

Syllabus for MAN 5935-01: Corporate Survival Skills

Summer 2003 ~ Monday & Wednesday ~ 9:00 a.m. – 10:30 a.m. ~ Room 202 RBA ~ 1 credit hour

Course Management

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Course Description

The purpose of the Corporate Survival Skills course is to provide a forum for MBA students to develop and improve skills important for personal success in leadership and career management.

Course Objectives

When you complete this course you will be able to:

- Describe different approaches to career management and apply the principles to your personal situation.
- Identify and demonstrate the integration of career information from a variety of print, online and people resources.
- Identify issues in business ethics and integrate concepts into your own management and leadership philosophies
- Describe the process of negotiations and apply the process to various situations in business and career management
- Integrate active career planning, career decision-making and career management throughout the MBA program year.
- Communicate effectively with others using a variety of methods relevant to your career management: interpersonal interaction, written documents and on-line resources.

Course Format

The learning environment of the course will consist of both in-class and independent learning using a variety of available technology. The foundational material of the course will be presented during several interactive lecture sessions that will provide the basis for learning, discussion and discovery. Guest lecturers and panelists will be utilized to provide a rich and dynamic aspect of this course in addition to the faculty and staff involved. Extended discussions by way of the discussion board of Blackboard may be utilized to provide a means of interaction outside of each in-class session. Blackboard will be utilized as well to maintain important course information & resources, communicate announcements, post grades, etc. Several independent and group learning assignments will be used to reinforce course material.

Expectations For Success and Managing Technology

Succeeding in this learning environment will require students to be prepared for each class and to be active participants of each session by utilizing the skills of reading, listening and speaking. Students will be expected to integrate the effective use of available technology such as wireless web/laptop computers each class session for on-line resources, taking notes and regular use of Blackboard. All learning assignments including possible threaded discussions on Blackboard will be expected to be completed and submitted by the due date and time. **THERE IS NO MAKE-UP OR LATE WORK THAT WILL BE ACCEPTED.**

Using Blackboard. Blackboard (<http://campus.fsu.edu>) will be utilized in this course as an integral tool in the learning experience. As a requirement of this course, each student is expected to know how to use Blackboard for obtaining class announcements, participating in threaded discussions on the discussion boards, obtaining grades, checking external links, etc. Each student must have a FSU email account to obtain access to the Blackboard site for this course.

Discussion Boards When participating in assigned discussion board responses using Blackboard, submissions are due no later than midnight on the date assigned. The purpose of these posts is to extend the discussion and reinforce in-session learning through the use of technology. Stimulus questions will be provided by the instructor and students will then be expected to either respond directly to the stimulus question or to the response of another classmate. To obtain full participation for this communication, each discussion response submitted must be relevant to the subject of the discussion, professional and to the point. No unprofessional writing will be tolerated. The instructor reserves the right to determine what is unprofessional. Students found to be engaging in unprofessional writing will be blocked from discussion boards for the remainder of the semester and will not receive associated participation points for future discussions.

Using Laptops. Please bring your laptop computers to each class session for taking notes and individually utilizing the internet for in-class purposes. Inappropriate use of laptops during class will not be tolerated. Such uses include but are not limited to checking personal email, surfing the web for unrelated information, playing games, and online chat. The instructor reserves the right to determine what uses are inappropriate during class sessions. Students found to be engaging in inappropriate use of laptops during the class session will be asked to put their laptops away for the remainder of the class session. If the student is found by the instructor a second time engaged in this activity, the student may be blocked from using the laptop in the classroom for the remainder of the semester.

Using the FSU Career Portfolio. The Career Portfolio (<http://portfolio.fsu.edu>) is an on-line tool that allows for building a portfolio where you can showcase skills, resume, references, unofficial transcripts and artifacts or examples of your best work. All information submitted is expected to be relevant to your career management objectives and professional. While this course allows you the opportunity to begin your initial portfolio, the portfolio will be available for use through graduation and beyond.

