

Module Code	BMSK4007
Title	Digital Skills and Personal Branding
Date	04/08/2020
Level	4
Credits	20
Pre-Requisites	None

AIM(S)

- To improve students' digital skills within the workplace
- To improve students' awareness of personal branding and its impact on employability

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Evaluate the appropriate use of contemporary technologies to improve workplace efficiency and employability in a fast-moving digital environment
- Create a personal brand and market on digital platforms
- Explore the impact of personal branding on own employability

INDICATIVE CONTENT

- Examine modern workplace communications systems, including email and social networking plus online meeting platforms
- Explore the use of web-based and mobile applications within the workplace;
- Develop awareness of legal and security issues, within the context of data protection
- Online platforms to sell and promote personal brands
- Develop awareness of the concept of personal branding and explore its importance and impact on own employability and career development

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24
Independent learning	152	76
Placement learning		
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

- ☐ Written exam
 ☒ Coursework
 ☐ Practical

Mode of assessment	Volume	Weighting
Work Based Assignment	3,000 words	100%

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	100%
Practical	
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMSK4007	
Module Title	Digital Skills and Personal Branding	
Classification	Reading List entry	Electronic*
Essential	<i>Peters, T. (1999). The brand you 50: Fifty ways to transform yourself from an “employee” into a brand that shouts distinction, commitment, and passion! New York, N.Y.: Random House</i>	☐
Essential	<i>Maund, A., Schriek, M. and Tinkler, P.K. (2017). Certificate in higher education: skills for the workplace student yearbook. London: Sage Publications.</i>	☒
Essential	<i>Morgan, P. (2017). Business student’s guide to study and employability. Los Angeles: Sage.</i>	☒
Further	<i>Harris, L., Rae, A., (2011), "Building a personal brand through social networking", Journal of Business Strategy, Vol. 32 Iss 5 pp. 14 - 21</i>	☒
Further	<i>Schawbel, D. (2009), Me 2.0: Build a Powerful Brand to Achieve Career Success, Kaplan Publishing, Wokingham.</i>	☐
Further	<i>Sousa, M. and Wilks, D., (2018). Sustainable Skills for the World of Work in the Digital Age. Systems Research and Behavioral Science, vol. 35, no. 4, pp. 399-405</i>	☒
Further	<i>KLEPPINGER, C. and CAIN, J., 2015. Personal Digital Branding as a Professional Asset in the Digital Age. American Journal of Pharmaceutical Education, vol. 79, no. 6, pp. 1-4</i>	☒