


Course Outline

School:	Business
Department:	Graduate Studies
Course Title:	Employment and Career Preparedness
Course Code:	BUSN 702
Course Hours/Credits:	42
Prerequisites:	N/A
Co-requisites:	N/A
Eligible for Prior Learning, Assessment and Recognition:	Yes
Originated by:	Julie Nguyen, PhD
Creation Date:	Fall 2014
Current Semester:	Summer 2015
Approved by:	
	<hr/> Chairperson/Dean

Students are expected to review and understand all areas of the course outline.

Retain this course outline for future transfer credit applications. A fee may be charged for additional copies.

This course outline is available in alternative formats upon request.

Course Description

Submitting résumé online leads to little results in job search, as most jobs are filled by personal recommendation, often referred to as the “hidden” job market. Personal networking have always been crucial for job search, and recently social networking is becoming important as well, although it cannot replace networks created by building personal and professional relationships. This course is built on previous, basic training on communication skills and networking tips that students have received in their previous studies and practical work. Students gain advanced knowledge and skills in improving their cover letter, résumé, business card, and portfolio, in email writing skills and specific soft skills required in their program-specific area. Moving beyond online job search tools, students take a further step in their plans to obtain professional designations and strategic networking with leaders and experts in their industry. With intensive participation in networking events, students have the opportunity to build and improve their professional networks for future employment.

Program Outcomes

Successful completion of this and other courses in the program culminates in the achievement of the Vocational Learning Outcomes (program outcomes) set by the Ministry of Training, Colleges and Universities in the Program Standard. The VLOs express the learning a student must reliably demonstrate before graduation. To ensure a meaningful learning experience and to better understand how this course and program prepare graduates for success, students are encouraged to review the Program Standard by visiting <http://www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/>. For apprenticeship-based programs, visit <http://www.collegeoftrades.ca/training-standards>.

Course Learning Outcomes

The student will reliably demonstrate the ability to:

1. Explain the importance of soft skills in job search, and how an applicant can improve his/her soft skills, including communication skills
2. Discuss successful cases of job search in a specific industry, and analyze how an applicant can devise a job search strategy to maximize his/her chance of success
3. Explain the role of work ethic in successful career building, the importance of having references, and how to obtain the best possible references
4. Elaborate on the professional organizations and designations, the important trends of a specific industry, and how an applicant can devise a strategy to network with these organizations, obtain the necessary designations in order to meet the demand of the industry
5. Improve résumés, cover letters, business cards, and portfolios targeting specific jobs in the industry
6. Participate in employment interviews and information interviews, and explain the factors that lead to a successful interview from an employer’s perspective
7. Employ appropriate business etiquette in a variety of business situations such as visits, meetings, and dining events
8. Effectively participate in networking events to for employment and other opportunities; create and leverage more effective networks to achieve strategic goals for career success.

Essential Employability Skills (EES)

The student will reliably demonstrate the ability to*:

1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
8. Show respect for diverse opinions, values belief systems, and contributions of others.
9. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.
11. Take responsibility for one's own actions, decisions, and consequences.

**There are 11 Essential Employability Skills outcomes as per the Ministry Program Standard. Of these 11 outcomes, the following will be assessed in this course.*

Global Citizenship and Equity (GC&E) Outcomes

N/A

Methods of Instruction

Lecture, class discussion, guest speakers, attending information sessions and networking events at and outside the College.

Text and other Instructional/Learning Materials

Text Book(s):

Blackette (2011). Career Achievement: Growing Your Goals. McGraw-Hill.

<http://www.mheducation.ca/highereducation/products/9780073377001/>

eText: ISBN-13 9780077281427, ISBN-10 007728142X

Print: ISBN-10 0073377007, ISBN-13 9780073377001

Online Resource(s):

To be provided by instructor.

Classroom and Equipment Requirements

Smart classroom.

Evaluation Scheme

- ⇒ Attending classes and events: - Class contribution 14 weeks X 2.5%
- Attending networking events 14 weeks X 2.5%

Class contribution: Students receive 1.5 out of 2.5 (60% = C) if they arrive and have their seats on time, and contribute at least once to class discussion; or 1.75 out of 2.5 (70% = B) if they also read the assigned materials in advance, bring the textbook to class, and properly complete the weekly quiz. Additional marks for additional contribution. Deduction of 0.5 for each of the following: arriving late, not having a proper printed name display, using electronic device(s) in class, disrupting others by talking/making noise in class, or leaving the class without legitimate reason.

