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business and the professions

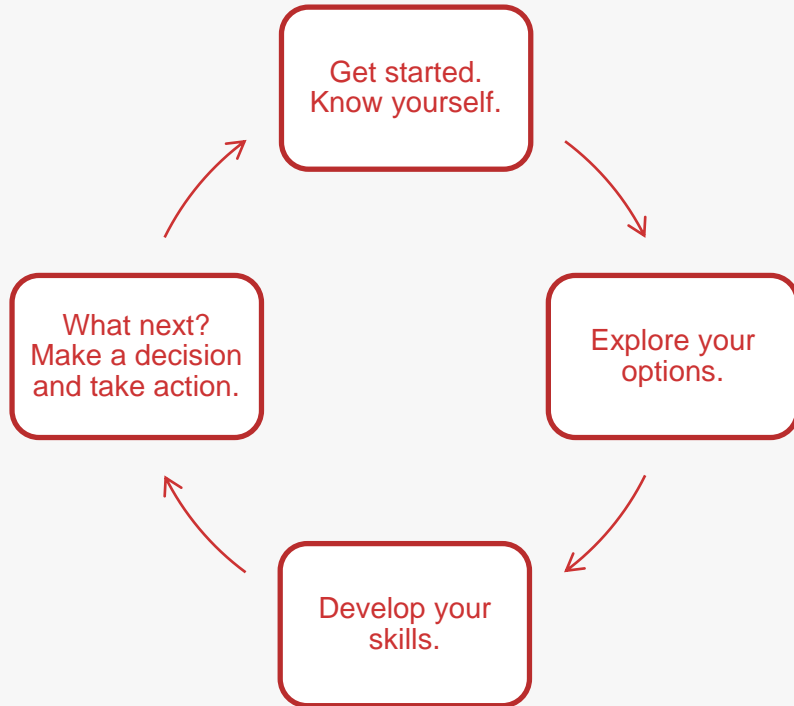
Understanding Career Management

IN2015 Workshop 1, 2018/19

Learning Outcomes for today's workshop

- ❖ Understanding of career management skills
- ❖ Awareness of self analysis tools
- ❖ Understanding of Professional Development Planning
- ❖ Awareness of how to apply for placements
- ❖ Knowledge of formal writing skills
- ❖ Understanding of the importance of LinkedIn
- ❖ Understanding of the requirements for the first IN2015 assessment.

What is career management?



To plan and manage your career you need to;

Be self aware

Be opportunity aware

Be able to make decisions

Be capable of transitional learning
i.e. using the information and skills
you learn and applying them to a
real-life situation

The Value of Career Management Skills:

Managing your career successfully involves you making informed learning, job and career choices throughout your life to maximise your opportunities to progress professionally.

In Practice, this means:

- Creating learning goals.
- Identifying opportunities to develop employability skills.
- Identifying how to progress within the workplace.
- Accessing and effectively using a range of career management services.

Have you started doing this?

The IN2015 assessments require you to work on your goals, develop your skills and engage with professional development opportunities.

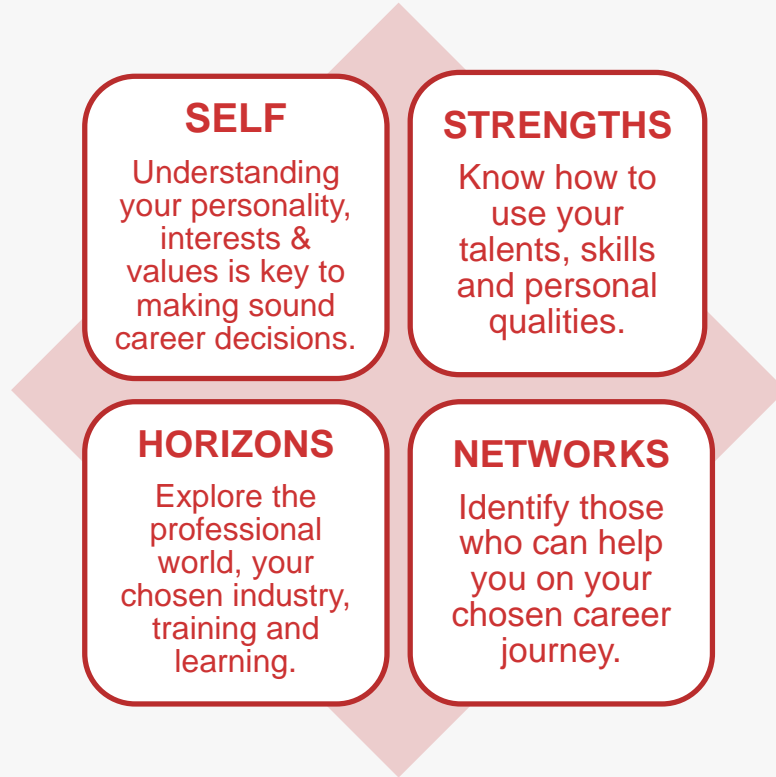
Understand what is important to you professionally.



Establish your professional priorities by answering the following questions:

- In which environment are you happiest (an office, working outdoors, from home)?
- What industry do you want to work in?
- Which country do you want to work in?
- How would you like to balance your work life and free time?
- How do you like to work (teams, autonomously)?
- What makes you different from everyone else...what is your personal competitive advantage?
- If you had multiple job offers to consider, which would be the deciding factors?
- What's more important to you....salary or job satisfaction?
- In what areas could you use more training or knowledge?

Career management: an ongoing process



Career management is a lifelong process. You will regularly reflect on your career management skills, and develop them, throughout your life.

