

MGT 3599 SYLLABUS | CAREER DEVELOPMENT

PREREQUISITE

Students must have completed 60 credit hours and be an undergraduate Business Administration major to enroll in this course.

INSTRUCTORS

Michael Dutcher | Director of Career Initiatives

Dr. Lisa Conley | Associate Director of Career Initiatives

COURSE OBJECTIVE

This fifty-minute (one credit) course prepares undergraduate Business Administration students to further their career development. It is an interactive-style class, teaching skills and strategies for conducting successful career development and creating success in early career. This course syllabus provides a general plan for the course; deviations may be necessary.

At the conclusion of the course, students should be able to:

- Deliver an effective introduction
- Make a strong first impression
- Participate effectively in recruitment events with employers
- Understand how to use AI tools in the recruitment process
- Create a high impact resume representative of the student's skills and experience
- Communicate their qualifications to recruiters through in-person, virtual, and written interactions
- Demonstrate strong interviewing skills
- Network effectively in virtual and in-person environments to advance career goals and pursuits
- Effectively research a target company and conduct a successful job search
- Be able to successfully use AI tools for improving their career content and preparing for interviews

- Compose proper written business communication
- Dress appropriately for a job search and career
- Exhibit proper business etiquette
- Prepare for case interviews
- Compare and negotiate job offers
- Understand their personal brand
- Experience success in a new career

OFFICE HOURS - Starting the 2nd week of class - Tentative

Tuesdays & Wednesdays from 11:00AM to 12:00PM, Scheller Room 100 | Fridays from 9:30AM to 10:30PM, Scheller Room 101

Students may schedule a 1-on-1 meeting if preferred with their instructor using Navigate360.

No office hours are available during semester breaks.

ATTENDANCE & PARTICIPATION

This course is highly interactive and experiential; class attendance and participation are necessary. Attendance will be taken in each class. Attendance is defined as coming to class on time and staying until the end of class. If for some reason you must be absent or late, please inform your instructor in advance if possible.

Participation is defined as active listening, responding with questions and comments about the material presented, and participating in classroom exercises. The course aims to prepare you for success in your career, which includes appropriate business meeting behavior. To build these professional habits, cellphones and laptops are not permitted to be out in class unless directed by the instructor.

- **Attending 14 lectures on time is worth 12 points towards your final grade.**
- **Attending 13 lectures on time is worth 10 points towards your final grade.**
- **Attending 12 lectures on time is worth 1 point towards your final grade.**

- **Having 3 or more unexcused absences will result in a failing grade for the course.**
- **Arriving late for lectures is -4 points from your final grade for each occurrence**
- **Use of cellphone, doing other work, or sleeping in class will result in -2 points from your final grade for each occurrence.**
- Requests for excusing absences must go through the Georgia Tech Dean of Students

INCLEMENT WEATHER AND DIGITAL LEARNING DAYS

Modified Campus Operations and Digital Learning Days will be communicated by Georgia Tech as needed to respond to inclement weather. Your instructor will communicate via the announcement feature in Canvas with instructions for participation and attendance for classes impacted by inclement weather. Our default response will be to host an asynchronous lecture summary and Canvas quiz.

COURSE MATERIALS

This course does not require a textbook. With the money you would have spent on a textbook, please purchase a black padfolio, business cards, and thank you notes to send to professionals you meet.

COURSE GRADING: POINTS BREAKDOWN

Each students' final grade is a function of the following items and their respective weights.

HW-A: Syllabus Quiz	3.00
HW-B: Big Resume AI Scan & Edit This assignment is resubmission eligible.	6.00 Big Resume AI from Big Interview
HW-C: Video Introduction & Peer Feedback	4.00 (Video Intro 2 Feedback 2)

HW-D: Business Card	3.00
HW-E: Resume Human Scan & Edit This assignment is resubmission eligible.	6.00 Student produced resume and improved from TA & Professor feedback.
HW-F: LinkedIn Profile This is a resubmission eligible assignment.	6.00 LinkedIn Profile and improved from TA & Professor feedback.
HW-G: Cover Letter This is a resubmission eligible assignment.	6.00 Student produced cover letter and improved from TA & Professor feedback.
HW-H: Employer Class Visit Quiz	4.00
HW-I: PAR Chart This is a resubmission eligible assignment.	10.00
HW-J: Big Interview Video Interview Recording & Canvas Reflection	10.00
HW-K: LinkedIn Networking Connection	3.00
HW-L: Employer Event Reflection Quiz	4.00
HW-M: Alumni Class Visit Quiz	4.00
HW-N: Lunch Chat Set Up	3.00
HW-O: Career Reflection Quiz	5.00
HW-P: Lunch Chat Reflection Quiz	11.00
Attendance:	12.00*
Total	100.00

* See attendance policy listed above.

