

Module Details	
Module Title	Personal and Professional Development (In Company)
Module Code	HRM4007-B
Academic Year	2022/3
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 4

Contact Hours	
Type	Hours
Directed Study	159
Practical Classes or Workshops	41

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Academic Year

Module Aims
<p>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.</p> <p>The module content will also support the development of mapped Knowledge, Skills and Behaviours, as set out in the relevant apprenticeship standard, and highlighted in the syllabus below.</p>

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.

Specific Knowledge elements of the relevant apprenticeship standard to be delivered:

F1.1 Evaluate different types of communication and the application of these analyse their strengths and weaknesses in different contexts.

F3.1 Analyse own interpersonal skills and take responsibility to further develop of these.

J1.1 Evaluate theories of learning styles and apply to self and others.

J2.3 Explain the importance of active listening and open questioning and demonstrate their uses in working with others.

K1.1 Assess a broad range of techniques for managing time.

K1.2 Review own time management skills and create and implement strategies to improve.

K1.3 Evaluate goal setting theories and models.

K1.4 Set achievable goals/ objectives for self and monitor progress towards these.

Content will also support development of the following Skills from the relevant apprenticeship standard:

F4 Communicate clearly, effectively and regularly using oral, written and digital channels and platforms.

F5 Use active listening and open questioning to structure conversations and discussions, and able to challenge when appropriate.

J3 Reflect on own performance, identifying and acting on learning and development needs.

K2 Create personal development plan, and use widely recognised tools and techniques to ensure the management of time and pressure effectively, and prioritisation and strategic alignment of activities.

Content will also support development of the following Behaviours from the relevant apprenticeship standard:

M1 TAKES RESPONSIBILITY: Drive to achieve in all aspects of work; Demonstrates resilience and determination when managing difficult situations; Seeks new opportunities underpinned by commercial acumen and sound judgement.

M2 INCLUSIVE: Open, approachable, authentic, and able to build trust with others; Seeks the views of others and values diversity internally and externally.

M3 AGILE: Flexible to the needs of the organisation; Is creative, innovative and enterprising when seeking solutions to business needs; Positive and adaptable, responding well to feedback and need for change; Open to new ways of working and new management theories.

M4 PROFESSIONALISM: Sets an example, and is ethical, fair, consistent and impartial; Operates within organisational values and adheres to the CMI's Professional Code of Conduct and Practice.

Learning Outcomes

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

Learning, Teaching and Assessment Strategy

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 understood through the exploration of relevant theory and key concepts and also draws upon concurrent experiential learning from work-based experiences. 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 several 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.

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.