THE UNIVERSITY OF TEXAS AT TYLER
COLLEGE OF BUSINESS ADMINISTRATION
SPRING 2015

COURSE NUMBER: MANA 3170.001

COURSE TITLE: HOW TO GET A JOB

INSTRUCTOR: Gail D. Johnson, MBA

COURSE DESCRIPTION: Develop job search, networking, and career management skills including business etiquette, salary negotiations, interviewing, and career management. Students will understand the concept of a professional brand, and develop resumes and cover letters to help meet career objectives.

PREREQUISITE: Admission to BBA program.


REFERENCE TEXT: Your textbook, *Essentials of Business Communications*, by Mary Ellen Guffey, from MANA 3370, will be referenced in this course (but not required) for cover letter, references, and alternative resume style examples.

CLASS MEETING: HYBRID: HPR Bldg Room 00262, Thursday 5:00 to 5:50 pm, and online.
(Refer to “Covered/Tentative Course Schedule” for classes designated on campus.)

OFFICE: HPR 221

TELEPHONE: (903) 279-4930 (cell)

OFFICE HOURS: Tuesdays: 2:00 p.m. – 4:00 p.m.
Thursdays: 3:00- p.m. – 5:00 p.m.

EMAIL: Gail_Johnson@uttyler.edu

Emails will be answered within 24 hours Monday – Thursday.

To protect the privacy of students, the University requires that all e-mail
Gail D. Johnson, MBA

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communication with students be conducted through the University’s Patriot e-mail system. It is the responsibility of the student to regularly check their Patriot e-mail address.

LINKEDIN www.linkedin.com/in/gailjohnsonmba/

WEBINAR: Instructor also incorporates “Zoom” for webinar meetings. Go to https://uttyler.zoom.us

PINTEREST Supplemental course information will be posted to my Pinterest website: http://pinterest.com/anewbrandyou/boards/

TWITTER The instructor uses Twitter to immediately tweet out internships and/or part-time and full-time job opportunities to students; as well as relevant career management articles: Gail Johnson@gail_johnson1

FACEBOOK Professional Facebook page: https://www.facebook.com/GailDJohnsonMBA

CORE VALUES • PROFESSIONAL PROFICIENCY • TECHNOLOGICAL COMPETENCE • GLOBAL AWARENESS • SOCIAL RESPONSIBILITY • ETHICAL COURAGE

COURSE OBJECTIVES:
• Develop and define your authentic “Professional Brand” values to stand out in an increasingly competitive job market. Clearly and concisely communicate: Who You Are. What You Do. Why Anyone Should Care To Remember You.
• Apply research, planning and goal setting techniques to obtain the right career for you.
• Understand and demonstrate how to present your Professional Brand effectively in writing, and social media focusing on:
  • Development of your professional career resume; cover letter and references, and
  • Creation of a professional social media networking presence on LinkedIn.
• Prepare for and practice your interviewing skills for entry into the job market, career advancement, or acceptance into graduate school.
• Understand the techniques and skills behind negotiating a job offer.
• Apply proper business and dining etiquette skills to positively reflect your professional brand.
• Recognize and understand how to handle career challenges, and apply the “3-Step Career Assessment” techniques to deal with the ‘impact of difficult personalities’ within a business organization.

TEACHING METHOD:
• MANA 3170.001 is hybrid (combination of face-to-face in the classroom & online) format.
Students are expected to use efficient time management skills to stay current with learning modules. Instructor is available to address questions and/or provide supplemental instruction to students.

- **Mandatory meetings, interviews, group activities:**
  - Students are required to make a **1 HOUR** appointment to meet with the instructor, in office or via webinar, to review and enhance student’s professional brand values; and polish resume and cover letter.

  - **Practice Group Interview with the Instructor (in-class or via Zoom)**
    - Students **must** come dressed for success. Examples of proper business suit attire will be provided in the “Dress for Success” lecture.
    - Bring his/her final portfolio.
    - During each interview, the student must present him/herself as an ideal candidate for a target position and demonstrate the ability to answer challenging behavioral-based questions with confidence using relevant and engaging examples.

