

Western Technical College

10102143 Professional Profile Development

Course Outcome Summary

Course Information

Description	Prepares learners to use strategies to seek, obtain and retain employment. Learners develop a job search plan, prepare a resume and cover letter, complete application forms, build a professional profile and prepare for job interviews. Students will develop their own professional portfolio and present it to potential employers.
Career Cluster	Business Management and Administration
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	54

Textbooks

No textbook required.

Success Abilities

1. Cultivate Passion: Enhance Personal Connections
2. Cultivate Passion: Expand a Growth-Mindset
3. Cultivate Passion: Increase Self-Awareness
4. Live Responsibly: Develop Resilience
5. Live Responsibly: Embrace Sustainability
6. Live Responsibly: Foster Accountability
7. Refine Professionalism: Act Ethically
8. Refine Professionalism: Improve Critical Thinking
9. Refine Professionalism: Participate Collaboratively
10. Refine Professionalism: Practice Effective Communication

Experiential Learning

1. Community Based Learning Project
2. Community Based Learning Service Hours

Program Outcomes

1. Apply principles of corporate responsibility.
2. Model customer service principles for a business.

Course Competencies

1. Develop a plan for obtaining employment.

Assessment Strategies

- 1.1. Written Product
- 1.2. Skill Demonstration

Criteria

You will know you are successful when

- 1.1. you complete eight hours of volunteer work.
- 1.2. you contact 3 businesses to inquire about employment opportunities.
- 1.3. you prepare a minimum of 2 SMART goals for obtaining employment upon graduation.
- 1.4. you use local online job search tool to identify career opportunities.
- 1.5. you participate in a minimum of 2 networking events during the term.

Learning Objectives

- 1.a. Analyze possible employment opportunities of interest using a variety of tools.
- 1.b. Determine qualifications necessary for jobs of interest.
- 1.c. Prepare a job-search strategy.
- 1.d. Conduct informational interview.

2. Write career goals.

Assessment Strategies

- 2.1. Written Product

Criteria

You will know you are successful when

- 2.1. you create list of career options.
- 2.2. you list two career objectives.
- 2.3. you write SMART goals for short and long term career development.
- 2.4. you support career goals with specific action steps.
- 2.5. you research career opportunities.

Learning Objectives

- 2.a. Understands various career opportunities available.
- 2.b. Reviews types of goals.
- 2.c. Create both short and long term goals.
- 2.d. Create action steps for goals.

3. Develop a resume for a career search.

Assessment Strategies

- 3.1. Written Products

Criteria

You will know you are successful when

- 3.1. you connect with representative from Western Job Service.
- 3.2. you create a resume for an open position.
- 3.3. you have resume critiqued by someone other than instructor.
- 3.4. you choose resume for correct position.
- 3.5. you prepare resume for local online opening.

Learning Objectives

- 3.a. Explore different types of resumes.

- 3.b. Select appropriate information to include in a professional resume.
- 3.c. Utilize Western's Job Service Center.
- 3.d. Adopts appropriate style of resume for specific position.

4. Write a cover letter for a career search.

Assessment Strategies

- 4.1. Written Product - Cover Letter

Criteria

You will know you are successful when

- 4.1. you connect with representative from Western Job Service.
- 4.2. you create a cover letter for an open position.
- 4.3. you have cover letter critiqued by someone other than instructor.
- 4.4. you prepare cover letter using information from a specific job listing.
- 4.5. you prepare a cover letter or statement (depending upon what online position they find asks for) that meets online job requirements.
- 4.6. you have no spelling or grammar errors in cover letter.

Learning Objectives

- 4.a. Utilize Western's Career Services.
- 4.b. Explore the benefits of a well written cover letter.
- 4.c. Understand every job requires a unique cover letter.

5. Practice using job applications.

Assessment Strategies

- 5.1. Demonstration

Criteria

You will know you are successful when

- 5.1. you research three companies to determine what their job application requires.
- 5.2. you read directions from variety of job applications.
- 5.3. you apply knowledge from reading requirements of job application by completing an online application.
- 5.4. you apply knowledge from reading requirements of job application by completing a paper application.

Learning Objectives

- 5.a. Access requirements to successfully complete a job application.
- 5.b. Conduct research on what is expected when applying for a job.

6. Network with potential employers.

Assessment Strategies

- 6.1. Skill Demonstration

Criteria

You will know you are successful when

- 6.1. you prepare report of employment statistics for region of interest.
- 6.2. you attend alumni Get That Job!
- 6.3. you conduct an informational interview.
- 6.4. you use social media to network.