FSU Handbook Issues & Policies

Attendance & Participation. Student attendance and participation of each scheduled session is assumed by the instructor and will be part of the final course grade. In accordance with university policy, the students are expected to attend all scheduled course sessions during the stated meeting hours/dates on the course schedule. Unexcused absences accumulated for two weeks or more (2 or more classes) put the student at risk of a failing grade for the course. This does not include students who are involved in university-sanctioned events that will not be counted as absences but instead as service for the university. Being excused from class sessions due to university-sanctioned events is not automatic. It is the students' responsibility to obtain a signed statement on FSU letterhead that authorizes future absences, from your advisor, by the second week of class. Documented illnesses that require written authorization from a physician or the university health center are also considered excused absences. Students will be held responsible for all information covered in the class session for the missed session. In such cases, it is the responsibility of the student either to turn in any assignments due to prior to the class session or before the end of the due date by way of email to the instructor. No late work is acceptable.

Academic Honor System Code. The Academic Honor System Code is outlined both in the Florida State University General Bulletin and the Student Handbook. Please review these sources and understand that you will be responsible to follow these guidelines. In particular, please be diligent in the following:

- (1) Be sure to cite your source with the use of a footnote, endnote or parenthetical reference and works cited list, if you use any information that is not yours from any source including websites, personal interviews, video, etc.

- (2) Be sure to correctly present and document passages that are either directly quoted or are paraphrased from an outside source to avoid plagiarism.

ADA Statement. Students who are registered with the Student Disability Resource Center (SDRC) may negotiate a reasonable accommodation with the instructor during the first week of class. Please provide an authorized letter from the SDRC to the instructor, indicating the need for academic accommodation, if necessary. Class materials are available in alternate format upon request.

Texts

1. Bridges, W. (1998). *Creating You & Co.: Learn to Think Like the CEO of Your Own Career*. Cambridge, MA: Perseus Publishing. ISBN: 0738200328
2. Bolles, R.N. (2002). *What Color Is Your Parachute 2003: A Practical Manual For Job-Hunters and Career Changers*. Berkeley, CA: Ten Speed Press. ISBN: 1580084605

Course Requirements

- | | |
|---|-----|
| 1. <u>Attendance & Participation</u> | 30% |
| Includes: | |
| <ul style="list-style-type: none"> • On-time, full attendance to scheduled course sessions • In-class and/or Online Discussions • Pre-Class Quizzes on Concepts and Terminology • Career Leader Assessments (BCII, MPRP, MPAP): Completion • Career Management Consultation: Participation • Networking Coffees: Interaction with Guests • Mock Interview: Participation | |
| 2. <u>Career Portfolio</u> http://portfolio.fsu.edu | 30% |
| Draft due June 23 and Final version due July 9 | |
| 3. <u>Career Management Action Plan</u> | 30% |
| Due July 21 | |
| 4. <u>Career Team Project</u> | 10% |
| Due July 21 | |

TOTAL COURSE POINTS	100%
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FINAL COURSE GRADES (Percentiles)

95-100% = A	80-82% = B-	67-69% = D+
90-94% = A-	77-79% = C+	63-66% = D
87-89% = B+	73-76% = C	60-62% = D-
83-86% = B	70-72% = C-	Below 60% = F

Sample Computation for a Final Course Grade:

Item	Grade	% of Grade	Total
Attendance & Participation	85	30%	(85 x .30) = 25.5
Career Portfolio	89	30%	(89 x .30) = 26.7
Career M.A.P.	90	30%	(90 x .30) = 27
Career Team Project	94	10%	(94 x .10) = 9.4
<u>TOTAL</u>		<u>100%</u>	<u>88.6</u>
FINAL GRADE = B			

Course Schedule & Topics

(1) M, May 12 **Course Introduction** 9:00am – 10:30am
Shawn Winship

Objectives:

After session 1, you should be able to do the following:

- Know the requirements of the course including the course schedule, assignments, and content
- Access Blackboard to view course materials
- Access FSU Career Portfolio to view tutorial and establish initial account
- Describe one approach to career planning, career decision-making and career management.

Readings:

Read Bridges-Forward (pp.vii-xv) and Part 1 Why You Need You & Co. (Ch.1-Ch.2, pp. 3-43)

Activities:

Short exercises from the reading.

Assignments:

Purchase books and complete readings for Wednesday.

Read through syllabus and assignment guidelines.

Explore the FSU Career Portfolio and bring questions to next class.

(2) W, May 14 **Written Communications I:** 9:00am – 10:30am
• **The Professional Portfolio** **Shawn Winship**

Objectives:

After session 2, you should be able to do the following:

- Describe the purpose of the professional portfolio.
- Describe the key elements of a professional portfolio.
- List three uses of a professional portfolio.
- Give examples of artifacts that are relevant to your career area.
- Create your personal on-line portfolio using the Career Portfolio.

