

**IDM-5120 (A01/G01/G02/G03/G04)**  
**MBA CAREER DEVELOPMENT SEMINARS**  
**WINTER 2023**

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**INSTRUCTORS**

Name: Kelly Mahoney (A01/G01/G04)  
Phone: 204.474.6548  
Email: [Kelly.Mahoney@umanitoba.ca](mailto:Kelly.Mahoney@umanitoba.ca)

Office Location: 258 Drake Centre  
Office Hours: Mon – Fri 9:30 a.m. to 4:00 p.m.  
(by appointment)

Name: Farwa Zaidi (G02)  
Phone: 204 318-2900  
Email: [Farwa.Zaidi@umanitoba.ca](mailto:Farwa.Zaidi@umanitoba.ca)

Office Location: 515 Drake Centre  
Office Hours: Mon – Fri 9:30 a.m. to 4:00 p.m.  
(by appointment)

Name: Taiwo Luro (G03)  
Phone: 204.474.6596  
Email: [Taiwo.Luro@umanitoba.ca](mailto:Taiwo.Luro@umanitoba.ca)

Office Location: 516 Drake Centre  
Office Hours: Mon – Fri 9:30 a.m. to 4:00 p.m.  
(by appointment)

**COURSE DESCRIPTION**

**Career Development Seminars (3 sessions) – Feb 11, March 11, March 25, 2023**

The Career Development Seminars are 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, interview preparation, career management strategies, social media platforms and online presence, projecting confidence, business, and dining etiquette.

***Full attendance at all three seminars is mandatory to receive a passing grade.***

**SEMINAR 1 – Career Leader Assessment, Resumes and Cover Letters**

Saturday, February 11, 2023, 8:30am -12:30pm – In-Person, Drake Centre  
Room 537 (A01/G01/G04)  
Room 539 (G02)  
Room 541 (G03)

**SEMINAR 1 SYPNOSIS: Career Leader Assessment, Resumes and Cover Letters**

To maximize your Asper MBA/MFin 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 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 to attract the attention of key decision makers.

### **SEMINAR 1 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.

### **SEMINAR 1 COURSE MATERIALS**

- Video resources and handouts will be provided before and after the session.

### **SEMINAR 1 COURSE ASSESSMENT**

Student progress will be assessed through:

- Mandatory attendance and participation at the session.
- Completion of the Career Leader Assessment **prior to attending the first seminar**. Exercises based on your report will be conducted during class – **it is important to have access to your assessment during class**.
- Resume and Cover Letter Assignment.
  - Due Date: **11:59pm Sunday, March 12, 2023**
  - Include **full job posting as a word or pdf document** with your resume and cover letter submission (do not submit a document containing only a link. Provide the full job posting). **Resumes and cover letters must be submitted as Word documents.**

**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 resume and cover letter assignment are late. You will lose 20% of your grade if your Career Leader assessment is not completed prior to the start of seminar 1.**

**SESSION 2 – Interviewing for Success**

Saturday, March 11, 2023 (8:30 a.m. to 12:30 p.m.) In-Person – Room 537/539/541 Drake

**SEMINAR 2 SYPNOSIS: Interviewing for Success**

Interviews can be stressful, but most of us 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.

**SEMINAR 2 OBJECTIVES**

On course completion, you should be able to:

- Understand how to research and strategically prepare responses to interview and networking questions.
- Develop effective responses to standard interview questions.
- Confidently greet an interviewer and establish your professional presence in the interview.
- 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.

**SEMINAR 2 COURSE MATERIALS**

- Video resources and handouts will be provided before and after the session.

**SEMINAR 2 ASSESSMENT**

Student assessment will be based on the following:

- **Mandatory attendance at in-person seminar, including participation in the small group speed interviews with business guests (50%).**
- Completion of a **One-on-One Mock Interview with a Career Development Centre Advisor** by **Monday, April 17, 2023** (50%).
  - Please request a mock interview counselling appointment through the Asper Career Portal with Farwa Zaidi, Taiwo Luro, Arifin Zaman, Kathy Kirkpatrick or Charlotte Vis van Heemst. To book an appointment with Kelly Mahoney, please do so by email.
  - ***Please note: interviews must be completed by April 17 so book a time slot early!***
  - Please give the consultants one week's notice of appointment for them to prepare the interview – interviews will be based on the job posting submitted for Seminar 1's assignment.

**COURSE SCHEDULE – Interviewing (in-person) – 2 parts**

<b>Date</b>	<b>Time</b>	<b>Place</b>
Saturday, March 11, 2023	8:30 a.m. to 10:45 a.m.	537/539/541
Saturday, March 11, 2023	11:00 a.m. to 12:30 p.m.	Group speed interviews with business guests/networking

**SEMINAR 3 – Career Management & Business Etiquette – in-person**

Saturday March 25, 2023 (8:30 a.m. to 12:30 p.m.) In-Person – Room 537/539/541 Drake

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**COURSE SYPNOSIS: Career Management and Business Etiquette**

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 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. We will explore different networking strategies and become familiar with the impact of networking to enhanced career success.

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.

