

## **UNIV 1030: PRE-BUSINESS CAREER EXPLORATION & DEVELOPMENT, 2 CREDITS**

**WEDNESDAYS, 3-4:50 PM, SEPTEMBER 5 TO DECEMBER 5**

UNIV 1030 guides students to explore business careers using career exploration and networking skills. Students participate in activities designed to enhance their understanding of self, including interests, personality and values that influence choosing an academic major and career pathway. Students also learn job search, networking, and interview skills in preparation for an internship search.

### **OBJECTIVES**

Students will be able to:

1. Identify personal strengths, interests, and professional values as they relate to career exploration and decision making
2. Explore academic majors, careers, and occupational information
3. Practice professional networking methods
4. Demonstrate professional job search skills needed to find and apply for internships and professional employment

### **LEARNING METHODS**

The learning methods include in-class peer interaction, in-class practice with feedback, 1:1 advising, written assignments and interaction with employer and alumni representatives. The course content is divided into three modules: Self-Assessment, Exploration and Networking, and Internship/Job Search Strategies. There are no exams in UNIV 1030.

### **RESPONSIBILITIES**

1. Student Responsibilities
  - a. Attendance
    - i. If you need to miss class, it is your responsibility to report your absence to one of your instructors via telephone or email. Additionally, if you miss class, it is your responsibility to ask for content or assignments missed.
  - b. Participation
    - i. It is expected that you will complete the assigned reading on E-Learning *prior* to class in order to engage in the discussion during class.
    - ii. It is expected that you will participate in the in-class activities and exercises to maximize your learning and exploration of career development topics.
2. Instructor Responsibilities
  - a. To guide you in the development of knowledge and skills in the areas of self-assessment, career exploration, decision-making, and job search preparation
  - b. To be willing to talk with you after class and at other mutually convenient times to clarify work requirements, materials, or other concerns relative to your exploration experience
  - c. To be an active and enthusiastic participant in your search for a satisfactory educational and career direction

### **INSTRUCTORS**

- Linda Ickes, 3020 Schneider, 387-2759, linda.ickes@wmich.edu
- Geralyn Heystek, 3020 Schneider, 387-2729, geralyn.heystek@wmich.edu

## MATERIALS

Required readings and assignments for the course will be located on E-Learning (log-in through GoWMU). Additionally, in-class materials are supplied in this course pack, which should be brought with you to each class. You will also receive a Career Development Guide that will be used in class.

## GRADING SYSTEM

Assignments submitted by specified due date are eligible for full credit. In order to turn in an assignment late, students must seek instructor approval well in advance of the due date.

Requirements	Point Value	Quantity	Total
<b>Attendance and Participation</b>	5	12	60
<b>Career Assessments</b>	25	2	50
<b>Assessment Interpretation Meeting</b>	25	1	25
<b>Career Autobiography</b>	25	1	25
<b>Assessment Interpretation Worksheet</b>	25	1	25
<b>Career Exploration Reports</b>	25	3	75
<b>Informational Interviews</b>	50	3	150
<b>Career Event and Reflection</b>	75	1	75
<b>Informational Interview Thank You Note</b>	25	1	25
<b>BroncoJOBS Activation &amp; Resume Upload</b>	40	1	40
<b>Internship Posting</b>	25	1	25
<b>Resume</b>	50	1	50
<b>Cover Letter</b>	50	1	50
<b>Resume/Cover Letter Critique (Drop-in Hours)</b>	25	1	25
<b>LinkedIn Profile</b>	50	1	50
<b>Behavioral Interview Worksheet/Practice Interview</b>	50	1	50
<b>Company Research &amp; Internship Analysis Worksheet</b>	50	1	50
<b>Individual Career Presentation</b>	100	1	100
<b>Individual Career Plan</b>	50	1	50
<b>TOTAL</b>			<b>1000</b>

## POINT SCALE

Grade	Grading Scale	Points
A	100 – 94	935-1000
BA	93 – 88	875-934
B	87 – 82	815-874
CB	81 – 76	755-814
C	75 – 70	695-754
DC	69 – 64	635-695
D	63 – 58	575-634
E	57 and below	574 or below

# COURSE SYLLABUS

---

## SELF-ASSESSMENT

### **WEEK 1: September 5, 2012** (*Bring laptop to class*)

**Objective 1:** Students will become familiar with course structure and materials on E-Learning

- A. Introductions
- B. Distribute course pack and Career Development Guide
- C. Discuss the use of E-Learning

**Objective 2:** Using interests and personality characteristics, students will introduce themselves.

- A. Introduce self-assessment tools: Strong Interest Inventory & Myers Briggs Type Indicator
- B. Complete informal assessments for career interests and personality preferences
- C. Prepare and deliver a personal introduction that includes characteristics and preferences

### **WEEK 2: September 12, 2012**

**Objective:** Students will discuss the effect of role models and values on career planning

- A. Will you take this job? (in class exercise)
- B. Identify career development influences through career genogram and role model in class exercises.
- C. Complete in-class work values assessment. Discuss values-based decisions and impact on career choice

### **WEEK 3: September 19, 2012** (*No Class this week*)

**Objective 1:** Students will be able to understand the results of their career assessments and discuss their career thoughts in a one-on-one advising appointment.

