



Course Syllabus

X310 Career Planning and Placement | **Spring 2017**

1 Credit Hour | Open to Juniors and Seniors

(subject to revision)

Class Meeting Dates:

- Wednesday, January 11
- Wednesday, February 22
- Wednesday, March 29
- Wednesday, April 26

Class Meeting Time/Location:

- 5:30 to 6:45 p.m.
- Wiekamp Hall (DW) 1001

Instructor: Mike Esposito

Director, Career Planning Office

espositm@iusb.edu

(574) 520-4303

Office: Administration 216D

Office Hours:

Tuesdays, 1:30 to 2:30 p.m.

Wednesdays, 3:00 to 4:00 p.m.

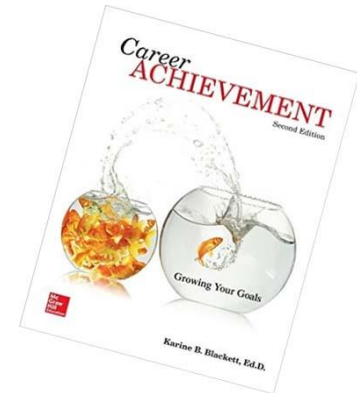
or by appointment

Text Book

Career Achievement Growing Your Goals, 2nd Edition, Karine B. Blackett

Course Overview

The X310 course is designed to assist students in obtaining positions consistent with their career goals. This course is primarily conducted online and is set up as a self-study course. The more time you put into this course by completing the workbook and various assignments, the more you will learn and be prepared to begin your job search.



The topics of career planning, networking, professional resumes and cover letters, successful interview techniques and follow-up will be covered. Method of instruction shall include 4 MANDATORY in class lectures, online assignments via Canvas from your Career Achievement text, attendance at experiential learning events, and participation in a mock interview.

Canvas

Canvas is Indiana University's online collaboration and learning environment that supports teaching, learning, projects, and research for students, faculty and staff.

It can be found through the One.IU system. Specifically, you will find your class syllabus, assignments, grades, and instructor announcements on this website. Be sure to check Canvas frequently for any changes to the class schedule or other important information.



Electronic File Formats

For this class, acceptable file formats for assignments turned in via Canvas, or via e-mail, can include: Microsoft Office formats, Adobe Acrobat or high resolution jpg images.

Times Assignments Are Due

Assignments will be due by 11:59 p.m. on the due date, unless otherwise specified.





Social Media

Consider following the Judd Leighton School of Business and Economics on social media for updates and general information.

- **Twitter:** @IUSB_Leighton
- **Instagram:** iusb_leightonschool
- **Facebook:** Judd Leighton School of Business and Economics
- **LinkedIn:** Indiana University South Bend – Judd Leighton School of Business and Economics



Student Grade Evaluation

Class Attendance, 4 meetings, 30 points each	120 points possible
Experiential Learning Events, 2 events, 60 points each	120 points possible
Assignments	360 points possible
Attend the Career Fair on Wed. Apr. 5, 12 – 3 p.m.	120 points possible
Mock Interview and Thank You Note	220 points possible
Total	940 points possible

Grading Scale

A+ 97%	B+ 87%	C+ 77%	D+ 67%
A 93%	B 83%	C 73%	D 63%
A- 90%	B- 80%	C- 70%	D- 60%

Experiential Learning Events

Choose two events from this list of the Career Services Office (CSO) activities. Once your attendance is verified at both events, you will get the full points. The finalized CSO list of events be provided at the first class meeting, January 11.

For these assignments, you also have the option of attending professional development or networking events in the community. These events can be related to your specific career field (like at a professional conference, or seminar), or general to all career fields (such as Chambers of Commerce events). The South Bend Regional Chamber of Commerce can be found at <https://visitsouthbend.com/events/> and the Greater Elkhart Chamber of Commerce events can be found at <http://www.elkhart.org/events.cfm>. Functions of other chambers are valid for this assignment.

If you participate in chamber, or other professional development/networking event, write a 2-page paper on what you did, what you saw, what you learned, who you networked with and any impressions you may have of the event/organization. The format of the papers should be: Double spaced, 1 inch margins, 12 point font.

