

GEB 3035 Effective Career Management **Summer 2009, Dr. Brian Ray & Ms. Megan Silbert**

GEB 3035 Effective Career Management in Business is a course based on the Cognitive Information Processing (CIP) theory for career problem solving and decision-making. The course is designed to inform students about career planning and management interventions and to accommodate students at different levels of career decidedness. Lectures, electronic media, computer-based career guidance systems, outside projects, and readings constitute the instructional techniques.

Purpose & Goals of this Course

Career planning and management is a relatively recent social invention. For generations there was very little freedom of choice in occupational selection. Sons of farmers became farmers, sons of miners became miners, sons of factory workers became factory workers, and the daughters of all three worked only in the home. But in the last 100 years society has undergone significant change. Contemporary Americans have well over 12,000 different occupations from which to choose. In just a little over a century we have gone from a limited-choice situation to a point where the sheer multitude of possibilities often makes the process of choosing an occupation frustrating, time consuming, and haphazard. Sometimes, the occupation finally chosen does not fit the temperaments, interests, and values of the individual. This course is designed to help students understand how to remedy this dissonance as well as define the above terms with respect to occupational choice.

GEB 3035 Effective Career Management is designed to assist students in developing personal career planning and management skills. Career management and planning involves more than just choosing and entering an occupation. It also includes a self-assessment of values, interests, and skills, an understanding of the steps in the career decision-making process, and learning the necessary employability skills to obtain and retain a job. This purpose may be broken down into the following general goals for the course.

The goals and learning outcomes of this course are to enable students to:

Understand how personal characteristics (e.g., values, interests, and skills) influence career development;

Identify appropriate academic majors, training, and/or occupational alternatives in relation to values, interests, and skills;

Learn about information resources to explore academic major and career options;

Understand career development theories and the use of decision-making skills for life/career planning and management;

Understand the application of cognitive approaches, such as the pyramid of Information-Processing Domains and the CASVE Cycle, to individual career decision making and problem solving;

Formulate action plans and strategies for implementation of life/career goals;

Learn about and apply employability skills necessary for successful job placement.

Format

Class instruction will be delivered online twice a week. Course activities will include self-directed study, completion of written assignments, and reading of current literature on career planning. The course is divided into three units:

(1) *Career Concepts and Applications*, focusing on self-assessment, occupational exploration, and decision making;

(2) *Social Conditions Affecting Career Development*, focusing on social, economic, family, and organizational changes affecting careers; and

(3) *Implementing a Strategic Career Plan*, focusing on employability skills and strategies for implementing academic/career development plans.

Course Communication and Website

Accessing the Course Website: This course is presented via UF's WebCT E-LEARNING course management system. Students should create a shortcut (link or favorite) in their browser that takes them directly to the E-LEARNING login (<http://elearning.courses.ufl.edu>).

Log in using your Gatorlink username and password.

You will see a list of all WebCT courses for which you are registered. Choose this course from the list of courses. You must be registered for this enter the class website. Sometimes there is a delay in updating the class rosters in the system, so if you are denied access initially, try again in 24 hours.

For help using the WebCT E-LEARNING Course Management System

If you need further assistance with the system, contact the UF Computing Help Desk at 352-392-HELP or go to their Webpage at <http://helpdesk.circa.ufl.edu>.

For help with viewing lectures: Students should make sure that their computer meets the following requirements: 1) Use the most current Windows Media Player to view College of Business lectures; 2) Disable popup blockers to view the lectures; 3) Use the system-recommended stream/download option. **For questions about the course content (non-technical questions)**, contact your professor(s) or assigned TA (i.e., career advisor).

E-Learning E-Mail and Course Announcements: All email correspondence for this course is handled inside the E-LEARNING course management system. This course e-mail system is totally separate from your Gatorlink or other email systems. This means you must check the course site frequently to manage your e-mail. Please note that Dr. Ray and Ms. Silbert will frequently use the announcement system within E-LEARNING. Please get in the habit of visiting the course site daily!

Role and Responsibility of Career Advisors

Each student in the class is assigned a Career Advisor. The Career Advisor serves as the primary point-of-contact for students in the course. The Career Advisor is also responsible for grading each of the written assignments. Examples of student/advisor interactions that are encouraged in the course include discussions of occupational choices, assistance on resumes, requests for a mock interview, feedback on submitted assignments, etc. Students should not contact their Career Advisor directly

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with "general" questions about the course (e.g., questions about a section of the text or part of a lecture). Instead, students should use the discussion board to post these types of queries so all students have the opportunity to benefit from the subsequent feedback that will be posted by Dr. Ray and Ms. Silbert.

