TERRITORY ACKNOWLEDGEMENT

The University of Manitoba campuses are located on original lands of Anishinaabeg, Cree, Oji-Cree, Dakota and Dene peoples, and on the homeland of the Métis Nation. We respect the Treaties that were made on these territories, we acknowledge the harms and mistakes of the past, and we dedicate ourselves to move forward in partnership with Indigenous communities in a spirit of reconciliation and collaboration.

INSTRUCTOR

Name:	Charlotte Vis van Heemst	Office Location: 262 Drake Centre
Phone:	204 474-7103	Office Hours: Mon – Fri 9:00 a.m. to 4:00 p.m.
Email:	charlotte.visvanheemst@umanitoba.ca	

COURSE DESCRIPTION

Career Development Seminars (3 sessions) – Feb 10, March 9, April 13, 2024

The Career Development Seminars are designed to assist students in developing personal career planning and management skills. Fundamentals of career success are covered including career assessment, resume and cover letter writing, interview preparation, career management strategies, social media platforms and online presence, projecting confidence, business, and dining etiquette.

Full attendance at all three seminars is mandatory to receive a passing grade.

SEMINAR 1 SYPNOSIS: Career Leader Assessment, Resumes and Cover Letters
Saturday, February 10, 2024, 8:30am-12:30pm Room 539 Drake

To maximize your Asper MBA experience, it is important to understand who you are. The Career Leader online assessment will provide you with a unique set of business-relevant interests, motivators, and skills specific to you. The process will match you to business-related career clusters and will provide insight into organizational cultures that will be the best fit for you. At the conclusion of this exercise, you will have the tools and understanding to create your own unique career ingredients – arming you with the knowledge of where you will succeed both professionally and personally.

This course will teach you how to write a dynamic resume that accurately reflects your skills, accomplishments and abilities and a cover letter that will set you apart from other candidates. The content covered in this session will set you up for success regardless of the stage of your career. If you are launching a job search, you will be armed with effective marketing tools. If a job search is not in your immediate future, be confident that should you decide to one day make a career change, apply for a promotion, board, or volunteer opportunity, you will have the knowledge to attract the attention of key decision makers.

SEMINAR 1 COURSE OBJECTIVES

On course completion, you should be able to:

- Recognize key attributes that are important for your personal career success; identify your unique strengths, motivators, and interests.
- Learn the strategic principles of resume and cover letter writing.
- Understand the employer's perspective in resume and cover letter critique.
- Identify transferable skills. Develop statements that illustrate skills, abilities, and accomplishments.
- Create profile statements to use in your own resume profiles.
- Introduce AI to enhance your career management toolkit

SEMINAR 1 COURSE MATERIALS
- Video resources, online personality assessments and handouts will be provided before and after the session.

Career Leader Assessments

You are required to complete the career leader assessment which forms 20% of your overall grade for seminar 1. Your account has been set up as a student self-pay account and requires no pre-authorizing. Follow these steps to register, you will be required to pay $30US which provides you a 2-year access to Career Leader.
1. Go to www.careerleader.com and click the REGISTER/SIGN IN button
2. Under USERS select First Time
3. Enter your email address and the registration key **idm5120-asper**
4. Students will be brought to a payment screen where they will process their payment and create their password; upon completion of the purchase, they will be brought to the sign in screen where they will sign in with their email address and their newly created password.

AI TOOLS
AI tools can be used to enhance learning and problem-solving skills, but they should not replace independent thinking and learning. Students must exercise critical thinking when using AI tools and acknowledge their use in academic work. Prohibited uses include generating or completing academic work with AI tools without appropriate acknowledgement. Academic honesty is paramount, and students should accurately represent their individual effort and knowledge. Faculty will provide guidance on AI tool usage and incorporate discussions on AI ethics and academic integrity. Violations may lead to disciplinary actions, including academic penalties or suspension.

Jobscan
In this course, students will have an opportunity (i.e., not mandatory) to utilize an AI career management tool (Jobscan) which helps job seekers optimize their career documents. The instructor(s) will guide students on the proper and ethical use of this tool.

