



Career Readiness Resources

BA 300 Syllabus

Courtesy of University of Michigan – Dearborn

BA 300 – Career Planning and Development (I Incorporated)

Winter 2017 – All Sections

Instructors

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Class Meeting

Section 1 meets on Tuesday from 11:00 AM until 11:50 AM in FCS 150

Section 2 meets on Wednesday from 5:00 PM until 5:50 in FCS 163

Section 3 meets on Thursday from 11:00 AM until 11:50 AM in FCS 150

Section 4 meets on Tuesday from 5:00 PM until 5:50 in FCS 163

Section 5 meets on Monday from 6:00 PM until 6:50 PM in FCN 127

(If you find that you are not able to attend class, notify the instructor and make arrangements to attend a different section.)

Course Description This course focuses on providing students with the necessary skills to achieve their career goals.

Building a career and building a business are actually quite similar. To build a business you must identify an unmet need, develop a plan to serve that need, develop a strategy to market your product or service and lastly, ensure that your customer is satisfied. To build a career plan you must identify where there is an opportunity, develop a personal plan to be able to respond to that opportunity, develop a plan to market yourself and lastly, ensure that you are providing value to the market.

Developing these skills will serve you both upon graduation but also throughout your professional career.

Topics in this course include: laying the groundwork to selecting a career, developing job search correspondence, developing job search techniques, developing a networking strategy, developing interviewing skills, asking for references and recommendations, and evaluating and negotiating job offers. Students will be given the tools to develop a Career Development Plan that will include documentation evidencing the application of these skills.

BA 300 – Career Planning and Development (I Incorporated)

Prerequisite At least Sophomore standing in the College of Business

Required Text Callahan, Mike (2016). *I Inc.: Career Planning and Personal Entrepreneurship* – Available at <https://students.universityreaders.com/store/>

Course Objectives At the completion of this course:

Students will understand the importance of doing the ground work prior to beginning their job search such as:

- a. Performing a self-assessment,
 - b. Reviewing career options based on the self-assessment,
 - c. Researching employment and industry trends.
2. Students will know the importance of internships, cooperative jobs, apprenticeships, and volunteer work to their career development.
 3. Students will be able to develop a resume, cover letter, and other job search correspondence
 4. Students will be able to develop job search techniques, such as
 - a. Researching and targeting employers and locations,
 - b. Using the internet in their job search processes, and
 - c. Identifying viable job opportunities.
 5. Students will be able to develop a strategy to network and as part of this strategy students will understand:
 - a. What is networking and it's importance
 - b. Networking etiquette, and
 - c. Where to network, including:
 - a. Professional Networks (e.g. professional associations, trade shows, conventions, career fairs, etc.)
 - b. Informal Networks (e.g. volunteer activities, social clubs, religious organizations, neighbors, etc.), and
 - c. Social Media networking (e.g. chat rooms, web forums, social network websites, mailing lists, etc.).
 6. Students will develop interview skills and as part of this skill development will:
 - a. Understand the importance of first impressions,
 - b. Understand the importance of selling yourself,
 - c. Understand what the interviewer is assessing.
 - d. Be familiar with the typical questions asked by an interviewer and be able to respond appropriately in both a behavioral and situational interview contexts.

BA 300 – Career Planning and Development (I Incorporated)

- e. Be familiar with questions that should be asked of the interviewer.
 - f. Be able to answer questionable questions.
 - g. Be able to discuss salary requirements, and
 - h. Know proper interview attire.
7. Students will be able to develop a strategy to provide the appropriate references and recommendations to employers and as part of this strategy, students will:
- a. Know the difference between a reference and a recommendation.
 - b. Know how to select references.
 - c. Know how to develop references.
 - d. Know that the internet may be an unintended reference, and
 - e. Know how to request letters of recommendation.
8. Students will be able to evaluate and negotiate job offers.
9. Students will be familiar with the role that advanced education can play in the fulfillment of their career goals.

