

Business 3000 – 02 (CRN – 48098)
Intermediate Career Strategies
Fall 2016

Location and Time: Udvar-Hazy 219
Tuesday 12:00 – 12:50pm

Instructor: Dr. Scott Lindsey
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Office and Hours: Udvar Hazy 342
Monday, Wednesday: 1 – 2pm
Tuesday, Thursday: 9 – 10 am, and by appointment

Text: Barnett, Bill (2015). The Strategic Career, Stanford University Press, Stanford, CA.
ISBN 978-0-8047-9358-2

COURSE DESCRIPTION: A continuation of BUS 2000 - Introduction to Career Strategies, with emphasis placed on successfully completing a focused career search. Target career industry sector(s) and specific opportunities within preferred sector(s) will be identified. Professional networking techniques / skills will be developed to effectively penetrate preferred industry sector(s). Continued emphasis will be placed on professional resume / portfolio development. It is recommended that students take this course prior to entering their Senior year. It is also recommended that students complete an internship related to their chosen major either before or while taking this course. Job interview skills will be addressed.

Prerequisite: MGMT 2510 or BUS 2000.

LEARNING OUTCOMES (LO): This course is intended to address selected Bachelor of Business program learning outcomes:

1. Students will demonstrate a working level knowledge of the core functional areas of business:
 - A. Students will demonstrate a working level knowledge of core business functions of statistics.
 - B. Students will analyze a complex business situation, identify relevant functional statistical issues and suggest viable courses of action
2. Students will process a complex business situation and develop sound alternatives for action utilizing qualitative and quantitative analysis
3. Students will possess the interpersonal and communication skills necessary to succeed in business:
 - A. Students will deliver professional quality oral presentations
 - B. Student will prepare professional quality written presentations
 - C. Students will identify the essential elements of successful teamwork and will reflect upon their competency and experiences in applying them

COURSE LEARNING OBJECTIVE (CLO): This course is designed and offered to provide students with an ongoing impetus to continue / complete their professional career search while a student within the DSU Udvar-Hazy School of Business (UHSB). This course will provide students and UHSB faculty the opportunity to continually interact and refine students' career objectives with the objective of securing a meaningful career-oriented position.

Students will develop skills to:

1. Conduct a targeted career search unifying their skills, interest, and current career opportunities
2. Create and maintain a professional network which will be utilized and expanded during their targeted career search (LO 3A)
3. Create a customized resume for each identified career opportunity (LO 3B)
4. Create a Personal Career Portfolio, presenting academic work product germane to their targeted career search (LO 1B, 2)
5. Present themselves in a professional manner during phone and personal interviews (LO 3A)

GRADING: Grading will be based on your performance on class activities and deliverables.

Course activities to include:

1. Debrief of internship experience (if applicable), focusing on desirable attributes to include in eventual career path
2. Identification of industry sectors which align with student career objectives
3. Development of a customized resume for each identified career sector
4. Development of a personal career portfolio demonstrating business skills acquired relating to specific target industry sectors
5. Development of career interview skills in a group environment. Critical critiques of individual student performance will be offered by instructor and student peers

No Extra Credit points will be available

COURSE SCHEDULE (SUBJECT TO CHANGE)

Date	Subject	Assignment Due	Possible Points
Aug 23	Introduction Ch. 1 – Fundamental Values...		
Aug 30	Ch. 2 - Strengths	- Review Personal Career Portfolio / Create Weebly account	10
Sep 6	Ch. 3 – From Values to Strengths...	- Identify and rank career values most important to you - Create account at www.authentichappiness.sas.upenn.edu - Take "Brief Strengths Test" - Identify set of your unique strengths	20
Sep 13	Ch. 4 - Investigation		
Sep 20	Ch. 5 – Personal Value Proposition Sept 22nd – Southern Utah Annual Career Network – 6-8 pm, Washington City Community Center	- Identify 3-4 target career industries - Identify at least one target firm within each target industry - Complete "culture, role, sacrifice, industry outlook" analysis for each target industry / firm - Attend Southern Utah Annual Career Network event	10 20 - for attending networking event
Sep 27	Ch. 6 – Long-term Strategy...	Complete "Personal Value Proposition"	10
Oct 4	Ch. 7 – Integrated Long-term Strategy	Opportunity Specific Resume / Personal Career Portfolio (Draft)	10
Oct 11	Ch. 8 – Current Value Proposition	- Determine "portfolio of initiatives" leading to ideal post-university career - Create "portfolio initiative implementation plan".	10
Oct 18	Spring Break		
Oct 25	Ch. 9 – Opportunity Identification	Revised (final) Personal Value Proposition	10
Nov 1	Ch. 10 – The Best Case	Professional Network Spreadsheet	10
Nov 8	TBD		
Nov 15	Ch. 11 – Opportunity Search Plan Ch. 12 – Alternatives and Objectives	Revised Resume / Implementation Plan	10
Nov 22	Ch. 13 – Alternatives and Uncertainty	Elevator Speech (30 sec., 2 min.)	10
Nov 29	Ch. 14 – Personal Annual Report	Personal Career Portfolio (Final Revised)	10
Dec 6	Ch. 15 – Personal Resilience		

