



Quarter Course

PROFESSIONAL DEVELOPMENT

FALL 2022
CERTIFY WITH 30 HOURS



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

Zoom link to connect [HERE](#)

Webinar ID: 538 787 747

Will take place at the indicated times in the table

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

Oct 20th
(2:30pm
Madrid Time)

Define your success and embrace a career with confidence

Video Link: (available on the [web](#) after the session)
Visualization survey: (available on the web after the session)

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

Oct 27th
(2:30pm
Madrid Time)

LinkedIn for Students, Graduates and Educators.

Video Link: (available on the [web](#) after the session)
Visualization survey: (available on the web after the session)

Miguel Angel Garcia Best seller co-author of "LinkedIn For Students, Graduates & Educators". People Leader at Sprinklr. London, UK.

Nov 3rd
(2:30pm
Madrid Time)

Global Recruiting Trends.

Video Link: (available on the [web](#) after the session)
Visualization survey: (available on the web after the session)

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

Each student is expected to attend the live masterclass at the scheduled time and be ready to discuss each topic with the speaker. Students that 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 survey will be available at the [IMFAHE's website](#) 24-48h after the session. Students that attend live masterclasses do not need to complete the visualization surveys.

RECORDED MASTERCLASSES

Find the links to the recorded masterclasses
in the table below

2

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

Masterclass

Speaker

Self Awareness and Professional Success.

[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](#)

Communication skills.

[Video Link](#)

[Visualization Survey](#)

The Elevator Pitch.

[Video Link](#)

[Visualization Survey](#)

Scott Schwefel

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

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

Dr. Jesús Páez, Senior Scientist Abbvie
(Boston, USA)

Anna Kaufman, Chief Badass (Boston, USA)

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

PRACTICAL EXERCISES

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).

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).

3. Get ready to succeed in your next interview.

In order to get the diploma, email to IMFAHE (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.

4. Deliver an effective elevator pitch.

Write down your elevator pitch as a professional and practice giving it to your peers. In order to get the diploma email your pitch to IMFAHE (QC@imfahe.org).



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, elevator pitch, and interview to be ready to get a desired job.

HOW TO OBTAIN THE DIPLOMA

(Course Certified with 30h Upon Completion)

IMPORTANT NOTE:

Only students and professors from the universities that collaborate with IMFAHE in the academic year of 2022-23 are eligible to request a diploma. See the logos of the universities below.

HOW TO REQUEST A DIPLOMA:

After completing requirements 1, 2 and 3, send all **PRACTICAL EXERCISES in ONLY 1 EMAIL before JANUARY 9, 2023 at 23:59 h** (Central European Time) to **QC@imfahe.org** with the subject line **[YOUR NAME-UNIVERSITY-Diploma Request]**.



UNIVERSIDAD DE MÁLAGA



UNIVERSITAT POLITÈCNICA DE VALÈNCIA



Universidad de Oviedo
Universidá d'Uviéu
University of Oviedo



Universidade do Minho



universidade de aveiro