Readings:

Read Bridges-Part 2 Mining Your D.A.T.A. (Ch.3-Ch.6, pp.47-95).

Read Bolles-Ch. 8 When You Lose All Track Of Time (pp.153-175).

Activities:

Your Favorite Transferable Skills Exercise in Bolles-Appendix A (pp.333-347)

Assignments:

Career Portfolio: (1) Draft for critique due **June 23**, (2) Final version due **July 9**.

(3) M, May 19 **Interpersonal Communications I:** 9:00am - 10:30am
• **Business Networking/Information Interviews** **Shawn Winship**
• **Mentoring Program Overview**

Objectives:

After session 3, you should be able to do the following:

- Describe effective methods for gathering career information from people sources
- Describe professional etiquette as related to networking and information interviewing
- Identify at least two ways to improve personal effectiveness in networking and information interviewing

Readings:

Read Bolles-Ch.9 The Geography of the Heart (pp.177-220) and Ch. 10 Getting In To Impossible Places (pp.223-238).

Assignments:

Complete questions and goals for panel discussions.

(4) W, May 21

Financial Services Employer Panel
Networking Coffee, Weichelt Lounge

9:00am - 10:00am
10:00am - 10:30am

Moderator: Dr. Christiansen

Objectives:

After session 4, you should be able to do the following:

- Describe key factors about the financial services career area
- Give examples of financial services in practice from interaction with the panelists.
- Identify personal strengths and weaknesses in interpersonal interaction with panelists.

Readings:

Read related career area profiles from Career Leader.

Activities:

Networking Coffee

Due Today:

Completion of questions and goals for financial services panel.

Assignments:

Complete questions and goals for supply chain & marketing panel discussions.

M, May 26

HOLIDAY: Memorial Day

(5) W, May 28

Supply Chain & Marketing Employer Panel
Networking Coffee, Weichelt Lounge

9:00am - 10:00am
10:00am - 10:30am

Moderator: Dr. Giunipero

Objectives:

After session 5, you should be able to do the following:

- Describe key factors about the supply chain & marketing career area
- Give examples of supply chain and marketing in practice from interaction with the panelists.
- Identify personal strengths and weaknesses in interpersonal interaction with panelists.

Readings:

Read related career area profiles from Career Leader.

Activities:

Networking Coffee

Due Today:

Completion of questions and goals for the Supply Chain & Marketing panel.

Assignments:

Complete questions and goals for global entrepreneurship panel discussions.

(6) M, June 2

Global Entrepreneurship Employer Panel
Networking Coffee, Weichelt Lounge

9:00am – 10:00am
10:00am – 10:30am

Moderator: Dr. Osteryoung

Objectives:

After session 6, you should be able to do the following:

- Describe key factors about the global entrepreneurship career area

- Give examples of entrepreneurship in practice from interaction with the panelists.
- Identify personal strengths and weaknesses in interpersonal interaction with panelists.

Readings:

Read Bolles-Ch. 6 How To Start Your Own Business: The Art of Self-employment or Working for Yourself (pp.93-122)

Activities:

Networking Coffee

Due Today:

Completion of questions and goals for the Global Entrepreneurship panel.

(7) W, June 4

Career Management In A Changing World

9:00am - 10:30am

**Shawn Winship
Lori McLaughlin**

Objectives:

After session 7, you should be able to do the following:

- Identify specific sources of MBA-related occupational information
- Explain specific challenges relevant to career changers
- Describe macrolevel influences on personal career management

Readings:

Read Bridges-Ch. 7 Finding Your Opportunity (pp.101-119) and Ch. 8 Creating Your Product (pp.120-135)

Assignments:

Career Management Action Plan Due **July 21**

Group Team Project Due **July 21**

(8) M, June 9

Negotiations

9:00am – 10:30am

Gary Grant

Objectives:

After session 8, you should be able to do the following:

- Describe the process of negotiations and apply the process to various situations in business and career management

Readings:

Read Bolles-Ch. 12 The Seven Secrets of Salary Negotiation (pp.279-304)

Other readings TBA

(9) W, June 11

Business Ethics

9:00am - 10:30am

Gary Grant

Objectives:

After session 9, you should be able to do the following:

- Identify issues in business ethics and integrate concepts into your own management and leadership philosophies

Readings:

TBA

(10) M, June 16

Self-Marketing Strategies

9:00am – 10:30am

**Shawn Winship
Ty McCuiston**

Objectives:

After session 10, you should be able to do the following:

- Describe elements of an effective strategic self-marketing strategy.
- Transition a self-marketing strategy into an action plan.