  - **Mandatory Mock Team Interview with Business Professionals** - Friday, April 24th from 1:00 to 2:30 pm at Ornelas Center.

**EVALUATION** – Class is **“PASS/FAIL”** - All assignments are graded, Pass/Fail. In order to pass the course you must not receive a “Fail” in any of the categories below:

**Writing Assignments:**
- A New Brand You© Professional Brand Profile: Pass/Fail
- Elevator/Tell Me About Yourself Speech (written): Pass/Fail
- Draft Resume; Cover Letter; References: Pass/Fail
- Final Portfolio: Pass/Fail
- LinkedIn Profile: Pass/Fail
- !WONTUOTE™ 3 Step Self-Assessment Exam: Pass/Fail

**Speaking Assignments:**
- Group interview with ‘instructor’ (in person or via ‘Zoom’): Pass/Fail
- Mock Team Interview with ‘Business Professionals’: Pass/Fail

Pass/Fail grades will be posted on instructor’s UT Blackboard site (noted by ✅). Students have up to one week after grade is posted to notify instructor of any errors.

**CLASS ASSIGNMENTS:** This course will use the following assignments to demonstrate and measure techniques associated with effective career development, management, and job search strategies. Assignments are detailed in the: **Covered/Tentative Course Schedule section at the end of the syllabus.**
Writing Assignments:

Homework assignments are to be completed and turned in on the due date via Blackboard, under the “Do and/or Deliver” section of the module assignments tab.

1. Completed A New Brand You© Professional Brand Profile.
2. Elevator Speech/Tell Me about Yourself Response.
3. Resume, Cover Letter and Reference List

A resume template will be provided in the “Presenting You in Writing Module”.

4. LinkedIn Profile: Each student will incorporate professional social media networking by creating a LinkedIn profile, and connecting to the instructor.
5. Final Portfolio: Completed (marked up) Professional Brand Profile, Final Elevator/Tell Me about Yourself Speech, Final Resume*, Cover Letter*, References* placed in an attractive pocket folder.

(* Printed out on resume paper)

6. !WONTUOTEG™ - 3 Step Self-Assessment Exam: As part of the !WONTUOTEG exam, students’ will be required to complete the “3 Step Self-Assessment Assignment”. (Note: Student examples of “3-Step Assessments are located at: www.wontuoteg.com under “WONTUOTEG MOMENTS”)

Speaking Assignments:

Each presentation will be evaluated on content and delivery by participation in:

1. Practice Group Interview with Instructor. In the business world, students will encounter a number of opportunities to network and/or interview. Students need to be prepared to clearly and concisely communicate: Who You Are. What You Do. Why Anyone Should Care to Remember You.

2. Mandatory Mock Team Interview with Business Professionals - Friday, April 24th from 1:00 to 2:30 pm at Ornelas Center:
   a. Students will be required to select a specific business or career category they are interested in pursuing to interview with at the event.
   b. Students must come dressed for success. Examples of proper business suit attire will be provided in the “Dress for Success” lecture.
   c. Bring his/her final portfolio.
   d. During each interview, the student must present him/herself as an ideal candidate for a target position and demonstrate the ability to answer challenging behavioral-based questions with confidence using relevant and engaging examples.
   e. Students must arrive before the session begins. Arriving late or not attending will result in failing grade.

UT Blackboard System: All lecture materials, assignment handouts, and grades will be posted on the instructor’s UT Blackboard site.
WITHDRAW DATE: Refer to Academic Calendar

TECHNICAL INFORMATION

Technical Support
If you experience technical problems or have a technical question about this course, you can obtain assistance by emailing itsupport@patriots.utttyler.edu. When you email IT Support, be sure to include a complete description of your question or problem including:

- The title and number of the course
- The page in question
- If you get an error message, a description and message number
- What you were doing at the time you got the error message

You may also visit the Help Tab in Blackboard for helpful information.