Total points earned as follows will determine the letter grade for the course:

≥ 90.0% = A 80.0 - 89.9% = B 70.0 - 79.9% = C

60.0 - 69.9% = D < 60.0% = F

LATE ASSIGNMENT POLICY

All assignments & quizzes must be turned in by the due date listed on Canvas to avoid a late penalty. Each business day an assignment is late will result in -1 point from the assignment's final grade. This is to help you prepare for the world of work where missing deadlines have a negative impact on your reputation. All assignments in this course are directly correlated to success in your job search. The timing of the assignments is strategic to help you execute the most successful job search. Assignments may be turned in early.

SUBMISSIONS+RESUBMISSIONS ELIGIBLE

All assignments must be turned in by their respective due date listed on Canvas. The following assignments are eligible for resubmission: Resume, Cover Letter, LinkedIn Profile, & PAR Chart. To avoid a late penalty, your first submission must be turned in by the due date. Resubmissions of improved original assignments may be resubmitted multiple times prior to the resubmission deadline listed in the assignment in Canvas. This qualifies for re-grading the assignment to improve your grade. Each resubmission is an opportunity to improve your grade if you implement TA and Instructor feedback in the comments of your assignment.

ASSIGNMENT DESCRIPTIONS

Assignment	Point Value	Description
HW-A: Syllabus Quiz	3.00	Completing this quiz represents your understanding of the course syllabus and your compliance with the instructions.
HW-B: Big Resume AI Scan & Edit	6.00	Students submit their resume for AI review within the Big Interview Platform Big Resume feature and adjust their document based on the AI score and feedback. This is a resubmission eligible assignment.

<p>HW-C: Video Introduction & Peer Feedback</p>	<p>4.00</p>	<p>Using Canvas, upload a video introduction to the assignment discussion in Canvas. Steps:</p> <ul style="list-style-type: none"> • Record your intro to your classmates with the following information and upload it to Canvas Assignment Discussion Student Parameters for the video intro are to be indoors, be clearly visible, and be easy to hear/understand. • Preferred Name (Pronunciation aids welcome) & Concentration & target industry • When you plan to graduate? • What is your favorite Georgia Tech tradition? • What is one area of your career development you are working on that you would like your peer's recommendations on? • <ul style="list-style-type: none"> ○ I.e: Seeking an internship in a certain industry, learning the best way to reach out to new contacts, moving to a new city for an opportunity, etc. • Review and provide 2 sentences of feedback/advice on one of your classmates' introductions. This feedback will not be anonymous.
<p>HW-D: Business Card</p>	<p>3.00</p>	<p>Business Card Instructions:</p> <p>Business professionals trade contact information when they meet to grow their network. Employers are impressed by students who already act like successful business professionals. Complete one of the following 3 options to complete this assignment.</p> <p>OPTION 1: PRINTED BUSINESS CARDS</p> <p>Order 100 of your own GT business cards in the format provided on Canvas. The order form is provided by the GT</p>

Print Shop below. Turn in the PDF proof received from them after you've called and paid for the cards and upload it to Canvas to receive assignment credit.

Link to the business card order form:

https://forms.office.com/Pages/ResponsePage.aspx?id=u5ghSHuuJUuLem1_Mvqgg9arzAtBE0FJgXArH8DmkQlUNUhO NUgwR0RVVfo4UFg2REVZOU4SjRBRC4u&wdLOR=c16AC5E08-AFCA-4BB3-9B1C-350E980E4E28

If you would like to use different vender, use this template and logo: [Business Card template CoB.docx](#)

OPTION 2: Digital Business Card (POPL)

POPL is a free digital business card. Follow the instructions below to download and create an account.

- Visit <https://popl.co/pages/pricing> (Use the Free Version to create your account) or
 - Create your account and set up a free account (This is easier to do on your laptop)
 - Click on Create your digital card
 - For full credit your digital card will need to include your photo, connect to your GT email & LinkedIn URL.
 - Download the app POPL to your phone via your APP store
 - Upload a screenshot of your completed Popl Digital Card to Canvas. Examples provided in the assignment.

