**EMPLOY ME! Empowering Students to Shine in the Graduate Job Market**​
Jenny Warburton J.Warburton@mmu.ac.uk, Department of Marketing, International Business and Tourism​
​

Background: Institute of Student Employers (ISE) annual student recruitment report reveals a 59% surge in applications per graduate job over the past year. There were 1.2 million applications for graduate positions, with an average of 140 applications per vacancy (The Times 2024).​

Student led workshops: As part of the redesigned *Developing the Early Career Professional* module, **control of the learning environment shifted** from teacher to student. For one component of the assessment, students worked in groups to deliver 40-minute workshops to their peers on professionally relevant topics and skills valued by employers of International Business Management graduates. This approach aimed to build confidence in self-promotion and enhance graduate resilience by encouraging students to step outside their comfort zones (McQuillan et al., 2021).

Impact: Student satisfaction 77.1% a rise from 26.3% in the academic year 2-23/24.

Skills developed:

1. Understanding of the workplace
2. Developed self-awareness
3. Grew in confidence
4. Collaboration working in teams
5. Creativity

Student feedback:

The workshop idea and having to do more creative work is uch more educational than a long essay especially in a module like this.

Seminars are fun.

The workshops have forced us to interact and get to know each other more which I think is quite nice.

Very interactive, more entertaining than other modules.

Being able to work in a team to do a project and then present it to the class and have our class engage in the activity we pieced together.

Very hands-on work, I enjoyed the workshop task.

The interactiveness, class interaction and collaboration.

Challenges, we can develop new skills.

Module: Developing early career professional

Topic: Student led workshops

Business ethics: Moral behaviors, beliefs and values, corporate responsibility.

Cultural intelligence: International working, understanding different cultural backgrounds.

Leadership: Leadership styles, what is leadership, what makes a good leader.

Assertion and negotiation: Assertion and standing up for your rights, negotiation is a process to influence others.

Personal mastery and growth: A journey of continuous improvement, always looking for ways to grow.

Professional etiquette: How you behave within the workplace, showing respect for others.

Impact of AI in the workplace: How is AI used within the workplace, AI in the recruitment process.