

**BUSINESS 260-CAREER PLANNING**  
**BUSINESS 360-INTERSHIP**  
**BUSINESS 460-INTERNSHIP**

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***COURSE OBJECTIVES***

1. Assess personal interests and motivations that impact one's search of, and potential fit into the workplace;
2. Corroborate one's interests and motivations through a series of objective tests and self-assessment exercises, conducted and coordinated with Rhodes' Office of Career Planning;
3. Develop skills to source employment availability and obtain familiarity with job posting internet sites;
4. Develop resume preparation techniques;
5. Refine practical writing skills as an element of increasing the likelihood of securing interviews and employment, and enhancing written communication once employed;
6. Develop solid interview strategies and response techniques through a series of real time interchanges and mock interviews; assess and refine interview thought processes and communication skills;

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7. Obtain exposure to the requirements of various occupations through real time exchanges with guest lecturers and community professionals;
8. Discern how and why particular intern or shadow experiences are an individual fit or not, and what has been learned in the process;
9. Obtain case study experience into the important role that good business ethics plays in the workplace;
10. Obtain insight into the prominent roles that organizational “culture” and individual behaviors play in the workplace; and
11. Obtain overall preparedness for entry into the workplace.

***REQUIRED TEXT AND MATERIALS***

1. *“Knock ‘em Dead-2008”*, by Martin Yate, C.P.C. Adams Media, Avon Massachusetts, 2007;
2. Handouts and case studies, as directed; and
3. Audio materials, as directed.

***CLASSROOM REQUIREMENTS***

1. Class attendance is mandatory unless excused in advance;
2. Class participation in discussion topics is very important, as the opinions and experiences of each student can be invaluable to the class; upcoming class discussion topics will be provided sufficiently in advance; and
3. Written assignments should be completed in a timely and professional manner, illustrating a depth of thought and careful communication of ideas and perspective. It will be important for each student to pay particular attention to the proper use of grammar, syntax, and idea and sentence flow.

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Written assignments will include:

- a. responses to selected topics or discussions;
  - b. preparation of initial draft cover letters and resumes, with final versions to follow;
  - c. responses to research projects and case studies, as assigned, and
4. With respect to group assignments, each student is expected to make a balanced contribution to the group, and to share in the actual presentation to the class. Use of appropriate writing and communication skills will be very important.

***INTERN/SHADOW EMPLOYMENT REQUIREMENTS***

1. Regular attendance and professional conduct at intern and shadow places of employment should be exhibited, and a detailed journal of the experience maintained; specific content requirements of the journal will be provided at a later date; and
2. A series of specific questions relating to the assessment of each intern/shadow experience will be distributed, to which a carefully prepared written assessment will be required.

***GRADING PROCESS***

1. Major factors entering into grade determination will consist of:
  - a. Class attendance, contribution to class discussion, and enthusiasm in sharing experiences and perspectives for the benefit of the class (**25%**);
  - b. Contribution to, participation in, and communication with respect to group projects (**20%**);
  - c. Preparedness and communication with respect to resume preparation and interview exercises and processes (**20%**);
  - d. Content and quality of individual written assignments (such as case studies), including the use of appropriate grammar and syntax (**20%**); and
  - e. Content, comprehensiveness, and perspectives communicated through the intern/shadow journal completion process (**10%**), and
  - f. Other (**5%**).

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2. The giving of formal quizzes or examinations within the context of the above general grading categories will be at the discretion of the Instructor.

**HONOR CODE**

1. Compliance with The Rhodes College Honor Code is expected at all times.