

Professional Development Course for JSOM Masters Students

Fall 2017 Syllabus

Course Dates/Times: Varies- M, 5pm and 6pm; TuWTh, 8am and 9am

Location: Varies, JSOM TBD

Instructor: JSOM Career Management Center Staff

Office and Contact: JSOM Career Management Center, JSOM 12.110

Office Hours: TuWTh, 10am-12pm, JSOM 12.108

Pre-requisites, Co-requisites, & other restrictions

There are no pre-requisites or co-requisites for this course.

Course Description

This course is designed to enhance the students' experience such as building networking skills, verbal and written communication skills, business etiquette and learning how to increase their human capital. Students will learn how to build a personal career portfolio including an approved resume and a LinkedIn profile, how to market themselves, how to prepare for internship and final placement interviews and how to utilize professional networking capabilities. The goal of this course is to make students more marketable and valuable professionals to the global economy.

Learning Outcomes

Students will be able to enhance their career management skills by:

- Understanding the nature and contents of a professional development portfolio;
- Developing essential components of the portfolio including a professional resume and a complete LinkedIn profile;
- Developing a unique and personal brand;
- Developing relationship management skills, and;
- Developing knowledge required to create an internship/job search game plan.

Required Materials & Associated Support Documents

Mandated and approved resume and LinkedIn Templates found on the Jindal School of Management Career Management Website. Students will also be required to access the website for workshops schedules. <http://jindal.utdallas.edu/career-management-center/student-resources/>

Below is a partial list of books from <https://www.quintcareers.com/top-career-job-search-books/> (by Katharine Hansen, Ph.D.) that you will find useful in developing your professional brand.

Comprehensive job search

- [*How to Land Your Dream Job: No Resume! And Other Secrets to Get You in the Door*](#) by Jeffrey J. Fox
- [*Shortcut Your Job Search: The Best Ways to Get Meetings*](#) by Kate Wendleton
- [*The Unplanned Career: How to Turn Curiosity into Opportunity: A Guide and Workbook*](#) by Kathleen Mitchell
- [*The Unwritten Rules of the Highly Effective Job Search: The Proven Program Used by the World's Leading Career Services Company*](#) by Orville Pierson
- [*Job Search: The Total System*](#) by Sheryl Dawson and Kenneth Dawson

Career choice

- [*Callings: Finding and Following an Authentic Life*](#) by Gregg Michael Levoy
- [*Creating Careers with Confidence*](#) by Edward Colozzi
- [*Passion at Work: How to Find Work You Love and Live the Time of Your Life*](#) by Lawler Kang and Mark Albion
- [*Targeting a Great Career*](#) by Kate Wendleton
- [*The Pathfinder: How to Choose or Change Your Career for a Lifetime of Satisfaction and Success*](#) by Nicholas Lore
- [*What Should I Do with My Life?: The True Story of People Who Answered the Ultimate Question*](#) by Po Bronson
- [*StrengthsFinder 2.0*](#) by Tom Rath
- [*The Passion Test: The Effortless Path to Discovering Your Life Purpose*](#) by Janet Attwood and Chris Attwood
- [*The Element: How Finding Your Passion Changes Everything*](#) by Ken Robinson with Lou Aronica

Personal/career branding

- [*Branding Yourself: How to Use Social Media to Invent or Reinvent Yourself*](#) by Erik Deckers and Kyle Lacy

Networking

- [*Never Eat Alone: And Other Secrets to Success, One Relationship at a Time*](#) by Keith Ferrazzi and Tahl Raz
- [*Networking is a Contact Sport: How Staying Connected and Serving Others Will Help You Grow Your Business, Expand Your Influence -- or Even Land Your Next Job*](#) by Joe Sweeney with Mike Yorkey
- [*The Heart and Art of NetWeaving: Building Meaningful Relationships One Connection At a Time*](#) by Robert S. Littell
- [*Smart Networking: Attract a Following In Person and Online*](#) by Liz Lynch

Resumes and cover letters

- [15-Minute Cover Letter](#) by Louise Kursmark and Michael Farr
- [The Complete Idiot's Guide to the Perfect Resume](#) by Susan Ireland
- [The Elements of Resume Style: Essential Rules and Eye-Opening Advice for Writing Resumes and Cover Letters that Work](#) by Scott Bennett
- [Knock 'em Dead Resumes: Standout Advice from America's Leading Job Search Authority](#) by Martin Yate

