

CAREER PLANNING & MANAGEMENT
CRJU 3005/ECN 3005/PMAP 3005/SW 3005
Fall 2013

Instructors: Dr. Maggie Tolan, Director of Andrew Young School of Policy Studies Career Services & Student Life Office
Class Meeting: 9:30 – 10:45 a.m. Tuesday & Thursday
Office Hours: 8:30 – 9:30 am Tuesday & Thursday, or by appointment
Email: mtolan@gsu.edu (I do not use the Desire2Learn email system)
Phone: 404-413-0103 (but I prefer email please!)

Purpose of the Course: The purpose of this course is to provide students with the necessary career management skills to effectively identify, compete, and secure professional career opportunities.

Catalog Description: Principles, methods, and practice in achieving career goals with emphasis on the exploration of career opportunities, identification of strengths, resume development, cover letter composition, interviewing, salary and benefits negotiations, networking, professional image, and the use of technology in achieving career goals.

Course Objectives:

1. Students will have at least one targeted resume ready for their job/internship search or graduate school application.
2. Students will enhance their technical writing skills through the development of effective cover letters, report writing, and email campaigns.
3. Students will be able to clearly articulate job titles and career fields they are going to pursue throughout their studies/after graduation.
4. Students will be trained on behavioral and structural interviewing.
5. Students will develop skills in utilizing social media and technology to develop professional networks and quality application materials.
6. Students will expand their professional network within their chosen career field(s).

Course Requirements:

1. Classroom Protocol

Two of the first critical steps to becoming a reliable professional are showing up to work on time and being prepared for the work day when it begins. Therefore the attendance and classroom management policies for this class will mirror the expectations of the work place:

- You are expected to be at your desk and ready to work by 9:30 a.m. (the doors will be locked at 9:31 a.m. to ensure there are no disruptions by late arrivals).
- You are to sign in (just like clocking in) at the start of every class.
- Cell phones are to be put on vibrate and stored away from sitting on the desk.
- All headphones are to be removed from your ears and stored.
- Laptops/iPads/smartphones are to be used only for taking notes – you will be asked to store your device permanently if you stray into checking Facebook, answering emails, etc. during class time.

2. Attendance & Class Assignments

When you review employer top 10 lists of employability skills you will note that planning and organizing oneself is critical. That same philosophy will also hold true for this course.

- Assignments must be submitted to Dr. Tolan by 10:45 a.m. on the date the assignment is due. Late work will only be accepted within 24 hours immediately following the close of class in which

the assignment is due, for a maximum of 50% of your grade. After 24 hours, late work will **not** be accepted unless pre-arranged with the professor (See “Attendance Policy” in this syllabus).

- If time management/procrastination are one of your “areas in need of improvement”, please note that there are resources available from the university to assist in this skill set: <http://www.dr-bob.org/vpc/>.
- Remember, I can serve as a reference at the completion of this class (just like an employer) – so how you perform in class and through your assignments will indicate to me as a reference, what your strengths and weaknesses are.

3. Writing

Communications skills (listening, verbal, written) are by far, the one skill mentioned most often by employers. Successful communication is critical in the work place, and therefore in this class. If your writing skills are not your strong suit, consider making time now to acquaint yourself with the services provided by these two offices:

- Writing Studio: <http://www.writingstudio.gsu.edu/5736.html>
- African American Student Services: http://www.gsu.edu/oaassp/academic_programs.html

Grading for the Course

The grade that you earn for the course will be based on the point system below, and there will not be any "curving" based upon class averages. Your grade depends on you and no other member of the class. If at any time you need assistance with any of the assignments contact the instructor immediately.

Class Attendance (3 pts per class)	75 points
SIGI Assessment Completed and Submitted	5 points
Myers Briggs Assessment Completed and Submitted	5 points
Self-Assessment Paper	10 points
Occupational Outlook Handbook Homework	10 points
Gap Analysis	10 points
Resumes	
• Resume draft to class	5 points
• Resume uploaded to PCN	5 points
Professional Cover Letter	5 points
LinkedIn Profile Uploaded & Complete	10 points
Joined AYS Job/Internship Listserv	5 points
Informational Interviews/Written Summaries (4 @ 15 pts each)	60 points
Career Fair Reflection Papers (2 total – 15 pts each)	30 points
VIPS Mock Video Interview	15 points
Job Search Website Homework	5 points
Professional Dress Requirements Satisfied	25 points
Final Project: Portfolio	65 points

Total possible

345 points

Grade scale (%)

98-100 A+	88-89 B+	78-79 C+	60-69 D
93-97 A	83-87 B	73-77 C	Less than 60 F
90-92 A-	80-82 B-	70-72 C-	

Course Outline:

Self Assessment:

Unit One: Creating a Summary Profile of Your Strengths

- Introduction to the Course and Review of The Syllabus.
- Myers Briggs and SIGI Assessments.
- Identifying your strengths, tendencies, areas in need of improvement/compromise
- Complete Skills and Values Assessments in class.
- How values and interests relate to specific careers.