The **BBA Learning Goals and Objectives** may be found at:
<http://cob.umd.umich.edu/bba-goals-and-objectives/>

To successfully achieve these **goals** the students must:

- Complete **Four Quizzes** in Canvas
- Participate in an **Informational Interview**
- Participate in a **Networking** event (Optional)
- Prepare and submit a personal **Sweet Spot** reflecting your key skills and abilities
- Prepare and submit a **Resume** using the required template
- Complete a **LinkedIn Electronic Portfolio**
- Participate in a **Mock Interview**
- Sit for the **Final Exam**

Informational Interview

Interviews will be conducted during regular class time during the 5th week of class.

You will have the opportunity to have an informational interview with two alumni during that time.

We will provide you with the names of the alumni and we will expect you to research them on LinkedIn prior to the event.

This assignment must be completed and submitted in Canvas by 4/23/17.

BA 300 – Career Planning and Development (I Incorporated)

Networking Event

It is important that you gain some experience at a true networking event. You can find opportunities through the Dearborn and Detroit Chambers of Commerce, Automation Alley or through programs at the University of Michigan-Dearborn.

For an event to be considered a networking event, there needs to be a significant amount of time during the event that is unstructured and supportive of people meeting each other in a casual and open environment. Going to a presentation and then meeting the presenter at the end is not an approved networking event even if it might be called such.

Follow the instructions in Canvas and submit the assignment on, or before, 4/23/2017

Sweet Spot

The focus on this course is to help you market yourself more effectively in today's job market. Toward that end, we want you to be able to succinctly tell someone about your personal value proposition and why you would be valuable for them to consider hiring.

After you have gone through the process of understanding your personal brand, researching potential underserved needs and have been able to develop a personal value proposition, pull all of them together into your "Sweet Spot" and submit it via this assignment.

Your Sweet Spot assignment should be completed and posted to Canvas by 3/12/17

Resume

Using the proper template that you should download from Canvas, create a professional resume that is devoid of typographical errors and adequately depicts your relevant experience.

Post the Resume Assignment in Canvas by 3/26/17

LinkedIn Profile

Using the LinkedIn System, create a professional electronic portfolio that captures and reflects your personal brand and value proposition.

Your LinkedIn Profile should be completed and the assignment in Canvas submitted by 4/2/17

BA 300 – Career Planning and Development (I Incorporated)

Mock Interview

Deadline to register is 4/2/17 – failure to register in time may result in a zero for the assignment.

You will receive instructions on how to register from the ICMC office. The link to Career Connections where you will both upload your resume and register for the Mock Interview is:

<https://umichdearborn-csm.symplicity.com/>

Interviews will be conducted between 4/7/17 and 4/13/17

Mock Interview Assignment is to be posted by the student in Canvas by 4/16/17

Assignment and Quiz Submissions

All Assignments & Quizzes should be completed per the schedule in the syllabus. If they are submitted late, you will receive a **50% reduction in the grade.**

No shows with no appropriate prior contact before either the Mock Interview or the 30 Minute Mentoring Session will result in a zero for that assignment.

All assignments must be completed before **11:59 on 4/23/17** or you will receive a zero for that assignment.

No Assignments or Quizzes will be accepted after 11:59 on 4/23/17

Attendance and Participation in Class Discussions

It is expected that you attend class and participate in the discussion for that day's topic as well as complete any assignments for that specific week.

BA 300 – Career Planning and Development (I Incorporated)

Final Exam

Our final exam will be administered per the published Final Exam Schedule.

Final Grade

- **Quizzes – 20 points (5 points each) – 10 % of Final Grade**

Assignments – 60% of Final Grade

- **Informational Interview - 10 points**
- **Sweet Spot – 10 points**
- **Resume – 20 points**
- **LinkedIn Portfolio – 10 Points**
- **Mock Interview – 10 points**

- **Final Exam – 60 points** **30% of Final Grade**

- **Networking Event - Up to 3 points – Optional**

Grading

92 or higher = A
91.99 – 89 = A-
88.99 – 87 = B+
86.99 – 82 = B
81.99 – 79 = B-
78.99 – 77 = C+
76.99 – 72 = C
71.99 – 69 = C-

Inclement Weather -

Monitor the UM-Dearborn web page for any announcements regarding school closures.

BA 300 – Career Planning and Development (I Incorporated)

Expectations

At the start of each week we will post any files and required reading to Canvas for that week. We expect you to read the assigned chapters in the book along with any other material that we have provided.