Interviewing

- [Mastering the Job Interview and Winning the Money Game](#) by Kate Wendleton

Recessionary job search

- [Ground of Your Own Choosing: Winning Strategies for Finding & Creating Work](#) by Beverly Ryle
- [Knock 'em Dead -- Secrets and Strategies for Success in an Uncertain World](#) by Martin Yate
- [The Quick 30/30 Job Solution: Smart Job Search Tips for Surviving Today's New Economy](#) by Ronald Krannich and Neil P. McNulty

Career change

- [The Professional Job Changing System -- For Professionals Seeking \\$50,000 to \\$1,000,000](#) by Robert J. Gerberg
- [Transitions: Making Sense of Life's Changes](#) by William Bridges

Entry-level job search

- [Hitting Stryde: A Gen Y Career Survival Guide](#) by Daneal Charney and David James Singh

On the job/career sustainability and advancement

- [The Secret Handshake: Mastering the Politics of the Business Inner Circle](#) by Kathleen Kelly Reardon Ph.D.
- [Hacking Work: Breaking Stupid Rules for Smart Results](#) by Bill Jensen and Josh Klein

Uncategorized

- [Ambition Is Not a Dirty Word: A Woman's Guide to Earning Her Worth and Achieving Her Dreams](#) by Debra Condron
- [If You Have to Cry, Go Outside: And Other Things Your Mother Never Told You](#) by Kelly Cutrone and Meredith Bryan

- [*Luck is No Accident: Making the Most of Happenstance in Your Life and Career*](#) by John D. Krumholtz and Al S. Levin
- [*Overcoming Barriers to Employment: A Step-by-Step Guide to Career Success*](#) by Ron and Caryl Krannich
- [*The Career Clinic: Eight Simple Rules for Finding Work You Love*](#) by Maureen Anderson
- [*Radical Careering: 100 Truths to Jumpstart Your Job, Your Career, and Your Life*](#) by Sally Hogshead
- [*Brag!: The Art of Tooting Your Own Horn without Blowing It*](#) by Peggy Klaus
- [*And What Do You Do?: 10 Steps to Creating a Portfolio Career*](#) by Barrie Hopson and Katie Ledger
- [*Over 40 & You're Hired!: Secrets to Landing a Great Job*](#) by Robin Ryan
- [*One Small Step Can Change Your Life: The Kaizen Way*](#) by Robert Maurer
- [*Linchpin: Are You Indispensable?*](#) by Seth Godin

Course Deliverables

- Approved resume using the JSOM resume templates (graded according to rubric)
- Approved LinkedIn Profile (graded according to rubric) and Jindal Connect Registration
- Completed 9 eLearning modules including the internship orientation, plagiarism and JSOM CMC Code of Ethics, resume, LinkedIn, introductions and networking, dress for success, interview, action plan

Attendance

- 1) Class Attendance - The class provides an experience you cannot receive from reading text or completing assignments on your own. Class attendance and participation are required to improve your professional and communication skills. Attendance will be managed by sign-in sheet. It is your responsibility to sign-in at the start of class. If you do not sign-in, you will be marked absent. **You must attend 12 meetings to pass this course.** Although there are no excused absences, professional etiquette entails notifying the instructor by email prior to class if you are ill or have a conflict. Plan accordingly for traffic and parking. Tardiness is not an excuse for absence. Being late to class and meetings in the workplace is disruptive and unprofessional. Tardiness will be documented as absent.
- 2) eLearning Modules- The Jindal School of Management has created several on-demand presentations and videos on eLearning to enhance student professional development and internship readiness. Access to the eLearning videos will be given following the university's census day (Weds., Sept. 6th); note some eLearning content may be available the first week of class. Students are required to view/complete all modules for a course pass. The estimated time to complete all modules is approximately 5-7 hours; therefore, plan accordingly and meet any assigned deadlines your instructor may have.

Grading Policy – THIS IS A PASS/FAIL Course. NO DEVIATIONS.

