

**IDM-5120 A01 (1.0 AUXILIARY)
CAREER DEVELOPMENT SEMINAR
FALL 2020**

INSTRUCTOR

Name: Echo Duan
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Office Location: 369 Drake
Office Hours: 9:30 a.m. to 4:30 p.m.
Class Time:

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Office Location: 258 Drake
Office Hours: 9:30 a.m. to 4:30 p.m.
Class Time:

COURSE DESCRIPTION

Career Development Seminar (3 sessions)

The Career Development Seminar is designed to assist students in developing personal career planning and management skills. Fundamentals of career success are covered including; career assessment, resume and cover letter writing, interviewing, career management, career exploration strategies, social media and business etiquette.

SESSION 1 – Type Focus Assessment, Resumes and Cover Letters

Friday, September 11, 2020 (7:30 a.m. to 8:30 a.m.)

Friday, September 18, 2020 (7:30 a.m. to 9:30 a.m.)

Course Synopsis: Type Focus Assessment, Resumes and Cover Letters

In order to maximize your Asper MFIN experience, it is important to understand who you are. The Type Focus Assessment will help you learn more about yourself and understand yourself better. You then can use this knowledge to better represent your unique skills, attitudes and competencies in a resume and cover letter, to articulate your skills in an interview and to understand clearly the motivators and interests unique to you, in order to build a more satisfying and rewarding career.

This course will teach you how to write a dynamic resume that accurately reflects your skills, accomplishments and abilities, and a cover letter that will set you apart from other candidates. The content covered in this session will set you up for success regardless of the stage of your career. If you are launching a job search you will be armed with effective marketing tools. If a job search is not in your immediate future, be confident that should you decide to one day make a career change, apply for a promotion, board or volunteer opportunity, you will have the knowledge of how to attract the attention of decision makers.

COURSE OBJECTIVES- Type Focus Assessment, Resumes and Cover Letters

On course completion, you should be able to:

- Recognize key attributes that are important for your personal career success; identify your unique strengths, motivators and interests.
- Demonstrate the strategic principles of resume and cover letter writing.
- Understand the employer's perspective in resume and cover letter critique.
- Identify transferable skills. Develop statements which illustrate skills, abilities and accomplishments. Create profile statements to use in your own resume.

COURSE MATERIALS - Type Focus Assessment, Resumes and Cover Letters

Required Reading/Preparation – Students will be emailed information regarding the Type Focus Assessment which is to be completed before the seminar.

Please review your individualized assessment before the first class and print a copy to bring to class with you.

Handouts will be provided during the session.

COURSE ASSESSMENT- Type Focus Assessment, Resumes and Cover Letters

Student progress will be assessed through:

- Mandatory attendance and active participation.
- Completion of the Type Focus Assessment. Exercises based on your report will be conducted in class – **it is important to bring a copy with you to the first class.**
- Resume and Cover Letter Assignment.
 - Due Date: **Friday, October 16, 2020**

Final grades will be assigned as either Pass* or Fail. (65% or over will be considered as a Pass)

Grade Breakdown (all 3 components are required):

1. Type Focus Assessment (20%)
2. Resume Assignment (40%)
3. Cover Letter Assignment (40%)

COURSE SCHEDULE- Type Focus Assessment, Resumes and Cover Letters

Date	Time	Place
Type Focus Assessment Friday, September 11	7:30 a.m. to 8:30 a.m.	Online Zoom Session
Resume and Cover Letter Friday, September 18	7:30 a.m. to 9:30 a.m.	Online Zoom Session

NOTE: Class attendance is required and is mandatory. If you know in advance that you will be unavailable for even one of the three Career Development Seminars, ensure that you drop the course by the final drop date to receive a full fee refund (as missing one of the three sessions – 33% of the course – will result in an F grade in the course). In this case, you will take the course the next time it is offered. If you miss a session due to unexpected illness, it is your responsibility to inform your instructor with the reason (and medical documentation) within 3 days of the session. In such a case, you will receive a Continuing grade in the course and will be registered again for the missed session the next time it is offered.

SESSION 2 – Interviewing

Friday, October 9, 2020 (7:30 a.m. to 9:30 a.m.)

Friday, October 16, 2020 (7:30 a.m. to 9:00 a.m.)

COURSE SYNOPSIS: Interviewing

Job interviews can be stressful, but most of us must go through them several times throughout our careers. Learn about different interview formats, how to effectively prepare for a behaviour-based interview, practice common interview questions and learn strategies that will set you apart from other candidates.

COURSE OBJECTIVES - Interviewing

On course completion, you should be able to:

- Develop effective responses to standard interview questions;
- Confidently greet an interviewer and establish your professional presence in the interview;
- Understand how to strategically prepare responses to interview and networking questions;
- Concisely and effectively answer Behaviour Descriptive Interviewing (BDI) questions. Be able to identify key skills and abilities in a job posting and create BDI questions, enabling you to properly prepare for conducting an interview – both as a candidate and as an interviewer;
- Understand how to excel in an interview.