SEMINAR 1 COURSE ASSESSMENT

Student progress will be assessed through:

- Mandatory attendance and participation at the session.
- Completion of the Career Leader Assessment **prior to attending the first seminar**. Exercises based on your report will be conducted during class – **it is important to have access to your assessment during class.**
- Resume and Cover Letter Assignment.
- Due Date: <mark>11:59pm Sunday, February 25, 2024</mark>
- Include full job posting as a word document with your resume and cover letter submission (do not submit a document containing only a link.) Provide the full job posting. Resumes and cover letters must be submitted as Word documents.

Final grades will be assigned as either Pass or Fail. (65% or over will be considered as a Pass)

Grade Breakdown (all 3 components are required):

1. Career Leader Assessment (20%) **to be completed prior to class**
2. Resume Assignment (40%)
3. Cover Letter Assignment (40%)

**Please note you will lose 5% of your mark for each day your resume and cover letter assignment are late. You will lose 20% of your grade if your Career Leader assessment is not completed prior to the start of seminar 1.

SESSION 2 – Interviewing for Success
Saturday, March 9, 2024 (8:30 a.m. to 12:30 p.m.) In-Person – Room 539 Drake

SEMINAR 2 SYPNOSIS: Interviewing for Success

Interviews can be stressful, but most of us go through them several times throughout our careers. Learn about different interview formats, how to effectively prepare for a behaviour-based interview, practice common interview questions and learn strategies that will set you apart from other candidates.

SEMINAR 2 OBJECTIVES

On course completion, you should be able to:
- Understand how to research and strategically prepare responses to interview and networking questions.
- Develop effective responses to standard interview questions.
- Confidently greet an interviewer and establish your professional presence in the interview.
- Concisely and effectively answer behaviour descriptive interviewing (BDI) questions. Be able to identify key skills and abilities in a job posting and create BDI questions, enabling you to properly prepare for conducting an interview – both as a candidate and as an interviewer.

- Use AI to assist in preparing for job interviews or to assist in creating interview questions aligned to your organization's position requirements.

SEMINAR 2 COURSE MATERIALS
- Video resources and handouts will be provided before and after the session.

SEMINAR 2 ASSESSMENT

Student assessment will be based on the following:

- **Mandatory attendance at in-person seminar, including participation in the small group speed interviews with business guests (50%).**
- Completion of a videotaped mock interview answering 3 questions (provided) to be submitted on UM Learn (maximum length of video is 6 minutes) by Sunday, March 24, 2024.
- Videos will be reviewed, and students will either receive a Pass or will be asked to book a follow up mock interview (in person or by Zoom) with a Career Development Consultant for further coaching. (50%).
- Please note: all follow up mock interviews **must be completed by April 8** so book a time slot early!

COURSE SCHEDULE – Interviewing (in-person) – 2 parts

Date	Time	Place
Saturday, March 9, 2024	8:30 a.m. to 10:45 a.m.	Room 539
Saturday, March 9, 2024	11:00 a.m. to 12:30 p.m.	Group speed interviews with business guests/networking (Drake Centre)

SEMINAR 3 – Career Management & Business Etiquette
Saturday April 13, 2024 (8:30 a.m. to 12:30 p.m.) In-Person – Room 539 Drake/Marshall McLuhan Hall

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COURSE SYPNOSIS: Career Management and Business Etiquette

This final session in our Career Development Seminar series will provide you with the tools and knowledge you need to effectively manage your career and enable you to confidently embark upon a productive job search now or in the future. You will better understand the importance of short and long-term goal setting to career management and explore a variety of approaches to conducting an effective job search by accessing both the visible and hidden job markets. We will explore different networking strategies and become familiar with the impact of networking to enhanced career success.

Managing your online presence is essential in today's job market. Learn how to use social media platforms effectively and to your advantage. Gain insights into new ways to improve and enhance your personal brand on social media.

There is indisputable evidence that civility in the workplace leads to more collaboration, increased productivity, and better workplace culture. This session will conclude with an informative lunch lead by a civility expert. We will explore dining protocol and business etiquette, learn best practices that will enable us to approach business receptions, galas, dinners, and networking events more confidently.