No letter grade will be assigned. **Failure to complete ANY of the following assignments by the assigned due date will result in a class “fail” grade.**

Your Required Assignments to PASS this course:

- **Attend a minimum of 12 class meetings. There are no excused absences.**
- **Complete the eLearning online internship orientation and plagiarism modules**
- **Complete all assigned JSOM CMC eLearning modules including the JSOM Code of Ethics, resume, LinkedIn, networking, dress for success, interview and action plan**
- **Submit a resume that earns an instructor score of 3, 4 or 5**
- **Submit a LinkedIn profile that earns a LinkedIn designation of Advanced, Expert or All Star, which correlate to an instructor score of 3, 4 or 5**
- **Jindal Connect registration**

Resume Grading Rubric: Students will be required to earn a minimum score of 3 on their resume to pass the course. Students should wait for instructor approval prior to uploading their resume onto hireJSOM. Only instructor approved resumes will gain access to job and internship opportunities on hireJSOM. Upload your resume to the eLearning Assignment portal for grading.

- 5 – EXCELLENT RESUME. INCORPORATES TEMPLATE. ONE PAGE RESUME. USES INFORMATION CORRECTLY. NO GRAMMAR OR SPELLING ERRORS. ALL BULLET POINTS FEATURE STRONG ACTION VERBS AND METRICS. EXCELLENT CONTENT. TARGETED RESUME. ELIGIBILITY STATEMENT INCLUDED.
- 4 – GOOD RESUME. INCORPORATES TEMPLATE. ONE PAGE RESUME. USES MOST INFORMATION CORRECTLY. NO GRAMMAR OR SPELLING ERRORS. SOME COMPELLING BULLET POINTS WITH ACTION VERBS AND METRICS. ELIGIBILITY STATEMENT INCLUDED.
- 3 – ADEQUATE RESUME. INCORPORATES TEMPLATE. ONE PAGE RESUME. USES INFORMATION BUT NOT AS EFFECTIVE AS POSSIBLE. NO GRAMMAR OR SPELLING ERRORS. ELIGIBILITY STATEMENT INCLUDED.
- 2 – INADEQUATE RESUME. DOES NOT INCORPORATE TEMPLATE. RESUME IS MORE THAN ONE PAGE OR IS SIGNIFICANTLY LESS THAN ONE PAGE. DOESN'T USE INFORMATION WELL AT ALL. SOME GRAMMAR AND SPELLING ERRORS. NO ELIGIBILITY STATEMENT.
- 1 – POOR RESUME. DOES NOT INCORPORATE TEMPLATE. DOES NOT HAVE OR USE INFORMATION EFFECTIVELY AT ALL. SEVERAL GRAMMAR AND SPELLING ERRORS. LENGTH IS OVER ONE PAGE OR TOO SHORT (3/4 PAGE OR LESS). NO ELIGIBILITY STATEMENT.

The instructor will review and score your resume within the following areas:

FORMATTING: JSOM Template Required. No Deviations in format or font style. No Lines on the page. Consistency of information and attention to detail. Eligibility statement included.

LENGTH: One-page required. Resumes are required to be one complete page. Resumes that are too short (3/4 page or less) will result in a class failure.

CONTENT: Action verbs from the JSOM CMC action verb list recommended. Additional relevant action verbs may be approved by your instructor. Metrics that demonstrate accomplishments within experiences.

PROOFREADING: Any misspellings or typos will result in a class fail.

LinkedIn Profile Rubric: Students will be required to earn a minimum score of 3 on their LinkedIn Profile to pass the course. A screen capture showing your LinkedIn profile strength will determine your score. Upload your LinkedIn profile to the eLearning Assignment portal for grading.

- 5 – ALL STAR PROFILE. PROFESSIONAL PICTURE. EDUCATION AND WORK EXPERIENCE. 50 OR MORE RELEVANT CONNECTIONS. CUSTOMIZED URL. COMPELLING SUMMARY. NO TYPOS. ONE RECOMMENDATION AND SEVERAL ENDORSEMENTS.
- 4 – EXPERT PROFILE. PROFESSIONAL PICTURE. INCORPORATES RELEVANT INFORMATION. NO TYPOS OR ERRORS. CUSTOMIZED URL.
- 3 – ADVANCED PROFILE. ACCEPTABLE PICTURE. INCORPORATES INFORMATION BUT NOT AS EFFECTIVELY AS POSSIBLE. NO TYPOS OR ERRORS.
- 2 – INTERMEDIATE PROFILE. NO PICTURE. DOESN'T USE INFORMATION WELL AT ALL. SOME TYPOS AND ERRORS.
- 1 – BEGINNER PROFILE. DOES NOT INCORPORATE PICTURE OR ANY RELEVANT INFORMATION. MULTIPLE TYPOS AND ERRORS.