COURSE MATERIALS - Interviewing

- Handouts will be provided as reference during the session.

COURSE ASSESSMENT - Interviewing

Student assessment will be based on the following:

- Mandatory attendance at seminar with active participation (50%).
- Completion of a **One-on-One Mock Interview** with a Career Development Centre Advisor by **Friday, November 13, 2020** (50%).

COURSE SCHEDULE – Interviewing

Date	Time	Place
Interviewing Friday, October 9, 2020	7:30 a.m. to 9:30 a.m.	Online Zoom Session
Interview Practice Friday, October 16, 2020	7:30 a.m. to 9:00 a.m.	Online Zoom Session

NOTE: Class attendance is required and is mandatory. If you know in advance that you will be unavailable for even one of the three Career Development Seminars, ensure that you drop the course by the final drop date to receive a full fee refund (as missing one of the three sessions – 33% of the course – will result in an F grade in the course). In this case, you will take the course the next time it is offered. If you miss a session due to unexpected illness, it is your responsibility to inform your instructor with the reason (and medical documentation) within 3 days of the session. In such a case, you will receive a Continuing grade in the course and will be registered again for the missed session the next time it is offered.

Session 3 – Career Management and Business Etiquette
Friday, November 20, 2020 7:30 a.m. – 9:30 a.m.
Friday, November 27, 2020 7:30 a.m. – 9:30 a.m.

COURSE SYNOPSIS:

This final session in our Career Development Seminar series will provide you with the tools and knowledge you need to effectively manage your career and will enable you to confidently embark upon a productive job search now or in the future. You will better understand the importance of short and long-term goal setting to career management and explore a variety of approaches to conducting an effective job search by accessing both the visible and hidden job markets. Discuss different networking strategies (including the increasing importance of social media platforms), and become familiar with the impact of networking to enhanced career success.

It goes without saying that managing your online presence is essential in today's job market. Learn how to use social media platforms effectively and to your advantage. Gain insights into new ways to improve and enhance your personal brand on social media.

In the second part of the session, you will learn proper dining protocol and business etiquette to help you feel more confident during networking events.

COURSE OBJECTIVES – Career Management and Business Etiquette

On course completion, you should be able to:

- Recognize the key elements of goal setting, planning and preparation to conducting a job search;
- Effectively utilize several job search strategies within the visible and hidden job markets;
- Understand the role and importance of networking to visibility and reputation and be familiar with the principles of effective networking;
- Know how to make a powerful first impression, have a framework to develop a compelling personal introduction;
- Understand which social media platforms are the best fit for you, respect the impact social media has on your job search, network and professional image;
- Approach your next business networking event with confidence, understanding proper business protocol and dining etiquette.

COURSE MATERIALS – Career Management and Business Etiquette

Handouts will be provided as reference during the session.

COURSE ASSESSMENT – Career Management and Business Etiquette

Student assessment will be based on the following:

- **Mandatory attendance and participation at seminar (50%)**
- **Completion of a selected career management assignment (50%)**
 - Due date: Friday, December 18, 2020
 - **Final grades will be assigned as either Pass or Fail (passing grade is 65%).**

COURSE SCHEDULE – Career Management and Business Etiquette

Date	Time	Place
Career Management Friday, November 20, 2020	7:30 a.m. – 9:30 a.m.	Online Zoom Session
Business Etiquette Friday, November 27, 2020	7:30 a.m. – 9:30 a.m.	Online Zoom Session

NOTE: Class attendance is required. Missing even one of three sessions in this series (33%) will result in a course failure. It is your responsibility to inform your instructor in advance of your absence and the reason for it (medical documentation or employer note if away for a work commitment) is required. The instructor decides how to deal with the impact of missed classes on your final grade. If you know that you will be unavailable for a session, ensure that you drop the course by the final date to receive a full fee refund.

AACSB Assurance of Learning Goals and Objectives – Masters of Finance

The Asper School of Business is proudly accredited by AACSB. Accreditation requires a process of continuous improvement for the School and our students. Part of “student improvement” is ensuring that students graduate with the knowledge and skills they need to succeed in their careers. To do so, the Asper School has set the **learning goals and objectives** listed below for the **MFIN Program**. The checked goal(s) and objective(s) will be addressed in this course and done so by means of the items listed next to the checkmark.

