



Quality Assurance Code of Practice

Careers Education, Information, Advice and Guidance

This document is primarily intended for:

Directors of Studies
 Careers Consultants
 Academic Advisors
 Placement Tutors
 Student Experience Officers
 Research Degree Supervisors

Technical Specialist: Director of Employability and Student Success

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1. Definition, purpose and scope

- 1.1 The purpose of this statement is to set out the University's quality assurance arrangements for the delivery of Careers Education, Information, Advice and Guidance (CEIAG).
- 1.2 CEIAG encompasses career development through the acquisition of a range of skills associated with employability, together with self-awareness, occupational awareness and decision-making and the provision of information on career prospects. A range of staff within departments, the School, faculties, central services and the Students' Union is involved in the delivery of CEIAG throughout the student lifecycle. CEIAG is a specialist area of provision which requires the staff involved in its delivery to have knowledge and expertise in this area.
- 1.3 This statement applies to all Undergraduate, Postgraduate Taught and Research students registered at the University of Bath, including Student Apprentices.

- 1.4 The terms of the statement may be modified under a collaborative partnership agreement.

2. Principles

- 2.1 The University is committed to supporting students to fulfil their potential, including their career aspirations by providing information, skills training, advice and guidance. Through CEIAG the University prepares its students to identify and make informed choices in relation to their future careers.
- 2.2 We aim to be recognised as providing rigorous and relevant courses for high achieving students so that they can have the skills, ability, and confidence to become successful leaders and thrive throughout their lives (Education Pillar, University Strategy, 2021-26).

3. Roles and responsibilities

- 3.1 The Student Experience Advisory Board and Education Advisory Board consider matters relating to careers education and the employability of students.
- 3.2 The Director of Employability & Student Success has overall responsibility for the delivery of CEIAG through Careers.
- 3.3 The Director of Employability & Student Success is a specialist in providing CEIAG to students and reports to the Pro-Vice-Chancellor (Education).
- 3.4 Careers is the lead provider of CEIAG in the University. Its function is to help students to understand and undertake the process of career planning, including: developing their employability; clarifying their own values, interests, skills and abilities; identifying appropriate opportunities; making informed career choices and achieving their objectives both immediately after graduation and thereafter.
- 3.5 The Doctoral College is responsible for providing development opportunities for postgraduate research students.
- 3.6 Heads of Departments (or equivalent) are responsible for the quality of CEIAG delivered by staff within departments and for ensuring that students are made aware of CEIAG services available to them across the institution, and the benefits to them of developing their employability and career planning skills.
- 3.7 Directors of Studies are responsible for ensuring departmental liaison with Careers to arrange CEIAG support (see paragraph 4.2).
- 3.8 Academic Advisor are responsible for providing support to their tutees, as set out in [QA33 Academic Advising](#) which might include elements of CEIAG and where necessary signposting them to the Careers Service.
- 3.9 Placement teams are responsible for ensuring that students are prepared for and supported throughout their placement, and for liaison with Careers to arrange CEIAG support ([QA6](#) Placement Learning).

- 3.10 Lead Research Supervisors are responsible for undertaking training needs analyses and discussing requirements for generic skills training and personal development planning with their students, as set out in [QA7](#) Research Degrees. They are also responsible for signposting their students to Careers and the Doctoral College for support on career planning, where necessary.
- 3.11 The Director of Employability & Student Success is responsible for ensuring that students are signposted from Student Services to Careers. Careers Consultants are trained in issues relating to disability and employment, and there is a range of careers information available specifically addressing issues relating to disability.
- 3.12 The Director of Student Recruitment and Admissions is responsible for the provision of pre-entry information and advice to undergraduate and taught postgraduate applicants. The Doctoral College is responsible for the provision of pre-entry information and advice to doctoral applicants.
- 3.13 The Skills Centre provides support and advice for students on a range of communication and employability skills related to CEIAG, specifically those courses and resources designed and developed by the Digital and Academic Skills (DAS) Team.
- 3.14 The Head of Student Immigration Service works with Careers and Director of Employability and Student Success to co-ordinate information and advice.

