

Unit Specification

**Personal and Professional
Development**

Unit Summary

The main purpose of the unit is to introduce students to the fundamental ideas of professionalism, professional practice, and personal growth planning. It aims to increase your awareness of what you presently offer a prospective employer and how to grow and promote yourself in order to stand out in your desired job field. You will be encouraged as your abilities and knowledge of your talents improve. Additionally, you will acquire an understanding of why Professional Development is an integral part of professional and academic career and also for your University experience. Further it enhances the personal attributes of the students such as polishing the digital literacy, ethical business behavior, reflective practices, critical and problem solving techniques. Further adding up exposure to the employability skills, students' personal attributes and self-awareness.

Learning Outcomes

- LO1.** Structure academic and reflective work by planning, organizing, and structuring it.
 - LO2.** Enhance employability by developing soft skills.
 - LO3.** Possess the ability to create a personal portfolio that incorporates professional and personal growth, a resume, the establishment of a professional profile, and reflective journaling.
 - LO4.** Developing a familiarization with self-profiling as a professional, which includes abilities, experience/qualifications, and knowledge.
 - LO5.** Developing your own professional identity/personal brand.
 - LO6.** Awareness and comprehension of the value of professionalism and professional practice, including reflective practice.
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Unit Content

- Employability Skills Demonstration: Marketing Yourself, CV Writing; Employability Passport; LinkedIn, Resume, personal brand
 - Demonstrate employability skills via job experience, internships, placements, and entrepreneurial awareness.
 - Demonstrate effective goal planning for your career and personal growth by using SMART Goals.
 - Demonstrate analytical and problem-solving abilities
 - Be able to differentiate between hard skills and soft skills
 - Possess the ability to write and learn reflectively
 - Demonstrate a strategy for career and personal growth
 - Demonstrate a knowledge of one's own beliefs, characteristics, abilities, and self-management.
 - Understanding of what employers seek in new graduates
 - An understanding of the ethics at workplace
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Teaching & Delivery

Tuition and guidance should feature flexible approaches to delivering the unit. Formal tuition sessions, whether face to face or online, will identify some of the required, theoretical subject matter. This will help students to work individually, or as part of a group, researching and gathering information about the subject. The Module will be taught through weekly tutorials and will include tutor-led and student-centered activities. Reflective learning based on defined experience situations will be used to promote self-development. Students will likely use tutor- and self-directed study and reflect on their experience and expertise. Up-to-date information and materials are available from many sources such as businesses, the World Wide Web, television and radio broadcasts, broadsheet newspapers and advisory services.

Assessment

The following assessment strategies may be adopted to achieve the learning outcomes

Portfolio

100%

A Personal and Professional development Portfolio equivalent to 3000 words.

Learning Resources

Learners should be made aware of these sources before delivery of this unit, and be fully conversant with these sources upon completion of this unit.

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- Lowden, K., Hall, S., Elliot, D. and Lewin, J., 2011. Employers' perceptions of the employability skills of new graduates. *London: Edge Foundation.*
 - Moon, J.A., 2006. *Learning journals: A handbook for reflective practice and professional development.* Routledge.
 - Tarrant, P., 2013. *Reflective practice and professional development.* Sage.
 - Dowson, P. (2015) *Personal and professional development for business students.* London: Sage Publications. EBOOK available.
 - Cottrell, S., 2015. *Skills for success: Personal development and employability.* Macmillan International Higher Education.
 - Carlopio, J., Andrewartha, G., Whetten, D. and Cameron, K., 2012. *Develop management skills.* Pearson Higher Education AU.
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