EL CAMINO COLLEGE COURSE OUTLINE OF RECORD - Approved

Subject:	BUS
Course Number:	
Descriptive Title:	
	Business
	Business Administration
	Business, Business Education, Office Technologies
•	This course will introduce students to personal career planning concepts. Through course readings and activities, students will learn how to identify employment trends in the marketplace, gain perspective on employer hiring practices, and develop an understanding of application processes. Students will write and refine information in the forms of resume, cover letter, LinkedIn and other social networking sites, and other correspondence. Emphasis will be placed on getting an interview, understanding typical interview processes, and developing conversational interview skills.
Recommended Preparation:	English 1 or eligibility for English 1A or qualification by appropriate assessment
Course Length:	Full Term
Hours Lecture (per week):	2
Hours Laboratory (per week):	0
Outside Study Hours:	4
Total Hours:	36
Course Units:	2
Grading Method:	Letter Grade and Pass/No Pass
Credit Status:	Credit, degree applicable
Transfer CSU:	Yes
Effective Date:	2/19/2008
Transfer UC:	No
Effective Date:	
General Education: ECC	
Term:	
Other:	
CSU GE:	
Term:	
Other:	
IGETC:	
Term:	
Other:	

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Outcomes:

Student Learning | SLO #1 Career Opportunities

Evaluate, assess, and research career opportunities and requirements based on values, aptitudes and interests.

SLO #2 Preparing for Employment

Prepare professional employment applications, resumes, and cover letters.

SLO #3 Professionalism and Poise

Demonstrate professionalism and poise in job interviews.

Course Objectives:

- 1. Evaluate careers based on values, aptitudes, and interests.
- 2. Assess the opportunities and requirements in a career of interest.
- 3. Assess skills and work attitudes from an employer's perspective.
- 4. Assemble and evaluate research on prospective employers using a variety of sources including the Internet.
- 5. Construct an efficient job search plan.
- 6. Organize data for completing employment applications.
- 7. Design resumes.
- 8. Compose professional cover and follow-up letters.
- 9. Demonstrate professionalism and poise in job interviews with prospective employers.
- 10. Formulate plans for adjusting quickly and achieving success in a new position.
- 11. Apply techniques on a job that result in maximum career advancement.

Major Topics I. Course Introduction (1 hour, lecture)

- A. The Search
- B. Job versus Career

II. The Marketplace and Workplace (3 hours, lecture)

- A. Exploring Fields and Companies
- B. Personal Inventory
- C. Personal Statement of Purpose
- D. Workplace Cultures
- 1. In the office
- 2. Online from remote locations
- E. Communications in the Workplace
- 1. Oral communications
- 2. Written communications
- 3. Telephone skills
- 4. Virtual skills
- F. Career Fields

III. Resumes, Cover Letters and other Documents (3 hours, lecture)

- A. Purpose of Resumes
- B. Value of Cover Letters

IV. Writing Resumes and Cover Letters (3 hours, in class exercise)

- A. Sections
 - 1. **Action Verbs**

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- 2. Clarity
- 3. Value of Bullets and White space
- B. Draft and Review

V. Writing a Cover Letter (3 hours in-class exercise)

- A. Sections
- B. Draft and Review

VI. Reading Position Descriptions Lecture 3 hours)

- A. Identifying "Critical" Requirements
- B. Identifying "Other" Requirements
- C. Matching Experience with Position Description.

VII. Applications (Lecture 3 hours)

- A. Applying for Jobs
- B. Navigating Online forms
- C. Other Forms to Consider
- D. References

VIII. Understanding Interviews (3 hours lecture)

- A. Understanding the Employer Perspective
- 1. Online
- 2. Telephone
- 3. One-on-one
- 4. Panel

IX. Interview Preparation (4 hours lecture)

- A. Employer Testing
- B. Types of interview
- 1. Online
- 2. Telephone
- 3. One-on-one
- 4. Panel
- C. Typical interview questions
- D. Asking questions

X. The Interview (4 hours lecture)

- A. Physical preparation
- 1. Online considerations
- 2. Telephone considerations
- 3. In person considerations
- B. Mental preparation
- C. Positive impressions
- D. Mock interviews

XI. After the Interviews (3 hours lecture)

- A. Negotiation Strategies
- B. Preparing for the New Position
- C. Dealing with Rejection

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	XII. Starting the New Position (3 hours lecture) A. Building Relationships B. Identifying Mentors C. Excellence on the Job D. Managing Your Next Career Step E. Searching for a job while employed F. How to resign
Total Lecture Hours:	36
Total Laboratory Hours:	0
Total Hours:	36
Primary Method of Evaluation	1) Substantial writing assignments
Typical Assignment Using Primary Method of Evaluation:	Prepare a 1-page professional social media profile for a site such as LinkedIn
Critical Thinking Assignment 1:	 Search for a position of interest. Copy the position description. Evaluate the items on the position description to determine which items are required and which are possibly negotiable. Prepare a table to match your experience with the position description. In a 1-page paper discuss why you consider yourself a "good match" for the position.
Critical Thinking Assignment 2:	, , ,
Other Evaluation Methods:	Class Performance, Examinations, Presentation, Written Homework
Instructional Methods:	Lecture, Multimedia presentations, Role play/simulation
If other:	
Work Outside of Class:	Skill practice, Study, Written work (such as essay/composition/report/analysis/research)
If Other:	
Up-To-Date Representative Textbooks:	Lisa M. D. Owens, Crystal Kadakia, Lauri Hardwood; Your Career: How to Make It Happen. 10th ed. Cengage Learning, December 2020.
Alternative Textbooks:	
Required Supplementary Readings:	

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