

Academic Year: (2023 / 2024)

Review date: 18-04-2023

Department assigned to the subject: Business Administration Department

Coordinating teacher: MELERO MARTIN, EDUARDO

Type: Compulsory ECTS Credits : 2.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

No requirement

OBJECTIVES

By the end of the course students will be able to:

- Design their own career plan basing on a well-balanced decision making.
- Handle Human Resources methods and apply them to their professional life.
- Understand resilience as a core survival skill of the future working environment and identify opportunities to develop it.
- Assess their own strengths and weaknesses and identify strategic competencies to build their personal branding.

DESCRIPTION OF CONTENTS: PROGRAMME

CLASS 1. Competency- based Management: Self-knowledge to be prepared for the job search.
Concept of Competency. Dictionary of Competences and the job descriptions.
Use of competencies in Recruitment, Performance Appraisal and Career Plan.
Implementing a Strategic Career Plan

Cases/Exercises:
Your competencies profile.
Having a first contact with your career plan (Merlin Method)
Your future Job: Complete description

CLASS 2: Personal branding on & offline and LinkedIn part 1.
The importance of establishing a powerful personal branding.
How to establish your personal branding. Tools and definition of the necessary social networks to use depending on student's profile and professional objective.
LinkedIn as one of the main tools to enhance our online personal branding.

Cases/Exercises:
Defining your value proposition.
Working on your message (coat of arms).
Profile 10 on LinkedIn.

CLASS 3: LinkedIn part 2 and Networking
LinkedIn: Beyond the job search.
Why networking is crucial. How to be prepared for it.
How to do networking face to face and through LinkedIn.

Cases/Exercises:

How to have a high SSI (Social Selling Index).
Practising networking face to face and through LinkedIn.

CLASS 4: Understanding our career development objective and the power of the Resume, always aligned with LinkedIn.

The importance of having a Resume with the information that really matters to the recruiter.
How to make an attractive and eye-catching Resume and align with LinkedIn.
Cover letter and its level of relevance.

Cases/Exercises:

Creation or revision of the Resume.
Aligning Resume and LinkedIn.
Learning how to write a cover letter.

CLASS 5: Selection process. Job interview and others tests preparation.

Learn what a selection process is like from the interviewer's point of view.

Discover all the tests that a candidate may face.

Learn how to successfully overcome the tests that a candidate may encounter in the different selection processes throughout their professional career.

Cases/Exercises:

Job Interview (BEI -Behavioral Event Interview- mainly)
Group dynamics to assess competencies.

CLASS 6: Assessment Center. Job Hunting Tools and Action plan.

Understand what an assessment centre is, what it consists of and how to manage it.

Learn about the different job search tools.

Discover how it should be an adequate active job search plan to be successful and understand and learn how to find the maximum number of available offers that match each person's profile.

Cases/Exercises:

Experiencing and Assessment Center
Establish an active job search plan according to the individual needs of each student.

CLASS 7 (2 hours): Your development plan and Action plan for the job search

Cases/Exercises:

Presentation of your Development Plan, what is your Personal Branding and your job search plan (if relevant)

LEARNING ACTIVITIES AND METHODOLOGY

Exercises:

- Our dictionary of Competencies, My competencies profile.
- Merlin Method, Job Description.
- Set of Values, Beliefs about change, Self-Sabotage, An effort to synthesize.
- Performance Appraisal, Development Activities, Personal Development Plan.
- Cv and LinkedIn profile review.
- Competency based interview, Assessment Center.
- Presentation of my Development Plan

ASSESSMENT SYSTEM

% end-of-term-examination:	0
% of continuous assessment (assignments, laboratory, practicals...):	100

Final Work: Career Plan (80 %)

Report of your findings along the program, following the next framework:

% end-of-term-examination:	0
% of continuous assessment (assignments, laboratory, practicals...):	100

1) The place where you are:

- CV including Job Title and abstract.
- Competencies profile (all your findings from the performance appraisal and other assessments carried out in class).
- Set of values (4-6 including your own definition).
- Other considerations you are going to take into account related to your reality testing (beliefs, inner obstacles, paradigm Victim/Creator ¿).

2) The place where you want to be:

- Long Term Goal: Vision statement.
- Medium Term Goal: Smart Goals to achieve your vision statement.
- Short Term Goal: Complete job description.

3) What it will take you to get there:

- Personal Development Plan (Action Plan presented in class).
- Collateral aspects, conclusions from Happenstance theory, ¿
- Other considerations you are going to take into account.

Attitude (20 %)

- Participation in class discussions.
- Commitment with learning exercises.
- Presentation in class.

BASIC BIBLIOGRAPHY

- John Whitmore Coaching for Performance: The Principles and Practices of Coaching and Leadership , Nicholas Brealey Publishing, 2009
- Leonard, S., Lewis, R., Freeman, A. & Passmore The Wiley-Blackwell Handbook of the Psychology of Leadership, : Wiley-Blackwell.
- R. A. Neault ¿Thriving in the new millennium: Career management in the changing world of work¿, Canadian Journal of Career Development, Vol. 1, No. 1..