

## Appendix 1: Press Release

### Fit for the world of tomorrow - the “Buddy” chatbot from Munich University of Applied Sciences trains the skills of the future (Headline)

*In cooperation with the Faculty of Computer Science, the Faculty of Business Administration is launching the first chatbot that supports students in identifying and developing the skills of tomorrow. (Byline)*

**MUNICH, 28. April 2021.** Information & data literacy, communication & collaboration. Buddy can identify these and many other Future Skills with the help of a question-answer interaction and recommend suitable training courses based on the results. This prepares the students of the Munich University of Applied Sciences in an innovative way for the world and the job market of the future. **(Summary)**

One can already guess what the world will look like in five or more years. Digitalization will continue to play a central role in the future. In order to meet the challenges of new technologies, automated processes and intelligent machines, additional skills and competencies are required. Most students belong to the generation of the "digital natives", so they are used to dealing with the virtual world. But do they also have the skills of tomorrow or are there deficits that need to be eliminated? The development team of the Faculties of Business Administration and Computer Science dealt with this question. **(Problem/opportunity)**

The result is the "Buddy" chatbot, which supports students in identifying existing and missing skills and developing them further. In addition, he recommends suitable online training courses to promote a lack of knowledge and to optimally prepare students for the world of the future. **(Solution)**

„Our goal is to make the students fit for the future. With Buddy we now have an innovative program that can analyze competencies such as digital interaction and problem-solving skills without spending a lot of time on the part of users. We are particularly proud of the link with LinkedIn Learning, so that we can offer our students an even broader spectrum for further development“, Prof. Gärtner Faculty 10. **(Leader quote)**

And this is how the analysis of Future Skills works: A dialog window opens for students at the Munich University of Applied Sciences, in which Buddy introduces himself and invites them to take a small test.

The test can usually be answered in such a way that the user does not have to enter a lot of text. The Bot gives statements to analyze the skills, such as „I turn to multiple sources when searching for information.“ The test takes around 10 minutes and at the end the student receives his result. This shows the most important Future Skills and what percentage of users agree with them. In the final step, Buddy recommends additional E-Learnings based on the test results for each of the categories that have been tested. These are linked e.g. to the LinkedIn Learning database and give the users the possibility to enhance their knowledge further. **(Customer experience)**

„In my new job as a working student at a large technology company, I mainly work from home. Virtual meetings are the order of the day here. Although I'm used to digital formats, I took the advice of a fellow student and, with the help of Buddy, put my skills to the test. Deficits were found in my digital interaction. I then successfully completed the training suggested by Buddy and can now contribute much better to the team“, says a student from faculty 10. **(Customer quote)**

Have we sparked your interest? Via the following link: [LINK](#) you can also test how fit you are for tomorrow's world. **(Call-to-action)**