What's the aim?

- To define your unique strengths.
- Recognise areas for development.
- Prompt a career direction.

Why start now?

- This is a critical time in your professional life. It could define the start of your professional career.
- University provides a number of opportunities for you to explore potential career paths.
- PDP is a continuous process on which you can build upon throughout your career.

Self-Reflection

- ❖ In order to plan and manage your career, you need to be able to self reflect.
- ❖ Engaging in self-reflection will enhance your ability to make informed, practical career decisions.
- ❖ Self-reflection is an ongoing process; you do it all the time, in all aspects of your life.
- ❖ As you change and develop, you need to gain confidence in identifying your values, skills, interests and motivations.
- ❖ You may already know where your strengths lie, or you might need to undertake some skills analysis to find out.
- ❖ Self-reflection may enable you to achieve your career goals faster.

Self-reflection Activities

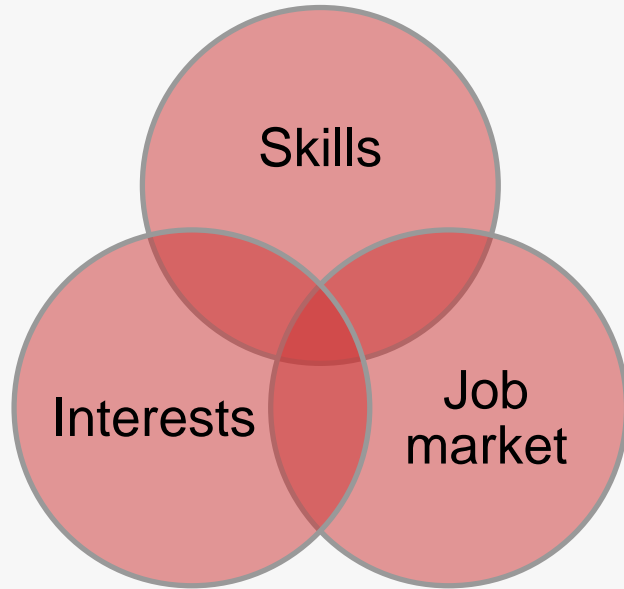
- Engage in activities that you enjoy and that will develop new skills.
- Get involved; define your own style of engagement through professional organizations, employment and volunteering.
- Attend industry events that attract your attention (Speed Networking, Tech@City).
- Be curious; read about topics that sound interesting to you. Keep up to date with changes in your chosen industry.
- Develop your professional network; talk to interesting people and build contacts (LinkedIn, Professional mentoring scheme).

Remember to keep a record of any new skills/activities/professional membership and update your CV regularly.

The Key to success is engagement!

| Know exactly what you want to achieve? | Unsure what career path you want to take? |
|--|--|
| <p>Engage with as many related opportunities as possible to develop high level skills and to show an employer that you are serious about your field.</p> | <p>Engage with as many opportunities as you can to better understand yourself and the job market to determine your career path. The earlier you identify this, the earlier you can pursue a fulfilling career.</p> |

Self Assessment Tools



You are most likely to succeed professionally if you know and understand your strengths and weaknesses.

The following self assessment tools will help you analyse your skills and abilities.

SWOT Analysis

STRENGTHS

- * Which modules have you scored highly in?
- * What technical skills do you have?
- * What advantages do you have that others don't have (skills, certificates, experience or connections)?
- * Which of your achievements are you most proud of?
- * What values do you believe in?

WEAKNESSES

- * Which modules do you find difficult?
- * What tasks do you usually avoid because you don't feel confident doing them?
- * What will the people around you see as your weaknesses?
- * What are your negative habits (are you often late, are you disorganized, can you work on more than 1 task at once)?

OPPORTUNITIES

- * Do you have a network of connections? How could you develop one?
- * What events would help you develop your skills?
- * What support can you access at City?
- * The IT industry growing. How can you take advantage of the current market?

THREATS

- * What obstacles do you face?
- * Who is competing with you for projects or roles?
- * Does changing technology threaten your position?
- * Could any of your weaknesses lead to threats?

Prospects Career Planner:

http://www.prospects.ac.uk/myprospects_planner_login.htm

This will help you to:

- ❖ Find out what motivates you in a job; identify your skills and what you can offer to the employer.
- ❖ Generate new job ideas and check your existing plans.
- ❖ Research your chosen jobs in more detail, compare your options and decide on the right choices for you.

Weavee

Weavee uses the Big Five method to help candidates discover their skills which may influence career decisions. The Weavee big five appraisal works on the basis that although every person is unique there are five elements that statistically more than any others form our responses to situations.

https://www.weavee.co.uk/big_five/about

Target Jobs Careers Report

This tool uses questionnaires and psychometric tests to explore your interests, strengths, personality and abilities and matches you to jobs that would suit you.

<http://targetjobs.co.uk/careers-report>

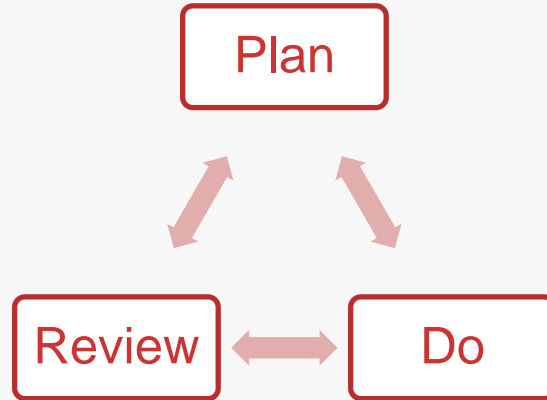
Ernst and Young career guide video:

<https://ukcareers.ey.com/graduates/insights/why-employability-matters/>

Activity: Skills Map

- Before you can write a PDP (which you need to do for assessment 1) you first need to analyse your skills.
- Take **15 minutes** to complete the Skills Map (hand-out) individually.
- On the form you need to:
 - complete the boxes to rate your knowledge/experience for each skill.
 - evidence the rating you gave by writing what experience you have for each skill.
 - rate your level of priority for developing each skill (low/medium/high).
- Completing this activity will help you complete the PDP for assessment 1 (you might want to add the skills map as an appendix to your PDP).