SEMINAR 3 OBJECTIVES – Career Management and Business Etiquette

On course completion, you should be able to:

- Recognize the key elements of goal setting, planning and preparation for career success.
- Effectively utilize several job search strategies within the visible and hidden job markets.
- Understand the role and importance of networking to visibility and reputation and be familiar with the principles of effective networking.
- Know how to make a powerful first impression, create a framework to develop a compelling personal introduction.
- Understand which social media platforms are the best fit for you, understand and respect the impact social media has on your job search, network, and professional image.
- Approach your next business networking event with confidence, understanding proper business protocol and dining etiquette.

SEMINAR 3 COURSE MATERIALS

Video resources and handouts will be provided before and after the session.

SEMINAR 3 ASSESSMENT

Student assessment will be based on the following:
- Mandatory attendance and participation at seminar and business lunch (50%)
- Completion of a selected career management assignment (50%)

Due date: Sunday, April 21, 2024 at 11:59pm
Final grades will be assigned as either Pass or Fail (passing grade is 65%).

SEMINAR 3 SCHEDULE – Career Management and Business Dining Etiquette (2 parts)

Date	Time	Place
Saturday, April 13, 2024	8:30 a.m. to 10:45 a.m.	Room 539
Saturday, April 13, 2024	11:00 a.m. to 12:30 p.m.	204 Marshall McLuhan – University Centre

NOTE: <u>Class attendance is required and is mandatory. If you know in advance that you will be unavailable for even one of the three Career Development Seminars, ensure that you drop the course by the final drop date (April 12, 2024) to receive a full fee refund (as missing one of the three sessions – 33% of the course – will result in an F grade in the course).</u>

It is your responsibility to inform your instructor, in advance, if possible, of your absence and the reason for it:
1. if medical, self-declaration form must be submitted for an illness lasting 5 consecutive days or less https://umanitoba.ca/governance/governing-documents-students#self-declaration-for-brief-or-temporary-student-absences, no later than 48 hours after the end of the brief absence; a medical note from your physician must be submitted for an illness lasting more than 5 days;
2. if a work commitment, a signed letter on letterhead from your supervisor is required in advance, noting clearly the date(s) you must be away for your work commitment(s);
3. if for student competitions, an email from your Asper team coach must be received in advance indicating the dates you are away at competition.

If you miss a session for an excused absence described above, it is your responsibility to inform your instructor prior to the session. In such a case, you may receive a Continuing grade in the course and will be registered again for the missed session the next time it is offered.

Students more than 45 minutes late to a seminar without prior notice will be marked as absent.

COURSE SCHEDULE

Saturday February 10, 2024 8:30am-12:30pm
Saturday, March 9, 2024 8:30am-12:30pm
Saturday April 13, 2024 8:30am-12:30pm

ACADEMIC REGULATIONS AND STUDENT SERVICES

HUMAN ETHICS APPROVAL FOR DATA COLLECTION

As part of coursework, if you will be collecting data from people who are not students in this class, you must obtain Human Ethics approval from the UofM's Research Ethics Board (REB) prior to data collection. This applies to data collection such as surveys, interviews, focus groups, experiments, video recording, etc., where a respondent is solicited for participation.

If the entire class will be working on the same project, your instructor will apply for human ethics approval from the REB. If individuals or small groups of students will be working on different projects, it is the responsibility of the students to obtain approval (only one group member needs to apply). Your instructor will tell you whether s/he will be or you need to. **When in doubt, please talk to your instructor.**

Instructions and forms to apply for human ethics approval can be found at:
http://umanitoba.ca/research/orec/ethics/guidelines.html

In most cases, you will be using the "Protocol Submission Form" which is under the "REB Forms - Fort Garry Campus" heading.

It can take up to six weeks to process human ethics applications and obtain approval. Therefore, plan early. Note that approval must be obtained prior to data collection and cannot be obtained during the data collection phase or retroactively. Violation can get you, your instructor, and the Asper School in serious trouble with the REB.

