
MARTIN TUCHMAN SCHOOL OF MANAGEMENT

NEW JERSEY INSTITUTE OF TECHNOLOGY

Course Title: Career Planning

Course Number: MGMT399-004

Instructor: Professor Bill Ehrhardt

Semester: Spring 2024

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Office: MTSM; Central Ave. Building

Office Hours: Before and after class and by appointment.

CLASS SCHEDULE:

Day / Time: Tuesdays, 11:30 AM – 12:50 PM – **BEGINNING TUESDAY, 1/30/24**

Location: 317 Central King

IT IS EXTREMELY IMPORTANT TO CHECK YOUR E-MAIL DAILY. I WILL COMMUNICATE WITH THE CLASS VIA E-MAIL AT LEAST WEEKLY.

NOTE: THIS IS A SHORT SEMESTER COURSE WITH EIGHT LECTURE DAYS – IF YOU HAVE TWO OR MORE UNEXCUSED ABSENCES, YOU WILL NOT PASS THE COURSE!

REQUIRED TEXTBOOK:

None – Reading material that is available on Canvas

COURSE OVERVIEW:

This course aims at providing students with multidisciplinary and career planning skills in a seminar environment with emphasis on career planning, resume writing, and interview skills. The goal is for each student to build a “marketing plan” for themselves that they can use to secure a job. They have to “document themselves”, “market themselves”, communicate their value and pull of these elements together into a “sell package” that can be utilized with potential employers. Key elements to be covered in the class include:

Career Planning and the Job Search Process
Documenting Yourself
Leadership
Human Resources Issues and Motivation
Business Ethics and Culture
Interviewing
Communications, Productivity and Personal Development
Business Awareness in 2022

COURSE DELIVERABLES:

The following are the deliverables required to complete the class:

1. Resume
2. Dream Job
3. Personal SWOT and Motivational Matrix
4. Cover Letter
5. LinkedIn Profile
6. Elevator Pitch
7. E-Mail Communication
8. Individual Meeting with Professor Ehrhardt (optional)
9. Setup NJIT Handshake Account

This course will allow students to focus on what they want to do as they transition out of NJIT and the steps needed to reach their goals. Students will participate in mock interviews, where they can truly see what it would be like to be interviewed by top industry professionals and then get advised on areas of improvement. The focus on the class will be on interactive activities to help the students prepare for the business world. Highlights include:

- **Documenting Yourself**
- **Marketing Yourself**
- **Communicating Your Value**
- **Understanding How Companies Operate**
- **Personal Development**
- **Current Business Environment and Trends**

If there are other topics, let Professor Ehrhardt know; we can add them!

The Learning Outcomes for MGMT 399 are:

- 1) Develop an understanding of what business expects from graduates of NJIT
- 2) Develop a personal strategy for the transition from NJIT to business
- 3) Develop/improve your ability and comfort level to speak about yourself
- 4) Develop the required skills for resume writing and interviewing
- 5) Understand the implications of today's global business model and the impact on graduates
- 6) Complete your Personal Strategic Career Plan Worksheet
- 7) Complete the Career Planning Workshop Self-Assessment Analysis

- 8) Document “Yourself”
 - Resume
 - Personal SWOT Analysis
 - Personal Value Proposition (Elevator Pitch)
 - Cover Letter
 - LinkedIn Profile (and other social media channels)
- 9) Initiate Personal Development Exercises
 - Communications
 - Interviewing (face to face, online, telephone)
 - Time Management
 - Leadership Self-Assessment
 - Professionalism
 - Reference Request Process

ADDITIONAL READING MATERIAL:

Elements to be addressed to cover the concerns of business leaders with professionals entering the workplace:

- Communication skills, written and verbal
- The ability to work in teams, and to work in a remote environment
- Flexibility and dynamics in the workplace
- The ability to accept ambiguity comfortably
- The ability to work with people from diverse background
- Understanding of globalization and its implications
- Time management and work life balance issues
- Ethics awareness
- Dedication to a corporation, its values, and cultures

COURSE POLICIES:

Method of Instruction: Class lecture, including: discussions, class presentations, exercises, executive roll playing, classroom if/when permitted, and individual meetings.

Attendance Policy: All students **MUST** participate in the classroom sessions and execute the assignments that will be posted in CANVAS and via e-mail. There will be weekly reading materials, discussions, Power Point presentations all available in CANVAS. Two or more absences could result in a failing grade. Like in any professional business setting, communicate issues with the professor.

Class Interaction means raising or answering questions that contribute to the understanding of topics being discussed. Your responses need to be clear, deliberate, and well thought out. One-word or short/cursory responses to questions requiring substantive responses do not contribute to class discussions.

CANVAS: CANVAS will be used as the administrative and operational system for the class. All class content: presentations, videos, tests, additional reading, external case studies, and other material, will be posted on CANVAS.