4. Expectations

- 4.1 All students are entitled to access CEIAG provision before, during and after their time at University. The principal specialist provider of CEIAG services is Careers. Careers will contact students at key points in the student lifecycle to advise them of their services and encourage them to seek their advice and guidance.
- 4.2 Departments are expected to provide CEIAG to their students through the curriculum (for instance through input into professional and transferable skills elements of the transformed curriculum by Careers Consultants), or through placement preparation from the Placements Team. Where staff have the requisite knowledge and skill, some aspects of CEIAG might be delivered by staff in an academic department. Students should also be directed to Careers for advice and guidance from staff qualified in the provision of CEIAG.
- 4.3 Information on how to access Careers and the extent of CEIAG services available to them will be provided to students at Induction (see [QA38](#) Induction of Students) and in the Course Handbook (see [QA44](#) Course Handbooks and Course Specifications: provision of course information to students).
- 4.4 Through course specifications, the University's prospectus and Careers website, prospective and current students and alumni will be provided with information on how the skills and knowledge learned on their course will support their future career development. Students can also access some graduate outcomes information from the Careers website, [What do first degree Bath graduates do?](#)

The Director of Student Recruitment and Admissions works with Careers to provide the information on careers support, employability, and graduate destination data for use with prospective students.

- 4.5 CEIAG is delivered in a range of settings in the University by a broad spectrum of staff. Under all circumstances staff (including academic advisors, placement officers and tutors, supervisors, student experience officers etc.) providing CEIAG should provide impartial, client-centred advice and respect students' privacy and confidentiality. Further guidance for staff is available from Careers.
- 4.6 Professional Careers Consultants are well placed to give students guidance on their career options and employability development, and students should be referred to Careers staff where appropriate. This will help to ensure that advice provided by the University is consistent and in line with professional CEIAG expectations.
- 4.7 Staff involved in giving careers advice should endeavour to make students aware of all career and future study options available to them. There may be instances where staff might not be able to offer impartial advice. If students are considering changing their course of study or moving to another university, staff should consider directing students to University Careers.
- 4.8 Where agencies and employers are used to provide CEIAG students should be advised by the department or Careers that their advice may not be impartial.
- 4.9 All students are encouraged to review their skills and develop them for future employment. Students on taught courses will be introduced to the concept of PDP as part of academic induction (see [QA38](#) Induction of Students), and through the course handbook (see [QA44](#) Course Handbooks and Course Specifications: provision of course information to students). Postgraduate research students will be introduced to PDP by their supervisor (see paragraph 3.10) and will be encouraged to use the [Researcher Development Framework](#) for this purpose.
- 4.10 In creating new courses there is an expectation that the development of transferable skills is included in the design of the course. CEIAG is ideally incorporated from the beginning of the course, and curriculum-based careers and skills development units may be provided from the first year onwards.
- 4.11 The Head of Careers can be consulted and provide support on the professional, vocational or broader career aims and employer expectations that can be developed and met through the learning aims of the course and/or specific units (see [QA3](#) Approval of New Courses of Study). Where CEIAG is embedded within a course of study the learning outcomes of the unit must contribute to the aims and objectives of the course and be assessed appropriately.
- 4.12 In the delivery of CEIAG, consideration should be given to the diversity of the student body (and their differing career development needs) including work-based learners and Student Apprentices, mature learners, students taking full and part-time courses in a professional development context, international students, and those with a disability. Careers provides specialist advice and guidance to support a wide range of students. Directors of Studies and Academic Advisors are advised to refer those with special requirements to the Careers Service at an early stage in their studies as such students often benefit from early referral and longer-term careers support.

5. Monitoring and review

- 5.1 Careers is a member of the Association of Graduate Careers Advisory Services (AGCAS).
- 5.2 An annual report on the graduate outcomes of University of Bath graduates is produced by the Careers Service and considered by the Student Experience Advisory Board, The Education Advisory Board and the University Executive Board.
- 5.3 Students are asked their opinion of their experience of CEIAG through a range of surveys including Cibyl, the National Student Survey, Postgraduate Taught Experience Survey and the Postgraduate Research Experience Survey.

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