Career Development Course - Theory and Practice

Dr. Anat Geifman-Broder

3 academic credits

Course Objectives:

- Explore and consider different career opportunities.
- Reflect and define your internship experience in order to ensure learning.
- Build real world work knowledge and experience through experimenting and learning.
- Gain knowledge and experience in the global working world and develop your intercultural skills.
- Improve CV by adding professional experience.
- Improve your interview skills.
- Develop your networking and job searching skills.
- Develop practical skills in the work place.
- Gain knowledge about current career tools, e.g. Linkedin, Networking web tools.

Grading:

Final paper: 70%
Attendance in class and course assignments: **30%**

### The Contents of the Course

<table>
<thead>
<tr>
<th>#</th>
<th>Subject</th>
<th>Contents</th>
<th>Required Reading from the Bibliography list</th>
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<tbody>
<tr>
<td></td>
<td>Self-Presentation Skills</td>
<td>- Your USPs, Swot analysis</td>
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<td>- Self-Presentation skills;</td>
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<td>- Practice your Elevator Pitch</td>
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<td>- Goals and expectations from internship</td>
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<td>- Your added value for the employer (internship)</td>
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<td>2</td>
<td>CV workshop in class</td>
<td>- CV workshop - personal</td>
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<td>- Cover letters</td>
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<td>3</td>
<td>Checkpoint – Lecture and visit</td>
<td>Working in a global MNC Employer’s expectations (Internship and work following graduation)</td>
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- Guest Lecturer - Sanofi former head of HR - Mrs. Ella Shechtman

The table above outlines the course contents and required readings. The attendance policy is specified as **30%**.
| 4 | Integrating in a New Workplace - Challenges and Problem Solving | How to integrate in a new work place?  
Analyzing interpersonal problems at the work place, focusing on your internship experience  
Analyzing work processes, your role in the process, in the team-case studies- discussion and solutions  
Coping with Challenges  
|---|---|---|---|
• Work etiquette and ethics - Transparency Index (TI)
• Formality vs. Informality
• Challenge of working in multicultural teams
• Different communication styles, the notion of context
• Body language
• Your place in the global work environment
• Internship - Getting to know your work place and coping with the cultural differences

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Job Search Tools

• Linkedin, Facebook, Meetups and other tools
• Working with HR agencies, Career Centers, Professional Conferences and direct approach
• Sourcing – getting data on companies, job opening

• Networking tools for life (including simulations) and Branding yourself in the work place

• Greer, J. (2010, May 1). The art of self-marketing online: To find a job, enhance your social network and expand your presence on the Web. US News & World Report, 147, (5), 30
• Hansen, R. S. (2010). Building your online career brand: Five tools for job seekers. Retrieved from

• Gershon, I. (2016) “I’m not a businessman, I’m
<table>
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<tr>
<th>Date</th>
<th>Event Description</th>
<th>Questions/Topics</th>
<th>Additional Details</th>
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| 6 20-11-19 | Interview Workshop                                                                 | • Preparation for a job interview  
• How to pass a job interview successfully?  
• How to answer the “difficult questions” on a job interview? |                                                                                  |
|          | “Israel’s Innovative Ecosystem”-A lecture on the Hi tech and the 3rd sectors in Israel | • Reviewing the leading companies and social organizations in the Israeli ecosystem  
• What companies are leading the Israeli Economy?  
• The role of Innovation – Israel as the startup nation |                                                                                  |
| 7 04-12-2019 | A Linkedin Workshop                                                              | • How to use Linkedin in your job search? (bring your laptops)                  |                                                                                  |
|          | Interview Simulations (more on the simulations)                                    | • Interview Practice                                                            |                                                                                  |
| 8  | 11-12-19 | Negotiation Skills  | • Improving your negotiation skills  
Negotiating Terms of Employment  | • Presenting your USPs as part of negotiation  
Summary  | • Communication with your future employer  
Simulations  | • Summary of the course and reflections-what was in it for me? (WWIIFM)  
Final Paper guidelines  |
Bibliography