	Goals and Objectives in the MFIN Program	Goals and Objectives Addressed in this Course	Course Item(s) Relevant to these Goals and Objectives
1	Proficiency in Asset Valuation: Knowledge and understanding of the principles, theories, and applications of asset valuation.		
	A. Demonstrate knowledge and ability to apply asset valuation models.		
	B. Demonstrate knowledge and ability to apply asset pricing models.		
2	Proficiency in Portfolio Construction and Management: Knowledge and understanding of the principles, theories, and applications of portfolio construction and management.		
	A. Demonstrate knowledge of theories and applications of asset allocation.		
	B. Demonstrate an understanding of the theories and approaches of risk management and its applications.		
	C. Demonstrate an understanding of financial markets, instruments, asset classes, and trading environment.		
	D. Demonstrate an ability to apply behavioural finance models in portfolio construction and management.		
3	Ethical Mindset: Consideration of ethical issues in financial analysis and management.		
	A. Demonstrate an understanding of the role of ethics in financial decision-making.		
	B. Demonstrate a knowledge of the CFA Institute’s Code of Ethics and the Standards of Professional Conduct.		
4	Communication Ability: Ability to communicate effectively and clearly, both verbally and in writing, in a professional context.	Yes	Resume and Cover Letter Development. Discussion and group activities.
	A. Communicate in a clear and concise manner.	Yes	Resume and Cover Letter Development. Effective Interview strategies and performance. Discussion and group activities. Approach networking functions with confidence and be able to communicate effectively using appropriate etiquette.
	B. Communicate in a coherent and logical manner.	Yes	Resume and Cover Letter Development. Effective Interview strategies and performance. Discussion and group activities.

ACADEMIC REGULATIONS AND STUDENT SERVICES

HUMAN ETHICS APPROVAL FOR DATA COLLECTION

As part of coursework, if you will be collecting data from people who are not students in this class, you must obtain Human Ethics approval from the UofM's Research Ethics Board (REB) prior to data collection. This applies to data collection such as surveys, interviews, focus groups, experiments, video recording, etc., where a respondent is solicited for participation.

If the entire class will be working on the same project, your instructor will apply for human ethics approval from the REB. If individuals or small groups of students will be working on different projects, it is the responsibility of the students to obtain approval (only one group member needs to apply). Your instructor will tell you whether s/he will be or you need to. When in doubt, please talk to your instructor.

Instructions and forms to apply for human ethics approval can be found at:

http://umanitoba.ca/research/orec/ethics/human_ethics_REB_forms_guidelines.html.

In most cases, you will be using the "Protocol Submission Form" which is under the "REB Forms - Fort Garry Campus" heading.

It can take up to six weeks to process human ethics applications and obtain approval. Therefore, plan early. Note that approval must be obtained prior to data collection and cannot be obtained during the data collection phase or retroactively. Violation can get you, your instructor, and the Asper School in serious trouble with the REB.

If you will be collecting data only from other students in the class, you do not need REB approval. If you have any questions, please contact humanethics@umanitoba.ca or your instructor.

UNCLAIMED ASSIGNMENT POLICY

Pursuant to the FIPPA Review Committee's approved recommendations of August 15, 2007, all unclaimed student assignments will become the property of the faculty and will be subject to destruction six months after the completion of any given academic term.

STUDENT SERVICES AND SUPPORTS

The University of Manitoba provides many different services that can enhance learning and provide support for a variety of academic and personal concerns. You are encouraged to visit the below websites to learn more about these services and supports. If you have any questions or concerns, please do not hesitate to contact your instructor or the Graduate Program Office.

For Information on...	...follow this link
Course Outlines, Year-at-a-Glance, Concentrations, Textbooks, VW Dates and Final Exams	<u>MFIN Course Information</u>
Help with research needs such as books, journals, sources of data, how to cite, and writing	<u>Library Resources</u>
Tutors, workshops, and resources to help you improve your learning, writing, time management, and test-taking skills	<u>Writing and Learning Support</u>
Support and advocacy for students with disabilities to help them in their academic work and progress	<u>Student Accessibility Services</u>
Copyright-related questions and resources to help you avoid plagiarism or intellectual property violations	<u>Copyright Office</u>
Student discipline bylaws, policies and procedures on academic integrity and misconduct, appeal procedures	<u>Academic Integrity</u>
Policies & procedures with respect to student discipline or misconduct, including academic integrity violations	<u>Student Discipline</u>
Students' rights & responsibilities, policies & procedures, and support services for academic or discipline concerns	<u>Student Advocacy</u>
Your rights and responsibilities as a student, in both academic and non-academic contexts	<u>Your rights and responsibilities</u>
Full range of medical services for any physical or mental health issues	<u>University Health Service</u>
Information on health topics, including physical/mental health, alcohol/substance use harms, and sexual assault	<u>Health and Wellness</u>
Any aspect of mental health, including anxiety, stress, depression, help with relationships or other life concerns, crisis services, and counselling.	<u>Student Counselling Centre</u>
Support services available for help regarding any aspect of student and campus life, especially safety issues	<u>Student Support Case Management</u>
Resources available on campus, for environmental, mental, physical, socio-cultural, and spiritual well-being	<u>Live Well @ UofM</u>
Help with any concerns of harassment, discrimination, or sexual assault	<u>Respectful Work and Learning Environment</u>
Concerns involving violence or threats, protocols for reporting, and how the university addresses them	<u>Violent or Threatening Behaviour</u>

