

Module 12: Professional Development

Stage				2			
Semester				1			
Module Title				Professional Development			
Module Number				12			
Module Status				Mandatory			
Module ECTS Credits				5			
Module NFQ level				7			
Pre-Requisite Module Titles				IT Skills			
Co-Requisite Module Titles				N/A			
Capstone Module?				No			
List of Module Teaching Personnel				Jacqui Tracey			
Contact Hours				Non-contact Hours			Total Effort (hours)
56				44			100
Lecture	Practical	Tutorial	Seminar	Assignment	Placement	Independent Work	
36	10	10		20		24	100
Allocation of Marks (Within the Module)							
	Continuous Assessment	Project	Practical	Final Examination	Total		
Percentage Contribution	100%				100%		

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Identify and implement the key elements of professional communication in business.
2. Use effective means to source employment or internship opportunities.
3. Demonstrate key written and presentation skills for employment/internship application.
4. Employ the various communication technologies in their research and preparation for internship / employment applications.
5. Discuss the importance of interview preparation
6. Act professionally in college and workplace situations.

Module Objectives

The purpose of this professional development module is to develop appropriate skills and knowledge required for business professionalism and communication success. This module enables learners to gain a broad understanding of the numerous and diverse activities that combine to successfully source internships and employment opportunities. Furthermore the module ensures that learners develop the necessary knowledge and understanding of the techniques used to deliver professional business presentations including written, oral and visual.

Module Curriculum

Professionalism (Workplace and College)

- Timekeeping
- Dress code
- Business Etiquette
- Attitude
- Networking

Writing Business Correspondence

- Letters
- emails
- Improving readability in emails and letters

Composing Business Reports

- Understanding and planning business reports
- Writing reports and proposals
- Harvard Reference System (review)

Oral Presentations

- Planning your presentation
- Writing your presentation
- Using visual aid in your presentations
- Knowing your audience (Company or college/university)

Employment Preparation

Writing Employment Communications

- Professional Curriculum Vitae
- Professional Cover Letter
- Developing a Portfolio
- Tailoring your Curriculum Vitae and Cover letter
- Applying on line (what should you know)

Employment Research (internships and employment)

- Targeted job search
- What do you know about your Industry?
- What type of employees do they recruit?
- How can you match your skills to the company skills?
- Sources of job leads

Interview Techniques

- The interview
- Interview etiquette
- Interview question preparation
- Dealing with tough questions
- Closing the interview

Reading lists and other learning materials

Douglas , A. & O'Neill, S. (2014) *Work Experience*. 4th Edition Gill & Macmillan.
Anderson , L.E & Bolt, S. (2008), *Professionalism – Real Skills for Workplace Success* .
Prentice Hall
McClave , H. (2004), *Communication For Business*, Gill & Macmillan, 3rd Edition.
Bové, C. & Thill, J. (2013) *Business Communications Essentials*. 6 Edition Pearson. New
International Edition,

Module Learning Environment

A learner-focussed learning environment is created in both the lectures and online Moodle sessions. Learners are guided and supported through a structured learning process. Lecturers use role play and videos related to current business environment where professional employment, recruitment and selection practices are vital for success.

Moodle is used extensively to support and direct learners beyond the face-to-face encounters and also for interactive activities such as on-line wikis and discussion forums.

Module Teaching and Learning Strategy

This module is specifically designed to develop the learner's awareness of the requirements of the business world from an employment perspective. The module is delivered through lectures, role play, supporting videos, online resources and case examples of excellent best practice from the field of business are employed. Guest speakers from the world of recruitment and specific business sectors are invited to the College to give learners a real view of employer expectations.

Module Assessment Strategy

Coursework for this module accounts for 100% of the overall marks. 30% of the coursework grade is allocated to a formal Curriculum Vitae and Cover Letter. 30% of the coursework is allocated to a formal business interview; in this case learners are required to choose a real company in which they are applying for a position. 10% of the grade is awarded for a concise review of employers requirements for job applicants (based on the sector the learner wishes to work in upon completion of their degree). Finally the remaining 30% is allocated to a learning portfolio in which the learner is required to reflect on their learning throughout the professional development module.