Career Development: Theory and Practice

Fall 2019
Dr. Anat Geifman-Broder
3 Academic Semester Credits
Contact: TBD

Course Dates/Times:

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%**

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**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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<td>2</td>
<td>Cultural Differences and Challenges of Career Development in the Global Work Place</td>
<td>• Different layers of culture in the global work environment&lt;br&gt;• Understanding culture - Models relevant to cultural differences (Hofstede, Trompanaar)&lt;br&gt;• Characteristics of the Israeli culture and work environment&lt;br&gt;• Work etiquette and ethics - Transparency Index (TI)&lt;br&gt;• Formality vs. Informality&lt;br&gt;• Challenge of working in multicultural teams&lt;br&gt;• Different communication styles, the notion of context&lt;br&gt;• Body language</td>
<td>• Earley, P. Christopher, and Elaine Mosakowski. &quot;Cultural intelligence.&quot; Harvard business review 82.10 (2004): 139-146.&lt;br&gt;• Zemach-Bersin, Talya. &quot;American Students Abroad Can't Be 'Global Citizens'&quot;. <a href="http://chronicle.com">http://chronicle.com</a> Section: Commentary Volume 54, Issue 26, Page A34&lt;br&gt;• Sweitzer, H., &amp; King, M. (2014). Chapter 9: Internship Essentials. In The Successful Internship: Personal, Professional, and Civic Development in Experiential Learning (Fourth ed., pp. 264-</td>
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### 3. Integrating in a New Work Place - Challenges and Problem Solving

- Your place in the global work environment
- Internship - Getting to know your work place and coping with the cultural differences
- How to integrate in a new work place?
- Analyzing interpersonal problems at the work place (sharing experiences)
- Analyzing work processes, your role in the process, in the team - case studies from your work place – discussion and solutions

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### 4. Career Planning

- Career building - Theory and practice
- Identifying your career inclinations (Holland, Aniagram Schein etc)
- Planning your next career steps
- What is Your professional DNA?
- The meaning of success for you?
- Re-packaging your career - when and how?
- From SMART objectives to an action plan

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What is employability? How to keep your employability in life? Employability Strategies

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### Employability and Career Success

The objective significance of career success – how do we measure success?

**Continuous Learning Strategies**


### 5 Self Effectiveness and Effective Work Tools

- Self-Effectiveness–goals setting and proactivity
- Time management tools
- Effective Interpersonal Communication - Giving and Receiving Feedback, listening
- Presentation skills

- CV workshop - personal
- Cover letters

**Murdock, A, and Scutt N. S. (2001), Personal Effectiveness, Butterworth Heinemann.**

### 6 Interviewing

- Interview practice and feedback

### 7 Job Search Tools

- Linkedin, Facebook, Meetups and other tools
- Working with HR agencies, Career Centers, Professional Conferences and direct approach

**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**
| Networking and Self Branding | • Sourcing – getting data on companies, job opening  
• Networking tools for life (including simulations)  
• Reviewing your Elevator pitch  
• Branding your self in the workplace | • 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 a business, 
man” "Typing the neoliberal self into a branded existence Hau: Journal of Ethnographic Theory 6 (3): 229-234 (only) |
|---|---|---|
| 8 | Summary | • 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 subject 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

