BRANDEIS UNIVERSITY INTERNATIONAL BUSINESS SCHOOL
193BUS-228B-1 : MBA Career Strategy and Management Communication
Fall 2019 - August 30 - December 6

Day/Time: Fridays, 9:30-10:50AM
Location: Chancellor’s Suite (Sachar 101)
Instructor:
Alice Ain Rich, Senior MBA Career Coach
Office: Career Strategies Center, Lemberg 156
Phone: (781) 736-8502
Email: aainrich@brandeis.edu

Office Hours: By appointment via Handshake

LEARNING GOALS

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

- Develop a career search plan and strategy to implement while at Brandeis IBS and beyond
- Analyze the employment market and recruiting cycles in your field(s) of interest
- Identify, prepare for, and attend professional networking events, conferences, and company information sessions
- Create effective written professional communication for your career strategy process:
  - Professional and succinct networking outreach and confirmation communication
  - Compelling resumes, cover letters, thank-you letters
- Present yourself professionally in-person in your career strategy process:
  - Develop and deliver brief “elevator pitch” to articulate your academic and work experience and achievements to employers
  - Prepare for and conduct informational conversations with Brandeis IBS alumni or other professionals as you define your career strategy
  - Understand types of interviews and how to prepare for them
  - Be prepared to attend networking events, conferences, and company information sessions; master “small-talk”
- Create strategic profiles on LinkedIn and Handshake to position yourself as a strong candidate
- 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, professionalize your management communication style, and fine-tune your professional presentation alongside your academic pursuits while at Brandeis IBS, so that you are prepared to take the steps you need to gain experience through 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.

*MBA Career Strategy and Management Communication* is a required classroom career curriculum embedded into your first semester of graduate school, led by the Brandeis IBS Career Strategies Center team, 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 12-14 sessions to address the career-related questions of a business school student:

- How will I develop your graduate school internship and job-search strategy?
- What resources are available for me to research career fields related to my graduate degree?
- What is the typical recruiting timeline for the career field that interests me and how can I plan my job/internship search activities to accommodate that timeline?
- What does a graduate-school resume look like, and how do I create strategic cover letters to submit when applying for internships and jobs?
- How should I present myself professionally and in writing, and effectively describe my academic and internship experience to a potential employer - online and face-to-face?
- What kinds of questions should I be prepared to answer in an internship or job interview?
- How will I 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”
Preparing for and conducting Networking and Informational Conversations
Developing a strategic and compelling LinkedIn profile understanding how to use LinkedIn search features for career search
Composing professional business writing including cover letters and networking outreach
Presenting yourself professionally in-person
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 2 credits, held during Modules 1 and 2 (your first fall semester)
Each class will be 80 minutes in length and may be a combination of career skills workshops and student group work and presentations
You should expect to invest 4-5 hours per week outside of the classroom on the assignments and readings detailed in the course schedule, below
In addition to the 80 minutes of class each week, the following required deliverables will be due:
You will identify and attend a minimum of three (3) career-related activities, either on- or off-campus, during the duration of this course. 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
• You will conduct two Informational Conversations with two separate contacts (after learning about Informational Conversations in class 2), and write a short (2-3 pages) paper for each conversation describing your goals, planning, preparation, execution, and observations. Please see LATTE for a template for writing the papers. The paper will be due on the date of class 5.

