

Module code: MOD010999	Version: 1 Date Amended: 13/Nov/2025
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1. Module Title
Professional Development for Career Success

2a. Module Leader
Eva Marunova

2b. School
Writtle School of Agriculture, Animal and Environmental Sciences

2c. Faculty
Faculty of Science and Engineering

3a. Level
6

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	BSc Equine sports therapy and rehabilitation, BSc Animal Therapy, rehabilitation and performance, BSc Canine Therapy rehabilitation and performance. MVetphys Veterinary Physiotherapy, Canine and Equine		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description
This module provides a solid foundation for becoming a reflective, adaptable, and well-rounded professional in the animal therapy and wider paraprofessional sectors. You'll learn how to conduct market research to deepen your understanding about the industry and relevant legal considerations, enabling you to identify and critically evaluate information relevant to a business sector of your interest. You'll also build an understanding of the types of clients you are likely to be working and interacting with in future and how to communicate with them effectively via various communication channels. Additionally, you'll develop skills to collaborate efficiently with other paraprofessionals and build strong professional networks; essential skills for thriving in a business environment where relationship-building is key. You'll take a close look at your own strengths and areas for improvement by evaluating your own skills, identifying development opportunities and planning your personal professional development, while developing interdisciplinary skills vital for the animal therapy sector. In addition, you'll enhance your time management skills and gain financial literacy skills to support your transition to employment after graduation, ensuring that you are well-prepared for real-world challenges and long-term career success. By the end of the module, you'll have developed a comprehensive understanding of the professional landscape, improved your ability to navigate industry-specific challenges, and gained the confidence to take ownership of your career development.

6b. Outline Content

This module focuses on cultivating entrepreneurial skills while emphasising the essential role of lifelong learning and its direct connection to business acumen and success.

SECTOR OVERVIEW: industry overview, specific animal therapy segment considerations characteristics, legal considerations

UNDERSTANDING YOUR CUSTOMERS: problem identification, demographics, communication styles.

COMMUNICATING WITH CLIENTS AND OTHER PARAPROFESSIONALS: personal branding, communication styles, tailoring your message (including different marketing channels), using IT to track communication to ensure digital literacy.

PERSONAL AND PROFESSIONAL DEVELOPMENT: skills required in the industry, reflective practice (SWOT and other tools), planning and tracking continuous professional development, and networking. Identifying skills for personal resilience in the industry to ensure sustainability within the sector. Ensuring professional practice and promotion is ethically informed and ensures sustainability. Utilising IT skills and software for professional promotion.

FINANCIAL LITERACY: Pricing your services, introduction to financial planning. Practical money management, including apps.

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Intellectual, practical, affective and transferrable skills	Identify, apply, and critically evaluate market and industry-related information.
2	Intellectual, practical, affective and transferrable skills	Critically evaluate and apply effective methods of marketing communication, including relevant communication channels, tailored to the audience.
3	Intellectual, practical, affective and transferrable skills	Demonstrate reflective practice by critically evaluating your own skills and identifying development opportunities and ensuring personal sustainability.

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	18	1-3	Lectures
Other teacher managed learning	12	1-3	Workshops, Industry relevant talks
Student managed learning	120	1-3	Self-directed learning
TOTAL:	150		

9. Assessment for the above Module Occurrence					
The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1,2	50 (%)	Fine Grade	30 (%)
Coursework 1500 words					

Assessment components for Element 010				
Component No.	Assessment Title	Submission Method	Weighting (%)	Components needed for Mark Calculation?
010/1	Industry Analysis		50 (%)	All
010/2	Competitor case study		50 (%)	

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	3	50 (%)	Fine Grade	30 (%)
Coursework 1500 words					

Assessment components for Element 011				
Component No.	Assessment Title	Submission Method	Weighting (%)	Components needed for Mark Calculation?
011/1	Skills Analysis		50 (%)	All
011/2	CPD evidence and reflection		50 (%)	

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above**
- (b) pass any pass/fail elements**

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]