

Communication



Ability to present information both verbally and in written form with clarity and precision to individuals and a wider audience

Personal Qualities



Demonstrate a range of personal qualities that employers value

Students need evidence of being able to:

Written

- Write for different audiences and medium
- Sell an idea/product/concept via written communication
- Write reports of various nature
- Write a well constructed sentence and use appropriate language and style

Verbal

- Present confidently
- Sell an idea verbally
- Debate/negotiate/persuade
- Question/interview
- Show empathy and have the ability to understand and articulate another person's point of view
- Listen

Possible curriculum approaches for this:

- Producing real-life written materials like marketing materials, posters, reports, articles, a research proposal etc.
- Blogging tasks
- Discussion board tasks

- Speed dating with employers
- Presentations
- Debates
- Role playing
- Elevator pitch



Personal Qualities

Students need evidence of being:

- Adaptable: able to change according to the needs of the role and priorities
- Enthusiastic
- Resilient
- Self-motivated
- Committed to continuing personal and professional development
- Reflective – ability to review the quality of work
- Emotionally intelligent, and possessing a high level of interpersonal skills
- Able to demonstrate a high level of self-esteem/self efficacy
- Stress tolerant
- Able to resolve conflict

Possible curriculum approaches for this:

- Problem based learning
- Case studies
- Reflective blogs/diaries
- PDP modules
- Personal tutoring
- Dissertation guidance/supervision



Leadership & Initiative



Initiative – acting before being prompted by others

Leadership – possessing the quality of character and personality to gain the confidence of and lead others

Problem Solving



Selection and use of appropriate methods to find solutions

Leadership & Initiative

Students need evidence of being able to:

- Involve others, encouraging their ideas
- Provide feedback to others
- Recognise people's strengths and weaknesses
- Take responsibility
- Make decisions
- Lead by example

Possible curriculum approaches for this:

- Placement opportunities
- Peer feedback
- Group/collaborative tasks
- Group project work
- Constructing criteria on which performance may be judged



Problem Solving



Students need evidence of being able to:

- Identify problems and possible solutions
- Think creatively to solve problems
- Take into consideration various stakeholders' views
- Use questioning/investigative skills to find out further information

Possible curriculum approaches for this:

- Problem based learning
- Group problem-solving tasks
- Reports
- Scenario based learning tasks
- Case studies



Teamwork



Can work constructively with others on a common task

Digital Identity



Ability to manage identity and personal branding created and perceived online

Teamwork

Students need evidence of being able to:

- Work effectively as part of a team to complete a task
- Maintain positive networks with various working partners
- Work to deadlines as a team to support your colleagues/peers
- Involve others, encourage their point of view and listen to their ideas

Possible curriculum approaches for this:

- Group work/collaborative tasks
- Doing real projects for a customer in a team
- Group wikis for creating content or solving problems
- Snowballing tasks: which might start with pair-based work with the groups progressively combining to produce a larger-group response to the challenge set



Digital Identity



Students need evidence of being able to:

- Present themselves online to perspective employees (via LinkedIn, online cv, ePortfolio)
- Use various mediums appropriately according to audience e.g. blog, email, social network
- Build a professional network online
- Show awareness of how to manage their own digital identity

Possible curriculum approaches for this:

- Blogging
- Use of social networks to share ideas and discussing appropriate topics
- Creating a LinkedIn profile and Twitter profile for professional use
- Creating an ePortfolio to showcase work
- Building a professional network using social media
- Discussions about professional ethics in social media





Planning & Organising



Ability to work out how to schedule available resources and activities in order to meet an objective

Students need evidence of being able to:

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Possible curriculum approaches for this:

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Planning & Organising



Students need evidence of being able to:

- Prioritise tasks and workload
- Plan for the future
- Work under pressure and meet deadlines
- Multitask

Possible curriculum approaches for this:

- E-portfolios
- Doing real projects for a customer
- Other project work (group or individual)
- Producing a research or project plan

