



MGT 398.003 – CAREER MANAGEMENT SKILLS

Session: Spring 2015 (March 16th – May 9th)
Classroom Location: DSH 134
Class Meeting Day: Thursdays
Class Meeting Time: 1:00pm-3:00pm

Instructor: Matt Yeppez
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Office Hours: by appointment

Course Description

MGMT 398 is a 1 credit hour course for undergraduate students designed to help students develop career management skills to prepare for entrance into the professional job market. Emphasis on cover letters, resumes, interviewing skills, networking, organizing job searches, and salary negotiations.

Course Objectives

- To explore and evaluate potential career paths which correspond with your values, interests, preferences, education, skills, and experience.
- To develop and demonstrate appropriate resume writing, cover letter writing, and interviewing skills.
- To research potential job interests through informational interviewing, networking, group discussions and online resources.
- To provide effective career management tools to utilize throughout the life of your career.

Methodology of Instruction

Informal and online assessments, lectures, individual self-development and small group in-class exercises. Dialogue, discussion boards, and experiential learning projects will also be used throughout the class.

Textbooks: Required

- 1) Bolles, Richard (2015). *What Color Is Your Parachute: A Practical Manual for Job-Hunters and Career-Changer's*. Berkeley, California: Ten Speed Press.
- 2) Gensing-Pophal, Lin (2013). *The Everything Resume Book*. Avon, Massachusetts: Adams Media.

Expectations

There are no exams in this course. This class is a required, credit/no credit course. Full attendance and class participation are essential. Come to class open to self-development and reflection. Be prepared to invest time and energy in developing the skills required to plan your career, both now and in the future.

Assignments will be graded using the individual assignment descriptions. To receive full credit, make sure that you meet all assignment expectations. All assignments will be submitted via UNM Learn (<https://learn.unm.edu/>). Assignments emailed to me (either before or after the deadline) will not be accepted. Late assignments will not be accepted for credit. If you have an issue with submitting your assignment, please let me know prior to the due date. Remember, it is your responsibility to get your assignments submitted on-time.



Grading: Credit/No Credit Credit: 70-100 pts No Credit: 69 points or below

Attendance/Participation	10 Points
1 resume and 1 cover letter plus job description	10 Points
Informational Interview Presentation and Paper	20 Points
Networking Assignment and Paper	20 Points
Mock Interview	20 Points
Final Career Development Plan	<u>20 Points</u>
Total	100 Points

Special Accommodations

If you are a qualified person with disabilities who might need accommodations, please communicate with me as soon as possible so that we may assist you in meeting your needs by working with your internship provider to determine how those needs could be met. Accessibility Services (Mesa Vista Hall 2021, 277-3506) provides academic support to students who have disabilities. If you think you need alternative accessible formats for undertaking and completing coursework, you should contact this service right away to assure your needs are met in a timely manner. If you need local assistance in contacting Accessibility Services, see the Bachelor and Graduate Programs office.

Class Schedule

Class 1: March 19, 2015

Main Focus Points: Overview of class, introductions and review of syllabus and expectations. Development of a personal brand lecture and group activity.

Homework: Bring 6 copies of your resume to class on March 26th for peer review. Purchase books and read Chapters 2, 3, 4, 8 and 9 in the Gresing-Pophal book. Go to <http://www.assessment.com/TakeMAPP/> and complete your MAPP assessment to determine your strengths as they relate to career opportunities. Print a copy of your results and bring to Class 2. Be prepared to discuss. Complete strengths and values handouts and bring to Class 2.

Class 2: March 26, 2015

Main Focus Points: Resume writing lecture. Small group resume reviews, feedback and large group debrief of essential do's and don'ts in resume writing. Personal and professional assessment of who you are and what you want from your career. Strengths, values and talent exploration via discussion of MAPP Assessment and introduction of the MBTI.

Homework: Read Chapters 1, 3 and 7 in the Bolles book. Revise resume based on input from class members. Post your revised resume to UNM Learn (in a Word Document) by 11:59 pm on Tuesday March 31st. Line up your informational interview and RSVP for a networking event.



