CAREER MANAGEMENT: FINDING YOUR PLACE IN ORGANIZATIONS

Course contact hours: 45
Recommended credits: 6 ECTS – 3 US

OBJECTIVES

"Successful careers develop… when people are prepared for opportunities."
-Harvard Business Review -

This course aims to enable students to find their place in the labor market by developing the appropriate competencies and promoting the right attitudes and behavior at work. This ongoing process embraces some subprocesses such as self-awareness, career exploration, career planning, continuous learning, and managing networking.

The program takes a holistic view of the individual within a dynamic economy. Managing life trajectories in a global world demands agility, creativity, tech-savvy, teamwork, emotional intelligence, cultural awareness, flexibility, analytical skills, and critical thinking. Those are some of the competencies which will be developed along this course.

In the context of Business, students will work on their personal marketing plan and their blogs. Therefore, participants will learn how to make a marketing plan to place themselves into the labor market through efficient personal branding techniques.

The methodology promotes introspection, analytical and critical thinking, giving and receiving feedback from classmates and the professor, and teamwork.

This is a course all students should take to clarify their career choices and to develop their resources to accomplish both their personal and professional goals.

REQUIREMENTS

Advanced level of English
Tech savvy

LEARNING OUTCOMES

1. Develop creative potential.
2. Appraise the personal and professional profile with the help of team members, acquaintances, and friends.
3. Define the objectives within the life-trajectories paradigm making the right choices, solving problems, and developing critical thinking.
4. Formulate a marketing plan enhancing the tech-savvy aspect.
5. Develop the skills to handle job interviews with success.
6. Differentiate your brand in every promotional tool: résumé, bio, video curriculum, cover letters, blogs, and social networks.

7. Manage their networking to build bonds.
8. Explore the market and the occupation trends related to each participant's choice.
9. Improve emotional intelligence in uncertain, diverse, flexible, and cross-cultural environments.
10. Become a responsible leader or entrepreneur with ethics, excellence, initiative, influence, accountability, tolerance to frustration, and optimism; using communication as the basic tool.

CONTENTS

Week	Content	Activities[*]
1	Intro class: Presentation of the course, professor and students Preliminary concepts: first impressions and attitude at work What is success for me? Creativity as a core competence	Videos and discussions about first impressions and attitude at work The secrets of exercising success Video: Success Creativity exercises Video of creativity
2	HR planning, recruiting, selection and induction. Assessment Centers	Case: HR planning A film about Assessment Centers
3	The marketing plan scheme Vision, mission, and values.	A brief review of the marketing plan scheme Exercise: defining your mission, vision, and values Discussion of movie scenes
4	Self-assessment	Johari window Myer's Brigg's questionnaire Attitudes, Beliefs, and Identity matrix List of Influential people Feedback 360º Autobiography List of moments Description of one moment Video of ups and downs. Peaks and nadirs exercise. Body map storytelling mural
5	Motivation	Matias Case Motivational videos Motivation questionnaire Leadership questionnaire Why do you work? Exercise
6	Objectives	List of objectives

		Visionary panel Mind Maps The good shape questionnaire
7	Your strategy, segmentation, and positioning	Strategy exercise Segmentation exercise Positioning exercise
8	The 4 P's (marketing mix)	BSC Logo, slogan, adjectives Search channels and networking form exercises. Video curriculum Résumé Professional bio Cover letters Salary exercises
9	The job interview The virtual interview	Job interview role-plays Videos: job interviews
10	Market research: Employment trends and jobs of the future Study Abroad Experience	Workshops Personal narratives Video
11	Ethics and CSR	Case: Trust and respect Videos Movies of corporate ethics
12	Entrepreneurship	Workshops: the entrepreneur competencies Videos of entrepreneurship and social innovation Reading's discussion
13	Calling	Articles Questionnaires Calling movie
14	Marketing plan and blogs	Final presentations

*Subject to change. **The program includes two guest speakers.

