

MODULE DESCRIPTOR

MODULE TITLE	PROFESSIONAL PRACTICE		
MODULE CODE	TE2000 (L5)	CREDIT VALUE	20 CREDITS / 10 ECTS
CAMPUS	UCLAN CYPRUS		
SCHOOL	SCHOOL OF SCIENCE		

MODULE AIMS

This module aims:

- To develop a good understanding of the personal and professional attributes required in the creative industries
- To promote critical self-reflection and self-esteem for self-promotion
- To develop skills in research and self-management for career planning and employability.

MODULE CONTENT

In this module students will investigate roles, employment patterns and career paths within their preferred sector of the creative industries.

Students will engage in critical self-assessment before designing and launching a personalised campaign of career planning and self-promotion.

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:	
1.	Investigate and analyse working methods, professional practices and organizational structures in a relevant industry.
2.	Demonstrate skills in interpersonal communication, employability and self-promotion.
3.	Apply relevant research, planning, and production to a strategy of career development.

TEACHING METHODS

Lectures will be used to provide background information about the landscape of the creative industries, occupational standards and conventional and non-conventional recruitment methods. These will be supported by a series of guest lectures to provide “real world” context.

Seminars will promote discussion of issues around employability, networking and self-promotion. Practical workshops will explore specific industry related areas with opportunity for role play, simulation, and discussion. Students will be expected to undertake a significant piece of self-directed primary research as well as to prepare materials for discussion outside of class.

Students will be assessed upon their knowledge of their target careers and industries, and their ability to devise self-promotional materials sensitive to the recruitment needs of this industry/career.

ASSESSMENT METHODS

This module is assessed through an Analysis of Industry and Role and a Personal Self-Promotional Campaign.