

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

1/19/09

SPRING SEMESTER 2009

**Faculty:**            ***RICHARD L. FISHER, M.S., CPA, CFP, ChFC***

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***COURSE OBJECTIVES***

***The Professor takes the view that the course is not only about acquiring information and skills useful in applying for and procuring employment, and successfully completing an internship or shadow experience. Equally important is the acquisition of skills that will enhance the likelihood of success “on the job”, while leading the student towards an understanding of the importance of becoming more professional and communicative in an employment capacity, and the equal importance of exuding excellence leading up to, and subsequent to procuring employment. A key element of that process includes the refinement of both verbal and written communication skills. As such, the course will endeavor to:***

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;

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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. An excused absence may be granted for required school sponsored events, but advance notice to the Professor is required. Class attendance will be taken and graded, and more than 3 absences (including tests or exams) *for any reason* may result in 3 points per absence being deducted from the student’s *final* grade average. Excessive absences may result in notice to the appropriate Rhodes Dean for further action, which may include failure, suspension, or being dropped from the class.
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;

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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, and idea and sentence 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. Written assignments and class presentations should be completed and presented in a timely and professional manner, illustrating a depth of thought and careful communication of ideas and perspective. 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. As such, it will be important for each student to pay particular attention to the proper use of grammar, syntax, and idea and sentence flow. Use of appropriate communication skills will be very important.
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 testing should let the Professor know well before the first test.

***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; and

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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 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 **(20%)**; 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 **(10%)**.
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.

