

CAREER MANAGEMENT

SYLLABUS

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CAREER MANAGEMENT

Overview

Career management is the combination of structured planning and the active management choice of one's own professional career. Career management was first defined in a social work doctoral thesis by Mary Valentich as the implementation of a career strategy through application of career tactics in relation to chosen career orientation.

Career orientation referred to the overall design or pattern of one's career, shaped by particular goals and interests and identifiable by particular positions that embody these goals and interests. Career strategy pertains to the individual's general approach to the realization of career goals, and to the specificity of the goals themselves.

Two general strategy approaches are adaptive and planned. Career tactics are actions to maintain oneself in a satisfactory employment situation. Tactics may be more or less assertive, with assertiveness in the work situation referring to actions taken to advance one's career interests or to exercise one's legitimate rights while respecting the rights of others.

The National Association of Colleges and Employers defines career management as follows:

Identify and articulate one's skills, strengths, knowledge, and experiences relevant to the position desired and career goals and identify areas necessary for professional growth. The individual is able to navigate and explore job options, understands and can take the steps necessary to pursue opportunities, and understands how to self-advocate for opportunities in the workplace.

The purpose of this module is to develop the learner's understandings, knowledge, actions, and skills for career management.

Learners

The learners for this module are primarily 20-36 years old adults who are or soon will be entering the job market or contemplating a career change. This module will be available mainly to colleges and universities within academic programs and career readiness centers.

Learning Outcomes

At the conclusion of this module, learners will be able to:

1. Understand what career management is.
2. . Enter the workforce environment with a career management mindset.
3. Do their best and be accountable and responsible.
4. Avoid the workplace pitfalls.
5. Develop as an employee.
6. Understand the employer's perspective and expectations on career management.
7. Make career decisions.
8. Understand succession planning from an employer's perspective.
9. Understand employer banding and the employee's role in supporting that brand.

Curriculum

<u>Section</u>	<u>Topics</u>
Section 1: Introduction	<ul style="list-style-type: none"> • Introduction to Career Management • Overview of Career Development <ul style="list-style-type: none"> ○ Career Management Process ○ Self-Awareness ○ Career Development Planning Career Exploration ○ Life-long Learning ○ Networking ○ Career Management and Planning ○ Career Management by Career Planning ○ Your Career Planning Goals and Your Employer's Goals ○ Why Career Management Is Essential Today ○ Jobs vs. Careers ○ The Benefit of Career Management ○ The Timing of Career Management ○ Your Goals vs. Your Employer's Goals

Section 2: The First 90 Days of Your Job	<ul style="list-style-type: none"> • Success Tips • Learning the Business • Being Part of a Team and Working with Others <ul style="list-style-type: none"> ○ Skills for a Healthy Team Climate ○ Skills for an Effective Group Process ○ Are We A Team? • Supporting Your Supervisor <ul style="list-style-type: none"> ○ Ways to Support Your Immediate Supervisor ○ Building A Working Relationship with your Supervisor
Section 3: Doing Your Best	<ul style="list-style-type: none"> • Understanding your Personal Strengths and Weaknesses <ul style="list-style-type: none"> ○ Writing Your Own Self-Improvement Plan • Standing Out without Stepping on Others <ul style="list-style-type: none"> ○ 18 Strategies to Stand Out in the Workplace • Being Accountable and Responsible <ul style="list-style-type: none"> ○ Accountability Defined ○ Getting Positive Accountability ○ Making the Accountability Choice • Internal Customer Service <ul style="list-style-type: none"> ○ Examples of Internal Customers ○ Focusing on Internal Customers • Being an Outstanding Employee • Anticipating Needs and Being Proactive <ul style="list-style-type: none"> ○ Five Behaviors to be Proactive
Section 4: Avoiding the Workplace Pitfalls	<ul style="list-style-type: none"> • Avoiding the Pitfalls of Poor Customer Service • Avoiding the Pitfalls of Bad Attitude • Avoiding Emotional and Communication Pitfalls • Avoiding the Pitfalls of Bad Ethics and Poor Workplace Compliance
Section 5: Learning, Growing, and Continuous Improvement	<ul style="list-style-type: none"> • Learning on the Job <ul style="list-style-type: none"> ○ How to demonstrate your willingness to learn and grow • Coaching and Mentoring <ul style="list-style-type: none"> ○ How to Be an Effective Workplace Coach ○ How a Mentor Can Boost Your Career Potential • Performance Review and Appraisals

