

MIDSTATE COLLEGE
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Summer 2017

Course number & Name: BUS 201—Professional Development

Credit hours: 4 credit hours **Method of Delivery:** Flex Learning

Course Description: This course will assist students in preparing for the transition from college into their chosen career field. Students will learn to present a professional image to prospective employers by developing effective job search documents, refining interviewing skills, and learning how to utilize a proactive job search approach. Students will also explore career field trends, gain knowledge of employer expectations, and explore personal career goals.

Prerequisite: Recommended last quarter of student's program.

Text(s): Your Career; How to Make It Happen, 9th Edition

Author(s): Laui Harwood / Lisa M.D. Owens / Crystal Kadakia

Publisher: Cengage Learning

Supplemental books: Emotional Intelligence 2.0, Strengths Finder 2.0

Author: Travis Bradberry & Jean Greaves, Tom Rath

Materials needed for this course:

Additional Supplies:

- Business Suit or equivalent for interviewing
- Career portfolio binder
- Hardware/Software and equipment: Microsoft Word

Topics:

- 1) Job search documents
- 2) Interview success and techniques
- 3) Interview questions and answers
- 4) Career portfolio
- 5) Dressing for success
- 6) Informational interview
- 7) Traditional and electronic job searching
- 8) Networking
- 9) Researching prospective employers
- 10) Professionalism in the workplace
- 11) Professional references
- 12) Career vs. job
- 13) Accepting a new position
- 14) Job Resignation

Learning Objectives: Upon completion of this course, the student will be able to:

- 1) Complete self-exploration to summarize educational background, working experience, capabilities and accomplishments, job readiness, skills, interests, values, and personal attributes.
- 2) Identify business community's expectations and standards for professionalism in the workplace and outline typical workplace dynamics.
- 3) Demonstrate professional skills related to dress, grooming, image, and communication.
- 4) Organize job search using successful methods including networking, internet, etc.
- 5) Identify techniques for adjusting to and succeeding in a new career.
- 6) Create effective job search documents including: resume, cover letter, thank you letter, employment application, and career portfolio.
- 7) Develop techniques for job interviewing, including preparation and follow-up.
- 8) Exhibit appropriate standards of communication.

Midstate Grading scale:

90 - 100	A
80 - 89	B
70 - 79	C
60 - 69	D
0 - 59	F

Midstate Plagiarism Policy:

Plagiarism is using another person's words, either by paraphrase or direct quotation, without giving credit to the author(s). Plagiarism can also consist of cutting and pasting material from electronic sources by submitting all or a portion of work for assignment credit. This includes papers, computer programs, music, sculptures, paintings, photographs, etc. authored by another person without explicitly citing the original source(s). These actions violate the trust and honesty expected in academic work. Plagiarism is strictly against the academic policy of Midstate College. Its seriousness requires a measured, forceful response which includes consequences for inappropriate and/or no citation.

In courses containing writing assignments, the College promotes the use of an electronic resource which compares the student's writing against previously submitted papers, journals, periodicals, books, and web pages. Students and instructors can use this service to reduce the incidence of plagiarism. This electronic resource has been found to conform to legal requirements for fair use and student confidentiality. It is able to provide a report to the student indicating the parts of the assignment that match.

Student Success:

The Office of Student Success is available to students seeking tutoring for individual classes or who need assistance with writing assignments. Information is also available on test taking techniques, how to take notes, developing good study skills, etc. Contact Student Success in Room **218** (in person); (309) 692-4092, extension **2180** (phone); studentsuccess@midstate.edu (email).

Instructor Information:

Jennie Greenan, Director of Career Services
 Telephone: 692-4092 x2170
 Email: jgreenan@midstate.edu
 Office Hours: Monday and Wednesday 10:00 – 12:00

Participation Requirements:

You are expected to participate at least two different days a week in several discussions forums relating to the subject materials for the week. Discussions will take place in the weekly discussion forum as assigned by the instructor. You will read, analyze, and respond to questions and comments from the instructor and the fellow students. *In order to receive full credit for discussion board forums, you must post at least twice per week and these posts must be on two different days. The summary board requires one post per week.*

Policies and Procedures:

All weekly assignments are posted on or by Day 1 and are due on/by Day 7 of the week. Quizzes, Drop Box Assignments and Discussion Forums may become invisible after the due date has ended. Discussion Forum assignments can't be completed after the week has ended. If you get permission to complete a Drop Box Assignment, the highest grade which can be attained after the due date will be 70%.