Class 3: April 2, 2015

Main Focus Points: Internship / job search lecture and online resources available. The importance of developing your network. Networking competencies and skills will be reviewed and practiced with feedback provided. How to work a career fair will be discussed and 30 second elevator speeches will be developed and practiced. Informational interview will be discussed.

Important resources include:

- ONET: www.online.onetcenter.org
- OCCUPATIONAL OUTLOOK HANDBOOK: www.bls.oco.gov
- ASM Career Services Office: <http://jobs.mgt.unm.edu/default.asp?mm=centers>
- NM Career Match: www.nmcareermatch.com
- NACE: www.naceweb.org
- Facebook: www.facebook.com/unmanderson
- Twitter: [@UNM_Anderson](https://twitter.com/UNM_Anderson) and [@twitter.com/UNMAnderson](https://twitter.com/UNMAnderson) and twitter.com/UNMAndersonCare
- Pinterest: <http://pinterest.com/unmcareer/>
- Glass Door: www.glassdoor.com
- LinkedIn: www.linkedin.com (Search for UNM Anderson Career Services)

Homework: Read Chapters 2, 4, and 6 in the Bolles book and Chapter 1 in the Gresing-Pophal book. If you have not lined up your informational interview, now would be a good time to get it scheduled. Find one job description of an internship or full-time position for which you would be interested in applying for. Bring 6 copies of the job/intern description to Class 4. Write a 1 page cover letter corresponding to the position description and bring 6 copies to Class 4 for discussion and feedback.

LOOKING AHEAD: Informational Interview paper and presentation will be due in Class 5. This is a paper and presentation. Minimum of two typed pages, double spaced, 12 point font.

- Do not interview family members.
- Be prepared to submit your paper and make a presentation in class.
- Presentation needs to be no longer than 5 minutes and must include the following:
 1. Who did you interview and why? Describe in detail what this person does for a living.
 2. What did you learn? What surprised you? What disappointed you?
 3. What do you like about their job? What do you dislike?
 4. Is this something you'd like to do? Why or why not?
 5. What advice would he/she give someone like you pursuing this career or something similar?
 6. How much money does someone in this person's position make annually?



Class 4: April 9, 2015

Main Focus Points: Communication, corporate culture, cover letters, thank you letters, informational interviewing & social media. Small group cover letter reviews, feedback and large group debrief of essential do's and don'ts in cover letter writing.

Homework: Post your revised cover letter to UNM Learn (via Word Doc) by 11:59 pm on Tuesday April 14th. Informational interview and presentations are due Class 5 Thursday April 16th. Post to UNM Learn by the start of class 5 at 12:59pm on Thursday April 16th. Read Chapter 10 in the Bolles book and Chapters 5-6 in the Grensing-Pophal book.

Class 5: April 16, 2015

Main Focus Points: Informational Interview presentations and paper due today. Large group debrief on key learning's.

Homework: Read Chapter 5 in the Bolles book. Make sure you complete your networking assignment.

Remember, you must attend one networking event prior to the final session of class on 4/30/15. You can also attend a community event. Check out Albuquerque Business First, the Chamber of Commerce, professional organizations, First Tuesdays Networking, StartUp ABQ, Women in Technology, Hautenpreneurs, etc.

To receive FULL credit for this assignment, you must:

1. Attend a networking event
2. Write a 1-2 page typed (double spaced), 12 point font summary that answers the following questions: What event did you attend? How did you find out about the event? Why did you choose to attend this event? How did you prepare? What was the format of the event (include strength and weaknesses)? What did you like best/least? What are the follow ups from the event? What did you learn about yourself? What did you learn about the business world?

Class 6: April 23, 2015

Main Focus Points: Interviewing and professional dress, anticipating potential interview questions, behavioral interviewing using the STAR method, opening and closing the interview and salary negotiations will be discussed. Interviewing practice and feedback. Mock Interview preparation.