Professional Development Planning



- Throughout this module, you will continually plan, action and review your progress.
- Your plans can and probably will change - in particular we hope to see you adding to them.
- For assessment 1 you are required to submit a professional development plan. So, you need to start thinking about your short, medium and long term goals.

Why is professional development planning so important?

A study of 1,979 graduates asked: "Have you set clear, written goals for your future and made plans to accomplish them?"

3% of the graduates had written goals

13% had non-written goals

84% had no specific goals at all.

Ten years later, they were interviewed again. The 13% of the class who had goals were earning, on average, twice as much as the 84% who had no goals.

And the 3% who had clear, written goals were earning, on average, ten times as much as the other 97% put together.

Source: <https://www.kent.ac.uk/careers/>

SMART goals...what are they?

Using the SMART technique to write your goals is an effective tool to plan your academic and professional career as it enables you to construct well considered objectives.

Specific – add specific detail, avoidance vagueness.

Measurable – ensure you are able to measure progress towards your goal, quantify it.

Achievable – your goal has to be achievable taking into consideration resources available.

Realistic – ensure your goal is realistic & relevant.

Time bound – set a deadline to complete your goal

Is this a SMART Goal?

"I want to achieve good grades for my exams."

| | |
|-------------------|---|
| Specific | X |
| Measurable | X |
| Achievable | ? |
| Relevant | ? |
| Time bound | X |

Is this a SMART Goal?

“I want to graduate with a first in 2021. I will do this by achieving at least 70% in all of my modules, including coursework and exams. To achieve this, I will attend all teaching, complete all assignments and undertake the necessary self-study.”

| | |
|-------------------|---|
| Specific | ✓ |
| Measurable | ✓ |
| Achievable | ✓ |
| Relevant | ✓ |
| Time bound | ✓ |

You could also establish goals which link to this:

“I would like to secure a placement as a software developer by March 2019 with a company that has high entry requirements (340 tariff points & a predicted 1st).

My objective is to achieve a 1st for my degree classification, when I graduate in 2021 after completing a placement year.”

What goals might you add to your PDP for assessment 1?

- Create a LinkedIn Profile, make industry connections and join relevant groups.
- Secure part-time work/voluntary work
- Secure a placement or summer internship
- Become a Student Rep
- Join and regularly commit to a club/society
- Build your Industry and commercial awareness e.g. through subscriptions
- Develop or work towards developing a game(s)
- Develop some code to demonstrate programming capabilities
- Develop or work towards developing a website
- Start/complete your Portfolio Development Option
- Event attendance/engagement e.g. careers fairs, seminars, hackathons, webinars
- Join the Professional Mentoring Scheme (Careers Service)
- Attend a/some networking event(s)
- Follow company RSS feeds, Facebook pages, Twitter etc
- Join industry-relevant groups on LinkedIn
- Blog – create/maintain own or regularly contribute to another

ACTIVITY: (Professional Development Plan hand-out)

Write ONE draft goal for each heading (short, medium, long term).

Then, in pairs, review each others goals using the SMART technique – critically analyse!

You have 15 minutes!



The key to a successful PDP is effective (and realistic) time planning.

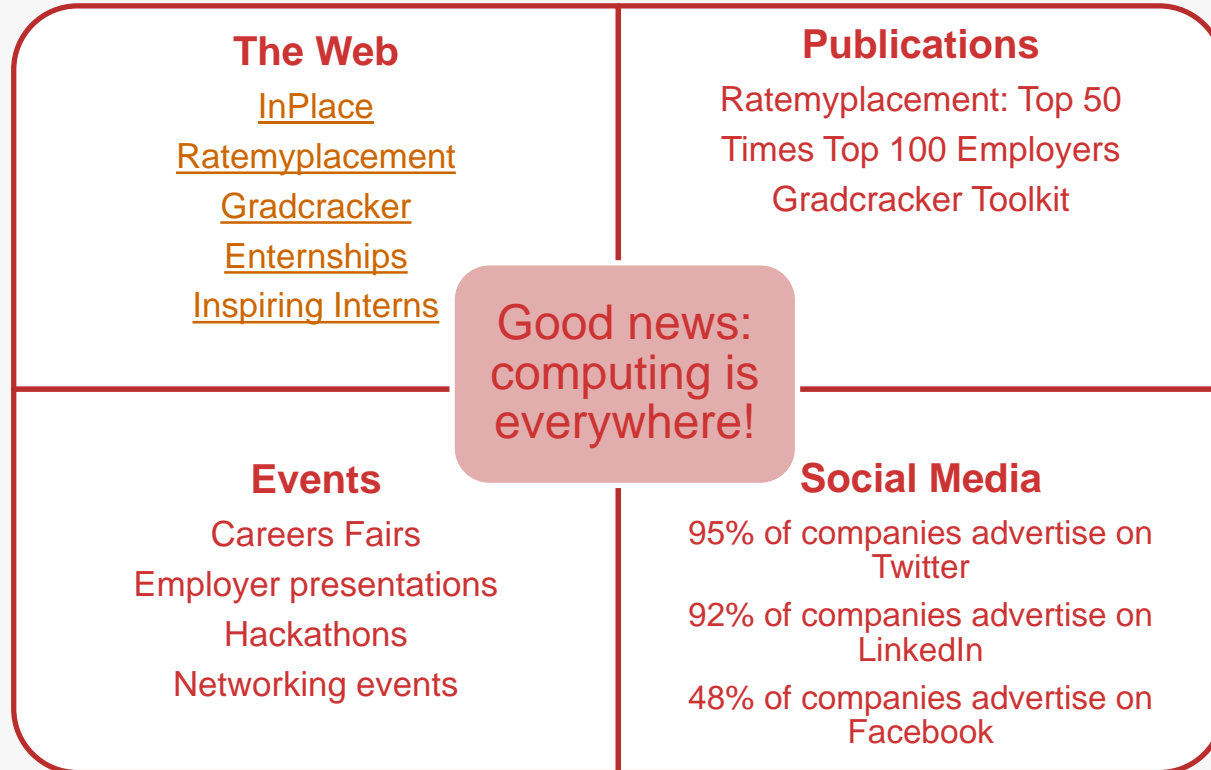
- A PDP requires you to set a deadline by which you will have achieved your goals; ensure your deadlines are realistic consider what 'milestones' you need to complete to meet your goals.
- You will need to manage your time to balance study time, leisure activities, any part time work/voluntary work as well as working towards your PDP goals.
- When setting your goals be realistic – for example, you will have less time to work on your goals during busy times such as the exam period.