OPTION 3: dot.card

dot cards is a digital business card that allows you to connect and network with others seamlessly. Whenever you meet someone, have them tap your card or scan your QR

		<p>code and you're connected. You don't need to download an app since profiles are shared through the browser.</p> <p>Follow the instructions below to purchase your dot card and set it up.</p> <ul style="list-style-type: none"> • Visit: dot.card – dot.cards • Buy the dot card of your choice and create your profile. • Submit a photo of the receipt for your order of the card into Canvas. <p>OPTION 4: GT Issued Business cards</p> <p>If you already GT issued business cards from another program such as the Denning T & M Program then submit a photo of the cards to this assignment.</p>
<p>HW-E: Resume Human Scan & Edit</p>	<p>6.00</p>	<p>Students will watch the supplemental video ideally before class 2 and will utilize the information provided to create a one-page resume that describes their experiences in relation to potential jobs. It must be formatted in the Scheller College of Business Resume Template. The template, instructions, and examples are posted in the Files section in Canvas. Students will bring their Resume in a digital format to class for an in-class activity. Students will then submit their resumes and receive feedback. Students must incorporate the feedback and resubmit the improved document until the instructor is satisfied with your resume to get full credit. This is a resubmission eligible assignment.</p>
<p>HW-F: LinkedIn Profile</p>	<p>6.00</p>	<p>LinkedIn is an excellent networking tool, that you need to build a professional and positive web presence for your job search. This is a resubmission eligible assignment.</p> <p>What to include and do for this assignment:</p> <ul style="list-style-type: none"> • Upload your profile picture and background photo.

		<ul style="list-style-type: none"> • Create a headline. • Write an intro for the “about” section that highlights your academic and professional background. • Add experiences you listed on your resume. • Your education with the correct name of your degree: Bachelor of Science in Business Administration • Follow 3 new companies/organizations on LinkedIn that interest you • Complete the LinkedIn Quiz - your LinkedIn URL
HW-G: Cover Letter	6.00	<p>Write a cover letter for a job that interests you. You must turn in a cover letter and the job posting. Examples and instructions are posted in the Files section of Canvas. The letter must include specific examples of how your background is applicable to the major candidate qualifications the company defined in the job description. Upload your letter and the job description in the same document to Canvas where page one is your cover letter, and the job description is on page 2 & beyond. You will receive feedback and must incorporate the feedback and resubmit the improved document to get full credit. This is a resubmission eligible assignment.</p>
HW-H: Employer Class Visit Quiz	4.00	<p>Complete the quiz entering a takeaway from the Employer insights</p>
HW-I: PAR Chart	10.00	<p>Identify 10 stories about your past experiences that relate to your desired career into the PAR method. Each story must list the problem (minimum two sentences), action (minimum two sentences), and result (minimum two sentences). These stories should be your best example of your past to answer behavioral interview answers. You will receive feedback and must incorporate the feedback and</p>

		resubmit the improved document to get full credit. This is a resubmission eligible assignment.
HW-J: Big Interview Video Interview Recording & Canvas Reflection	10.00	Interviews must be recorded on the Big Interview platform mentioned in class. You must use a laptop with a web cam and microphone for this assignment. Students will videotape themselves answering 5 interview questions using each of their PAR stories from HW-I and complete the self-assessment provided in Big Interview. This is practice for a face-to-face or virtual interview. Follow the instructions listed in the assignment on Canvas to access this resource and complete the assignment. This assignment takes most students 40 minutes to complete on the Big Interview platform.
HW-K: LinkedIn Networking Connection	3.00	LinkedIn is an excellent networking tool, that you need to build a professional and positive web presence for your job search. Submit a sample note you plan to send to new LinkedIn connections and add a note feature.
HW-L: Employer Event Reflection Quiz	4.00	This is the first of two employer events students will attend. Go to at least two company information sessions offered this semester. Students should meet companies, following the guidelines presented in our class session on that topic. Complete the reflection quiz found in Canvas for each session attended. Virtual information sessions are acceptable for completing this assignment. Graduating students that already have their post-graduation job secured will replace this with the alternative - an additional lunch chat with a contact at their new company.

