

Module Details	
Module Title	Personal and Professional Development (In Company)
Module Code	HRM4007-B
Academic Year	2021/2
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 4

Contact Hours	
Type	Hours
Directed Study	176
Practical Classes or Workshops	26

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims
The purpose of the module is to enable students to identify, understand, develop and articulate their key personal abilities in the context of their future career aspirations. The development of their academic and professional skill set is essential to developing fulfilling careers as expert managers and leaders within the retail industry. Through the development of their critical, reflective abilities and their confidence and competence, they will evaluate their current strengths and weaknesses and take ownership of their personal and professional development. Cross-cultural sensitivity and responsible leadership are important conceptual underpinnings in this process. The module will focus on three key areas of development: individual skill and behavioural development; academic skills development and workplace skills development.

Outline Syllabus
? Introduction to individual, academic and workplace skills development ? Learning cycle/ Learning styles/Learning Modalities and skills and analysis ? Effective Essay/report/reflective writing skills development ? Development and efficacy of presentation skills ? Methods to improve core skills in relation to organisational ?ways of working?, professional development and portfolio development for end point assessment ? Interpersonal development and working collaboratively with others: demonstrating effective interaction and responsible leadership. ? Developing an understanding and application of key precepts in effective cross-cultural competency.

Learning Outcomes	
Outcome Number	Description
01	1.1 Demonstrate an understanding of the nature and relevance of prior learning; 1.2 Understand and apply the relevant of key skills in supporting academic study; 1.3 Apply the theories and ideas underpinning self-management and study techniques, including reflective writing.
02	2.1 Identify personal learning needs and areas for further development. 2.2 Use your personal/professional development plan to improve key skills; 2.3 Produce an appropriate Personal Development Plan with agreed targets.
03	3.1 Develop self-management and study skills appropriate to your own needs and the requirements of your course of study and application to the workplace. 3.2 Apply acquired skills to determine future learning needs. 3.3 Produce a provisional development plan.

Learning, Teaching and Assessment Strategy
In line with programme learning and teaching strategy this module adopts a blended approach to learning and involves 3 main approaches. 1. On campus, face to face teaching over 4 days throughout the year. This will be a mix of lectures and tutorials and will include group work within tutorials 2. An element of distance learning between face to face sessions ? for this 20-credit module this will consist of 2 x one-hour sessions run as assessment workshops to allow you to seek clarity on assessment criteria, feedback on assessment progress and interact with fellow apprentices regarding the assessment. 3. Work based learning. You will be set tasks based on applying on-going learning to your work experience. The above will also be supported by on-line resources and specific support from the sponsoring organisation as appropriate. During directed study you will be expected to read for further knowledge gain and complete work-based tasks and research to help develop your individual coursework and collect relevant evidence that you can apply to the skills and behaviours associated with this subject area and the standard. The learning, teaching and assessment strategy for this module will commence with the structured identification of learning needs, achieved for example through the use of diagnostic tools and a number of interactive workshop sessions. The aim of this workshop approach is to develop self-awareness of others, which in turn facilitates self-management and effective interaction. The insights gained from learning from ?learning by doing? is subsequently reinforced and understand through the exploration of relevant theory and key concepts and also draws upon concurrent experiential learning from work-based experiences.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Presentation	Individual Presentation (10 Minutes)	30%
Summative	Coursework - Written	Individual Essay (2500 words)	70%

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.

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