TEACHING METHODOLOGY

This course is student-centered and designed to engage them in learning about career development and global competence, with an emphasis upon reflection on learning "in action" while studying abroad. Instructional methods include lectures, in-class discussions,

experiential exercises, case studies, technical notes and readings, questionnaires, multimedia resources, role-plays, guest speakers, and active class participation.

The course combines techniques from organizational psychology, coaching, and mentoring.

The instructor will work closely which each student.

The professor enhances networking within the classroom as an essential tool for the student's professional development.

Grading includes a self-assessment to be done during the last day of class in a face-to-face performance appraisal interview with the professor, filling out a form uploaded in SAM, and a hard copy delivered by the instructor.

ASSESSMENT CRITERIA

The instructor will use numerous differentiated assessment forms to calculate students' final grades for this course. For the record, these are listed and weighted below. The content, criteria, and specific requirements for each assessment category will be explained in greater detail in class. In addition, your work and behavior in this course must fully conform to the regulations of the UAB Academic Policy to which you are subject.

Work in class*	20%
Blog (learning journey)	20%
Final Presentation	60%

*(Attendance and punctuality, class participation, attitude, and homework)

BIBLIOGRAPHY

Recommended reading:

Buckingham, M., & Goodall, A. (2019). Nine lies about work. *Boston, MA*, *2019*, 142.

Buckingham, M., & Goodall, A. (2019). The feedback fallacy. *Harvard Business Review*, *97*(2), 92-101.

Burkus, D. (2018). *Friend of a Friend...: Understanding the Hidden Networks that Can Transform Your Life and Your Career*. Houghton Mifflin Harcourt.

Clark, D. (2021). *The Long Game: How to be a Long-term Thinker in a Short-term World*. Harvard Business Press.

Gino, F. (2018). *Rebel Talent: Why it pays to break the rules at work and in life*. Pan Macmillan.

Grant, A. M. (2019). Writing a book for real people: On giving the psychology of giving away. *Perspectives on Psychological Science*, *14*(1), 91-95.

Grant, H. (2018). *Reinforcements: How to get people to help you*. Harvard Business Press.

Gregersen, H. (2018). *Questions are the Answer: A Breakthrough Approach to Your Most Vexing Problems at Work and in Life*. HarperCollins.

McGrath, R. (2019). *Seeing Around Corners: How to Spot Inflection Points in Business Before They Happen*. Houghton Mifflin.

Phillips, C. (2018). Presence: Bringing Your Boldest Self to Your Biggest Challenges. *Career Planning and Adult Development Journal*, *34*(3), 44.

Scott, A. (2018). Planning for a 100-Year Life.

Sinek, S. (2019). *Find your why*. Gramedia Pustaka Utama.

Watkins, M. D. (2019). *Master Your Next Move, with a New Introduction: The Essential Companion to" The First 90 Days"*. Harvard Business Press.

Online resources:

www.brainstorming.co.uk. (Creativity techniques)

JTPW online questionnaire

This is the link to the online Briggs Myers' online test: http://www.humanmetrics.com/cgi-win/JTypes2.asp

Curriculum vitae (Demo)
https://www.youtube.com/watch?v=aYJBLrsA-WY

Suggested digital tools for the different course assignments:

www.symbaloo.com (organizes the student materials in one site)
www.fotobabble.com (Creates podcasts based on pictures)
www.bubbl.us (course expectations; mind maps)
www.ppodomatic.com; www.soundcloud.com, www.voices.com (podcast audio)
www.issuu.com, www.calameo.com (It improves assignment presentation, making them more dynamic)
www.slideshare.com, www.google.doc (presentations)
www.youtube.com, www.vimeo.com ; mobile app: social cam (video curriculum)
Mural·ly, https://mural.ly/
Genially (interactive presentations) https://genial.ly/
Miro (collaborative tool, useful templates). www.miro.com
Canva (presentations, templates), canva.com
Photovisi collages (visionary panel) http://www.photovisi.com/
Tagxedo word clouds (values) http://www.tagxedo.com/