Course: Professional Skills 7   credits: 3

Course code	CIVB20SKI7	**Modes of delivery**	Tutorial
Name	Professional Skills 7	**Assessments**	Career Development Skills 2 - Other assessment
Study year	2022-2023		Research Tooling 2 - Other assessment
ECTS credits	3		
Language	English		
Coordinator	R. Aldea		

Learning outcomes

Upon successful completion of this course students will be able to:

Research Tooling 2
1. Understand what determines the quality of research.
2. Prepare, execute and evaluate interviews as part of applied research.
3. Perform desk research, literature reviews and social media research.
4. Analyse qualitative text-based information, both manually and computer-aide.

Career development 2
1. Identify the most suitable prospective placement positions.
2. Create professional products to promote himself/herself on the job market.

Content

Level:
Intermediate

Content:
The course uses two topics to provide an inclusive view on which professional skills are needed in IPA 7 and as part of the students' professional identity.

The goal of Career Development is to help students in recognizing their strong skills and knowledge, that will assist in finding a suitable placement. Students will work on their self-promotion skills. The outcomes will be shown in an application letter, which demonstrates why the student is interested in a specific job offer and what the student can offer to the company. Students will also obtain tips on ways to prepare for a professional interview and will demonstrate their self-presentation skills in a mock job interview setting.

Research Tooling 2 deals with several core topics that determine the quality of (applied) research. It complements block 7 IPA research by discussing research design, research execution and research evaluation. The emphasis lies on the last two, taking a pragmatic approach by discussing qualitative tools (such as interviewing) and analysis methods (such as coding and Atlas.TI).

Literature/study materials:
For the latest info, go to the reading list on intranet:
Hanze.nl/marketingprogramme or the Blackboard course.

Included in programme(s)

Marketing Management

School(s)

School of Business, Marketing and Finance

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