Course Overview:

Designed to educate, develop and assist you in navigating and succeeding in the challenging MBA job market, this course applies theories and practices of career development, self assessment, reflection and coaching to help you make informed career choices regarding the selection of your internship, your full time position at graduation and long-term career management.

This course is integrated into the MBA curriculum to provide a framework to ensure that you focus on your unique career development and search, spending the time needed to craft a successful career path and transition to a post-MBA job that fits both your talents and aspirations. The course is taught through 3 modules with a combination of lecture, group and individual exercises and workshops. By the end of this course, you should feel confident you have the tools and resources necessary to secure an internship, conduct your job search here at Kogod and have a toolkit for lifelong career management.

Course Objectives:

Provide each student with:

- Clarity about short-term and life-long career goals based on assessment results including strengths and limitations of personal talent and brand in the context of the MBA marketplace. Understanding of how to assess organizations’ business needs and cultural context to target relationship efforts successfully.

- Ability to maximize the MBA career fair internship market using an accomplishment-based general resume, pitch, career fair attendance strategy and fair-specific interview preparation.

- A distinct professional identity and brand statement which results from assessment of and reflection on talents, strengths, motivators, values, and interests as well as analysis of previous professional and personal accomplishments.

- Enhanced knowledge of career cycle and how to conduct effective outreach job search throughout career. Ability to navigate on- and off-campus recruiting process. Skill in using cutting edge company and industry databases such as Hoovers and CareerBeam to identify employer targets.
• Skill in networking as a professional, lifelong competency grounded in effective interpersonal interactions. Facility leveraging AU InCircle, LinkedIn and other social networking sites to project a professional online presence.

Course Design and Format:

There are 3 Learning Modules that you are required to complete as part of this course. Module 1 focuses on self-assessment while leveraging the MBA Career Fair internship hiring process. Module 2 encompasses a lifelong job search toolkit, focusing on how to create a personal brand and conduct an outreach job campaign. Module 3 contains information on how to leverage your brand in person on the internship/job.

Given that students are at different stages of clarity around their career development (and have different responses to the demands of the MBA program), Module 2 is offered at 2 different times. You may take it either in the fall or spring semester, but you must take the entire module in order in one semester; you cannot split the module over semesters.

1. **Accelerated Track: immediately following Module 1, October 19th – November 20th**
   a. This track is recommended for Enhancers and other students who are very clear about their choice of functional area/industry for their internship.

2. **Regular Track: January 11th – February 19th**
   a. This track is recommended for students who need the remainder of the fall semester to gain clarity on their functional area/industry choice OR students who need to focus their time on their other coursework.

In addition to the 3 Learning Modules, we will use a variety of learning approaches in this class from case discussions to larger networking events. Achieving optimal learning during case discussions requires a high level of student involvement that draws from your own experiences regarding your previous work environment and how you have made employment decisions. It also requires respect for each other and the variety of perspectives that each student brings with them. You will have an opportunity to share your perspective among your peers.

Combined sessions will include opportunities to learn from the second year students about their internship search, interviewing and internship experiences and their recommendations on best practices. During the semester we will bring in a variety of professionals from the specialization areas to discuss their own career path and get their perspective on what creates value in their world of work for their function.

Grading and Course Requirements:

KSB-071 Career Management I is a pass/fail (S/N) course designed to build skill mastery in an immediately applicable manner; therefore, course attendance and assignments are required. In order to receive a passing grade, you must receive a minimum of 80% for each module, and turn in all of the required assignments. If you fail to complete the requirements of KSB-071, you may lose access to CareerSource and have to repeat the course in Fall 2010.

You are required to attend and complete:

• All class sessions
• All assignments for each of the 3 modules
• CareerQuest
• Your CareerSource profile
• One 1-1 career management advising appointment each semester

Additional Information:

• All assignments are due on time. If a deliverable is turned in late, there will be a 5 point deduction for each day the deliverable is late. Assignments will not be accepted 5 days after the original due date and you will not be able to make up any of the points for that particular deliverable.
• All deliverables will also be graded in terms of English grammar and spelling. **A one point deduction will be applied for each English grammar or spelling mistake** found in a deliverable.

• **Absences**: If you must miss a class session for an acceptable reason, you must make arrangements with your instructor to attend another section. Acceptable reasons for absence include: illness supported by a doctor’s note, participation in a recruiting event (such as an out-of-town interview).