- Identify specific sources of career/employer information helpful to implementing an MBA job search.
- Explain ethical issues and appropriate etiquette relevant to career management/job search strategies.
- Determine your strategy and action plan for marketing yourself.

Readings:

Read Bridges-Ch. 9 Running Your Microbusiness (pp.136-159)

Read Bolles-Ch.1 What Are You Looking For? (pp.1-14), Ch.2 Job-Hunting At Warp Speed (pp.15-30), Ch.3 But What If That Doesn't Work? (pp.31-54), Ch. 4 How Employers Hunt for Job Hunters (pp.53-68), and Ch. 5 Twenty-Three Tips For A Successful Job-Hunt (pp.69-92).

(11) W, June 18

Written Communications II:

- **Resume & Letter Writing**

9:00am – 10:30am

Shawn Winship

Objectives:

After session 11, you should be able to do the following:

- Give examples of elements that must be included in a professional resume and those which are optional depending upon the target audience.
- Describe key components of effective employment letters.

Activities:

In class activity

Assignments:

Prepare updated resume and cover letter draft. Draft for class critique due **June 23**. Final version due **July 9**.

(12) M, June 23

Written Communications III:

- **Resume & Letter Critiquing**
- **Career Portfolio Critiquing**

9:00am – 10:30am

**Shawn Winship
Jill Lumsden**

Objectives:

After session 12, you should be able to do the following:

- Examine a resume or letter and recommend modifications to improve the content or format for a specific target audience
- Examine a career portfolio and recommend modifications to improve the content or presentation for a specific target audience

Activities:

In class activity

Due Today:

Draft of Career Portfolio including copies of resumes

W, June 25

NO CLASS (NCDA)

(13) M, June 30

Interpersonal Communications II:

- **Interviewing & Self-Marketing Skills**
- **Mock Interviewing Orientation**

9:00am – 10:30am

**Christopher Campbell
Shawn Winship**

Objectives:

After session 13, you should be able to do the following:

- Describe strategies for preparing for and participating in an interview
- Describe skills needed to self-market effectively before during and after an interview

- Demonstrate understanding of effective interviewing techniques in a mock interview

Readings:

Read Bolles-Ch.11 Interviewing Tips For Smarties (pp.239-276).

Assignments:

Sign up for mock interview.

W, July 2

NO CLASS

M, July 7

NO CLASS

(14) W, July 9

Interpersonal Communications III:

9:00am - 10:30am

- **Mentoring: A Key To Professional Success**

Shawn Winship

Objectives:

After session 14, you should be able to do the following:

- Compare and contrast the role of mentor as compared to other professional supporter roles
- Discuss the benefit of participation in a mentoring relationship to the protégé, the mentor and the organization.
- Compare and contrast the roles of the mentor and the protégé.
- Describe factors that influence decline in the relationship between mentor and protégé.
- Describe factors that promote growth in the relationship between mentor and protégé.

Readings:

TBA

Due Today:

Final version of Career Portfolio including final version of resume and cover letter

(15) M, July 14

Your Career Management Plan:

9:00am – 10:00am

- **Implementation Through Graduation and Beyond**

Shawn Winship

Objectives:

After session 15, you should be able to do the following:

- Create a personal career management action plan that lists specific action steps to be completed by set deadlines from now until graduation.
- Describe 10 steps to making career management work.

Readings:

Read Bridges-Ch. 10 Making Your Plan and Getting Started (pp.160-164) and Afterword (pp.165-167).

(16) W, July 16

Consulting Seminar

9:00am – 10:00am

Networking Coffee, Weichelt Lounge

10:00am – 10:30am

**Moderator: Christopher Campbell
Reginald Parker**

Objectives:

After session 16, you should be able to do the following:

- Describe key factors about the management consulting career area
- Give examples of management consulting in practice from interaction with the panelists.

Readings:
TBA

M, July 21	Mock Interviews
W, July 23	Mock Interviews
F, July 25	Mock Interviews
M, July 28	Mock Interviews
W, July 30	Mock Interviews
F, August 1	Mock Interviews