

# BU-416: Career Development

Spring 2023 Syllabus

School of Business and Communication, Chaminade University of Honolulu

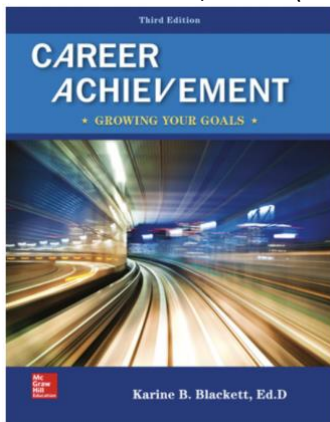


**Instructor:** Pam Estell, Ph.D. (please call me Pam ☺)  
**Email:** pamela.estell@chaminade.edu  
**Class Time & Location:** TTH 10:00AM – 11:20AM, Kieffer Hall 10  
**Office & Office Hours:** Kieffer Hall, Room 23, TTH 8AM-10AM & Zoom by appointment

## Required Books & Resources:

- A personal notebook computer
- An Internet connection
- Chaminade Canvas Learning Management System

Textbook: Blackett, Karine (2019). Career achievement: Growing your goals. 3<sup>rd</sup> Edition. New York: McGraw Hill



BU-416-01-1 Career Development (3 Credits)  
Blackett, Karine  
ISBN-13: 9781260070774  
Textbook ONLY

Please check the CUH bookstore for competitive prices.

Note: This is the only option for students who have textbook Vouchers.

## Course Description

Starting one's career is often both an exciting goal and a mystifying, overwhelming challenge. This course provides students with the knowledge and tools needed for successful career planning and entry. The course covers developmental issues, theories, and activities useful for career exploration. Also included are approaches to making career and lifestyle choices, societal trends that may affect career decisions, and self-management skills at work. Students develop an action plan for initiating their career and personal portfolio of resources for use in job search.

## Course Overview

In Career Development students will prepare themselves for the modern job market. This includes a discussion of economics and job market trends, how to determine an appropriate career path, find employment opportunities, navigate the job application process, secure a position, and be a functional organizational team member. Students will have many hands-on opportunities to create, develop, and refine their skills and abilities and put them to use in creating a job portfolio to use as part of the job application process.

## Program Learning Objectives (PLOs)

1. Communicate effectively regarding business related tasks, in both oral and written modes.

## Course Learning Objectives (CLOs)

Upon completion of this course students should be able to:

1. Describe the personal characteristics (e.g., interests, values, and skills) that influence career development.
2. Create professional documentation (e.g., resume, cover letter, and LinkedIn profile, personal portfolio).
3. Construct, arrange, and completely deliver professional address.
4. Evaluate your professional address and recommend future improvements.

## Marianist Values

This course fulfills the following Marianist Value Objectives:

- (2) Provide an integral quality education.
- (4) Educate for service, justice, and peace.
- (5) Educate for adaptation and change.

Alignment of Learning Outcomes: PLO, CLO with Marianist Values

	CLO1	CLO2	CLO3	CLO4	CLO5
Marianist Values	2, 4, 5	2, 4, 5	2, 4, 5	2, 4, 5	2, 4, 5
Program Learning Outcomes (PLOs)	1	1	1	1	1

## Methods of Delivery

This class is run as a workshop, meaning, students will be expected to participate in and complete relevant activities to achieve course and program objectives. Methods of delivery include (but are not limited to) lectures, case studies, class exercises and/or activities, discussions, and guest speakers to name a few.

## Course Expectations

Your final grade will be based on your performance on exams and quizzes, assignments, class participation, professionalism, and attendance.

- The average student can expect to spend approximately 6-9 hours per week preparing for this class.
- Please **DO NOT** bring guests/children to class.
- In case of class cancelation, you will be notified via Canvas and your Chaminade email.

As a matter of professionalism, I **DO NOT** accept late work. Early assignments, however, are always happily accepted! 😊

## Computer Proficiency Expectations

Students in this course are expected to be proficient in the following technology areas:

- Canvas LMS
- Chaminade email
- Microsoft Word (or other word processing software)

## Course Attendance Policy

Students are expected to attend daily and log in to Canvas daily to check for course announcements, materials, and assignments. Class begins on time. Excessive lateness will be counted as an absence from class. Unexcused absences equivalent to more than a week of class will result in a grade reduction for the course. Any unexcused absence of two consecutive weeks or more will result in being withdrawn from the course by the instructor.

