

Quarter Course 1: Professional Development

Fall 2020 Course Syllabus

30 hours off classes and preparation

Find all the information about the course at:

<https://www.imfahe.org/en/imfahe-courses>



COURSE DIRECTORS

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COURSE DESCRIPTION

The International Mentoring Foundation for the Advancement of Higher Education (**IMFAHE**) works together with its European Innovation Network to provide to its students and young professionals with an online education of excellence. Young professionals and students today face a rapidly developing, global job market. To become a strong job applicant in the future, there are many professional development skills that an applicant must master. This course uses an online masterclass format to present key professional development skills for participating students. This course has the following learning objectives:

LEARNING OBJECTIVES

1 BUILD YOUR PROFESSIONAL PROFILE

- Create an effective CV /Resume
- Write a strong Cover Letter & Personal Statement
- Stand out in LinkedIn
- Prepare your own brand

2 IMPROVE YOUR COMMUNICATION SKILLS

- Learn how to master the communication skills required to successfully compete for a job
- Get ready to deliver an effective Elevator Pitch

3 SUCCESSFUL INTERVIEWING

- Have a good understanding of the interview process
- Informational Interviews as a tool to stand out as a candidate

GRADING POLICY & REQUIREMENTS

This course is graded on a pass/fail basis. In order to receive a grade of “pass”, students must fulfill the following requirements.

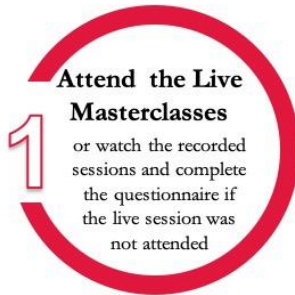
1 Attend the Live Masterclasses
or watch the recorded sessions and complete the questionnaire if the live session was not attended

2 Watch the Recorded Masterclasses
and complete the survey for these masterclasses

3 Complete the Practical Exercises
and put into practice what you learned through the Masterclasses

AGENDA & INFORMATION ABOUT THE COURSE

*The descriptions and timelines contained in this syllabus are subject to change at the discretion of the course directors



Each student is expected to attend the live masterclass at the designated time and be ready to discuss each topic. Students that cannot make it to a class must watch the recording and complete a questionnaire to verify their visualization. Students that attend live masterclasses do not need to complete the questionnaires.

Live Masterclasses. These online masterclasses will take place at the indicated times. Access to the Masterclasses through this Zoom link:

<http://zoom.us/j/538787747>

Date & Time	Masterclass	Lecturer
Oct 23 rd (2:30pm Madrid Time)	Informational Interviews. Identify the right people and ask the proper questions that will strengthen your candidacy and better position you for a job when one is open.	Lauren Celano , CEO, Co-Founder, Propel Careers, Boston, USA.
Oct 29 th (2:30pm Madrid Time)	How to Write a KILLER LinkedIn Profile. Learn everything you need to create a successful LinkedIn profile.	Brenda Bernstein , Founder and Senior Editor at The Essay Expert LLC and best-selling author of How to Write a KILLER LinkedIn Profile.
Nov 5 th (2:30pm Madrid Time)	The Day of the Interview. Prepare yourself to perform an interview that lands you to a job.	Dr. María Soriano , Vice President, IMFAHE Foundation (Boston)

The links to the recording of the live masterclasses and its corresponding questionnaires will be updated at:

<https://www.imfahe.org/en/imfahe-courses>

Recorded Masterclasses	Lecturer
Resume. Learn tips and tricks for preparing the best resume that will help you land an interview <u>Video Link:</u> https://youtu.be/MaT_2vHPGOK Visualization survey: TBA	Dr. Jesús Páez , Senior Scientist Abbvie (Boston, USA)
Cover Letter. How to write an effective cover letter and put your skills into practice by writing one <u>Video Link:</u> https://youtu.be/pDZLEz2vyrE Visualization survey: TBA	Dr. Jessalyn Ubellacker , Postdoctoral Researcher UT Southwestern Medical Center (Texas, USA)
Personal Statement. Learn how to prepare an engaging personal statement for your fellowship or academic applications <u>Video Link:</u> https://youtu.be/2XqvvDqJus Visualization survey: TBA	Ayana Henderson , Ph.D. Candidate at Harvard University (Boston, USA)
Prepare your own brand. Learn how to market yourself for your dream job. <u>Video Link:</u> https://youtu.be/EeE0o3NXxHU Visualization survey: TBA	Marta Travieso , Global Digital Manager Healthcare, Medela (Switzerland)
Communication skills. Learn the best tricks to communicate efficiently to your audience. <u>Video Link:</u> https://youtu.be/ME0E_YNCnBo Visualization survey: TBA	Dr. Jesús Páez , Senior Scientist Abbvie (Boston, USA)
The Elevator Pitch. Master the ability to explain your work to someone in just a few minutes. <u>Video Link:</u> https://youtu.be/frRbRRaxZGM Visualization survey: TBA	Anna Kaufman , Chief Badass (Boston, USA)



3 Complete the
**Practical
Exercises**
and put into practice
what you learned
through the
Masterclasses

1. **CV/resume and Cover letter.** Based on the guidelines presented in this course, create your own CV or resume and write a cover letter for a potential job you would be interested in applying to. Participants who are not currently looking for jobs should still choose a potential future job to practice writing a cover letter for. We recommend sharing the cover letter and CV/resume with your mentors and/or peers so you can get feedback. You should email your cover letter and CV or resume to IMFAHE (QC@imfahe.org) as part of this course in order to get a diploma.
2. **Practice a mock interview.** Find a mock interview session or practice the interview process with your peers or mentors. In order to get the quarter course diploma you will need to email a document listing 5 potential companies or hosting labs where you would like to work and the following information: Who are they? What do they do? What is the value that you will bring to the center? to IMFAHE (QC@imfahe.org). This exercise will help you to prepare you for potential future interviews.
3. **Write and practice your elevator pitch.** Write out your elevator pitch and practice giving it to your peers. After finalizing your pitch, you will need to email it to IMFAHE (QC@imfahe.org) in order to get the diploma.
4. **Make an effective LinkedIn profile.** Register for LinkedIn (if you do not have an account yet) or log in (if you already have one), and use the tips offered during this course to create a successful LinkedIn profile. After finalizing your profile, you will need to share the link with IMFAHE (QC@imfahe.org) in order to get your diploma.

REQUEST A DIPLOMA

IMPORTANT NOTE: Only students and professors from the universities that collaborate with IMFAHE in the academic year of 2020-21 are eligible to request a diploma. See the logos of the universities below.

TO REQUEST A DIPLOMA: After completing requirements 1, 2 and 3, send all **PRACTICAL EXERCISES** in **ONLY 1 EMAIL** before **DECEMBER 29, 2020, at 14:00 h (Madrid Time)** to QC@imfahe.org with the subject line [YOUR FULL NAME-YOUR UNIVERSITY-Diploma Request].



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