



# **Employability and Work Placement Skills CCA507**

**Student Handout  
January 2012**

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# Introduction

This unit seeks to promote employability skills by preparing you for two, two-week work placements. The unit will support and challenge you to identify the best work placement opportunities that fulfil your future career objectives.

The unit aims to build confidence to approach suitable organisations, as well as supporting you to produce the materials that you need for such as application, such as CV, covering letter and telephone skills. In addition you will use myPortfolio to show case and enhance your digital profile. The sessions will be delivered in workshop format to maximise on the opportunity for participation and engagement.

The unit is a short and fat module, so the pace is intense and attendance is crucial. The schedule involves 12 workshops which will be classroom and IT centre based. It is crucial that you attend all sessions as the sessions will build to support the final submission as well as your summer placements.

This is your chance to learn how to increase your on-line presence and to spend time now on developing an effective electronic portfolio in preparation for job hunting in year three.

I look forward to working with you.

Sally Holland

**UNIT TITLE: Employability and Work placement Skills**

**CREDIT POINTS: 10**

**UNIT CODE: CCA507**

**FHEQ LEVEL: 5**

**DELIVERING FACULTY: FMAS**

**UNIT DESIGNATION: Traditional**

**School: Communication & Writing**

**Date validated: 2011 tbc**

**Date last modified:**

**Unit delivery model: PC**

**Max & Min Student No.: N/A**

### **TOTAL STUDENT WORKLOAD**

Students are required to attend and participate in all the formal timetabled sessions for the unit. Students are also expected to manage their directed learning and independent study in support of the unit. Where normal timetabled sessions do not take place, additional directed learning may be provided, and/or students are expected to undertake additional independent learning.

**PREREQUISITES AND CO-REQUISITES: None**

### **UNIT DESCRIPTION**

This unit seeks to promote employability skills by preparing students for two, 2-week work placements. The unit will support and challenge students to identify the best work placement opportunity that fulfils their future career objectives. The unit aims to build student confidence to approach suitable organisations as well as supporting students to produce the materials that they need for such as application, such as CV, covering letter and telephone skills. In addition students will produce a Mahara Electronic Portfolio to show case their digital profile. The sessions will be delivered in workshop format to maximise on the opportunity for student participation and engagement.

### **LEARNING OUTCOMES**

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

#### **Knowledge and Understanding**

**K1** Identify and interpret what an organisation is looking for, in its recruitment of work placement interns

**K2** Recognise the technical, creative and managerial operations and skills involved in undertaking a work placement.

#### **Cognitive Skills**

**C1** Negotiate a clear set of work placement objectives

#### **Practical and Professional Skills**

**P1** Design and produce an electronic portfolio to support their CV, to provide evidence of their professional experience

## Transferable and Key Skills

T1 Communicate information and ideas in an accurate, persuasive and creative manner.

T2 Demonstrate professional conduct in a work placement setting

T3 Develop confidence to ask for help when required

## AREAS OF STUDY

The unit will cover the following topics:

- Culture of organisations
- Organisational socialisation
- Researching perspective organisations
- Writing a CV and covering letter
- Telephone skills
- Presenting yourself to perspective organisations
- Selecting and contacting perspective organisations
- Negotiating work placement objectives
- Development of a linked in profile
- Self management and human relationship skills
- Asking for help during placement
- Development of an electronic portfolio

## LEARNING AND TEACHING STRATEGY

The unit is taught through workshops, both in seminar and studio rooms. In this way, substantive information can be imparted to the students whilst encouraging their participation in their personal development. Tutorials will be offered to support students in the development of materials to support their application to perspective organisations.

## ASSESSMENT STRATEGY

Assignment: Students will be asked to develop a Mahara electronic portfolio that incorporates their CV's. The portfolio should set out the framework that show cases the students experience in a digital format.

## ASSESSMENT

AE1	weighting:	100%
	assessment type:	Electronic portfolio with CV
	length/duration:	
	anonymous marking:	No

## Aggregation & Re-assessment Rules

There are no departures from standard University regulations. In the case of referrals, the brief will remain unchanged with students being expected to enhance the electronic portfolio through the feedback provided on the original assessment.