The following do not require REB approval:
   a)   Projects where students are conducting the research on themselves during class time;
   b)   Projects involving the use of records or information that is in the public domain, including the use of anonymous secondary data and surveys or questionnaires that have already been published;
   c)   Projects involving the use of naturalistic observation where there is no reasonable expectation of privacy (i.e. public park).
   d)   Practicum or job training projects where students are fully integrated into the organization's operational practices and are not conducting research;
   e)   Projects where the intent is to use the information to provide advice, diagnosis, identification of appropriate interventions or general advice for a client;
   f)   Projects where the intent is to develop skills which are standard practice within a profession (e.g. observation, assessment, intervention, evaluation, auditing); or
   g)   Projects where the information gathering processes are part of the normal professional relationship between the student and the participants.

If you have any questions, please contact humanethics@umanitoba.ca or your instructor.

UNCLAIMED ASSIGNMENT POLICY

Pursuant to the FIPPA Review Committee's approved recommendations of August 15, 2007, all unclaimed student assignments will become the property of the faculty and will be subject to destruction six months after the completion of any given academic term.

STUDENT SERVICES AND SUPPORTS

The University of Manitoba provides many different services that can enhance learning and provide support for a variety of academic and personal concerns. You are encouraged to visit the below websites to learn more about these services and supports. If you have any questions or concerns, please do not hesitate to contact your instructor or the Graduate Program Office.

For Information on…	…follow this link
Course Outlines, Year-at-a-Glance, Concentrations, Textbooks, VW Dates and Final Exams	Asper Graduate Student Resources
Exam Rescheduling Policy - *Please refer to Missing a Test/Exam on page 21 of the MBA Student Handbook*	MBA Student Handbook
Help with research needs such as books, journals, sources of data, how to cite, and writing	Library Resources

Tutors, workshops, and resources to help you improve your learning, writing, time management, and test-taking skills	Writing and Learning Support
Support and advocacy for students with disabilities to help them in their academic work and progress	Student Accessibility Services
Copyright-related questions and resources to help you avoid plagiarism or intellectual property violations	Copyright Office
Student discipline bylaws, policies and procedures on academic integrity and misconduct, appeal procedures	Academic Integrity
Policies & procedures with respect to student discipline or misconduct, including academic integrity violations	Student Discipline
Students' rights & responsibilities, policies & procedures, and support services for academic or discipline concerns	Student Advocacy
Your rights and responsibilities as a student, in both academic and non-academic contexts	Your rights and responsibilities
Full range of medical services for any physical or mental health issues	University Health Service
Information on health topics, including physical/mental health, alcohol/substance use harms, and sexual assault	Health and Wellness
Any aspect of mental health, including anxiety, stress, depression, help with relationships or other life concerns, crisis services, and counselling.	Student Counselling Centre
Support services available for help regarding any aspect of student and campus life, especially safety issues	Student Support Case Management
Resources available on campus, for environmental, mental, physical, socio-cultural, and spiritual well-being	Live Well @ UofM
Help with any concerns of harassment, discrimination, or sexual assault	Respectful Work and Learning Environment
Concerns involving violence or threats, protocols for reporting, and how the university addresses them	Violent or Threatening Behavior

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Tutors, workshops, and resources to help you improve your learning, writing, time management, and test-taking skills	Writing and Learning Support
Support and advocacy for students with disabilities to help them in their academic work and progress	Student Accessibility Services
Copyright-related questions and resources to help you avoid plagiarism or intellectual property violations	Copyright Office
Student discipline bylaws, policies and procedures on academic integrity and misconduct, appeal procedures	Academic Integrity
Policies & procedures with respect to student discipline or misconduct, including academic integrity violations	Student Discipline
Students' rights & responsibilities, policies & procedures, and support services for academic or discipline concerns	Student Advocacy
Your rights and responsibilities as a student, in both academic and non-academic contexts	Your rights and responsibilities
Full range of medical services for any physical or mental health issues	University Health Service
Information on health topics, including physical/mental health, alcohol/substance use harms, and sexual assault	Health and Wellness
Any aspect of mental health, including anxiety, stress, depression, help with relationships or other life concerns, crisis services, and counselling.	Student Counselling Centre
Support services available for help regarding any aspect of student and campus life, especially safety issues	Student Support Case Management
Resources available on campus, for environmental, mental, physical, socio-cultural, and spiritual well-being	Live Well @ UofM
Help with any concerns of harassment, discrimination, or sexual assault	Respectful Work and Learning Environment
Concerns involving violence or threats, protocols for reporting, and how the university addresses them	Violent or Threatening Behavior