• **No laptops in class** unless specified in the syllabus. When not required for in-class use, laptops must be kept closed.

**Sponsored Students**

A Sponsored Student is one whose MBA is being sponsored by their employer and who will return to their company upon completion of their MBA degree. All sponsored students must self-identify to the instructor to receive alternative assignments and class preparation/attendance schedules.

**Assignments**

**Module 1 Assignments: Total points in Mod 1 = 200. Must receive a minimum of 160 to pass Mod 1.**

**CareerLeader Assessment (15% - 30 points)**

This report contains everything that CareerLeader has learned about you from your unique profile of interests, abilities and motivations. Be sure to print out two copies of your report so that you can submit one of them for your assignment and keep one on file for future reference. Your CareerLeader Assessment is due the first day of class; a follow-up assignment is due on the 2nd class.

**Updated Resume (15% - 30 points)**

Your resume is always a work in progress as you clarify your internship/job target and hone your brand. Several additions to your resume will be required to ensure your professional experience statements are results oriented. Based on KCCD staff feedback, update your resume and bring 2 copies to class the week of August 31st. Using in-class feedback, **update your resume and upload it into CareerSource by 5:00 pm on Friday, September 11th.** Be sure to complete all of the required Profile fields in CareerSource as part of this assignment.

**Elevator Pitch (15% - 30 points)**

In collaboration with the Center for Business Communication (CBC), you will create, develop and present your elevator pitch. The term “elevator pitch” was coined to refer to a sales pitch that could be delivered during a 30-second elevator ride. Your elevator pitch will be a bit longer, but no more than two minutes in length. The talk must be tightly organized, well rehearsed, and delivered without notes or visual aids. For this assignment, you will pitch yourself as if you are at a Career Fair or Networking Event with employers. In your pitch you might, for example, pitch your previous work experience, a related project you are working on, an organization that you belong to - basically, your strengths and interests. This speech will be videotaped and posted on Blackboard for your review. You will deliver your elevator pitch in front of a small group of your classmates in class the week of September 8th.

**CareerQuest Action Plan, Attendance & Summary (15% - 30 points)**

To get maximum advantage from the CareerQuest fair, in class you will prepare an action plan that you will execute at the Fair on October 2nd. The plan and a summary of the outcome of the fair (a grid of who you spoke to at each company and how you followed up), will be turned in the week of October 5th.

**Fall Semester 1-1 Advising Session & Career Action Plan (25% - 50 points)**

This assignment builds upon the self-assessment piece of this course and requires you to consider how you will build your coursework and extracurricular activities to support your internship search and long-term career growth. You are required to create your strategy for your internship job search based on feedback received in your 1-1 career management advising session. If you have already secured your internship position, build your action plan based on your full time position job search.

**Attendance & Contribution (15% - 30 points)**
Class attendance and participation requires meaningful contributions for each session. Be prepared for each class by completing any necessary materials to contribute most effectively in class. It is not quantity but rather quality contribution in discussions and during in-class assignments that will get you maximum contribution points.

**Module 2 Assignments: Total points in Mod 2 = 200. Must receive a minimum of 160 to pass Mod 2.**

**StrengthsQuest Assessment (15% - 30 points)**
Developed by Gallup, the StrengthsFinder assessment is designed to help you identify your top strengths, the basis on which your career success and personal brand are built. You will complete the assignment online, then further develop your signature strengths and personal brand in class.

**Target Company List and Networking Strategy (10% - 20 points)**
Using company databases in CareerBeam and/or Hoovers, develop a list of 10 target companies and bring it to the 2nd class of Mod 2. In class, you will develop a networking strategy including a list of key contacts.

**Professional Correspondence (15% - 30 points)**

- **Informational Interview Request**
  Beyond interacting with recruiters from specific companies, the success of your networking strategy with your companies of interest will depend on your ability to conduct informational interviews and build your alumni network within your companies of interest.

- **Thank You Note**
  Throughout the fall semester, recruiters are aiming at targeting talent as much as they are aiming at weaning out candidates from the talent pool based on basic elements, such as interpersonal skills and quality of written communication. This assignment aims at helping you craft an optimal thank you note so that you can continue building your network with recruiters during the fall semester.

**Informational Interview (15% - 30 points)**
This assignment requires you to meet with a full-time professional (unknown to you) in your field of interest. You are to ask the professional at least 10 questions from the list given to you through CareerBeam. You will write a reflection paper and provide the business card of the professional. More guidelines will be given in class.

