

SYLLABUS

COURSE CODE: BUS 210
COURSE TITLE: Career Development
SEMESTER: Spring 2004
PLACE/TIME: Room MC 103, Mon/Thurs, 9:15 – 10:35 am
Room MC 202, Tues/Fri, 10:45 am – 12:05 pm
PROFESSOR: Bruce Sabin
bruce@webbercareers.com
<http://www.webbercareers.com>
TEXTBOOK: Powell, Randall C. *Career Planning Today: Hire Me!*,
(4th edition). Kendall/Hunt, 2000.

CATALOG DESCRIPTION:

The course will provide the framework for the career decision making process. It stresses the connection between the student's chosen academic field and career objective. Among techniques used to deliver instruction are guest speakers, small group activities, multi-media materials, and student projects.

COURSE OBJECTIVES:

After completing this course, each student should be able to:

1. Identify some interests, skills and values related to his or her career goals.
2. Use occupational resources available for the job-search process.
3. Describe and explore career paths and options.
4. Utilize techniques for job-search activities, such as developing resumes and interviewing skills.

EXPECTATIONS:

1. Benefits of this course are unique to the individual but always derived from the quality of the invested time and effort of the individual. Work hard on your own future!
2. Class attendance is required because the course is experiential. After three unexcused absences, your final grade may drop one letter grade for each additional unexcused absence.
3. All work assigned for each class meeting is the responsibility of each student, and is part of the final grade. You cannot participate if you are absent. All assignments are due at the beginning of class. Late work may not be accepted without prior permission.
4. In accordance with the University mission, this course seeks to develop professional competencies in students. Students are expected to perform all work in a professional manner. All work must be typed and include a cover page.
5. Students are required to have an e-mail address and provide me with that address. I will e-mail articles, announcements, etc. from time to time.

ACADEMIC DISHONESTY:

The *Student Handbook* contains examples of academic dishonesty and appropriate disciplinary actions. Students are personally responsible for understanding the rules. The most common reason students cheat is they failed to plan. Often students procrastinate studying or writing papers. When the assignment is almost due, and they no longer have adequate time, they feel stuck. So, they cheat. Plan ahead and give yourself plenty of time before due dates. Your instructor is always available to help if a problem arises. Do not cheat or plagiarize.

GRADE DISTRIBUTION:

Resume	15%	Career Day Report	10%
Cover Letter	10%	Job Shadowing/Site Visit	15%
Internet Project	20%	Book Review	10%
Participation	10%	Budget	10%

CLASS SCHEDULE:

Monday and Thursday class; Tuesday and Friday class.

Reading assignments are to be read before the following week.

January

- 8; 9 Introduction; Review of syllabus. Read chapter 2. Book review handout.
- 12, 15; 13, 16 Self-assessment. Read chapters 3 and 4. Job Shadowing handout.
- 19, 22; 20, 23 Goal setting. Read chapters 5 and 6. **Book title due on 22nd/23rd**
- 26, 29; 27, 30 Professional etiquette. Read chapters 8 and 9. **Guest Speaker**

February

- 2, 5; 3, 6 **No class February 5th/6th because of Career Expo 2004 on the 5th.** Professional etiquette, networking. Read the New Economy articles for next week.
- 9, 12; 10, 13 **Book review due on 9th/10th.** The New Economy and the Business of You. Read chapters 10, 11, and 13.
- 16, 19; 17, 20 Resumes, cover letters and interviewing skills. Read chapters 17 and 18 by class on the 13th/14th and chapter 19 by the 16th/17th.
- 23, 26; 24, 27 **Guest Speakers.** Read chapter 14.

March

1, 4; 2, 5 **Job shadowing/site visit due on 1st/2nd . Resume and cover letter due on 4th/5th.** Interviewing skills. Read chapter 15.

8, 11; 9, 12 **Spring Break!!!**

15, 18; 16, 19 Budgets, taxes, and benefits.
Read chapter 16. **No classes on the 18th or 19th.**

22, 25; 23, 26

April

29, 1; 30, 2 Internet Project handout.

5, 8; 6, 9 **Guest Speaker** on building good credit. The 5th/6th are Internet Project research days—no class meetings.

12, 15; 13, 16 Internet Project.

19, 22; 20, 23 **Internet Project due on 22nd/23rd.**

POSSIBLE BOOKS FOR REVIEW:

Allegretti, Joe. *Loving Your Job, Finding Your Passion: Work and the Spiritual Life*. Paulist Press, 2000.

Baker, Wayne E. *Achieving Success Through Social Capital: Tapping Hidden Resources in Your Personal and Business Networks*. Jossey-Bass, 2000.

∞ Bennis, Warren G. *On Becoming a Leader: The Leadership Classic--Updated and Expanded*. Perseus Publishing, 2003.

Bixler, Susan and Lisa Scherrer Dugan. *5 Steps to Professional Presence: How to Project Confidence, Competence, and Credibility at Work*. Adams Media, 2000.

∞* Bolles, Richard Nelson. *What Color Is Your Parachute*. Ten Speed Press, 2003.

Buckingham, Marcus and Donald O Clifton. *Now, Discover Your Strengths*. Free Press, 2001.

∞ Carnegie, Dale. *How to Win Friends and Influence People*. Pocket Books, 1990.

∞ _____. *The Quick and Easy Way to Effective Speaking*. Pocket Books, 1990.

∞ _____. *How to Enjoy Your Life and Your Job*. Pocket Books, 1990.