It is critical to the reputation of the I. H. Asper School of Business and of our degrees that everyone associated with our faculty behaves with the highest academic integrity. As the faculty that helps create business and government leaders, we have a special obligation to ensure that our ethical standards are beyond reproach. Any misconduct in our academic transactions violates this trust. The University of Manitoba Graduate Calendar addresses the issue of academic misconduct under the heading "Plagiarism and Cheating."   Specifically, acts of academic misconduct include, but are not limited to:

  o   using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words

  o   duplicating a table, graph or diagram, in whole or in part, without referencing the source

  o   paraphrasing the conceptual framework, research design, interpretation, or any other ideas of another person, whether written or verbal (e.g., personal communications, ideas from a verbal presentation) without referencing the source

  o   copying the answers of another student in any test, examination, or take-home assignment

  o   providing answers to another student in any test, examination, or take-home assignment

  o   taking any unauthorized materials into an examination or term test (crib notes)

  o   impersonating another student or allowing another person to impersonate oneself for the purpose of submitting academic work or writing any test or examination

  o   stealing or mutilating library materials

  o   accessing tests prior to the time and date of the sitting

  o   changing name or answer(s) on a test after that test has been graded and returned

  o   submitting the same paper or portions thereof for more than one assignment, without discussions with the instructors involved.

Many courses in the I. H. Asper School of Business require group projects. Students should be aware that group projects are subject to the same rules regarding academic misconduct. Because of the unique nature of group projects, all group members must exercise extraordinary care to insure that the group project does not violate the policy on Academic Integrity. Should a violation occur on a group project, all group members will be held jointly accountable, no matter what their individual level of involvement in the specific violation.

Some courses, while not requiring group projects, encourage students to work together in groups (or at least do not prohibit it) before submitting individual assignments. Students are encouraged to discuss this issue as it relates to academic integrity with their instructor to avoid violating this policy.

In the I. H. Asper School of Business, all suspected cases of academic misconduct involving a graduate student (i.e. MBA, MFin, MSCM, MSc or PhD student) will be reported directly by the instructor to the Dean of the Faculty of Graduate Studies.

AI TOOLS   AI tools can be used to enhance learning and problem-solving skills, but they should not replace independent thinking and learning. Students must exercise critical thinking when using AI tools and acknowledge their use in academic work. Prohibited uses include generating   or   completing   academic   work   with   AI   tools   without   appropriate

acknowledgement. Academic honesty is paramount, and students should accurately represent their individual effort and knowledge. Faculty will provide guidance on AI tool usage and incorporate discussions on AI ethics and academic integrity. Violations may lead to disciplinary actions, including academic penalties or suspension.

FACULTY BIOGRAPHY

I.H. Asper School of Business, The University of Manitoba

Charlotte Vis van Heemst (she/her)

Career Consultant - International Students, I.H. Asper School of Business

Charlotte is a purpose driven career development & communications professional with 10 years of experience working in various key-industries in Europe and North-America. She holds a Bachelor of Science in Business Administration with a specialization in Management Support, in addition to a Career & Employment Coach Certificate from the University of Winnipeg. Charlotte is committed to using her global perspective and cross-cultural experience to lead and advance career education initiatives.

Charlotte currently works at the Asper School of Business as a Career Consultant and Sessional Instructor, where she continues to do work rooted in supporting business students on their career journeys. She is a Certified Leadership Coach (CLC) and serves as an active member on The Canadian Association of Career Educators and Employers (CACEE) West advisory board, where she contributes her communication talent and expertise of AI and technology to advance career planning and development services in collaboration with career professionals across Western Canada.

Charlotte is a recipient of the 2023 CACEE / ACSEE Regional Recognition Award - Canada West.