (Median)

Gehaltsspanne

Finden Sie Ihr Gehalt: Bewegen Sie das Rechteck mit gedrückter linker Maustaste bis Ihr Beruf erscheint. Anklicken, fertig.

[Bibliotheksausleihe](#)

Top 5 Vorlesungen: SoSe 2012

Rang	Vorlesung	Wertung
1.	RFID Master	★★★★★ 4,6
2.	WI II	★★★★★ 4,5
3.	Bauwesen II	★★★★☆ 4,4
4.	Design	★★★★☆ 4,1
5.	Qualitätsmgt.	★★★★☆ 3,9

[Zur Abstimmung...](#)

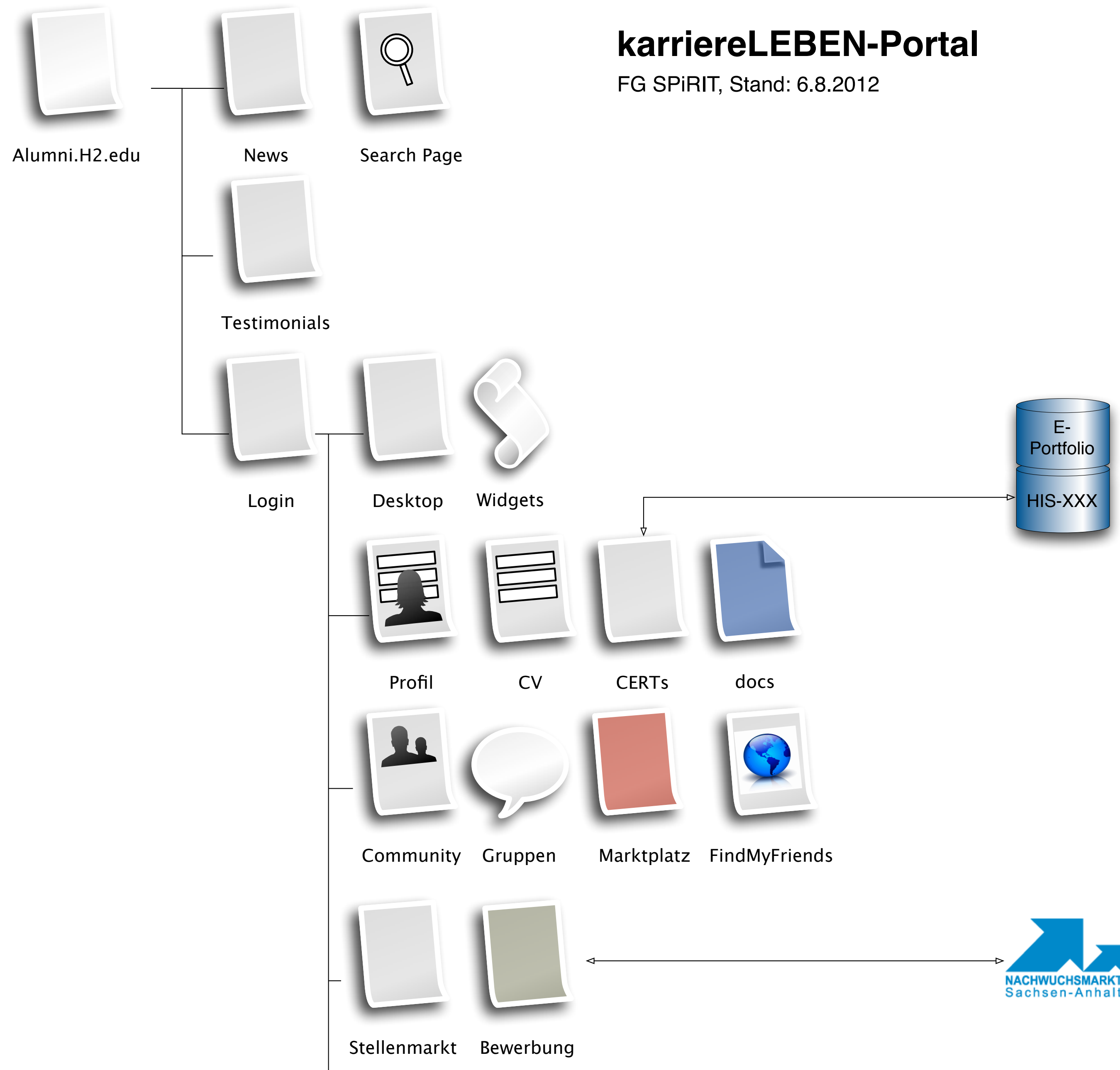
Top 5 Dozenten: SoSe 2012

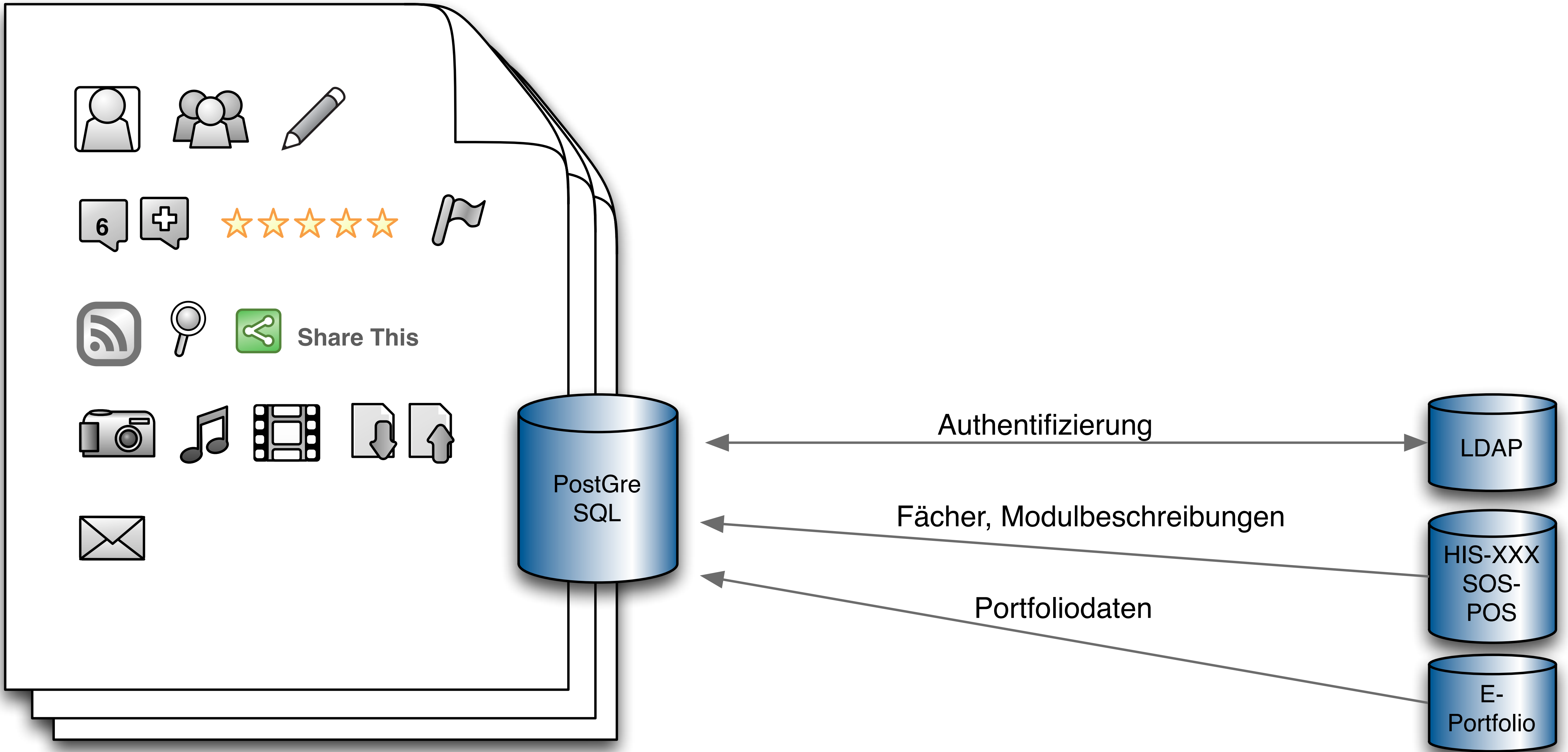
Rang	Vorlesung	Wertung
1.	Prof. Meyer	★★★★★ 4,6
2.	Prof. Müller	★★★★★ 4,5
3.	Prof. Schulze	★★★★★ 4,5
4.	Prof. Schmidt	★★★★☆ 4,3
5.	Prof. Neumann	★★★★☆ 4,2

[Zur Abstimmung...](#)

karriereLEBEN-Portal

FG SPiRIT, Stand: 6.8.2012





4

Discussion



distinguish from the competition!

- ▶ What can we offer against Facebook, Stayfriends, LinkedIn & Co.?
- ▶ How we can integrate other Social Media?
- ▶ How do they play together with University Portal?
- ▶ Which incentives could we offer?
 - For students; for Alumni
 - For professors, scientists, teachers; for staff
 - For entrepreneurs, for companies
- ▶ How we could create central services that support decentralized Social Media activities?
- ▶ How to create a central organization that supports decentral activities?



Thank you for your interest!

Prof. Dr. Michael A. Herzog

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