

CDO151e My Profile and Brand

Level: 1

Credit Units: 2.5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

The course aims to empower participants with the knowledge and skills to build a professional profile and brand. In addition to gaining awareness of the key features and values of the future workplace, they will learn to leverage career planning resources to map out the development of their career, discover their strengths and weaknesses, critically analyse, reflect on and create individual career objectives, develop a customised toolkit for personal branding, and be confident in presenting and articulating their professional profile. The knowledge and skills acquired in the course will enable them to successfully market themselves and secure desired internships, work attachment opportunities and graduate employment.

The learning objectives are achieved through a combination of the e-learning, self-directed learning and experiential learning modes. Assessment will be in the form of written reflections, class presentations and three TMAs.

During the course, students will discover their career interests and job matches as well as personal strengths and weaknesses through personal profile assessments using established assessment tools. They will define their career goals, identify personal development gaps and options available to close these gaps, and present plans for further action. They will develop a personal branding toolkit and apply it to their branding statements and digital profiles.

At the end of the course, students will be able to articulate a career plan and goals, produce a professional digital profile, and confidently communicate their professional profile in professional and social interactions.

Topics:

- Mindset, Values and Strategies for the Future Workplace
- My Career Planner
- My Branding Toolkit

Learning Outcome:

- Show awareness of the mindset, values, ethics and coping strategies for the future workplace. 2
- Identify their career interests and values.
- List their personal strengths, weaknesses and competencies.
- Apply their personal awareness to chart their career development journey.
- Develop a 5-year Career Planner complete with Action Plan.
- Implement their personal branding toolkit in their branding statements.
- Present a proficient and professional LinkedIn Profile, including branding statements.
- Create an effective elevator pitch.

Continuous Assessment Component	Weightage (%)
REFLECTION JOURNAL	40
PARTICIPATION	20
TUTOR-MARKED ASSIGNMENT	20
TUTOR-MARKED ASSIGNMENT	10
TUTOR-MARKED ASSIGNMENT	10
Sub-Total	100

Examinable Component	Weightage (%)
Sub-Total	

Weightage Total **100**