## Behavioral Expectations

You are expected to conduct yourself in a manner compatible with the college's function as an institute of higher learning. To uphold this principle in the face-to-face classroom, no cell phones, or "side conversations" that disrupt the learning process or interfere with the primary activity are allowed. Laptop computers may be used for taking notes or engaging in class activities. Please refrain from surfing the Internet, or using your computer for anything other than classwork. **TEXT MESSAGING DURING CLASS IS NOT ALLOWED.** Not only is it disruptive to those around you, it is distracting to the instructor and interrupts the learning environment. Students should silence their cell phones before entering class. I find this to be a very serious

matter. Each student in this course has paid to receive an education, and inhibiting the learning of those around you via use of cell phone, personal computer, and/or visitation unrelated to coursework is not allowed. In the face-to-face and online course spaces, civil discourse must be adhered to in live, synchronous live, as well as asynchronous meetings, discussion rooms and/or interactions whether they are with the instructor or peers. When working online in any capacity, students should use proper netiquette at all times online.

Every student has the right to a respectful learning environment. In order to provide this right, students must take individual responsibility to conduct themselves in a mature and appropriate manner and will be held accountable for their behavior. Any student who disrupts the class or communicates or behaves inappropriately or disrespectfully, as determined by the instructor and/or institution, will be referred for disciplinary action.

## Assessment Methods

Assessment methods include quizzes, exams, oral and written assignments, class discussions, class activities, and group work. Every effort will be made to return all student work within two-weeks of the due date.

## Late Work

All work in this course will be due at 11:59PM HST on the assigned due date, at which point online submission boxes will promptly close. This class is designed as professional preparation, therefore late work is **NOT** accepted. Assignments which are not submitted on or before their due date will receive a zero. If you find that you are having technical difficulties please contact the Chaminade IT Helpdesk for issues related to Chaminade technology. If you have documentation from the Helpdesk indicating that they have identified a problem with the technology, I will allow you to submit the assignment once a resolution has been reached at no penalty to you. If students are unsure of their home technology, they should plan ahead to use the computer lab on-campus in order to submit work in a timely manner.

## Grading & Assignments

Class sessions are designed to promote student participation through the discussion of current events in the business world as they relate to the use of quantitative analysis for managerial decision-making processes.

### Grading Distribution

Exam #1 = 50 points  
Exam #2 = 50 points  
Quizzes = 100 points  
Informational Interviews = 150 points  
Resume Draft/Final = 100 points  
Cover Letter Draft/Final = 100 points

LinkedIn Profile = 50 points  
Mock Interview = 250 points  
Portfolio = 100 points  
Participation = 50 points  
**Total = 1,000 points**

### Final Grade Requirements

A = 900 or more  
B = 800 to 899  
C = 700 to 799  
D = 600 to 699  
F = Below 600

### Exams (50 points + 50 points = 100 points) [CLO 1, 2](#)

Two major exams will cover material from class lectures, class discussion, guest speakers (if any), handouts and assigned readings. Exams may include multiple-choice, short-answer and essay questions. **There are absolutely no make-up exams without proper documentation** for your absence, which must be provided prior to the absence if at all possible. A missed exam will count as a zero.

### Quizzes (10 @ 10 points each = 100 points) [CLO 1, 2](#)

Ten quizzes will cover material from class lectures, discussions, videos, handouts and assigned readings. Each quiz has approximately 10 to 20 questions. Quizzes are due every Sunday by 11:59PM HST. **There are absolutely no make-up quizzes without proper documentation**, which must be provided prior to the missed quiz if at all possible. Any missed quiz will count as a zero.

### Informational Interviews (3 @ 50 points each = 150 points) [CLO 1, 2; PLO1; SLO1](#)

Students will utilize their personal professional network to schedule a 15–30-minute meeting with 3 professionals currently working in a career or industry of a students' interest. **Please plan for at least 5-7 business days from the time that you send a request to receive a response from your interviewee.** Ahead of the meeting date/ time, prepare at least 6 questions for your interviewee to help you learn more about their job.

Example questions include:

- What is a typical day like at your job?
- What got you interested in this field/job/organization?
- Which courses that you took in college were/are most beneficial to the work you do now?
- What are the key skills that one needs to be successful in this field?
- (Additional questions will be discussed in class.)