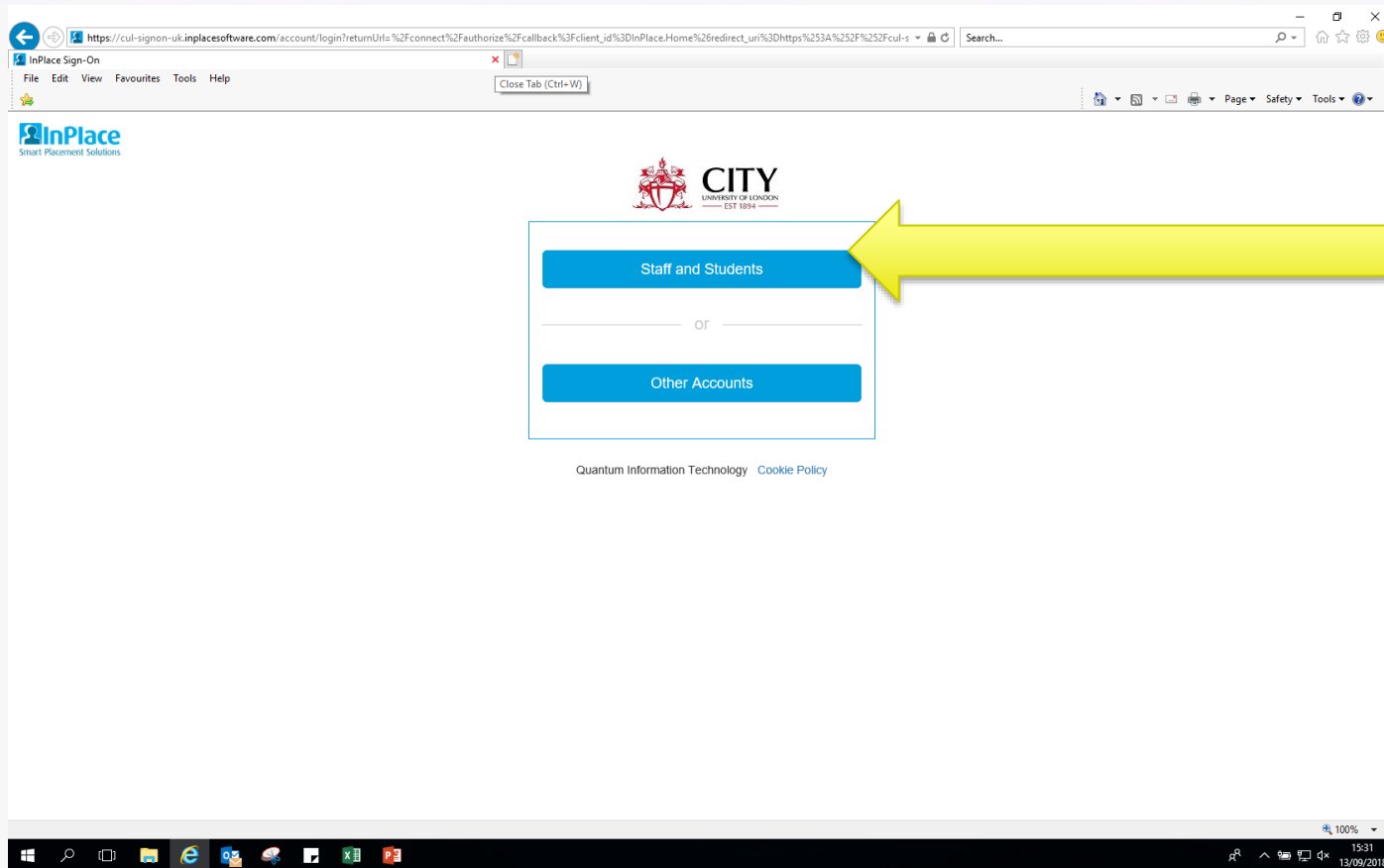
What do you need to do to effectively meet your PDP deadlines?