Learning Objectives

- 6.a. Use internet to research company web sites.
- 6.b. Locate employment statistics for local, regional, and state categories.
- 6.c. Network with businesses utilizing social media.
- 6.d. Conduct informational interview.

7. Complete a phone interview.

Assessment Strategies

- 7.1. Skill Demonstration

Criteria

You will know you are successful when

- 7.1. you research two local organizations to identify how they conduct phone interviews.
- 7.2. you identify skills necessary to be successful in phone interview.
- 7.3. you practice interviewing on the phone for entry level management position.
- 7.4. you share findings in presentation to class.

Learning Objectives

- 7.a. Demonstrate the proper techniques for a professional interview
- 7.b. Investigate what employers are looking for in phone interview.

8. Demonstrate interview skills through mock interviews for entry level position.

Assessment Strategies

- 8.1. Written Product
- 8.2. Performance

Criteria

You will know you are successful when

- 8.1. you create a list of potential interview questions.
- 8.2. you prepare a report which identifies the different types of interviews.
- 8.3. you complete a mock interview via simulation.
- 8.4. you complete interview at an organization or with a local business professional.
- 8.5. you reflect on interview experience and feedback provided.

Learning Objectives

- 8.a. Investigates potential interview questions.
- 8.b. Investigate the different types of interviews.
- 8.c. Practice interviewing with other students.
- 8.d. Demonstrate appropriate appearance and dress for job interview.

9. Develop a professional attitude to be used in classroom and workplace.

Assessment Strategies

- 9.1. Written Product
- 9.2. Skill Demonstration

Criteria

You will know you are successful when

- 9.1. you come to class prepared.
- 9.2. you show up on time.
- 9.3. you listen carefully to what others are saying and refrain from using inappropriate language in class.
- 9.4. you define a corporate culture.

- 9.5. you use logic to draw conclusions from available information regarding professional attitude.

Learning Objectives

- 9.a. Participates professionally in class.
- 9.b. Understands what professional behavior and dress for the workplace is.
- 9.c. Acquaints self with what is corporate culture.

10. Evaluate human relations (soft) skills needed in organizations today.

Assessment Strategies

- 10.1. Written Product
- 10.2. Skill Demonstration

Criteria

You will know you are successful when

- 10.1. you create a list of the top soft skills in business today.
- 10.2. you attend class regularly and complete assignments.
- 10.3. you identify area for personal improvement.
- 10.4. you create a plan for improvement.

Learning Objectives

- 10.a. Acquire information regarding soft skills important in the workplace.
- 10.b. Evaluate the importance of influencing/persuading skills.
- 10.c. Conclude the importance to follow through in a job.
- 10.d. Analyze personal management skills necessary for employment.
- 10.e. Demonstrate professional behavior.

11. Summarize various social media tools available for networking.

Assessment Strategies

- 11.1. Reflection
- 11.2. Demonstration

Criteria

You will know you are successful when

- 11.1. you list a minimum of three social media tools.
- 11.2. you use one social media tool.
- 11.3. you judge which social media tool produces the desired results.
- 11.4. you compare pros and cons of three social media tools.

Learning Objectives

- 11.a. Critique a variety of social media tools used to obtain employment
- 11.b. Identify which social media tool works best for them.
- 11.c. Use social media tool.

12. Create a personal branding product that describes who you are.

Assessment Strategies

- 12.1. Product

Criteria

You will know you are successful when

- 12.1. you identify unique personal qualities.
- 12.2. you identify educational highlights.
- 12.3. you list applicable work experiences.
- 12.4. you create product in a creative manner.

Learning Objectives

- 12.a. Identify unique personal qualities.
- 12.b. Assemble personal information in a formal presentation.

13. Organize a service learning project with other classmates.

Assessment Strategies

- 13.1. Demonstration

Criteria

You will know you are successful when

- 13.1. you participate in a minimum of 16 hours of volunteer time on project.
- 13.2. you are active participant of team.
- 13.3. you coach others how to write a resume.
- 13.4. you coach others on proper interviewing techniques.

Learning Objectives

- 13.a. Plan how to provide job hunting skills to people in the community.
- 13.b. Organize an event for people looking for a job.

14. Provide examples of how an employee might demonstrate ethical behavior.

Assessment Strategies

- 14.1. Demonstration

14.2. Reflection

Criteria

You will know you are successful when

- 14.1. you take a self-assessment to determine unethical behaviors.
- 14.2. you practice ethical behavior during the service learning project.
- 14.3. you review several scenarios to identify if ethical or not.

Learning Objectives

- 14.a. Define ethics in the workplace.
- 14.b. Explore different workplace scenarios to determine whether behavior is ethical or not.