

Business Career Planning and Development
MBA 5240

Course Description, Learning Outcomes and Objectives:

Intentional professional development and career planning is essential for success and satisfaction in all types of careers. In today's businesses personal branding and professionalism is especially important. This course is focused on ensuring that each business graduate student will have a clear understanding of how to intentionally manage their career and will be well equipped to succeed, grow in their career, and have the impact they choose.

This course addresses the following program learning outcomes:

1. Students will learn a framework for ensuring long term professional satisfaction and success that will include reflection, exercises, and interaction.
2. Students will assess their values and decision drivers, the work outcomes and/or projects they have accomplished, the vital relationships needed to sustain a career, their strengths and skills, and their interests to create clarity in making career choices.
3. Students will be exposed to ways to research the market to identify roles and companies that are at the intersection where they are most likely to succeed.
4. Students will create and polish marketing collateral essential to a powerful personal brand.
5. Students will demonstrate effective verbal messaging of strengths, background and career aspirations (target message).
6. Students will have a clear understanding of the importance and value of a professional network and will define a proactive plan for building and maintaining productive professional relationships.
7. Students will create an action plan with commitments in each of six areas for proactive professional development—values and growth, ratios and relationships, contributions and strengths.
8. Students will learn about appropriate preparation for and execution of powerful interview conversations and salary/career negotiations.
9. In business and in personal lives, students will act to preserve or enhance the well-being of the commons (global, health, and social justice) and will understand how to have positive leadership impact (i.e., leading change).

This course has the following specific course objectives:

1. Each student will have a professional resume, digital profile, and polished personal brand targeted for professional growth and leadership that is true to their strengths and values.

2. Students will understand how to proactively manage their professional life and career by communicating effectively, building and nurturing professional relationships, pursuing growth, and contributing meaningful outcomes to the organizations they serve in order to achieve the success and satisfaction they desire.
3. Each individual will be able to clearly articulate the value they bring and to understand how to connect their value to their business and/or marketplace needs in order to succeed in, pursue and interview well for, and be selected for roles that will continue to engage them.
4. Students will understand how to identify options for professional growth and/or promotion, and the most appropriate methods to accomplish the changes they want to create internally or externally to the organizations they currently serve.
5. Each professional, no matter where they are in their career, will be challenged to be thoughtful about how to make the most of the course content. When fully engaged, each student will be empowered to take control of their career and manage it well.

Class Schedule & Assignments

Date & Time	Pre- Class Assignments	Discussion topics
October 22nd 6-9pm	Complete Chapter 2 (Pages 5-19) of Insight Workbook Submit reflections, current resume & personalize your LinkedIn Invitation to Paula if we aren't connected Submit your hopes for this class	Values & Growth Target Message/Practice Introductions Assessments
October 29th 6-9pm	Submit your takeaways from First Class Research and Identify your Top 10 Roles and/or Companies of Interest Complete the Grit Survey on the Authentic Happiness website and reflect on your insight Complete your "Top 10" accomplishments worksheet	Relationships & Ratios Self; Partner; Work Ratios for Flourishing Relationship/Stakeholder Networks— Assessing, building & maintaining
November 5th 6-9pm	Submit your takeaways from second class Create your Professional Relationship list/map Final Resume; Completed LinkedIn Profile Prepare Interview questions & answers Prepare your "target message" for the interview	Strengths & Contributions Conducting powerful networking conversations Practice interviews

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Albers School of Business and Economics
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All assignments are to be submitted on Canvas. Only the takeaways are due on Canvas within three days of class. The other assignments are used in class and are to be submitted as part of your final portfolio following the final class.

Course Requirements & Grading:

1. Written Assignments (40 %)
Two Primary Submissions and three short “takeaway” submissions.
Initial assignment with CareerLeader reflections, beginning resume, LI invitation, and hopes for learning.
Final Portfolio with Top 10 accomplishments, Top 5-10 departments and/or companies’ research, Resume, LinkedIn profile completion, and Action Plan submission.
Three short “takeaway” submissions are intended to invite learning reflection and to provide feedback about what is resonating.
2. Coming to class prepared to participate in the exercises will give you meaningful practice for your Personal Brand Presentation, for Mock Interviews, for peer resume review, and your timely class “takeaway” emails will comprise 20 % of your grade.
3. Participation: (40 %)

Appendix

University Resources and Policies

Academic Resources

- Library and Learning Commons (<http://www.seattleu.edu/learningcommons/>)
(This includes: Learning Assistance Programs, Research [Library] Services, Writing Center, Math Lab)
Note: The Learning Commons does not offer tutoring for EXLR/EMBA/HEMBA-level students.
- Academic Integrity Tutorial (*found on Angel and SU Online*)

Academic Policies on Registrar website (<https://www.seattleu.edu/registrar/academics/performance/>)

- Academic Integrity Policy
- Academic Grading Grievance Policy
- Professional Conduct Policy (*only for those professional programs to which it applies*)

Notice for students concerning Disabilities

If you have, or think you may have, a disability (including an ‘invisible disability’ such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff located in Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.

Title IX of the Education Amendments of 1972 (Title IX) prohibits discrimination based on sex in educational programs or activities that receive Federal financial assistance. This prohibition includes sexual misconduct, which encompasses sexual harassment and sexual violence. Seattle U remains committed to providing a safe and equitable learning, living, and working environment. Seattle U offers emergency, medical, and other support resources, as well as assistance with safety and support measures, to community members who have experienced or been impacted by sexual misconduct.

Seattle U requires all faculty and staff to notify the University’s Title IX Coordinator if they become aware of any incident of sexual misconduct experienced by a student.

For more information, please visit <https://www.seattleu.edu/equity/>. If you have any questions or concerns, you may also directly contact the Title IX Coordinator in the Office of Institutional Equity