- Identify your objectives – what do you want to do in the short. Medium and long term.
- Plan realistic and clear goals which are measurable.
- Prioritise the most important goals for you to meet.
- Break your goals down into milestones
- Continually review your progress towards your goals

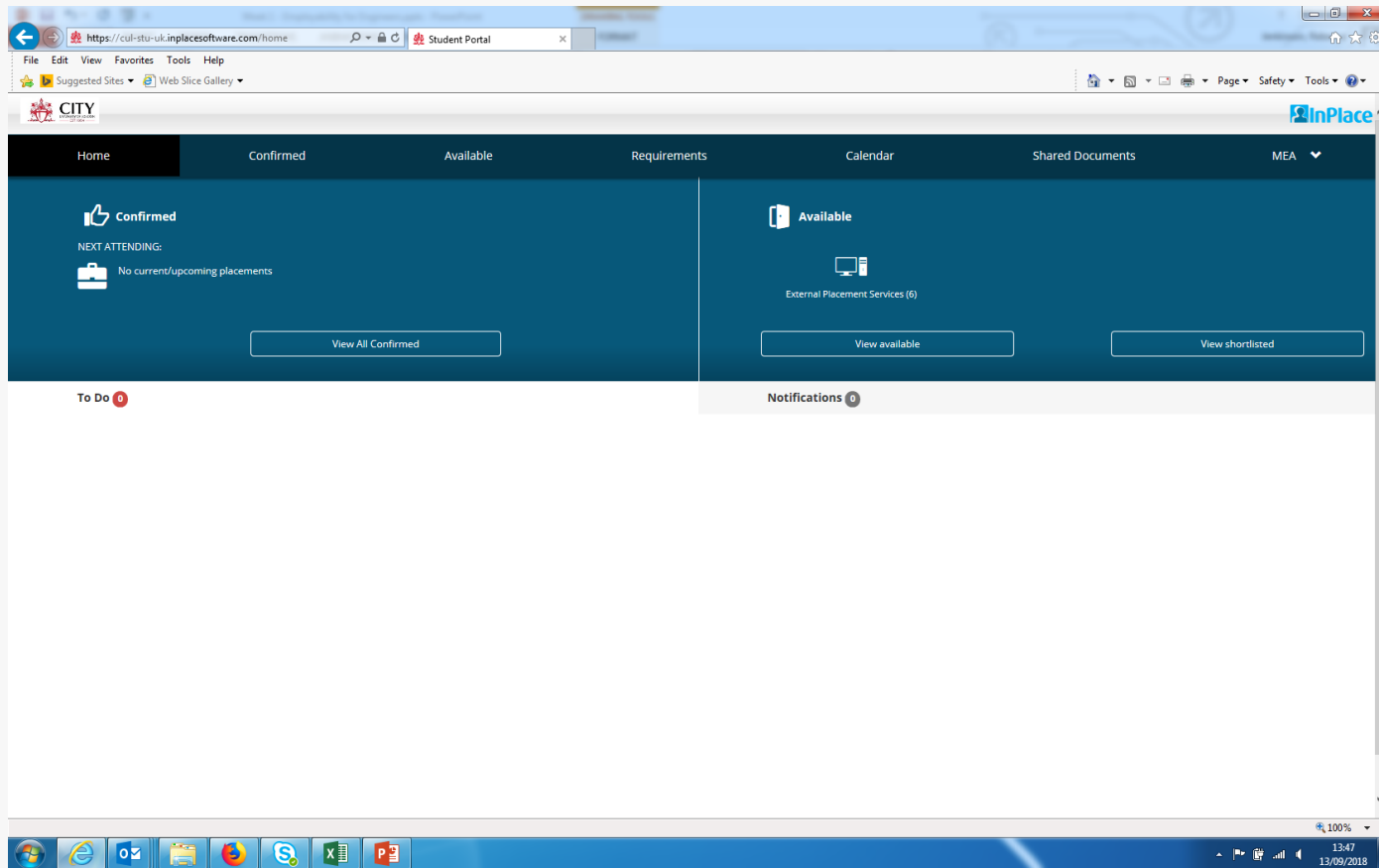
An effective PDP should give you a set of goals which you will meet in a specified time frame, along with relevant milestones which you need to meet in order to reach your objective.

How to get started, where to look for jobs.





Log into InPlace using your City university login and password, this will take you to the home page



Check now that you can log in and access the home page.

Let your PDIT tutor know if you have any problems logging in.

The screenshot shows a web browser window with the URL <https://cul-stu-uk.inplacesoftware.com/experiences/recommended/>. The browser has tabs for 'My Moodle' and 'Student Portal'. The InPlace software interface features a top navigation bar with 'Home', 'Confirmed', and 'Available' tabs. The 'Available' tab is selected, and a yellow arrow points to it. Below the tabs, there is a 'FILTER' dropdown and a 'Sorted by' dropdown set to 'New'. A list of 20 results is displayed, showing 27 total results. The first four results are:

