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.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Class Attendance (3 pts per class)</td>
<td>75</td>
</tr>
<tr>
<td>SIGI Assessment Completed and Submitted</td>
<td>5</td>
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<tr>
<td>Myers Briggs Assessment Completed and Submitted</td>
<td>5</td>
</tr>
<tr>
<td>Self-Assessment Paper</td>
<td>10</td>
</tr>
<tr>
<td>Occupational Outlook Handbook Homework</td>
<td>10</td>
</tr>
<tr>
<td>Gap Analysis</td>
<td>10</td>
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<tr>
<td>Resumes</td>
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<tr>
<td>Resume draft to class</td>
<td>5</td>
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<tr>
<td>Resume uploaded to PCN</td>
<td>5</td>
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<tr>
<td>Professional Cover Letter</td>
<td>5</td>
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<tr>
<td>LinkedIn Profile Uploaded &amp; Complete</td>
<td>10</td>
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<tr>
<td>Joined AYS Job/Internship Listserv</td>
<td>5</td>
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<tr>
<td>Informational Interviews/Written Summaries</td>
<td>60</td>
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<tr>
<td>(4 @ 15 pts each)</td>
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<tr>
<td>Career Fair Reflection Papers (2 total – 15 pts each)</td>
<td>30</td>
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<tr>
<td>VIPS Mock Video Interview</td>
<td>15</td>
</tr>
<tr>
<td>Job Search Website Homework</td>
<td>5</td>
</tr>
<tr>
<td>Professional Dress Requirements Satisfied</td>
<td>25</td>
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<tr>
<td>Final Project: Portfolio</td>
<td>65</td>
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<tr>
<td>Total possible</td>
<td>345</td>
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Grade scale (%)

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A+</td>
<td>98-100</td>
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<tr>
<td>A</td>
<td>93-97</td>
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<tr>
<td>B</td>
<td>88-89</td>
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<tr>
<td>B+</td>
<td>83-87</td>
</tr>
<tr>
<td>C+</td>
<td>78-79</td>
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<tr>
<td>C</td>
<td>73-77</td>
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<tr>
<td>B-</td>
<td>70-72</td>
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<tr>
<td>D</td>
<td>60-69</td>
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<tr>
<td>F</td>
<td>Less than 60</td>
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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
- 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:

<table>
<thead>
<tr>
<th>Date</th>
<th>In-Class</th>
<th>Assignment/Work Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug. 27</td>
<td>First Day of Class – overview of course, class introductions, expectations</td>
<td>Assignment due:</td>
</tr>
<tr>
<td>Aug. 29</td>
<td>Why do we need self-assessment as we consider career paths &amp; opportunities? Discuss SIGI test – interpretations</td>
<td>Assignment due: SIGI assessment completed</td>
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<tr>
<td>Sept. 3</td>
<td>Myers Briggs Interpretation &amp; SWOT Analysis</td>
<td>Assignment Due:</td>
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<tr>
<td></td>
<td>Resources for Identifying Careers Fields, Job Titles</td>
<td>Myers Briggs assessment completed</td>
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<tr>
<td></td>
<td>- Occupational Outlook Handbook</td>
<td>Self-Assessment Reflection Paper</td>
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<tr>
<td></td>
<td>- Professional Associations</td>
<td>Join AYS departmental jobs/internship listserv</td>
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<td></td>
<td>- University Career Resources</td>
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<td>- Career books</td>
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<tr>
<td>Sep. 5</td>
<td>Mapping Your Career Success &amp; Working Backwards –</td>
<td>Assignment Due:</td>
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<tr>
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<td>looking at the job market and working your way backwards to figure out</td>
<td>Occupational Outlook Assignment</td>
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<td>what you need to accomplish in the time you have left at school.</td>
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<td></td>
<td>Conducting your gap analysis.</td>
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<tr>
<td>Sep. 10</td>
<td>Creating Your Road Map – you have identified the gaps</td>
<td>Assignment due:</td>
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<tr>
<td></td>
<td>that your candidacy has, now we need to figure out how you gain those</td>
<td>Gap Analysis Assignment</td>
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<tr>
<td></td>
<td>before you graduate (or start making a dent in them!)</td>
<td>Bring a copy of your resume to class.</td>
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<tr>
<td>Sep. 12</td>
<td>Resumes &amp; Cover Letters</td>
<td>Assignment due:</td>
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<tr>
<td></td>
<td>- What is it?</td>
<td>Gap Analysis Assignment</td>
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<td></td>
<td>- Why do I need one and by when?</td>
<td>Bring a copy of your resume to class.</td>
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<tr>
<td></td>
<td>- Do I need more than one version?</td>
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<tr>
<td>Date</td>
<td>Topic</td>
<td>Details</td>
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<tr>
<td>Sep. 19</td>
<td><strong>Career Fair Protocol</strong> – how to make the most of Career fairs.</td>
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<td></td>
<td><strong>Come to class dressed professionally</strong></td>
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</tbody>
</table>
| Sep. 24 | **Cover Letters, Thank You Notes, Writing Samples**                  | • Difference between a prospecting letter, letter of referral, letter of application  
• Importance of Thank You Notes                                                                                                           | Assignment due:  
• Bring screen shot showing successful upload/approval of your PCN resume. |
| Sep. 26 | **Informational Interviewing**                                       | • What is an informational interview?  
• Formulating your email campaign  
• Protocol on the follow-up                                                                                                                  | Assignment due:  
• 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”                                        |                                                                                                                                               | Assignment Due:  
• Career Fair Reflection Paper #1                                                                                                               |
| Oct. 8  | **VOICES:**  
**Employer Panel of HR Professionals**                          |                                                                                                                                               | Assignment Due:  
• Informational Interview #1 due.                                                                                                              |
| Oct. 10 | **Technology & the Job Search**                                      | • LinkedIn  
• Listservs  
• Twitter, Facebook  
• On-Line Resumes/Profiles                                                                                                                     |                                                                                 |
| Oct. 15 | **Mentoring & Your Value Proposition**                               | • What is a mentor?  
• Why do I need one?  
• How do I ask someone to be my mentor?                                                                                                | Assignments Due:  
• LinkedIn profile completed                                                                                                                   |
| Oct. 17 | **Interviewing**                                                     | • Preparing for the Interview (research, dress, arrival)  
• Types of interviews                                                                                                                           | Assignments Due:  
• Informational Interview #2 due.                                                                                                              |
| Oct. 22 | **Finding Work in the Federal Government**                           | • USAJOBS  
• Pathway Programs & Internships  
• Resumes                                                                                                                                            |                                                                                 |
| Oct. 24 | **Alumni Guest Panel**                                               | • What they wish they would have done  
• Tips on the job search  
• Making the most of your internship                                                                                                         | Assignment Due:  
• Complete VIPS interview                                                                                                                     |
### Oct. 29
**The Job Search**
- 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)**
- Guest speaker – Operation Hope

**Assignment Due:**
- 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

**Come to class dressed professionally**

### 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**
- Guest Speakers
- Women vs. Men
- Realities out of the gate vs. over time

### Nov. 14
**Peace Corps, AmeriCorps Employer Panel**

**Assignment Due:**
- Career Fair Reflection Paper #2

**Come to class dressed professionally**

### Nov. 19
**Shopping & Applying to Graduate School**

### Nov. 21
**Employment Issues & Trends**

**Assignments Due:**
- Informational Interview #4 due.

### Nov. 26
**No Class – Thanksgiving**

### Nov. 27
**No Class - Thanksgiving**

### Dec. 3
**Getting the Job and Keeping It**
- Getting Off to a Good Start
- Why People Get Fired

### Dec. 5
**Final Exam: Portfolio**

**Portfolio Due**

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**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.