Jindal Connect Registration: Register with Jindal Connect to stay connected to JSOM alumni, gain career guidance, share/gain wisdom, and advance/build your career. Join by visiting <https://jindalconnect.com/>

Completion of assigned eLearning modules: Each student is required to complete/view 9 eLearning modules assigned by the instructor. Attendance/completion will be tracked and time-stamped through eLearning.

Action Plan for Internship and Final Placement Positions: Each student will develop an action plan for in-class discussion about their internship interests and pursuit. Students will use their plan to identify their target companies, application deadlines, and JindalConnect and LinkedIn connections as they move toward their internship/final position placement.

CLASS SCHEDULE	TOPICS	ASSIGNMENT
<p>Week I Aug. 21-25</p>	<ul style="list-style-type: none"> • Course Syllabus Review • Instructor expectations • Assignments, active class participation, grades • JSOM HONOR and CODE OF ETHICS • HireJSOM • CMC events, programs, services • Creating an Action Plan for Plan A and Plan B Search 	<ul style="list-style-type: none"> • Think about the type of internship you desire • Explore job descriptions and think about what courses, experience and companies you want to pursue • Locate Your Resume • COMPLETE the following ELEARNING MODULES: <i>Plagiarism, CMC Code of Ethics, Resume Guidelines and Templates, and Planning and Goal Setting</i>
<p>Week II Aug. 28-Sept. 1</p>	<ul style="list-style-type: none"> • Introduction to JSOM Resume Format & Templates • Enhancing Your Resume with Effective Bullet Points and Action Verbs • Adding Metrics to Your Resume 	<ul style="list-style-type: none"> • Use JSOM Resume Template and revise Your resume • COMPLETE the following ELEARNING MODULES: <i>Career Expo Prep, and Enhance Your Resume</i>
<p>Week III No class Monday, Sept. 4 Sept. 5-11</p>	<ul style="list-style-type: none"> • Using Small Talk • Using an Elevator Pitch • Working a Career Fair • Elevator Speech Practice 	<ul style="list-style-type: none"> • Revise resume using CMC action verbs and adding metrics • Practice Elevator Speech • SUBMIT RESUME DRAFT • COMPLETE INTERNSHIP ORIENTATION • COMPLETE the following ELEARNING MODULE: <i>Dress for Success</i>

<p>Week IV Sept. 12-18 Career Expo Week</p>	<ul style="list-style-type: none"> • Researching Employers • Resources Job-boards, Vault, Going Global, etc. 	<ul style="list-style-type: none"> • Attend Career Expo as an observer (dressed appropriately in business attire) • COMPLETE the following ELEARNING MODULE: <i>LinkedIn Developing Your Profile</i> • COMPLETE INTERNSHIP ORIENTATION
<p>Week V Sept. 19-25</p>	<ul style="list-style-type: none"> • Networking in the United States • Introduction to LinkedIn • Power of LinkedIn • Examples of Good Profiles and Weak Profiles 	<ul style="list-style-type: none"> • Identify UT Dallas alumni, build reasonable list of companies/contacts and establish connections • COMPLETE the following ELEARNING MODULE: <i>Linked In Connections</i>
<p>Week VI Sept. 26-Oct. 2</p>	<ul style="list-style-type: none"> • Understanding Linked In Connections and Groups • Resume Feedback Sessions 	<ul style="list-style-type: none"> • Improve Resume with Feedback • COMPLETE the following ELEARNING MODULES: <i>Networking Best Practices</i> and <i>Elevator Speech</i> • PLAGIARISM MODULE DUE • Customize your Linked In Profile - LINKED IN PROFILE SCREEN CAPTURE IS DUE FOR CREDIT; Register with JindalConnect
<p>Week VII Oct. 3-9</p>	<ul style="list-style-type: none"> • Networking Strategies • Professional Associations 	<ul style="list-style-type: none"> • REVISED RESUME DRAFT IS DUE FOR INSTRUCTOR SCORING