Homework: Read Chapters 8 and 9 in the Bolles book and Chapter 7 in the Grensing-Pophal book. Post Networking Paper to UNM Learn by 12:59pm Thursday April 30th. Begin working on your Career Development Plan. Your career development plan should include the following: Identify the industry/job research and career exploration you plan to do. This may include job fairs, information sessions, company websites, job descriptions, and/or professional organization websites. Identify your career goals and "how" you plan to achieve them. What tactics will you take to get your resume out there and connect with employers? Please provide specific details for each tactic you plan to use. Provide a minimum of five tactics. In addition, provide a timeline for each tactic. When will you have each tactic completed? And finally, discuss how you will hold yourself accountable for accomplishing each tactic. Career Development Plan paper should be a minimum of 2 typed pages, double spaced, 12 point font. Submit your Career Development Plan paper to UNM Learn by 11:59pm on Thursday April 30th.



Class 7: April 30, 2015

DUE VIA UNM Learn: Career Development Plan paper. 11:59pm Thursday April 30th.

Main Focus Points: Mock Interviews. The purpose of the mock interview is to give you a chance to sharpen your interviewing skills. Expectations and requirements include: show up on-time and come professionally dressed, as if this was an actual interview for your dream job. Bring formal copies of your resume. Participation in the mock interview session is essential for credit for this course.

Additional Resources

Job Interview Questions, <http://www.jobinterviewquestions.org/> everything you need to nail the interview: from questions to dress to behavior.

New Mexico Business Weekly, www.mgt.unm.edu/bizjournals, Information about industries and businesses in Albuquerque, FREE resource to all Anderson students.

Careers.org, <http://www.careers.org/> Anything and everything you want, career-related.

Career Journal, <http://www.careerjournal.com/salaryhiring/> Salary data, articles and other excellent career resources.

Wet Feet, <http://www.wetfeet.com/> Broad range of career tools to help you prepare.

Vault.com, <http://www.vault.com/index.jsp> Career tools on everything from writing cover letters to negotiating your salary.

Albuquerque Economic Development, www.abq.org This is a comprehensive list of companies in the Albuquerque area—for those of you staying local.

Assignment Descriptions

Informational Interview

This assignment is designed to help you increase your network and learn more about a potential career that you may be interested in. When deciding who to interview for this assignment, follow these tips: 1) Try to make a new contact, or interview someone you already know in a new context (i.e. family friend who you already know but have never discussed work). 2) Use resources such as LinkedIn, Twitter, and the MGMT 398 Resources page to identify someone. 3. Remember that the content you learn is only PART of the intent of the exercise. Mastering this skill will help you learn to network and build contacts throughout your professional career.

To receive full credit for the assignment, you must write a 2-3 page (double spaced), typed 12 point font summary that answers the following questions:

1. Who did you interview and why? Describe in detail what this person does for a living.
2. What did you learn? What surprised you? What disappointed you?
3. What do you like about their job? What do you dislike?
4. Is this something that you would like to do? Why or why not?
5. What advice would he/she give to someone like you pursuing this career or something similar?
6. How much money does someone in this person's position make annually? If you are not comfortable discussing salary, please use the website O*Net (onetonline.org) to find a salary range.

Networking Assignment and Paper

You must attend one networking event prior to the final session of class on 4/30/15. You can also attend a community event. Check out Albuquerque Business First, the Chamber of Commerce, professional organizations, First Tuesdays Networking, StartUp ABQ, Women in Technology, Hautenpreneurs, etc.

To receive FULL credit for this assignment, you must:

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Career Development Plan Paper

Your career development plan should include the following: Identify the industry/job research and career exploration you plan to do. This may include job fairs, information sessions, company websites, job descriptions, and/or professional organization websites. Identify your career goals and "how" you plan to achieve them. What tactics will you take to get your resume out there and connect with employers? Please provide specific details for each tactic you plan to use. Provide a minimum of five tactics. In addition, provide a timeline for each tactic. When will you have each tactic completed? And finally, discuss how you will hold yourself accountable for accomplishing each tactic. Career Development Plan paper should be a minimum of 2 typed pages, double spaced, 12 point font. Submit your Career Development Plan paper to UNM Learn by 11:59pm on Thursday April 30th.

Summary of UNM Learn Due Dates

Revised Resume	11:59pm Tuesday 3/31
Revised Cover Letter	11:59pm Tuesday 4/14
Informational Interview Paper	12:59pm Thursday 4/16
Networking Paper	12:59pm Thursday 4/30
Career Development Plan	11:59pm Thursday 4/30