

IDM 5120 (Go1 & Go2)
MBA CAREER DEVELOPMENT SEMINAR
WINTER 2021

INSTRUCTORS

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Name: Echo Duan (Go2) Office Location: 370 Drake
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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 – Career Leader Assessment, Resumes and Cover Letters Saturday, January 23, 2021
8:00am -11:00am – Virtual Classroom (Zoom)**

Course Synopsis: Career Leader Assessment, Resumes and Cover Letters

In order to maximize your Asper MBA experience, it is important to understand who you are. The Career Leader online assessment will provide you with a unique set of business-relevant interests, motivators and skills specific to you. The process will match you to specific business-related career clusters and will provide insight into organizational cultures that will be the best fit for you. At the conclusion of this exercise, you will have the tools and understanding to create your own unique career ingredients – arming you with the knowledge of where you will succeed both professionally and personally.

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 key decision makers.

COURSE OBJECTIVES

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.
- Learn 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 that illustrate skills, abilities and accomplishments. Create profile statements to use in your own resume and social media profiles.

AACSB Assurance of Learning Goals and Objectives.			
<p>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 MBA 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.</p>			
	Goals and Objectives in the MBA Program	Goals and Objectives Addressed in this Course	Course Item(s) Relevant to these Goals and Objectives
1	Strategic Thinking Students will think critically and creatively about solutions to organizational problems, considering short-term and long-term goals, resources, risks, and opportunities.	✓	Career Leader Assessment (discussion and group activities). Resume and Cover Letter Development.
	A. Students are able to identify situations where strategic thinking is necessary.		
	B. Students are able to identify different strategies.		
	C. Students are able to perform a basic strategic analysis.		
	D. Students are able to recommend strategic alternatives and their implementations.		
2	Global Perspective Students will adopt a global mindset in considering organizational decisions.		
	A. Students have an awareness of global diversity, and multicultural awareness.		
	B. Students have an awareness of different global perspectives.		
	C. Students have been exposed to global business environments through course materials		
3	Ethical Mindset Students will consider ethical and moral issues when analyzing and recommending solutions to organizational problems.	✓	Resume and Cover Letter Development.
	A. Students demonstrate an understanding of the responsibility of business in society.		
	B. Students demonstrate an understanding of ethical decision making.		
	C. Students demonstrate moral development in ethical decision making.		
	D. Students demonstrate an understanding of the responsibilities of a leader’s role as it relates to ethics.		
4	Quantitative and Financial Proficiency Students will demonstrate the ability to approach organizational issues using quantitative and financial analysis.		
	A. Students are able to identify that a problem containing a quantitative aspect exists.		
	B. Students are able to apply financial methodologies in the answering of business questions.		

COURSE MATERIALS

Required Reading/Preparation – Students will be emailed a link and password for the Career Leader Assessment. The online assessment takes approximately 30 minutes to complete and once submitted, a report will be generated. These reports are confidential.

Please review your individualized assessment before the first class and have a copy available during class.

Course handouts will be provided before the class.

COURSE ASSESSMENT

Student progress will be assessed through:

- Mandatory attendance and participation at the session.
- Completion of the Career Leader Assessment. Exercises based on your report will be conducted during class – **it is important to have a copy with you during class.**
- Resume and Cover Letter Assignment.
 - Due Date: **Friday, February 12, 2021**
 - Include full job posting as a word or pdf document with your resume and cover letter submission

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. Career Leader Assessment (20%) to be completed prior to class
 2. Resume Assignment (40%)
 3. Cover Letter Assignment (40%)
- **Please note you will lose 5% of your mark for each day your assignment is late.**

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.

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/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	MBA Course Information
Exam Rescheduling Policy - <i>Please refer to Missing a Test/Exam on page 18 of the MBA Student Handbook</i>	MBA Student Handbook
Help with research needs such as books, journals, sources of data, how to cite, and writing	Library Resources
Tutors, workshops, and resources to help you improve your learning, writing, time management, and test-taking skills	Writing and Learning Support
Support and advocacy for students with disabilities to help them in their academic work and progress	Student Accessibility Services
Copyright-related questions and resources to help you avoid plagiarism or intellectual property violations	Copyright Office
Student discipline bylaws, policies and procedures on academic integrity and misconduct, appeal procedures	Academic Integrity
Policies & procedures with respect to student discipline or misconduct, including academic integrity violations	Student Discipline
Students' rights & responsibilities, policies & procedures, and support services for academic or discipline concerns	Student Advocacy
Your rights and responsibilities as a student, in both academic and non-academic contexts	Your rights and responsibilities
Full range of medical services for any physical or mental health issues	University Health Service
Information on health topics, including physical/mental health, alcohol/substance use harms, and sexual assault	Health and Wellness
Any aspect of mental health, including anxiety, stress, depression, help with relationships or other life concerns, crisis services, and counselling.	Student Counselling Centre
Support services available for help regarding any aspect of student and campus life, especially safety issues	Student Support Case Management
Resources available on campus, for environmental, mental, physical, socio-cultural, and spiritual well-being	Live Well @ UofM
Help with any concerns of harassment, discrimination, or sexual assault	Respectful Work and Learning Environment
Concerns involving violence or threats, protocols for reporting, and how the university addresses them	Violent or Threatening Behaviour

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, 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

Kelly Mahoney

Director, Career Development Services
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 20 years of experience in developing career education programming for wide audiences, from senior executives and managers to undergraduate students. Kelly has 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 full potential to reach their individual career goals. She is an 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 and current Manitoba/Nunavut representative on the Co-operative Education and Work Integrated Learning (CEWIL) Canada Board of Directors.

Echo Duan

Career Consultant- 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 a global confectionary company as an HR Business Partner and Talent Manager responsible for the national on-campus talent recruitment and development.

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