

SYLLABUS

COURSE CODE: BUS 210
COURSE TITLE: Career Development
SEMESTER: Fall 2004
PLACE/TIME:
PROFESSOR: Bruce Sabin
bruce@webbercareers.com
<http://www.webbercareers.com>
TEXTBOOK: Powell, Randall C. *Career Planning Today: Hire Me!*,
(4th edition). Kendall/Hunt, 2000.

CATALOG DESCRIPTION:

The course will provide the framework for the career decision making process. It stresses the connection between the student's chosen academic field and career objective. Among techniques used to deliver instruction are guest speakers, small group activities, multi-media materials, and student projects.

COURSE OBJECTIVES:

After completing this course, each student should be able to:

1. Identify some interests, skills and values related to his or her career goals.
2. Use occupational resources available for the job-search process.
3. Describe and explore career paths and options.
4. Utilize techniques for job-search activities, such as developing resumes and interviewing skills.

EXPECTATIONS:

1. Benefits of this course are unique to the individual but always derived from the quality of time invested and effort of the individual. Work hard on your own future!
2. Class attendance is required because the course is experiential. After three unexcused absences, your final grade may drop one letter grade for each additional unexcused absence. Coming to class late may reduce participation credit.
3. All work assigned for each class meeting is the responsibility of each student, and is part of the final grade. You cannot participate if you are absent. All assignments are due at the beginning of class. Late work may not be accepted without prior permission.
4. In accordance with the University mission, this course seeks to develop professional competencies in students. Students are expected to perform all work in a professional manner. All work must be typed and include the required cover page. Assignments more than one page long must be stapled.
5. Each student is required to have an e-mail address and provide me with that address by the 3rd class meeting. I will e-mail articles, announcements, etc.

from time to time. All work must be given to me in class *and* e-mailed to me by the end of date due. Work that is not e-mailed is not complete.

ACADEMIC DISHONESTY:

The *Student Handbook* contains examples of academic dishonesty and appropriate disciplinary actions. Students are personally responsible for understanding the rules. The most common reason students cheat is they fail to plan. Often students procrastinate studying or writing papers. When the assignment is almost due, and they no longer have adequate time, they feel stuck. So, they cheat. Plan ahead and give yourself plenty of time before due dates. I am always available to help if a problem arises. Do not cheat or plagiarize.

GRADE DISTRIBUTION:

Resume	15%	Presentations	10%
Cover Letter	10%	Job Shadowing/Site Visit	15%
Internet Project	20%	Book Review	10%
Participation	10%	Budget	10%

CLASS SCHEDULE:

Monday and Thursday class; Tuesday and Friday class.

Reading assignments are to be read before the following week.

The schedule is subject to change.

Aug/Sept

30, 2; 31, 3

Introductions; Review of syllabus

[Book Review handout](#)

[Job Shadowing handout](#)

Read chapter 2

Self-assessment

Book title due on 2nd or 3rd

6, 9; 7, 10

No class on the 6th due to Labor Day

e-Mail addresses due by 9th or 10th

Self assessment

Goal setting

Read chapters 3 and 4

13, 16; 14, 17

Professional etiquette

Read chapters 5 and 6

Guest speaker (etiquette) on 16th and 17th

20, 23; 21, 24

Networking; Resumes, and cover letters

Read chapters 8 and 9

27, 30; 28, 1

Job Shadow date/location/person due on 30th or 1st

Book Review due 30th or 1st

Resumes and cover letters

Guest speaker (resume and cover letters) on 27th or 28th

Read the New Economy articles

Oct

4, 7; 5, 8

The New Economy and the Business of You

Read chapters 10, 11 and 13

Resume and Cover Letter due on 7th or 8th

11, 14; 12, 15

Book Review presentations all week

Read chapter 17, 18 and 19

18, 21; 19, 22

Book Review presentations on 18th and 19th

Interviewing skills

Read chapter 14

25, 28; 26, 29

Job Shadow due on 25th and 26th

Guest speaker (interviewing skills) on 25th and 26th

Read chapter 15

Nov

1, 4; 2, 5

No class on 4th or 5th due to CAREER DAY on 5th

Budgets, taxes and benefits

[Budget handout](#)

[Internet Project handout](#)

Read chapter 16

8, 11; 9, 12

CAREER DAY report due on 11th or 12th

Budgets, taxes and benefits

Guest speaker (building good credit) on 11th and 12th

15, 18; 16, 19

Budget due on 18th or 19th

Group Presentations on career fields

22, 25; 23, 26

No classes on 25th or 26th for Thanksgiving

Dec

29, 2; 30, 3

No class on 29th or 30th for Internet Project research

Internet Project due on 2nd or 3rd

4-9

Final Exam week (No final for BUS 210)

POSSIBLE BOOKS FOR REVIEW IN THE WEBBER LIBRARY:

Schiano, Mike. *Spend Your Way to Wealth*. 2003

† Reccord, Bob and Randy Singer. *Made to Count: Discovering What to Do With YourLife*. 2004.

