

**UNIVERSITY OF DALLAS**  
*Office of Personal Career Development*

## GST1117 Career Development - Spring 2020 Syllabus

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**Class Hours/Location:** Tuesdays, 2:00-3:20PM, March 23 – May 4, 2020, Online

**Office:** Augustine 132; **Office Hours:** M-F 8:00am to 5:00pm (Appointments recommended)

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### COURSE DESCRIPTION

This course will enable the student to develop techniques and strategies for identifying fields of interest, personal branding, and conducting an effective job search. Emphasis is placed on personal discernment and identification of skills, interests and values. The student will engage in the assessing of marketable skills, researching the market place, building a personal brand and developing a network of contacts, writing resumes, cover letters, and other standard means of correspondence used in the job search process. The student will engage in professional interviewing with the goal of achieving selection as an intern or employee at their chosen organization(s).

### GRADING CRITERIA

This course is Pass/No-Pass (P/NP). Failure to meet deadlines for the mandatory assignments will result in a grade of NP. No late work will be accepted, and students will not receive warnings or reminders. A P/NP grade will be based on the satisfactory completion of the following (as detailed in the Course Schedule, Assignments, and Evaluation section of the syllabus). Each assignment’s “value” is weighted, and the values exceed the 100 point scale. Students should study the weight of each assignment and direct questions to the instructor. Grades will be recorded on a weekly basis through Brightspace as each assignment is graded for completeness and quality. Pass = 234 points or better.\*

Criteria	Weight (335 Total)
Attendance*	15 per class meeting
Focus2 Self-Assessment	10
Week 1 Professional Fields Discussion Thread	20
Week 2 Job/Internship Posting	20
Week 3 Rough Draft of Resume & Discussion Thread	30
Week 4 Rough Draft of Cover Letter & Discussion Thread	30
Final Draft of Resume	35
Final Draft of Cover Letter	35
Mock Interview	35
Professional Behaviors Self-Assessment	15

\*Students may not miss more than 3 hours of class time. Students are required to attend their mock interviews as scheduled and the final day of class. **No exceptions.**

### REQUIRED TEXT(S)

Relevant reading materials will be provided in the on-campus and virtual classroom.

### CLASS FORMAT and SCHEDULE

Students are expected to both attend class and to contribute to discussion threads and submit assignments through Brightspace. Class will meet on Tuesdays from 2:00pm to 3:20pm online via Zoom. Please see course schedule below:

Week	Class Topics/Activities	Assignment Schedule
1: Tues. 3/23	<p><b>DISCERNMENT</b></p> <p><b>1.</b> Review course syllabus Schedule mock interviews (April 28-30) Focus2 self-assessment</p> <p><b>2.</b> Discussion: The non-linear path and self-awareness</p> <p><b>3.</b> Performance of personal gap analysis:  <ol style="list-style-type: none"> <li>1. Select: career goal (industry and/or position)</li> <li>2. Research: Bureau of Labor and Statistics (BLS.gov) and job description</li> <li>3. Identify: the skills you have mastered, the skills you are developing, the skills you lack</li> <li>4. Develop: strategy to close the gap</li> </ol> </p>	<p><b>Due Thursday, March 25, 5:00PM</b></p> <p><b>Post to Brightspace Week 1 discussion thread (100-200 words):</b></p> <ol style="list-style-type: none"> <li>1. Identify a professional field that is of interest to you</li> <li>2. Briefly explain your interest</li> <li>3. Identify what you believe would be a reasonable entry-level position for you (ex: marketing intern)</li> <li>4. List 1-3 skills or areas of experience you plan to address in order to close the professional gap</li> <li>5. Post links to three websites that fall within this field</li> </ol>
2: Tues. 3/30	<p><b>RESEARCH</b></p> <p><b>1.</b> Review Week 1 discussion thread, clarify Week 2 assignments.</p> <p><b>2.</b> Discussion: Uncovering opportunity - research strategies and tools in the professional search</p>	<p><b>Due Thursday, April 1, 5:00PM</b></p> <p><b><u>Job/Internship Opportunity</u></b>  <b>Submit to “Job/Internship Posting” module as a Word document (100-250 words):</b></p> <ol style="list-style-type: none"> <li>1. Identify an internship/job which will be the basis of your resume and cover letter</li> <li>2. Identify one qualification in the description that you do not currently possess</li> <li>3. Provide at least one example of ways that your TRANSFERABLE skills or a COMBINATION of similar experience justifies applying for the position.</li> <li>4. Include a link to the job description, which must adhere to the following: <ul style="list-style-type: none"> <li>• Non-expired posting</li> <li>• Relevant to your interests</li> <li>• You must meet the stated qualifications</li> </ul> </li> </ol>
3: Tues. 4/6	<p><b>RESUMES</b></p> <p><b>1.</b> Review and discuss job postings</p> <p><b>2.</b> Professional behaviors crash course</p> <p><b>3.</b> Introduction to resumes</p>	<p><b>Due Thursday, April 8, 5:00PM</b></p> <p><b><u>Rough Draft - Resume</u></b>  <b>Attach draft as a Word document to Week 3 discussion thread.</b></p> <ol style="list-style-type: none"> <li>1. In the post, paste a link to the job posting</li> <li>2. Refer to the resume rubric (Brightspace documents)</li> <li>3. Read comments from instructors and classmates</li> <li>4. Edit accordingly</li> <li>5. Comment on one other resume with suggestions or questions</li> </ol>