	<ul style="list-style-type: none"> Local Networks 	<ul style="list-style-type: none"> Create internship company list (dream companies, large companies, mid-range, small and startups) – be prepared to share in class COMPLETE the following ELEARNING MODULE: <i>Internship and Career Search Strategies</i>
<p>Week VIII Oct. 10-16</p>	<ul style="list-style-type: none"> Speed networking & networking etiquette 	<ul style="list-style-type: none"> Identify networking organizations to engage with and events to attend
<p>Week IX Oct. 17-23</p>	<ul style="list-style-type: none"> Application process for internships; customized resume and examples of effective cover letters 	<ul style="list-style-type: none"> REVISED RESUME DUE FOR THOSE STILL IN THE REVISION PROCESS COMPLETE the following ELEARNING MODULE: <i>Interview Strategies</i>
<p>Week X Oct. 24-30</p>	<ul style="list-style-type: none"> Interview Strategies Interview Types 	<ul style="list-style-type: none"> Prepare response to tell me about yourself interview question
<p>Week XI Oct. 31-Nov. 6</p>	<ul style="list-style-type: none"> Learn how to answer the initial interview questions Strength/Weakness 	<ul style="list-style-type: none"> Prepare 3 questions to ask employers at the end of the interview
<p>Week XII Nov. 7-13</p>	<ul style="list-style-type: none"> Behavioral Interview Practice 	<ul style="list-style-type: none"> Establish 2-3 new connections via phone, email, Linked In and/or meetings; complete remaining eLearning modules

		<ul style="list-style-type: none"> Partner Exercise: Record a 10 minute interview session on Perfect Interview. Review your partner's video and provide feedback.
Week XIII Nov. 14-27	<ul style="list-style-type: none"> Potential recruiting Issues (Red flags, how to respond, handling with rejection and success, asking for feedback) 	<ul style="list-style-type: none"> FINAL DUE DATE FOR ANY OUTSTANDING ASSIGNMENTS AND COMPLETING ALL ASSIGNED ELEARNING MODULES
Week XIV Nov. 20-24	<ul style="list-style-type: none"> NO CLASS- FALL BREAK 	<ul style="list-style-type: none"> ENJOY YOUR BREAK! SUBMIT ANY REMAINING ASSIGNMENTS
Week XV Nov. 28-Dec. 4	<ul style="list-style-type: none"> Action plan review and goal setting Professionalism - Final recommendations for successful internship campaign 	<ul style="list-style-type: none"> Utilize your action plan throughout your internship search Build your network during the winter break Update resume with fall semester activities, projects

Note the course syllabus, class speakers and topics, assignments and timelines are subject to change at the lead instructor's discretion.

Academic Integrity

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the

following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

Email Use

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.

Class Attendance

Regular and punctual class attendance is required. Students who fail to attend class regularly are inviting scholastic difficulty. Absences may lower a student's grade where class attendance and class participation are deemed essential by the instructor. In some courses, instructors may have special attendance requirements; these should be made known to students during the first week of classes.

Withdrawal from Class

The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, your assigned faculty person cannot drop or withdraw any student. In the process of withdrawing from this class, you should also contact the internship coordinator (Mohammed Rahman in the University Career Center). You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

Student Grievance Procedures

Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's *Handbook of Operating Procedures*.

In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members

retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.

Incomplete Grade Policy

As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of F.

AccessAbility Services

It is the policy and practice of The University of Texas at Dallas to make reasonable disability-related accommodations and/or services for students with documented disabilities. However, written notification from the Office of Student AccessAbility (OSA) is required (see <http://www.utdallas.edu/studentaccess>). If you are eligible to receive disability-related accommodations and/or services and to ensure accommodations will be in place when the academic semester begins, students are encouraged to submit documentation four to six weeks in advance. Students who have questions about receiving accommodations, or those who have, or think they may have, a disability (mobility, sensory, health, psychological, learning, etc.) are invited to contact the Office of Student AccessAbility for a confidential discussion.

The Office of Student AccessAbility provides:

1. Academic accommodations for eligible students with a documented permanent physical, mental or sensory disability
2. Facilitation of non-academic and environmental accommodations and services
3. Resources and referral information, and advocacy support as necessary and appropriate.

OSA is located in the Student Services Building, suite 3.200. They can be reached by phone at 972-883-2098, or by email at studentaccess@utdallas.edu.

Religious Holy Days

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.

The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.

If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

These descriptions and timelines are subject to change at the discretion of the assigned faculty person.