† Briner, Bob. *Roaring Lambs*. 2000.

† Piper, John. *Don't Waste Your Life*. 2003.

Kiyosaki, Robert T. and Sharon L. Lechter. *Rich Dad, Poor Dad: What the Rich Teach Their Kids About Money--That the Poor and Middle Class Do Not!* 2000.

Stanley, Thomas J. and William D. Danko. *The Millionaire Next Door: The Surprising Secrets of America's Wealthy*. 1998.

† Schneider, John R. *The Good of Affluence: Seeking God in a Culture of Wealth*. 2002.

† Sider, Ronald J. *Rich Christians in an Age of Hunger*. 1997.

Maxwell, John C. *Failing Forward: How to Make the Most of Your Mistakes*. 2000.

Pink, Daniel H. *Free Agent Nation: The Future of Working for Yourself*. 2002.

Gibson, Rowan. *Rethinking the Future: Rethinking Principles, Competition, Customers, Control, Power and the World*. 1997

James, Geoffrey. *Business wisdom of the electronic elite: 34 winning management strategies from the CEOs at Microsoft, COMPAQ, Sun, Hewlett-Packard and other top companies*. 1996

_____. *Success secrets from Silicon Valley: how to make your teams more effective (no matter what business you're in)*. 1998.

Kaplan, Robert S. *The balanced scorecard: translating strategy into action*. 1996.

Maccoby, Michael. *The leader: a new face for American management*. 1981.

Cuming, Pamela. *The power handbook: a strategic guide to organizational and personal effectiveness*. 1981.

Kanter, Rosabeth Moss. *When giants learn to dance*. 1990.

Bennis, Warren G. *Organizing genius: the secret of creative collaboration*. 1997.

- _____. *Managing people is like herding cats*. 1997.
- Lloyd, Kenneth L. *Be the boss your employees deserve*. 2002.
- Gallagher, Richard S. *The soul of an organization: understanding the values that drive successful corporate cultures*. 2003.
- Muchnick, Marc. *Naked management: bare essentials for motivating the X-generation at work*. 1996.
- Reynolds, Jean. *College success: study strategies and skills*. 1996.
- Kriegel, Robert J. *Sacred cows make the best burgers: paradigm-busting strategies for developing change-ready people and organizations*. 1996.
- Shula, Don. *Everyone's a coach: you can inspire anyone to be a winner*. 1995.
- Herzberg, Frederick. *The motivation to work*. 1959.
- Dichter, Ernest. *The strategy of desire*. 1960.
- Rodgers, F.G. *Getting the best out of yourself and others*. 1987.
- Blohawiak, Donald W. *Mavericks!: how to lead your staff to think like Einstein, create like da Vinci, and invent like Edison*. 1992.
- Earley, Christopher P. *The transplanted executive: why you need to understand how workers in other countries see the world differently*. 1997.
- McKenzie, Richard B. *Managing through incentives: how to develop a more collaborative, productive, and profitable organization*. 1998.
- Hiam, Alexander. *Streetwise motivating and rewarding employees: new and better ways to inspire your people*. 1999.
- Cook, Marshall. *Effective Coaching*. 1999.
- Cloke, Ken. *End of management and the rise of organizational democracy*. 2002.
- Cox, Danny. *Seize the day: seven steps to achieving the extraordinary in an ordinary world*. 2002.
- Grensing-Pophal, Lin. *Motivating today's employees*. 2002.
- Thomas, David Allen. *Successful business speaking: a practical guide for the student and professional*. 1981.

