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Current perspectives on embedding employability into the curriculum

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Inspiring tomorrow's professionals



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- Current perspectives on embedding employability into the curriculum.

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- From the 2007 cohort 3.8% still unemployed three years after graduation (HESA 2011)
  - Recent graduate unemployment rate currently 18.9% and underemployment 35.9% (ONS 2012)
  - 86% of graduates in work in comparison to 72.3% non graduates (ONS 2012)

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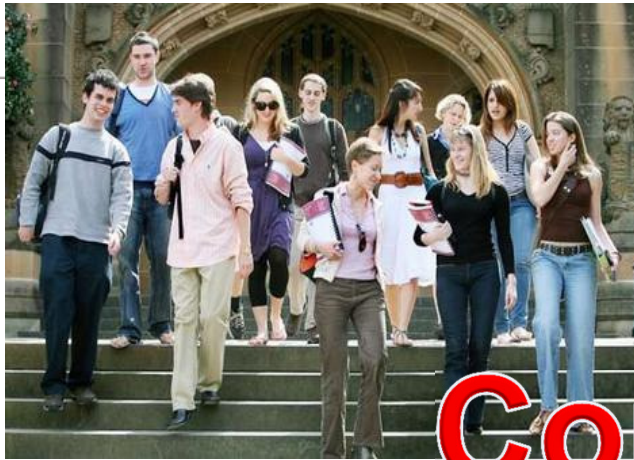
# Optimism?

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- 16 408 graduates recruited by December 2011
  - 2012 recruitment targets are 17 280
  - 36% of vacancies will be filled by graduates who have already worked for the employer
  - 50 000 more graduates than in 2007

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- (High Fliers Research 2012)

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# Competitive



# What do we mean by employability?

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# Employability Definitions

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- ‘being capable of getting and keeping fulfilling work,’ (Hillage and Pollard 1998:2)
- ‘a set of achievements – skills, understanding and personal attributes – that makes graduates more likely to gain employment.’ (Yorke 2006:8)
- ‘a set of attributes, skills and knowledge that all labour market participants should possess.’ (CBI 2009:14)



- Student definition:
- *Having skills that can be transferred to work place not just classroom knowledge/skills.*

# CBI (2011) Working Towards Your Future

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## Exhibit 4 Employability Is...

A set of attributes, skills and knowledge that all labour market participants should possess to ensure they have the capability of being effective in the workplace – to the benefit of themselves, their employer and the wider economy.



- Industry Context
- Real world v classroom based
- Previous work experience a key factor in gaining graduate employment (Attwood 2010)



- Students taking sandwich placements are more likely to be employed six months after graduation (Mason et al 2009).
- Able to demonstrate skills and achievements from their work experience.
- Higher self esteem, self efficacy and confidence.
- Nationally the number of students taking sandwich placements is declining.

# Embedding employability into the curriculum

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# 1<sup>st</sup> Year Module

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- Skills development
    - Study skills
    - QAA benchmark
  - Introduction to HR Skills
  - Self managed group projects
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# Assessment

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- Formative feedback extensively used
- 2 Key Assessments
  - Individual portfolio
  - Group project
    - ‘Pitch’ of the business idea
    - Showcase of work
    - Project report



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# Year 2



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## Skills for PD and Employability module

### Term 1

- Placement preparation
- CV Development
- Interview practice
- Assessment Centre

### Term 2

- Group Project – linked to route through programme.

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# Year 2

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- Input from the Business School Placement Unit
- Interviews conducted by CIPD students
- Assessment centre run by careers service
- Showcase of final project



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# Harvey (2003)

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- *Employability is not just about getting a job. Conversely, just because a student is on a vocational course does not mean that somehow employability is automatic. Employability is more than about developing attributes, techniques or experience just to enable a student to get a job, or to progress within a current career. It is about learning and the emphasis is less on 'employ' and more on 'ability'. In essence, the emphasis is on developing critical, reflective abilities, with a view to empowering and enhancing the learner.*

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