Plug-ins and Helper Applications
UT Tyler online courses use Java, JavaScript, browser plug-ins, helper application and cookies. It is essential that you have these elements installed and enabled in your web browser for optimal viewing of the content and functions of your online course.

- Adobe Reader allows you to view, save, and print Portable Document Format (PDF) files.
- Java Runtime Environment (JRE) allows you to use interactive tools on the web.
- Adobe Flash Player allows you to view content created with Flash such as interactive web applications and animations.
- QuickTime allows users to play back audio and video files.
- Windows Media Player allows you to view, listen and download streaming video and audio.
- RealPlayer allows you to view and listen to streaming video and audio.

NETIQUETTE GUIDE:
"Netiquette" is network etiquette, the do's and don'ts of online communication. Netiquette covers both common courtesy online and informal "rules of the road" of cyberspace. Review and familiarize yourself with the guidelines provided.

DEADLINES/MAKE-UP POLICY: All assignments will be posted under the “assignment tab” via Blackboard unless directed otherwise by instructor. No make-ups or extensions will be permitted unless the student obtains permission from the instructor prior to the due date and has a verifiable excuse.

COLLEGE OF BUSINESS STATEMENT OF ETHICS: The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the College of Business and Technology help students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students and
faculty of the College of Business and Technology at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop an environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.

**WRITTEN COMMUNICATION:**
Written Communication is a critical competency for today’s business leaders. Students are encouraged to take MANA 3370 early in their major and to seek the services of The University of Texas at Tyler Writing Center: [http://www.uttyler.edu/writingcenter/](http://www.uttyler.edu/writingcenter/)

**STUDENTS RIGHTS AND RESPONSIBILITIES:**
To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link:
[http://www.uttyler.edu/wellness/StudentRightsandResponsibilities.html](http://www.uttyler.edu/wellness/StudentRightsandResponsibilities.html)

**GRADE REPLACEMENT/FORGIVENESS:**
If you are repeating this course for a grade replacement, you must file an intent to receive grade forgiveness with the registrar by the 12th day of class. Failure to do so will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates will receive grade forgiveness (grade replacement) for only three course repeats; graduates, for two course repeats during his/her career at UT Tyler.

**STATE-MANDATED COURSE DROP POLICY:**
Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Schedule of Classes for the specific date).

Exception to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Registrar's Office and must be accompanied by documentation of the extenuating circumstance. Please contact the Registrar's Office if you have any questions.

**DISABILITY SERVICES:**
In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the Disability Services counselor. If you have a disability, including a learning disability, for which you request an accommodation, please contact Ida MacDonald in the Disability Services office in UC 3150, or call (903) 566-7079.

**STUDENT ABSENCE DUE TO RELIGIOUS OBSERVANCE:**
Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.
STUDENT ABSENCE FOR UNIVERSITY-SPONSORED EVENTS AND ACTIVITIES:
If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

SOCIAL SECURITY AND FERPA STATEMENT:
It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

EMERGENCY EXITS AND EVACUATION:
Everyone is required to exit the building when a fire alarm goes off. Follow your instructor’s directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do Not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.
**COVERED/TENTATIVE COURSE SCHEDULE:**
The schedule is subject to revision during the semester by the instructor as classroom schedule/circumstances warrant.