Furthermore, due to the nature of this course and the class dynamic, and while class attendance is not mandatory, **active participation in the reading and discussion topics is critical.**

University Attendance Policy

A student is expected to attend every class and laboratory for which he or she has registered. Each instructor may make known to the student his or her policy with respect to absences in the course. It is the student's responsibility to be aware of this policy. The instructor makes the final decision to excuse or not to excuse an absence. An instructor is entitled to give a failing grade (E) for excessive absences or an Unofficial Drop (UE) for a student who stops attending class at some point during the semester.

Academic Integrity Policy

The University of Michigan-Dearborn values academic honesty and integrity. Each student has a responsibility to understand, accept, and comply with the University's standards of academic conduct as set forth by the Code of Academic Conduct (<http://umdearborn.edu/697817/>), as well as policies established by each college. Cheating, collusion, misconduct, fabrication, and plagiarism are considered serious offenses and violations can result in penalties up to and including expulsion from the University.

College of Business Statement on Academic Integrity

http://umdearborn.edu/fileadmin/template/som/files/grad/docs/Statement_on_Academic_Integrity_Publication_07-09.pdf

Disability Statement

The University will make reasonable accommodations for persons with documented disabilities. Students need to register with Disability Resource Services (DRS) every semester they are enrolled. DRS is located in Counseling & Support Services, 2157 UC (http://www.umd.umich.edu/cs_disability/). To be assured of having services when they are needed, students should register no later than the end of the add/drop deadline of each term. If you have a disability that necessitates an accommodation or adjustment to the academic requirements stated in this syllabus, you must register with DRS as described above and notify your professor.

Safety

All students are encouraged to program 911 and UM-Dearborn's University Police phone number (313) 593-5333 into personal cell phones. In case of emergency, first dial 911 and then if the situation allows call University Police.

The Emergency Alert Notification (EAN) system is the official process for notifying the campus community for emergency events. All students are strongly encouraged to register in the campus EAN, for communications during an emergency. The following link includes information on registering as well as safety and emergency procedures information: <http://umdearborn.edu/emergencyalert/>.

If you hear a fire alarm, class will be immediately suspended, and you must evacuate the building by

BA 300 – Career Planning and Development (I Incorporated)

using the nearest exit. Please proceed outdoors to the assembly area and away from the building. Do not use elevators. It is highly recommended that you do not head to your vehicle or leave campus since it is necessary to account for all persons and to ensure that first responders can access the campus.

If the class is notified of a shelter-in-place requirement for a tornado warning or severe weather warning, your instructor will suspend class and shelter the class in the lowest level of this building away from windows and doors.

If notified of an active threat (shooter) you will Run (get out), Hide (find a safe place to stay) or Fight (with anything available). Your response will be dictated by the specific circumstances of the encounter.

The University will make reasonable accommodations for persons with documented disabilities. Students need to register with Disability Resource Services every semester they are taking classes. DRS is located in Counseling and Support Services, 2157 University Center (593-5430). To be assured of having services when they are needed, students should register no later than the end of the add/drop deadline of each term.

Anyone who has, according to official documentation from the university, a disability that may require some modification of seating, testing, or other class requirement should see me after the first class meeting so that reasonable accommodations may be made.

Correspondence

Be sure to **check your UM – Dearborn email account frequently**. If there are any changes to the syllabus or any additional information regarding a specific class, we will send an email to the entire class.

Topics & Activities

Setting the Stage!

<p>Week 1 1/9</p>	<p>Introduction to the Syllabus and Career Connections</p> <p>How to use the Internship and Career Management Center (ICMC)</p> <p>*****</p> <p>Homework</p> <p><i>Required Reading – I Inc. - Section 1, Introduction and Chapter 1</i></p> <p>Check out the ICMC</p> <p>Log into Career Connections and validate your personal data</p>
<p>Week 2 1/16</p>	<p>Context for Success</p> <p>*****</p> <p>Homework</p> <p>Check out the ICMC</p> <p>Quiz One – Section 1 – Introduction and Chapter 1</p> <p><i>Required Reading – I Inc. - Section 2, Chapter 4</i></p>

**BA 300 – Career Planning and Development
(I Incorporated)**

Exploring your Passion!