Methods of evaluating student performance:

1. Written assignments will assess student's critical thinking ability.
2. Mock Interview will assess both written and oral communication ability.
3. You must successfully complete all projects and activities for this course including:

Mock interview - with accompanying materials, Informational interview project and Career Portfolio

These projects are the core assessment features for this course and failing to complete the projects will result in a failing grade. No make-up work will be accepted if these projects and activities aren't completed on time. There will be a few exceptions at the discretion of the instructor.

Examination Information:

There will be a pretest and posttest in the course. While these are not formally graded, it is essential that you take them seriously. They provide you, the instructor, and the college feedback in regards to how the class is meeting students' needs.

Instructor's Grading Scale:

Job Search Materials/Interviews	50%
Weekly Discussions & Weekly Summaries	30%
Miscellaneous (written interview questions, etc.)	20%

Weekly Summary & Discussion:

Weekly forums will be graded on grammar, organization and structure, demonstration of knowledge, and whether the post exhibits a good grasp of course materials. *In order to receive full credit for discussion board forums, you must post at least twice per week and these posts must be on two different days. The summary board requires one post per week.*

Week 1**Topics**

- 1) Reach Your Full Career Potential
- 2) Take a Look at Yourself; take a personal inventory
- 3) Setting professional goals

Objectives

Upon completion of this week's assignments you will be able to:

- 1) Discover methods to plan your career
- 2) Complete self-exploration to summarize educational background, working experience, capabilities and accomplishments, skills, interests, values, and personal qualities
- 3) Start developing your Personal Brand Statement and your 30 second commercials

Assignments

- 1) Read Chapters 1 & 2
- 2) Complete the questions to the "Self-Assessment" assignment and place in the Self-Assessment Activity
- 3) Complete a personal autobiography. Your short autobiography should be submitted in your profile. This can be done if you click on your name at the top right of the screen. Once there, click on the "Edit Profile" tab
- 4) Watch the "Pep Talk" Video
- 5) Complete BUS 201 Pretest

Discussion Question Week 1: Please share information about your major, program, and present/future career goals. Next, insert your Personal Brand Statement. Make sure to first review the statements in Figure 2-5 and complete Career Action 2-5 on page 53 to assist in developing your Statement. Remember this isn't your autobiography. Your short autobiography should be submitted in your profile. This can be done if you click on your name at the top right of the screen. Once there, click on the "My Profile" tab.

Summary Question Week 1: Outline what you feel are the requirements for successfully completing this course. Also, include a brief paragraph citing something you found interesting from this week's lecture notes/chapter readings

Week 2**Topics**

- 1) Preparing a Winning Resume

Objectives

Upon completion of this week the student will be able to:

- 1) Planning and writing a winning resume

Assignments

- 1) Read Week 2 Lecture & Chapters 4 and 5
- 2) Watch PowerPoint presentation: Writing a Professional Resume
- 3) Submit First Resume to Week 2 Resume Activity. Post as a Microsoft Word Attachment.

Discussion Question Week 2: Please create a list of 3 local companies where you would like to work. Be sure to share at least one job title which you would accept from one of these companies.

Summary Question Week 2: How did you use the information in the Week 2 lecture and text reading to compose your resume? Please provide at least three examples.

Week 3

Topics

- 1) Resume Revisions
- 2) Interview Essentials
- 3) Interview Like a Pro
- 4) Career Portfolio

Objectives

- 1) Upon completion of this week the student will be able to:
- 2) Identify and understand the business community's expectations and standards for professionalism in the workplace.
- 3) Create effective job search documents: hard copy/paper and text resume.
- 4) Create a career portfolio.

Assignments

- 1) Complete 30-second commercial. Refer to page 55. Post to the 30-second commercial Activity.
- 2) Write answers to general interview questions. See lecture for details. Post to the Interview Question Activity.
- 3) Read Chapter 3, 10 & 11.
- 4) Watch video: <http://www.youtube.com/watch?v=hQhigdJ-xEk> (Creating a Portfolio)
- 5) Take the StrengthsFinder assessment by logging onto www.strengthsfinder.com. You will need the unique access code in the packet in the back of the small StrengthsFinder book. It will take you about 30 minutes to complete.

Discussion Question Week 3: Don't forget to read the lecture for Week 3 before completing this assignment. What do you plan to wear to the mock interview? Please describe your suit, shoes, stockings, and hair. How will what you plan to wear compare to what you usually wear? (is it more conservative?) What accessories or items do you plan to remove for the mock interview? (Example: two sets of earrings, you should remove one)

Summary Question Week 3: This week's weekly summary will involve sharing about past interview experiences. You will summarize how and what kind of interviews you have had in the past.

Week 4

Topics

- 1) Preparing References
- 2) Mastering the Art of Getting Interviews

Objective

Upon completion of this week the student will be able to:

- 1) Practice the proper method for contacting references.

