

Professional English & Personal Branding

Module guide 2019

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Module ID	8700PEB_17
Academic Year	2018-2019
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.

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 lecturer during workshop)

Recommended reading:

Chris Anderson, TED Talks.
ISBN 9781472244437

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, of which the five stated above will be included in a portfolio. This portfolio will be assessed by your lecturers, both on content and on use of English.



1. Lesson Planning*

Monday 1 July 2019		
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. 12 July 11:00)
11:00	Introduction Personal Branding	Assignment: International vacancy (due Wed. 3 July 09:00)
11:15	Short introduction Amsterdam: international hub	
11:30	Cultural quicky: British English vs American English	
12:30	Lunch	Assignment: prepare or buy food from your country/culture (due Tue. 2 July 12:30)
13:30	Cultural quicky: quiz on Amsterdam	
14:00	Speed dating	
14:30	BREAK	
14:45	My role model: me	
15:30	Cultural quicky: One-minute-presentation	
16:00	Dutch Culture Lecture	
17:00	Welcome drinks at Fest	
18:30	The End	

Tuesday 2 July 2019		
Time	Lesson content	Take home assignments
09:30	Introduction	
10:00	Guest lecturer: Dutch (maritime) history: (international) trade	
11:30	BREAK	
11:45	Discussion	
12:30	Lunch: multicultural Location: Wibauthuis	
13:30	Visit to Maritime Museum	
17:00	The End	

Wednesday 3 July 2019		
Time	Lesson content	Take home assignments
09:30	Due: Assignment: International vacancy	
09:45	Theory: Personal Branding	Assignment: Local Brand & Personal Brand (due Fri. 12 July 11:00)
11:15	BREAK	
11:30	Workshop: Personal Branding	
12:30	Lunch	
13:30	Theory: Curriculum Vitae	
14:30	BREAK	
14:45	Cultural quicky: Making diversity visible	
15:15	Workshop: Curriculum Vitae	Assignment: Curriculum Vitae (due Fri. 5 July 09:00)



17:00	The End	
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Thursday 4 July 2019

Time	Lesson content	Take home assignments
09:30	Workshop: Personal statement	
11:00	Break	Assignment: Personal statement: (due Sat 6 July 12:00)
11:15	Workshop: Personal statement	
12:30	Lunch	
13:30	Introduction: Video pitch	
14:15	BREAK	
14:30	Introduction: Professional Image and Appearance	Assignment: Video pitch (due Tue 9 July 09:00)
14:45	Guest Lecture: Professional Image and Appearance	
17:00	The End	

Friday 5 July 2019

Time	Lesson content	Take home assignments
09:30	Due: Assignment: Curriculum Vitae	
09:45	Cultural quicky: Food culture	
10:15	Theory: Cover letter	
11:15	BREAK	
11:30	Professional English: Formal English vs informal English	
12:30	LUNCH	
13:30	Cultural Quicky: Group Bubbles	
14:00	Workshop: Cover letter	Assignment: Cover letter (due Mon. 8 July 09:00)
17:00	The End	

Saturday 6 July 2019

Time	Deadline	Take home assignments
12:00	Due: Assignment: Personal statement	

Monday 8 July 2019

Time	Lesson content	Take home assignments
09:30	Due: Assignment: Cover letter	
09:45	Cultural quicky: Working environment	
10:30	Introduction: Job Interviews	
10:45	Social Media: Google me / Online networking	
11:15	BREAK	
11:30	Workshop: STARR	
12:30	LUNCH	
13:30	Workshop: Job Interviews	
14:45	BREAK	
14:00	Workshop: Job Interviews	
16:30	Cultural quicky: Five Tricks	
17:00	The End	

Tuesday 9 July 2019

Time	Lesson content	Take home assignments
09:00	Due: Assignment: Video pitch	
09:30	Guest Lecture: Intercultural communication / Job hunting / working in an international environment	
11:15	BREAK	



11:30	Guest Lecture: Intercultural communication / Job hunting / working in an international environment	
12:30	LUNCH	
13:30	Feedback Assignments Personal statement & Video pitch	
17:00	The End	
	Feedback Assignments CV and Cover letter by email	

Wednesday 10 July 2019

Time	Lesson content	Take home assignments
09:00	Mock Job Interviews with professional recruiters & professional photo shoot	
13:00	LUNCH	
14:00	Work on assignment: Portfolio	Assignment: Portfolio (due Thu. 11 July 09:00)
17:00	The End	

Thursday 11 July 2019

Time	Lesson content	Take home assignments
09:00	Due: Portfolio	
09:30	Fieldwork: Assignment: Video impression Amsterdam Assignment: Assignment: Local Brand	Assignment: Assignment: Local Brand (due Fri. 12 July 11:00)
17:00	The End	

Friday 12 July 2019

Time	Lesson content	Take home assignments
11:00	Working Brunch Presentations: Assignment: Video impression Amsterdam Assignment: Assignment: Local Brand	
13:00	BREAK	
13:30	Individual feedback (1 student)	
16:00	Certificate ceremony	
17:00	Farewell drinks at Fest	

Please note: This schedule is subject to change.