Professional Level Work

This class is designed to teach professional job searching skills. Assignments are expected to be at a professional level, meaning spelling, grammar and punctuation should be completely correct. Assignments should be turned in on time and demonstrate a high degree of thought. Minimal effort with mean minimal grades.





Course Outline

Section 1: Thinking Like an Employer

Learning Objectives

- Understand the job hiring process from the employer’s perspective
- Know actual job-specific skills needed for your chosen profession
- Identify the job-skills you presently possess, where you have gotten such skills and have examples to illustrate said skills



Reading: Chapter 2, Pages 37 to 47

Wed. January 11:

CLASS MEETING

Points = 30



Thur. January 19:

Job Description Assignment Due

Points = 20

- Using an internet search engine, find **five (5)** job or internship positions with detailed job descriptions in your field of study. Save these descriptions for future reference.
- Read each job description carefully. Make ONE unified list of all the skills and tasks the jobs or internships require. If more than one job description lists the same skill, you do *not* have to list it multiple times.
- Identify which of the skills on that list you do possess. Create a Microsoft document, using MY PORTFOLIO 2.2, PAGE 43 (top half of the page) as a guide, list the skills you have and quantify them, like the example in Figure 2.2.
- Identify which skills you do not yet have. Create a Microsoft document, using exercise 2.8, PAGE 46 (top of the page) as a guide, and list the skills you do not have. How will you get these skills between now and the time you graduate?
- **WHAT TO TURN IN:** Through Canvas, or via e-mail, submit the two lists. *Be sure to list each job you used for this assignment at the top of the page you turn in and, if possible, include a link to that job description.* Your grade will be based on how detailed you make your lists.



Thur. February 2:

Hiring Committee Assignment Due

Points = 50

- The class will be randomly divided into three or four teams. Each team will be a “hiring committee” for the fictional employer called “MG Health Organization.” You can find a list of teams in Canvas.
- In Canvas, you will find documents related to this assignment. They include:
 - The job description for the Digital Marketing Specialist
 - The Job Candidate Evaluation Form (complete one form for each candidate)
 - 15 job candidate resumes
 - Committee Participant Evaluation Form





- Read the job application documents of all 15 applicants. Each member of the team should evaluate each application using the Job Candidate Evaluation, found in Canvas.
- Meet as a team to discuss the candidates and go over your evaluation forms. This meeting can be in person, online, via phone, or virtual. But you must have a group discussion regarding the candidates.
- As a team, identify between two (2) and four (4) top candidates. THERE ARE NO RIGHT OR WRONG CANDIDATES TO CHOOSE. No matter whom you pick, as a group, it is fine, but you must *justify* why you selected your top candidates. What qualifications made these candidates the best?
- **WHAT TO TURN IN:** Submit one unified report for your team that lists your top candidates. Email that report to espositm@iusb.edu and include on it the full names of each of your team members on the report.
 - For each of your top candidates, write at least a paragraph about why your team selected them. Include in your write up a summary of any disagreements you may have had over a candidate's qualifications. Include what you did *and did not* like about each candidate. Be specific. At the end of each candidate's write-up, include what each team member score was for that candidate and the average. (For example, if there are four team members, your last sentence would look like this: Smith = 75; Jones = 72; Thomson = 80; Johnson = 81. Average Score = 77)
 - After the report on your top candidates, also submit a unified report on each of the candidates you *did not* select. Each and every candidate you did not select should have a *couple of sentences* written about them, to justify why you did not select them. You do NOT need to provide scores for these. *Both reports can be in one file.*
 - Each person should also email the instructor, espositm@iusb.edu, individually, the Committee Participant Evaluation Form, found in Canvas, which provides the instructor your opinion on how participative each member of the team was. *No one, other than the instructor, will see these forms.*
 - The grade for this assignment will be based on the completion of the unified report and the evaluation of participation completed on the team members. Failure to submit the team member evaluation will result in a loss of 15 points for the person who did not turn it in (it will NOT impact anyone else's grade).





