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125 YEARS

Westminster Forum Graduate Employability Conference: Making Employability Everyone's Business

29 October 2019

Academic excellence for
business and the professions

Programme and assessment design in graduate outcomes

City's BA English

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- **The ‘how’ of employability in the undergraduate curriculum**
- **Case study: BA English, City, University of London**
- **Concluding points**

City's BA English

- City's **mission**:

 - 'Academic excellence for business and the professions'

- **Launched 2016-17, first cohort graduated 2018-19**

- City's second **Arts & Humanities** UG award (BMus)

- Drew on **MA**s in Creative Writing and Publishing, and adjoining BAs in Journalism and Sociology/Media

What do publishing employers want...?

- **collaborative** skills
- **hybrid** skills
- **multi-skilling**
- **self-directed** learning
- **personal attributes:**

‘flair, confidence, capability, ambition and vision.’

(Skillset, 2009, pp.77-78)

Publishing MAs

***Industry/alum
project sponsors***



Reflective practice



***Group
marks/
feedback***



Part 1 (core)

EN1001 Fundamentals of Analysis and Criticism

EN1002 Literature in Historical Context

EN1004 Forms and Performances of Creative Writing

EN1005 Developing Creative and Professional Narratives

EN1006 The Novel, Authorship and Creativity

EN1007 Postcolonialism

Research / Creative Writing / Professional

EN1001	EN1002	EN1004	EN1003	EN1006	EN1007

Part 2 (core + electives)

EN2001 Shakespeare: Authorship, dramatic texts and audiences

EN2002 21st Century English and Digital Writing

EN2003 Creative Writing Workshop

EN2004 Contemporary Genre Fictions

EN2005 Romanticism

EN2006/7 Reading London 1 & 2

EN2008 Web Creation and Digital Storytelling

CC2007 Work Placement + 4 *Journalism / Music electives*

Research / Creative Writing / Professional

EN2001	EN2002	EN2003	EN2004	EN2005	EN2006/7	EN2008	CC2007

Part 3 (core and elective)

EN3001/2/3 Major Project: Dissertation/Professional Portfolio/Creative Writing

EN3005 Literary Journalism

EN3006 Publishing in the Digital Age

EN3007 Global English and English Language Teaching

EN3008 Intercultural Studies: Writing the Global City

EN3009 American Screenwriters

EN3010 Writing Women

EN3011 Place and Space + 1 *Journalism* and 1 *Music* options

Research / Creative Writing / Professional

EN3001	EN3002	EN3003	EN3005	EN3006	EN3007	EN3008	EN3009	EN3010	EN3011
Dark Purple	Dark Purple	Light Gray	Dark Purple	Dark Purple	Dark Purple	Dark Purple	Dark Purple	Dark Purple	Dark Purple
Light Gray	Light Gray	Blue	Blue	Blue	Blue	Light Gray	Light Gray	Blue	Light Gray
Light Gray	Red	Light Gray	Red	Red	Red	Light Gray	Light Gray	Light Gray	Red

Modules with direct reference to writing, publishing / digital media and work-related projects or experience:

- Creative and professional **writing**, including journalism, publishing and writing reviews
- **Digital** writing and website prototyping
- **Publishing** and **journalism** projects
- Preparation for an **ELT** teaching qualification
- A **placement** or **professional project**

‘Employability’ assessments in academic modules:

■ Level 4:

- Write + perform a **play**
- **Diary** + **group project** / presentation
- **Podcast**

■ Level 5:

- Group **presentations**; creative + analytical **writing**
- **Portfolio: book reviews** + materials for a **publisher’s book launch**
- **Portfolio: blog**, newspaper/magazine **article**, literary **guide**; **podcast**

■ Level 6:

- Analytical essay or creative **writing**
- **Poster** + **oral presentation**

What did the students say?

‘100% satisfaction, joint top in UK NSS:

BA English at [City](#) is ranked joint 1st in the UK, and ahead of any other English programme in London, for student satisfaction.

100% of our graduates are satisfied with their degree

100% of our graduates think we make the subject interesting

100% agree that we value their views about the course

100% agree that academic staff are good at explaining things

100% agree it is easy to contact academic staff.

Source: National Student Survey 2019’

(City [website](#), October 2019)



VoLTE 77% 10:21



Aisha Patel | City, Univ...

TWEET



[https://www.city.ac.uk/people/...](https://www.city.ac.uk/people/)

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125 YEARS



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≡ People

Aisha Patel

English BA (Hons)



My experience at City, University of London is one I will never forget.

If you had told me when I first came to City what I would go on to achieve throughout the course, I would have laughed at you.

I graduated from the BA (Hons) English course in 2019 with a 2:1, my own children's picture book series, a successful blog, friends for life and a job working in a children's publishing company.

City gave me the stepping stones to my first job, in an industry I have long since dreamed of working in, and my experience working as a Student Ambassador was invaluable and boosted my confidence greatly.

I wholeheartedly believe that I would not be where I am today if it wasn't for the incredible support of the BA English team. They helped me believe in myself, my abilities and gave me every opportunity to succeed, even at times when it did not seem possible.

- Imogen Marshall

Conclusions for discussion

- Satisfaction + Employability impact ✓
- Largely WP, BAME and female students ✓
- Pre-dated TEF but aligns to aims ✓
- Some reflections:
 - disciplinary assumptions / **interdisciplinarity**
 - 'research v teaching'? → responsibility for **employability**?
 - assessment: habits / workloads / scale → *impact*
 - **legacy** courses/cultures...?
 - **scalability**?

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