



UNIVERSITI TEKNOLOGI MARA

GDG594: PROFESSIONAL DEVELOPMENT

Course Name (English)	PROFESSIONAL DEVELOPMENT APPROVED
Course Code	GDG594
MQF Credit	2
Course Description	This course is a professional training module. It is designed to facilitate student on the values of becoming a truly professional person. This module is concerning the reorientation of one's thoughts, attitude, disciplines, knowledge, skills and needs. Through this training it will strengthen the student's vision, direction, knowledge and skills into becoming a more matured, updated, competitive and truly professional person. Thus position or transform the individual as asset to oneself as well as to the organization he or she is working with, in related area of disciplines.
Transferable Skills	1. Demonstrate professional skills, knowledge and competencies. 2. Demonstrate the ability to dream, imagine and visualize
Teaching Methodologies	Lectures, Tutorial, Presentation, Small Group Sessions
CLO	CLO1 Use and manage self-directed learning with the intention of strengthening skills and knowledge in the area of specialization CLO2 Apply professional management and planning strategy in undertaking job-related disciplines CLO3 Initiate professional work culture and management skills in team work activities in relation to real live working environment
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. Overview of Course Content 1.1) An introduction to course module. 1.2) Understanding professional development. 1.3) Criteria for self-development. 1.4) Method of instruction and requirements.	
2. 2. Professional Development 2.1) Definitions and its importance for the individual to self develop. 2.2) Reorientation of one's thoughts, attitude, disciplines and needs.	
3. 3. Professional Development 3.1) Objectives for self development. 3.2) Positioning one-self as an asset to the organization. 3.3) Identifying vision, goal and needs for accommodating the intention.	
4. Assessment First Project 4.1) n/a	
5. 4. Understanding Professionalism 5.1) Insertion of professionalism for excellent work culture. 5.2) Type of work culture in an organization (corporate/government). 5.3) Changing the dogmatic perception on paper qualification to competency, commitment and responsibility.	
6. 5. Self development Planning and Management 6.1) Focusing on goal and area of specialization. 6.2) Group's project research brief on selected/related issues. 6.3) Area of study and research strategy. 6.4) Designing of work schedule in the area of focused specialization.	

<p>7. 6. One-man work culture verses Team culture 7.1) The practice of One-work culture in an organization. 7.2) Team work culture in fulfilling organization's vision, mission and objectives. 7.3) Team work culture and measurement for professionalism.</p>
<p>8. 7. One-man work culture verses Team culture 8.1) Understanding team management and leadership. 8.2) Professional Management and Planning. 8.3) Hot Skill, Soft Skill and Governance.</p>
<p>9. 8. Branding 9.1) Corporate Governance – Roles and responsibilities of leader/teacher/employee/student. 9.2) Re-identify Vision, Mission and Objectives. 9.3) Strategy for competitive branding.</p>
<p>10. 9. Learning Culture and Skills Competency in Design 10.1) Time management and planning. 10.2) Nurturing positive thinking.</p>
<p>11. 10. Learning Culture and Skills Competency in Design 11.1) The importance of critical thinking and creative ideation. 11.2) Designing portfolio for presentation.</p>
<p>12. 11. Self Development - Presentation and Outcomes 12.1) Final verbal/visual presentation and outcomes of self development activities pertaining to the researched disciplines.</p>
<p>13. 12. Self Development - Presentation and Outcomes 13.1) Self development activities based on either upgraded or added skills and knowledge as acquired in preparation for future needs and employment opportunity.</p>
<p>14. Assessment Final Project 14.1) n/a</p>

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	First Project Self Development : 1) Identifying goal and area of specialisation	20%	CLO1
	Assignment	2nd Project : Case studies and research methodology	30%	CLO2
	Assignment	Self development: 1) Project management and design marketing 2) Portfolio presentation and curriculum vitae	50%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • Andrew L Friedman 2011, <i>Continuing Professional Development: Lifelong Learning.</i>, Routledge Publication • Terry Lee Stone 2010, <i>Managing the Design Process: Concept Development</i>, Rockport Publishers • David Hands 2009, <i>Vision and Values in Design Management</i>, AVA Publishing SA
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Article/Paper List	This Course does not have any article/paper resources
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Other References	<ul style="list-style-type: none"> • Website Natasha Bowman 2018, <i>Five Ways to Take Charge of Your Professional Development in 2018</i> , Forbes Coach Council, Forbes https://www.forbes.com/sites/forbescoachescouncil/2018/02/05/five-ways-to-take-charge-of-your-professional-development-in-2018/#1e2e823e4770 • Website Joel Trammell 2016, <i>10 Ways to Maximise your Professional Development</i> , inc.com, inc.com https://www.inc.com/joel-trammell/10-ways-to-maximize-your-professional-development.html • Website Hayes Mizell 2010, <i>Why Professional Development Matters</i>, Learning Forward, USA https://learningforward.org/docs/default-source/pdf/why_pd_matters_web.pdf • Website Chris Joseph 2019, <i>10 Characteristics of Professionalism</i>, Chron, USA https://smallbusiness.chron.com/10-characteristics-professionalism-708.html • Website Anastasia 2015, <i>20 Top Qualities that Determine a Great Employee</i> , Cleverism, USA https://www.cleverism.com/20-top-qualities-determine-great-employee/ • Website Tom Denham (Phd) 2010, <i>The 10 Most Important Personality Traits of Career Success</i> , timesunion, USA https://blog.timesunion.com/careers/the-10-most-important-personality-traits-for-career-success/633/ • Website managers.org.uk 2015, <i>Understanding Organisational Culture</i>, Chartered Management Institute, UK https://www.managers.org.uk/~media/Files/PDF/Checklists/CHK-232-Understanding-organisational-culture.pdf • Website Gotham Culture 2019, <i>What is Organisational Culture</i>, Gotham Culture, USA https://gothamculture.com/what-is-organizational-culture-definition/ • Website Alana Bradjic 2017, <i>What The Hell is Team Culture and Why is it Important ?</i> , Medium, USA https://blog.prototypr.io/what-the-hell-is-team-culture-and-why-is-it-so-important-d923141854e5
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