Learning Objectives:

- Comprehend how to research employers
- Be aware of LinkedIn as a means to network
- Be aware of IUSBCareers (NACE Symplicity) for a source of jobs/internships



Reading: Chapter 3, pages 51 to 71
Chapter 4, pages 73 to 96



Supplemental Material: Guide to Creating a LinkedIn Account
(in Canvas) Bad LinkedIn Photos



Thur. February 16: Company Research Assignment Due Points = 20

- Using an internet search engine, find three companies in your chosen field, ONE of which MUST be outside of the state of Indiana.
- Find information on this company from at least three (3) different sources. Glassdoor, www.glassdoor.com, can be one of those sites, but that is not required.

WHAT TO TURN IN: Using your research, complete MY PORTFOLIO 3.1, Pages 66-67 in a Microsoft Word document. Be sure to cite where you found the information you include in this assignment.

Details are expected in this assignment. Do not provide “skimpy” information. One or two sentences is NOT sufficient to truly understand a company. Your grade will be given on the amount of effort into research about the companies you cite in the document you turn in.

Wed. February 22: **CLASS MEETING** Points = 30



Thur. February 23: Create a LinkedIn Account Assignment Due Points = 20

- Using the LinkedIn Account Guide, provided in Canvas, create a LinkedIn Account Profile.
- Upload to LinkedIn a professional looking picture of yourself, (see the Bad LinkedIn Photos resource in Canvas).
- Provide details under each entry just like you would on a resume (read the resume section of the book)
- **WHAT TO TURN IN:**
 - When your LinkedIn Profile is complete, send a link request (through LinkedIn) to the instructor
 - Join the Judd Leighton School of Business and Economics LinkedIn Group
 - Your grade will be primarily based on how complete your profile is





Tue. February 28:

IUSBCareers Account Assignment Due

Points = 20

- Through One.IU, log into IUSBCareers and complete your profile there, inclusive of uploading a professional-looking photo.
- The information you put in your profile must be structure similarly to a resume (read the resume section of the book).
- **WHAT TO TURN IN:** Nothing. The instructor will look at your profile on line. Your grade will be determined by not only the completeness of your profile, but the detail you put into each section.

Section 3: Getting the Interview

Learning Objectives

- Know the types of resumes and how to construct an effective resume
- Learn how to write a cover letter and how to provide references
- Be able to deliver an eloquent 30-second introduction



Reading:

Chapter 5, pages 109 to 162*

Chapter 6, pages 163 to 181

Chapter 4, pages 103 to 106

Chapter 7, pages 225 to 226



Supplemental Material:
(in Canvas)

Applicant Tracking Systems articles
Writing a Reference Page

**Special note: The instructions in the text book regarding references (pages 117-118) are wrong. Ignore them. See the supplement in Canvas on the modern way to provide references.*



Thur. March 9:

Create a Professional Resume Assignment Due Points = 75

- Utilizing the book's guidance, create a one-page *chronological* resume. DO NOT USE A TEMPLATE OF ANY KIND, or you will receive a 0 on this assignment.
- When writing about your skills, play close attention to the "formula" on pages 126-127. Also, pay close attention to the do's and don'ts on pages 112-113.
- This assignment will be graded very strictly, meaning every mistake will have points deducted.
- You *will* have an opportunity to, after the first due date, to submit a revised resume for a chance to improve your score.
- **WHAT TO TURN IN:** The completed resume.

Monday, March 13 to Friday, March 17 SPRING BREAK





Tues. March 28: Create a Professional Cover Letter Assignment Due Points = 75

- Write a one-page cover letter applying to one of the jobs you found in the job description assignment at the beginning of the class.
- Utilize the book, pages 163-178, as a guide. Do *not* copy the examples in the book or use an online template—write your own.
- As you will submit your cover letter electronically, you *do not* have to sign your cover letter with an actual signature.
- **WHAT TO TURN IN:** The completed cover letter.

Wed. March 29:

CLASS MEETING

Points = 30



Wed. March 29: Professional Dress Assignment Due Points = 30

- Come to class dressed professionally, as described on pages 225 to 226
- Both men and women must have a suit jacket for this assignment
- **WHAT TO TURN IN:** Nothing. Just come to class professionally dressed. If you are professionally dressed, you will get 30 points. If not, you will get 0 points.