• 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/srsc/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 8-30-19</td>
<td>Developing Your Career Strategy</td>
<td>Job search strategy (JSS) for first-year MBAs &lt;br&gt;The US job search process &lt;br&gt;Elevator Pitch &lt;br&gt;LinkedIn and Handshake &lt;br&gt;JSS tracking apps &lt;br&gt;Review of course deliverables</td>
<td>3 Steps to your Job in the USA by Steven Steinfeld: &lt;br&gt;1. Preface, p. v-ix &lt;br&gt;2. “7 Ways to a Job Interview”, p. 1-4 &lt;br&gt;3. “The 3 Steps”, p. 5-18</td>
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<tr>
<td>Date</td>
<td>Topic</td>
<td>Guest Speaker Description</td>
<td>Assignment</td>
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<td>3 9-13-19</td>
<td>Company/Industry Research</td>
<td>Guest speaker: Career-related company/industry research and job search sites Career tools playground</td>
<td>Identify two (2) informational interviewing contacts - <strong>papers due at Class # 12</strong> Update JSS Template with: 1. Summary of hiring trends in your industry of interest 2. Professional organizations you are following (minimum 2)</td>
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<tr>
<td>4 9-20-19</td>
<td>Strategic Written Communication</td>
<td>Guest speaker: Writing effective professional communication: ● Invitation to network - email, LinkedIn ● Cover letters ● Thank-you notes</td>
<td>1. Add target company list to JSS app 2. Add job search site list to JSS app 3. Add events you'll attend to JSS app 4. Identify and initiate Handshake tools, including completed MBA-Exchange profile</td>
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<td>Date</td>
<td>Activity</td>
<td>How To:</td>
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| 5 9-27-19  | Strategic Personal Presentation  
(Note: NYC / Finance Industry Trek)  
(Steinfeld chapter, “Compelling Cover Letters,” p. 41-46)  
|            | How To:  
Network  
Tell your story / deliver your Elevator Pitch (review)  
|            | Create the following professional documents - review with Career Coach during Walk-in Hours if questions:  
1. Cover letter  
2. Networking email  
3. Networking LinkedIn invitation to connect  
4. Thank-you email  
|            | Steinfeld chapters:  
2. “Strategic Networking”, p. 47-60  
| 6 10-4-19  | Job search for international students  
Checkpoint - individual  
(revisit JSS Template)  
(Career tools playground)  
(Steinfeld chapters, “Visa Laws and Your Work Options”, p. 179-200, and “After Landing Your Job in the USA”, p. 179-200)  
| Understanding CPT and OPT  
Individual check-in with Julie Miller / MBA Career Coach to review JSS progress  
| 1. Practice and fine-tune Elevator Pitch  
2. Identify three (3) professional events you will attend in Fall 2019 and add to JSS app -  
attendance confirmation due at Class # 12  
|    | 7 10-11-19 | Strategic Interviewing | Types of interviews and interview questions | Updated/current JSS Template  
Steinfeld chapter,  
“Mastering Job Interviews”,  
p. 111-152 |
|----|------------|------------------------|---------------------------------------------|-----------------------------------------------|
| 8  | 10-18-19   | Career readiness review| Career confidence, career readiness, career strategy plans during MBA studies | 1. Read/rev...  
Steinfeld chapter,  
“Job Search and Mindset”, p. 175-178 |
| 9  | 10-25-19   | Working with Teams     | Brandeis IBS Mentor Program introduction  
Guest speaker:  
Working with Teams | Update JSS Template |
| 10 | 11-1-19    | Entrepreneurial (or Intrapreneurial) Careers | Guest speaker:  
Entrepreneurship | 1. Identify three (3) entrepreneurial companies of interest and roles that interest you at those companies  
2. Update JSS app |
| 11 | 11-8-19    | Offer Negotiation and Salary Ranges | Preparing for the many parts of negotiating a job or internship offer  
Determining your target salary range | 1. Identify salary range data for your career area of interest and determine your target salary range  
2. Steinfeld chapter,  
“Negotiating Your Salary”, p. 171-174 |
<p>| 12 |            | Wrap-up                | Review career | <strong>Papers Due:</strong> |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Notes</th>
<th>Strategy Topics</th>
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<tr>
<td>11-15-19</td>
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<td>Informational Conversations - two 2-3-page papers (assigned in class 2)</td>
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<td>Attendance Confirmation Forms Due for 3 career-related events attended during fall semester (assigned in class 1)</td>
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<td>Approved Brandeis IBS Resume Due (if not already submitted)</td>
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<td>11-22-19</td>
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<td>12-6-19</td>
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