Grading

Individual performance is the basis for grading. It should be noted that "I" grades (i.e., incompletes) are given in only in documented extenuating circumstances. The rules for dropping courses are based on the university's deadlines (www.reg.ufl.edu). Due dates for course projects are identified in the *Schedule of Activities and Assignments*.

Assignments: Students must submit all assignments via the course website. When submitting an assignment, students are asked to name the attached file as follows: Last Name First Initial and Assignment (e.g., RayBAutobiography.doc). Assignments turned in late are accepted but will result in the following deductions: one day late (30% off), two days late (40% off), more than two days late (50% off). For written assignments, there will be a 5% penalty for each "unprofessional" error (e.g., typos, grammar, misspelled words). For example, if a student turns in an assignment one day late and has one careless error, the best grade s/he can receive is 65% (30% off for tardiness, 5% off for carelessness). Assignments must be submitted by 11:59 p.m. on the due date to be considered on time.

Student Conferences (OPTIONAL): These 30-minute conferences involve discussions about career plans, resumes, occupational interviews, etc.

Exams: There are three exams during the term, each with 40 multiple choice questions. Each exam is worth 225, or 22.5% of the final grade. In total, the three exams comprise 67.5% of the final grade. There are no make-up exams. If a student misses the first exam with a valid excuse, the second and third exams will each make-up 33.75 percent of the final grade. Likewise, if a student misses the second exam with a valid excuse, the first and third exams will each make-up 33.75 percent of the final grade. If a student misses the final with a valid excuse, s/he must make it up the following term the course is offered. If a student does not have a valid excuse for an exam, s/he will receive a zero. In order to be excused from an exam, a student must contact Dr. Ray or Megan Silbert. Documentation is required to justify the absence. A medical note must state that you were not physically able to take the exam. Excuses will be granted if the student was not able to take the exam due to serious illness or injury or due to a documented significant personal emergency. Excuses will not be granted for events such as weddings, birthday parties, family trips, etc.

Student Expectations

Students are expected to watch lectures the week they are posted. Keeping up with class lectures and assignments is critical for success in this course. Students registered with the *Office for Students With Disabilities* should contact Megan Silbert the first week of class.

Academic Honor Code

As a UF student, each member of the class agrees to the following statement: "I understand 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." Suspected violations will be reported to Student Judicial Affairs.

Text and Online Career Self Assessments

Career Development and Planning: A Comprehensive Approach (third edition), by Drs. Robert Reardon, Janet Lenz, Jim Sampson, and Gary Peterson, is the required textbook for the course (published by Cengage Learning). Believe it or not, every semester a student calls three days before the first exam and asks if s/he really needs to buy the book to be successful in the course. Each time, the student failed the first exam. The text can be purchased online at <http://ecatalog.cengage.com/150l> (the last character is the letter "l" as in lake) for around \$80.06 (ISBN number 1-4266-3135-9). I've seen cheaper options on Amazon.com. Students are also required to complete two career assessments administered online (the Strong Interest Inventory® and the Myers-Briggs Type Indicator®). The fee for these two assessments will be processed/added to your tuition and fees (approximately \$25.15). Information on logging in and taking the online assessments is posted on the assignments section of the website.

Course Assignments and Exams

The following are the course assignments and exams. The points associated with each assignment/exam appear in parentheses. Assignments must be submitted by 11:59 pm on the due date to be considered on time.

Unit I: Career Concepts and Applications (350 points)

- _____ Test Attachment (Word or pdf file): 12 May 2009 (0 points)
- _____ MBTI and Strong Online Career Assessments: 19 May 2009 (0 points)
- _____ Autobiography: Due 28 May 2009 (125)
- _____ Unit I Exam: 15 June 2009 (225)

Unit II: Social Conditions Affecting Career Development (350 points)

- _____ Unit II Exam: 7 July 2009 (225)
- _____ Career Field Analysis and Five Occupational Interviews: Due 9 July 2009 (125)

Unit III: Implementing a Strategic Career Plan (300 points)

- _____ Unit III Exam: 27 July 2009 (225)
- _____ Cover Letter & Resumes (current & goal-oriented): Due 30 July 2009 (75)

THE LAST DAY TO SUBMIT ANY LATE ASSIGNMENT FOR CREDIT IS 30 JULY.

