MBA 504: CAREER STRATEGIES  
Professor: Jane Trnka, SPHR, SPHR-SCP  
Spring 2015 / EA26

Contact information: phone: 407-646-2210; email: jtrnka@rollins.edu  
Classes: Wednesdays, 1:00 p.m. – 3:00 p.m.  
Room: 107  
Office Hours: 8:30 a.m. – 5:00 p.m. Monday through Friday, except during class times

INSTRUCTOR BIOGRAPHY
Jane Trnka, Executive Director for the Career Resource Center at the Rollins College Crummer Graduate School of Business, encourages success for students, alumni and businesses by promoting internships and employment partnerships. Connecting with faculty and external organizations to generate events and internal programs, her team provides career-related resources and tools to students and alumni. She possesses over 20 years of experience in the human resources field. Prior to joining Rollins, she was a consultant and coach with Right Management, an industry leader in career transition management. She has also worked with various organizations as a trainer, facilitator and human resources consultant. Jane’s experience covers the academic, private, public, for-profit and not-for-profit sectors. Industries include manufacturing and distribution, travel, telecommunications, insurance, and consulting.

Jane received her BS in Public Administration from James Madison University in Harrisonburg, VA, and her Certificate in Human Resources Management from the University of Virginia in Charlottesville, VA. She has been quoted in the Wall Street Journal, Forbes, US News and World Report and USA Today, and has been featured on radio and TV, providing insights regarding career management strategies. Jane is a recent graduate of Leadership Orlando, member of SHRM (Society for Human Resource Management), member of the MBA Career Services and Employer Alliance and is the Chairman of the Board of Directors for the Employers Association Forum.

COURSE DESCRIPTION
Welcome to Career Strategies! This course is designed to assist you in attaining your long-term career goals. Our job, by use of this course, is to deliver and bring to life knowledge, skills and abilities to help you help yourself in obtaining an internship and full-time employment. This course is designed to:

- Help you take a personal responsibility in managing your career
- Become aware of techniques utilized in modern job search efforts
- Assist you in developing tools to enhance your career management success

We will accomplish this through a rich investigation into career strategy dynamics, tool development and a process focusing on the following simple, yet in-depth areas:

- Career Strategies Definitions
- Strategic Planning for Your Job Search
- Networking
- Resumes
- References
- Interviewing
- Job Offers and Salary Negotiation
- Tools for Action
In creating the learning dynamic for this course we will draw upon lecture, student participation, the Crummer Career Resource Center staff, panel discussions, document planning and accountability, and various technical resources. We will also utilize the Blackboard learning platform.

At the end of the class, you should be able to:

- Understand the multiple definitions of a career
- Identify and portray your strengths and talents for an effective job search and overall management of your career
- Construct an appealing resume that describes your strengths and abilities
- Develop a comprehensive list of references to speak on your behalf during the job search process
- Understand the dynamics of interviewing, follow-through and negotiating job offers
- Identify and use multiple and various resources, including the Career Resource Center, to support your search
- Produce and utilize a Career Management Toolkit (CMT)
- Complete all required planning, documentation and action required for course completion

REQUIRED TEXT
There is not a required text for Career Strategies for Spring 2015

OPTIONAL REFERENCES


- Career Resource Center website and resources.

HOW YOUR GRADE WILL BE DETERMINED
The in-class and outside-of-class assignments, and also the related matrix provided on the following page, note the required work and due dates. They cannot be extended without approval of the course faculty. Failure to accomplish such will affect your grades and may impact your ability to graduate (see below). Due dates for each assignment listed on this syllabus will be monitored and recorded by the Career Resource Center.

In-Class Assignments (1st term grade)
Class Engagement and Contributions (25%):

- Active engagement and contributions includes sharing information with class, asking questions and participating in discussions (status of internship search, perspectives on job market, etc.). Assignments:
  - 100% completion of CareerLeader assessment by 3/18/15.
Template Resume and Linked Profile (25%)
- Complete and submit a resume (following the provided template) which may be provided to employers via the CRC office. Due on or before 4/1/15.
- Create or update individual professional LinkedIn profile. Due on or before 4/1/15.

