

# X410, BUSINESS CAREER PLANNING

## Fall 2012, Saturday section

### COURSE INFORMATION

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Course Number(s):	X410 - 5615
Course Meeting Info:	Four Saturdays (9/8, 9/22, 10/6, 10/27, and hold 11/3 in case we need a make-up day), 9:00 a.m. – 12:30 p.m., CV 209
Instructor:	Shelly Trent, SPHR
Phone:	502-394-0622 – call between 9:00 a.m. – 9:00 p.m.
Email:	shellytrent@live.com
Required Readings:	<i>Can I Wear My Nose Ring to the Interview?</i> by Ellen Gordon Reeves; <i>Resume' Magic</i> by Susan Britton Whitcomb; AND <i>Job Choices</i> , a NACE publication (free hard copy available in Career Development Center OR view it online at <a href="http://www.nxtbook.com/nxtbooks/nace/JobChoices2012_business/">http://www.nxtbook.com/nxtbooks/nace/JobChoices2012_business/</a> )
<b>Required Task:</b>	<b>Register with the IUS Career Development Center in CareerLink</b>
Suggested Reading:	<i>The Wall Street Journal</i> , available in IUS Library

### ASSURANCE OF LEARNING:

**School of Business graduates are knowledgeable professionals who are capable decision-makers, effective communicators, and technologically adept.** The School of Business at Indiana University Southeast is accredited by the Association to Advance Collegiate Schools of Business (AACSB). Less than 5% of the world's business schools have achieved this elite distinction. To maintain this accreditation and to seek continuous improvement, we assess our program through an assurance of learning plan. As a part of this plan, undergraduate students are evaluated in the following five areas: knowledge of business, decision making, communication, technology and professionalism.

### X410 SCHOOL OF BUSINESS ASSURANCE OF LEARNING GOALS FOR THIS COURSE:

Area: Knowledge, Awareness, and Skills for Life and Career Decision Making

Goal: Students are able to make an informed career choice, understand the job search process, and develop the professional skills necessary for career advancement.

Outcome: Students can construct an effective resume.

Area: Knowledge, Awareness, and Skills for Life and Career Decision Making

Goal: Students are able to make an informed career choice, understand the job search process, and develop the professional skills necessary for career advancement.

Outcome: Students understand the necessary elements of a job search process.

### COURSE OBJECTIVES

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1. Know two types of résumés and how to construct an effective, powerful résumé.
2. Know what employers are looking for in a candidate, be able to competently answer interview questions, know how to prepare yourself for the interview, and how to interview effectively.
3. Know the components of an organized job search campaign and the most successful method of finding a job.
4. Know six common job-related letters, their content, and how to write at least two of them effectively.
5. Be able to identify the importance of networking and to find employment leads often overlooked by many job seekers.
6. Be familiar with the job offer process and how to negotiate salary.
7. Understand the importance of conduct during the first year of the job.

### IMPORTANT NOTES

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*This class is intended to prepare you for the "world of work," so please treat this class as your employer.*

- Since this course only meets FOUR times, **attendance is required**; do not plan on missing any class meetings.
- Please do not arrive for class late. You can be fired from a job for tardiness. I will deduct 5 points from your final grade for every 15 minutes you are late.
- You are expected to read the slide show lectures, watch the out-of-class webinars, read the magazine articles, and chapters in the texts that pertain to each class topic prior to that class meeting.
- Assignments must be turned in on time. Points will be deducted for late assignments.**

- **\*\*\*\*This is an intensive class, with only 4 class meetings. Substantial homework in between each class meeting should be expected.**

## CLASS MEETING

## TOPIC

### **Class One, 9:00 – 12:30**

Welcome/Syllabus Review/OnCourse Resources  
 Review of IUS Career Development Center Website and Offerings  
 The Job Search Process/Researching Employers (on webinar)  
 Networking (on webinar)  
 Locating Employment Opportunities (on webinar)  
 Discussion of webinar content  
 Résumés as a self-marketing tool (in-class)  
 Review of good and bad résumés

#### **Assignment for Next Session (please review the *detailed assignment overviews* in OnCourse):**

- Find a job opening in your field/major for which you would likely apply when you graduate and for which you will be qualified, and turn it in with your draft resume. Possible sources for openings are the *Wall Street Journal*, the IUS Career Development Center website, Monster.com, Careerbuilder.com, Indeed.com, etc. Update your current résumé or create one using the résumé chapters of the text **and the class discussion/slides**. *Tie your résumé's objective and content to the opening you found*. Print the document containing your job opening and résumé and bring a hard copy to the next class.
- Start working on your LinkedIn assignment.
- *Textbook readings: Nose Ring: Chapters 1, 2, & 3; Magic: 1, 3, 4, 5, 6, & 7*
- *Job Choices readings: Playing Fair: Your Rights and Responsibilities as a Job Seeker; Write the Right Resume for the Job You're Seeking; Will Your Resume Open the Door to an Interview?; The Networking Challenge; Your Online Presence and Your Job Search; The Online Application*

### **Class Two, 9:00 – 12:30**

Résumé & Job Opening Swap (peer critique of résumé)  
 Job Search Correspondence (in-class)  
 Review and critique of sample letters  
 Proper Dress, Language, Etiquette, and Other Factors (on webinar)  
 Discussion of webinar content