During the meeting, make sure to take notes on the professional's responses to your prepared questions. After the meeting, write a 500+ word reflection about what you learned during your interview. Treat this like a journal entry.

Questions you might consider answering in your journal entry include:

- What is one thing you learned from your informational interview that surprised you?
- What skills do you already have to enter your career field of interest? What do you still need to build and how might you do so?
- Do you still need more information about your career of interest? Who else might you need to connect with to get answers?
- After hearing about the day-to-day responsibilities, are you still interested in this career/industry, or do you need to pivot by thinking about other potential career paths?

To complete the informational interview assignment, you will submit your 500+ word journal entry, along with the name of the professionals you interviewed, the date of your interview, their title, and their organization to Canvas.

#### Resume Draft/Final (100 points) [CLO 1, 3; PLO1; SLO1](#)

The purpose of this assignment is to give students the opportunity to begin archiving their professional experience in the form of a resume. At this point in your college career, your work experience is likely to vary quite a bit from your peers. The goal for this assignment is to learn to think about all of your different life experiences and learn how to cull them into a professional statement showing employers how your experience relates to a potential job. Students will work independently and in peer editing groups to develop and build a professional resume. The resume will be submitted in drafts to allow for content and visual design updates.

Your resume should be broken up into the following sections:

- Branding statement (optional)
- Objective (optional)
- Education (required)
- Experience (required)
- Related Skills (required)
- Activities and Achievements (required)

#### Cover Letter Draft/Final (100 points) [CLO 1, 3; PLO1; SLO1](#)

Many job applications require a cover letter, which introduces you and your resume and lets the employer know why you are the right candidate for the job. This assignment is intended to:

- Ensure you can create a well-written, personalized cover letter regarding a position and connect the skills you possess and the experiences you have to those a specific employer needs.
- Increase your chances of standing out among other candidates during the application process.

Your cover letter should:

- Introduce yourself to an employer
- Present a well thought out thesis statement that is consistent with the context of the letter
- Be tailored towards a specific internship/job you are currently applying for -OR- be tailored towards an internship or job based on your industry or job function interests. If you choose this option, you will need to find a relevant position that is currently posted to help you construct a cover letter.

Students will work independently and in peer editing groups to develop and build their professional cover letter. The cover will be submitted in drafts to allow for content and visual design updates.

### LinkedIn Profile (50 points) [CLO 1, 3; PLO1; SLO1](#)

Students will use relevant information from the resume they have developed in order to create a professional LinkedIn profile.

Students should include the following information in their profile:

- Photo
- Headline
- Professional Summary
- Experience
- Education
- Skills and Expertise
- Keywords
- Location & Industry

### Mock Interview (250 points) [CLO 1, 2, 4, 5; PLO1; SLO1](#)

A mock interview is a simulation interview conducted by volunteer business professionals in industry. The role of a mock interviewer is to advise about interviewing and give you feedback on your professional performance. Practice increases comfort and confidence in the interview process—it can also enhance your interviewing skills. In addition, mock interviews provide students feedback critical in assessing their current strengths and weaknesses, and pointing toward resources that can be helpful in making necessary adjustments.

In this assignment, during the last week(s) of the semester, an outside panel of 3 business professionals, in addition to the professor will conduct a mock interview with each student. Students will sign up for a time to complete their interview with the panel.

Prior to the mock interview, students will email their completed resume and cover letter to the instructor via email. The instructor will forward them on to the interview panel. On the day of the mock interview, students should bring 4 hard copies of their resume, as well as a notepad and paper for taking notes during the interview. Although firm interview questions will not be provided in advance (you don't get the interview questions in advance in real life!) we will do practice in class, which will prepare you to confidently respond to a variety of possible interview questions.

Students will be broadly assessed on the following criteria:

- Punctuality
- Professionalism
- Preparedness
- Presentation

### Professional Portfolio (100 points) [CO 1, 3; PLO1; SLO1](#)

Students will have the opportunity to create a professional portfolio to market their skills and experience. For this project, students will utilize Google Sites, a free software that allow students to curate relevant documents and artifacts that highlight their accomplishments.