## INDICATIVE READING

Anderson, L (2011) *Professionalism: skills for workplace success* 2<sup>nd</sup> edition Upper Saddle River: Prentice Hall

Hind, D (2005) *Employability skills* Sunderland: Business Education

Lees, J (2009) *How to get a job you'll love: a practical guide to unlocking your talents and finding your ideal career* 10 edition Berkshire: McGraw-Hill

Journals: PR week

E Resources: Students will be directed to contemporary e resources, job sites, CV guides etc. Current indicative examples include:

[www.graduatejobsouth.co.uk/home.aspx](http://www.graduatejobsouth.co.uk/home.aspx)

[www.prweekjobs.co.uk](http://www.prweekjobs.co.uk)

[www.simplyprjobs.co.uk](http://www.simplyprjobs.co.uk)

[www.ciprjobs.co.uk](http://www.ciprjobs.co.uk)

Unit Author: Sally Holland

## Reading List:

Anderson, L (2011) *Professionalism: skills for workplace success* 2<sup>nd</sup> edition Upper Saddle River: Prentice Hall

Hind, D (2005) *Employability skills* Sunderland: Business Education

Lees, J (2009) *How to get a job you'll love: a practical guide to unlocking your talents and finding your ideal career* 10 edition Berkshire: McGraw-Hill

Murphy E M Mahara 1.4 Cookbook

Journals: PR week

E Resources:

[www.graduatejobsouth.co.uk/home.aspx](http://www.graduatejobsouth.co.uk/home.aspx)

[www.prweekjobs.co.uk](http://www.prweekjobs.co.uk)

[www.simplyprjobs.co.uk](http://www.simplyprjobs.co.uk)

[www.ciprjobs.co.uk](http://www.ciprjobs.co.uk)

## Southampton Solent University Assessment Brief

### Assessment Details

Unit Title:	Employability and work placement skills
Unit Code:	CCA507
Unit Leader:	Sally Holland
Level:	5
Assessment Title:	Electronic myPortfolio with CV
Assessment Number:	AE1
Assessment Type:	Electronic portfolio
Restrictions on Time/Length :	N/A
Individual/Group:	Individual
Assessment Weighting:	100%
Issue Date:	Week commencing 23 January
Hand In Date:	<b>Tuesday 8 May by 10.00pm</b>
Planned Feedback Date:	Summer results day and week one of year 3.
Mode of Submission:	On-line  Export and save eportfolio collection to myportfolio submission point on mycourse.  Also provide a secret URL to your live myportfolio site on the home page of your eportfolio collection  For guidance on export guidance follow link <a href="http://mycourse.solent.ac.uk/course/view.php?id=9256">http://mycourse.solent.ac.uk/course/view.php?id=9256</a>
Number of copies to be submitted:	One, on-line
Anonymous Marking	This assessment will :  Be exempt from anonymous marking as it falls within an exempt category under the University's Anonymous Marking Policy.

### Assessment Task

Create an on-line interactive CV using the eportfolio platform, 'myportfolio' available on mycourse here at Southampton Solent University. The purpose of myportfolio is to collect together and showcase your 'talent' through a digital platform. The portfolio can be used to support your professional development as well as providing a digital platform to present your CV and portfolio to future placement providers and employers.

It is expected that the 'myportfolio' will be a showcase that is informative, visually appealing and relevant to your future career. The portfolio should include and not be limited to....

**A profile page** - to include name, photograph and introductory statement.

**An electronic CV** - to include:

- personal statement
- education
- employment history
- interests and achievements and
- skills and goals.

**Two files showcasing your favourite work** - these can be PowerPoint slides, audio, video or an academic report.

**Professional Development Planning** - involves identifying your current skills and career aspirations and working out how to get there.

Things to consider:

- What are my strengths & weaknesses?
- What qualifications do I need?
- Work experience?
- Cost?
- Time frame - now, soon or later on?

**SWOT Analysis of your current skills and career aspirations** - Please link this to a specific organisation so you can demonstrate that you have researched and understood their needs.

**A career statement of your future career aspiration** - this can be a single line, 'To become a social media specialist in the Health care sector'

A link to your linkedIn profile

Any other relevant outbound links, for example a link to your blog

**Work placement and professional development journal** - Ensure you keep this private.

This should be set up at the start of this unit and include reflections on work placement and employability tasks, CV building, action planning, conversations with career advisors and progress in the preparation for the placement. This journal should then be continued during your placements and used to support your reflection as part of the work placement portfolio you submit in period one of year three.

