

# Dixie State College of Utah

## Course Syllabus for

### Career Management 2510

COURSE:	Career Management 2510	
INSTRUCTOR:	Robert M. Donaldson - Adjunct	Phone:
		Office: 879-4736
OFFICE:	Career Center	Cell: 435/668-7646
		E-mail: <a href="mailto:ecsrmd@yahoo.com">ecsrmd@yahoo.com</a>
CREDIT	1 – Semester Hour,	
CLASS SCHEDULE	Wednesday evening from 8:00pm - 8:50pm	
CLASS TEXT:	What Color is Your Parachute? – 2012 by: Richard N. Bolles Ten Speed Press, Berkley Other readings as suggested by the class instructor	

#### **COURSE DESCRIPTION:**

Overview of career management topics, including the changing employment reality, career states, and career paths, as well as the three most salient phases for undergraduates' early-career success preparing for the job market, the job search process, and maximizing effectiveness in early careers.

#### **COURSE OBJECTIVES:**

The student who successfully completes this course will be able to:

1. Evaluate the global labor market, their place in that market and the changing nature of their abilities, values and skills related to the needs of the then current market.
2. Understand their personal skills sets, both strengths and improvement needs, the industries where those skills would be most applicable, and how he/she could most effectively market those skills.
3. Make a determination on whether to actively seek employment or start their own business.
4. Prepare their personal marketing material including stationery, resume, accompanying correspondence, business and thank you cards and introductory correspondence formats.

5. Develop an effective marketing plan for their personal career search, now and into the foreseeable future.
6. Understand the most effective steps to self marketing and how to use them.
7. Know the various forms of job screening interviews, the most effective form of interviewing and how to negotiate and close a viable offer.
8. Present them selves in a practice video taped interview.
9. Understand the importance of life-long leaning and growing and nurturing their contact network.

## **ADA INFORMATION**

If you are a student with a medical, psychological or a learning difference, or think you might be, and wish to request reasonable academic accommodations due to this disability, you must provide an official request of accommodation to your Professor(s) from the Disability Resource Center within the first two weeks of the beginning of classes. Students are to contact the Center on the main campus to follow through with, and receive assistance in the documentation process to determine the appropriate accommodations related to their disability. You may call (435) 652-7516 or visit the Disability Resource Center (SSC, room 201) for an appointment and further information regarding the Americans with Disabilities Act (ADA) of 1990 per Section 504 of the Rehabilitation Act of 1973."

## **DMAIL SYLLABUS STATEMENT**

Important class and college information will be sent to your d-mail email account. This information includes your DSC bill, financial aid/scholarship notices, and notification of dropped classes, reminders of important dates and events, and other information critical to your success in this class and at DSC. All DSC students are automatically assigned a d-mail email account. If you don't know your user name and password, go to [www.dixie.edu](http://www.dixie.edu) and select "d-mail," for complete instructions. You will be held responsible for information sent to your d-mail email, so please check it often.

## **COURSE ASSIGNMENTS**

Reading: To remain current with the course content it is expected that you will read the text material as outlined by the instructor for each session. In addition to the course text, ancillary reading information will be suggested to add to the richness of the overall course content.

Class Assignments: Each student will be expected to complete the following assignments:

1. Actively participate in a small group "Success Team" to obtain, and provide constructive feedback to each team member, on the content of their written assignments, video taped interview(s) and team participation.
2. Complete a career assessment under the direction of the DSC Career Center and prepare a written summary of their career options for review and discussion.

3. Prepare and implement a self-marketing plan for their senior year to initiate the actions to start their own business or seek and find employment.
4. Outline the material to be used in a personal career advertising program.
5. Prepare a complete job seeking resume, introductory cover letter(s), a personal referral letter, thank you letter or card, and business contact card format.
6. Complete video taped interview
7. Start a personal and business contact directory.

