

# World of Work - Skills for the Next Generation

## Erasmus+ Course for School Groups

This skills-based programme prepares students for the world of work through English. It encourages students to think into their future, to think critically about the world of work and how it affects their lives. The programme provides young people with the opportunity to explore their interests and consider a possible future career – as a successful employee or as a budding entrepreneur. Students are supported in developing important career skills through English – self-branding, CV writing, job hunting, interviewing, presenting – in preparation for their future working lives in a global economy.



At ATC Language Schools we are pleased to provide programmes for students of tomorrow, offering opportunities for school groups to travel to Ireland and choose a programme focusing on the Erasmus+ Key Action 1. These options can be chosen as part of our mini-stay programmes.

### Learning Objectives

On this programme, students will learn how to:

- consider their strengths and interests, and explore possible future career options.
- prepare appropriately for jobs in the international jobs market.
- use digital tools to write an impressive CV in English.
- consider their digital footprint and manage their own self brand online.
- carry out a job interview through English.
- work collaboratively in a 'startup' team to develop a product or service.
- develop a basic business plan using a Business Model Canvas.
- give a clear presentation, with slides, to pitch a product or service.

**This programme can be chosen as part of a low season mini-stay booking.**

#### Course Length:

15 hours per week, taken in the morning or afternoon as available at the time of booking.

This course is relevant for upper secondary students aged 16 – 18 years old.

**Dates:** September to June

**Group Size:** Minimum 12

#### Students:

Students taking this programme should have a minimum B1 level of English, as outlined in the Common European Framework of Reference for Languages.

#### Final Certificate:

15 certified hours per week

Students have 3 hours of lessons per day. All 7 modules are covered over 5 days.

For a two week programme, modules can be combined with modules from our other programmes, such as Irish culture and heritage, General English, or our project-based Green Voices programme.

Options to be confirmed in negotiation with ATC prior to travel.

### THE ERASMUS+ KEY PRIORITIES INCLUDED IN THIS COURSE FOR HIGH SCHOOL STUDENTS ARE:



Participation in  
Democratic Life



Digital  
Transformation

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This programme combines two strands: the **'Employee'** strand, which prepares students to enter the international jobs market, and the **'Entrepreneurial'** strand, which looks at startup case studies and encourages students to explore ideas for developing their own unique products or services.

### Modules within these two strands:

<b>Module 1</b>	<b>Job Hunting:</b> Students consider their interests and explore the concept of job satisfaction. Students begin the job hunt online.
<b>Module 2</b>	<b>CV Writing:</b> Students research the components of a good C.V., select an appropriate digital template and begin to draft a C.V. through English.
<b>Module 3</b>	<b>Steps to Startup:</b> Students consider a career as an entrepreneur and look at some case studies of successful startups, for unique products and services. They consider '8 steps to startup', look at the marketing mix, and discuss the 5P's of Marketing.
<b>Module 4</b>	<b>Self-branding:</b> Students consider their online presence, including their social media content and their 'digital footprint'. Students begin to take steps to understand and manage self-branding, using a brand pyramid and vision boards to create positive online representations of their experiences, identities and interests.
<b>Module 5</b>	<b>Market Research and Product Development:</b> Working more with the 8 steps to startup, students look at types of market research and different marketing strategies. Using a Business Model Canvas, students develop a business plan for their product or service.
<b>Module 6</b>	<b>Presentation Skills:</b> Students develop presentation skills through English. Students take part in a 'Dragon's Den' sales pitch to present their product or service to a team of 'investors'.
<b>Module 7</b>	<b>Interview Techniques:</b> Students develop interview skills through English. Students learn how to navigate difficult interview questions through English. Students carry out a mock interview in front of an 'interview panel'.

Day 1	Day 2	Day 3	Day 4	Day 5
Job Hunting	Steps to Startup	Market Research & Product Development	Presentation Skills	Presentation Rehearsal
CV Writing	Self-branding	Introduction to Presentation Skills	Interview Techniques	Dragon's Den ELT Edition
Sample Programme Only	Employee Focus		Entrepreneurial Focus	

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