Note: There are no quizzes in the last two weeks; marks are based on attending class on time and contribution.

Attending networking events: Students attend at least 14 events throughout the semester, averaging one event per week; at least 4 of the 14 events must be outside the College (events at the College

are often organized by Career Services). Submit a one-page event sheet for each event (template provided) in next class, including proof of attendance such as a photo. At least seven events must be completed by Week 7 when the networking report #1 is due; all events must be completed by Week 13 when the networking report #2 is due. Additional marks for additional events, especially events outside the College as suggested below:

- Information interviews with industry professionals (must have their business cards, program-specific)
- Real-life interviews if any (must have email correspondence)
- Events organized by professional organizations (program-specific)
- Events where students volunteer
- Rotman events (please note: there is cost involved)

<https://www.rotman.utoronto.ca/ProfessionalDevelopment/Events>

- Enterprise Toronto events (\$15 fee)

<http://www1.toronto.ca/wps/portal/contentonly?vgnextoid=2e295891520b3410VgnVCM10000071d60f89RCRD>

Note: If students do not submit event sheet on time (the week after attending the event), that event is not counted in the networking report.

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| ⇒ Course work: - Cover letter (5%) and résumé (5%) | (Week 7) |
| - Mock interview and employment coaching (5%) | (Weeks 8-10) |
| - Portfolio (5%) | (Week 12) |
| - Two networking reports (5% each) | (Week 7 and Week 14) |

Cover letter and Résumé: In the first three weeks, students read Chapters 5 and 6 and improve their cover letter and résumé, and make appointment with Career Services or an instructor/professional at least once for comments/suggestions. A draft version is due Week 4 (print copy only; attach the marking rubrics, mark is given but for feedback purposes only; returned Week 5). Final version is due Week 7 (improved version; print copy submitted in class along with the draft version and marking rubric, and electronic copy sent to e-Centennial). Deduction of 1 for each day late (either copy), or for not attaching the draft version. Zero marks for all cases of violation of the Academic Honesty and Plagiarism policy.

Mock interview and employment coaching: 5 minutes, in Weeks 8-10. Instructor will have a list of time slots for students to sign up. Please bring cover letter, résumé, and networking business card. Deduction of 1 for each five-minute late, and deduction of 2.5 for not bringing cover letter and résumé.

Portfolio: Please follow instructions from the instructor (program-specific)

Two networking reports: due Weeks 7 and 14. Submit a print copy in class with marking rubric, and an electronic copy to e-Centennial Dropbox. Zero marks for all cases of violation of the Academic Honesty and Plagiarism policy.

- Networking report #1: due Week 7. Write a two or more page report on your networking activities from Week 1 to 7 (at least seven events), include the photos, and devise a networking plan for the second half of the semester.
- Networking report #2: due Week 14. Write a two or more page report on your networking activities from Week 8 to 14 (at least seven events), include the photos, and devise a networking plan for your

career development.

Evaluation Name	CLO(s)	EES Outcome(s)	GCE Outcome(s)	Weight/100
Attending classes and events	1, 2, 3, 4, 6, 7, 8	1, 8, 9, 11		70
Course work	5, 6, 7, 8	1, 8, 9, 11		30
Total				100%

If students are unable to write a test they should immediately contact their professor or program Chair for advice. In exceptional and well documented circumstances (e.g. unforeseen family problems, serious illness, or death of a close family member), students may be able to write a make-up test.

All submitted work may be reviewed for authenticity and originality utilizing Turnitin®. Students who do not wish to have their work submitted to Turnitin® must, by the end of the second week of class, communicate this in writing to the instructor and make mutually agreeable alternate arrangements.

When writing tests, students must be able to produce official College photo identification or they may be refused the right to take the test or test results will be void.

Student Accommodation

It is College Policy to provide accommodation based on grounds defined in the Ontario Human Rights Code. Accommodation may include modifications to standard practices. Students with disabilities who require academic accommodations must register with the Centre for Students with Disabilities. Students requiring accommodation based on other human rights grounds should talk with their professors as early as possible. Please see the Student Accommodation Policy.

Use of Dictionaries

- Dictionaries may be used in tests and examinations, or in portions of tests and examinations, as long as they are non-electronic (not capable of storing information) and hard copy (reviewed by the invigilator to ensure notes are not incorporated that would affect test or examination integrity).

Program or School Policies

N/A

Course Policies

N/A

College Policies

Students should familiarize themselves with all College Policies that cover academic matters and student conduct.