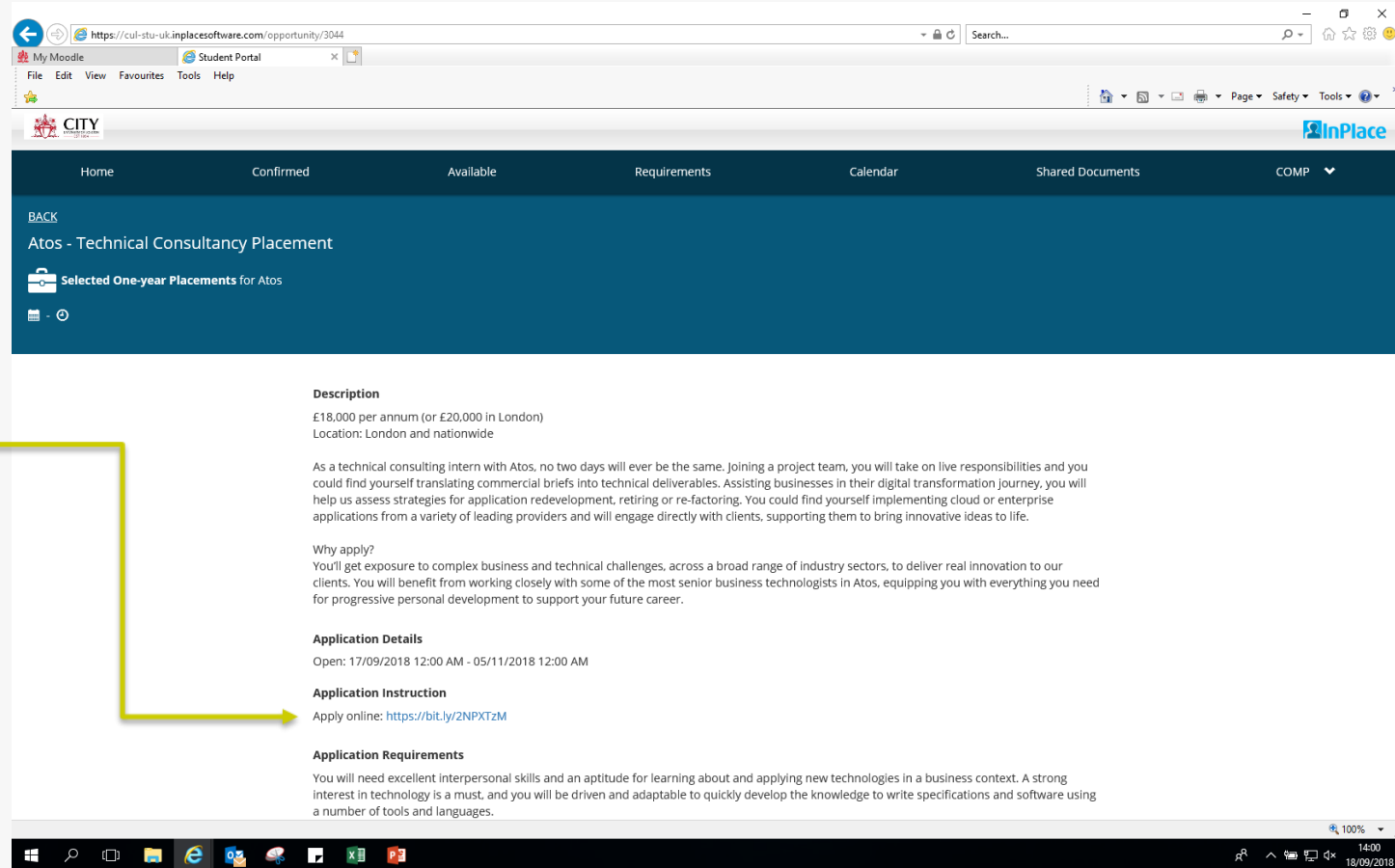
- Atos - Solutions Architecture Placement**
Selected One-Year Placements Atos
- Atos - Technical Consultancy Placement**
Selected One-Year Placements Atos
- M&G Prudential, Technology Internship Scheme (London)**
Selected Summer Internships
- HSBC, Securities Services Internship (UK locations)**
Selected Summer Internships

A yellow arrow points to the 'Atos - Technical Consultancy Placement' entry. The Windows taskbar at the bottom shows the date and time as 14:01 on 18/09/2018.

Click on the available icon on the top tab this will bring up all of the current summer internships and placements.

Click on your chosen placement and this will tell you more about the role and recruitment method

Click on
application
instructions to
be taken to the
employer advert
to apply



The screenshot shows a web browser window with the URL <https://cul-stu-uk.inplacesoftware.com/opportunity/3044>. The browser has two tabs: 'My Moodle' and 'Student Portal'. The 'Student Portal' tab is active, showing a navigation menu with 'File', 'Edit', 'View', 'Favourites', 'Tools', and 'Help'. The main content area features the 'CITY' logo and the 'InPlace' logo. Below the logos is a navigation bar with links: 'Home', 'Confirmed', 'Available', 'Requirements', 'Calendar', 'Shared Documents', and 'COMP'. The main content area has a blue header with a 'BACK' link and the title 'Atos - Technical Consultancy Placement'. Below the title is a sub-header 'Selected One-year Placements for Atos' with a calendar icon. The main content area is divided into sections: 'Description', 'Why apply?', 'Application Details', 'Application Instruction', and 'Application Requirements'. The 'Application Instruction' section contains a link to the application page: <https://bit.ly/2NPXTzM>. A yellow arrow points from the text on the left to this link.

Description
£18,000 per annum (or £20,000 in London)
Location: London and nationwide

As a technical consulting intern with Atos, no two days will ever be the same. Joining a project team, you will take on live responsibilities and you could find yourself translating commercial briefs into technical deliverables. Assisting businesses in their digital transformation journey, you will help us assess strategies for application redevelopment, retiring or re-factoring. You could find yourself implementing cloud or enterprise applications from a variety of leading providers and will engage directly with clients, supporting them to bring innovative ideas to life.