**EXAMINATIONS:**

**Mid-term evaluation:**

Complete the following assignment and submit them for mid-term grade:

1. Personal self-assessment and initial career evaluation.
2. Copies of peer evaluations/feedback from Success Group members and summary of conclusions.
3. Student conclusions about relevant industry opportunities for their personal interests.
4. Initial conclusions from preliminary market research.

**Final Exam:**

1. Final self-evaluation and career selection choices.
2. Completed marketing plan for implementation after graduation
3. Final choice for resume.
4. Written submission of feedback from video interview
5. Listing of to 10 target companies for interviews
6. Names of two professional membership organizations to join.
7. List of 20 individuals in current network or targeted to include in network.
8. List of three references for use in job search.

**GRADING:**

The following grading point system will be used for credit purposes:

Class assignments	20 %	93 - 100 = A	70 - 76 = C
Attendance	20%	88 - 93 = A-	68 - 70 = C-
Mid-term	20%	86 - 88 = B+	66 - 68 = D+
Final Exam	<u>40%</u>	80 - 86 = B	60 - 66 = D
	100%	78 - 80 = B-	58 - 60 = D-
		76 - 78 = C+	0 - 57 = F

**Extra Credit:**

Students completing any one of the following activities can receive extra credit in the class.

1. Obtaining membership in an outside of school professional association and actively participating in a committee or some other planned association activity. 20%
2. Obtaining full employment, not held or promised before the course, using the concepts presented in the course material. 20%

# Class Schedule

## Career Management 2510

### Spring Semester 2012

**January 11:** Course Introduction --General Outline of Course Content and Expectations and personal introductions. Set up Success Teams.

**Reading:** Bolles: Parachute... 2012: Section I, Chapter 3.

**Internet:** <http://career-advice.monster.com/job-search/getting-started/self-defeating-attitudes-job-search/article.aspx>

**January 18:** Nature of the Labor Market – Past & Present

Readings:

[http://money.cnn.com/magazines/moneymag/bestjobs/2010/full\\_list/](http://money.cnn.com/magazines/moneymag/bestjobs/2010/full_list/)

Other Resource: Bureau of Labor Statistics at <http://www.bls.gov/home.htm>  
(Look for Occupational Handbook)

**January 25:** Career Stages & Self- and Skills Assessment

**Readings:**

[http://money.cnn.com/2010/05/17/pf/career\\_change\\_talents.moneymag/index.htm](http://money.cnn.com/2010/05/17/pf/career_change_talents.moneymag/index.htm)

Bolles: Parachute: Chapter 13; Pages 189 – 269. Choose one tool and do it. Ref: Pg. 236 for alternative assessment instruments.

#### **Self-Assessment Options**

Strong Interest Inventory

Meyers Briggs

Keirsey -Bates

**Written assessments** – Eulogy/obituary – Encyclopedia/Wikipedia exercise

**Assignment 1:** Due next session: Summarize your self-assessment results and explain what these results mean for identifying your career options. Based on these results, describe the characteristics of your ideal career.

**February 1:** Review self assessment evaluations of students. Team and class discussion.

**February 8:** Career Exploration

Complete an industry analysis in class as an example.

Assignment 2 Due next week: Next enter your career options in “search careers with key words” and print the position profiles and go to O\*Net online (bottom of

profile) and print the summary report. How do these position profiles match with your other self-assessment results?

**February 15:** Market Research:

Review the occupational findings against your self-assessment, what adjustments seem appropriate?

Occupational Outlook Handbook: <http://www.bls.gov/oco/>

Google Finance: <http://www.google.com/finance>

Other Resources: Class Power Points

**Assignment** \_ Due: Visit the Occupational Outlook Handbook and enter two career options and provide a summary of the Job Outlook information including employment change, job prospects, top industries, and earnings. Next, go to Google Finance and select the sectors representing the top industries for each career options and identify the leading companies (top 5) for each sector. Select a variety in various regions of the nation or in foreign countries. Identify the personal barriers that might exist with your choices.

**Reading:** For fun: Bolles: Chapter 11, page 173. Try something.....

**February 22:** Person-Organization Fit, Organizational Culture:

What type of organizational culture would be best for you?

