BRANDEIS UNIVERSITY INTERNATIONAL BUSINESS SCHOOL
BUS 224 Launching Your Global Career
BUS 224g (S3) - MSF only
Fall 2019, Module 1: August 29 to October 17, 2019

Day/Time: Thursdays, 8:00-9:20AM
Location: Brandeis IBS
Instructor: Julie Miller and Career Strategies and Engagement staff

Office: Career Strategies Center, Lemberg 156
Phone: 781.736.8502
Email: globalcareers@brandeis.edu

Office Hours: By appointment via Handshake

LEARNING GOALS

Upon successful completion of this module you will be able to:

- Deliver a brief, professional introduction or “elevator pitch” to articulate your academic and work experience and achievements to employers
- Develop a career search plan and strategy to implement while at Brandeis IBS and beyond
- Analyze the employment market and recruiting cycle in your field(s) of interest
- Prepare for and conduct informational conversations with Brandeis IBS alumni or other professionals as you define your career strategy
- Develop tools to present your professional brand to future employers
- Identify, prepare for, and attend professional networking events and opportunities
- Compose compelling cover letters to accompany your Brandeis IBS Approved resume when applying for internships and jobs
- Create strategic profiles on LinkedIn and Handshake to position yourself as a strong candidate
- Understand types of interviews and how to prepare for them
- Evaluate the components of an internship or job offer and plan your offer negotiation platform

COURSE DESCRIPTION
This career strategy module gives you the opportunity to develop your career plans alongside your academic pursuits while at Brandeis IBS, so that you are prepared to take the steps you need to gain experience through Field Projects or internships during your graduate studies and pursue an excellent and fulfilling career upon graduation.

Your decision to enroll in business school surely was closely related to developing your career. If you were to ask business school alumni for their top advice for first-year students in business school, getting an early start on career plans - and using time wisely for career planning during the brief number of months of graduate school - would be topmost on their list of advice. But it's also likely that they would say that it's a challenge to focus on your career planning when you're in the midst of the academics of a fast-paced, challenging graduate business school program.

*Launching Your Global Career* is a required classroom career curriculum embedded into Module 1 of your first semester of graduate school, led by your Brandeis IBS Career Coach, giving you an early introduction to the career strategy topics you'll incorporate through your time at Brandeis IBS and beyond and positioning you to use your career planning time effectively and strategically.

We'll meet for 7 sessions to address the many career-related questions of a business school student:

- How will you develop your graduate school internship and job-search strategy?
- What resources are available for you to research career fields related to your graduate degree?
- What is the typical recruiting timeline for the career field that interests you and how can you plan your search activities to accommodate that timeline?
- What does a graduate-school resume look like, and how do you create strategic cover letters to submit when applying for internships and jobs?
- How should you present yourself professionally and effectively describe your academic and internship experience to a potential employer - online and face-to-face?
- What kinds of questions should you be prepared to answer in an internship or job interview?
- How will you negotiate an internship or job offer?

This course will be the basis for the career roadmap you develop during your time at Brandeis IBS and beyond, and will help you understand your perspective as a job-seeker as well as the perspectives of employers who are seeking excellent candidates for roles in their organizations.
COURSE TOPICS

- Developing your internship/job search strategy while at Brandeis IBS and beyond
- Familiarizing yourself with and using career research tools
- Developing your “Elevator/30-Second Pitch”
- Networking and Informational Conversations - how to prepare and conduct
- LinkedIn profile development and using Linkedin search features for career search
- Business writing including cover letters and networking outreach
- Preparing for interviews for internships and jobs
- Negotiating offers for internships and jobs

COURSE MATERIALS

- Articles, course slides, and other course materials will be posted on LATTE.
- Book: 3 Steps to Your Job in the USA, second international edition (Steven Steinfeld) - will be provided to each student on date of first class

COMMUNICATIONS

Please consult LATTE for the most current syllabus and class schedule throughout the course.

For weather-related information including snow days and other weather-related class cancellations, please see the Brandeis Weather website at https://www.brandeis.edu/weather/

COURSE REQUIREMENTS

- This course is 1 credit, held during Module 1 (the first 7 weeks of your first fall semester) and fulfills 1 of the 4 credits of your program’s Work Practicum requirement
- Each class will be 80 minutes in length and may be a combination of career skills workshops and student group work and presentations
- In addition to the 80 minutes of class each week, the following required deliverables will be due:
  1. You will identify and attend a minimum of three (3) career-related activities, either on- or off-campus, during the 7 weeks of Module 1. A form provided by the Career Strategies office will confirm your attendance at these events. These events may be posted on Handshake (Brandeis IBS’ online career
dashboard platform), or advertised through external means throughout the duration of the course. Examples of career-related activities include:

- Brandeis IBS Alumni Speaker Series or alumni/ae panels
- Brandeis IBS internship and Field Project panels featuring second-year students
- Brandeis IBS Professional Pathways presentations and speakers
- Brandeis IBS Industry Treks
- Company information sessions, on- or off-campus
- Events hosted by professional associations off-campus
- Boston-area career fairs and affinity networking events hosted by external organizations and open to students in the Boston area

2. **You will conduct one Informational Conversation with a contact (after learning about Informational Conversations in class 3), and write a short (2-page) paper describing describing your goals, planning, preparation, execution, and observations from each informational conversation. The paper will be due on the date of class 5.**

3. **You will confirm that your resume, in Brandeis IBS template format, has been marked “Approved” by your Career Coach as assigned with your Career Strategies summer pre-work.**

**GRADING POLICY**

This class is Credit/No Credit (Pass/Fail). Students who attend all classes, turn in all required assignments, and actively participate will receive credit for the course. **There are no unexcused absences. Those who must miss a class will need to communicate with the professor in advance and arrange to make up the missed class.** Failure to turn in required materials or participate in required activities are reasons for receiving no credit. **Students who do not pass the course will be required to pass it before they graduate; this course is offered in the fall semester only.**

**DISABILITIES**

Brandeis seeks to welcome and include all students. If you are a student who needs accommodations as outlined in an accommodations letter, please talk with me and present your letter of accommodation as soon as you can. I want to support you.