E-mail: We will mostly communicate via e-mail for the course. E-mails should be written professionally as you would in a business environment. Class deliverables will mostly be submitted as an e-mail attachment.

Course Assignments: Course assignments will be segmented on a weekly basis, and the details are in CANVAS.

Contacting the Instructor: NJIT's CANVAS and e-mails will be utilized for posting class announcements, schedules, and the release of grades. Students are encouraged to check e-mails and visit CANVAS daily. You may contact me through the my NJIT account. I can also be reached via my mobile phone at: 973-886-1923. If desired, a request may be made for a face-to-face meeting virtually or on campus following NJIT guidelines.

HONOR CODE AND BEHAVIOR

Please read the University's Academic Honor Code. Violations of NJIT's Academic Honor Code will lead to disciplinary consequences up to and including receiving a course grade of "F". NJIT has a zero-tolerance policy regarding cheating of any kind and student behavior that is disruptive to a learning environment. Any incidents will be immediately reported to the Dean of Students. In the cases the Honor Code violations are detected, the punishments range from a minimum of failure in the course plus disciplinary probation up to expulsion from NJIT with notations on students' permanent record. Avoid situations where honorable behavior could be misinterpreted. For more information on the honor code, go to

<http://www.njit.edu/academics/honorcode.php>

Also, one other behavior item – asking questions. Don't be shy regarding asking questions during class, and don't be shy about answering questions, even if you are not sure about the answer. The only way you learn is by making mistakes and realizing how to avoid them.

Keep In Touch

Ask questions! Don't be shy regarding asking questions during class, and don't be shy about answering questions, even if you are not sure about the answer. The only way you learn is by making mistakes and realizing how to avoid them. This also applies to a remote class. I am available for online and phone discussions and if you desire I can meet you on the NJIT campus on a scheduled basis.

Also, please make every effort to keep in touch with me. If you are ill, not able to attend a class, or have any type of issue that is preventing you from doing the work or meeting due dates please let me know, as soon as possible.

It does me, or you, no good to contact me the last week of the semester and ask for extra time or special assistance in any manner. I want to know about it when it happens. I am willing to work with you.

Of course, things happen during any semester that could change the plans. Weather issues and other problems have caused schedules to change in the past. If that becomes an issue in this class changes will be made, and all students will be notified and the syllabus and Canvas will be updated. I will inform you of all changes to the schedule or the syllabus throughout the semester. We have plenty of extra weeks at the end.

ALL Email Communications

All email communications to the instructor should come from your NJIT WebMail account. Also, put the course number in the subject line in addition to the subject you want to discuss.

COURSE GRADING GUIDELINES:

The course is “Satisfactory / Unsatisfactory” only. You must complete all deliverables to pass the class.

This class is all about “YOU”

Tell me what else you want covered!

We can take the class in any direction you wish

What is it you always wanted to know about the business world?

Topics from prior years: salary process, hiring, firing, dealing with problem employees, promotions, career planning, health issues, relocations, business travel

Reference Process

Personal Strategic Career Plan

In Class Activities

Hot Topic and Current Event Reviews

Unlocking Motivation Discussions

Case Studies

“Elevator Pitch Presentations”

On Demand (surprise) Discussions

NOTE: The instructor reserves the right to change or revise the syllabus during the course of the term and students will be informed of this change in advance. In addition, the changes will be reflected in Canvas.

TOPICS & ASSIGNMENTS

TOPIC 1: Welcome & Course Overview

Career Planning and Goal Setting

Course Introduction

Business Overview – What business wants from education?

What do YOU want?

Student Introductions

The following documents will be available on Canvas:

- **MGMT 399 Course Syllabus**
- **MGMT 399 Course Summary**
- **Personal Career Plan Worksheet**
- **Personal Career Planning Workbook**
- **School of Management Interview and Resume Guides**
- **Unlocking Motivation Document**
- **Coaching Not Teaching**

TOPIC 2: Business With The Power of STEM

**TOPIC 3: Documenting “Yourself”
Resume Writing Workshop**

**TOPIC 4: Interview Skills Training
“Elevator Presentations”
Student Discussions of Motivation Matrix and SWOT**

“Elevator Pitch”

Write your personal Value Proposition? Be as detailed as you need to be. Write it with the assumption in mind that you only have a couple of minutes to talk to a potential employer and you would use this text as the discussion. You should consider this your “elevator pitch”. Be prepared to share your elevator pitch with the class.

**TOPIC 5: The Resume
Personal Communication Channels**

TOPIC 6: Time Management and More Personal Communications

**TOPIC 7: LinkedIn Workshop
Steps To Build Your LinkedIn Profile**

TOPIC 8: Introduction to AI

TOPIC 9: Individual meetings with Professor Ehrhardt (optional)