



Module Descriptor

Code: BUSM40001

Version: -

Approval Status: N/A

Title: THE PROFESSIONAL TOOLKIT

Section: Staffordshire Business School

Level: 4

Contact	E-mail Address	VLE
Karl McCormack	K.McCormack@staffs.ac.uk	-

Pattern Of Delivery

Credits	Contact Hours	Independent Study Hours	Total Learning Hours	Description of Pattern of Delivery
30	72	228	300	Occurrence A, Stoke Campus, UG Semester 1
				Occurrence A, Stoke Campus, UG Semester 2
				Occurrence A, Stoke Campus, UG Semester 1
				Occurrence A, Stoke Campus, UG Semester 2
				Occurrence A, Stoke Campus, UG Semester 1
				Occurrence A, Stoke Campus, UG Semester 2
				Occurrence B, British University Vietnam Hanoi, UG Semester 1
				Occurrence B, British University Vietnam Hanoi, UG Semester 2
				Occurrence C, Chengdu University Of Technology China, UG Semester 1
				Occurrence C, Chengdu University Of Technology China, UG Semester 2
				Occurrence C, Chengdu University Of Technology China, UG Semester 1
				Occurrence C, Chengdu University Of Technology China, UG Semester 2
				Occurrence E, British University Vietnam Hanoi, UG Semester 2
				Occurrence E, British University Vietnam Hanoi, UG Semester 3
				Occurrence E, British University Vietnam Hanoi, UG Semester 1
				Occurrence E, British University Vietnam Hanoi, UG Semester 2
				Occurrence E, British University Vietnam Hanoi, UG Semester 3
				Occurrence E, British University Vietnam Hanoi, UG Semester 1
				Occurrence F, APIIT LANKA (PVT) LTD - Colombo, UG Semester 2
				Occurrence F, APIIT LANKA (PVT) LTD - Colombo, UG Semester 3
				Occurrence F, APIIT LANKA (PVT) LTD - Colombo, UG Semester 2
				Occurrence F, APIIT LANKA (PVT) LTD - Colombo, UG Semester 3

Occurrence G, The Growth Company, UG Semester 1
Occurrence G, The Growth Company, UG Semester 2
Occurrence G, The Growth Company, UG Semester 1
Occurrence G, The Growth Company, UG Semester 2
Occurrence H, APIIT LANKA (PVT) LTD - Kandy, UG Semester 1
Occurrence H, APIIT LANKA (PVT) LTD - Kandy, UG Semester 2
Occurrence H, APIIT LANKA (PVT) LTD - Kandy, UG Semester 1
Occurrence H, APIIT LANKA (PVT) LTD - Kandy, UG Semester 2
Occurrence I, The Growth Company, UG Semester 1
Occurrence I, The Growth Company, UG Semester 2
Occurrence I, The Growth Company, UG Semester 3
Occurrence I, The Growth Company, UG Semester 1
Occurrence I, The Growth Company, UG Semester 2
Occurrence I, The Growth Company, UG Semester 3
Occurrence J, Disted College, UG Semester 1
Occurrence J, Disted College, UG Semester 1
Occurrence K, APIIT LANKA (PVT) LTD - Colombo, UG Semester 1
Occurrence L, APIIT LANKA (PVT) LTD - Colombo, UG Semester 1
Occurrence L, APIIT LANKA (PVT) LTD - Colombo, UG Semester 1
Occurrence M, Guangxi University for Nationalities, UG Semester 1
Occurrence M, Guangxi University for Nationalities, UG Semester 1
Occurrence N, Disted College, UG Semester 1
Occurrence N, Disted College, UG Semester 1
Occurrence O, British University Vietnam Hanoi, UG Semester 1
Occurrence O, British University Vietnam Hanoi, UG Semester 2
Occurrence O, British University Vietnam Hanoi, UG Semester 1
Occurrence O, British University Vietnam Hanoi, UG Semester 2

Site
APIIT LANKA (PVT) LTD - Kandy
APIIT LANKA (PVT) LTD - Colombo
British University Vietnam Hanoi
Chengdu University Of Technology China
The Growth Company
Disted College
Guangxi University for Nationalities
Stoke Campus

Assessment
Coursework - Portfolio of work weighted at 20%. Coursework - 1,000-word individual essay weighted at 25%. Practical - A 10 minute group presentation weighted at 15%. Coursework - Develop competencies in digital skills weighted at 30%. Coursework - A CV and job application pack weighted at 10%.

