

CAREER PLANNING & MANAGEMENT
CRJU 3005/ECN 3005/PMAP 3005/SW 3005
SPRING 2018

Instructor: Colleen Perry, Director
Andrew Young School of Policy Studies
Career Services & Student Life Office

Class Meets: Fridays (1-3:30pm)

Office Hours: Tuesdays (3-4 pm) or by appointment

Email: cperry25@gsu.edu *DO NOT send messages to me via iCollege. **E-mail me directly.**

Phone: 404-413-0103 (My preference is **email**.)

Purpose of the Course: To provide students with the necessary career exploration and management skills and tools to effectively move forward in pursuing 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, job offer negotiations, networking, professional image, and the use of technology in achieving career goals.

Course Objectives:

1. Students will be able to clearly articulate career fields and job titles that they are exploring and/or pursuing throughout their studies/after graduation.
2. Students will have at least one targeted resume ready for their job/internship search or graduate school application.
3. Students will enhance writing and critical-thinking skills (a critical job-readiness skill) through reflection papers, the development of resume & cover letter, and thank-you notes, and reading a career-related memoir/autobiography & writing a book review.
4. Students will be trained on behavioral interviewing.
5. Students will develop a LinkedIn profile and skills in utilizing social media and technology in the job search process and to develop a professional network.
6. Students will expand their professional network through attendance at professional events and other career-exploration and job/internship search activities.

Course Requirements:

1. Attendance & Class Assignments

- You are expected to be at our classroom and ready to work by 1pm.
- You will sign in at the start of every class AND at the start of the second half of class.
- Assignments must be submitted on iCollege (unless otherwise instructed) by 1pm on the date the assignment is due. Late work will be accepted within one week immediately following the initial due date, for a maximum of 80% of your grade. After that, late work will **not** be accepted unless pre-arranged with me (See "Attendance Policy" in this syllabus).

2. Classroom Protocol (These are *HUGE* pet peeves of mine!) ☺

- Cell phones should be silenced when you come into the room and **put away** when class starts (not on the desk).
- Headphones should be **put away** (not on the desk) when class starts.
- Laptops/iPads, etc. are to be used only for taking notes. I will ask you to put your device away if I see that you are checking emails, browsing the web, looking at Facebook, etc. during class. *Please respect our time together and stay engaged in the class.*

3. Writing Requirement

Strong communications skills (written, verbal and listening) are highly valued by employers and will be critical to your success in the job/internship search process as well as in the workplace. As a result, **writing will be a central focus in this class**. The following resources are available to you on campus:

- GSU’s Writing Studio
- Grammarly (search on GSU’s homepage for info.)
- In addition, Owl.english.purdue.edu is also a great resource

Keep in mind, I can serve as a reference for you at the completion of this class. Your overall performance will influence both my decision regarding being a reference as well as the substance and strength of my reference.

Grading:

Grades for this course will be based on the following system:

Large Assignments	30%
Home Work Assignments	25%
Professional Dress Requirement (5)	5%
Attendance	15%
Portfolio w/Final Resume	20%
TOTAL	100%

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

(NOTE: No "curving" based upon class averages will be done.)

This class moves very quickly. Do not wait to ask for help. If you need assistance anytime this semester, reach out to me ASAP (during office hours on page 1 OR schedule an appointment with me via email: cperry25@gsu.edu).

Home Work Assignments: (Subject to change – ALL changes will be announced in class and on iCollege):

NOTE: All assignments are due at 1:00 pm on the due date listed in the syllabus (unless I tell you otherwise).

1. Myers Briggs assessment (aka, Jung Typology or MBTI)
2. Strengths Finder assessment
3. Resume (2 drafts)
4. Informational Interview - preparation assignment (Candid Career Assignment)
5. Occupational Outlook Handbook assignment
6. LinkedIn profile
7. Cover letter assignment
8. Job/internship (industry) website/resource list
9. Handshake profile
10. Interview assignment (review of good/bad interviews)
11. Professional dress (5 dates – see calendar below for dates – **subject to change**)
12. Career fair (or networking event) reflection paper. You are required to attend *at least 1* networking event and submit a reflection paper.

