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Abstract 7B

Enhancing Employability for Chemists Through Personal Marketing and the Language of Industry

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Our Department recognised over twenty years ago that our graduates needed to be both well trained chemists and possess a range of important interpersonal skills. A sustainable programme of training in transferable skills was introduced in 1986. This has been modified and expanded over the years (with input from a number of excellent resources (Grice, 2004)) and now features in every year of our undergraduate degree programmes. Students recognise the importance of the skills they are gaining and enjoy the activities as they involve varied delivery mechanisms ensuring high student engagement.

A current project which is underway builds on this substantial work. Comments from Industry acknowledge the academic ability of our students but indicate that their employability would be enhanced through further training in skills recognition and business skills.

We are currently creating a wide range of resources which will be made available to other HEI and FEIs. This toolkit of resources will be designed to be used directly or can be modified with subject specific case studies to better match a Department's own particular needs and goals. The project will enable graduates (from a wide range of disciplines) to assess situations from a different perspective and will enhance their employability in a range of career options. Graduates will be taught to understand both the language of Business/Industry and a range of self-awareness, team building and management techniques. The benefits to the students will include increased confidence from participating in the activities which will help them to advance their career. Employers will benefit as graduates will possess the range of attributes which industry and commerce requires. The activities will create graduates with the attributes that will allow them to fully engage in the current competitive employment market. We would be creating leaders for the future that could make their own impact on Society. This is particularly important in today's economy.

References

Grice, D., 2004. *Employability Resource Pack*. HEA Physical Sciences Centre

Outcomes

Identify methods for enhancing graduate attributes; Identify methods for enhancing the student curriculum; Recognise the importance of developing graduate attributes through interdisciplinary learning; Adopt and/or adapt range of resources designed to

increase students' self marketing and business skills Assist their students in gaining a range of skills to enhance their employability.