

The Future is Integrated: academic & employability skills for *all* first year undergraduates

'Academic and Professional Communication Skills' is a new project at the University of Bath in which all first year students are given a short series of lectures on academic writing and appropriate email writing. Based on the principles of 'CEM': contextualisation, embedding and mapping (Sloan and Porter, 2010), the lectures were devised in collaboration with subject tutors and the programme was piloted this year within academic programmes from all our faculties. The talk will outline how we established the programme within the constraints of the university structures, how we delivered the lectures to groups of up to 200 native and non-native speakers, and how we plan to change the programme in light of lessons learned.

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