**Covering letter** for work experience within the field of public relations, showing understanding of the requirements and responsibilities of such employment

**Assessment criteria** (for further details see the assessment criteria grid)

Portfolio collection 50%

Application of brief 30%

Writing & presentation 20%

**Employability and Work Placement Skills**  
**AE1: Electronic portfolio with CV**  
**Unit weighting: 100% Tutor Feedback form**

<b>Student:</b>	
<b>Marked by:</b>	Sally Holland

	1 <sup>st</sup> A1-A4	2:1 B1-B3	2:2 C1-C3	3 <sup>rd</sup> D1-D3	Fail F1-F4
<b>Portfolio collection 50%</b>					
A profile page					
Electronic CV					
Personal statement					
Education					
Employment history					
Interests and achievements					
Skills & goals					
Two files of favourite work					
Professional development planning					
SWOT analysis					
Career statement					
Link to LinkedIn profile					
Other relevant outbound links					
Work placement journal					
Covering letter					
<b>Application of brief 30%</b>					
Interpretation of brief					
Approach to collection					
Creativity & visual interpretation					
Targeted approach to future career					
<b>Writing &amp; Presentation 20%</b>					
Grammar & punctuation					
Persuasive writing					
Use of text and images					

**Areas of strength:**

**Areas for improvement:**

**Overall mark:**

**BA Hons Public Relations and Communication level 5  
Employability and Work Placement Skills AE1: Electronic portfolio with CV**

<b>Assessment Criteria</b>	<b>1<sup>st</sup> (A1-A4)</b>	<b>2:1 (B1-B3)</b>	<b>2:2 (C1-C3)</b>	<b>3<sup>rd</sup> (D1-D3)</b>	<b>Fail (F1-F4)</b>
<b>Portfolio collection (50%)</b>	An excellent portfolio collection that incorporates all elements to a exceptional standard	Material has been developed to a high standard and is relevant to the collection. All elements included.	Key material evidenced and some good consideration to the collection.	Little development of material with a limited approach to the collection	Little evidence of development and thought to the collection
<b>Application of brief (30%)</b>	An excellent interpretation of the brief, showcasing an innovative approach	A creative interpretation of the brief, showcasing a sound approach	A good interpretation of the brief, showcasing a good approach	A reasonable interpretation to the brief, resulting in a limited approach	A very limited interpretation to the brief, resulting in a poor approach
<b>Writing &amp; Presentation (20%)</b>	An exceptional standard of written/ visual communication skills.	A high standard of written/ visual communication skills.	A good level of written/visual communication skills.	Written/visual communication skills reasonable but show a lack of clarity and structure.	A poor level of written/visual skills, resulting in considerable lack of clarity and coherence.

## Learning Outcomes

This assessment will enable students to demonstrate in full or in part the learning outcomes identified in the unit descriptors.

## Extenuating Circumstances

The University's Extenuating Circumstances procedures are in place if there are genuine circumstances that may have affected your academic performance. Remember however you need to be 'fit to study', this means that you can either submit your assessed work or declare extenuating circumstances, but you cannot do both.

A summary of guidance notes for students is given below:

<http://blade2-5.solent.ac.uk/DocMan8/rns?RNSEact=ASQS/PPG/1234570925>

## Academic Misconduct

Any submissions must be your own work and, where facts or ideas have been used from other sources, these sources must be appropriately referenced. The University's Academic Handbook, includes the definitions of all practices that will be deemed to constitute academic misconduct. You should check this link before submitting your work.

Procedures relating to student academic misconduct are given below:

<http://blade2-5.solent.ac.uk/DocMan8/rns?RNSEact=ASQS/PPG/1234570157>

## Ethics Policy

The work being carried out by the student must be in compliance with the Ethics Policy. Where there is an ethical issue, as specified within the Ethics Policy, then the student will need an ethics release or an ethical approval prior to the start of the project.

The Ethics Policy is contained within Section 2S of the Academic Handbook:

<http://blade2-5.solent.ac.uk/DocMan8/rns?RNSEact=PPG/ASQS/AH/1234569791>

## Anonymous Marking

A copy of the University's Policy on Anonymous Marking, process details and student guidance on submission sheet completion can be found on the following links, which are also uploaded on the Student Portal. The guidance 'fact sheet' will be available at Faculty Reception Points.

