



UK

SYLLABUS 2025-2026

Developing Your Network

MODULE SPECIFICATION

Module Code	2526_PCA_1_EN_007
Campus	Oxford
Department(s)	Career Path
Level / Semester	Undergraduate Year 1 (U1); Equivalent to FHEQ level 4 Semester 02
Language of Instruction	English
Teaching Method	<input checked="" type="checkbox"/> In-person (face-to-face) <input type="checkbox"/> Distance learning (live online) <input type="checkbox"/> e-Learning (asynchronous) <input type="checkbox"/> Hybrid: _____
Pre-requisite(s)?	None
ECTS <i>Reminder: 1 ECTS = between 20 and 30hr- student workload</i>	1
Equivalent FHEQ credits	2
Study Hours	20 hours which comprise of 14 directed learning and 6 independent learning/assessment hours

MODULE DESCRIPTION

Module Aims	This module is a practical guide to career development, designed to help students navigate the transition from academia to the professional world. It focuses on the crucial differences between an employee and an entrepreneurial mindset, while providing a clear methodology for a successful internship or job search. Students will gain practical skills in crafting effective communication, such as a pitch email, and learn how to master interview techniques. The module will also encourage self-reflection through the analysis of professional careers and the development of a personal career plan.
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Teaching Arrangement	The module will be delivered through various pedagogical techniques, including personal development techniques, role-playing exercises, and quizzes.
Learning Outcomes	By the end of this module, students should be able to: <ol style="list-style-type: none"> 1. Develop a personal career plan by effectively projecting themselves into a future professional landscape. 2. Apply key networking skills to perform successfully in professional interviews 3. Craft and articulate a compelling pitch email to secure an internship or job. 4. Demonstrate effective interview preparation techniques, including the use of frameworks like the CAR method (Context, Action, Result). 5. Develop a strategic approach to effectively search for an internship, incorporating modern tools such as AI. 6. Understand and prepare for the practicalities of integrating into a professional work environment.
Competency Goals <i>(Knowledge, expertise and interpersonal skills)</i>	PGE_U_CG02 – Communicate effectively in professional contexts PGE_U_CG06 – Think critically and structure arguments effectively
Alignment with Programme Learning Goals	PGE_U_CG06_LO01 - Work in a multicultural team and/or environment

SESSION TOPICS / MODULE SCHEDULE

(Please note, a session/sequence may be more than one scheduled class)

<p><u>Session 1: Storytelling About Careers – Creating a Career Path</u></p> <p><i>Content:</i></p> <ul style="list-style-type: none"> • Objective: raise awareness of career evolution in management • Principle: each team of 3 students creates the career path of a management professional (e.g. from project manager to general director, from auditor to partner in an accounting firm) <ul style="list-style-type: none"> ◦ Choose the key stages (education, first jobs, acquired skills) and present them in a storytelling format • Discussion on networking interviews: in small groups, each student debriefs on an interview they conducted with a professional • Testimonies from 2-3 entrepreneurs clarifying the challenges and motivations of entrepreneurship vs. salaried employment <ul style="list-style-type: none"> ◦ Debrief with a report on surprising insights <p><i>References:</i></p> <ul style="list-style-type: none"> • Career Path Platform (https://upward.em-normandie.fr/local/pages/carriere-en)
<p><u>Session 2: Professional Aspirations and Internship Search Project</u></p> <p><i>Content:</i></p> <ul style="list-style-type: none"> • Writing a pitch email and responding to a job offer

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- Identifying professional aspirations
- Analysing internship offer suggestions
- Working on one's internship search project (identifying 3 offers) and presenting them
- Showcasing one's added value
- Preparing for expatriation

References:

- Career Path Platform (<https://upward.em-normandie.fr/local/pages/carriere-en>)

Session 3: Searching for an Internship

Content:

- Pitching
- Effectively searching for an internship
- Integrating AI into internship searches
- Writing a LinkedIn profile (conference)
- Become aware of one's professional posture

References:

- Career Path Platform (<https://upward.em-normandie.fr/local/pages/carriere-en>)

Session 4: Interviews

Content:

- Preparing for interviews
- Highlighting a successful experience using the CAR method (significant achievement), creating notes
 - Each student downloads them onto their phone and in groups of 5, take turn asking questions to their neighbour on a specific category (education/motivation/professional experience/volunteering/passion)
- Responding to a role-playing scenario in trios (each student shares a situation)

References:

- Career Path Platform (<https://upward.em-normandie.fr/local/pages/carriere-en>)

KEY RESOURCES

1. EM Normandie (n.d.) *Career Path, EM Upward*. Available at: <https://upward.em-normandie.fr/local/pages/carriere-en>.

MODES OF ASSESSMENT

Final Assessment (100%)	Closed book written assessment
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MODULE DESIGN TEAM

- Author: *Marielle Lassarat*
- Reviewer: *Deborah Johnson*
- External Reviewer: *Desislava Ohanians*

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