All students and employees have the right to study and work in an environment that is free from discrimination and harassment and promotes respect and equity. Centennial policies ensure all incidents of harassment, discrimination, bullying and violence will be addressed and responded to accordingly.

Academic honesty is integral to the learning process and a necessary ingredient of academic integrity. Academic dishonesty includes cheating, plagiarism, and impersonation. All of these occur when the work of others is presented by a student as their own and/or without citing sources of information. Breaches of academic honesty may result in a failing grade on the assignment/course, suspension or expulsion from the college.

For more information on these and other policies, please visit www.centennialcollege.ca/about-centennial/college-overview/college-policies.

Students enrolled in a joint or collaborative program are subject to the partner institution's academic policies.

PLAR Process

This course is eligible for Prior Learning Assessment and Recognition (PLAR). PLAR is a process by which course credit may be granted for past learning acquired through work or other life experiences. The PLAR process involves completing an assessment (portfolio, test, assignment, etc.) that reliably demonstrates achievement of the course learning outcomes. Contact the academic school to obtain information on the PLAR process and the required assessment.

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Topical Outline (subject to change):

Week	Topics	Readings/Materials	Weekly Learning Outcome(s)	Instructional Strategies	Evaluation Name	Evaluation Date
1	<p>Introduction to the course</p> <p>Jump-start your career</p> <p>Successful job search</p> <p>Networking business card</p> <p>Effective email writing</p>	<p>Course Outline</p> <p>Chapter 1: Jump-start your career</p> <p>What Employers Are Looking For? http://www.centennialcollege.ca/mycentennial/students/graduating-students/what-employers-are-looking-for/</p> <p>More Than Just Good Grades. Journal of Business Economics and Management (pp. 499, 507, 514)</p> <p>The “90-9-1” Job Search Rule. Learning Curve. http://www.weacanada.ca/files/issues/LC_Fall_2014_V6.pdf</p> <p>Email Etiquette. Centennial College (posted on eCentennial)</p>	<ul style="list-style-type: none"> • identify the key success factors for students in this course: attend class on time, exhibit professional behaviour, attend required events, prepare good cover letter, résumé and portfolio, engage in active job search • define your career mission and goals through self-assessment • discuss what employers look for when considering new graduates • demystify the common belief among students that employers target students with good grades • explain how the 90% who passively look for work would not be as successful compared to the 9% active and the 1% who get the right contact • explain the importance of having proper networking business card and email etiquette, including a professional email signature and good email writing skills 	<p>Q&A</p> <p>Lecture and discussion</p> <p>Career coaching</p> <p>Instructions for portfolio</p> <p>Guest speaker(s)</p> <p>Students get appointment with Career Services for assistance with cover letter and résumé, and/or job search (continue Weeks 2-6) http://www.centennialcollege.ca/mycentennial/your-support/here-for-you/career-services-and-co-op/services/</p>	<p>Class contribution (2.5%)</p> <p>Attending networking event (2.5%)</p>	
2	<p>Skills and interests</p> <p>Employability skills</p> <p>Soft skills</p> <p>Work ethic</p> <p>Employment references</p>	<p>Chapter 2: Skills and interests – Your career assets</p> <p>Employability Skills 2000+. Conference Board of Canada. http://www.conferenceboard.ca/Libraries/EDUC_PUBLIC/esp2000.pdf</p>	<ul style="list-style-type: none"> • determine your values, skills, and personality to identify possible career paths that match your educational background, goals, strengths, and interests • explain employability skills and discuss plans to improve your employability skills • discuss the importance of soft skills from employers’ perspective, and the challenges of building soft skills • explain why work ethic is important, and discuss the worker characteristics employers 	<p>Lecture and discussion</p> <p>Career coaching</p> <p>Instructions for portfolio</p> <p>Guest speaker(s)</p> <p>Students attend Career Workshops and Employers on Campus</p>	<p>Class contribution (2.5%)</p> <p>Attending networking event (2.5%)</p>	

