

Module Details	
Module Title	Professional Placement
Module Code	MAR7513-A
Academic Year	2021/2
Credits	10
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Placement	360
Independent Study	100

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Non-Standard Academic Year

Module Aims
The module provides you with an opportunity to apply the knowledge, understanding, and skills gained throughout the programme in a professional setting. In this sense, this module will help you to gain practical experience in the organisational environment. Furthermore, it aims to enable you to reflect critically on your own work practice and to develop initiative, autonomy, and teamworking skills, as well as other skills specific to the context of the placement you undertake.

Outline Syllabus

There is no defined syllabus and placements will be sourced by the student with general support by the University's Careers and Employability Service (CES). The placement activity must be agreed by the Module Leader and Programme Leader.

The activities and duties whilst on placement will depend to a large extent on the particular nature of the business/profession. The placements will take place in a variety of settings including business and the not-for-profit sector. You may get placed individually or with other students. You will spend five days a week on placement for the equivalent of twelve weeks. The placement will give you work experience but are also closely aligned to the assessment so are an important learning opportunity.

The placement organisation will be responsible for designing a scheme of work for you, giving initial training for the task(s) set and encouraging you to work independently and take responsibility for the project(s) concerned. The placement work is directed by the workplace supervisor but the module leader will also be in regular contact with you during the placement.

In terms of the range of possible work that may be conducted during the placement, this may involve helping and coordinating with their supervisor and the senior manager of the organisation to find suitable solutions to a business problem, working as a part of a team to develop new business and market avenues, exploring the possibility of using social media as a recruitment tool, collecting and analysing data to help develop a new website interface and calculate likely costings, etc. Owing to the diverse nature of the modules that students will have studied prior to the placement, students will be able to go into a broad range of placement roles.

Irrespective of the nature of placement work, it is a normal expectation that students on placement would develop and demonstrate communication skills through reports and orally to supervisors and senior managers and can do so independently and as part of a team, and to tight deadlines.

Learning Outcomes

Outcome Number	Description
LO 1	Demonstrate a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of their academic discipline, field of study or area of professional practice.
LO 2	Deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences.
LO 3	Demonstrate the qualities and transferable skills necessary for employment requiring: the exercise of initiative and personal responsibility; decision-making in complex and unpredictable situations, and the independent learning ability required for continuing professional development.

Learning, Teaching and Assessment Strategy

The duration of the placement is 12 weeks. On placement, you are expected to work for a total of 360 hours over a 10-12 week period. You will be mentored and supported by the module leader who will remain in contact to check that the integration into the workplace is proceeding and that the work being required of you is appropriate.

It is the student's responsibility to find a placement. You will be provided with various opportunities to develop your employability skills and subsequently enhance your ability to find a placement. For instance, employability will be embedded in the programme where you will have the opportunity to apply theory to practice, work in teams with the ability to develop their leadership, project management, critical thinking and communication skills. The Career Booster Week and the Careers and Employability Service (CES) will also provide you with the opportunity to prepare for employment; for example, by providing support for CV and cover letter writing and providing hands-on opportunities to develop transferable skills such as critical writing, report writing, training in particular software such as Sage accounting software. In addition, the CES will continue to promote any placement/internship opportunities and deliver in-programme support on increasing transferable skills. The placement module leader will work closely with CES in order to develop a schedule of potential support sessions for students so you are prepared to search for a placement, write applications and be interview-ready. Although they will not be able to dedicate a specific resource to helping find placements, CES are able to provide support to students along these lines. Any schedule of support will constitute a part of the directed study hours.

The Module Leader of the Placement module will work with the Placement Administration Team to develop an agreement to be used with the potential employer to ensure that we are protecting you and you are being treated fairly and in line with the law whilst they are on placement. The Module Leader and Programme Leader will work together to check the placement and what it entails to ensure that you will be able to fulfil the assessment criteria and pass the module, and to ensure that you fully understand what you will need to do to fulfil the module learning outcomes. The Module Leader will also liaise with the potential employer to ensure they are clear on what requirements you need to fulfil in order to pass the module.

Skills developed on the taught modules and the dissertation will provide you with a good skillset to approach the placement successfully which includes critical thinking, teamworking and problem solving. These modules will entail you working on individual and group activities designed to encourage you to apply theoretical concepts to real-world dynamics and scenarios. The programme curriculum is designed to encourage reflection on personal learning. Opportunities for participatory learning run throughout the programme and all assignments have a strong focus on real-world problems or challenges. Thus, you will be well-acquainted with the mode of assessment used within this module. The skills developed during the dissertation will enable students to further situate theory in practice: the placement is a good vehicle for you to apply theory to a real-world project in your placement organisation. Subsequently, having completed both the dissertation and other taught modules, you will be able to view things in organisations from multiple perspectives and be able to select and apply from a broad range of theories in order to better understand situations within the placement organization and subsequently become a more conscientious and responsible employee.

The link between the different stages will be made explicit by the Placement module tutor who will work closely with you. For UK-based placements, the module leader will visit the student's place of work at least once during the 3 months. Feedback will also be sought from the employer in relation to how the student is progressing on the placement as well as potential support required from the University. Overseas placement visits may use videoconferencing (Skype/Zoom/MS Teams) to conduct the placement visit instead.

You will be assessed via an individual end of placement report which constitutes two components: (i) to identify an issue/area for development within the placement organisation and applying theoretical knowledge to provide recommendations, and (ii) to provide a reflection on key skills developed during the placement and how these relate to, and can benefit, your future career plans. Your line manager/supervisor will be asked to write a short evaluation report at the end of the placement which you will need to draw upon/respond to within (ii) of their report.

This mode of assessment has been specifically selected as it will enable you to reflect on your experience in your work in order to identify and evaluate how improvements can be made for the benefit of the business and how you have developed as an employee, with the aim of taking this learning forward in your next job. This will enable you to demonstrate your achievement of the assessment criteria and fulfil the learning outcomes: the

2000 word limit provides adequate scope for students to do this. Regarding the 10-credit placement module, prior to the commencement of placement, the Module Leader shall discuss with the placement providers and the students what the expectations for the module and assessment are to ensure clarity and consistency.

Where the placement itself has not taken place or not gone as planned and where it is not possible to transfer them to an alternative 10 credit module, the Module Leader shall provide students with a case study of a real-life organisation facing various challenges/areas within the organisation that could be developed. The student will be expected (i) to identify an area for development and apply theoretical knowledge to provide recommendations, (ii) to conduct a skills audit and reflect on how these skills can be developed in order to benefit them in their future career.

The supplementary assessment is only permitted in relation to the assignment which will be a revised submission of the original assignment. Students will be required to reflect on the feedback they received for their original submission and, in the introduction, explain how they have incorporated this feedback into the supplementary assessment submission.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Individual end of placement report (2000 words)	100%

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.