



**University of Engineering and Technology**  
**School of Computer Science**  
**Syllabus of Course**  
**Academic Period 2018-II**

1. **Code and Name:** GH0015. Image and personal brand
2. **Credits:** 3
3. **Hours of theory and Lab:** 2 HT; 2 HP;
4. **Professor(s)**

Meetings after coordination with the professor

**5. Bibliography**

- [Jor09] Gomez. Jorge. *Cómo te vendes te contratan*. México, Mc Graw Hill, 2009.
- [Ric15] Bolles. Richard. *What color is your parachute?* New York, Ten Speed Press - Random House Company, 2015.
- [Ste05] Robbins. Stephen. *Comportamiento Organizacional*. Décima Edición. Pearson Pentice Hall, 2005.

**6. Information about the course**

- (a) **Brief description about the course** The preparation course for pre-vocational practice I is the first of two courses in the area of personal and professional competence development. This course provides Opportunity for the student to self-assess and recognize the opportunities for improvement, to feel capable of accomplishing each of the challenges proposed to him at the Personal and professional and to carry out an adequate analysis of their situation, execution and proposed resolution. Learning through experience will help you to evaluate from your own perspective, different ways of thinking and the ability to contribute individually or as a team to the achievement of a specific goal; Through the exchange of ideas, the Evaluation of proposals and the execution of the ideal solution alternative.
- (b) **Prerequisites:**
- GH0010. Ethics and Technology . (5<sup>th</sup> Sem)
  - EG0008. Interdisciplinary Project II. (4<sup>th</sup> Sem)
- (c) **Type of Course:** Mandatory
- (d) **Modality:** Face to face

**7. Specific goals of the Course**

- Understands professional and ethical responsibilities.
- Oral communication skills.
- Written communication skills.
- Recognizes the need for lifelong learning.

**8. Contribution to Outcomes**

- d) An ability to function on multidisciplinary teams. (**Usage**)
- e) Understand correctly the professional, ethical, legal, security and social implications of the profession. (**Usage**)
- f) An ability to communicate effectively. (**Usage**)
- n) Apply knowledge of the humanities in their professional work. (**Usage**)

## 9. Competences (IEEE)

**C10.** Understanding of the impact on individuals, organizations, and society of deploying technological solutions and interventions. ⇒ **Outcome d,n**

**C17.** Ability to properly express in oral and written media as expected from a university graduate. ⇒ **Outcome f**

**C18.** Ability to participate actively and as a member of a team. ⇒ **Outcome f**

**C21.** Understanding the professional, legal, security, political, humanistic, environmental, cultural and ethical issues. ⇒ **Outcome e**

## 10. List of topics

1. Introduction to the course.
2. Self-awareness.
3. Personal branding.
4. Interviews
5. Virtual Platforms.
6. Networking
7. Feedback.
8. Partial Exam.
9. Assessment Center.
10. Debate
11. Labor rights and obligations of practitioners
12. Interview with experts.
13. Recruitment dynamics
14. Personal skills

## 11. Methodology and Evaluation

### Methodology:

#### Theory Sessions:

The theory sessions are held in master classes with activities including active learning and roleplay to allow students to internalize the concepts.

#### Lab Sessions:

In order to verify their competences, several activities including active learning and roleplay will be developed during lab sessions.

#### Oral Presentations:

Individual and team participation is encouraged to present their ideas, motivating them with additional points in the different stages of the course evaluation.

#### Reading:

Throughout the course different readings are provided, which are evaluated. The average of the notes in the readings is considered as the mark of a qualified practice. The use of the UTEC Online virtual campus allows each student to access the course information, and interact outside the classroom with the teacher and with the other students.