<p>4: Tues. 4/13</p>	<p><b>COVER LETTERS</b></p> <ol style="list-style-type: none"> <li>1. Review resume rough draft process, upcoming assignments</li> <li>2. Introduction to cover letters</li> <li>3. Draft cover letters, edit resumes</li> </ol>	<p><b>Due Thursday, April 15, 5:00PM</b></p> <p><b><u>Rough Draft - Cover Letter</u></b>  <b>Post to Week 4 discussion thread as an attachment.</b></p> <ol style="list-style-type: none"> <li>1. Attach your rough draft to your post</li> <li>2. In the body of your post, please paste a link to the job posting</li> <li>3. Feel free to include questions in your post</li> <li>4. Read comments from instructors and classmates. Edit accordingly</li> <li>5. Comment on two other resumes with suggestions or questions</li> </ol>
<p>5: Tues. 4/20</p>	<p><b>PERSONAL BRANDING</b></p> <ol style="list-style-type: none"> <li>1. Review cover letters and provide feedback</li> <li>2. Introduction to personal branding Networking 101 LinkedIn tips</li> </ol>	<p><b>Due Thursday, April 22, 5:00PM</b></p> <p><b><u>Resume, Final Draft</u></b>  <b>Submit to “Resume Final Draft” under Week 3 in Brightspace as Word doc or PDF (LastName.Resume)</b></p> <ol style="list-style-type: none"> <li>1. Must meet rubric standard for “Excellent” or “Good” (rubric in Brightspace documents)</li> </ol> <p><b><u>Cover Letter, Final Draft</u></b>  <b>Submit to “Cover Letter Final Draft” under Week 4 in Brightspace as a Word doc or PDF (LastName.CL)</b></p> <ol style="list-style-type: none"> <li>1. Must meet cover letter rubric standard for “Should get you the interview”</li> <li>2. 3-5 paragraphs including introduction, supporting details, close with contact information</li> <li>3. Specifically tailored to job description</li> <li>4. Refer to “Cover Letter Cheat Sheet” and “Applying Intellectual Standards to Cover Letters” in Brightspace documents.</li> </ol>
<p>6: Tues. 4/27</p>	<p><b>INTERVIEWING</b></p> <ol style="list-style-type: none"> <li>1. The Screening Process: The role of human resources in the candidate selection and interviewing process Guest speaker: University of Dallas HR</li> <li>2. Practice interview questions References Following up (thank you notes/emails)</li> </ol>	<p><b>Slots available: April 28-30</b></p> <p><b><u>Mock Interview - Augustine 132</u></b></p> <ol style="list-style-type: none"> <li>1. Arrive 15 minutes early</li> <li>2. Business or business-casual attire</li> <li>3. Provide a copy of your resume to interviewer</li> <li>4. Answer questions professionally</li> </ol> <p><b>Missed interviews will result in a grade of No Pass.</b></p>
<p>7: Tues. 5/4</p>	<p><b>SELF-AWARENESS</b></p> <ol style="list-style-type: none"> <li>1. <b>Mandatory in-class assignment:</b> Professional Behaviors Self-Assessment</li> <li>2. Resume and cover letter editing (for students who have not yet received grade of Pass for these assignments)</li> </ol>	