Policy: <http://blade2-5.solent.ac.uk/DocMan8/rns?RNSEact=ASQS/PPG/1234574213>

Process: <http://blade2-5.solent.ac.uk/DocMan8/rns?RNSEact=ASQS/PPG/1234574215>

Fact Sheet: <http://blade2-5.solent.ac.uk/DocMan8/rns?RNSEact=ASQS/PPG/1234574214>

## Teaching and Learning

### Workshops

All workshops will take place on a Thursday. The workshops will introduce you to the main theory and concepts required to produce the electronic portfolio. During the workshops we will focus on acquiring the two summer placements in addition to producing the material required for the portfolio. Missing a workshop will therefore affect your ability to actively participate in the unit as well as in your final grade. Materials will be posted on MyCourse, but students should be wary of relying on them for anything more than the 'bare bones', as the real meaning/context of a workshop is delivered on a face-to-face basis. Relying on your peers to "catch you up" is not a viable alternative to attending workshops, as key information and time to develop your portfolio will be given.

The unit is being delivered in collaboration with the SSU Career service and our Learning Information Service (LIS). I am extremely grateful for their input and support into the development of this unit and expect all students to respect and to make the most of their time. There will be three sessions held in the IT centre, where you will have the opportunity to develop your portfolio with the support of LIS. Do not miss any of these sessions as they are vital for the final submission.

You are strongly advised to keep on track and make the most of the formative feedback opportunities in the schedule.

## **Feedback for this Unit**

Given the intensive nature of this unit, formative feedback will play an important part in your success. Students who want to maximise their grades should take full advantage of what is made available to you. You need to understand, however, that the feedback is offered at staged points during the unit, so you are able to take on board the constructive criticism and advice supplied, in good time to make improvements to your work. This means that “last minute” emailing of drafts will not be given feedback, and that you need to plan your drafting to take advantage of the scheduled feedback opportunities.

In addition feedback will be made available from both the Careers service and LIS as part of their scheduled workshops.

Please note, I will not be able to respond to requests for feedback by email on weekends, late at night and times other than what has been incorporated into the schedule. If you miss a feedback opportunity an alternative time will not be offered.

## 12 week programme for CCA507 Employability and Work Placement Skills

<b>Week</b>	<b>Workshop</b>	<b>Notes/Assignment</b>	<b>Feedback</b>
	<i>Thursday Gp 12-2.00 SM108 or Thursday Gp 2.00-4.00 HC109</i>	<i>IT sessions Weeks 3, 6 and 12 Thursday Gp. 10-12 SM Area 38 Thursday Gp. 12.00-2.00 SM Area 38</i>	
wk 1 23 Jan	Introduction to unit and assignment brief. Researching perspective work placements		
wk2 30 Jan	<b>Career Service:</b> Selling yourself: CV and covering letter	Bring current CV and covering letter	
wk3 6 Feb	<b>Introduction to myPortfolio in the IT centre. Area SM38 10-12 or 12-1.00</b>  Create a profile page, upload profile photo and start electronic CV. Create journal. Introduction to professional development planning tool. Upload favourite work. Learning styles questionnaire	Bring an electronic copy of your CV. Photo for profile and two favourite pieces of work  Work on CV and covering letter, ready for next week's feedback opportunity	
wk4 13 Feb	Know yourself: Myers Briggs Update on researching organisations	Work on eportfolio, ensure you are ready for portfolio enhancements in week 6.	
wk5 20 Feb	Individual tutorials with the careers service and Sally Sign up for a slot on mycourse.	Bring covering letter and CV for feedback. Placement leads.	<b>Formative feedback from Careers service and Sally</b>
Wk6 27 Feb	<b>myPortfolio session in IT centre</b> Creative use of text and images Show casing your digital profile Creating outbound links Using isSUU	Bring enhancement ideas and photos	<b>Formative feedback on myPortfolio from Sam/Domi &amp; Sally</b>
wk 7 5 March	Negotiating the work placement offer, clarifying your objectives <b>Career Service:</b> Telephone skills (30 mins)		

	Presenting yourself to perspective organisations		
wk8 12 March	<b>Career service:</b> Competency based interviewing Assessment centres and interviews		
wk9 19 March	Individual tutorials with the careers service and Sally Sign up for a slot on mycourse.	Bring covering letter and CV for feedback. Placement approaches and responses.	<b>Formative feedback from Careers service and Sally</b>
<b>Solent Easter Holiday</b>			
Wk10 16 April	Self management and human relationship skills Asking for help during placement.		
Wk11 23 April	Development of a linkedIn profile, networking Work placement paperwork		
wk12 30 April	<b>Final myPortfolio session in IT centre</b> Final creative touches and edit. Guidance on exporting and saving. Creating a secret URL Individual tutorials		<b>Formative feedback on myPortfolio from Sam/Domi &amp; Sally</b>
Wk 13 7 May	<b>Eportfolio submission</b>		