Wed. March 29: 30-Second Introduction Assignment Due Points = 50

- In class you will introduce yourself to the instructor using your pre-planned 30-second interview.
- Utilizing information on pages 103 to 106, create a 30-second personal introduction
- **WHAT TO TURN IN:** Nothing. Just come to class and introduce yourself when asked.



Wed. April 5: IUSB Career Fair Assignment Due Points = 120
12 to 3 pm; SAC

- Attend the IUSB Career Fair, professionally dressed.
- The list of employers who are attending the fair will be posted at careers.iusb.edu. Identify, in advance of the fair, companies that interest you. Using the research skills you developed earlier this semester, learn about those companies in advance.
- Visit with employers and use your 30-second introduction.
- Plan to stay at the fair for at least one hour.
- If you work that day, ask for time off, in advance of the fair. The only acceptable excuse for missing the fair is extreme illness, death in your immediate family and other classes. Ask your professors for time off to attend the fair.
- **WHAT TO TURN IN:** Nothing. When you arrive at the fair, be sure to register. Your instructor will verify your attendance via the registration process. Your instructor will be at the fair, to verify you are professionally dressed. Be aware, you may be asked, at the last class meeting in April, about your experiences with employers.





Learning Objectives

- Be able to answer interview questions, know how to prepare for the interview, and how to interview effectively
- Understand the STAR method (pages 214-216)
- Understand the value of post-interview follow-up



Reading: Chapter 7, pages 195 to 234
Chapter 8, pages 235 to 242



Supplemental Material: Interviewing Video (4 minutes long)



April 10 to 21: Mock Interview Assignment Due Points = 200

- Times available for interviewing will be posted in Canvas. Schedule a 30-minute mock-interview time by emailing, calling or visiting the instructor (see page one of this syllabus for contact information). Slots are filled on a first-come, first-served basis.
- Come to the mock interview professionally dressed. Bring with you:
 - At least 2 copies of your resume
 - A portfolio or other holder for your documents, pens and papers
 - Questions for the employer (act as though this is an interview for one of the jobs or internships you identified at the start of this course. The interviewer may not know the answer to the questions).
- **WHAT TO TURN IN:** Nothing. The interviewer will have an evaluation form, similar to the one on page 229. He or she will provide that evaluation to the instructor and your grade will be based on that.



Tue. April 25: Thank You Note Assignment Due Points = 20

- By this date, or earlier, send a thank you e-mail, or note to the individual who interviewed you. See pages 235 to 242.
- **WHAT TO TURN IN:** If you send an e-mail thank you, simply copy your instructor in the e-mail, at espositm@iusb.edu. If you send a thank you card, photo copy or take a picture of the card and provide it to your instructor. The contents of the letter will *not* be scored. If you do this, you will earn full points.

Wed. April 26: **Final CLASS MEETING** Points = 30





AACSB INTERNATIONAL: The Association to Advance Collegiate Schools of Business is the premier business school accrediting organization in the world. There are over 2,000 business programs in our country and less than 25% of them have received recognition by AACSB International. The Judd Leighton School of Business and Economics is proud to be one of the programs to receive this accreditation.

ACADEMIC HONESTY: It is the responsibility of the student to know of the prohibited actions such as cheating, fabrication, plagiarism, academic, and personal misconduct, and thus, to avoid them. All students are held to the standards outlined in the code. Please reference the entire code for a complete listing: <https://www.iusb.edu/judicial/>. Any violation may result in serious academic penalty, ranging from receiving a warning, to failing the assignment, to failing the course, to expulsion from the University.

CLASSROOM CONDUCT: To create and maintain an environment that is conducive to maximizing student learning and teaching objectives, all students are expected to conduct themselves responsibly. This means no distractions or disruption of class will be permitted. All mobile devices must be set to vibrate or silent, and should be used in case of an emergency only. With the exception of emergencies, there will be no cell phone calling, answering, texting, web surfing, Facebooking, Tweeting, etc.