Google sites should include the following sections (AT MINIMUM):

- About me
- Resume
- A link to your LinkedIn profile
- Sample work (including but not limited to photos of your past work or volunteer experience, writing samples, podcasts, multimedia, school projects, awards, recognitions, and more)

Students will be assessed on their completion of the above content sections as well as visual design, cohesiveness, and technical quality.

### Grading Standards

"A" students do not miss classes during the semester. They read and critically engage all the assigned readings before class on their own, and with classmates and the instructor. All assignments are not only complete, but go beyond more than just the

minimum requirements. Their assignments are turned in on time or early, exhibit proper style, grammar and format, are well-organized, integrate strategic planning and targeting, and are written precisely and concisely. They take advantage of all rewrite and extra credit opportunities. These students always keep up with current news events, both locally and globally.

“B” students miss a few classes during the semester. They usually read the assigned readings before class. Their assignments exhibit proper style, grammar and format, are well-organized, integrate strategic planning and targeting, and are written precisely and concisely. They take advantage of all rewrite and extra credit opportunities. These students usually keep up with current events.

“C” students miss several classes during the semester. They complete the assigned readings before exams. Written assignments and exams usually exhibit proper style and formatting, but do not always integrate strategic planning and targeting, and are not always well organized or written precisely and concisely. All assignments are turned in on time, and most rewrite opportunities are used. These students sometimes keep up with current events.

“D” students miss four or more classes during the semester and skim assigned readings. Assignments and exams usually exhibit proper style and formatting, but they often lack integrated strategic planning and targeting, and are often not well-organized, or written precisely and concisely. Assignments are not always turned in on time and only some rewrite opportunities are used. They don’t keep up with current events.

“F” students fail to attend class consistently, miss exams, written assignments; don’t use rewrite opportunities.

### Suggestions for Success

Manage your time wisely and stay organized! Learn how to use the required technology. Come to class prepared. Engage in the learning, discussions, and activities that take place in the classroom. Don’t be distracted or distract others. Always do your best! ☺

### Challenging a Grade on an Individual Assignment

Should a student find at any point during the semester that they wish to challenge a grade they have received on an assignment, they are welcome to do so. Following are the grade challenging guidelines:

- Students must wait 48 hours after receipt of their assignment before challenging the grade
- Grade challenges must be submitted in writing via email, in respectful and professional prose
- Students must articulate, based on the merits of their work (not on circumstances) and the guidelines of the assignment/rubric, why they feel their grade should be amended
- Students have up to 2 weeks to challenge an assignment grade, attempts to challenge a grade after 2 weeks from receiving an assignment back will be automatically forfeited

Students also retain the right to academic grievance for final course grades through standard Chaminade processes should they feel this step is necessary.

## University-Wide Policies and Procedures

The following information pertains to university-wide policies and procedures for all classes.

### Tutoring and Writing Services

Chaminade offers free one-on-one tutoring and writing assistance to all students. Tutoring and writing help is available on campus at Kōkua 'Ike: Center for Student Learning in a variety of subjects (including, but are not limited to biology, chemistry, math, nursing, English, etc.) from trained Peer and Professional Tutors.

Please check Kōkua 'Ike's website (<https://chaminade.edu/advising/kokua-ike/>) for the latest times, list of drop-in hours, and information on scheduling an appointment. Free online tutoring is also available via TutorMe. Tutor Me can be accessed 24/7 from your Canvas account. Simply click Account – Notifications – TutorMe. For more information, please contact Kōkua 'Ike at [tutoring@chaminade.edu](mailto:tutoring@chaminade.edu) or 808-739-8305.

### Disability Access (ADA)

If you need individual accommodations to meet course outcomes because of a documented disability, please speak with me to discuss your needs as soon as possible so that we can ensure your full participation in class and fair assessment of your work. Students with special needs who meet criteria for the Americans with Disabilities Act (ADA) provisions must provide written documentation of the need for accommodations from Kōkua 'Ike: Center for Student Learning by the end of week three of the class, in order for instructors to plan accordingly. If a student would like to determine if they meet the criteria for accommodations, they should contact the Kōkua 'Ike Coordinator at (808) 739-8305 for further information ([ada@chaminade.edu](mailto:ada@chaminade.edu)).

