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

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<th>#</th>
<th>Subject</th>
<th>Contents</th>
<th>Required Reading from the Bibliography list</th>
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| 1- | Introduction to the Course                                 | • Introduction<br>• Your USPs, Swot analysis<br>• Self-Presentation skills;<br>• Practice your Elevator Pitch<br>• Goals and expectations from internship<br>• Your added value for the employer (internship) | • Farner, S. M., & Brown, E. E. (2008). College students and work world. Journal of Employment Consulting, 45(3), 108-114.  
|    | Self-Presentation Skills                                   |                                                                          |                                                                                                            |
| 2  | CV workshop in class                                       | • CV workshop -personal<br>• Cover letters                               | Guest Lecturer -Sanofi former head of HR -Mrs. Ella Shechtman                                              |
|    | CV workshop - personal                                     |                                                                          |                                                                                                            |
|    | CV workshop - personal                                     |                                                                          |                                                                                                            |
|    | Cover letters                                              |                                                                          |                                                                                                            |
|    | CV workshop - personal                                     |                                                                          |                                                                                                            |
|    | CV workshop - personal                                     |                                                                          |                                                                                                            |
|    | CV workshop - personal                                     |                                                                          |                                                                                                            |
| 3  | Field Visit (Example from past semesters -- Checkpoint – Lecture and visit ) | Working in a global MNC Employer’s expectations (Internship and work following graduation) |                                                                                                            |
| 4 | Integrating in a New Work Place - 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  
• Sharing experiences  
  
  
  Performance Review  
  
  Internship and later at work – receiving performance review  
  • Effective Interpersonal Communication - Giving and Receiving Feedbacks, listening  
  
  Cultural Differences and Challenges of Career Development in the Global Work Place  
  • Different layers of culture in the global work environment  
  • Understanding culture - Models relevant to cultural differences (Hofstede, Trompanaar)  
  • Characteristics of the Israeli culture and work environment  
  
  • Zemach-Bersin, Talya. "American Students Abroad Can't Be 'Global Citizens'". http://chronicle.com Section: Commentary |
| 5 | Job Search Tools | • 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 | Volume 54, Issue 26, Page A34  

|  | Networking and Self Branding | • 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
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| 6 | 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 | A Linkedin Workshop | - How to use Linkedin in your job search? (bring your laptops) |   |
|   | Interview Simulations (more on the simulations) | - Interview Practice |   |
Negotiation Skills

Negotiating Terms of Employment

Summary

- Improving your negotiation skills
- Presenting your USPs as part of negotiation
- Communication with your future employer
- Simulations

- Summary of the course and reflections-what was in it for me? (WWIIFM)
- Final Paper guidelines

1/ The course will include meetings with consultants and lecturers from leading companies discussing subjects related to career development and the labor market.
2/ The course will include a practical linkedin workshop
3/ Students submit 2-4 assignments (printed) during the course.
Bibliography
Rules and Respectful Behavior

- No cell phones or laptops permitted in class unless approved by instructor for use
- Tardiness to class is not permitted
- As our courses bring together students from many different styles of learning and from a wide variety of home institutions, we ask that students remain respectful to and patient with fellow classmates at all time as some students may be more familiar with certain course material or procedures than others.

Learning Accommodations

In accordance to University guidelines, students with learning disabilities or accommodation requests must submit official documentation from their home country/university (translated into English by notary if not already in English) to TAU International (tauiacademic@tauex.tau.ac.il) in advance of arrival describing in detail any specific needs they have. Students must also bring a copy of this documentation with them on-site and give it to their faculty on the first day of class while introducing themselves so that the faculty know who they are and what sorts of needs they may have. TAU International and its faculty cannot guarantee that all accommodations received at the home school can be similarly met at TAU but certainly does the best it can to make any suitable accommodations possible that are needed.

In-class Exams

TAU does not permit, under any circumstances, taking any in-class (including mid or final) exams early or later than the scheduled exam day. When selecting courses, it is thus very important to note below if there is an in-class midterm or final exam as this date/exam cannot be changed. Early departures from the program are not approved, nor are early or exception in-class exams.

TAU International Absence Policy

Attendance is mandatory in all of the courses. Missing classes will be reflected in the final grade of the course. Up to three justified absences from classes will be accepted (for example: emergency matter or illness, both of which will require an official doctor’s note sent to the faculty on the day of the absence). Such cases of absence should be reported to your lecturer immediately and again, a doctor’s note is required. Students are required to arrive on time for classes. Teachers are entitled to treat any single case of lateness and/or repeated lateness as an unjustified absence. Please note that according to TAU Academic Policy, if a student’s behavior or attendance during the semester is disagreeable his/her course participation may be cancelled at the discretion of TAU.
Students are responsible for reading and adhering to the policies and procedures in the TAU International Academic Handbook posted here at all times.