ACADEMIC INTEGRITY

I.H. Asper School of Business, The University of Manitoba

It is critical to the reputation of the I. H. Asper School of Business and of our degrees that everyone associated with our faculty behaves with the highest academic integrity. As the faculty that helps create business and government leaders, we have a special obligation to ensure that our ethical standards are beyond reproach. Any dishonesty in our academic transactions violates this trust. The University of Manitoba Graduate Calendar addresses the issue of academic dishonesty under the heading "Plagiarism and Cheating." Specifically, acts of academic dishonesty include, but are not limited to:

- using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words
- duplicating a table, graph or diagram, in whole or in part, without referencing the source
- paraphrasing the conceptual framework, research design, interpretation, or any other ideas of another person, whether written or verbal (e.g., personal communications, ideas from a verbal presentation) without referencing the source
- copying the answers of another student in any test, examination, or take-home assignment
- providing answers to another student in any test, examination, or take-home assignment
- taking any unauthorized materials into an examination or term test (crib notes)
- impersonating another student or allowing another person to impersonate oneself for the purpose of submitting academic work or writing any test or examination
- stealing or mutilating library materials
- accessing tests prior to the time and date of the sitting
- changing name or answer(s) on a test after that test has been graded and returned
- submitting the same paper or portions thereof for more than one assignment, without discussions with the instructors involved.

Many courses in the I. H. Asper School of Business require group projects. Students should be aware that group projects are subject to the same rules regarding academic dishonesty. Because of the unique nature of group projects, all group members must exercise extraordinary care to insure that the group project does not violate the policy on Academic Integrity. Should a violation occur on a group project, all group members will be held jointly accountable, no matter what their individual level of involvement in the specific violation.

Some courses, while not requiring group projects, encourage students to work together in groups (or at least do not prohibit it) before submitting individual assignments. Students are encouraged to discuss this issue as it relates to academic integrity with their instructor to avoid violating this policy.

In the I. H. Asper School of Business, all suspected cases of academic dishonesty involving a graduate student (i.e. MBA, MFIN, MSc or PhD student) will be reported directly by the instructor to the Dean of the Faculty of Graduate Studies.

FACULTY BIOGRAPHY

I.H. Asper School of Business, The University of Manitoba

Echo Duan, Career Consultant of Graduate Programs, Career Development Centre
I.H. Asper School of Business

As a Career Consultant, Echo works as a member of the Asper Career Development Centre team to support MBA and MFin students and alumni as they strive to reach their full career potential.

An experienced career development practitioner and workshop facilitator, Echo enjoys building relationships with Asper MBA students and alumni through individual consultations and group sessions on a variety of topics including: job search strategies, cover letter and resume development, interview preparation, personal branding, mentorship and networking techniques. Echo has worked in the career services field in both post-secondary institution and non-for-profit organizations with job seekers from diverse professional and cultural backgrounds.

Prior to her career services role in Canada, she worked as an HR professional for various industries in China and the last one was with Mars Wrigley as an HR Business Partner and Talent Manager responsible for Wrigley's national on-campus talent recruitment and development.

Echo has a Bachelor of Laws and is a Chartered Professional in Human Resources (CPHR).

Kelly Mahoney, Director, Career Development Centre
I.H. Asper School of Business

Kelly leads the Career Development Centre team in providing career management strategies to Bachelor of Commerce, MBA and MFin students and alumni of the Asper School of Business.

She brings over 15 years of experience in developing career education programming for wide audiences, from senior executives and managers to undergraduate students. Kelly has over 20 years' of leadership experience in human resources and operations management in the consulting, telecommunications, retail and publishing sectors. Prior to her work at the Asper School of Business, Kelly served as a senior consultant with a large HR consulting firm, where she worked with many of Manitoba's leading private and public organizations in career transition and executive search.

Kelly is committed to assisting students and alumni to explore career opportunities and harness their potential to reach their individual career goals. She is a long-time active member of CPHR Manitoba, member of the Canadian Association for Career Educators and Employers (CACEE), member of the MBA Career Services & Employer Alliance (MBA CSEA), Past President of the Canadian Association for Co-operative Education (CAFCE) and current Manitoba/Nunavut representative on the Co-operative Education and Work Integrated Learning (CEWIL) Canada Board of Directors.