



The Knowledge Economy Vlog

The first compulsory assessment in the Year 3 'Knowledge Economy' module is a 7-minute vlog. This vlog will summarise and reflect on your work experience and/or your understanding of work in a chosen sector.

The aims of this vlog assessment are:

- to encourage you to reflect on your work experience (or interest in a sector or organisation)
- to encourage you to reflect on your university education in the light of possible next steps into employment
- to increase your understanding of what commercial awareness is and why it is so important to employers (irrespective of their sector)
- to prepare you better for the consultancy project later in the module
- to prepare you better for eventual recruitment processes after university

Content & marks scheme

The vlog should address the following points or questions:

Content	Marks
A brief summary of your role and duties as an intern, or the work involved in your chosen organisation/sector e.g. what role would suit you best and why?	15/
Connections (if any) with subject matter you have learnt on your courses at UCL	10/
Connections (if any) with any skills (teamwork, presenting, networking etc.) you have developed on your courses at UCL. Please note that in both this and the section above you do not gain marks for finding connections if there are none. Rather, we are interested in a critical engagement which shows you have thought about the connection between university education and your work experience.	10/
A demonstration of your understanding of the position of the organisation you worked in, in the wider context - e.g. who are the organisation's competitors? Who regulates the organisation?	10/
A demonstration of your understanding of the financial/commercial concerns of the organisation e.g., how does the organisation make a profit or raise funds? How does the economic climate affect the organisation?	10/
Is there an international aspect to the organisation you worked in? If not, explain why.	5/
How would you describe the organisational culture where you worked? (E.g., was it very open, with a sharing of ideas? Was it hierarchical? Was there a strong emphasis on profit or efficiency? Was there widespread interest in CSR?)	10/
Brief highs and lows of the internship (if you haven't done an internship, what do you think you would enjoy/not enjoy about your chosen role or sector?)	5/
Has the internship / your research affected your career plans? If so, how?	5/
What have you learned through the experience? Either skills developed or things you've learned about yourself.	10/

Presentation. Solid marks will be given for clear AV/presentation, but exceptional work in this area, which goes beyond the normal requirement, will be rewarded.	10/
Total	100/

NB: Don't assume that just because you don't plan to have a 'commercial' career, or you don't have work experience in a 'commercial' organisation, that there won't be commercial connections in this sector/your role. All organisations need to be 'commercially aware' to survive. There are examples of this in the attached 'Commercial Awareness' document.

When organisations are recruiting graduates, they want to know that you understand these concerns and that you are able to have an intelligent discussion about them. Feedback from recruiters tells us that this is still an area of weakness for most candidates.