	<ul style="list-style-type: none"> ○ The purpose of a performance appraisal ○ Benefit for organization ○ Benefit for employee ○ The performance appraisal process ○ Performance Appraisal Methods ● Being an Effective Self-advocate <ul style="list-style-type: none"> ○ Know your strengths and weaknesses ○ Know your value to the organization ○ Work on your reputation ○ Be a team player ○ Evolve your self-advocacy
<p>Section 6: Understanding Your Employer</p>	<ul style="list-style-type: none"> ● Understanding Strategy <ul style="list-style-type: none"> ○ What is business strategy? ○ Components of a business strategy ○ Examples of Business Strategies ● Articulating Your Employer’s Mission, Vision, and Values <ul style="list-style-type: none"> ○ Why do they matter? ○ Mission Statement Creation - What do we do? ○ Vision Statement Creation - Why are we here? ○ Values Statement Creation - Who are we? ○ Do Mission, Vision, and Value Statements Help? ● Understanding Your Employer’s Goals and Objectives <ul style="list-style-type: none"> ○ What are goals? ○ What are objectives? ○ Benefits of setting workplace goals and objectives
<p>Section 7: Career Decisions</p>	<ul style="list-style-type: none"> ● Introduction to Career Decisions <ul style="list-style-type: none"> ○ Know About Yourself ○ Know About Your Options ○ Your Career Decision-making Process ○ Making Difficult Career Decisions ● Gaining Experience ● Managing Promotions and Transfers <ul style="list-style-type: none"> ○ Making Promotion Decisions ○ How Should Compensation Be Measured ○ Is the Process Formal or Informal?

	<ul style="list-style-type: none"> • Changing Employers • Changing Your Career <ul style="list-style-type: none"> ○ The Benefits of Career Change ○ 10 Steps to a Successful Career Change • Handling a Termination <ul style="list-style-type: none"> ○ Actions You Should Take ○ Actions You Should Not Take
Section 8: Understanding Succession Planning	<ul style="list-style-type: none"> • Succession Planning Meaning and Importance • Differences Between Career Planning and Succession Planning • Succession Planning and Your Career • Creating a Succession Plan • Your Organizational Chart and Your Succession Plan
Section 9: Employer Branding Strategy	<ul style="list-style-type: none"> • Developing Your Employer Brand <ul style="list-style-type: none"> ○ 5 Steps for Implementing an Employer Branding Strategy • Employer Branding Strategies <ul style="list-style-type: none"> ○ A 15-step Guide to Building an Employer Brand
Section 10: Summary and Assessment	<ul style="list-style-type: none"> • Summary <ul style="list-style-type: none"> ○ Organizational Career Management ○ Key ingredients for career management ○ Indicators of Effective Career Management ○ Benefits of Career Management ○ A Career Management Model • Assessment

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Assessment

Throughout the module, there are in-progress quizzes and short exercises to ensure understanding of the instructional content. A module completion certificate is issued when the learner obtains at least 80% on the final exam.

Hours and Articulation

Learner hours for the module are shown in the following table. The hours are based on both the time within the module and time away from the module conducting application activities.

<u>Section</u>	<u>Hours</u>
Section 1: Introduction	2
Section 2: The First 90 Days of Your Job	1
Section 3: Doing Your Best	2
Section 4: Avoiding the Workplace Pitfalls	1
Section 5: Learning, Growing, and Continuous Improvement	2
Section 6: Understanding Your Employer	2
Section 7: Career Decisions	2
Section 8: Understanding Succession Planning	1
Section 9: Employer Branding Strategy	1
Section 10: Summary and Assessment	1
Total Hours	15