



Quarter Course

# PROFESSIONAL DEVELOPMENT

FALL 2023  
CERTIFY WITH 30 HOURS



<https://www.imfahe.org/imfahe-international-quarter-courses/>

**NOTE:** check the section of International Quarter Courses at IMFAHE's Website for updates in the Syllabus

# Syllabus Quarter Course Professional Development

## COURSE DIRECTORS

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## COURSE DESCRIPTION

The International Mentoring Foundation for the Advancement of Higher Education (IMFAHE) works together with its partnered universities to provide students with an online education of excellence. Nowadays, students and young professionals face a rapidly developing and demanding global job market. To become a strong job applicant/candidate there are many professional development skills that must be mastered. This course uses masterclass together with practical exercises to help students succeed in the career goals that they want to pursue.

## GRADING POLICY & REQUIREMENTS

This course is graded on a pass/fail basis. In order to receive a grade of "pass", students must fulfill the 3 following requirements.

## LEARNING OBJECTIVES

### **BUILD YOUR PROFESSIONAL PROFILE**

1

Create an effective CV /Resume  
Write a strong Cover Letter &  
Personal Statement  
Stand out in LinkedIn  
Prepare your own brand

### **IMPROVE YOUR COMMUNICATION SKILLS**

2

Learn how to master the  
communication skills required to  
successfully compete for a job  
Get ready to deliver an effective  
Elevator Pitch

### **SUCCESSFUL INTERVIEWING**

3

Have a good understanding of the  
interview process  
Informational Interviews as a tool to  
stand out as a candidate

1

### **Attend the Live Masterclasses**

or watch the recorded  
sessions and complete  
the visualization  
survey if the live  
session was not  
attended

2

### **Watch the Recorded Masterclasses**

and complete the  
visualization  
survey for these  
masterclasses

3

### **Complete the Practical Exercises**

and put into practice  
what you learned  
through the  
Masterclasses

# LIVE MASTERCLASSES

The live Masterclasses will be **via Zoom** and will take place at the indicated times in the table. It is **important to register** to each session.

**1** Attend the Live Masterclasses or watch the recorded sessions and complete the visualization survey if the live session was not attended

| Time & Date   | Masterclass   | Speaker  | Link   |
|---|---|--|--|
| <b>October 19th</b><br>(14:30h Central European Time) | <b>How AI is Shaping the Job Market</b><br>Video Link and Visualization Survey will be available on the <u>web</u> after the session. | <b>Monica Ramirez Amoretti</b><br>Research and Innovation Associate Manager at Clarity AI (Madrid & New York). | <a href="#"><b>Register to the Masterclass</b></a> |
| <b>October 26th</b><br>(14:30h Central European Time) | <b>Boost your Communication Skills</b><br>Video Link and Visualization Survey will be available on the <u>web</u> after the session.  | <b>Jesus Paez</b><br>Scientist at Vertex and Communication Exert (Boston).                                     | <a href="#"><b>Register to the Masterclass</b></a> |
| <b>November 2nd</b><br>(14:30h Central European Time) | <b>Developing your own brand</b><br>Video Link and Visualization Survey will be available on the <u>web</u> after the session.        | <b>Lauren Celano</b><br>CEO, Co-Founder, Propel Careers (Boston).  | <a href="#"><b>Register to the Masterclass</b></a> |

Each student is expected to attend the live masterclass at the scheduled time and be ready to discuss each topic with the speaker. Students who cannot make it to a class must watch the recording and complete a visualization survey. The updated syllabus with the links of the recording and the visualization survey will be available at the IMFAHE's website 24-48h after the session. Students who attend the live masterclasses do not need to complete the visualization surveys.

