

GEB 4930: Career Success
Spring 2018 (Section 063A)
Mondays & Wednesdays: 4:00pm – 4:50pm (Stuzin Hall – Room 104)

Instructor: Craig W. Petrus – Executive Director of Career Services
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Office Hours: **By appointment only**
NOTE: Please email your request a minimum of 48-hours in advance and be sure to provide your availability.

Required Reading: **The 2-Hour Job Search – Using Technology to Get the Right Job Faster**
Steve Dalton – ISBN: 978-1-60774-170-1
\$13 (estimated on Amazon)
Online job postings have fundamentally changed how people search for a job. Hiring managers increasingly rely on referrals to avoid reviewing hundreds of resumes per posting. However, job seekers crave the perceived efficiency that an online jobsite offers, pouring countless hours into an inherently ineffective approach. Instead of providing laundry lists of “tips” which readers must trial-and-error through, The 2-Hour Job Search offers step-by-step, time-limited instructions for the most frustrating part of finding work — getting a first interview. This science-based process splits the job search into manageable pieces, each requiring at most 15 minutes, to help those looking for work conduct the best job search possible.

Required Career Assessments: **CareerLeader-College (\$30)**
In an increasingly competitive global economy, crafting a career path and vision that will meet your needs over the long term is essential for maximizing your success and happiness...as well as minimizing any detours on your journey. CareerLeader is instrumental in helping you achieve this objective. As a key tool in your career development process, CareerLeader provides actionable information that you can use to identify the career paths and work cultures that will suit you the best by uncovering your deeply embedded life interests, skills, and motivators. When your career allows you to maximize the expression of your interests, skills and motivators, you'll find your work more engaging and interesting...resulting in your increased productivity and success on the job.

CareerLeader is the world-leading business career assessment program, based on over 50 collective years of research. Over 93% of top business programs around the globe have made CareerLeader a cornerstone of their career development programs, providing quantitative guidance to the students and counselors who work with them. By providing a common framework and analysis of one's interests, motivators and skills, CareerLeader helps students and educators/career coaches work together more effectively.

(Assessment Continued:)

Directions to complete assessment:

1. Log onto www.careerleader.com and click the sign in button
2. Under NEW USERS, please enter your email address and the registration key: **uflundergrad-success** (*the hyphen is required*)
3. The next screen will be a payment screen. Upon completion of your payment, you will be prompted to register, create a profile, and then enter the site.
4. You are now able to complete the assessment

User Help

Should you need assistance using the program upon the completion of your registration, please email CareerLeader directly at help@careerleader.com.

Course Overview:

The Business Career Services “Career Success” class is designed to help sophomore year students narrow the scope of their career exploration with the ultimate goal of securing an internship and full-time job prior to their graduation from the Warrington College of Business. The class is intended to teach students the specific skills in which to achieve this goal. The purpose of this course will be for students to walk away with a great understanding, and the ability to implement, the skills and abilities needed in which to find a job/internship, along with building upon their professional network. The course will be designed around an “interactive” approach to career success, by putting skills taught throughout the semester, into immediate action throughout the course.

Learning Objectives:

- Understanding the components of a career assessment tool and how they relate to you and your future career
- Identifying functional careers in business based upon the major you ultimately choose to achieve
- Resume 2.0: Advanced tools to construct a quality resume utilizing standards and the START approach that is used and taught by Business Career Services
- Nailing the Interview: Advanced tools in utilizing the START method to conduct a highly effective job interview
- Crafting an effective 30-second elevator pitch and becoming comfortable communicating it to others
- Tips and tactics around managing a case interview
- Becoming the Recruiter: A case exercise where you become the recruiter and evaluate talent. Learn how a recruiter assesses talent so that you know how to effectively provide what they are looking for.
- Learn the skills and abilities of becoming an effective networker, both online and in-person
- Crafting an effective LinkedIn profile that will get noticed
- Putting your newly learned networking skills into action in real-time
- Understanding the Academic Recruiting Cycle and the important of starting early
- Development of an internship search marketing plan
- Developing your LAMP List

Class Format:

This course will incorporate several teaching methodologies including in-class lecture, class discussions and group projects, peer-learning, and guest speakers and panels. Your success in this course will be highly dependent upon your participation and interaction with both the instructor and fellow students. In-class participation will be highly measured as part of your overall grade in the course.