There is indisputable evidence that civility in the workplace leads to more collaboration, increased productivity, and better workplace culture. This session will conclude with an informative lunch lead by a civility expert. We will explore dining protocol and business etiquette, learn best

practices that will enable us to approach business receptions, galas, dinners, and networking events more confidently.

### **SEMINAR 3 OBJECTIVES – Career Management and Business Etiquette**

On course completion, you should be able to:

- Recognize the key elements of goal setting, planning and preparation for career success.
- 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, create a framework to develop a compelling personal introduction.
- Understand which social media platforms are the best fit for you, understand and 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.

### **SEMINAR 3 COURSE MATERIALS**

- Video resources and handouts will be provided before and after the session.

### **SEMINAR 3 ASSESSMENT**

Student assessment will be based on the following:

- **Mandatory attendance and participation at seminar and business lunch (50%)**
- **Completion of a selected career management assignment (50%)**
  - **Due date: Monday, April 24, 2023**
  - **Final grades will be assigned as either Pass or Fail (passing grade is 65%).**

### **SEMINAR 3 SCHEDULE – Career Management and Business Dining Etiquette (2 parts)**

<b>Date</b>	<b>Time</b>	<b>Place</b>
Saturday, March 25, 2023	8:30 a.m. to 10:45 a.m.	In-person Room 537/539/541
Saturday, March 25, 2023	11:00 a.m. to 12:30 p.m.	204 Marshall McLuhan – University Centre

**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).

It is your responsibility to inform your instructor, in advance if possible, of your absence and the reason for it:

- 1) if **medical**, self-declaration form must be submitted for an illness lasting 5 consecutive days or less <https://umanitoba.ca/governance/governing-documents-students#self-declaration-for-brief-or-temporary-student-absences>, no later than 48 hours after the end of the brief absence; a medical note from your physician must be submitted for an illness lasting more than 5 days;
- 2) if a **work commitment**, a signed letter on letterhead from your supervisor is required in advance, noting clearly the date(s) you must be away for your work commitment(s);
- 3) if for **student competitions**, an email from your Asper team coach must be received in advance indicating the dates you are away at competition.

If you miss a session for an excused absence described above, it is your responsibility to inform your instructor prior to the session. In such a case, you may receive a Continuing grade in the course and will be registered again for the missed session the next time it is offered.

**Students more than 45 minutes late to a seminar without prior notice will be marked as absent.**

## **COURSE SCHEDULE**

*Saturday February 11, 2023 8:30am-12:30pm*

*Saturday, March 11, 2023 8:30am-12:30pm*

*Saturday March 25, 2023 8:30am-12:30pm*

## **ACADEMIC REGULATIONS AND STUDENT SERVICES**

### **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.

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

# 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 misconduct in our academic transactions violates this trust. The University of Manitoba Graduate Calendar addresses the issue of academic misconduct under the heading "Plagiarism and Cheating." Specifically, acts of academic misconduct 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 misconduct. 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 misconduct involving a graduate student (i.e. MBA, MFin, MSCM, MSc or PhD student) will be reported directly by the instructor to the Dean of the Faculty of Graduate Studies.



## FACULTY BIOGRAPHY

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

### **Kelly Mahoney**

Director, Career Development Centre & Co-op Programs, I.H. Asper School of Business

Kelly leads the Career Development Centre team in providing career management strategies to Bachelor of Commerce, MBA, MFin and MSCM students/alum 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. 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, HR consulting and executive search.

Kelly is committed to assisting students to explore career opportunities and harness their full potential to reach their targeted career goals. She is a Certified Leadership Coach, 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) and is past President and member of the Board of Directors with the Co-operative Education and Work Integrated Learning Canada (CEWIL) where she still volunteers her time on a number of committees including the President's Advisory Council.

### **Farwa Zaidi (she/her)**

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

Farwa has a strong passion for helping ambitious individuals shape their careers and make lasting impacts in organizations around Canada. At the Asper School of Business, she assists MBA, MFin, and MSCM students to define their professional goals, develop their career management skills, and find a fulfilling career. She is a Certified Career and Education Consultant and an International Baccalaureate educator with a Master of Arts degree.

Over the last five years, Farwa has worked with internationally educated professionals and post-secondary degree holders to integrate into the Canadian labour market successfully by facilitating specialized training and mentorship programs. Her drive is to connect the right professional with the right opportunity by making strong referrals and building on industry connections.

### **Olawole (Taiwo) Luro**

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

Taiwo Luro supports graduate students at the Asper School of Business in the MBA, MFin and MSCM programs through a variety of career development initiatives. Prior to joining the University of Manitoba in the fall of 2021, Taiwo has collected over 6 years of career development and

coaching experience working specifically with newcomers arriving to Manitoba through the provincial nominee program, advising a wide variety of occupational specializations in business, accounting and finance, healthcare, engineering, and technology occupations.

Taiwo's post-secondary instructional experience includes teaching at the University College of the North CBS programs, Red River College, and University of Winnipeg PACE programs. Abroad, Olawole worked in sales leadership and aviation through careers at Nestle Nigeria and Virgin Nigeria Airways respectively. He holds an MBA, a Certificate in Adult Education, and a Professional Career Management Certificate.