# RECORDED MASTERCLASSES

Find the links to the recorded masterclasses and the corresponding visualization surveys in the table below

## 2

Watch the Recorded Masterclasses and complete the visualization survey for these masterclasses

## Masterclass

## Speaker

**LinkedIn for Students, Graduates and Educators.**

[Video Link](#)

[Visualization Survey](#)

**Define your success and embrace a career with confidence**

[Video Link](#)

[Visualization Survey](#)

**Global Recruiting Trends.**

[Video Link](#)

[Visualization Survey](#)

**Networking & Informational Interviews.**

[Video Link](#)

[Visualization Survey](#)

**Resume.**

[Video Link](#)

[Visualization Survey](#)

**Cover Letter.**

[Video Link](#)

[Visualization Survey](#)

**Personal Statement.**

[Video Link](#)

[Visualization Survey](#)

**The Job Interview. How to nail it.**

[Video Link](#)

[Visualization Survey](#)

**Self-Awareness and Professional Success.**

[Video Link](#)

[Visualization Survey](#)

**Miguel Angel Garcia**

Best seller co-author of "LinkedIn For Students, Graduates & Educators". London, UK.

**Kim Meninger, MBA, PCC**

Executive Coach & Consultant | Impostor Syndrome Files Podcast Host | TEDx Speaker | Women's Leadership. Boston, USA.

**Kristine Tamayo**

Assistant Professor of Leadership and Human Resource Management at IESEG School of Management. Paris, France.

**Lauren Celano**, CEO, Co-Founder, Propel Careers. Boston, USA.

**Dr. Jesús Páez**, Senior Scientist Abbvie. Boston, USA.

**Dr. Jessalyn Ubellacker**, Researcher UT Southwestern Medical Center. Texas, USA.

**Ayana Henderson**, Ph.D. Candidate at Harvard University. Boston, USA.

**Dr. María Soriano**

Vice President, IMFAHE Foundation. Boston, USA.

**Scott Schwefel**, CEO Discover Yourself, Ted Talk speaker (+3.000.000 views), Minnesota, USA.

Each student is expected to watch each session and answer the questions of the corresponding visualization survey

# PRACTICAL EXERCISES

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## 1. Prepare your CV/resume and Cover letter.

Based on the guidelines presented in this course, create your own CV or resume and write a cover letter for a potential job you would be interested in applying to. Participants who are not currently looking for jobs should still choose a potential future job. In order to get a diploma, email your cover letter and CV or resume to IMFAHE ([QC@imfahe.org](mailto:QC@imfahe.org)).

## 2. Prepare an effective LinkedIn profile.

Register for LinkedIn (if you do not have an account yet) or log in (if you already have one), and use the tips offered during this course to create a successful LinkedIn profile. In order to get the diploma, share the link to your LinkedIn profile with IMFAHE ([QC@imfahe.org](mailto:QC@imfahe.org)).

## 3. Get ready to succeed in your next interview.

In order to get the diploma, email to IMFAHE ([QC@imfahe.org](mailto:QC@imfahe.org)) the answers to the following exercise:

- 3.1 Think about the job of your dreams. Write down the name of the position and the organization where you would love to work (example1: Immunologist at Pfizer. Example 2: Software Engineer at Google).
- 3.2. Study the organization. Write down what it matters for the organization . Think about 5 keywords you should use during the interview to sound aligned with the organization ´s mission.
- 3.3. Write down answers to 4 traditional, 4 behavioral and 4 technical interview questions and also write down 4 closing questions that you can ask to the hiring manager.

Each student is expected to complete the practical exercises following the guidelines, information and advice presented at the masterclasses. The objective of these exercises is that every student prepares a CV/resume, cover letter, LinkedIn profile, and interview to be ready to get a desired job/position/career goal.



# HOW TO OBTAIN THE DIPLOMA

(Course Certified with 30h Upon Completion)

## IMPORTANT NOTE:

This course is open to everyone, but only students and professors from the universities and organizations that collaborate with IMFAHE in the academic year of 2023-24 are eligible to request a diploma. See the logos of the universities/organizations below.

## HOW TO REQUEST A DIPLOMA:

After completing requirements 1, 2 and 3, send all **PRACTICAL EXERCISES in ONLY 1 EMAIL before JANUARY 10, 2024 at 23:59 h** (Central European Time) to [QC@imfahe.org](mailto:QC@imfahe.org) with the subject line **[YOUR NAME-UNIVERSITY-Diploma Request]**.



UNIVERSIDAD DE MÁLAGA



Universidad de Oviedo  
Universidá d'Uviéu  
University of Oviedo



Universidade do Minho



donostiasustapena  
fomentosansebastián