Assignments

- 1) Create a Reference page using Microsoft Word. Submit to Reference Activity.
- 2) Request Two Letters of Reference. (This is the second reminder).
- 3) Read Chapter 9, Week 4 Lecture and supplemental articles.

Discussion Question 1 Week 4: Review the scenario in the discussion forum then answer the following: What do you think? Are you prone to share information about your family, children? Do you really want to risk being screened-out because you shared that you have a new baby at home which is the pride of your life? What if the employer was forced to fire a single mother within the last month because of excessive absenteeism? Do you think when you explain that you are a single mother that this wouldn't be the first thing the employer would think about?

Summary Question Week 4: Review the supplemental articles given regarding illegal questions. Pick three questions and share how you would go about answering these questions.

Week 5**Topics**

- 1) Perfect the Employment Application

Objective

Upon completion of this week the student will be able to:

- 2) Start creating effective job search documents: employment application.

Assignments

- 1) Read Chapter 7 and review chapter 10.
- 2) Watch video: <http://www.youtube.com/watch?v=epcc9X1aS7o> (Interview Questions and Answers)
- 3) Review Sample Behavioral and Interviewing Questions and Employment Application Samples.
- 4) Write answers to interview questions. Post answers with questions to the Interview Questions Activity.
- 5) You will be asked to fill out a hard copy of the employment application which is titled "Employment_app.doc". (Note: you might want to gather materials to prepare for this assignment).

Discussion Question Week 5: Please watch the following video:

<http://www.youtube.com/watch?v=epcc9X1aS7o> Do you have any questions about interviewing?

Summary Question Week 5: Your summary instructions for this week requires you to tell me what you have learned so far in this course.

Week 6**Topics**

- 1) Letter Writing Basics
- 2) Navigate Interview Questions and Answers
- 3) Interview and Follow up

Objective

Upon completion of this week the student will be able to:

- Develop techniques for writing letters such as Thank You, Cover, Rejection, and Acceptance letters.

Assignments

- 1) Read Chapter 8. Review Chapter 11. Read "Ingredients for Cover Letters that Sell."
- 2) Watch video: http://www.youtube.com/watch?v=R6oI17sSl_E (How to Follow Up After an Interview)
- 3) Create a Cover Letter and post to the Cover Letter Assignment Activity. (Note: see lecture for specific details).
- 4) Create a Thank You Letter and post to the Thank You Letter Activity. (Note: see lecture and page 310 of book for specific details).
- 5) Locate a job opening. (Use the job opening as a foundation for creating the letters this week). Post to the Job Opening Activity (be sure to include the job title, name of the company, where it was advertised, and the job requirements, skills etc)

Discussion Question Week 6: Please watch the following video:

http://www.youtube.com/watch?v=R6oI17sSl_E Do you have any questions about what to do after an interview?

Summary Question Week 6: Please answer the following questions: 1. Have you ever written a cover letter and thank you letter? 2. Do you send a cover letter with a resume attachment or do you send just the resume independently? (if no, why not) 3. Why should you send a cover letter and thank you letter to an employer?

Week 7**Topics**

- 1) Final Preparations for the Mock Interview

Objectives

- 1) Upon completion of this week the student will be able to:
- 2) Complete preparation for the Mock Interview including: required documentation, professional dress, and knowledge of self.

Assignments

- 1) Read the Week 7 Lecture.
- 2) Complete the final touches to the Career Portfolio. **Don't forget to place the two letters of recommendation in the Career Portfolio.** (Remember you will need to bring this to the mock interview).
- 3) Complete your application (printed and completed from week 5) to bring with you to the mock interview.
- 4) Read and review all Mock Interview documents (Mock Interview Grading Checklist, and Information Checklists for Mock Interview) and the Week 7 Lecture.
- 5) Turn in REVISED copy of your resume. This is the copy that will be printed for your mock interview and should match those that you place in your portfolio to bring along.
- 6) Watch video: <http://www.youtube.com/watch?v=GvU8fL4MiSQ> (How NOT to Interview)

Discussion Question Week 7: For a laugh, please watch the following video:

<http://www.youtube.com/watch?v=GvU8fL4MiSQ> In all seriousness, please answer the following questions: 1. What is the most appropriate way of introducing yourself to the panel upon arrival to the interview? 2. Please share three questions you plan to ask the interviewers at the close of the Mock Interview.

Summary Question Week 7: Do you have any questions about the mock interview?

Week 8

Topic

- 1) Mock Interview.

Objective

Upon completion of this week the student will be able to:

- 1) Complete the mock interview.