**Cover Letter (15% - 30 points)**
Writing a cover letter can sometimes be one of the hardest, but important, documents to craft. You will turn in a final copy of your cover letter to a targeted organization of your choice.

**Mock Interview (20% - 40 points)**
Through our online interview tool, Interview Stream, you will prepare for an actual employment interview. It allows you to gain experience and practice answering questions which you are likely to be asked by the recruiter and then by watching the videotape, to see yourself as others see you. Be sure to pick an organization that you have an interest in. The mock interview takes about 30 minutes, then you will critique a classmate’s interview for discussion.

**Attendance & Contribution (10% - 20 points)**
Class attendance and participation requires meaningful contributions for each session. Be prepared for each class by completing any necessary materials to contribute most effectively in class. It is not quantity but rather quality contribution that will get you maximum contribution points.
Module 3 Assignments: Total points in Mod 3 = 100. Must receive a minimum of 80 to pass Mod 3.

Salary Position Statement (20% - 20 points)
Based on job market research, including cost-of-living calculators for your desired geographic location, develop your FT salary position, including your base “walk-away” number, desired range, and “ego goal”. Cite justifications for your desired range (e.g., number of years of experience, specific unique skill set, etc.).

On-line Profile (20% - 20 points)
Given the rising importance of electronic social networking sites, create a profile for LinkedIn (or another similar site) that summarizes the elements of your brand and includes your value proposition. Reach out to a former colleague for a testimonial.

Reconnecting Communication (20% - 20 points)
One of the most difficult elements of maintaining a network is knowing what to communicate and how. Prepare two emails to reconnect with contacts you have made to date on your internship search:
1. An email to a specific contact with a relevant news article or recent class learning.
2. An email notifying contacts from your internship search that you have successfully found an internship but would like to stay in touch over the summer.

Search/Summer Contact Update Meeting (25% - 25 points)
Whether you are still searching for an internship, or have found an internship and are looking forward to excelling over the summer, make sure you keep your career management advisor apprised through a 1-1 meeting. Get personalized assistance, and make sure we know how to reach you to continue to give support over the summer.

Attendance & Contribution (15% - 15 points)
Class attendance and participation requires meaningful contributions for each session. Be prepared for each class by completing any necessary materials to contribute most effectively in class. It is not quantity but rather quality contribution in discussions and during in-class assignments that will get you maximum contribution points.

Statement of Academic Integrity:
Academic integrity is paramount in higher education and essential to effective teaching and learning. As a professional school, the Kogod School of Business is committed to preparing our students and graduates to value the notion of integrity. In fact, no issue at American University is more serious or addressed with greater severity than a breach of academic integrity.

Standards of academic conduct are governed by the University's Academic Integrity Code. By enrolling in the School and registering for this course, you acknowledge your familiarity with the Code and pledge to abide by it. All suspected violations of the Code will be immediately referred to the Office of the Dean. Disciplinary action, including failure for the course, suspension, or dismissal, may result.

Additional information about the Code (i.e. acceptable forms of collaboration, definitions of plagiarism, use of sources including the Internet, and the adjudication process) can be found in a number of places including the University's Academic Regulations, Student Handbook, and website at <http://www.american.edu/academics/integrity>. If you have any questions about academic integrity or standards of conduct in this course, please discuss them with your instructor.
**Academic Support Services:**

If you experience difficulty in this course for any reason, please don’t hesitate to consult with me. In addition to the resources of the department, a wide range of services is available to support you in your efforts to meet the course requirements.

Academic Support Center (x3360, MGC 243) offers study skills workshops, individual instruction, tutor referrals, and services for students with learning disabilities. Writing support is available in the ASC Writing Lab or in the Writing Center, Battelle 228.

Counseling Center (x3500, MGC 214) offers counseling and consultations regarding personal concerns, self-help information, and connections to off-campus mental health resources.

Disability Support Services (x3315, MGC 206) offers technical and practical support and assistance with accommodations for students with physical, medical, or psychological disabilities.

If you qualify for accommodations because of a disability, please notify me in a timely manner with a letter from the Academic Support Center or Disability Support Services so that we can make arrangements to address your needs.

