

## Module 12

### 6.12.1. Professional Development

<b>Module title</b>						Professional Development					
<b>Module NFQ level (only if an NFQ level can be demonstrated)</b>						7					
<b>Module number/reference</b>						BS12					
<b>Parent programme(s)</b>						Bachelor of Arts (Honours) in Business Studies					
<b>Stage of parent programme</b>						Stage Two					
<b>Semester (semester1/semester2 if applicable)</b>						Semester One					
<b>Module credit units (FET/HET/ECTS)</b>						ECTS					
<b>Module credit number of units</b>						5					
<b>Duration of the module</b>						One Academic Semester, 12 Weeks Teaching.					
<b>Average (over the duration of the module) of the contact hours per week</b>						3					
<b>Analysis of required learning effort</b>											
<b>Effort while in contact with staff</b>											
<b>Classroom and demonstrations</b>		<b>Mentoring and small-group tutoring</b>		<b>Other (specify)</b>		<b>Directed e-learning (hours)</b>	<b>Independent learning (hours)</b>	<b>Other hours (specify)</b>	<b>Work-based learning hours of learning effort</b>	<b>Total effort (hours)</b>	
<b>Hours</b>	<b>Minimum ratio teacher/learner</b>	<b>Hours</b>	<b>Minimum ratio teacher/learner</b>	<b>Hours</b>	<b>Minimum ratio teacher/learner</b>						
24	1:40	12	1:20				89				125
<b>Allocation of marks (within the module)</b>											
						<b>Continuous assessment</b>	<b>Supervised project</b>	<b>Proctored practical examination</b>	<b>Proctored written examination</b>	<b>Total</b>	
<b>Percentage contribution</b>						100%				100%	

## Minimum intended module learning outcomes

On the successful completion of this module, students should be able to:

- MIPOLO 12.1** Describe the key principles of the job application process, including CV preparation, writing letters of application, and undertaking interviews.
- MIPOLO 12.2** Appraise personal strengths and weaknesses, and engage in personal goal-setting.
- MIPOLO 12.3** Undertake a critical audit of their skills, learning styles, and communications capabilities with a view towards their professional development.
- MIPOLO 12.4** Plan, prepare, and complete two oral presentations, both individually and as part of a peer-led team.
- MIMLO 12.5** Complete a reflective diary on their skills and learning and communications styles, and demonstrate a capacity for self-directed learning and the evaluation of personal progress.

## Module content, organisation and structure

### Indicative Syllabus

Introduction to Learning Styles

Honey & Mumford, 1996

- Theoretical: Learners prefer to learn by reading and listening to the experts
- Pragmatic: Learners like to be able to see the practical application of theory.
- Reflective: Learners tend to be imaginative and emotional - work well in group discussions
- Activist: Learners are action oriented. They learn by doing

Fleming & Baume 2006

- VARK: is an acronym that refers to the four types of learning styles: Visual, Auditory, Reading/Writing Preference, and Kinaesthetic

S.W.O.T. LEARNING STRATEGIES

- Visual SWOT Strategies: Utilizes graphic organizers such as charts, graphs etc
- Aural SWOT Strategies: Record summarized notes and listen to them on disc.

- Kinaesthetic SWOT Strategies: Use real life examples and applications
- Read and Write Strategies. Write, write and rewrite words and notes. Reword main ideas and principles to gain a deeper understanding.

#### Personal S.W.O.T. Skills Analysis

- Strengths, Weaknesses, Opportunities and Threats
- Inward look at:
- What makes a person valuable?
- What areas need to be worked on?
- What things a person can take advantage of to set realistic goals
- What threatens the ability to take advantage of these opportunities

#### Communication Skills for Workplace success

- Understanding the communication process
- Listening: Active listening skills:
- Oral Communication
- Aural
- Written
- E-Mail, letter writing etc.
- Non Verbal i.e. Body language

#### Presentation Skills

- Message / story / theme
- Preparation
- Slides / design / text / use of visual aids
- Rehearsal
- Delivery
- Handling questions & answers

#### Curriculum Vitae

- Purpose of curriculum vitae
- Your story
- Different approaches
- Key learning points: Update regularly; show progression;
- Tailoring to different jobs
- Cover letter

#### Interview Skills

- Research company and job beforehand
- Anticipate interview questions and prepare answers
- Develop a compelling story – ‘Aha moments’
- Tailor story to different jobs e.g. how you handled change
- Practice and be prepared
- Look the part – dress appropriately
- Be aware of ‘self’

## Leadership and Management skills

- Interpersonal communication skills
- Ability to Teamwork
- Planning, organising, leading
- Decision-making in different environments / situations
- Listening, questioning and negotiation skills

## Reading lists and other information resources

Title	Author	Publisher	Year
<b>Essential:</b>			
Supervision, Evaluation and Professional Development	DiPaola, M. & Hoy, W.	Pearson Education	2012
Business Communications	Bienvenu, S Timm, P	Pearson Education	2002