Grading Scale (out of 1,000 points)

A 920 or more	B- 780 - 819.99	D+ 650 - 679.99
A- 880 - 919.99	C+ 750 - 779.99	D 620 - 649.99
B+ 850 - 879.99	C 720 - 749.99	D- 600 - 619.99
B 820 - 849.99	C- 680 - 719.99	E <600

Extra Credit

Students may receive extra credit by completing up to five additional occupational interviews. Each additional occupational interview is eligible for 5 points of extra credit. Any extra occupational interviews are due the same day as the five that are required for the course (e.g., 9 July 2009).

GEB 3035 Effective Career Management Schedule of Activities & Assignments

UNIT I, Career Concepts and Applications (13 May - 15 June 2009)

TUESDAY, 12 May 2009

**Orientation & Course Overview, Introduction to
Career Planning and Personal Goals, Overview of
Autobiography Assignment**

Complete by Today:

Purchase Text; Read Syllabus and Course Schedule
Read Chapter 1 Introduction to Career Planning
Attach a test file (Word or .pdf), look under assignments tab

Assignments for future classes:

Begin Autobiography: Due 28 May 2009 (See Website "Assignments" for Outstanding Student Examples)

THURSDAY, 14 May 2009

**Overview of the Myers-Briggs Type Indicator
MBTI® and the Strong Interest Inventory®**

Assignments for future classes:

Online version of the MBTI® and Strong Interest Inventory®: Complete by 19 May 2009
Students will get results via e-mail by 26 May 2009

TUESDAY, 19 May 2009

No Lecture (work on Online Assessments)

Due Today:

Complete online career assessments: MBTI® and Strong Interest Inventory®

Assignments for future classes:

Read Chapter 2 Knowing About Myself : 21 May 2009

THURSDAY, 21 May 2009

**Values Clarification, Skills Identification,
and Exploring Interests**

Due Today:

Chapter 2 Knowing About Myself

Assignments for future classes:

Read Chapter 3 Knowing About My Options : 26 May 2009
Work on Autobiography Assignment (due 28 May) Name the file as follows: Last Name First Initial
and Assignment (e.g., RayBAutobiography.doc).

TUESDAY, 26 May 2009

Developing Information About Options

Due Today:

Chapter 3 Knowing About My Options

Assignments for future classes:

Work on Autobiography Assignment (due 28 May) Name the file as follows: Last Name First Initial and Assignment (e.g., RayBAutobiography.doc).

THURSDAY, 28 May 2009

No lecture (complete autobiography assignment)

Due Today:

Autobiography Assignment: Name the file as follows: Last Name First Initial and Assignment (e.g., RayBAutobiography.doc).

Assignment for future classes:

Chapter 4 Career Decision Making: 2 June 2009

TUESDAY, 2 June 2009

Career Decision Making

Due Today:

Chapter 4 Career Decision Making

Assignment for future classes:

Chapter 5 Thinking About My Career Decisions: 4 June 2009

THURSDAY, 4 June 2009

Thinking About My Career Decisions; Review of Dr. Ray's and Megan's Results

Due Today:

Chapter 5 Thinking About My Career Decisions

WEDNESDAY, 9 June 2009

Effective Written Communication

Assignment for future classes:

Prepare for Unit I Exam on Chapters 1-5: 5 June (see calendar and announcement section for room assignments)

THURSDAY, 11 June 2009

Unit I Review

Assignment for future classes:

Prepare for Unit I Exam on Chapters 1-5 (15 June...this is a Monday)

!!! MONDAY !!!, 15 June 2009 Unit I Exam (Chapters 1-5)

Assignments for future classes:

Read Chapter 6 Careering in a Changing World: 18 June 2009

Read Chapter 7 Working in the New Global Economy: 18 June 2009

Begin Work on the Career Field Analysis (CFA) and Occupational Interview (OI)

Assignment (see Electronic Resources on the website for specific instructions as well as examples of outstanding examples written by previous students). Due 9 July (See Website "Assignments" for Requirements and Outstanding Student Examples).

