

Sample Syllabus

SRM475 – Internship & Professional Development

Textbook: Fletcher, M. (2009). *Your Dream Job Game Plan: 5 Tools for Becoming Your Own Career Agent*. Jist Publications

Course Description:

Students majoring in Marketing, Sport and Recreation Management, or Hospitality and Tourism Management will be required to gain a minimum of 150 hours of volunteer or paid practicum experience related to their chosen field. Hours may be accumulated from May 1 during the summer preceding the class up until the final week of class. In addition, the course will cover such elements as interviewing, dining etiquette, and business career information.

Course Objectives:

- 1) Facilitate the transition from the academic experience to the professional world.
- 2) Formulate short-term and long-term personal and professional goals.
- 3) Prepare the students to achieve their career goals by establishing a career port folio.

Attendance:

Since the seated class seminars are limited in number, you must attend every class. Attendance, punctuality and participation are expected in class. One excused attendance is permitted, if you miss more than one, 50 points will be deducted from your overall grade.

Academic Honesty:

Any act of academic dishonesty, including plagiarism, committed by a student may be penalized with an “F” for the assignment or for the course in question at the discretion of the instructor. Academic institutions have the responsibility to promote the highest standards of ethics among students. Hence, Tiffin University places the highest value on academic honesty.

Classroom Participation/Conduct:

Be prepared to participate in class discussions by reading the assigned chapters. No cell phones will be permitted during class, this includes text messaging. Do not enter the class after the official start time or leave prior to dismissal.

Assignments: No late assignments will be accepted. Deadlines can be adjusted, but if there is no prior communication, a deadline is simply missed and no points are allotted.

Grading Criteria: (900-1000=A; 800-899=B; 700-799=C; 650-699=D; Below 650=F)

Grading Components:

- Participation 150 points
- Port Folio 750 points
- Dream Job Quiz 50 points
- Senior Accountability 50 points

Tentative Schedule

WK	Text CH	Text Topic	Assignment
1	Intro	Why Professional Development & Loving Your Job	Accountability Chart / Philosophy
2	1	Creating Luck / Two Questions	Autobiography / Resume
3	2 & 3	Relationship Gap / Introducing the 5 Tools	Elevator Speeches / Commercials
4	4 & 5	Passion & Style / Sell Yourself, Not your Resume	Discovery & Goal Worksheet
5	6 & 7	First Steps / Be Fearless	Dream Job Quiz
6	9	Scouting Report	Future Networks
7	10 & 11	Action Towards Meetings / Advice Meetings	SWOT / Goals & Action Plans
8	12	Advice Meetings II & Recruiting & Selection Process	Grad School /Job Search Selections
9	13	Formal Job Interviews	Information Interviews
10	13	Formal Job Interviews II	Job Descriptions
11	14	Leveraging & Tracking Relationships	References
12	15	Challenges and Solutions	Evaluations [Supervisor & Self]
13	16	Closing the Deal	Blogs & Logs
14	N/A	Reflecting & Forward Strides	Internship Paper
15	N/A	Final Exam	Port Folio

E-PORT FOLIO

The e-port folio serves as a reservoir of information related to your academic and professional development. Many times, parts or all of the materials can be used for interviews or to assist in maintaining an active career development profile.

I. What is a Port Folio? A portfolio is a personalized collection of materials and...

- a reflection of you as a professional person
- how you perform/excel on the job or in the classroom
- what you have accomplished (i.e., tangible artifacts/evidence)
- your efforts at developing new skills

II. What can be included in a Professional Port Folio?

- Resume or Vitae (ask a career advisor for information on Vitae preparation)
- Transcripts
- Evidence of professional affiliations
- Licenses or Certifications
- Letters of reference
- Evidence of specific skills (e.g., public speaking, leadership, writing)
- Work samples (e.g., class projects, items produced during internship or co-op experiences)

III. MGT 445 – Port Folio Grading

- Cover Page / Table of Contents / Tabs / General Organization & Professionalism (50 pts)
- Resume and References (50 pts)
- Internship Approval Form & Support Materials (50 pts)
- Journal Log (50 pts)
- Blog [electronic only] or Word Doc entries (150 pts)

- Evaluations - Supervisor and Self Evaluation (100 pts)
- Career Development Plan & Internship Paper (100 pts)
- Informational Interview (50)
- Mock Interview & Business Etiquette Seminar Review (50)

Career Development Plan

Download a copy of the Career Development Plan and complete each section according to instructions:

- *Internship Information*
- *Ideal Job Description*
- *Job Qualifications*
- *Philosophy Statement*
- *Discovery Questions*
- *SWOT Analysis*
- *Career Goals and Action Plans*
- *Job Locations or Graduate School Information upon Graduation*
- *References*
- *Future Networks*
- *Internship Paper*

Mock Interview and Dining Etiquette

Career Services will arrange a day of Mock Interviews for students in the course. An evaluation form will be provided for the student and must appear in the portfolio. There is an option to prepare a paper on the learning experience upon completing the dining etiquette session.

Informational Interview

Interview someone with a position in a segment of the industry in which you are interested in potentially working. Write a report of the interview which highlights the following areas:

Interview Source:

- Name of Person:
- Title:
- Organization / Company:
- E-Mail or Phone Number:

Personal Information:

- General Responsibilities
- Likes:
- Dislikes:
- Hours / Attire:
- Pay / Benefits / Perks:
- Education:
- Related Experience:

Industry Information:

- Salary Range
- Turnover
- Opportunity for Advancement:

Tips for Students Aspiring Towards a Similar Position: