

Professional English & Personal Branding

Module Guide Summer 2020

Lecturer(s)	Barbara L. Ciccarelli Christopher Higgins
Module ID	8700PEB_17
Academic Year	2019-2020
EC	4
Contact hours	70
Self-study hours	42
Course site	http://www.amsterdamuas.com/summerschool/course/fbe/professional-english--personal-branding/professional-english-personal-branding.html?origin=V3tk7654RSmvcL9Y7fgNMQ

Module overview

This guide gives you an overview of the summer course Professional English & Personal Branding.

Content

If your aim is to one day work in a professional, international environment, then this is the course for you. It will help you discover and develop your talents and provide the tools you need to sell your personal brand across the world. The course further aims to provide you with an English level that will enable you to work successfully in a professional, international setting. Intercultural awareness is also a major focus point during the course. An international group of participants will be your playground, and you will work on assignments that will give you insight into your own unique selling points as well as bring you into contact with professionals and organisations in the Amsterdam area.

Excursions and guest speakers expected (with reservation):

1. Name: Pieter Brussen
2. Title: Principal Engineer - Marine Systems, MSc in Maritime Technology from TUDelft
3. Company: Bluewater Energy Services (BES)
4. Title of Talk: The VOC: Shipbuilding in Amsterdam and the Maritime Brand.

1. Name: Georgeta Pintilie
2. Title: Minorities' Rights Activist, MSc in International Development Studies at UvA, and was a facilitator and coordinator of a project on Roma Genocide/Holocaust
3. Title of Talk: Branding Trauma: The Case of Anne Frank

1.2 Learning goals

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1.	Students are able to apply the acquired job-hunting skills in the international job market.
2.	Students will gain knowledge and understanding of the basic benefits and responsibilities of personal branding.
3.	Students will be able to define their own value, talents and objectives in regards to their future professional career.
4.	Students are aware of their own culture and understand that their perceptions are based on cultural interpretation.
5.	Students are able to discuss culture in a descriptive and non-judgemental manner.
6.	Students are able to operate in an international environment based on written and unwritten rules of conduct.
7.	Students are able to communicate in English at B2/C1 level in a professional international environment.
8.	Students are able to recognise networking opportunities and act upon them.

1.3 Learning Activities

- ✓ Lectures;
- ✓ Guest lectures;
- ✓ Workshops;
- ✓ Writing activities;
- ✓ In-class discussion;
- ✓ Consultations;
- ✓ Role-plays;
- ✓ Presentations;
- ✓ Video assignments;
- ✓ Project-related research;
- ✓ Company visit;
- ✓ Networking;
- ✓ Self-study.

1.4 Study materials & recommended further reading

Compulsory reading:

Colm Downes, Cambridge English for Job-Hunting
ISBN 9780521722155
(material provided by the lecturer during the workshop)

Recommended reading:

Paul Emmerson, Business English Handbook, Advanced.
ISBN 978140508605

Any supplementary material freely available from the HvA database:
bib.hva.nl

1.5 Assignments & assessment

Assignments	Weight (%)
Professional Portfolio Content	50%
Personal Statement International vacancy Curriculum Vitae Cover letter Video pitch	
Professional Portfolio Use of professional English	50%

You will complete a number of assignments, five (see above) of which will be included in a portfolio. This portfolio will be assessed by your lecturers, both on content and the use of English.

1. Lesson Planning*

Room WBH TBA

Monday		
Time	Lesson content	Take-home assignments
08:00	Registration	
09:00	Opening Summer school	
10:00	Introduction lecturers	
10:15	Introduction students	
10:45	Introduction course	Assignment: Video impression Amsterdam (due Fri. 11:00 wk 2)
11:00	Introduction Personal Branding	Assignment: International vacancy (due Wed. 09:00 wk 1)
11:15	Short introduction Amsterdam: international hub	
11:30		
12:30	Lunch	Food Assignment: TBA
13:30	Cultural activity: quiz on Amsterdam	
14:00	Speed dating/Meet and Greet	
14:30	BREAK	
14:45	Cultural activity: One-minute-intro-prep	
15:30	Cultural activity: One-minute-intro-presentations	
16:00	Dutch Culture Intro Discussion	
17:00	Welcome drinks at Fest	
18:30	The End	

Tuesday		
Time	Lesson content	Take-home assignments
09:30	Introduction	
10:00	Guest lecturer: Pieter Brussen, MSc TUDelft	
11:30	BREAK	
11:45	Discussion	
12:30	Lunch: TBA Location: Wibauthuis	
13:30	Field Trip: TBA	
17:00	The End	

Wednesday		
Time	Lesson content	Take-home assignments
09:30	Due: Assignment: International vacancy	
09:45	Introduction: Personal Branding Introduction: Personal Statement	Assignment: Local Brand & Personal Brand Presentation (due Fri. 11:00, wk 2)
11:15	BREAK	
11:30	Workshop: Personal Statement	Assignment: Personal statement: (due Fri. 9:00, wk 1)
12:30	Lunch	
13:30	Introduction: Curriculum Vitae	
14:30	BREAK	
14:45	Cultural Activity	
15:15	Workshop: Curriculum Vitae	Assignment: Curriculum Vitae (due Fri. 09:00, wk 1)
17:00	The End	

Thursday		
Time	Lesson content	Take-home assignments
09:30	Introduction: Video Pitch	
11:00	Break	
11:15	Workshop: Video Pitch	
12:30	Lunch	
13:30	Introduction: Presentation Skills	
14:15	BREAK	
14:30	Workshop: Presentation Skills	Assignment: Video pitch (due Tue 09:00, wk 2)
14:45	Cultural Activity: Networking	
17:00	The End	

Friday		
Time	Lesson content	Take-home assignments
09:30	Due: Assignment: Curriculum Vitae and Personal Statement	
09:45	Field Trip: TBA	
12:30	LUNCH	
13:30	Guest Speaker: Georgeta Pintilie, MSc UvA	
14:00	Discussion	
17:00	The End	

Monday		
Time	Lesson content	Take-home assignments
09:00	Social Media: Discussion	
09:30	Introduction: STARR Report	Assignment: Cover letter (due Tues 09:00 wk 2)
11:15	BREAK	
11:30	Workshop: STARR Report	
12:30	LUNCH	
13:30	Introduction: Cover letter	
14:00	Workshop: Cover letter	
14:45	BREAK	
15:00	Workshop: Cover letter	
15:30	Personal Statement Feedback	
17:00	The End	

Tuesday		
Time	Lesson content	Take-home assignments
09:00	Due: Assignment: Video pitch and Cover Letter	
09:30	Introduction: Job Interview	
11:30	BREAK	
11:45	Workshop: Job Interview	
12:30	LUNCH	
13:30	View Videos	
17:00	Feedback Assignments: CV and Video Pitch	
18:00	The End	

Wednesday		
Time	Lesson content	Take-home assignments
09:00	Feedback Coverletter Assignments Mock Job Interviews	
13:00	LUNCH	

14:00	Work on assignment: Portfolio	Assignment: Portfolio (due Thu. 09:00 wk 2)
18:00	The End	

Thursday		
Time	Lesson content	Take-home assignments
09:00	Due: Portfolio	
09:30	Fieldwork: Assignment: Video impression Amsterdam Assignment: Local Brand	Assignment: Local Brand Presentation (due Fri. 11:00 wk2)
18:00	The End	

Friday		
Time	Lesson content	Take-home assignments
11:00	Working Brunch Assignment: Video impression Amsterdam Assignment: Local Brand Presentation	
13:00	BREAK	
13:30	Individual feedback	
16:00	Certificate ceremony	
17:00	Farewell drinks at Fest	

***Please note: This schedule is subject to change.**