Why apply?
You'll get exposure to complex business and technical challenges, across a broad range of industry sectors, to deliver real innovation to our clients. You will benefit from working closely with some of the most senior business technologists in Atos, equipping you with everything you need for progressive personal development to support your future career.

Application Details
Open: 17/09/2018 12:00 AM - 05/11/2018 12:00 AM

Application Instruction
Apply online: <https://bit.ly/2NPXTzM>

Application Requirements
You will need excellent interpersonal skills and an aptitude for learning about and applying new technologies in a business context. A strong interest in technology is a must, and you will be driven and adaptable to quickly develop the knowledge to write specifications and software using a number of tools and languages.

How to get started

- 1) **Be Pro Active:** Dedicate time to submitting applications.
- 2) **Get creative:** Make your job applications stand out (within reason!).
- 3) **Do your research:** Make sure you have researched a company before you apply to them.
- 4) **Your CV must be strong:** Your CV is any employer's first impression of you. *Next week's IN2015 workshop focuses on CVs so make sure you attend.*
- 5) **It's a numbers game:** Apply for as many placements as possible.
- 6) **Sell yourself:** You need to sell your value to the company.

2017 Computing Graduates

- In 2017, 76.5% of Computing/IT graduates had secured employment within 6 months of graduating.
- Of those, 63.5% of graduates are working in an IT focused role.
- A third of graduates are working as programmers and software development professionals.
- Last year saw a large rise in the number of graduates entering roles in coding and software development.
- A third of the 'Class of 2017' had received a graduate job offer by late February in their final year – either from an employer they had completed work experience with, or through the job applications they had made during their final year at university.

Sources:

[https://www.hecsu.ac.uk/assets/assets/documents/Graduate_Market_Trends_Autumn_2017\(1\).pdf](https://www.hecsu.ac.uk/assets/assets/documents/Graduate_Market_Trends_Autumn_2017(1).pdf)
<https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree/computer-science>
http://www.highfliers.co.uk/download/2017/uk_graduate_careers_survey/Release2017.pdf

Demand for Digital Specialists:

- ✓ Developers are the most commonly sought digital specialists accounting for 27% of all jobs advertised.
- ✓ Agile software development was the process/methodological skill requirement most often required in job descriptions for digital specialists.
- ✓ A degree is the most sought qualification for digital jobs, followed by a Cisco then Microsoft certification.
- ✓ A requirement for Certification is much more common amongst advertisements for Cyber Security jobs than for other digital positions (the most commonly referenced over the past year were CISSP and ISO/IEC 27001).

https://www.thetechpartnership.com/globalassets/pdfs/research-2017/factsheet_cybersecurityspecialists_feb17.pdf

https://www.thetechpartnership.com/globalassets/pdfs/research-2016/factsheet_demandfordigitalspecialists_july16.pdf

Demand by digital tools

The 'tools' (specific applications, platforms, languages) most often called for within adverts for digital specialists during 2015 were (in order): SQL Windows, SQL Server, JavaScript and .NET

Figure 6: Top ten qualifications/certifications in demand, by nature of employment, 2015

| All digital openings | | All permanent openings | | All contract openings | |
|-----------------------------|--------------|-----------------------------|--------------|-----------------------------|------------|
| 1 - Degree | 17,500 (11%) | 1 - Degree | 15,000 (14%) | 1 - Degree | 2,500 (4%) |
| 2 - Cisco Certification | 4,400 (3%) | 2 - Microsoft Certification | 3,000 (3%) | 2 - Cisco Certification | 1,000 (2%) |
| 3 - Microsoft Certification | 3,700 (2%) | 3 - Cisco Certification | 3,400 (3%) | 3 - ISEB | 800 (1%) |
| 4 - ISEB | 2,700 (2%) | 4 - CCNA | 2,000 (2%) | 4 - Microsoft Certification | 700 (1%) |
| 5 - CCNA | 2,500 (2%) | 5 - ISEB | 1,900 (2%) | 5 - CCNP | 600 (1%) |
| 6 - CCNP | 2,500 (2%) | 6 - CCNP | 1,900 (2%) | 6 - PMI Certification | 500 (1%) |
| 7 - MCSE | 1,900 (1%) | 7 - MCSE | 1,600 (1%) | 7 - CCNA | 500 (1%) |
| 8 - CISSP | 1,800 (1%) | 8 - CISSP | 1,400 (1%) | 8 - PRINCE2 Certification | 500 (1%) |
| 9 - PMI Certification | 1,600 (1%) | 9 - ITIL Certification | 1,200 (1%) | 9 - ISTQB | 500 (1%) |
| 10 - ITIL Certification | 1,600 (1%) | 10 - ISTQB | 1,100 (1%) | 10 - CISSP | 400 (1%) |

Source: Analysis of bespoke data from ITJobswatch undertaken by the Tech Partnership

Reminder - Assessment 1.
Deadline 21st Oct 2018 at 5pm
Submission via Moodle

You will produce the following:

1. **Professional Development Plan** - establish SMART goals (objectives) to achieve over the short, medium and long term.
2. **Application Form Questions** – answer 5 application form questions, suitable to use for a professional job application.