Complete and submit personal Career Management Toolkit (CMT) folder via Blackboard (25%):
- This includes the tools generated by individual students throughout the 6-week course, and the entire finalized folder is due before or on the last day of class, 4/15/15. Tools:
  - Introduction templates: Personal and Crummer
  - Biography
  - Job application
  - Job Search Strategy worksheet
  - LinkedIn Profile
  - Resumes: Personal and template for web
  - References
  - Sample cover letters: column and generic
  - Sample thank you notes: after informational meeting, after interview, job acceptance, not offered job

Class final (25%)
- Written final exam which will assess knowledge gained during class, and will be submitted via Blackboard.

Outside-of-Class Assignments (1st and 4th term grades)
Assignments listed on the following matrix are due during and after the formal class, throughout the balance of your MBA matriculation.

Grading Structure
Grading for this course takes place throughout the matriculation toward your degree.

Your grades will be based on in-class and outside-of-class assignments, which are to be complete and on-time. Consideration will also be given for attendance at non-required CRC events and activities (workshops, networking events, etc.) throughout MBA program.
- For each assignment that is complete and submitted by due date: A
- For each assignment that is incomplete or not submitted by due date, a half-letter point grade will be deducted.
- For each assignment that is incomplete and not submitted by due date, additional deductions may occur.
- The overall grades at the end of Term 1 and Term 4 may be impacted if more than 1 assignment is incomplete and/or not submitted by due date.
You will receive a letter grade at the end of Term 1 for the assignments due during Term 1.

**Career Strategies 504 - EAMBA26**

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<tr>
<th>Term 1</th>
<th>ASSIGNMENT</th>
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<tr>
<td></td>
<td>Complete CareerLeader Assessment</td>
<td>3/18/15</td>
<td>On-line Submission</td>
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<td></td>
<td>Mock Interview (includes submission of position description and resume prior to scheduled mock interview)</td>
<td>3/23/15</td>
<td>Career Coach via AdvisorTrac</td>
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<tr>
<td></td>
<td>Resume and Linked Profile</td>
<td>4/1/15</td>
<td>Resume via email to Jane Trnka, LinkedIn Profile via LI.</td>
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<td></td>
<td>Career Management Toolkit</td>
<td>4/15/15</td>
<td>Blackboard</td>
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You will receive a letter grade at the end of Term 4 for the assignments due during Terms 2, 3 and 4.

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<th>Term 2</th>
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<tr>
<td></td>
<td>Career Strategy Session (includes submission of Career Plan and DISC Assessment prior to scheduled Session)</td>
<td>6/5/15</td>
<td>Renee Uschold via AdvisorTrac</td>
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**INTERNERSHIP ASSIGNMENT**

*Internship must be approved prior to accepting internship offer*

*To receive full credit for the internship, it must be secured before the completion of Term 3*

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**Term 3**

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<th>ASSIGNMENT</th>
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<td>Submit Updated Career Plan</td>
<td>11/20/15</td>
<td><a href="mailto:mbacareercenter@rollins.edu">mbacareercenter@rollins.edu</a></td>
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**Term 4**

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<td>Complete Employment Survey</td>
<td>4/18/16</td>
<td>On-line Submission</td>
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**Note:** Any one assignment not fully completed and/or submitted by the end of the grading period will yield a grade of “I”. If an “I” is received after the 1st year, the student may complete all assignments within 6 weeks and the grade may be changed. If an “I” is received after the 2nd year, the student may complete all assignments within 6 weeks and the grade may be changed. However, they may not be allowed to graduate.

**HONOR CODE**

*Crummer School Academic Integrity Policy*

The Crummer School expects that all faculty, staff, students, and alumni will strive to maintain the highest ethical standards. Leadership is a cornerstone of the Crummer experience and integrity is one of the foundations of leadership. Our philosophy is to practice a standard of integrity here that we know will help you succeed in your career and attain your life goals. Our policy is to incorporate integrity into a framework of learning. That is, students who do not adhere to our high standards can expect serious consequences. We will, also, however, guide and counsel those students such that the incident and its consequences constitute an opportunity to learn from one’s mistakes.
DISABILITY STATEMENT

Rollins College is committed to equal access and does not discriminate unlawfully against persons with disabilities in its policies, procedures, programs or employment processes. The College recognizes its obligations under the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 to provide an environment that does not discriminate against persons with disabilities.

If you are a person with a disability on this campus and anticipate needing any type of academic/medical accommodations in order to participate in your classes, please make timely arrangements by disclosing this disability in writing to the Disability Services Office at (Box 2772) – Mills Building, 1000 Holt Ave., Winter Park, FL, 32789. Appointments can be scheduled by calling 407-646-2354 or by emailing: gridgeway@rollins.edu