Week	Topics	Readings/Materials	Weekly Learning Outcome(s)	Instructional Strategies	Evaluation Name	Evaluation Date
		<p>Employers Find Applicants Soft on “Soft Skills”. The Beacon. https://www.stlbeacon.org/#!/content/33399/soft_skills102513</p> <p>The Work Ethic Site. University of Georgia. http://workethic.coe.uga.edu/less1.html</p> <p>Employment References. Government of Canada. http://www.youth.gc.ca/eng/topics/jobs/references.shtml</p> <p>Sample reference check forms</p>	<p>look for</p> <ul style="list-style-type: none"> • discuss the link between work ethic and employability skills, including interpersonal skills, initiative, and dependability • explain the importance of having work ethic in getting employment references • use sample employment reference check forms to discuss what one needs to do to gain good references 	<p>events (continue throughout the semester)</p> <p>http://www.centennialcollege.ca/mycentennial/our-support/here-for-you/career-services-and-co-op/workshops/</p> <p>http://www.centennialcollege.ca/mycentennial/our-support/here-for-you/career-services-and-co-op/employers-on-campus/</p>		
3	<p>Where are the jobs?</p> <p>The hidden job market</p> <p>Job market trends</p> <p>Professional organizations (program-specific)</p> <p>Designations (program-specific)</p> <p>Industry trends (program-specific)</p>	<p>Chapter 3: Where are the jobs?</p> <p>The Hidden Job Market. Government of Canada. http://www.youth.gc.ca/eng/topics/jobs/looking.shtml</p> <p>Job Market Trends and News. Government of Canada. http://www.jobbank.gc.ca/LMI_bulletin.do?cid=3373</p> <p>Canada’s 100 Best Jobs. Canadian Business. http://www.canadianbusiness.com/lists-and-rankings/best-</p>	<ul style="list-style-type: none"> • explain how to monitor current labour market trends in relation to career paths that interest you • explain how to target your career search using various sources of information • explain the hidden job market, how it works, and devise plans to become part of this market • discuss professional organizations and designations in your field, and how networking with these organizations and obtaining certain designations can improve your employability • elaborate on the industry trends in your field and the areas that have most opportunities 	<p>Lecture and discussion</p> <p>Career coaching</p> <p>Instructions for portfolio</p> <p>Guest speaker(s)</p> <p>Students attend events organized by professional organizations (program-specific), and Career Fairs & Events and Community-Based Events (continue throughout the semester)</p> <p>http://www.centennialcollege.ca/mycentennial/our-support/here-for-you/career-services-</p>	<p>Class contribution (2.5%)</p> <p>Attending networking event (2.5%)</p>	

Week	Topics	Readings/Materials	Weekly Learning Outcome(s)	Instructional Strategies	Evaluation Name	Evaluation Date
		jobs/2014-full-ranking-canada-100-best-jobs/		and-co-op/career-fairs-events/ http://www.centennialcollege.ca/mycentennial/our-support/here-for-you/career-services-and-co-op/community-based-events/		
4	Networking Communicating your story	Chapter 4: Networking – It's always who you know Video: Networking Ahead for Business. http://www.youtube.com/watch?v=ZXyyQ9b6KfU Networking Tips. Centennial College. http://www.centennialcollege.ca/mycentennial/students/graduating-students/networking-tips/ What is Your Story? Harvard Business Review.	<ul style="list-style-type: none"> • explain how networking is the way most great jobs are obtained • discuss the importance of making connections and network to land your dream job and ascend the career ladder • explore the meaning of “it's always who you know”, and also “it's who knows you and what they know about you” • discuss networking how-tos, things to avoid when posting online, and devise plans to enhance your networking skills • present your story in effective ways when networking in person and online 	Lecture and discussion Career coaching Instructions for portfolio Guest speaker(s) Students attend networking events	Class contribution (2.5%) Attending networking event (2.5%)	
5	Professional résumé Personal brand	Chapter 5: Professional résumé How Do I Market Myself? Government of Canada. https://www.jobsetc.gc.ca/eng/categories.jsp?category_id=106&crumb=1&crumb=34&crumb=106	<ul style="list-style-type: none"> • incorporate the elements necessary to produce a résumé that lands an interview • explain ways to minimize the challenges such as lack of experience or gaps in employment history • examine the need to invest in creating and maintaining one's professional image 	Lecture and discussion Career coaching Instructions for portfolio Guest speaker(s) Students attend networking events	Class contribution (2.5%) Attending networking event (2.5%)	
6	Professional cover letter	Chapter 6: Professional cover letter	<ul style="list-style-type: none"> • discuss the important details to consider in order to make a cover letter powerful and worthy of an employer's attention 	Lecture and discussion Career coaching	Class contribution (2.5%)	