<p>Week 3 1/23</p>	<p align="center">Self-Assessment</p> <p align="center">MBTI</p> <p align="center">*****</p> <p align="center">Homework</p> <p align="center"><i>Required Reading – I Inc. - Section 2, Chapters 2 & 3</i></p>
<p>Week 4 1/30</p>	<p align="center">Entrepreneurial Mindset / Survive, Adapt and Flourish</p> <p align="center">*****</p> <p align="center">Homework</p> <p align="center"><i>Required Reading – Information in Canvas on Alumni for next week</i></p>
<p>Week 5 2/6</p>	<p align="center">Informational Interviews</p> <p align="center">*****</p> <p align="center">Homework</p> <p align="center">Quiz Two - I Inc. - Section 2, Chapters 2, 3 & 4</p> <p align="center"><i>Required Reading – I Inc. - Section 3, Chapter 5</i></p> <p align="center">Submit Informational Interview Assignment in Canvas</p>

**BA 300 – Career Planning and Development
(I Incorporated)**

Discovering the Opportunities!

<p>Week 6 2/13</p>	<p align="center">Personal Brand</p> <p align="center">Persona – Promise – Promotion</p> <p align="center">*****</p> <p align="center">Homework</p> <p align="center"><i>Required Reading – I Inc. - Section 3, Chapter 6</i></p>
<p>Week 7 2/20</p>	<p align="center">Under-served Need - Networking</p> <p align="center">-----</p> <p align="center">Homework</p> <p align="center"><i>Required Reading – I Inc. - Section 3, Chapter 7</i></p>
<p>2/27</p>	<p align="center">Spring Break</p>
<p>Week 8 3/6</p>	<p align="center">Personal Value Proposition & Sweet Spot Development</p> <p align="center">*****</p> <p align="center"><u>Homework</u></p> <p align="center">Post Sweet Spot Assignment to Canvas by 3/12/17</p> <p align="center">Quiz Three - I Inc. - Section 3, Chapters 5, 6 & 7</p> <p align="center"><i>Required Reading – I Inc. - Section 4, Chapter 8</i></p>

**BA 300 – Career Planning and Development
(I Incorporated)**

	<h1>Telling your Story!</h1>
<p>Week 9 3/13</p>	<p>Resume and Cover Letter</p> <p>*****</p> <p>Homework</p> <p>Required Reading – <i>I Inc. - Section 4, Chapter 10</i></p> <p>Post resume assignment to Canvas by 3/26/17</p>
<p>Week 10 3/20</p>	<p>Capitalizing on Social Media Opportunities</p> <p>*****</p> <p>Homework</p> <p>Post LinkedIn Assignment in Canvas by 4/2/2017</p> <p>Required Reading – <i>I Inc. - Section 4, Chapter 9</i></p>
<p>Week 11 3/27</p>	<p>Preparation for the Grand Finale – Your Mock Interview</p> <p>Telling People about your Value</p> <p>*****</p> <p>Homework</p> <p>Upload edited resume into Career Connections and confirm registration for Mock Interviews NLT 4/2/17</p> <p>Quiz Four - <i>I Inc. - Section 4, Chapters 8, 9 & 10</i></p>
<p>Week 12 4/3</p>	<p>Researching Company and Industry Information</p> <p>Held in the BELL if it is available.</p> <p>*****</p> <p>Homework</p> <p>Required Reading – <i>I Inc. - Section 5, Chapter 11</i></p>

**BA 300 – Career Planning and Development
(I Incorporated)**

<p>Week 13 4/10</p>	<p align="center">Interviewing Week</p> <p align="center">Interviews will be held between 4/7 and 4/13</p> <p align="center">Post Interview Assignment to Canvas on, or before 4/16/2017</p>
<p align="center">Developing and Executing your Personal Career Acceleration Plan!</p>	
<p>Week 14 4/17</p>	<p align="center">Topics</p> <p align="center">Tying it all together</p> <p align="center">Final Exam review – Jeopardy Game</p> <p align="center">*****</p> <p align="center">Homework</p> <p align="center">Prep for Final exam</p>
<p>4/24 – 4/28</p>	<p align="center">Final Exam per published schedule</p>