Registration Conditions	Module Version Condition Text
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Module Details	
Learning Outcomes	<p>1. Understand of the issues and methodologies, concepts, theories and/or data and the link to personal branding and entrepreneurial excellence. Learning Knowledge and Understanding Problem Solving</p> <p>2. Solve problems by developing an effective video and report demonstrating original, independent thinking, rigorous argument using evidence Analysis Application Problem Solving</p> <p>3. Understand the process of critical reasoning. Demonstrate competence in the use of cognitive skills to retrieve, organise, analyse and critically evaluate information relating to issues in the management of organisations Enquiry Application Analysis</p> <p>4. Demonstrate competence and confidence in a range of information technology and communication media in a business format to express investigation knowledge and information in a structured and coherent manner Communication Application Enquiry</p>
Indicative Content	<p>You will learn how to create your own personal brand and develop the skills you need for successful study and prepare you for the jobs of the future. From giving you the digital skills you need to be the next generation of manager to developing your social media presence this module has everything you need to be an effective professional that everyone would want on their team. It includes:</p> <ul style="list-style-type: none"> <input type="checkbox"/> <input type="checkbox"/> Developing and protecting your personal brand including Social Media, Avoiding Fake News, Phishing, Online Identity Theft <input type="checkbox"/> <input type="checkbox"/> Effective communication and interpersonal skills e.g. using Transactional Analysis and presentation skills <input type="checkbox"/> <input type="checkbox"/> Helping to understand people and the way they manage e.g. using Neuro-Linguistic Programming (NLP) <input type="checkbox"/> <input type="checkbox"/> Impactful study skills and to include Harvard Referencing, writing for a business and academic environment, including research, analysis, critical thinking and debating your point <input type="checkbox"/> <input type="checkbox"/> Critical Management Tools for effective managers, including: latest presentation techniques e.g. infographics, data manipulation e.g. within Excel <input type="checkbox"/> <input type="checkbox"/> Achieving successful business start-ups and projects including entrepreneurial skills <input type="checkbox"/> <input type="checkbox"/> Networking for personal and business success <input type="checkbox"/> <input type="checkbox"/> Business Guest Lectures and University Events <input type="checkbox"/> <input type="checkbox"/> Completing the Microsoft suite of exams including Word, Excel and Powerpoint
Texts	<p>Cottrell, S. (2013) Critical Thinking Skills: Developing Effective Analysis and Argument, Palgrave: Basingstoke Cottrell, S. (2015) Skills for success: Personal development and employability, Palgrave, Basingstoke Trought, F. (2017) Brilliant Employability Skills: How to stand out from the crowd in the graduate job, 2nd Edition, Pearson Van Emden, J. and Becker, L. (2016) Presentation Skills for Students, Palgrave: Basingstoke Marsen, S. (2013), Professional Writing, Study Skills by Palgrave</p>
Resources	<p>VLE learning support material to be provided for independent /self-directed learning.</p> <p>Module handbooks</p> <p>Open Textbook Library</p> <p>Selected contemporary problem/practice-based case examples</p>
Module Additional Assessment Details	<p>ASSESSMENT DETAILS Element 1: A Portfolio of work built up during the semesters which includes a personal development plan and skills audit. LO 1,2,3 & 4 (Weighting 20%) Element 2: 1,000-word individual essay. LOs 1 & 3 (Weighting 25%) Element 3: A 10 minute group presentation. LOs 1,2 & 4 (Weighting 15%) Element 4: Develop competencies in digital skills (for instance: Word, Excel and PowerPoint). LOs 4 (Weighting 30%) Element 5: A CV and job application pack. LOs 1 & 2 (Weighting 10%)</p>

Learning Strategies	<p>The learning strategy for this module is based around students committing a total of 300 hours of activities towards achieving the learning outcomes. These will be split between 78 hours of direct contact with a tutor and 222 hours of directed, guided and self-study, together with preparation for and completion of the assessment tasks. Learning support material will be provided for the module. The module will draw upon a mixture of activities including lectures, web-based activities, case study analysis, relevant videos and in-class discussions, individual and group problem solving and self-directed learning.</p>
Web Descriptor	<p>This module focuses on two main areas <input type="checkbox"/> <input type="checkbox"/> employability skills and study skills. Having a good degree will improve your job prospects and future earnings potential but you will also be required to demonstrate to future employers that you have gained <input type="checkbox"/> <input type="checkbox"/> employability skills <input type="checkbox"/> <input type="checkbox"/> (eg written and oral communication, digital skills, teamworking and organisational/time management skills) as well as academic skills. This module also introduces you to the skills necessary to be successful in your studies and is connected to our personal tutoring policy.</p>