



## Certificate of Achievement

# Mohamed Elwan

has completed the following course:

**BUSINESS FUNDAMENTALS: EFFECTIVE NETWORKING**  
THE OPEN UNIVERSITY AND THE OPEN UNIVERSITY BUSINESS SCHOOL

The course outlined basic networking techniques, both face to face and online, to improve opportunities for learners and their professional contacts. It covered ways to overcome barriers, optimising the mutual value of networks in the longer term by a conscious approach to planning and prioritising

4 weeks, 3 hours per week



**Jake Yeo**  
Acting University Secretary  
The Open University



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](https://futurelearn.com/proof-of-learning/certificate-of-achievement).

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from The Open University and The Open University Business School.



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has completed the following course:

### **BUSINESS FUNDAMENTALS: EFFECTIVE NETWORKING** THE OPEN UNIVERSITY AND THE OPEN UNIVERSITY BUSINESS SCHOOL

**93%**  
AVERAGE TEST  
SCORE

The course outlined basic networking techniques, both face to face and online, to improve opportunities for learners and their professional contacts. It covered ways to overcome barriers, optimising the mutual value of networks in the longer term by a conscious approach to planning and prioritising

#### **STUDY REQUIREMENT**

4 weeks, 3 hours per week

#### **LEARNING OUTCOMES**

- Apply the principles of effective networking
- Improve your impression-management skills in a professional context
- Develop your analytical and prioritisation skills
- Identify, select and use online tools to enhance your digital presence
- Develop the potential of your personal brand

#### **SYLLABUS**

- Nature and benefits of networking
- Barriers to networking and how to overcome them
- Frameworks for self-assessment and communicating professional strengths and interests
- Interpersonal skills including giving and receiving feedback, listening and using appropriate body language
- Online communication in a professional context
- Fundamentals of brand equity as applied to individuals
- Monitoring, evaluation and planning for improving the mutual value of networking activity