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<thead>
<tr>
<th>Modules</th>
<th>Session Topic</th>
<th>Assignments Due &amp; Essential Homework</th>
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</thead>
<tbody>
<tr>
<td>Getting Started &amp; Professional Branding</td>
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<tr>
<td>Module 1</td>
<td>• Course Syllabus</td>
<td>Homework must be completed prior to class:</td>
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<tr>
<td>1/15 through 1/23</td>
<td>• Professional Brand Profile/Uncovering Your Values</td>
<td>1. 1 Course Syllabus Quiz</td>
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<td>1.2 View the Professional Brand Overview video on BB</td>
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<td>1.3 Complete Thing To Do #2</td>
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<td>Bring laptop to class, along with your completed electronic Professional Brand Profile.</td>
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<td>1/15 In-class meeting:</td>
<td>• Expanding your values</td>
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<td>Thursday 5:00 pm to 5:50 pm</td>
<td>• Finalizing your value statements and providing S.T.A.R. examples to prove</td>
<td>1.4 Identify “10” Brand Values with an example to prove you own each value using S.T.A.R. method.</td>
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<td>you own each value.</td>
<td>1.5 Reminder--contact instructor on cell to schedule one-hour meeting</td>
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<td></td>
<td>• Elevator Speech/Tell Me About Yourself Response</td>
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<td>1/22 In-class meeting:</td>
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<td>Bring laptop to class along with your completed Thing To Do #2.</td>
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<td>Thursday 5:00 pm to 5:50 pm</td>
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<tr>
<td>Presenting your Professional Branding</td>
<td>Resume, Cover Letter &amp; References</td>
<td>Assignment due 1/29:</td>
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<td>Module 2</td>
<td></td>
<td>Upload to BB:</td>
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<td>1/26 through 2/6</td>
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<td>a) Your completed A New Brand You™ Professional Brand Profile, including a minimum of 10 values</td>
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<td>using S.T.A.R. examples to prove you own each value.</td>
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<td>b) Your Elevator Speech &amp; Tell Me About Yourself Response (Thing To Do #5)</td>
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<td>1/29 In-class meeting:</td>
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<td>Thursday 5:00 pm to 5:50 pm</td>
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<td>Homework must be completed prior to class:</td>
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<td>2/5 Online</td>
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<td>2.3 Download a job description of your targeted career position</td>
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<td>2.5 Bring your laptop to class along with your job description, draft resume, and completed</td>
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<td>professional brand values.</td>
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<td>Session Topic</td>
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<td><strong>Communicating your Professional Brand using Social Media</strong> Module 3 2/9-2/13</td>
<td>Networking &amp; LinkedIn Profile with guest lecturer, Dr. Rochell McWhorter</td>
<td>Assignment due 2/12: Upload to BB: Completed resume, cover letter and references.</td>
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<td><strong>Successfully Interviewing with your Professional Brand</strong> Module 4 2/16-2/20</td>
<td>Practice Group Interview with Instructor</td>
<td>Assignment due 2/19: Complete LinkedIn profile; and invite instructor to connect.</td>
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<td><strong>Communicating your Professional Brand Orally</strong> Module 5 2/23 through 3/27</td>
<td>Practice Group Interview with Instructor</td>
<td>Assignment Due 2/26 through 3/26: Final Portfolio due at time of your interview with instructor.</td>
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<td><strong>SPRING BREAK</strong></td>
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<td>March 9 through 13</td>
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| **Presenting Your Professional Brand Non-Verbally** Module 6 3/30 through 4/3 | • Business Etiquette Lecture  
• Dress for Success Lecture                                                       |                                      |
| **Negotiating & Accepting an Offer** Module 7 4/6 through 4/10                  | Negotiation Skills Lecture                                                     | Assignment due 4/10: All students must have completed mandatory meeting with instructor |
| **Handling Career Challenges Week** Module 8 4/13 through 4/17                  | Handling Career Challenges Lecture: Dealing with difficult personalities - ![WONTUOTEG](https://www.wontuoteg.com)  
| 4/24                                       | Mandatory Mock Team Interview with Business Professionals                      | Mock Team Interviews with Business Professionals. Friday, April 24, 2015 from 1:00 pm to 2:30 pm at Ornelas Center. |
| 4/27-5/1                                   | ![WONTUOTEG](https://www.wontuoteg.com) 3 Step Assessment Exam               | Assignment Due 5/1: ![WONTUOTEG](https://www.wontuoteg.com) Exam |