

Module Documentation



PLAC07014

Work Placement

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PLAC07014 Work Placement

Short Title	Work Placement		
Full Title	Work Placement		
Attendance	N/A	Discipline	PLACEMENT
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Co Author(s)	Monica Nielsen, Lorna Moynihan		
Official Code	PLAC07014	NFQ Level	07
		ECTS Credit	10

Module Description

This module will enable the learner to gain practical work experience in a customer-facing role in an organisation.

Learning Outcomes

On completion of this module the learner will/should be able to

1. Apply the transferable skills they have learned on their programme thus far.
2. Gain experience in an industry setting of selling and/or sales support and customer care.
3. Enhance their interpersonal and communication skills.
4. Work effectively as part of a team.
5. Organise their workload and set priorities.
6. Demonstrate improved self-motivation in carrying out assigned tasks.

Teaching and Learning Strategies

Teaching and learning

Assessment Strategies

The objectives and learning outcomes of the work placement will be supplied to each student prior to his/her commencement on site. This outline should state the placement objectives and give details of assessment techniques. The overall assessment for the placement is based on two components - a placement log-book and a final report as detailed in the work placement guidelines. Assessment will involve consultation with the industry supervisor.

If students are unable to secure a placement or for other reasons can not complete a work placement a suitable research project as agreed with the academic supervisor will be carried out by the student.

Repeat Assessment Procedures

A suitable research project will be carried out by students who do not meet the learning outcomes as set out above.

Assessment Facilities

Site visits as necessary by the academic supervisor.

Module Dependencies

Prerequisite Modules

None

Corequisite Modules

None

Incompatible Modules

None

Indicative Syllabus

The period of work placement will form an integral part of the course and will consist of a specific minimum period in a workplace as listed in the work placement guidelines document. Work placement will be managed by a committee consisting of the Head of Department, the Programme Board, the placement officer and an academic supervisor. Each work placement will be supervised by an academic supervisor and an industry supervisor. The student will be invited to find a suitable placement and obtain ratification from the academic supervisor. Assistance will be given to students who have difficulties in securing an appropriate placement by the placement officer. When a suitable work placement has been obtained the academic supervisor will agree:

- An industry supervisor within the placement company to whom the student will report.
- A training programme which takes into account the aims of the work placement as set out in the learning outcomes.

During the placement period the student will receive appropriate levels of support from the academic supervisor. During these visits assessment will be made of the student's progress within the agreed programme and any necessary alterations, modifications or adjustments will be made after consultation with the student and industry supervisor.

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment 100 %

Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Assessment	1,2,3,4,5,6	100	OnGoing

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
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ACCS Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Open Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Distance Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Part Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Placement	Not Specified	Placement	3	Weekly	3.00

Total Average Weekly Learner Workload 0.00 Hours

Full Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Online Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

to be added

Module Alternate Book Resources

None

Module Other Resources

to be added

Module URLs

to be added

Additional Information

to be added

Approval Information

School Approval by Deirdre Lusby on 24-04-2015

Academic Council on 25-05-2015

Programme Membership

Code	Intake Year	Programme Title
GA_BMASG_H08	201500	Bachelor of Business (Honours) in Marketing and Sales
GA_BMASG_B07	201500	Bachelor of Business in Marketing and Sales