

## CSE5003 Assessment 3: Professional Competency Assessment

### Details and instructions

<b>Assessment 3</b>	Professional Competency Assessment (Individual)
<b>Due date</b>	9 <sup>th</sup> Jun 2024 11.59 pm (AEST/AEDT)
<b>Weighting</b>	25%
<b>Word count/length</b>	Equivalent word count is 1500 (+/-10%; The words in tables or numbers are considered. The reference list is not included in the word count, but in-text citations are)
<b>SILOs</b>	<p>Assessment 2 aligns to Subject Intended learning Outcomes (SILOs):</p> <ul style="list-style-type: none"><li>• Reflect on personal viewpoints related to managing relationships and individual entrepreneurial capacity, effectively developing and presenting personal and professional reflections to become career-ready (SILO 3)</li></ul>
<b>Feedback</b>	Written feedback will be available within three weeks of the due date
<b>Generative AI tools</b>	Make sure that the final product is your own work, and not just copied from an AI generator. You can use the generated text as a learning tool for inspiration or guidance, but the final submitted assessment must be your own work.

## Purpose

This assignment aims to prepare you comprehensively for job applications in your field of study by enhancing your LinkedIn profile, simulating the application process, and preparing for behavioural interviews. You will identify a relevant job advertisement, create a targeted CV, write a cover letter, develop responses to potential interview questions, and optimize your LinkedIn profile to showcase your professional brand effectively.

## Tasks

### Part 1:

#### LinkedIn Profile Enhancement:

- **Profile Picture and Background Photo:**  
Upload a professional profile picture.  
Add a relevant background photo.
- **Headline:**  
Write a compelling and concise headline.
- **Summary:**  
Craft a summary (3-5 paragraphs) highlighting your professional journey, key skills, and passions. Use industry-relevant keywords.
- **Experience:**  
List relevant work experiences with clear descriptions of roles and achievements.
- **Education:**  
Update your educational background, including degrees, institutions, and relevant certifications.
- **Skills:**  
Add at least 10 skills relevant to your profession.  
Endorse the skills of your connections and seek endorsements.
- **Accomplishments:**  
Include Publications, Projects, Honors & Awards, and Volunteer Experience.
- **Engagement:**  
Follow at least 10 companies or influencers relevant to your industry.
- **Networking:**  
Connect with at least 20 new professionals in your field, personalizing connection requests.

### Part 2:

#### Job Application (CV and Cover Letter):

- Find a job advertisement suitable for a graduate in your field of study from LinkedIn, Seek, Indeed, etc.
- Keep a copy of the advertisement for submission.
- Prepare a one-page CV tailored to the job advertisement, aligning with the key skills and selection criteria.

- Write a cover letter addressing the job advertisement. The cover letter should:
  - ✓ Be personalized to the job and company.
  - ✓ Highlight your qualifications and experiences relevant to the job.
  - ✓ Explain why you are interested in the position and how you can contribute to the company.

### **Part 3:**

#### **Behavioural Interview Question Responses:**

- Create a behavioural interview question based on the job advertisement's key selection criteria or responsibilities.
- Prepare a detailed response using the STAR/SCAR framework (Situation, Task, Action, Result/Context, Action, Result).

#### **Deliverables:**

Submit the following documents via the LMS submission link:

1. Screenshots of the updated LinkedIn profile sections.
2. The URL of your updated LinkedIn profile.
3. A copy of the employment advertisement.
4. A one-page CV and cover letter tailored to the job advertisement.
5. A written response to the behavioural interview question using the STAR/SCAR framework.