University of Huddersfield Repository

Blake, Joanne and Brooks, Ruth

Current perspectives on embedding employability into the curriculum

Original Citation


This version is available at http://eprints.hud.ac.uk/id/eprint/13547/

The University Repository is a digital collection of the research output of the University, available on Open Access. Copyright and Moral Rights for the items on this site are retained by the individual author and/or other copyright owners. Users may access full items free of charge; copies of full text items generally can be reproduced, displayed or performed and given to third parties in any format or medium for personal research or study, educational or not-for-profit purposes without prior permission or charge, provided:

• The authors, title and full bibliographic details is credited in any copy;
• A hyperlink and/or URL is included for the original metadata page; and
• The content is not changed in any way.

For more information, including our policy and submission procedure, please contact the Repository Team at: E.mailbox@hud.ac.uk.

http://eprints.hud.ac.uk/
Welcome to the Department of Leadership and Management

Joanne Blake
Ruth Brooks
Department of Leadership and Management
• Current perspectives on embedding employability into the curriculum.
• 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)
Optimism?

• 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

(High Fliers Research 2012)

Inspiring tomorrow’s professionals
Competitive
What do we mean by employability?

Inspiring tomorrow’s professionals
Employability Definitions

• ‘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)

Inspiring tomorrow’s professionals
• Student definition:

• *Having skills that can be transferred to work place not just classroom knowledge/skills.*
CBI (2011) Working Towards Your Future

**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.

- **Self-management**
- **Team working**
- **Business and customer awareness**
- **Problem solving**
- **Application of numeracy**
- **Application of IT**
- **Communication**
- **Positive attitude**
• Industry Context

• Real world v classroom based

• Previous work experience a key factor in gaining graduate employment (Attwood 2010)

Inspiring tomorrow’s professionals
• 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

Inspiring tomorrow’s professionals
1st Year Module

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

Inspiring tomorrow’s professionals
Assessment

• Formative feedback extensively used
• 2 Key Assessments
  – Individual portfolio
  – Group project
    • ‘Pitch’ of the business idea
    • Showcase of work
    • Project report
Inspiring tomorrow’s professionals
Inspiring tomorrow’s professionals
Inspiring tomorrow’s professionals
Year 2

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.

Inspiring tomorrow’s professionals
Year 2

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

Inspiring tomorrow’s professionals
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.
References

- Higher Education Statistics Agency (2011) *Table 1 - Destinations of leavers by level of qualification, activity and domicile 2002/03, 2004/05 and 2006/07* [online]. Available at: http://www.hesa.ac.uk/component/option,com_pubs/Itemid,276/task,show_year/pubId,1714/versionId,54/yearId,262/ [Accessed 16 February 2012].


