

Professional Project

Building a career strategy and showcasing competencies through an online portfolio



PROGRAMME
Master 2

SEMESTER
Semester 1

CREDITS
2 ECTS

CONTACT HOURS
6h Lectures

Course Description

This course supports students in defining and implementing a coherent personal and professional development strategy aligned with the knowledge and competencies acquired throughout the BDEEM Master's programme.

Students assess their strengths, areas for improvement, values, interests and career aspirations. They explore relevant job-market trends, clarify realistic professional goals and develop a concrete action plan for internships, employment or further study.

A central component of the course is the creation of an online competency portfolio. Students use this portfolio to present the projects, case studies, reports and other achievements completed during the Master's programme, and to demonstrate the technical, analytical, managerial and interpersonal skills they have developed.

This course is shared with Master 2 E-Achat

Learning Outcomes

- Assess personal strengths, weaknesses, values, interests and career motivations.
- Explore career opportunities and identify relevant labour-market trends.
- Define clear, realistic and measurable professional objectives.
- Develop a practical action plan to achieve those objectives.
- Build and maintain an online professional portfolio.
- Select evidence that demonstrates competencies acquired during the Master's programme.
- Communicate projects, achievements and skills effectively to recruiters and professional audiences.
- Strengthen personal branding and professional visibility.

Indicative Content

1. **Self-assessment:** strengths, values, motivations, interests and transferable skills.
2. **Career exploration:** sectors, occupations, recruitment practices and emerging trends.
3. **Professional objectives:** definition of a coherent and realistic career direction.
4. **Action planning:** milestones, resources, networking and application strategy.
5. **Online portfolio design:** structure, platform choice, visual consistency and professional identity.
6. **Evidence of competencies:** selection and presentation of Master's projects, reports and case studies.
7. **Professional communication:** concise project descriptions, competency statements and personal pitch.
8. **Portfolio review:** feedback, revision and preparation for use with employers or academic partners.

Teaching & Learning Approach

The course combines guided self-reflection, labour-market analysis, practical workshops and individualized feedback. Students progressively develop their professional project and online portfolio, using concrete evidence from their work throughout the Master's programme.

Assessment

**Individual professional project
and online competency portfolio**