

BUS 380: Professional Development
Fall 2017

COURSE DESCRIPTION AND LEARNING OBJECTIVES

This Professional Development course is composed of a series of sessions and assignments intended to help you prepare for your career and position you for success at Goizueta and beyond. Professional Development incorporates career education and exploration with tools you'll use to successfully navigate your first internship search. You will learn about different industries and functions, you will explore how your personal interests align with potential careers, you will develop and refine your personal brand, and you will sharpen your interview skills. After you complete this course, you will have a list of target companies, you will have started to build your professional network, and you will have laid the foundation for a successful internship and full-time search at Goizueta. You will have a better understanding of yourself and your interests, and you'll be able to articulate your experiences through your personal brand materials, networking, and interviews.

COURSE POLICIES

Attendance

There are no excused absences. Students are expected to attend their assigned class section. Attendance is taken from nameplates and students are expected to display nameplates at all times. If the need arises, you can contact your TA to see if you can attend another class section; these requests will be accommodated on a space available basis. You should make every effort to attend your assigned class section. Class will meet at the same time each week unless there is a special class session – all of which are listed on this syllabus in the Detailed Course Schedule section. If you must miss class, please contact your TA for information regarding make-up assignments.

Grading

BUS 380 is graded pass/fail; students are required to attend all class sessions and complete all assignments to earn a passing grade in the course.

Assignments

All assignments are due by 11:59pm on the due date listed on the syllabus. **Unless specified otherwise, all assignments will be turned in through Canvas.**

Please note that the assignments for BUS 380 are designed with two objectives in mind:

1. To equip you for successful internship and full-time searches as a Goizueta student
2. To provide you with tools and tactics that you will use for future searches and throughout your career

That said, it is encouraged that you take the time to thoughtfully complete your assignments as you will use them now and in the future. Assignments will be graded by TAs, and you will be asked to resubmit any assignment that is incomplete or found to be unsatisfactory.

Course Materials and Preparation

There is no textbook for this course. Required course materials can be found on the BUS 380 Canvas site. Additional resources to complete assignments can be found on the Career Management section of the BBA Portal and through the Goizueta Business Library.

ASSIGNMENTS

All assignments can be found on the BUS 380 Canvas site and will be grouped in modules by theme.

Assignments are due at 11:59pm on the due date listed below. Unless noted otherwise, assignments will be turned in through Canvas.

Module 1: Your Personal Brand

Due Date	Assignment
Wednesday, August 23	HARD COPY of Resume in GBS Format, Draft #1 <i>Please drop your resume in the box for your class section in the BBA CMC by 12:00pm on Wednesday, August 23. Revised resumes will be available to pick up in the BBA CMC after 5:00pm on Monday, August 29.</i>
Friday, August 25	Emory Email Signature Update
Friday, September 8	HARD COPY of Resume in GBS Format, Draft #2 <i>Please print and bring a hard copy of your newly updated resume to Resumania for additional feedback from CMC Coaches.</i>
Sunday, September 10	Upload Revised Resume to Handshake Profile and Opt-In Resume Books
Friday, September 15	Cover Letter Draft
Friday, September 15	LinkedIn Connections and Profile Creation Assignments

Module 2: Career Exploration

Due Date	Assignment
Friday, September 8	Target Company List Draft
Friday, November 10	Alumni Panel Assignment

Module 3: Job Search Essentials

Due Date	Assignment
Friday, September 1	Handshake Profile Creation Assignment
Friday, September 15	Informational Interview Request
October 16-26	Mock Interview Assignment <i>Sign up for a mock interview time with a CMC Coach through Handshake. You will receive information about scheduling and sign ups later in the semester.</i>
Friday, November 10	Locus of Control Reflection

Module 4: Coaching and Competencies

Due Date	Assignment
Friday, August 25	360 Surveys to Peers <i>You will send your surveys in class on August 25 – bring your laptop.</i>
Upon Completion of Surveys	360 Coaching Session with your Advisor <i>Your advisor will contact you to set up a meeting before the end of the semester.</i>
Thursday, November 2 or Friday, November 3	GAP Assessment <i>You will receive an email with information about this assessment.</i>

COURSE CALENDAR AND IMPORTANT DATES

Class Sessions

Class will meet most Fridays over the course of the semester during your regular section in GBS_208, unless specified otherwise. Class dates, times, and meeting locations are listed in the Detailed Course Schedule at the end of this syllabus.