Assignments

- 1) Complete Mock Interview.

Discussion Question Week 8: What relaxation techniques will you use before, during, and/or after the mock interview?

Summary Question Week 8: Describe how you feel your mock interview went. What went really well and what needs improvement? Look at others' posts to see what went well or needs improvement for others.

Week 9

Topics

- 1) Preparing to meet with employers for the Informational Interview

Objectives

- 1) Upon completion of this week the student will be able to:
- 2) Complete informational interview with a local employer.

Assignments

- 1) Watch video: <http://www.youtube.com/watch?v=2zd0vSkzEDI> (Informational Interview)
- 2) Call an employer and set-up an Informational Interview appointment.
- 3) Check your mailbox for a copy of your Mock Interview DVD (this will not come in the mail until the completion of your mock interview). Review Mock Interview and complete a personal critique using the rubric called Assessing the Mock Interview. (**Note: you have until Week 11 to complete this assignment**).
- 4) Read all articles and Week 9 lecture.

Discussion Question Week 9: Answer the following: 1. Define the four stages of a job opening. 2. What is the difference between a traditional job search and a non-traditional job search? Is completing an informational interview part of a traditional job search or a non-traditional job search? 3. In locating employment opportunities in the past, did you utilize only traditional job search methods or did you use some non-traditional job search methods

Summary Question Week 9: What are the potential benefits of completing an informational interview?

Week 10**Topics**

- 1) Accepting a job offer and starting a new career

Objectives

Upon completion of this week the student will be able to:

- 1) Complete the process for accepting a new job offer.
- 2) Learning to accept rejection.
- 3) Develop a professional profile for LinkedIn

Assignments

- 1) Read lecture for Week 10.
- 2) Write a Letter of Acceptance. Post attachment to the Letter of Acceptance Activity.
- 3) Read Chapters 12, 13 & 14.
- 4) Create an account on LinkedIn and request your instructor as a connection (refer to page 98 and 99 in the book)

Discussion Question Week 10: Issues with Job Offers can include the following: *Promises made verbally, no written proof (This is why a letter of acceptance is important) *Promises made during the job offer not kept after starting the position *Examples: Employer promises to pay for full benefits but you end of paying for part of your benefits; Employer promises a particular salary but when you start the position your first paycheck doesn't reflect this verbal agreement. Have you ever experienced any problems after starting a position because of false promises made before you started?

Summary Question Week 10: 1. What information do you think would screen you out if an employer searched for you on the internet? (music selections, sexual references, pictures of partying, etc.) 2. What could an employer find out about you on the Internet? 3. Do you have information on any websites such as Facebook which could cost you employment? 4. How many employers do you think do a background check using Google or Facebook? Did you know that if you have an anonymous screen name but you used your real first and last name to setup the account, the employer can still search and find your profile?

Week 11**Topics**

- 1) Make Successful Job and Career Changes

Objectives

Upon completion of this week the student will be able to:

- 1) Differentiate between a job and career.
- 2) Identify issues to consider when changing careers.

Assignments

- 1) Read lecture for Week 11.
- 2) Write a Letter of Resignation. Post attachment to the Letter of Resignation Activity.
- 3) Complete all final paperwork from your mock interview (resume, cover letter, thank-you and reference page) for final evaluation.
- 4) Complete the Emotional Intelligence assessment

Discussion Question Week 11: Explain in your own words the difference between a job and a career.

Summary Question Week 11: If your mock interview was recorded, you will be receiving your Mock Interview DVD in the mail. Watch it and then complete this assignment. This Activity will remain open for several weeks. *I will not be using a discussion forum this week for your weekly summary but an Activity. Please complete your mock interview critique and submit to this location.*

Week 12**Topics**

- 1) Organize Your Winning Network
- 2) Describe strategies for finding job openings
- 3) Warm Introductions vs Cold Leads

Objectives

Upon completion of this week the student will be able to:

- 1) Identify sources for locating employment opportunities.
- 2) Distinguish between acceptable and unacceptable job offers.

Assignments

- 1) Read Chapters 6 & 14.
- 2) Complete Professional Development Posttest.
- 3) Submit the Informational Interview Project Assignment to the Activity.(See Week 9 for Instructions).
- 4) Complete Week 12 Discussion and Summary Questions.

Discussion Question Week 12: If you could choose to have more time spent on one subject in this course, what would it be? If you could have one more question answered, what would it be?

Summary Question Week 12: Please tell me (using your own words) how you plan to use the information from Chapters 4 & 5 in your future job search.

****Discussion Board/Summary Board Questions and course assignments are subject to change with advance notice from the instructor.***