DISABILITIES STATEMENT: Every attempt will be made to accommodate qualified students with disabilities (e.g. mental health, learning, chronic health, physical, hearing, vision, neurological, etc.). You must have established your eligibility for support services through the Disability Support Services office (Fine Arts Building, Rooms 109-114; telephone number [520-4832](tel:520-4832) or [520-4256](tel:520-4256)). Once the DSS office has provided you with a letter attesting to your needs for accommodations, bring the letter to your professor. Note that services are confidential, may take time to put into place and are not retroactive; captions and alternate media for print materials may take three or more weeks to get produced. For more information, please visit the web site for the Disability Support Services www.iusb.edu/~sbdss.

IUSB ATTENDANCE AND COURSE COMMITMENT POLICY: This course falls under the Attendance & Course Commitment Policy: <https://www.iusb.edu/registrar/attendance.php>. As a student in this course, you are expected to attend scheduled class meetings and actively participate in all class activities. Students who miss the first week of the semester or who do not attend 50% of the scheduled class meetings before the end of the fourth week of the semester may be subject to administrative withdrawal. Regardless of attendance, students who do not submit a majority of their assignments by the posted due date are subject to administrative withdrawal. Students who are administratively withdrawn from this class after the fourth week will not be eligible for a tuition refund. Administrative withdrawals may have an impact on the student's financial aid awards and visa status.

RELIGIOUS ACCOMODATION: If any student will require academic accommodations for a religious observance, please provide me with a written request to consider a reasonable modification for that observance by the end of the second week of the course. Contact me after class, during office hours, or by appointment to discuss the issue.





SEXUAL MISCONDUCT: IU does not tolerate acts of sexual misconduct (which includes all forms of sexual violence, sexual harassment, domestic and dating violence, and stalking). If you have experienced sexual misconduct, or know someone who has, the University can help. It is important to know that federal regulations and University policy require faculty to promptly report possible sexual misconduct known to them to the campus Deputy Title IX Coordinator to ensure that appropriate measures are taken and resources are made available. The University will work with you to protect your privacy by sharing information with only those that need to know to ensure the University can respond and assist. In that event, they will work with a small number of others on campus to ensure that appropriate measures are taken and resources are made available to the student who may have been harmed. Protecting a student’s privacy is of utmost concern, and all involved will only share information with those that need to know to ensure the University can respond and assist.

If you are seeking help and would like to speak to someone confidentially, you can make an appointment with a Mental Health Counselor on campus at the Student Counseling Center by calling 574-520-4125. Find more information about sexual violence, ways you can report incidents as well as campus and community resources at <http://stopsexualviolence.iu.edu/>

Any and all other Indiana University policies and procedures apply to this class.

Quick Reference

Wed. January 11:	CLASS MEETING	Points = 30
Thur. January 19:	Job Description <u>Assignment</u> Due	Points = 20
Thur. February 2:	Hiring Committee <u>Assignment</u> Due	Points = 50
Thur. February 16:	Company Research <u>Assignment</u> Due	Points = 20
Wed. February 22:	CLASS MEETING	Points = 30
Thur. February 23:	Create a LinkedIn Account <u>Assignment</u> Due	Points = 20
Tue. February 28:	IUSBCareers Account <u>Assignment</u> Due	Points = 20
Thur. March 9:	Resume <u>Assignment</u> Due	Points = 75
Tues. March 28:	Cover Letter <u>Assignment</u> Due	Points = 75
Wed. March 29:	CLASS MEETING	Points = 30
Wed. March 29:	Professional Dress <u>Assignment</u> Due	Points = 30
Wed. March 29:	30-Second Introduction <u>Assignment</u> Due	Points = 50
Wed. April 5:	IUSB Career Fair, noon-3pm, SAC	Points = 120
April 10 to 21:	Mock Interview <u>Assignment</u> Due	Points = 200
Tue. April 25:	Thank You Note <u>Assignment</u> Due	Points = 20
Wed. April 26:	Final CLASS MEETING	Points = 30
Fri. April 28:	Experiential Learning Events Completed (Done over the course of the semester)	Points = 120