Grading:
(total points)

A	-	200-195	C+	-	179-175
A -	-	194-190	C	-	174-170
B+	-	189-186	D	-	169-160
B	-	185-183	F	-	Below 159
B -	-	182-180			

Note: All assignments are to be turned in on time as specified in the syllabus and instructor. Late assignments will be penalized as follows:

- Up to 48-hours late: 2 point penalty
- 48 hours to 1 week late: 3 point penalty
- 1+ week(s) late: 4 point penalty

Note: In-class participation will be a significant portion of your grade. It is encourage that you:

- Attend class and bring name card
- Come prepared to discuss scheduled topics
- Ask meaningful and well-thought out questions
- Be a positive influence in class and respect the classroom environment

Academic Integrity:

As a University of Florida student, you have signed the following statement: "I understand that the University of Florida expects its students to be honest in all their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University"

An academic honesty offense is defined as the act of lying, cheating, or stealing academic information in order to gain an academic advantage. This includes cheating on exams and/or plagiarizing work on any of the class assignments. For written assignments and team presentations, it is imperative that you cite the author appropriately when referring to someone else's research/idea/thought/etc. In relation to team assignments, all students on the team are accountable to one another. If one member of the team commits an academic honesty violation, this will be considered a team infraction. It is imperative that you hold each other accountable for creating a culture of academic honesty in this class, and in all of your academic work at the University of Florida.

Violations of academic honesty will be dealt with severely. At a minimum, cheating on exams will result in a score of zero on that exam for all participating students, and plagiarized assignments will result in a score of zero on that assignment for all participating students. Examples of

violations of academic honesty on exams includes bringing in unauthorized notes, displaying an exam for others to see, looking at another student's exam, or communicating with others in any way during an exam. For more information on University of Florida's Honor Code, please visit www.dso.ufl.edu/sccr/process/student-conduct-honor-code/

Students with Disabilities:

If you have a documented disability needing accommodations, it is your responsibility to contact the Dean of Students Office as early in the term as possible. It is imperative that I know of any accommodations you require at least 48 hours prior to any exam given during the course. More information can be found at: <http://www.dso.ufl.edu/drc/>

Class Assignments: Detailed class assignment instructions will be provided to you in class. The breakdown of points per assignment are as follows:

Completion of CareerLeader-College Assessment:	10-Points
CareerLeader Reflection Paper:	10-Points
Heavener Career Week Assignment:	15-Points
Functional Area of Business Reflection Paper:	15-Points
BCS Journey – “Explore & Prepare” completion:	15-Points
Resume:	10-Points
Cover Letter:	5-Points
30-Second Pitch:	5-Points
Mock Interview on CareerConnection:	10-Points
Skype Mock Interview with employer:	10-Points
The Home Depot Exercise:	20-Points
Create and/or Update LinkedIn Profile:	5-Points
5-Point Email (from 2-Hour Job Search):	5-Points
TIARA List of Questions (from 2-Hour Job Search):	5-Points
Informational Interview with Alum or Recruiter:	10-Points
Internship Search Marketing Plan:	10-Points
LAMP List:	5-Points
Final Exam - Course Reflection Paper:	20-Points
In-Class Participation:	10-Points
Assignment TBD #1:	5-Points
Assignment TBD #2:	5-Points
Total Number of Points Possible:	200

Class Schedule: Next page
(sequence and topics subject to change)

**"Career Success" - Undergraduate Business Career Services (BCS) Course
Breakdown of Class Dates & Learning Objectives - Spring 2018**

GEB-4930 (Section: 063A) - Monday & Wednesday - 9th Period - Stuzin 104

Important Dates

January 8th	Classes start
January 15th	MLK Day (no classes)
March 3rd - 10th	Spring Break (no classes)
April 25th	Classes end
April 26th - 27th	Reading Days (no classes)
April 28th - May 4th	Final Exams

Class Schedule (subject to change and modification)

Class #	Topic	Learning Objective	Assignment
January 8th	Introduction to GEB-4930 (Section: 063A)	Introduction to class; Review of syllabus; Icebreaker	Complete CareerLeader Assessment; Establish account in CareerConnection (complete profile if not already done). DUE DATE: January 10th
January 10th	Personal Career Assessment	Understanding the components of CareerLeader and how they relate to your career	CareerLeader Reflection Paper. What surprised you, what did you expect out of your Interests, Motivators, Skills, your Key Skill, and your Career Match. DUE DATE: January 17th
January 15th	NO CLASS		
January 17th	Introduction to Careers in Business	Identifying functional careers in business based upon: 1) Heavener Majors; 2) Referencing and matching back to CareerLeader assessment and results of recommended "Career Match."	(homework due)
January 22nd	Introduction to Careers in Business	Identifying functional careers in business based upon: 1) Heavener Majors; 2) Referencing and matching back to CareerLeader assessment and results of recommended "Career Match." CAREER FUNCTION: Finance	