A. **NO CLASS THIS WEEK**

B. Students will attend their scheduled appointment instead of attending class this week

**Objective 2:** Students will be able to select one to three majors of interest to explore

A. Students will receive career pathway and major exploration handouts for their selected majors

---

## EXPLORATION & NETWORKING

### **WEEK 4: September 26, 2012** (*Bring laptop to class*)

**Objective:** Students will use career exploration tools to locate occupational information on three occupations

- A. Discuss the career pathways concept and the relationship to career exploration
- B. Introduce O'Net, Business iWebfolio, and Occupational Outlook Handbook
- C. Create LinkedIn account and request invitation to join WMU Career Mentor Group and HCoB Mentor Group

### **WEEK 5: October 3, 2012** (*Bring laptop to class*)

**Objective 1:** Students will use BroncoJOBS and LinkedIn to look for internships, upload and publish a resume, create a LinkedIn account and learn how to find WMU Mentors.

**(Continued) WEEK 5: October 3, 2012** *(Bring laptop to class)*

- A. Create an account and search for mentors on BroncoJOBS
- B. Demonstrate and search for alumni mentors on LinkedIn in preparation to conduct informational interviews

**Objective 2:** Students will use professional networking strategies to conduct informational interviews

- A. Do's and don'ts of networking
- B. Discuss the objective and process of an informational interview
- C. Practice introductions and networking to identify career-related leads
- D. Discuss social networking do's and don'ts and the impact on your professional presence

**JOB SEARCH**

**WEEK 6: October 10, 2012** *(Bring laptop to class)*

**Objective 1:** Students will write a resume customized to a specific job/internship

- A. Identify and discuss best practices for resumes
- B. Optimal Resume demonstration

**Objective 2:** Students will write a cover letter customized to a specific job/internship

- A. Identify and discuss best practices for cover letters
- B. Optimal Cover Letter demonstration

**WEEK 7: October 17, 2012** *(No Class this week)* **(Exploration)**

**Objective 1:** Students will interact with employers by attending a professional event such as the Business Internship Speed Networking Event, ISM Career Night, Food Marketing Career Night, or Business Career Day.

- A. NO CLASS THIS WEEK**
- B. Students will write a reflection that summarizes the importance of the event and describes how you were able to practice what you learned in this class relevant to the event you attended. *(Hint: think about self- assessment, resume, personal introduction, dress for success, networking, etc.)*
- C. Create a Word document and submit your reflection in e-Learning

**WEEK 8: October 24, 2012** *(Bring laptop to class)*

**Objective 1:** Students will be able to create a profile on LinkedIn using information from their resume, career assessments, and major and occupational research

- A. Presentation on LinkedIn Profiles
- B. Work on profile on LinkedIn using information from resume and career assessments

**Objective 2:** Students will be able to understand the stages of interviewing, interview dress, thank you letters and protocol

- A. Presentation about interview basics

**WEEK 9: October 31, 2012** *(Bring laptop to class)*

**Objective:** Using the S.T.A.R. method, students will answer behavioral interview questions

- A. Review process used for employment interviews
- B. Develop and practice answers to typical interview questions
- C. Practice interview session with Optimal

**(Continued) WEEK 9: October 31, 2012** *(Bring laptop to class)*

**Objective 2:** Students will be able to articulate the importance of company research and conduct research using several online resources

- A. Presentation on the importance of company research including the what, when, why, and how of researching companies.
- B. Introduce online sites used for company research including BroncoJOBS, CareerTV, glassdoor.com, and Hoovers

**WEEK 10: November 7, 2012** *(Bring laptop to class)*

**Objective 1:** Students will practice and receive feedback from employer representatives on their resume, cover letter, personal introduction and interviewing skills

**WEEK 11: November 14, 2012**

**Objective 1:** Students will be able to create a short (5 minute) presentation using PowerPoint and deliver the presentation to class members

- A. Students present their Individual Career Presentation including assessment, career exploration and job search elements

**Objective 2:** Students will be able to understand how to create an Individual Career Plan for career development

- A. Discuss Individual Career Plan guidelines and expectations

**\*\*\*\*\*NO CLASS ON NOVEMBER 21 – HAPPY THANKSGIVING!\*\*\*\*\***

**WEEK 12: November 26 or 28 (date and time TBD), 2012 (held off campus)**

**Objective 1:** Students will demonstrate dining etiquette skills

- A. Presentation on professional dining etiquette followed by dinner
- B. **Dress for Success! Wear Business Casual Attire.**

**Objective 2:** Students complete course evaluation and bring to week 12

- A. Discuss how the career research, informational interviews, and job search documents helped to clarify academic and/or career direction