#### Evaluation System:

## 12. Content

<b>Unit 1: Introduction to the course. (12)</b>	
<b>Competences Expected: 4</b>	
<b>Learning Outcomes</b>	<b>Topics</b>
<ul style="list-style-type: none"> <li>• Develop assertive and proactive methods for project presentation.</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction to the course. Presentation of the methodology to be applied (types of evaluation, class schedule, workshops).</li> <li>• Presentation to the competencies that are sought to develop (leadership, teamwork, critical thinking, among others). Theory of competencies and what the market wants.</li> <li>• DISC Shipping - online.</li> </ul>
<b>Readings :</b> [Ste05]	

<b>Unit 2: Self-awareness. (24)</b>	
<b>Competences Expected: 3</b>	
<b>Learning Outcomes</b>	<b>Topics</b>
<ul style="list-style-type: none"> <li>• Recognize strengths and improvement points.</li> </ul>	<ul style="list-style-type: none"> <li>• Review of class commitments and agreements.</li> <li>• Assessment center of self-evaluation.</li> <li>• Dynamics on self-knowledge, personal SWOT identification and personal vision</li> </ul>
<b>Readings :</b> [Jor09]	

<b>Unit 3: Personal branding. (24)</b>	
<b>Competences Expected: 3</b>	
<b>Learning Outcomes</b>	<b>Topics</b>
<ul style="list-style-type: none"> <li>• Learn to show your personal brand through different professional and social media.</li> </ul>	<ul style="list-style-type: none"> <li>• Theory. Personal branding. Plan of positioning in the market (as I will make my competences can enter the market).</li> <li>• How one should communicate, the use of voice to enhance their skills and achieve security and effectiveness in their communication.</li> <li>• Theory What is a CV? How to create an innovative CV? Implementation of projects; Data updating, project portfolio building; Virtual communication.</li> <li>• Creation of a CV by group.</li> </ul>
<b>Readings :</b> [Ste05]	

<b>Unit 4: Interviews (30)</b>	
<b>Competences Expected: 3</b>	
<b>Learning Outcomes</b>	<b>Topics</b>
<ul style="list-style-type: none"> <li>• Ability to face a job interview.</li> </ul>	<ul style="list-style-type: none"> <li>• Talk: Labor Market Expectations. What does the market want and want?</li> <li>• Types of interviews and evaluations in the recruitment and selection process. Use of persuasion strategies; Forms and techniques for interviews, tips and recommendations.</li> <li>• Delivery of Challenge 1: Sending the CV</li> <li>• VOLCAN Talk: "Interview Tips and Recruitment and Selection Evaluations on Knowledge Thursday</li> <li>• Task. After knowing and knowing what the market wants, the elements are created to design each student's own strategy</li> </ul>
<b>Readings :</b> [Ste05]	

<b>Unit 5: Virtual Platforms. (24)</b>	
<b>Competences Expected: 3</b>	
<b>Learning Outcomes</b>	<b>Topics</b>
<ul style="list-style-type: none"> <li>• Learn the job search techniques and criteria for a good performance in the professional evaluations.</li> </ul>	<ul style="list-style-type: none"> <li>• Conversation of the Volcan talk and the previous class.</li> <li>• Virtual job platforms: review of the main virtual platforms (CSM), correct use of the UTEC stock exchange.</li> <li>• LinkedIn as creator of relationships: introduction to the social network; Utility and transcendence at present; LinkedIn usage rules and tools. LinkedIn Student Exposure and Similar Tools</li> <li>• Explanation of networking UTEC.</li> </ul>
<b>Readings :</b> [Jor09]	

<b>Unit 6: Networking (24)</b>	
<b>Competences Expected: 3</b>	
<b>Learning Outcomes</b>	<b>Topics</b>
<ul style="list-style-type: none"> <li>• Develop professional competences oriented to the assertiveness of the search for job opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>• Networking UTEC: Challenge 2: Get an interview. Send your CV to 40 companies. Take a picture with your clothes</li> </ul>
<b>Readings :</b> [Ste05]	

<b>Unit 7: Feedback. (24)</b>	
<b>Competences Expected: 3</b>	
<b>Learning Outcomes</b>	<b>Topics</b>
<ul style="list-style-type: none"> <li>• Foment a positive attitude towards work and a passion for excel Pre-professional practices through the detection of opportunities for improvement.</li> </ul>	<ul style="list-style-type: none"> <li>• Survey-Feedback of UTEC Networking.</li> <li>• Dynamics - Challenge 3: Interviews Circle by competencies with professionals.</li> </ul>
<b>Readings :</b> [Ric15]	