		<p>Information sessions are listed:</p> <ul style="list-style-type: none"> • In CoB Careers in Canvas Discussions as EVENTS • In the calendar section of CareerBuzz • On the events page from the GT Career Center: http://career.gatech.edu/employer-information-sessions • Hosted by GT student groups including Scheller Student groups. • Student seeking a graduate program may attend a program information session
HW-M: Alumni Class Visit Quiz	4.00	Complete the quiz entering a takeaway from the Alumni insights
HW-N: Lunch Chat Set Up	3.00	Set up a networking meeting with at least one professional in your field of interest. The person must be a Vice President level or higher in their organization. The professional must NOT be a member of your family or someone you already know. Once scheduled students must complete the Lunch Chat Set Up Quiz and upload the proper information confirming their scheduled lunch chat and the person it is scheduled with.
HW-O: Career Reflection Quiz	5.00	Complete the reflection on Canvas.
HW-P: Lunch Chat	11.00	Set up a networking meeting with at least one professional in your field of interest. The person must be at least Vice President level or higher. The professional must NOT be a

Reflection Quiz		member of your family or someone you already know. While it is helpful to get advice from family members, the purpose of this assignment is to grow your network. Follow the instructions for Lunch Chat in the Files section in Canvas. Complete the reflection on Canvas.
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DISABILITY ACCOMMODATIONS

Students with disabilities should contact the **Office of Disability Services**. For an appointment with a counselor call (404) 894-2563 or visit Smithgall Student Services Building Suite 123 or <http://disabilityservices.gatech.edu/Links to an external site.> If you have accommodation for any sort of disability, please provide your accommodation letter and make an appointment to see your instructor.

Link to Disability Services: <http://disabilityservices.gatech.eduLinks to an external site.>

Dean of Students Office, CARE Center, Counseling Center, Stamps Health Services, and the Student Center:

The [CARE Center](#), and the [Counseling Center](#), Stamps Health Services, and the Dean of Students Office will offer both in-person and virtual appointments. Student Center services and operations are available on the [Student Center](#) website. For more information on these and other student services, contact the Dean of Students or the [Division of Student Life](#).

GEORGIA TECH HONOR CODE & STUDENT-FACULTY EXPECTATIONS AGREEMENT

“People get hired for their education and abilities. They get fired for their lack of character.”

Link to Honor Code: <https://osi.gatech.edu/students/honor-codeLinks to an external site.>

Link to Student-Faculty Expectations: [XXI. Student-Faculty Expectations | Georgia Tech CatalogLinks to an external site.](#)

Students are expected to act according to the highest ethical standards. The immediate objective of an Academic Honor Code is to prevent any Students from gaining an unfair advantage over other Students through academic misconduct. The following clarification of academic misconduct is taken from Section XIX Student Code of Conduct, of the Rules and Regulations section of the Georgia Institute of Technology General Catalog: Academic misconduct is any act that does or could improperly distort Student grades or other Student academic records. Such acts include but need not be limited to the following:

- Possessing, using, or exchanging improperly acquired written or verbal information in the preparation of any essay, laboratory report, examination, or other assignment included in an academic course
- Substitution for, or unauthorized collaboration with, a student in the commission of academic requirements
- Submission of material that is wholly or substantially identical to that created or published by another person or persons, without adequate credit notations indicating authorship (plagiarism)
- False claims of performance or work that has been submitted by the claimant
- Alteration or insertion of any academic grade or rating to obtain unearned academic credit
- Deliberate falsification of a written or verbal statement of fact to a member of the faculty to obtain unearned academic credit.
- Forgery, alteration, or misuse of any institute document relating to the student's academic status.

FEEDBACK

Your constructive assessment of this course plays an indispensable role in shaping education in the Scheller College of Business. Upon completing the course, please take time to fill out the online Course/Instructor Opinion Survey (CIOS). A link to CIOS will appear at the top of the Course Navigation Menu at the end of the semester. This link leads to the CIOS site, where students will be able to complete course surveys. **If your section hits 70% completion by the first day of finals, everyone will receive a bonus of 2 points towards their final grade.**

Course Topics Order

Class Expectations | Intros | First Impressions

Resume Improvement | Cover Letters | LinkedIn Profile | AI Prompts

Career Fairs | Professional Attire | Info Sessions | Business Casual Attire

Employer Visit Week Speed Networking (4-5 Employers)

Interview Strategy

Interview Skill Development

Case Interview Strategy | Decision-making

Business Relationship Building | LinkedIn Networking

Negotiating and Comparing Offers

Written Communication | Virtual Presence

Young Alumni Panel

Business Etiquette | Asking Questions

Personal Branding

How to Succeed at Work