- Nirenberg, Jesse S. *Getting through to people*. 1963.
- Moore, Robert E. *The human side of successful communication*. 1961.
- Brinkman, Rick. *Dealing with people you can't stand: how to bring out the best in people at their worst*. 1994.
- King, Larry. *How to talk to anyone, anytime, anywhere: the secrets of good communication*. 1994.
- Hall, Edward Twitchell. *The silent language*. 1959.
- Bolton, Robert. *People skills: how to assert yourself, listen to others, and resolve conflicts*. 1979.
- Bettinghaus, Erwin Paul. *Persuasive communication*. 1980.
- Alwater, Eastwood. *I hear you: how to use listening skills for profit*. 1980.
- Kenny, Michael F. *Presenting yourself*. 1982.
- Glatthorn, Allan A. *Listening your way to management success*. 1983.
- Johannesen, Richard L. *Ethics in human communication*. 1983.
- Beebe, Steven A. *Public speaking: an audience-centered approach*. 1994.
- Trompenaars, Fons. *Riding the waves of culture: understanding diversity in global business*. 1994.
- Tanne, Deborah. *Talking from 9 to 5: how women's and men's conversational styles affect who gets heard, who gets credit, and what gets done at work*. 1994.
- Brake, Tarence. *Doing business internationally: the guide to cross-cultural success*. 1995.
- Tingley, Judith C. *Genderflex: men & women speaking each other's language at work*. 1994.
- Reardon, Kathleen Kelley. *They don't get it, do they?: communication in the workplace--closing the gap between women and men*. 1995.
- Elgin, Suzette Haden. *BusinessSpeak: using the gentle art of persuasion to get what you want at work*. 1995.

Spence, Gerry. *How to argue and win every time: at home, at work, in court, everywhere, every day*. 1995.

Cohen, Raymond. *Negotiating across cultures: international communication in an interdependent world*. 1997.

Friedman, Thomas L. *The Lexus and the olive tree*. 1999.

Gates, Bill. *Business @ the speed of thought: using a digital nervous system*. 1999.

Schultz, Don E. *Communicating globally: an integrated marketing approach*. 2000.

Rankin, Howard J. *Power talk: the art of effective communication*. 1999.

Lipman-Blumen, Jean. *Connective leadership: managing in a changing world*. 2000.

Marshall, Susan. *How to grow a backbone: 10 strategies for gaining power and influence at work*. 2000.

Thiederman, Sondra B. *Profiting in America's multicultural marketplace: how to do business across cultural lines*. 1991.

† Nash, Laura L. *Church on Sunday, work on Monday: the challenge of fusing Christian values with business life*. 2001.

Drennan, Miriam. *Soar above the madness: surviving office politics without losing your mind, your job, or your lunch*. 2002.

Ursiny, Timothy E. *The coward's guide to conflict: empowering solutions for those who would rather run than fight*. 2003.

POSSIBLE BOOKS FOR REVIEW AVAILABLE OUTSIDE WEBBER:

† Allegretti, Joe. *Loving Your Job, Finding Your Passion: Work and the Spiritual Life*. Paulist Press, 2000.

Baker, Wayne E. *Achieving Success Through Social Capital: Tapping Hidden Resources in Your Personal and Business Networks*. Jossey-Bass, 2000.

∞ Bennis, Warren G. *On Becoming a Leader: The Leadership Classic--Updated and Exanded*. Perseus Publishing, 2003.

Bixler, Susan and Lisa Scherrer Dugan. *5 Steps to Professional Presence: How to Project Confidence, Competence, and Credibility at Work*. Adams Media, 2000.

∞* Bolles, Richard Nelson. *What Color Is Your Parachute*. Ten Speed Press, 2003.

Buckingham, Marcus and Donald O Clifton. *Now, Discover Your Strengths*. Free Press, 2001.

∞ Carnegie, Dale. *How to Win Friends and Influence People*. Pocket Books, 1990.

∞ _____. *The Quick and Easy Way to Effective Speaking*. Pocket Books, 1990.

∞ _____. *How to Enjoy Your Life and Your Job*. Pocket Books, 1990.

∞ Covey, Stephen R. *Seven Habits of Highly Effective People*. Simon & Schuster, 1990.

∞ _____. *Principle-Centered Leadership*. Simon & Schuster, 1992.

Critin, James M and Richard A Smith. *The Five Patterns of Extraordinary Careers: The Guide for Achieving Success and Satisfaction*. Crown Publishing, 2003.

DePree, Max. *Leadership Jazz*. DTP Publishing, 1993.

* Ellig, Janice Reals and William J Morin. *What Every Successful Woman Knows: 12 Breakthrough Strategies to Get the Power & Ignite Your Career*. McGraw Hill, 2001.

Fox, Jeffery J. *Don't Send a Resume: And Other Contrarian Rules to Help Land a Great Job*. Hyperion, 2001.

† ∞ Guinness, Os. *The Call: Finding and Fulfilling the Central Purpose of Your Life*. Word Publishing, 1998.

Handy, Charles and Warren G Bennis. *The Age of Unreason*. Harvard Business School Press, 1998.