∞ Covey, Stephen R. *Seven Habits of Highly Effective People*. Simon & Schuster, 1990.

- ∞ _____ . *Principle-Centered Leadership*. Simon & Schuster, 1992.
- Critin, James M and Richard A Smith. *The Five Patterns of Extraordinary Careers: The Guide for Achieving Success and Satisfaction*. Crown Publishing, 2003.
- DePree, Max. *Leadership Jazz*. DTP Publishing, 1993.
- * Ellig, Janice Reals and William J Morin. *What Every Successful Woman Knows: 12 Breakthrough Strategies to Get the Power & Ignite Your Career*. McGraw Hill, 2001.
- Fox, Jeffery J. *Don't Send a Resume: And Other Contrarian Rules to Help Land a Great Job*. Hyperion, 2001.
- ∞ Guinness, Os. *The Call: Finding and Fulfilling the Central Purpose of Your Life*. Word Publishing, 1998.
- Handy, Charles and Warren G Bennis. *The Age of Unreason*. Harvard Business School Press, 1998.
- Hayhurst, Jim. *The Right Mountain: Lessons from Everest on the Real Meaning of Success*. John Wiley & Sons, 1997.
- ∞ Kelley, Robert E. *How to Star at Work: Nine Breakthrough Strategies You Need to Succeed*. Times Books, 1998.
- Lavington, Camille and Stephanie Losee. *You've Only Got Three Seconds: How to Make the Right Impression in Your Business and Social Life*. Doubleday, 1998.
- Loehr, James E and Peter J McLaughlin. *Mentally Tough: The Principles of Winning at Sports Applied to Winning in Business*. Evans & Co, 1994.
- ∞ Lowstuter, Clyde C and David P Robertson. *Network Your Way to Your Next Job...Fast*. McGraw-Hill, 1995.
- Maxwell, John C. *Failing Forward: How to Make the Most of Your Mistakes*. Thomas Nelson, 2000
- ∞ _____ . *The Winning Attitude: Your Pathway to Personal Success*. Thomas Nelson, 1996.
- ∞ McCarthy, Kevin W. *The On-Purpose Person: Making Your Life Make Sense*. Pinon Press, 1992.
- ∞ McGraw, Philip. *Life Strategies: Doing What Works, Doing What Matters*. Hyperion,

- 2000.
- * Miller, Gordon. *The Career Coach: Winning Strategies for Getting Ahead in Today's Job Market*. Currency Books, 2001.
- ∞ Peck, M Scott. *The Road Less Traveled*. Touchstone Books, 2003.
- Pink, Daniel H. *Free Agent Nation: The Future of Working for Yourself*. Warner Books, 2002.
- ∞ Riley, Pat. *The Winner Within: A Life Plan for Team Players*. Berkley Publishing, 1994.
- Senge, Peter M. *The Fifth Discipline*. Currency Publishing, 1994.
- Stith, Anthony. *How to Build a Career in the New Economy: A Guide for Minorities & Women*. Warwick Publishing, 1999.
- Tracy, Brian. *Create Your Own Future: How to Master the 12 Critical Factors of Unlimited Success*. Wiley & Sons, 2002.
- ∞ _____. *Maximum Achievement: Strategies and Skills that Will Unlock Your Hidden Powers to Succeed*. Fireside, 1995.
- Waitley, Denis and Reni Witt. *The Joy of Working: The 30 Day System to Success, Wealth and Happiness on the Job*. Ballantine Books, 1993.
- Waterman, Robert H. *What America Does Right*. W.W. Norton and Co., 1994.
- Winter, Barbara J. *Making a Living Without a Job: Winning Ways for Creative Work That You Love*. Bantam Books, 1993.

Books marked with an ∞ are available from the Polk County Public Libraries. An * indicates the book is available in the Career Services library. All books are available from Amazon.com, or can be ordered by most bookstores.

ARTICLES:

The New Economy:

- Breen, Bill. "Money Isn't Everything." *Fast Company*, Issue 14, April 1998, p 232. Available at <http://www.fastcompany.com/magazine/14/everything.html>.
- Koretz, Gene. "Land of Less Opportunity." *Business Week*, June 30, 2003. Available at http://www.businessweek.com/magazine/content/03_26/c3839027_mz008.htm.
- Pink, Daniel H. "Free Agent Nation." *Fast Company*, Issue 12, Dec 1997/Jan 1998, p 131. Available at <http://www.fastcompany.com/online/12/freeagent.html>.

_____. "School's Out." *Reason*, Oct 2001. Available at
<http://www.reason.com/0110/fe.dp.schools.shtml>.

WEBSITES:

Marketing:

American Marketing Association: <http://www.marketingpower.com>

Finance:

American Finance Association: <http://www.afajof.org>

Western Finance Association: <http://www.westernfinance.org>

Eastern Finance Association: <http://www.easternfinance.org>

Southern Finance Association: <http://www.southernfinance.org>

Midwest Finance Association: <http://www.midwestfinance.org>

Commercial Finance Association: <http://www.cfa.com>

European Finance Association: <http://www.eiasm.be/links/related/EFA/EFA.htm>

Government Finance Officers Association: <http://www.gfoa.org>

Financial Planning Association: <http://www.fpanet.org>

Accounting:

American Institute for Certified Public Accountants: <http://www.aicpa.org>

Relocating:

Cost of living: <http://www.homefair.com/homefair/calc/salcalc.html?type=to>

Career Development:

Wall Street Journal's Career Journal: <http://www.careerjournal.com/>