[If you want to attend an event being sponsored by another office on or off campus, you need to have that approved by me in advance. For a complete list of AYS events: career.aysps.gsu.edu]

Large Assignments/Major Projects:

1. Self-Assessment Paper
2. Gap Analysis Paper
3. Resume
4. Informational Interview – with reflection paper
5. Autobiography/Memoir Review – Paper

Final, Major Project: Portfolio w/Final Resume

Course Outline:

This course is roughly divided into 2 sections. During the 1st half of the semester, we'll cover the "nuts & bolts" of the career search process. The 2nd half you'll have opportunities to meet professionals in your field, learn more about on-the-job success and consider your long-term career plan.

[Please note: The topics and dates for speakers will change. Check iCollege for most up-to-date agenda.]

Self-Assessment and Exploration:

Unit 1: Self-Exploration

- Introduction to the course and review of the syllabus.
- Career decision-making process and factors that contribute to finding a good career fit
- Myers Briggs Type Indicator, the StrengthsFinder (by Gallup) and other in-class activities
- Identify your preferences, values, interests and talents and learning how those relate to your career choices

Unit 2: Exploring Career Opportunities

- Explore career fields and resources

Unit 3: Gap Analysis

- Look closely at career fields and positions of interest
- Review your skills, knowledge and experience; what you have and what you want to build
- Map out a plan to gain those skills/expertise

Career Tools:

Unit 4: Informational Interviews

- Benefits of informational interviewing
- How to find appropriate people to reach out too
- How to conduct an informational interview & follow up

Unit 5: Effective Resume Development

- Resume essentials
- How (and when) to tailor to your resume for industries, organizations or positions

Unit 6: Effective Career Correspondence: Writing Professionally

- Cover letters, thank you notes and writing samples

Internships/Job Searching:

Unit 7: Effective Networking

- Networking Principles
- Elevator statement
- Career fairs/large career events
- Professional dress

Unit 8: Job Search Process

- On-line resources & social media
- Steps in the search process

Unit 9: Interviewing

- Interview formats (i.e., behavioral, case) as well as group, phone, skype
- Practice interviewing
- After the interview – follow-up protocol

Unit 10: Negotiation & Assessing the Compensation Package

- Salary research & negotiation

In the Field/Managing Your Career and the Modern Workplace:

Unit 10: On-the-job: Navigating through today's work place

- Protocol, maintaining your network, continuous skills building, co-workers, managers, etc.
- Overview of financial planning and money management.

Other Paths:

- Graduate School Application process

[Please note: The topics and dates for speakers will change. Check iCollege for most up-to-date agenda.]

COURSE SCHEDULE

(SUBJECT TO CHANGE - **Check iCollege regularly for updates.**)

The calendar **WILL** change. I will announce changes at least one week in advance and post them on iCollege.

DATE	CLASS TOPIC	ASSIGNMENT DUE
1/12	<ol style="list-style-type: none"> Overview of course/syllabus and expectations <ul style="list-style-type: none"> • Major assignments • Professional dress dates and guidelines Career planning: Finding a Career that Fits Self-exploration [part 1]: Values 	
1/19	CLASS CANCELLED	
1/26	<ol style="list-style-type: none"> Self-Exploration [part 2]: Myers Briggs Type Indicator (MBTI) (a.k.a., Jung Typology 'test') Career fairs: How to make the most of your experience Review of professional dress for semester 	<ul style="list-style-type: none"> • MBTI assessment completed – bring hardcopy of your 4-letter "Type" to class • <i>Read Career Handbook, pgs. 2-4</i>
2/2	<ol style="list-style-type: none"> StrengthsFinder [part 3]– Discovering your strengths (whole class) MUST COMPLETE ON-LINE BY 1/31!! 	<ul style="list-style-type: none"> • Submit book selection on iCollege • StrengthsFinder – complete on-line by 1/31 • I'll bring your Strengths Finder reports to class.
2/9	<ol style="list-style-type: none"> Researching careers fields & Informational Interviewing Gap Analysis 	<ul style="list-style-type: none"> • Self-Exploration Reflection paper • <i>Read Career Handbook, pgs. 5-13 (1/2 half of pg. 13). (Researching Career Paths; Informational Interviews; Gap Analysis)</i>
2/16	<ol style="list-style-type: none"> Working through the gaps Networking Effectively <ul style="list-style-type: none"> • Tips from current AYS graduate students – guests 	<ul style="list-style-type: none"> • Occupational Outlook Paper • <i>Read Career Handbook, pgs. 46-49 (Professional Etiquette section)</i> • <i>Read Career Handbook, pgs. 53-54 (Networking section)</i> • Come to class dressed in "Business casual"
2/20	<p>Public Service, Career & Internship Fair Veteran's Memorial Hall (Dahlberg Hall), 12-3pm Open to all GSU students.</p>	<p><i>Not required but can count for networking event assignment.</i></p>