**Readings:** Buzzle.com. : Types of Organizational Culture.

**Assignment** \_ Due: Review the various types of organizational cultures and identify those that might be a fit for your performance style.

**Turn in Mid-term assignment for grade.**

**February 29: Approaches to the Market and Developing Your Personal Marketing Plan.**

Review alternative approaches including:

Passive Marketing: Direct mail programs-sending out resumes.  
Responding to ads, newspaper and magazine  
On-line sources

Proactive Marketing: Networking, Recruiters etc.  
Memberships  
Informational & referral interviews  
Success Teams ---Reporting & Accountability  
Public Speaking & Writing Articles  
Changing geographic locations  
Social networks: Facebook, LinkedIn etc.

**Readings:** <http://jobsearch.about.com/od/networkingsites/a/Gen-Y-Job-Search-Tips.htm>

Bolles: Parachute – 2012; Chapter 5, Page 51 and Chapter 7, Page 91.

**March 7: Building a Professional Network – The Multiplier Principle**

**Readings:** <http://money.usnews.com/money/blogs/outside-voices-careers/2009/12/16/10networking-tips-for-introverts.html>

**Assignment:** Sign-up for the Alumni Career Network and identify an alumni mentor with whom you can interact for career advice (not for a job or to solicit business). Hand in his or her name and a statement about why you believe he or she would be a good mentor for you. It must be someone outside of your family.

**March 14:** Spring Break -- No class this week.

**March 21: The Resume - Your Advertising Brochure:**

The types of resumes: Chronological, Functional, Combination and Internet

Advantages and disadvantages of each

Formats, sequence, appearance, decoration, attention getters, etc.

Style, Features vs. Benefits, vs. Character descriptions.

**Reading:** Bolles, Chapter 6, Page 73

**Assignment:** Prepare a draft resume in two different formats and critique the strengths and disadvantages of both. Review with your Success Team. Be prepared to present to class next period.

**March 28: Creating a Positive Professional Image** (What you look like tells us who you are)

Building Executive Presence. What is it all about?

Social & Business Networks: Pre-Work: Review your Facebook, MySpace, LinkedIn, etc. accounts. Think about what these pages are saying about you, your interests, values, etc. (Be ready to discuss.) Visit LinkedIn and find 1 example of an excellent professional profile and 1 example of one that needs improvement (include links for each). What was good about the outstanding profile and what would you recommend the person do to change his or her profile in the one that needs improvement?

**April 4: The Interview; a Sales Call – A New View: You are a problem solver.** Power Point presentation

**Reading:** Spin Selling

Bolles: Parachute, 2012: Chapter 8, page 115

Special attention to : Page, 139

**Assignment:** Write five tough interview questions that concern you: Provide the answers you would give the interviewer. Keep the answers short – shorter is better.

- April 11:**           **Video taped interviews.**   Tri-ad Interview groups. Two interview, one critiques. Group critique.
- April 18:**       **The Offer...How to Negotiate the Offer, References**  
<http://www.fastcompany.com/services/salary.html>  
Articles on the job offer: <http://www.collegegrad.com/offer>  
<http://www.videojug.com/film/how-to-negotiate-your-salary>
- April 25:**       **Successful New Job Entry – Preparing for the Future**  
Career – Family – Social – Economic – Health
- May 2:**         **Final Exam Critical class content oral review.**  
**Turn in final assignment package for final class grade**

**Other Course Readings:**

1. <http://www.fastcompany.com/article/work-smart-freelance-survival-skills>
2. <http://www.kiplinger.com/quiz/small-biz-startup/>
3. <http://www.cnn.com/2010/LIVING/01/26/odd.businesses/index.html>
4. <http://www.jonathanfields.com/blog/37-inspirational-motivational-videos/>

Getting from College to Career by Lindsey Pollak – published by Collins (2007) – ISBN: 9780-06-114259-8

Get a Life, Not a Job by Paula Caligiuri - published by FT Press (2010) – ISBN: 978-0-13705849-5