



Quarter Course

# PROFESSIONAL DEVELOPMENT

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FALL 2024  
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), in collaboration with its partner universities, offers students access to top-quality online education.

In today's rapidly evolving and highly competitive global job market, students and young professionals must develop a broad set of professional skills to stand out as strong candidates. This course combines expert-led masterclasses with practical exercises to equip students with the essential skills they need to achieve their career goals

## GRADING POLICY & REQUIREMENTS

This course is assessed on a pass/fail basis. To receive a "pass," students must meet the following three 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  
missed

2

### **Watch the Recorded Masterclasses**

and complete the  
the corresponding  
visualization  
survey

3

### **Complete the Practical Exercises**

and apply the  
knowledge gained  
from the  
masterclasses

# LIVE MASTERCLASSES

The live masterclasses will be conducted **via Zoom** at the times listed in the table. It is important to **register for each session**.

# 1

## Attend the Live Masterclasses

or watch the recorded sessions, and complete the visualization survey if the live session was missed

Time & Date	Masterclass	Speaker	Link
October 15 (14:30h Central European Time)	Mastering your Resume and Cover Letter. Lessons from Harvard University	<b>James Gould, PhD.</b> Author   Career & Professional Development   Research Rigor & Responsibility   Director for Postdoctoral Affairs, Harvard Medical School (Boston).	<a href="#">Video Link</a> <a href="#">Visualization Survey</a>
October 22 (14:30h Central European Time)	Managing Anxiety and Mental Health for Career Success.	<b>Lisa Wittmann</b> Stress Management and Mental Health expert. Founder & CEO Mental Break (Germany).	<a href="#">Video Link</a> <a href="#">Visualization Survey</a>
October 29 (14:30h Central European Time)	The Job Interview. How to Nail it.	<b>Lauren Celano</b> CEO, Co-Founder, Propel Careers (Boston).	<a href="#">Video Link</a> <a href="#">Visualization Survey</a>

Each student is expected to attend the live masterclass at the scheduled time and be prepared to engage in discussion with the speaker. Students who are unable to attend a session must watch the recording and complete a visualization survey. The updated syllabus, along with links to the recording and survey, will be available on [IMFAHE's website](#) within 24-48 hours after the session. Students who attend the live masterclasses are not required 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 the corresponding visualization survey

Masterclass	Speaker
<p><b>Boost your communication skills.</b></p> <p><a href="#">Video Link</a>   <a href="#">Visualization Survey</a></p>	<p><b>Jesus Paez-Cortez</b> Research Fellow at Vertex and Communication Exert (Boston).</p>
<p><b>LinkedIn for students, graduates and educators.</b></p> <p><a href="#">Video Link</a>   <a href="#">Visualization Survey</a></p>	<p><b>Miguel Angel Garcia</b> Best seller co-author of "LinkedIn For Students, Graduates &amp; Educators". London, UK.</p>
<p><b>How the growth mindset can help you in your career.</b></p> <p><a href="#">Video Link</a>   <a href="#">Visualization Survey</a></p>	<p><b>David Saez Moreno</b> Researcher CEB, Portugal.</p>
<p><b>Define your success and embrace a career with confidence.</b></p> <p><a href="#">Video Link</a>   <a href="#">Visualization Survey</a></p>	<p><b>Kim Meninger, MBA, PCC</b> Executive Coach &amp; Consultant   Impostor Syndrome Files Podcast Host   TEDx Speaker   Women's Leadership. Boston, USA.</p>
<p><b>Global recruiting trends.</b></p> <p><a href="#">Video Link</a>   <a href="#">Visualization Survey</a></p>	<p><b>Kristine Tamayo</b> Assistant Professor of Leadership and Human Resource Management at IESEG School of Management. Paris, France.</p>
<p><b>Self-awareness and professional success.</b></p> <p><a href="#">Video Link</a>   <a href="#">Visualization Survey</a></p>	<p><b>Scott Schwefel</b>, CEO Discover Yourself, Ted Talk speaker (+3.000.000 views), Minnesota, USA.</p>
<p><b>Developing your own brand.</b></p> <p><a href="#">Video Link</a>   <a href="#">Visualization Survey</a></p>	<p><b>Lauren Celano</b>, CEO, Co-Founder, Propel Careers. Boston, USA.</p>
<p><b>How AI is shaping the job market.</b></p> <p><a href="#">Video Link</a>   <a href="#">Visualization Survey</a></p>	<p><b>Monica Ramirez Amoretti</b> Research and Innovation Associate Manager at Clarity AI (Madrid &amp; New York).</p>

Each student is expected to watch every session and complete the corresponding visualization survey.

# PRACTICAL EXERCISES

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## 1. Prepare Your CV/Resume and Cover Letter.

Using the guidelines provided in this course, create your own CV or resume and draft a cover letter for a potential job you are interested in applying to. Even if you are not currently seeking employment, select a prospective job for this exercise. To receive your diploma, please email both your cover letter and CV/resume to IMFAHE ([QC@imfahe.org](mailto:QC@imfahe.org)).

## 2. Create an Effective LinkedIn Profile.

If you do not already have a LinkedIn account, register for one, or log in if you have an existing profile. Use the tips provided during this course to build a compelling LinkedIn profile. To qualify for 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.

To receive the diploma, complete the following exercise and email your responses to IMFAHE at ([QC@imfahe.org](mailto:QC@imfahe.org)):

- 3.1. Dream Job: Think about your ideal job. Write down the position title and the organization where you would love to work (e.g., Immunologist at Pfizer, Software Engineer at Google).
- 3.2. Research the Organization: Study the organization and note what is important to them. Identify five key terms or values that you should incorporate into your responses during an interview to demonstrate alignment with the organization's mission.
- 3.3. Interview Preparation: You've submitted your CV, and now the Organization has requested an interview. Prepare by writing down effective answers to commonly asked interview questions, tailored specifically to the position.

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:

Only students and professors from the universities and organizations that collaborate with IMFAHE in the academic year of 2024-25 are eligible to request a diploma. See the logos below.

## HOW TO REQUEST A DIPLOMA:

After completing requirements 1, 2 and 3, send all **PRACTICAL EXERCISES in a single email EMAIL before JANUARY 10, 2025 at 23:59 h** (Central European Time) to **[QC@imfahe.org](mailto:QC@imfahe.org)**. Use the following **subject line: [YOUR NAME - UNIVERSITY/ORGANIZATION - QC1 - Diploma Request]**.



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