In order to provide test accommodations, I need the letter more than 48 hours in advance. I want to provide your accommodations, but cannot do so retroactively. If you have questions about documenting a disability or requesting accommodations, please contact Student Accessibility Support (SAS) at 781.736.3470 or access@brandeis.edu.
If you are a student with a documented disability on record at Brandeis University and wish to have a reasonable accommodation made for you in the class, please see the Instructor immediately.

**ACADEMIC INTEGRITY**

You are expected to be honest in all of your academic work. Please consult Brandeis University Rights and Responsibilities (http://www.brandeis.edu/studentlife/srcs/rightsresponsibilities/index.html) for all policies and procedures related to academic integrity. Students may be required to submit work to TurnItIn.com software to verify originality. Allegations of alleged academic dishonesty will be forwarded to the Director of Academic Integrity. Sanctions for academic dishonesty can include failing grades and/or suspension from the university. Citation and research assistance can be found at LTS - Library Guides (https://guides.library.brandeis.edu/c.php?g=301723).

**ACADEMIC HONESTY**

Students are expected to be honest in all of their academic work. Please consult Brandeis University Rights and Responsibilities for all policies and procedures related to academic integrity. Students may be required to submit work to TurnItIn.com software to verify originality. Allegations of alleged academic dishonesty will be forwarded to the Director of Academic Integrity. Sanctions for academic dishonesty can include failing grades and/or suspension from the university. Citation and research assistance can be found at LTS - Library guides - LTS - Library guides (https://guides.library.brandeis.edu/citations).

**COURSE SCHEDULE**

Subject to change. The most current version will always be in LATTE.

<table>
<thead>
<tr>
<th>Class Session Date</th>
<th>Topic</th>
<th>Items to Cover</th>
<th>Readings and Assignments Due Today</th>
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<tbody>
<tr>
<td>1 Thurs. 8-29-19</td>
<td>Introduction to Career Strategy: Developing your graduate-school career search strategy and using career resources</td>
<td>Strategy development exercise Handshake and other career resources: Setting up your profile, registering for career events, scheduling appointments with</td>
<td>Completion of Career Strategies summer pre-work assignments (resume, cover letter, LinkedIn/Handshake, elevator pitch) - submitted online during summer as instructed</td>
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your Career Coach, accessing career resources and databases, applying for internships and jobs

**Review of course deliverables:**
1. Attend 3 career events during Module 1
2. Conduct informational conversation and submit 3-page paper
3. Confirm “Approved” Brandeis IBS resume

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<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Details</th>
<th>Resources</th>
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<tbody>
<tr>
<td>2 Thurs 9-5-19</td>
<td>Elevator Pitch</td>
<td>Develop and practice your Elevator Pitch</td>
<td>3 Steps to your Job in the USA by Steven Steinfeld:</td>
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<td>What is networking?</td>
<td>Discover how to prepare for a networking event</td>
<td>- Preface</td>
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<td>Networking at an Event</td>
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<td>- 7 Ways to a Job Interview</td>
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<td>- The 3 Steps</td>
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<td>- Strategic Networking</td>
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<td>3 Thurs 9-12-19</td>
<td>Informational Conversations and Developing Your Professional Network</td>
<td>Learn about informational conversations: their value in your career search, how to prepare, conduct, and follow up from them</td>
<td>3 Steps to your Job in the USA by Steven Steinfeld:</td>
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<td>Assignment: Conduct an Informational Conversation and write 3-page paper (due in Class 5)</td>
<td>- The Power of the Informational Interview</td>
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<td>- Visa Laws and Your Work Options</td>
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<td>4</td>
<td>Thurs 9-19-19</td>
<td>LinkedIn Profile Development</td>
<td>Learn about how LinkedIn is used: Developing your LinkedIn profile, searching for networking contacts, learning how recruiters use LinkedIn</td>
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<td>LinkedIn Search</td>
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<td>How employers and networking contacts find you on LinkedIn</td>
<td>Review ISSO resources for understanding your visa, CPT, OPT</td>
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<td>5</td>
<td>Thurs 9-26-19</td>
<td>Cover Letters</td>
<td>Learn how to develop strategic cover letters to accompany your resume when applying for internship or job opportunities</td>
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<td>6</td>
<td>Thurs 10-10-19</td>
<td>Interviewing</td>
<td>Overview of types of interview questions: behavioral, traditional, case, brain-teaser</td>
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<td>Overview of types of interview settings: phone screen, Skype/Zoom, HireVue, in-person</td>
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<td>Interview practice and preparation</td>
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<td>Resources for preparing for interviews</td>
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<td>7</td>
<td>Thurs 10-17-19</td>
<td>Offer Negotiation</td>
<td>Stages of offer negotiation</td>
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<td>Components of offer negotiation</td>
<td>Attendance Confirmation Forms Due for 3 career-related events attended during Module 1 - assigned in class 1</td>
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<td>Timing of offers and negotiation</td>
<td>3 Steps to your Job in the USA by Steven Steinfeld:</td>
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<td>What is not appropriate to negotiate</td>
<td>● Negotiating Your Salary</td>
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<td>Planning your negotiation platform</td>
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