Professional Development Plan (min word count 800 words):

| Assessment 1 Professional Development Plan Template (minimum 1500 words) | | | |
|---|---|--|---------------------------------|
| Name | PDIT Tutor | Date | |
| Professional SMART Goals, including the related milestones. All Goals should be SMART: Specific – have you added specific detail? Measurable – are you able to measure progress towards your goal? Achievable – can you achieve your goal given resources available to you? Realistic – have you set yourself a realistic goal? Time bound – have you set a deadline to complete your goal? | | | |
| Short term goals (e.g. next six months)? | Milestones to be completed to reach goal. | Available resources/opportunities to develop the skills (e.g. library/events/careers websites) | Deadline for completion of goal |
| 1. | | | |
| 2. | | | |
| 3. | | | |
| 4. | | | |
| 5. | | | |
| 6. | | | |

- Create SMART goals (including an explanation as to why you wish to achieve them) for the short, medium and long term. **Note that all goals should relate to employability and professional development over the next 12 months.**
- Note the milestones that you will need to meet in order to achieve each goal.
- Note the resources/opportunities that you will need to develop the skills .e.g. library/events/careers websites.
- Add the deadline that you are setting yourself to achieve each goal.

N.B. You will need to have completed the skills map activity before you can write a well focused PDP.

Application Form Questions

- Refer to the Application Form Questions section of the Assessment 1 template (you can find this on Moodle).
- Refer to the mock job description included in the Assessment 1 template. Choose 1 of the 3 roles within the job description and tailor your application form answers to your chosen role.
- The 10 questions listed are common questions asked on job application forms. **All students must answer question 1 and then choose a further 4, out of a possible 9, questions to respond to.**
- Write your answers to the 5 questions exactly how you would if you were applying for a job. Refer to the guidance provided in workshop 3.
- Your answers should be 300 words each.
- Pay particular attention to the presentation of your work. Proof read your work before you submit.

What can you do now?

Plan

- Carry out self analysis & research your options
- Identify your goals

Do

- Engage with professional development activities
- Build your Portfolio

Review

- Understand your learning & achievements
- Add skills, experience & qualifications to your CV

Dates for your diary...

Engineering Mathematics and Technology Fair at City:

<https://www.city.ac.uk/careers/recruiters/get-involved-on-campus/fairs/engineering-science-technology>

Date: 17th Oct 2018

Time: 14:00 - 16:30

Venue: Great Hall, College Building

An excellent opportunity for you to meet many recruiters and find out:

- ✓ What opportunities are available
- ✓ What employers expect from you
- ✓ How you can make the most of your application to them

Register on Careers Hub

Professional mentoring scheme

<https://www.city.ac.uk/careers/recruiters/get-involved-on-campus/mentoring>

As a mentee you will benefit from:

- A Professional Mentor who will support, advise and guide you towards personal and professional development.
- Excellent opportunity to develop your confidence and employability skills.
- Gain insight to the graduate labour market and clarify your career plans.
- Receive one-to-one guidance on your CV and interviews from an IT professional.
- It is a stepping stone to becoming a highly employable graduate.
- The New Mentor application forms are now [live](#). The application deadline is September 30th 2018.

Employability Skills Programme

<http://www.city.ac.uk/careers/events/employability>

- Employability Skills prepare students to make the transition from education to work, exploring all aspects of the selection and recruitment process.
- The sessions cover the skills that are most valued by recruiters, how you can reflect on these and how to articulate your experiences clearly when talking to employers.
- If you attend seven out of the eighteen sessions, you will be awarded a certificate.

- *Part 1. How to write winning cvs and applications*
- *Part 2. How to tailor your applications*
- *Part 3. How to succeed at telephone interviews*
- *Part 4. How to succeed at interviews*
- *Part 5. How to develop networking skills / networking online*
- *Part 6. How to develop and demonstrate commercial awareness*
- *Part 7. How to prepare for psychometric tests*
- *Part 8. How to tackle group work at assessment centres*
- *Part 9. How to tackle presentations at assessment centres*

City Volunteering

<http://volunteering.city.ac.uk/>

A frequently cited survey carried out by TimeBank through Reed Executive showed that among 200 of the UK's leading businesses:

- 73% of employers would employ a candidate with volunteering experience over one without.
- 94% of employers believe that volunteering can add to skills.
- 58% say that voluntary work experience can actually be more valuable than experience gained in paid employment.
- 94% of employees who volunteered to learn new skills had benefited either by getting their first job, improving their salary, or being promoted.

Goldman Sachs Women's Conference: Exploring Engineering

8 and 9 November 2018

Goldman Sachs
London HQ

ADDITIONAL DETAILS

Are you a science, technology, engineering or maths student interested in a 2019 summer internship?

Goldman Sachs invites women graduating in 2020 to attend a two-day symposium to learn about career opportunities in our Engineering organisation and how to succeed in the recruitment process.

To find out more about this two day conference and register by **19 October** to attend, visit gs.com/careers.

We will begin taking registration for this event and applications for the 2019 Engineering Summer Analyst Programme on 1 July.



- Next week's IN2015 lecture will take the form of a Placement Panel Q&A.
- This is your chance to hear from last year's placement students and ask them any questions you have about completing a placement.
- Come prepared with questions that you want to ask the students.
- If you don't want to ask your question in the lecture, e-mail your question to: Hannah.Bright-Wood@city.ac.uk by 3pm on Friday.

IN2015 Reading list for this week:

1. Time Management and Personal Development (electronic resource)
2. Brilliant Graduate Career Handbook, Dr Judith Done and Dr Rachel Mulvey (e-book)
3. A Graduate Guide to Job Hunting in Seven Easy Steps: How to find your first job after university, Jackie Sherman
4. Successful Digital Marketing in a Week, Nick Smith
5. Skills for Success: Personal Development and Employability, Dr Stella Cottrell

All are available on Moodle and in the library.

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