**UNIT II, Social Conditions Affecting Career Development
(18 June – 7 July 2009)**

THURSDAY, 18 June 2009

**Careering in a Changing World, Overview of the
Career Field Analysis and Occupational Interview
Assignments, Working in the Global Economy**

Due Today:

Chapter 6 Careering in a Changing World

Chapter 7 Working in the Global Economy

Assignments for future classes:

Read Chapter 8 Organizational Culture and Effective Work: 30 June 2009

Read Chapter 9 New Ways to Work: 30 June 2009

Read Chapter 10 Career and Family Roles: 30 June 2009

TUESDAY, 30 June 2009

**Organizational Culture and Effective Work; New
Ways to Work; Career and Family Roles**

Due Today:

Chapter 8 Organizational Culture and Effective Work

Chapter 9 New Ways to Work

Chapter 10 Career and Family Roles

THURSDAY, 3 July 2009

**Techniques for Effective Oral Communication;
Unit II Review**

Assignments for future classes:

Prepare for Unit II Exam on Chapters 6-10: 7 July 2009 (see calendar and announcement section for room assignment)

TUESDAY, 7 July 2009

Unit II Exam (Chapters 6-10)

Assignments for future classes:

Read Chapter 11 Launching an Employment Campaign: A CIP Approach: 9 July 2009

Continue work on the CFA and OI assignment: Due 9 July 2009

**UNIT III, Implementing a Strategic Career Plan
(9 - 30 July 2009)**

THURSDAY, 9 July 2009

**Launching an Employment Campaign;
Effective Networking Techniques**

Due Today:

Chapter 11 Launching an Employment Campaign: A CIP Approach

Career Field Analysis and Five Occupational Interviews: Name the attached file as follows: Last Name First Initial and Assignment (e.g., RayBCFAOIs#). Include the number of OIs in the file name (e.g., OIs5 for five interviews...OIs6 for six interviews...etc.). Attach only ONE FILE when submitting your assignment.

Assignment for future classes:

Read Chapter 12 Written Communications in Job Hunting: 14 July 2009

TUESDAY, 14 July 2009

**Written Communication in Your Employment
Campaign and a Review of Dr. Ray's Resume/Cover
Letter**

Due Today:

Chapter 12 Written Communications in Job Hunting

Assignment for future classes:

Read Chapter 13 Interpersonal Communications in Job Hunting: 16 July 2009

THURSDAY, 16 July 2009

**Interpersonal Communication in Job Hunting;
Internet in the Job Searches; Mock Interviews**

Due Today:

Chapter 13 Interpersonal Communications in Job Hunting

Assignment for future classes:

Review the Career Resource Center Website (www.crc.ufl.edu) for the 21 July lectures.

Optional student conferences will take place between 20 July and 4 August. Participation in a conference does not have an effect on your final grade. The conference is simply a chance to talk with your Career Advisor about your occupational options, resumes, cover letters, interviewing style, or any other career related topic. Students who are interested should send an internal website e-mail to their Career Advisor.

TUESDAY, 21 July 2009

**Services Provided by Career Centers; University of
Florida's Career Showcase**

Assignments for future classes:

Read Chapter 14 Negotiating and Evaluating Job Offers: 23 July 2009

Read Chapter 15 The First Job and Early Career Moves: 23 July 2009

Work on a cover letter and two resumes (current and goal-oriented) (see Electronic Resources on the website for outstanding examples by Career Coaches) Due 30 July 2009.

THURSDAY, 23 July 2009

**Negotiating Job Offers, First Job and Early
Career Moves; Unit III Review**

Due Today:

Chapter 14 Negotiating and Evaluating Job Offers

Chapter 15 The First Job and Early Career Moves

Assignment for future classes:

Prepare for Unit III Exam on Chapters 11-17: 27 July 2009 (see calendar and announcement section for room assignment)

MONDAY, 27 July 2009

Unit III Exam (Chapters 11-15)

Assignment for future classes:

Continue to work on cover letter and resumes (current and goal).

THURSDAY, 30 July 2009

No lecture (complete resumes and cover letter)

Due Today:

Cover Letter and Resumes (current and goal). Name the attached file as follows: Last Name First Initial and Assignment (e.g., RayBResumes&Letter.doc). Attach only ONE FILE when submitting your assignment.

*** Last day to submit assignments for partial credit.**
