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| **MODULE TITLE** | Developing a Professional Identity | | | | | |
| **MODULE CODE** |  | | | | | |
| **EFFECTIVE FROM** | September 2017 | | | | | |
| **MODULE LEVEL** | 4 | | | | | |
| **CREDIT POINTS** | 5 | | | | | |
| **PREREQUISITE(S)** | None | | | | | |
| **CO REQUISITE(S)** | None | | | | | |
| **MODULE INSTANCE(S)** | **Location** | **Semester** | **Module Co-ordinator** | | | **Teaching Staff** |
|  | All | 1 and 2 | Sharon Milner | | | Career Development Consultants |
| **HOURS** | 50 | | | | | |
|  | Lectures | | | | 3 hrs | |
| Independent study (including assessment) | | | 47 hrs | | |
| **TOTAL EFFORT HOURS** | 50 | | | | | |
| **ACADEMIC SUBJECT** | Career Development Learning / Employability | | | | | |

**RATIONALE**

Regardless of how hard we try, the reality is that the world of work is changing on a global scale. Existing job roles will shift to meet the demands of new work environments, and these shifts will vary across industries, businesses and employees. The development of a professional identity can support students with career planning in an era of digital disruption whilst improving their work experience and job prospects.

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| **AIMS**  This module aims to support students in exploring and researching the type of career and future they want. The module will enable students to distinguish between transferable skills and professional competencies. It will help them also to develop a linkedin plan and profile that will support them in developing networks and their professional brand which will enable them to pursue opportunities for personal and professional development whilst at University and beyond. |

**LEARNING OUTCOMES**

Successful students will be able to:

* Appreciate the importance of career ownership and the career planning process
* Identify and articulate their own transferable skills and professional competencies
* Adopt professional standards and behaviours in an online professional context
* Develop a linkedin profile and brand to develop networks to make the most of labour market opportunities and challenges.

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| **CONTENT**  The content in this module will support students in exploring, researching, discussing and planning for the type of career they want.   1. How can I improve my life chances?  * Career ownership and personal responsibilities * Getting motivated to get ahead  1. Getting Qualified for Employment  * What do employers look for? * Qualifications and levels * Professional Bodies and Associations  1. Digital Disruption and the Labour Market  * Sector Trends and technology * The future of work * NI Skills Barometer  1. World Skills V’s Vocational Skills  * Transferrable Skills and Employability * Professional competencies  1. Digital Career Development  * Developing a professional profile * Professional standards and behaviours * Building and maintaining online networks * Promoting their professional brand |
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| **LEARNING AND TEACHING METHODS**  This module adopts a problem-based approach to learning and will be delivered using a variety of methods including practical workshops, seminars, e-learning and self-directed personal and professional learning. |

**ASSESSMENT AND FEEDBACK**

100% Coursework 0% Examination

Students have to complete the following assessment:

A Linkedin strategy which will outline students career goals and the types of contacts they need to develop in order to achieve these goals.  Develop a word template of a linkedin profile which will articulate their transferable skills and professional competencies and illustrate how they can adopt professional terminology in an online professional context.  This profile will enable them to start developing their brand to develop networks to make the most of labour market opportunities and challenges

The assessment has to be uploaded onto Blackboard Learn

Assessment and feedback will be managed using Blackboard Learn.

READING LIST

**Required**

Catherine Kaputa (2016) *Graduate to a Great Career: How Smart Students, New Graduates and Young Professionals can Launch BRAND YOU.* Nicholas Brealey Publishing

Alexandra Cavoulacos (2017) *The New Rules of Work: The Modern Playbook for Navigating Your Career.* Crown Business

Donna Serdula (2017) *Linkedin Profile Optimization for Dummies.* John Wiley & Sons

High Fliers Research: The Graduate Market in 2017

<https://www.highfliers.co.uk/download/2017/graduate_market/GMReport17.pdf>

HESCU: What do Graduates do?

<https://www.hecsu.ac.uk/assets/assets/documents/What_do_graduates_do_2016.pdf>

BlogSpot: How to Use LinkedIn: 35 LinkedIn Tips for Professional Networking, Business & Marketing

<https://blog.hubspot.com/blog/tabid/6307/bid/23454/The-Ultimate-Cheat-Sheet-for-Mastering-LinkedIn.aspx>

Northern Ireland Skills Barometer

<https://www.economy-ni.gov.uk/publications/ni-skills-barometer>

**SUMMARY DESCRIPTION**

This module provides an introduction to the development of a professional identify for undergraduate students at an early stage of career planning. The module is designed to help students acquire and develop digital employability skills and to develop an online network and profile that will support them in finding and securing relevant work-related opportunities.

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| Academic Office  July 2016 |