Hayhurst, Jim. *The Right Mountain: Lessons from Everest on the Real Meaning of Success*. John Wiley & Sons, 1997.

∞ Kelley, Robert E. *How to Star at Work: Nine Breakthrough Strategies You Need to Succeed*. Times Books, 1998.

Lavington, Camille and Stephanie Losee. *You've Only Got Three Seconds: How to Make the Right Impression in Your Business and Social Life*. Doubleday, 1998.

- Linsky, Martin and Ronald Heifetz. *Leadership on the Line: Staying Alive Through the Dangers of Leading*. Harvard Business School Press, 20020
- Loehr, James E and Peter J McLaughlin. *Mentally Tough: The Principles of Winning at Sports Applied to Winning in Business*. Evans & Co, 1994.
- ∞ Lowstuter, Clyde C and David P Robertson. *Network Your Way to Your Next Job...Fast*. McGraw-Hill, 1995.
- ∞ Maxwell, John. *The Winning Attitude: Your Pathway to Personal Success*. Thomas Nelson, 1996.
- ∞ McCarthy, Kevin W. *The On-Purpose Person: Making Your Life Make Sense*. Pinon Press, 1992.
- ∞ McGraw, Philip. *Life Strategies: Doing What Works, Doing What Matters*. Hyperion, 2000.
- * Miller, Gordon. *The Career Coach: Winning Strategies for Getting Ahead in Today's Job Market*. Currency Books, 2001.
- ∞ Peck, M Scott. *The Road Less Traveled*. Touchstone Books, 2003.
- Pink, Daniel H. *Free Agent Nation: The Future of Working for Yourself*. Warner Books, 2002.
- ∞ Riley, Pat. *The Winner Within: A Life Plan for Team Players*. Berkley Publishing, 1994.
- Senge, Peter M. *The Fifth Discipline*. Currency Publishing, 1994.
- Stith, Anthony. *How to Build a Career in the New Economy: A Guide for Minorities & Women*. Warwick Publishing, 1999.
- Tracy, Brian. *Create Your Own Future: How to Master the 12 Critical Factors of Unlimited Success*. Wiley & Sons, 2002.
- ∞ _____. *Maximum Achievement: Strategies and Skills that Will Unlock Your Hidden Powers to Succeed*. Fireside, 1995.
- Waitley, Denis and Reni Witt. *The Joy of Working: The 30 Day System to Success, Wealth and Happiness on the Job*. Ballantine Books, 1993.
- Waterman, Robert H. *What America Does Right*. W.W. Norton and Co., 1994.

Winter, Barbara J. *Making a Living Without a Job: Winning Ways for Creative Work That You Love*. Bantam Books, 1993.

Books marked with an ∞ are available from the Polk County Public Libraries. An * indicates the book is available in the Career Services library. All books are available from Amazon.com, or can be ordered by most bookstores. Books marked by a † are written from a theological perspective.

ARTICLES:

The New Economy:

Breen, Bill. "Money Isn't Everything." *Fast Company*, Issue 14, April 1998, p 232.

Available at <http://www.fastcompany.com/magazine/14/everything.html>.

Koretz, Gene. "Land of Less Opportunity." *Business Week*, June 30, 2003. Available at http://www.businessweek.com/magazine/content/03_26/c3839027_mz008.htm.

Pink, Daniel H. "Free Agent Nation." *Fast Company*, Issue 12, Dec 1997/Jan 1998, p 131. Available at <http://www.fastcompany.com/online/12/freeagent.html>.

_____. "School's Out." *Reason*, Oct 2001. Available at <http://www.reason.com/0110/fe.dp.schools.shtml>.

WEBSITES:

Marketing:

American Marketing Association: <http://www.marketingpower.com>

Finance:

American Finance Association: <http://www.afajof.org>

Western Finance Association: <http://www.westernfinance.org>

Eastern Finance Association: <http://www.easternfinance.org>

Southern Finance Association: <http://www.southernfinance.org>

Midwest Finance Association: <http://www.midwestfinance.org>

Commercial Finance Association: <http://www.cfa.com>

European Finance Association: <http://www.eiasm.be/links/related/EFA/EFA.htm>

Government Finance Officers Association: <http://www.gfoa.org>

Financial Planning Association: <http://www.fpanet.org>

Accounting:

American Institute for Certified Public Accountants: <http://www.aicpa.org>

Relocating:

Cost of living: <http://www.homefair.com/homefair/calc/salcalc.html?type=to>

Career Development:

Wall Street Journal's Career Journal: <http://www.careerjournal.com/>