

Active Job Search: Career Tools

This Badge certifies the acquisition of career guidance skills based on the "Career Tools" path. The path guides the user through the metaphor of a videogame to face the transition into the world of work with greater awareness. The content is structured into three progressive levels. Level 1 - Knowing yourself: focused on self-awareness, identifying one's Life Skills (emotional, cognitive, and relational competencies), and recognizing strengths and talents. Level 2 - Tools: dedicated to professional storytelling tools, such as effective CV writing (resume) and cover letters, adapted to the context and goals. Level 3 - Acting: focused on active job search strategies, exploring opportunities (job ads, speculative applications, networking), and managing the job interview as a dialogue. The path also includes elements on the critical use of Artificial Intelligence in career guidance. The "Career Tools" project is part of the educational offer to provide students with a practical "toolbox". Using the videogame metaphor, the project transforms job hunting from a source of anxiety into a leveled path, where mistakes are part of learning and each phase requires specific tools to be trained.

Skills

The owner of this Badge has proved to have the following skills:

- Career planning
- CV and cover letter writing
- Job search techniques and networking
- Labor market analysis

The owner of this Badge has displayed the following soft skills:

- Self-awareness: ability to recognize thoughts, emotions, and strengths.
- Emotion and stress management: regulating emotions and dealing with the tension of change.
- Critical thinking: analyzing information and evaluating alternatives.
- Decision making: making decisions under uncertainty.
- Effective communication: expressing ideas and skills clearly.
- Adaptability and flexibility to work contexts.

The owner of this badge has shown to have acquired the following knowledge:

- Targeted Resume Writing
- Persuasive Copywriting
- Digital Job Search
- Visual Personal Branding

Criteria

The Badge is awarded to those who have completed the training completing the practical exercises provided for each level. Specifically, the user has demonstrated work on:





1. Mapping their own competencies and life skills (Self-orientation exercises).
2. Developing their presentation tools (Drafting the Curriculum Vitae and Cover Letter).
3. Defining an active job search strategy and simulating interview preparation.

Issued by University of Basilicata

The University of Basilicata is the leading University of the Basilicata region, in the Southern part of Italy. In 2024, six Primary Structures (Departments) were established, which incorporated the functions of the pre-existing four Departments and the two Schools. Degree programs range from the Humanities, to architecture, archeology, education, economics and management, as well as to the STEM disciplines (hard sciences, agriculture, engineering, computer sciences). Such degree programs are effectively connected to the research, training and third mission activities developed by the primary structures. University of Basilicata counts about 7000 students, and is based in the cities of Potenza and Matera.



Badge Numbers

			
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Endorsed this badge	Received this badge	Started this badge path	Added to favorites