Unit Two: Exploring Career Opportunities

- Exploring Career Opportunities (What Can I Do with this Major?)
- Sources of Occupational Information and Labor Market Trends

Unit Three: Gap Analysis

- Look at the landscape of jobs you are interested in
- What skills are you lacking
- Map out experiences that would allow you to gain those skills/expertise

Career Tools:

Unit Four: Informational Interviews

- Benefits of informational interviewing
- How to conduct an informational interview & follow up afterwards

Unit Five: Effective Resume Development

- Resume essentials and “what not to do” guides
- Learning who your reader is and what review standards are in place, based on who you are applying to.
- How many versions of your resume will you need?
- Upload your resume on PantherCareerNet

Unit Six: Effective Career Correspondence

- Cover Letters, Thank You Letters, and Follow Up Letters.
- Begin draft of cover letter in class using skills, values, and personality profile sheets to highlight individual strengths

Unit Seven: Technology Tools in Career Planning & Job Searching

- Build LinkedIn profile
- Clean up your Facebook pages
- Join jobs listservs
- Fill out USAJOBS resume application, Avue

Internships/Job Searching:

Unit Eight: Effective Networking

- Networking Principles
- Networking Introduction Statement
- Networking Contact Worksheet
- Keeping your network alive
- Alumni networks

Unit Nine: Job Search Resources

- Professional Associations
- Alumni
- Websites/LinkedIn
- Faculty
- Career Resource Library

Unit Ten: Interviewing

- Discuss interview styles and formats (structural, behavioral, case)
- Answering problem questions, Interviewing
- Illegal Questions Interviewing
- Dress to impress
- Conduct a VIPS interview at University Career Services office.
- After the interview - protocol

Unit Eleven: Being Financially Savvy

- How to Be Smart in Your Personal Finances & After Graduation

Unit Twelve: Salary and Benefit Negotiations/Employment Application Forms

- Salary Negotiations, Salary Research, and Benefits Negotiations employment Applications

Unit Thirteen: Getting the Job and Keeping It

- Communicating your Understanding of Employment Trends of the 21st Century
- Getting Off to a Good Start: What to Do in the First Weeks
- Why People Get Fired

Other Paths:**Unit Fourteen: Graduate School/Peace Corps/AmeriCorps**

Please note: deviations to this course/assignments may be necessary throughout the semester.

Tentative Course Schedule:

Date	In-Class	Assignment/Work Due
Aug. 27	First Day of Class – overview of course, class introductions, expectations	
Aug. 29	Why do we need self-assessment as we consider career paths & opportunities? Discuss SIGI test – interpretations	Assignment due: <ul style="list-style-type: none"> • SIGI assessment completed
Sept. 3	Myers Briggs Interpretation & SWOT Analysis	Assignment Due: <ul style="list-style-type: none"> • Myers Briggs assessment completed
Sept. 5	Resources for Identifying Careers Fields, Job Titles <ul style="list-style-type: none"> • Occupational Outlook Handbook • Professional Associations • University Career Resources • Career books 	Assignment Due: <ul style="list-style-type: none"> • Self-Assessment Reflection Paper • Join AYS departmental jobs/internship listserv
Sept. 10	Mapping Your Career Success & Working Backwards – looking at the job market and working your way backwards to figure out what you need to accomplish in the time you have left at school. Conducting your gap analysis.	Assignment Due: <ul style="list-style-type: none"> • Occupational Outlook Assignment
Sept. 12	Creating Your Road Map – you have identified the gaps that your candidacy has, now we need to figure out how you gain those before you graduate (or start making a dent in them!)	
Sept. 17	Resumes & Cover Letters <ul style="list-style-type: none"> • What is it? • Why do I need one and by when? • Do I need more than one version? 	Assignment due: <ul style="list-style-type: none"> • Gap Analysis Assignment • Bring a copy of your resume to class.