BBA Resumania

All students are required to attend Resumania for BUS 380 and attendance will be taken. Students will meet individually with BBA CMC Coaches to get specific feedback for their resumes. Drop by anytime during the day and allow 45 minutes to complete this workshop.

BBA Resumania

Friday, September 8

9:00am to 2:30pm

GFC_W525

HIRE US Networking Event & Fall Career Fair

The fall career fair is a great opportunity to network with alumni and company representatives ahead of your internship search; learn more about companies that recruit on campus at Emory. **Attire is business formal and all students are required to attend the fall career fair;** HIRE US is not mandatory but is highly recommended.

More information about both events can be found on the Emory Career Center's website:

http://www.career.emory.edu/events_workshops/career_fairs/fall_career_fair.html

HIRE US Networking Event

Tuesday, September 5

7:00pm to 8:30pm

Cox Hall Ballroom

Fall Career Fair

Wednesday, September 6

12:00pm to 4:00pm

Woodruff PE Center

CMC Alumni Panels and Networking Events

CMC Alumni Panels and Networking Events are designed to let you learn from and network with recent Goizueta alumni in a variety of industries and functions. These recent graduates are close enough to speak to their experiences through the recruiting process and will provide you valuable insights as to how you can link your academic and leadership experiences in the BBA Program to the working world. Following the panel, you will have the opportunity to network and make great connections in person.

You may attend as many panels as you'd like, and you are encouraged to attend all panels of interest. **You are required to attend a minimum of two panels and submit a short essay summarizing what you learned in the panels.** The essay is due on Friday, November 10.

Panel	Date	Time
Consulting	Friday, September 8	3:00pm to 5:00pm
Finance	Friday, September 15	3:00pm to 5:00pm

Marketing	Friday, October 13	3:00pm to 5:00pm
ISOM/Analytics	Friday, October 20	3:00pm to 5:00pm
Real Estate	Friday, October 27	3:00pm to 5:00pm
Film & Media	Friday, November 3	3:00pm to 5:00pm

BUS 380 Supplemental Instruction Sessions

In addition to mandatory class sessions of BUS 380, the BBA CMC will offer three Supplemental Instruction Sessions to take a deeper dive into course content. Though these sessions are not mandatory, attendance is strongly encouraged, especially for students who are just starting their internship search and career journey.

Session	Date/Time/Location	Topics Covered
1	Monday, August 28 5:15pm to 6:00pm ROOM TBD	<p>Company and Industry Research</p> <p>This workshop will introduce you to the Goizueta Business Library and the resources available for company and industry research. You will learn how to use various databases to create your target company list or to expand the list you already have. If you are unsure of what type of career you are interested in, this workshop is a great place to start.</p>
2	Tuesday, August 29 5:15pm to 6:00pm ROOM TBD	<p>Resume Revamp <i>Bring to Session: Hard Copy of Revised Resume</i></p> <p>This workshop is designed to help you act on the resume feedback and recommendations from the BBA CMC Coaches. This session will focus on how you can quantify and present your internship, campus leadership, and community involvement experiences in the best possible light.</p>
3	DATE 5:15pm to 6:00pm ROOM TBD	<p>Your Birkman Assessment and Your Career Interests <i>Bring to Session: Copy of Your Birkman Report</i></p> <p>You will learn about your Birkman map and how your strengths and expectations align with common career paths for BBA graduates. various job families on the Birkman assessment, and understand how your interests on the Birkman can inform your career choices.</p>

