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Paper 112 – Poster

EMPLOY ME! Helping students stand out in the graduate job market

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Abstract

Salford aspires to produce graduates with the professional and personal skills, creativity, confidence and adaptability to both succeed in and contribute to the global knowledge economy (University of Salford Strategic Plan, 2010).

This aspiration is laudable but needs to be viewed within a current real world context. In a time of recession it has never been more vital to provide our graduates with the graduate expertise that today's graduate recruiters require. Additionally, in a competitive graduate marketplace and when questions are being asked about the value of higher education it is incumbent upon HE providers to develop the ability of graduates to compete within an increasingly challenging graduate labour market and to achieve positive career outcomes on completion of their degree.

In response to this challenge a module was developed to develop employability through an enterprise and entrepreneurial management module. Using a creative, problem based learning approach allied with more 'traditional' employability related activities provided a more compelling and engaging approach to developing employability skills – not just with the aim of getting a job but in developing, practicing and evidencing 'soft skills' within group/peer learning contexts.

This poster evidences the methodology and the innovative teaching and assessment delivered in the Entrepreneurial Management module to make students more employable; through collaborative work with the Enterprise teaching team and Careers & Employability as a whole. The module and the assessment focuses on making our students more employable and how to market themselves through their CV and through an interview efficiently and successfully.