

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

FALL SEMESTER 2009

8/26/09

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COURSE OBJECTIVES

The objectives of the course, as detailed below, are more broad than the course title implies, as the course not only focuses on the student's successful completion of an internship or shadow experience, but also on acquiring information and skills useful in applying for and procuring employment. While the "in semester" experiences received with internships or shadow experiences will provide an additional perspective during the semester, in class the course will also focus on the overall professional development of the student, both "before the job", and "on the job." Of major importance in this regard will be refinement of both verbal and written communication skills, as well as the use of case studies to address ethical issues that may confront one once initial employment is secured.

Consistent with the above, the course will endeavor to:

1. 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;
2. Develop skills to source employment availability and obtain familiarity with job posting internet sites;
3. Develop professional resume and cover letter preparation techniques;
4. Refine practical writing skills as an element of increasing the likelihood of securing interviews and employment, and enhancing written communication once employed;

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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, communication, and response techniques through a series of real time interchanges and mock interviews; assess and refine interview thought processes and communication skills;
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, and success in the workplace.

REQUIRED TEXT AND MATERIALS

1. **“Knock ‘em Dead-2009”**, by Martin Yate, C.P.C. Adams Media, Avon Massachusetts, 2008;
2. Handouts and case studies, as directed; and
3. Audio materials, as directed.

CLASSROOM REQUIREMENTS

1. **Success in the course will be dependent on class attendance, which is mandatory, and which will be taken.** If a student is absent from class due to illness or other excusable reason (such as for a required school sporting event), the student must provide the Professor with an explanation of the absence. Absences for which an excuse is not given or accepted will represent an unexcused absence. When, in the Professor’s opinion, unexcused absences are excessive, or unsatisfactory performance in the course jeopardizes the student’s progress, notice to the Assistant Dean of Academic Affairs may be given by the Professor. Further absences will, at a minimum result in a (perhaps substantial) lowering of the student’s grade, and *may* result in failure in or suspension from the course. Should a student receive a notice of excessive absences or unacceptable performance in the course, it is the student’s sole responsibility to promptly contact the Professor to discuss the situation in question.
2. Students are responsible for any announcements that are made in class, including changes in assignments or due dates, and for any handouts, *whether such student was present in class or not at such time, for any reason*; the attached Assignment outline is tentative at this time, and is subject to change as guest speaker availability changes. If revised Assignment outlines are in effect, they will be color coded, and the class notified

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under which schedule the class is currently operating.

3. Class participation in discussion topics is very important, as the opinions and experiences of each student can be invaluable to the class; similarly, student initiative in relating classroom topics to current events is also important;
4. 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 especially important for each student to pay particular attention to the proper use of grammar, syntax, idea expression, and sentence flow and construction.*** 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;
5. Class presentations should be completed and presented in a timely and professional manner. With respect to group assignments, each student is expected make a balanced contribution to the group, and to share in the actual presentation to the class.
6. Late submission of any assignment, or unpreparedness to discuss or present when due may result in a significant grade penalty with respect to the assignment in question.
7. Anyone who has received documentation through Disability Services and needs accommodations for assignments should let the Professor know well in advance of due dates.

INTERN / SHADOW EMPLOYMENT REQUIREMENTS

1. Regular attendance and professional conduct at intern and shadow places of service should be exhibited, and a detailed journal of the experience maintained; specific content requirements of the journal will be provided at a later date.
2. A series of specific questions relating to the assessment of each intern/shadow experience will be distributed, to which a carefully prepared, comprehensive written response 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 (including the written component) with respect to group projects **(20%)**;
 - c. Preparedness and communication with respect to resume and cover letter preparation, and interview exercises and processes **(15%)**;
 - d. Content and quality of individual written assignments (such as case studies), including the use of appropriate grammar and syntax **(25%)**; and
 - e. Content, comprehensiveness, and perspectives communicated through the intern/shadow *journal* completion process **(10%)**;
 - f. Evidence of satisfactory attendance and completion of internship/shadow experience obligations, including the Professor's assessment of the evaluation *by the organization* providing an evaluation of the student; Professor's assessment of student performance improvement, (or the lack thereof); all to be awarded at the discretion of the Professor **(5%)**.

2. The giving of formal quizzes, tests, or "case examinations" within the context of the above general grading categories will be at the discretion of the Professor. If no final examination is given, the Professor will mandatorily utilize such time to cover additional topics or to use such time for an additional assignment falling into the general grading categories outlined in the section noted above.

HONOR CODE

Compliance with The Rhodes College Honor Code is expected at all times. It will be considered an Honor Council offense to use, or to refer to notes, tests, presentations, or other related materials associated with prior students or materials used in previous offerings of the course.

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Business 260 360 460
Assignment schedule-Fall Semester 2009

Text: "Knock 'em Dead-2010" by Martin Yate, C.P.C.

Class Date	Topic	Reading/Writing Assignments
Thursday Aug. 27	Course Introduction	
Tuesday Sept. 1	Your "Millennial" Generation Writing issues	" <i>The Feathered Generation</i> " (handout)
Thursday Sept. 3	Money/Significance/Success Introduction to Ethics Issues	Quote Responses Due
Tuesday Sept 8	Writing Critique	Chapter 1
Thursday Sept. 10	Self Assessment/Motivations/Abilities	
Tuesday Sept. 15	Resume Writing / Resume Critique	Chapter 2
Thursday Sept. 17	Ethics Case Discussion <i>The Analyst's Dilemma</i>	Chapter 3,4,5 Analyst Dilemma Paper Due
Tuesday Sept. 22	Cover Letters / Information Interviews	Chapter 6
Thursday Sept. 24	Guest Speaker	Chapters 7-8
Tuesday Sept. 29	Interview Techniques Interview Research	Chapters 9-10 Company / Group Selections Due Resume Drafts Due
Thursday Oct. 1	Meyers – Briggs Testing	Chapters 11,12,16
Tuesday Oct. 6	Career Services Guest / Myers-Briggs Interpretation	Chapter 13-14
Thursday Oct. 8	In Class Interviews	Chapter 15 Cover Letter Drafts Due Second Resume Drafts Due
Tuesday Oct. 13	In Class Interviews	Chapter 22
Thursday Oct. 15	Thank You / Decline Letters	
Thursday Oct. 22	Company Presentations	Chapter 17,18
Tuesday Oct. 27	Company Presentations	Chapter 19
Thursday Oct. 29	Guest Speaker	Chapter 20
Tuesday Nov. 3	Selected Case	Chapter 21 Second Cover Letter Drafts Due Third Resume Drafts Due

Thursday	Nov. 5	Advanced Topics	
Tuesday	Nov. 10	Guest Speaker	Chapter 23
Thursday	Nov. 12	Advanced Topics	Chapter 24
Tuesday	Nov. 17	Selected Case	Chapter 25 Final Cover Letters Due Final Resumes Due
Thursday	Nov. 19	Advanced Topics	
Tuesday	Nov. 24	Selected Case – Guest Speaker	
Tuesday	Dec. 1	Individual Presentations	
Thursday	Dec. 3	Advanced Topics	
Tuesday	Dec. 8	Individual Presentations	
Monday	Dec. 14 8:30 AM	FINAL EXAM or CASE DUE	

The above schedule assumes a Rhodes Fall Recess spanning October 17 – October 20, 2009, and a Thanksgiving Recess spanning November 25 – November 29, 2009.