



THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT
COURSE UNIT DESCRIPTION

Course Unit Title	PROFESSIONAL AND CAREER DEVELOPMENT	
Course Unit Code	MB395	
Type of Unit	Core	
Level of Course Unit	Second cycle	
Year of Study	First/second year	
Semester	On demand	
Number of ECTS Credits	3 ECTS	
Course Unit Objectives	The objective of this course is to sharpen transferable skills and attitudes for value creation, self-branding and continuous professional development.	
Learning Outcomes	On completion of this course students are expected to be able to:	
	CILO 1	Identify professional and managerial attributes.
	CILO 2	Apply transferable skills of problem solving, decision making, communication, and influencing others.
	CILO 3	Demonstrate creative, entrepreneurial and value creating thinking.
	CILO 4	Critically evaluate their own experiences and those of other practicing professionals in the private and public sector.
	CILO 5	Formulate a plan for their continuous professional development.
Mode of delivery	Face to Face	
Prerequisites or corequisites	None	
Course Content	1. What does it mean to be a professional and a manager (professionalism and values)?	CILO 1,4
	2. Attitude management (a no-excuse can-do attitude); emotional intelligence	CILO 1,2,3
	3. Willingness to embrace change, flexibility, and fast response	CILO 1,2,3,5
	4. Articulating your ideas clearly through enhanced communication - influencing skills.	CILO 2,5
	5. Testing and enhancing problem-solving and decision making skills	CILO 2,3
	6. Focusing on delivering results and total solutions (value creation and capture); making yourself indispensable	CILO 2,3,5
	7. Branding yourself (You Inc.)	CILO 1,2,5
	8. Developing creative thinking skills and entrepreneurial spirit	CILO 3
	9. Managing change in life and career; redesigning your career (Plan B)	CILO 5
	10. Presentations by business leaders/managers and students' reflections	CILO 1, 4
Recommended or required reading	<p><u>Textbooks:</u> Godin, S. (2010). <i>LINCHPIN: Are You Indispensable? How to drive your career and create a remarkable future</i>. Portfolio Hardcover Lees, J. (2003). <i>How To Get The Perfect Promotion - A Practical Guide To Improving Your Career Prospects: The Complete Guide to Career Development</i>. McGraw-Hill Professional Quinn, M. (2007). <i>Managing Your Career (Harvard Lessons Learned)</i>. London: Harvard Business School Press. Ries E. (2011). <i>The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses</i>. New York, NY: Crown Business. Seelig T. (2009). What I Wish I Knew When I Was 20: A Crash Course on Making Your Place in the World. New York, NY: Harper Collins. _ Throop, R.K. & Castelluchi, M.B. (2003). <i>Reaching Your Potential: Personal and Professional Development</i>. Wadsworth: Cengage Learning. Wallace, H. R. & Masters, L. N. (2000). <i>Personal Development for Life and Work</i> (8th ed.). Cengage Learning</p> <p><u>Video:</u> Life & career change</p>	

	http://www.youtube.com/watch?v=fEH6fvU8i7o&feature=related Personal branding http://www.youtube.com/watch?v=Chhn5oEmITs http://www.youtube.com/watch?v=3tdWPAISE30&feature=related http://www.youtube.com/watch?feature=endscreen&NR=1&v=iaFCmV5Ojqk http://www.youtube.com/watch?v=aD_oj1cCmTk&feature=related http://www.youtube.com/watch?v=iJs47Ly_sS8&feature=related http://www.youtube.com/watch?v=zi572rshvvgg&feature=related Value creation http://www.youtube.com/watch?v=y-VrL5u3TEk&feature=related http://www.youtube.com/watch?v=K8suroYpAHc http://www.youtube.com/watch?v=kLoUGKPUhFs&feature=relmfu http://www.youtube.com/watch?v=EtlJP_FTG6g&feature=related
Planned learning activities and teaching methods	Pre-reading online; lectures; in-class discussions and exercises; self/assessment instrument online; guest lecturers (successful managers and entrepreneurs); video cases; student presentations.
Assessment methods and criteria	100% Professional Career Plan
Language of Instruction	English
Work Placement(s)	Not applicable