<b>Unit 8: Partial Exam. (24)</b>	
<b>Competences Expected: 3</b>	
<b>Learning Outcomes</b>	<b>Topics</b>
<ul style="list-style-type: none"> <li>• Develop in the student the ability to approach situations or problems assertively, with an integrative look.</li> </ul>	<ul style="list-style-type: none"> <li>• Partial exams (Competency interviews, CV and LinkedIn review)</li> </ul>
<b>Readings :</b> [Jor09]	

<b>Unit 9: Assessment Center. (24)</b>	
<b>Competences Expected: 3</b>	
<b>Learning Outcomes</b>	<b>Topics</b>
<ul style="list-style-type: none"> <li>• Develop the ability to recognize and propose solutions to opportunities for improvement within the work environment, using their own resources, skills and interpersonal relationships.</li> </ul>	<ul style="list-style-type: none"> <li>• Delivery and discussion of assessment center results.</li> <li>• Assessment center in the classroom, with the application of real cases, in the measurement of competences: Proactivity, problem analysis, analytical thinking and planning and organization, teamwork and leadership, adaptability, assertive communication, ethics.</li> </ul>
<b>Readings :</b> [Ste05]	

<b>Unit 10: Debate (24)</b>	
<b>Competences Expected: 3</b>	
<b>Learning Outcomes</b>	<b>Topics</b>
<ul style="list-style-type: none"> <li>• Encourage a positive attitude towards work.</li> </ul>	<ul style="list-style-type: none"> <li>• Conversation about the results of the previous class.</li> <li>• Out-of-class workshop: Proactivity, problem analysis, analytical thinking and planning and organization, teamwork and leadership, adaptability, assertive communication, ethics. You will have the feedback.</li> </ul>
<b>Readings :</b> [Ric15]	

<b>Unit 11: Labor rights and obligations of practitioners (24)</b>	
<b>Competences Expected: 3</b>	
<b>Learning Outcomes</b>	<b>Topics</b>
<ul style="list-style-type: none"> <li>• Ability to recognize rights and responsibilities.</li> </ul>	<ul style="list-style-type: none"> <li>• Charla: Labor rights and obligations of practitioners.</li> </ul>
<b>Readings :</b> [Jor09]	

<b>Unit 12: Interview with experts. (24)</b>	
<b>Competences Expected: 3</b>	
<b>Learning Outcomes</b>	<b>Topics</b>
<ul style="list-style-type: none"> <li>• Develop professional competences oriented to the assertiveness of the search of job opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>• Experts interview: The real world of work from the vision of the area of human resources - RHHH, with corporate heads of selection as guests.</li> </ul>
<b>Readings :</b> [Ste05]	

<b>Unit 13: Recruitment dynamics (24)</b>	
<b>Competences Expected: 3</b>	
<b>Learning Outcomes</b>	<b>Topics</b>
<ul style="list-style-type: none"> <li>• Foment a positive attitude towards work and a passion for excel Pre-professional practices through the detection of opportunities for improvement and the formulation of an engineering project.</li> </ul>	<ul style="list-style-type: none"> <li>• Conversation and presentation of the students about the interview to experts and related topics.</li> <li>• Reinforcement of recruitment and selection evaluations.</li> <li>• Recruiting Dynamics: Challenge 4: How's it going?</li> </ul>
<b>Readings :</b> [Ric15]	

<b>Unit 14: Personal skills (24)</b>	
<b>Competences Expected: 3</b>	
<b>Learning Outcomes</b>	<b>Topics</b>
<ul style="list-style-type: none"> <li>• develop in the student the ability to approach situations assertively or problems, with an integrative look for later, propose and execute some of the alternatives to the solution of the same</li> </ul>	<ul style="list-style-type: none"> <li>• Case Study</li> <li>• Competencies: Planning and organization and self-confidence, associated with problem solving.</li> <li>• Results feedback on the dynamics of reinforcement.</li> </ul>
<b>Readings :</b> [Ste05]	