#### **Assignment for Next Session (please review the *detailed assignment overviews* in OnCourse):**

- Write a cover letter and a thank you letter for the job posting and résumé you used in the class. Submit online via OnCourse.
- Continue working on your LinkedIn assignment.
- *Textbook readings: Nose Ring: Chapters 4 & 5; Magic: 10 & Appendix B*
- *Job Choices readings: Starting a Successful Job Search; Making Career Fairs Work for You; Secrets to Interview Success; Behavior-Based Interviewing; Interviewing Tips and Types; Interview Dress; How Good Are Your Interviewing Skills?; The Art of Writing Job Search Letters; Interview Q&A*

### **Class Three, 9:00 – 12:30**

Discussion of letters/Q&A on homework  
 Employment and Behavioral Interviewing (in-class)  
 STAR-method practice in class  
 Job Fair Success (on webinar)  
 Follow Up/Job Offers and Negotiating Salary (on webinar)  
 Discussion of webinar content

#### **Assignment for Next Session (please review the *detailed assignment overviews* in OnCourse):**

- Finish polishing your résumé and submit the FINAL VERSION online via OnCourse.
- Complete your LinkedIn website with at least 10 connections, including the instructor.
- *Textbook readings: Nose Ring Chapters 6, 7, 8, & 9*
- *Job Choices readings: Succeeding in a Competitive Job Market; The Critical First Year on the Job; Workplace e-Etiquette*

### **Class Four, 9:00 – 12:30**

Success the First Year on the Job (on webinar)  
 Professionalism (on webinar)  
 Discussion of webinar content  
 Evaluations and Final Exam

## EXTRA CREDIT OPPORTUNITIES

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There are opportunities for extra credit points in this course. **You may utilize more than one of these opportunities, but you cannot receive more than 20 total points in extra credit.** All extra credit must be completed and necessary paperwork turned in on or before the last day of class. See the posting in OnCourse about the extra credit assignment details.

- Networking Assignment (10 points)
- Portfolio Assignment (10 points)
- Association Assignment (10 points)
- Attending a Career Development Center or association event (etiquette dinner, networking event, job fair, etc.) (10 points)

## COURSE GRADING

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<u>ASSIGNMENT</u>	<u>HOW</u>	<u>DUE DATE</u>	<u>POINTS</u>
Résumé/Job posting	In class	2 <sup>nd</sup> class ( <b>final</b> resume due last class via OnCourse)	100
Job Search Correspondence Cover Letter Thank You Letter	OnCourse	3 <sup>rd</sup> class	200 (100 each)
LinkedIn Assignment	online	4 <sup>th</sup> class	100
Comprehensive Final Exam	In class	4 <sup>th</sup> class	100
In-class discussion/participation	In class	ongoing	100

### Total for the course is 600 points

540 - 600 points = A

480 - 539 points = B

420 - 479 points = C

360 - 419 points = D

< 360 points = F

## MISCELLANEOUS NOTES

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- All résumés must be saved in MICROSOFT WORD. **Résumé templates or wizards are NOT to be used. Employers do not like templates.**
- All documents uploaded via email must be saved in **Word**.
- You may make unlimited revisions to your résumé and registration material on file with the Career Services Office any time. Up to four résumés may be uploaded to the database. It is your responsibility to keep this material accurate and up to date.
- **All assignments must be typed;** accuracy in spelling and punctuation are required. **Typographical errors will result in a lowered grade. Typos will keep you from getting a job!**
- Any job-related correspondence or résumé work must be **in your own words and not copied from the information available on the web or from samples provided in text, magazine, or by the instructor.**
- Cell phones and pagers must be off during class meetings. Do not answer your cell phone during class unless it is an absolute emergency. It is distracting to the instructor and other students. Most companies do not allow employees to answer cell phones at work. **Do not text or use laptops during class.**
- Weather-related closing information:
  - If IUS is operating on a **Snow Schedule (2-Hour Delay)**, *Saturday classes* meet from 10 a.m. until 12 noon. If the school is closed on a Saturday, we will use the make-up day at the end of the class.

- Any decision to cancel or delay classes is made as early as possible and we immediately begin the process of notifying all of the local TV stations and WHAS radio as well as contacting students via phone. We have no control over when the media will announce the decision. The campus will also post a notice on the campus web site and a message.
- IUS does not coordinate closing decisions with those of area school corporations.
- If the instructor cancels class, all efforts to post an announcement in the classroom will be made, and we will try to email the notice to everyone. However, an absence by the instructor rarely occurs.

#### **SCHOOL OF BUSINESS HONOR CODE:**

In accordance with the Indiana University Southeast Code of Student Conduct, the School of Business has adopted the following honor code: "On my honor, I hereby pledge to neither give nor receive instructor-authorized aid on this [exam/test/paper]." The mechanism for enforcement will be the established channels provided through the Office of Student Affairs regarding academic misconduct. The purpose of the honor code is to reinforce for School of Business students the importance that our school places on ethical conduct as well as the increasing emphasis being placed on ethical behavior within the business community.

#### **STUDENTS WITH DISABILITIES:**

Students who have a disability that requires accommodations in the classroom should contact the Office of Disability Services by phone (941-2243) or email ([mtspring@ius.edu](mailto:mtspring@ius.edu)) early in the semester so that their learning needs may be appropriately met. The student will need to provide documentation of the disability and if further documentation is needed, recommendations can be provided from the Office of Disability Services. Additional information about the Office of Disability Services may be obtained at: <http://www.ius.edu/asc/disabilityservices/>

#### **RELIGIOUS HOLIDAYS:**

Any student who is unable to attend classes or participate in any examination, study, or work requirement on a particular day because of his or her religious beliefs is excused from any such activity. The student will be given the opportunity to make up the work that was missed, provided that the makeup work does not create an unreasonable burden upon Indiana University. Notification to the instructor must be given within the first two weeks of the semester and the appropriate paper work must be completed within the same time frame.