Sep. 19	Career Fair Protocol – how to make the most of Career fairs. Come to class dressed professionally	Extra Credit: Attend the Alumni Mixer event at Six Feet Under (5 points)
Sep. 24	Cover Letters, Thank You Notes, Writing Samples <ul style="list-style-type: none"> • Difference between a prospecting letter, letter of referral, letter of application • Importance of Thank You Notes 	Assignment due: <ul style="list-style-type: none"> • Bring screen shot showing successful upload/approval of your PCN resume.
Sep. 26	Informational Interviewing <ul style="list-style-type: none"> • What is an informational interview? • Formulating your email campaign • Protocol on the follow-up 	Assignment due: <ul style="list-style-type: none"> • Cover letter assignment
Oct. 1	NO CLASS –All Majors Career & Internship Fair	Time: 12-3 p.m. Location: Student Center Ballroom
Oct. 3	Discuss Career Fair “Fallout” Assessing Your Network & How to Network Effectively <ul style="list-style-type: none"> • Who do you know? • Who do you need to know? • Common myths and errors in networking 	Assignment Due: <ul style="list-style-type: none"> • Career Fair Reflection Paper #1
Oct. 8	VOICES: Employer Panel of HR Professionals Come to class dressed professionally	Assignment Due: <ul style="list-style-type: none"> • Informational Interview #1 due.
Oct. 10	Technology & the Job Search <ul style="list-style-type: none"> • LinkedIn • Listservs • Twitter, Facebook • On-Line Resumes/Profiles 	
Oct. 15	Mentoring & Your Value Proposition <ul style="list-style-type: none"> • What is a mentor? • Why do I need one? • How do I ask someone to be my mentor? 	Assignments Due: <ul style="list-style-type: none"> • LinkedIn profile completed
Oct. 17	Interviewing <ul style="list-style-type: none"> • Preparing for the Interview (research, dress, arrival) • Types of interviews 	Assignments Due: <ul style="list-style-type: none"> • Informational Interview #2 due.
Oct. 22	Finding Work in the Federal Government <ul style="list-style-type: none"> • USAJOBS • Pathway Programs & Internships • Resumes 	
Oct. 24	Alumni Guest Panel <ul style="list-style-type: none"> • What they wish they would have done • Tips on the job search • Making the most of your internship 	Assignment Due: <ul style="list-style-type: none"> • Complete VIPS interview

Oct. 29	The Job Search <ul style="list-style-type: none"> • Building a timeline • Getting “ducks in a row” • Places to look 	Assignment Due: Extra Credit: USAJOBS Resume
Oct. 31	NO CLASS	
Nov. 5	Personal Financial Planning (Your Credit) <ul style="list-style-type: none"> • Guest speaker – Operation Hope Come to class dressed professionally	Assignments Due: <ul style="list-style-type: none"> • Informational Interview #3 due. • Submit a list of at least 15 websites that you can use to look for jobs/internships in your chosen field
Nov. 7	NO CLASS – Nonprofit & Government Career Fair	Time: 12-3 p.m. Location: Dahlberg Hall
Nov. 12	Discuss Career Fair “Fallout” Salary Negotiation & Expectations <ul style="list-style-type: none"> • Guest Speakers • Women vs. Men • Realities out of the gate vs. over time 	
Nov. 14	Peace Corps, AmeriCorps Employer Panel Come to class dressed professionally	Assignment Due: <ul style="list-style-type: none"> • Career Fair Reflection Paper #2
Nov. 19	Shopping & Applying to Graduate School	
Nov. 21	Employment Issues & Trends	Assignments Due: <ul style="list-style-type: none"> • Informational Interview #4 due.
Nov. 26	No Class – Thanksgiving	
Nov. 27	No Class - Thanksgiving	
Dec. 3	Getting the Job and Keeping It <ul style="list-style-type: none"> • Getting Off to a Good Start • Why People Get Fired 	
Dec. 5	Final Exam: Portfolio Come to class dressed professionally	Portfolio Due

Additional Information:

1. Students who wish to request accommodation for a disability may do so by registering with the Office of Disability Services. Students may only be accommodated upon issuance by the Office of Disability Services of a signed Accommodation Plan and are responsible for providing a copy of that plan to instructors of all classes in which accommodations are sought. **Said document must be provided within the first two weeks of class.**
2. Academic Dishonesty – please refer to the GSU Student Handbook regarding this policy. Did I mention that I used to be the Chief Judicial Officer for a number of universities across the nation? Don’t even think about it 😊. Make sure you understand what plagiarism is!

Attendance Policy

Excused absences are recognized in the following cases:

- Absences due to activities approved by the Office of the Provost, in which a student is an official representative of the University will be recognized as excused when the student informs the instructor in writing during the first week of the semester of his or her participation in an activity that may generate excused absences and the dates of planned absences for the semester. If requested, the appropriate university official will provide a memo stating the official nature of the university business in advance of the activity. Absences due to similar events, which could not have been anticipated earlier in the semester, will be recognized as excused absences upon advance notification of the instructor by an appropriate faculty advisor or administrator.
- Absences due to legal obligations (for example, jury duty, military orders) will be recognized as excused absences. The student must provide the instructor with written documentation of such absences at the earliest possible date.
- Students wishing to have an excused absence due to the observation of a religious holiday of special importance must provide advance written request to each instructor by the end of the first week of classes.
- The Department of Veterans Affairs requires that institutions of higher learning immediately report to them when a student discontinues attendance for any reason. Instructors must report to the Registrar's Office the absence of a veteran student as soon as it is known that the veteran student will not be returning to class. Generally, this should be reported after one week of absences and no later than two weeks of nonattendance by a veteran student.
- In addition, it is suggested that the faculty give due consideration to absences relating to the following events: death or major illness in student's immediate family, illness of a dependent family member, illness that is too severe or contagious for students to attend class. Proof of illness or death will be required to be given credit for missed absences.