Week	Topics	Readings/Materials	Weekly Learning Outcome(s)	Instructional Strategies	Evaluation Name	Evaluation Date
			<ul style="list-style-type: none"> consult with professionals in your field about your cover letter and résumé for their comments and suggestions 	Instructions for portfolio Guest speaker(s) Students attend networking events	Attending networking event (2.5%)	
7	Employment interviews	Chapter 7: Successful interviews Focus on Interviews. Government of Canada. https://www.jobsetc.gc.ca/pieces.jsp?category_id=2660&root_id=300&crumb=1&crumb=34&crumb=106&lang=en	<ul style="list-style-type: none"> analyze what employers look for during an interview discuss interview steps and types of interview discuss and practice dining and business etiquettes during interviews practice interview for jobs in your field, and discover career options through individual consultation with instructor 	Lecture and discussion Career coaching Instructions for portfolio Guest speaker(s) Students attend networking events	Class contribution (2.5%) Attending networking event (2.5%) Networking report #1 (5%) Cover letter (5%) and résumé (5%)	
8	Information interviews Dining etiquette practice	The Information Interview. Service Canada. https://www.jobsetc.gc.ca/pieces.jsp?category_id=420 Website: www.etiquettescholar.com	<ul style="list-style-type: none"> discover career options through individual consultation with industry contacts appreciate the importance of learning and mastering dining etiquettes for business students in achieving professionalism explain and practice the main dining etiquettes in the North American culture (and other cultures) 	Lecture and discussion Career coaching Guest speaker(s) Students attend dining and networking events and/or conduct information interviews with industry professionals	Class contribution (2.5%) Attending networking event (2.5%) Mock interview and employment coaching (5%) - until Week 10	
9	Follow-up and negotiation	Chapter 8: Follow-up and negotiation	<ul style="list-style-type: none"> explain the need to have professional follow-up skills after an interview discuss how to negotiate an acceptable package utilizing a win-win approach 	Lecture and discussion Career coaching Instructions for portfolio Guest speaker(s)	Class contribution (2.5%) Attending networking event (2.5%)	

Week	Topics	Readings/Materials	Weekly Learning Outcome(s)	Instructional Strategies	Evaluation Name	Evaluation Date
				Students attend networking events		
10	Social networking Online career tools	The Three Things that Employers Want to Find Out about You Online. Workopolis. http://www.workopolis.com/content/advice/article/the-three-things-that-employers-want-to-find-out-about-you-online/ Online Career Tools. Centennial College. http://www.centennialcollege.ca/mycentennial/your-support/here-for-you/career-services-and-co-op/online-career-tools/	<ul style="list-style-type: none"> • use social networking to establish, maintain, and manage one's professional "brand" • pay attention to the things employers look for in your social profiles and avoid what they least want to see • use online career tools and assessments for your career planning and job search activities 	Lecture and discussion Career coaching Guest speaker(s) Students attend networking events	Class contribution (2.5%) Attending networking event (2.5%)	
11	Strategic networking	Ibarra, H. & Hunter, M. (2007). How Leaders Create and Use Networks. Harvard Business Review.	<ul style="list-style-type: none"> • compare and contrast three types of networking: personal, operational, and strategic • discuss how managers need to invest time and effort in building their strategic networks 	Lecture and discussion Career coaching Guest speaker(s) Students attend networking events	Class contribution (2.5%) Attending networking event (2.5%)	
12	Step up your career Beyond career planning	Chapter 9: Step up your career Christensen C. M. (2012). How Will You Measure Your Life? Harvard Business Review.	<ul style="list-style-type: none"> • discuss the principles and practices of highly successful people and how you can learn from them to accelerate your career • develop strategies to turn setbacks into successes through empowering yourself once your career takes off • examine the need to create a strategy not just for your career but more importantly for your life 	Lecture and discussion Career coaching Instructions for portfolio Guest speaker(s) Students attend networking events	Class contribution (2.5%) Attending networking event (2.5%) Portfolio (5%)	
13	Networking event organized by students	N/A	<ul style="list-style-type: none"> • take initiatives in becoming a connector and play a leadership role in networking • build social capital as it pertains to career success 	Networking event organized by students	Class contribution (2.5%)	

Week	Topics	Readings/Materials	Weekly Learning Outcome(s)	Instructional Strategies	Evaluation Name	Evaluation Date
					Attending networking event (2.5%)	
14	Course summary	Review materials Week 1 to 12	<ul style="list-style-type: none"> • reflect on the challenges and opportunities in achieving a successful career • devise a plan for personal and professional development 	Class discussion Guest speaker(s) Q&A	Class contribution (2.5%) Attending networking event (2.5%) Networking report #2 (5%)	