**Pandemic Planning:**

In the event of a declared pandemic (influenza or other communicable disease), American University will implement a plan for meeting the needs of all members of the university community. Should the university be required to close for a period of time, we are committed to ensuring that all aspects of our educational programs will be delivered to our students. These may include altering and extending the duration of the traditional term schedule to complete essential instruction in the traditional format and/or use of distance instructional methods. Specific strategies will vary from class to class, depending on the format of the course and the timing of the emergency. Faculty will communicate class-specific information to students via AU e-mail and Blackboard, while students must inform their faculty immediately of any absence due to illness. Students are responsible for checking their AU e-mail regularly and keeping themselves informed of emergencies. In the event of a declared pandemic or other emergency, students should refer to the AU Web site (www.prepared.american.edu) and the AU information line at (202) 885-1100 for general university-wide information, as well as contact their faculty and/or respective dean’s office for course and school/college-specific information.

**Kogod Center for Business Communications:**

To help improve your writing, public speaking, and team assignments for this class, contact the Kogod Center for Business Communications. You can get advice for any type of business communication, including memos, reports, individual and team presentations, and PowerPoint slides. Hours are flexible and include evenings and weekends. Go to kogod.american.edu/bizcomm and click on "make an appointment," visit KSB 101, or e-mail cbc@american.edu.
<table>
<thead>
<tr>
<th>Class Meeting</th>
<th>Week</th>
<th>Topics</th>
<th>Preparation</th>
<th>Laptop</th>
<th>Deliverable</th>
</tr>
</thead>
<tbody>
<tr>
<td>101-1</td>
<td>Aug 24 – 28</td>
<td>• Course Overview&lt;br&gt;• Self-Assessment: CareerLeader Results</td>
<td>Bring 2 printouts of the CareerLeader “Professional Report”</td>
<td></td>
<td>Case Study #1 (in class)</td>
</tr>
<tr>
<td>101-2</td>
<td>Aug 31 – Sept 4</td>
<td>• Accomplishments&lt;br&gt;• P-A-R review&lt;br&gt;• Resumes 101</td>
<td>Review KCCD feedback and incorporate into your resume. Bring 2 copies of updated draft to class.</td>
<td></td>
<td>CareerLeader assignment</td>
</tr>
<tr>
<td>101-3</td>
<td>Sept 8 – 11</td>
<td>• Elevator Pitch&lt;br&gt;• Networking 101&lt;br&gt;• Defining your Market&lt;br&gt;• Intro to Online Resources</td>
<td></td>
<td></td>
<td>Elevator Pitch (in class) Resume uploaded in CareerSource (CS) and CS profile completed by 5:00 pm EST 9/11.</td>
</tr>
<tr>
<td>101-4</td>
<td>Sept 14 – 18</td>
<td>• Working a Career Fair&lt;br&gt;• 2nd Year student panel</td>
<td></td>
<td></td>
<td>CareerQuest Action Plan (in class)</td>
</tr>
<tr>
<td>101-5</td>
<td>Sept 21 – 25</td>
<td>• Interviewing at Career Fairs&lt;br&gt;• AU Career Fair (9/24)</td>
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<tr>
<td>101-6</td>
<td>Sept 28 – Oct 2</td>
<td>NO CLASS MEETING– Attend Career Quest (10/2)</td>
<td></td>
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<tr>
<td>101-7</td>
<td>Oct 5 – 9</td>
<td>• Overview of career tracks: courses, industry concentrations</td>
<td></td>
<td></td>
<td>CareerQuest Summary</td>
</tr>
<tr>
<td></td>
<td>Complete before December 23rd</td>
<td>• Fall Semester Career Coaching Session</td>
<td></td>
<td></td>
<td>Gap Analysis &amp; Career Action Plan (Due before 5:00 pm December 23rd)</td>
</tr>
</tbody>
</table>

**Module 1 Grading & Requirements**

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Total Points</th>
<th>% of Mod 1 Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>CareerLeader assessment and follow-up</td>
<td>Up to 30</td>
<td>15%</td>
</tr>
<tr>
<td>Resume 101 (including CS profile &amp; upload to CS)</td>
<td>Up to 30</td>
<td>15%</td>
</tr>
<tr>
<td>Elevator Pitch (via CBC Course)</td>
<td>Up to 30</td>
<td>15%</td>
</tr>
<tr>
<td>CareerQuest Action Plan, Attendance &amp; Summary</td>
<td>Up to 30</td>
<td>15%</td>
</tr>
<tr>
<td>Fall Semester Coaching Session &amp; Internship Action Plan</td>
<td>Up to 50</td>
<td>25%</td>
</tr>
<tr>
<td>Attendance &amp; Contribution</td>
<td>Up to 30</td>
<td>15%</td>
</tr>
</tbody>
</table>
## MODULE 2: BRANDING YOURSELF AND OUTREACH CAMPAIGN SEARCH STRATEGY

