

Academic Year: (2024 / 2025)

Review date: 26-04-2024

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.
- Enhance their personal branding by knowing the existing tools for this purpose as well as being able to assess their strengths and improvement areas.
- Manage networking and understand its great importance.
- Understand and learn the whole recruitment process from the interviewer's and candidate's point of view and be able to establish an active job search plan adapted to the individual needs of each student.

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 Resume. 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.

Types of Resume and the recommended resume.

Cases/Exercises:

Defining your value proposition.

Self-knowledge (how you are perceived, SWOT, Coat of arms)

Working on your message (Elevator pitch).

CLASS 3: Resume Part 2, Cover letter & LinkedIn. Understanding our career development objective and the power of the Resume, always aligned with LinkedIn.

How to make an attractive and eye-catching Resume and align with LinkedIn.

Cover letter and its level of relevance.

Profile 10 on LinkedIn and LinkedIn beyond the job search.

Cases/Exercises:

Creation or revision of the Resume and the cover letter.

Aligning Resume and LinkedIn.
How to have a high SSI (Social Selling Index).

CLASS 4: Being a networker.
Why networking is crucial.
How to be prepared for it.
How to do networking face to face and through LinkedIn.

Cases/Exercises:
Practising networking face to face.
Practising networking through LinkedIn.

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:
Establish an active job search plan according to the individual needs of each student.

CLASS 7: Development plan and personal branding.
Cases/Exercises:
Presentation of the Merlin method, Elevator pitch and key learning of this subject.

LEARNING ACTIVITIES AND METHODOLOGY

LEARNING ACTIVITIES (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

Uso de la IA:

El curso sólo utilizará IA como chat GPT para la carta de presentación que el alumno tendrá que leer y perfeccionar y para la descripción del perfil de LinkedIn y del perfil del CV.

La idea de utilizar el chat GPT es sólo para perfeccionar la redacción, se trata de que cada alumno sea capaz de «venderse» y hablar de sí mismo identificando sus aspectos más destacados, ya que esto también le ayudará en las entrevistas.

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:

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..