### Academic Honesty

All work submitted by a student must represent his or her own original ideas, concepts, and current understanding. All sources of information collected during research and utilized in an assignment must be correctly documented to avoid plagiarism. Cheating or plagiarism in any form (intentional or unintentional—including passing quiz access codes to students not present in class) is unacceptable. Violations will be penalized pursuant to the university's academic honesty policy and may also result in disciplinary action.

Violations of the Academic Honesty Code are serious. They harm other students, your professor, and the integrity of the University. Alleged violations will be referred to the Office of Judicial Affairs. If found guilty of dishonesty or plagiarism, a student is subject to a range of penalties, including failure of an assignment, failure of an assignment and withholding of the final course grade until a paper is turned in on the topic of dishonesty or plagiarism, failure of the course, and/or suspension from the University.

### Violations of Academic Integrity

Violations of Academic Honesty and Integrity includes but is not limited to:

- Intentionally using or attempting to use unauthorized materials, information, notes, study aids, or other devices in any academic exercise.
- Fabrication and Falsification: Intentional and unauthorized alteration or invention of any information or citation in an academic exercise. Falsification is a matter of inventing or counterfeiting information for use in any academic exercise.
- Unauthorized Multiple Submissions: The submission of substantial portions of the same academic work for credit (including oral reports) more than once without authorization.
- Plagiarism: Intentionally or knowingly presenting the work of another as one's own (i.e., without proper acknowledgment of the source).
- Abuse of Academic Materials: Intentionally or knowingly destroying, stealing, or making inaccessible library or other academic resource materials.
- Complicity in Academic Dishonesty: Intentionally or knowingly helping or attempting to help another to commit an act of academic dishonesty.

Plagiarism includes, but is not limited to:



- Copying or borrowing liberally from someone else's work without his/her knowledge or permission; or with his/her knowledge or permission and turning it in as your own work. • Copying of someone else's exam or paper.
- Allowing someone to turn in your work as his or her own.
- Not providing adequate references for cited work.
- Copying and pasting large quotes or passages without properly citing them.

## Academic Conduct Policy

From the 2019-2020 Undergraduate Academic Catalog (p. 39):

Any community must have a set of rules and standards of conduct by which it operates. At Chaminade, these standards are outlined so as to reflect both the Catholic, Marianist values of the institution and to honor and respect students as responsible adults. All alleged violations of the community standards are handled through an established student conduct process, outlined in the Student Handbook, and operated within the guidelines set to honor both students' rights and campus values.

Students should conduct themselves in a manner that reflects the ideals of the University. This includes knowing and respecting the intent of rules, regulations, and/or policies presented in the Student Handbook, and realizing that students are subject to the University's jurisdiction from the time of their admission until their enrollment has been formally terminated. Please refer to the Student Handbook for more details. A copy of the Student Handbook is available on the Chaminade website. For further information, please refer to the Student Handbook.

## Credit Hour Policy

The unit of semester credit is defined as university-level credit that is awarded for the completion of coursework. One credit hour reflects the amount of work represented in the intended learning outcomes and verified by evidence of student achievement for those learning outcomes. Each credit hour earned at Chaminade University should result in 45 hours of engagement. This equates to one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks for one semester, 10-week term, or equivalent amount of work over a different amount of time. Direct instructor engagement and out-of-class work result in total student engagement time of 45 hours for one credit. The minimum 45 hours of engagement per credit hour can be satisfied in fully online, internship, or other specialized courses through several means, including (a) regular online instruction or interaction with the faculty member and fellow students and (b) academic engagement through extensive reading, research, online discussion, online quizzes or exams; instruction, collaborative group work, internships, laboratory work, practica, studio work, and preparation of papers, presentations, or other forms of assessment. This policy is in accordance with federal regulations and regional accrediting agencies.



## Title IX Compliance Policy

Chaminade University of Honolulu recognizes the inherent dignity of all individuals and promotes respect for all people. Sexual misconduct, physical and/or psychological abuse will NOT be tolerated at CUH. If you have been the victim of sexual misconduct, physical and/or psychological abuse, we encourage you to report this matter promptly. As a faculty member, I am interested in promoting a safe and healthy environment, and should I learn of any sexual misconduct, physical and/or psychological abuse, I must report the matter to the Title IX Coordinator. If you or someone you know has been harassed or assaulted, you can find the appropriate resources by visiting Campus Ministry, the Dean of Students Office, the Counseling Center, or the Office for Compliance and Personnel Services.