DETAILED COURSE SCHEDULE

Session	Date	Activity/Assignments Due
1	Sunday, August 20 or Monday, August 21	<p>BBA CMC Introduction Welcome to Goizueta! You will meet the BBA CMC team and learn about career resources and services available to you as a BBA student. Topics addressed include outcomes for the Class of 2017 and an overview of what you can expect in the fall semester.</p>
2	Friday, August 25	<p>BUS 380 and 360 Assessment Overview; Your Personal Brand <i>Bring to Class: Laptop</i> Tina Giannakopoulos will introduce you to the 360 survey. You will receive instructions and send out survey emails for your 360 coaching session with your advisor. Jane Hershman will go over the BUS 380 syllabus, schedule, and requirements.</p> <p>After the overview, you will be introduced to the concept of your personal brand, which intersects and compliments your personal narrative from Business Communications. In this first session, you will discuss your resume, cover letter writing, and other personal brand materials. You will receive an overview of Handshake to create your profile, set your notification preferences, and apply for positions. You will be introduced to your Target Company List, which will be an essential tool for your internship search.</p> <p>Assignments due today:</p> <ul style="list-style-type: none"> - Emory Email Signature Update - 360 Surveys to Peers (in class)
3	Friday, September 1 ***CLASS WILL BE IN GFC_W100***	<p>On-Campus Recruiting, Networking, Target Company List, and Career Fair Preparation You will receive an overview of on-campus recruiting, as well as go over the BBA CMC's policies and expectations of you through the process. You will learn how to network in a face to face setting before the fall career fair. You will learn how to build and use the target company list. This session will also discuss how best to prepare for the career fair.</p> <p>Assignments due today:</p> <ul style="list-style-type: none"> - Handshake Profile Creation Assignment
4	Friday, September 8	<p>Your Online Presence: LinkedIn, Email Etiquette, and Informational Interviews This session is a crash course in how to network electronically, from how to identify contacts and initiate conversation through following up after a networking conversation, including the conversations you had at the career fair. As part of this session, you will learn how to create your LinkedIn profile, along with tips and tricks to make LinkedIn work for you. You will also receive information about who to contact and how to network over email. The last topic covered in this session is informational interviewing; you will learn how to ask for the call, what questions you should (and should not) ask, how to follow up, and how to reconnect with networking contacts as you move thorough your search.</p>

		<p>Assignments due today:</p> <ul style="list-style-type: none"> - HARD COPY of Revised Resume for Resumania - Target Company List
5	Friday, September 15	<p>Interviewing: Overview and Interview Preparation</p> <p>This session is a comprehensive overview of the interview process, the types of interviews you may encounter, and an introduction to behavioral interviewing, including commonly asked questions. You will learn how to conduct research and prepare for interviews using Goizueta Business Library resources. You will learn how use Handshake to sign up for on-campus interviews.</p> <p>Assignments due today:</p> <ul style="list-style-type: none"> - Cover Letter Draft - LinkedIn Connections and Profile Creation Assignment - Informational Interview Request - Upload revised resume into opt-in resume books on Handshake
	Friday, September 22	NO CLASS – Rosh Hashanah
	Friday, September 29	NO CLASS – Yom Kippur
	Friday, October 6	NO CLASS – Fall Break
6	<p>Friday, October 13</p> <p><i>One Session: 11:30am to 1:30pm</i></p> <p><i>Class will meet at the Miller-Ward Alumni House</i></p> <p><i>Shuttles will pick up at the Goizueta Arch starting at 11:00am</i></p>	<p>Business Etiquette Luncheon and Networking Event</p> <p>You will learn the basics of business etiquette, enjoy a formal lunch, and practice your networking skills with seniors. This session will prepare you for networking at company presentations, alumni events, pre-interview dinners, socials, and other company networking activities. You will network with seniors following the lecture.</p> <p>You will receive information closer to the session regarding lunch logistics and menu selections.</p>
7	<p>Friday, October 20</p> <p><i>One Session: 11:30am to 12:30pm</i></p> <p><i>Class will meet in GBS_130</i></p>	<p>Area Depth Panel</p> <p>Faculty members from each of Goizueta’s primary area depths (Accounting, Finance, ISOM, Marketing, and Strategy & Management Consulting) will talk discuss the elective offerings in their academic areas. This session will be useful as you select classes during the pre-registration period.</p>
8	<p>Friday, October 27</p> <p><i>One Session: 11:30am to 12:30pm</i></p> <p><i>Class will meet in GBS_130</i></p>	<p>Your Locus of Control and Your Job Search</p> <p>You will learn to understand your locus of control and how it relates to your job search. You will learn tactics to help you approach your interview process with less stress and will be able to start preparing now.</p>
9	Friday, November 3	<p>You’ve Got the Internship – Now What?</p> <p>This final class session will cover what you can do once you’re on the job – from what time to show up on the first day to what you can do to ensure a return offer.</p>