

## **Professional Career Management**

Module Code:	HRM7025-C
Academic Year:	2018-19
Credit Rating:	30
School:	School of Management
Subject Area:	Human Resource Management
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites:

### **Contact Hours**

Type	Hours
Lectures	56
Seminar	18
Directed Study	226

### **Availability Periods**

Occurrence	Location/Period
BDA	University of Bradford / Semester 2 (Feb - May)

### **Module Aims**

This module will enable you to gain a comprehensive understanding of career theories and career planning approaches and how these can influence individual career plans. It will also support you to identify and assess your key employability skills including innovation and enterprise skills and to explore your career motivation and aspirations whether that be employment, further study, business start-up or freelance work for example.

You will also develop your understanding of the local, regional and national labour markets and gain insights into the dynamic nature of graduate recruitment and selection. You will have the opportunity to apply a range of job search techniques and recruitment and selection practices to assist you when competing in the graduate labour market.

Finally through the module you will develop a personal career action plan based on an assessment of your employability skills and career aspirations.

## **Outline Syllabus**

Understanding career theories, exploring career options including enterprise and business start-up, career planning and goal setting, assessing employability skills (in line with University of Bradford Employability Capabilities) and examining career aspirations, leading to the development of individual career action plans, understanding LMI (labour market information), looking at the local, regional and national situation and how this impacts on opportunities for graduates, exploring job seeking myths, digital marketing, job search techniques including proactive approaches e.g. networking, exploring the hidden jobs market, use of social media, current graduate recruitment and selection practices, making effective applications, interview and assessment centre techniques developing self-motivation and developing confidence.

## **Module Learning Outcomes**

*On successful completion of this module, students will be able to...*

- 1 Evaluate and critically apply theories of career planning to personal situations and develop appropriate personal career plans
- 2 Critically analyse own employability skills to identify strengths and development opportunities relating to personal career plans.
- 3 Research and critically analyse the local, regional and national graduate labour market and understand its relevance to personal career plans
- 4 Develop a detailed knowledge and understanding of current job search techniques and recruitment and selection practices
- 5 Demonstrate application of knowledge and understanding of job search techniques and recruitment and selection practices.

## **Learning, Teaching and Assessment Strategy**

Lectures and practical workshop sessions will deliver core content; providing you with the opportunity to acquire the information to enhance your knowledge and understanding. (LO1, LO2, LO3, LO4)

This will be complemented by a range of blended teaching and learning strategies including the use of external expert guest speakers, group work, role play and reflections, self-directed study and e-learning activities through a range of on line resources. VLE will be used to provide access to online resources, lecture notes and external links to websites of interest. Graduate case studies and problem based learning scenarios will also be utilised. These strategies will allow you to apply this learning to your specific context. (LO2, LO5)

You are expected to study independently which includes background reading and activities, keeping abreast of relevant media and other coverage of the subject areas and carrying out independent research and guided reading.

A person centred approach underpins the module with all students receiving individual career coaching, tutorials and one to one support.

**Assessment 1:**

Labour Market Report will assess LO3, LO6.

**Assessment 2:**

Personal Development Portfolio will assess LO1, LO2, LO4, LO5.

**Mode of Assessment**

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	Labour Market Report (2,500 words approx.)	-2500 words	40%	No
Summative	Coursework	Personal Development Portfolio (3,500 words approx.)	-3500 words	60%	Yes

**Legacy Code (if applicable)**

**Reading List**

To view Reading List, please go to [rebus:list](#).