2/23	Resume writing (whole class)	<ul style="list-style-type: none"> • Gap Analysis Assignment • Read Career Handbook, pgs.16-20 (Resume section) • 1st draft of resume (bring 1 hardcopy to class and upload 1 in iCollege)
2/27	Undergraduate Career & Internship EXPO Hyatt Regency Atlanta, 9:15-10:45am <i>FOR ROBINSON COLLEGE OF BUSINESS STUDENTS ONLY</i>	<i>Not required but can count for networking event assignment (ONLY open to RCB students.)</i>
3/2	Managing Your Financial Future – Guest Speaker, Financial Aid, GSU	<ul style="list-style-type: none"> • 2nd draft of Resume
DATE	CLASS TOPIC	ASSIGNMENT DUE
3/9	<ol style="list-style-type: none"> 1. Application Materials: Cover letters, thank-you notes, writing samples, work examples 2. The Job/Internship Search Process 	<ul style="list-style-type: none"> • Handshake profile completed • Read Career Handbook, pgs. 50-52 (Job Search section)
3/16	Spring Break (NO CLASS)	
3/23	<ol style="list-style-type: none"> 1. Quiz #1 2. Social Media & the Internship/Job Search 3. Human Resource Panel (Employers) 	<ul style="list-style-type: none"> • Cover letter assignment • Come to class dressed in "Business casual"
3/30	<ol style="list-style-type: none"> 1. Interviewing Skills (Part 1) 2. Interviewing Skills (Part 2) 	<ul style="list-style-type: none"> • Job Search assignment • Informational Interview paper • Read Career Handbook, pgs.58-63 (Interviewing section) • Come to class dressed "Business casual"
4/4	Private Sector Career Panel 14 Marietta Street, Rm 749, 12-1:30pm (lunch provided!) <i>AYS students only.</i>	<i>Not required but can count for networking event assignment. (AYS students only.)</i>
4/6	<ol style="list-style-type: none"> 1. In-class Practice Interviewing 2. Book Review Summaries presented to class (informal, 1 min. summary, from your seat) 	<ul style="list-style-type: none"> • Interviewing Skills assignment • Book Review paper • Come to class dressed in "Business casual"
4/13	<ol style="list-style-type: none"> 1. Job Offer Negotiation Process 2. On-the-job: Workplace etiquette, working with co-workers, managers, on-going skills development, etc. 	<ul style="list-style-type: none"> • LinkedIn profile • Career Fair/event paper • Read Career Handbook, pgs.63-67 (Evaluating a Job Offer/Negotiation section)
4/20	FINAL CLASS <ol style="list-style-type: none"> 1. Quiz #2 	<ul style="list-style-type: none"> • Professional Portfolio • Come to class dressed professionally (SUIT) • Extra Credit due: (Optional) 2nd Career Fair/event paper • Extra Credit due: (Optional) 2nd Informational Interview paper

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 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.

Additional Information:

1. Students who wish to request accommodation for a disability may do so by registering with the *Office of Disability Services*. Students will 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. **Document must be provided within the first two weeks of class.**
 2. Academic Dishonesty – please refer to the GSU Student Handbook regarding this policy. Make sure you understand what plagiarism is.
-
-