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Title: PREPARATION FOR WORK  
 Status: Definitive  
 Code: **5017BUSMK** (119221)  
 Version Start Date: 01-08-2018

Owning School/Faculty: Academic Portfolio  
 Teaching School/Faculty: Academic Portfolio

Team	Leader
Joseph McGrath	Y

**Academic Level:** FHEQ5      **Credit Value:** 24      **Total Delivered Hours:** 52  
**Total Learning Hours:** 240      **Private Study:** 188

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Seminar	52

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Recruitment Documentation including CV, personal statement	30	
Reflection	Reflection	Evidenced-based learning logs & reflection	30	
Practice	practical	Practical development and assessment of Marketing skills	40	

### Aims

*To provide students with the skills and knowledge required to secure undergraduate work experience placements and/or graduate employment.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Produce the necessary documentation to secure interviews with prospective employers.
- 2 Recognise own learning and development achievements and be able to evidence them in a series of learning logs.
- 3 Develop skills in reflective practice to enable them to maintain their own personal and professional development in a work environment
- 4 Develop and evidence project management skills in the execution of a practical marketing project

## Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Report	1	
Reflection	2	
practical	3	4

## Outline Syllabus

*Skills analysis*

*Effective Covering letters and CV's*

*Approaches to Application forms*

*Psychometric Tests*

*Researching Companies for job applications*

*Organisational awareness and analysis of sectors, cultures and customers*

*Reviewing personal and organisational match*

*Interview skills*

*Assessment Centres*

*Presentation skills*

*Reflective Writing and learning logs*

*Selling yourself in person*

*Project Management*

## Learning Activities

Two hour seminar per week

## Notes

Formative assessment takes place through the workshops. Recruitment

documentation is normally submitted around the middle of each semester; learning logs are usually submitted at the end of semester one.

Project Management documentation in the form of a practical reports is assessed at the end of semester two.