January 24th	Introduction to Careers in Business	Identifying careers in business based upon: 1) Heavener Majors; 2) Referencing and matching back to CareerLeader assessment and results of recommended "Career Match." CAREER FUNCTION: Marketing	
January 29th	Introduction to Careers in Business	Identifying functional careers in business based upon: 1) Heavener Majors; 2) Referencing and matching back to CareerLeader assessment and results of recommended "Career Match." CAREER FUNCTION: Information Systems	HCW Assignment DUE DATE: February 5th
January 31st	Introduction to Careers in Business	Identifying functional careers in business based upon: 1) Heavener Majors; 2) Referencing and matching back to CareerLeader assessment and results of recommended "Career Match." CAREER FUNCTION: Management	HCW Assignment DUE DATE: February 5th
February 5th	Introduction to Careers in Business	Identifying functional careers in business based upon: 1) Heavener Majors; 2) Referencing and matching back to CareerLeader assessment and results of recommended "Career Match." CAREER FUNCTION: Accounting	Reflection paper on a functional area of business that appeals to them at that moment. Sources required to use (at least one): Vault.com; Firsthand; TBD (goal: getting them used to utilizing BCS technology) DUE DATE: February 12th

February 7th	Introduction to Careers in Business	Identifying functional careers in business based upon: 1) Heavener Majors; 2) Referencing and matching back to CareerLeader assessment and results of recommended "Career Match." CAREER FUNCTION: General Business Functions; refer to CareerLeader CareerMatch (Consulting; Sales; Retail).	
February 12th	Constructing Your Resume (Resume 2.0)	How to construct a quality resume. Finalizing your resume to the quality and standards of Business Career Services.	1) Introduction to and the start of the "BCS Career Journey" ("Explore" or "Prepare" stages due at the end of the semester). DUE DATE: April 25th 2) Draft of your resume DUE DATE: February 19th
February 14th	Constructing Your Cover Letter	How to construct a quality cover letter. Finalizing your cover letter to the quality and standards of Business Career Services.	Draft of your cover letter DUE DATE: February 19th (Upon instructors approval, upload resume to CareerConnection)
February 19th	Nailing the Interview	Learning how to interview effectively via the START format.	Conduct video Mock Interview on Canvas or CareerConnection DUE DATE: February 26th
February 21st	30-Second Pitch	Getting comfortable with your 30-second pitch	Developing your 30-second pitch DUE DATE: In-Class Presentations on February 26th
February 26th	30-Second Pitch	Getting comfortable with your 30-second pitch	(in-class presentations)
February 28th	Introduction to the Case Interview	Learning how to approach and manage the basics of a case interview.	Conduct a Skype mock interview with an employer DUE DATE: March 14th
March 5th	NO CLASS - SPRING BREAK		
March 7th	NO CLASS - SPRING BREAK		
March 12th	The Students Become the Recruiters	Becoming the Recruiter: Introduction to The Home Depot Recruiting Exercise	The Home Depot Recruiter Exercise DUE DATE: March 19th
March 14th	The Students Become the Recruiters	Becoming the Recruiter: The Home Depot Recruiting Exercise	Students should be working on The Home Depot Recruiter Exercise
March 19th	The Students Become the Recruiters	Becoming the Recruiter: The Home Depot Recruiting Exercise	The Home Depot Recruiter Exercise In-Class Presentations
March 21st	Networking: Building Your Bench	Effective networking skills (in-person; online).	Reading: The Two-Hour Job Search (pg. 80-125)

March 26th	Networking: Building Your Bench	Building an effective LinkedIn Profile.	1) Reading Continued: The Two-Hour Job Search (pg. 80-125) 2) Create or update your LinkedIn profile - DUE DATE: April 2nd
March 28th	Networking: Building Your Bench	Putting networking into action; How to conduct an informational interview. How to conduct research of a company.	Reading: The Two-Hour Job Search (pg. 150-202); Create your 5-Point email. DUE DATE: April 4th
April 2nd	Networking: Building Your Bench	On-Campus Networking Best Practices.	Reading: The Two-Hour Job Search (pg. 150-202). Pick a company and create your TIARA list of questions. DUE DATE: April 9th
April 4th	Networking: Building Your Bench	Putting networking into action; Summary of networking topics to prepare for assignment.	Utilizing the content from previous classes, conduct an Informational Interview with a Warrington Alum that you find through LinkedIn within a functional role in business that interests you. Write up a summary of your conversation. DUE DATE: April 23rd
April 9th	Developing an Internship Search Marketing Plan	Understanding the Academic Recruiting Cycle and the importance of starting early.	(homework due)
April 11th	Developing an Internship Search Marketing Plan	Developing an internship search marketing plan	Finalize job search marketing plan. DUE DATE: April 18th
April 16th	Developing an Internship Search Marketing Plan	Developing your LAMP list	Start to develop your LAMP list Reading: The Two-Hour Job Search (pg. 15-57) DUE DATE: April 23rd
April 18th	Developing an Internship Search Marketing Plan	Learning from others and their LAMP List	(homework due)
April 23rd	Summary of Course (open content/ makeup content)	Address student topic areas	(homework due)
April 25th	Summary of Course (open content/ makeup content)	Address student topic areas	Reflection paper of GEB-4930. What did you learn? Where do you go from here? What are your career goals? DUE DATE: May 4th (homework due; BCS Career Journey-Explore and/or Prepare)