### Accelerated Track: October 19 – November 20

**OR**

### Regular Track: January 11 – February 19

<table>
<thead>
<tr>
<th>Class Meeting</th>
<th>Date(s) – Week</th>
<th>Topics</th>
<th>Preparation</th>
<th>Laptop</th>
<th>Assignment</th>
</tr>
</thead>
</table>
| 201-1 | Oct 19 - 23 OR Jan 11 - 15 | ● Overview of Outreach Campaign  
● StrengthsQuest & Signature Strengths  
● Brand Disambiguation | Complete StrengthsFinder online. Bring copy of CareerLeader results from Module 1. | | StrengthsFinder Assessment Results  
Brand Disambiguation (in class) |
| 201-2 | Oct 26 – 30 OR Jan 18 – 22 | ● Your Market Niche: Target Companies  
● Networking 201: Forums for Connecting & Correspondence | Using CareerBeam databases or Hoovers, develop list of 10 target companies. | | Target Company list  
Networking Strategy (in class) |
| 201-3 | Nov 2 – 6 OR Jan 25 – 29 | ● Targeting Resumes & Cover Letters | Bring 2 copies of resume. | | Professional Correspondence Packet  
Informational Interview |
| 201-4 | Nov 9 – 13 OR Feb 8 – 12 | ● Interviewing: Developing a story catalog  
● Body Language | | | Targeted Cover Letter |
| 201-5 | Nov 16 – 20 OR Feb 15 – 19 | ● Interviewing: Industry/Function Specific Interviews (guest speakers by functional area) | | | Mock Interview |

### Module 2 Grading & Requirements

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
<th>% of Mod 2 Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>StrengthsQuest Assessment &amp; Brand Disambiguation</td>
<td>Up to 30</td>
<td>15%</td>
</tr>
<tr>
<td>Target Company List &amp; Networking Strategy</td>
<td>Up to 20</td>
<td>10%</td>
</tr>
<tr>
<td>Professional Correspondence</td>
<td>Up to 30</td>
<td>15%</td>
</tr>
<tr>
<td>Informational Interview</td>
<td>Up to 30</td>
<td>15%</td>
</tr>
<tr>
<td>Cover Letter</td>
<td>Up to 30</td>
<td>15%</td>
</tr>
<tr>
<td>Mock Interview</td>
<td>Up to 40</td>
<td>20%</td>
</tr>
<tr>
<td>Attendance &amp; Contribution</td>
<td>Up to 20</td>
<td>10%</td>
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</table>

Total Points in Mod 2 = 200
# MODULE 3: LIVING YOUR BRAND

<table>
<thead>
<tr>
<th>Class Meeting</th>
<th>Date(s) – Week</th>
<th>Topic</th>
<th>Preparation</th>
<th>Laptop</th>
<th>Assignment</th>
</tr>
</thead>
</table>
| 301-1         | Feb 22 – 26    | • Assessing Your Worth  
• Negotiating Effectively | | | Salary Negotiation Case (In Class) |
| 301-2         | Mar 1 – 5      | • Electronic Communication: Social Media & Email Netiquette  
• The “Warm” online application | | | Salary Position Statement |
| 301-3         | Mar 22 – 26    | • Maximizing your internship/summer experience | | | Online Profile & Reconnecting Communication |
| 301-4         | Prior to April 27 | • 1-1 Advising Session | | | Internship/FT search update and summer contact information |

### Module 3 Grading & Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Total Points Mod 3 = 100</th>
<th>% of Mod 3 Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salary position statement</td>
<td>Up to 20</td>
<td>20%</td>
</tr>
<tr>
<td>LinkedIn (or other) Online Profile</td>
<td>Up to 20</td>
<td>20%</td>
</tr>
<tr>
<td>Reconnecting Communication</td>
<td>Up to 20</td>
<td>20%</td>
</tr>
<tr>
<td>Search/Contact Update Meeting</td>
<td>Up to 25</td>
<td>25%</td>
</tr>
<tr>
<td>Attendance &amp; Contribution</td>
<td>Up to 15</td>
<td>15%</td>
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