Grades will be assigned according to the total percentage of points achieved:

A = 93 – 100%	B+ = 87 – 89.9%	C+ = 77 – 79.9%	D+ = 67 – 69.9%
A- = 90 – 92.9%	B = 83 – 86.9%	C = 73 – 76.9%	D = 63 – 66.9%
	B- = 80 – 82.9%	C- = 70 – 72.9%	D- = 60 – 62.9%

The instructor reserves the right to modify the grading scale to the benefit of the student(s).

Important Course Information

DSU Academic Calendar: Please refer to <http://www.dixie.edu/reg/?page=calendar> for the Dixie State University 2016-17 Academic Calendar.

Prerequisites: If you have not completed the prerequisites for the class, please discuss with the instructor during the first week of class. If you have questions concerning the prerequisites, please contact the Business Advising Office.

CHEATING: Cheating will not be tolerated. Cheating includes all forms of academic dishonesty **including telling others about questions on an exam.** Any student caught cheating will be disciplined according to university policy.

Cell Phone and Computer Etiquette: Cell phones and pagers should be turned off during class. If you must have your phone on during class, please set it to silent mode (e.g., vibrate) and leave the classroom to answer any emergency calls. Computer usage is encouraged to take notes and follow the lecture. Computers should not be used during class to surf the web, answer email, chat, etc. **I reserve the right to mark students down on homework/attendance scores if they exhibit poor in-class cell phone and computer etiquette.**

Student Responsibilities: All students are expected to maintain professional behavior, according to the Student Rights and Responsibilities Code (<http://www.dixie.edu/humanres/polstu.html>). Students have specific rights as detailed in Section 5.33 of the Code. The Code specifies proscribed conduct that involves cheating on tests, plagiarism, and/or collusion, as well as fraud, theft, etc. Students should read the Code carefully and know they are responsible for the content.

Faculty Responsibility: It is the faculty responsibility to enforce responsible behaviors, and I will do so, beginning with verbal warning and progressing to dismissal from class and a failing grade. Students have the right to appeal such action per the [Student Rights and Responsibilities Code](#)

Dmail: You are required to frequently check your dmail account. Important class and college information will be sent to your dmail account. This information includes your DSU bill, financial aid/scholarship notices, notification of cancelled classes, reminders of important dates and events, and other information critical to your success in this class and at DSU. All DSC students are automatically assigned a dmail account. If you don't know how to access your dmail account, go to www.dixie.edu and select "Dmail" from the left column. To locate your dmail username and password, go to www.dixie.edu, and click on "Log in to student services" or the "My Dixie" button.

Disability: Students with medical, psychological, learning or other disabilities desiring reasonable academic adjustment, accommodations, or auxiliary aids to be successful in this class will need to contact the DISABILITY RESOURCE CENTER Coordinator (Baako Wahabu) for eligibility determination. Proper documentation of impairment is required in order to receive services or accommodations. DRC is located at the ground floor of the Financial Aid Office. Visit or call 652-7516 to schedule appointment to discuss the process. DRC Coordinator determines eligibility for and authorizes the provision of services.

Title IX: DSU seeks to provide an environment that is free of bias, discrimination, and harassment. If you have been the victim of sexual harassment/misconduct/assault we encourage you to report this to the college's Title IX Director, Cindy Cole, (435) 652-7731, cindy.cole@dixie.edu. If you report to a faculty member, she or he must notify the Title IX Director about the basic facts of the incident.

General Disclaimer: Information contained in this syllabus may be subject to change with advance notice, during class time, as deemed appropriate by the instructor.

DSU Policy Links:

- Reference to "Policy for Absences Related to College Functions":
<http://www.dixie.edu/humanres/policy/sec5/523.html>
- Disruptive behavior policy / classroom expectations, academic dishonesty / academic integrity policy:
<http://www.dixie.edu/humanres/policy/sec3/334.html>

DSU Resources:

- Available resources: Library, computer lab, testing center, tutoring center links

- Library: <http://library.dixie.edu>
- Computer labs: Located in the library, Smith Computer Center, and Udvar-Hazy Building room 200
- Testing Center: <http://dixie.edu/testing>
- Tutoring Center: <http://dsc.dixie.edu/tutoring>