



Western Technical College

## 10102143 Professional Profile Development

### Course Outcome Summary

#### Course Information

<b>Description</b>	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.
<b>Career Cluster</b>	Business Management and Administration
<b>Instructional Level</b>	Associate Degree Courses
<b>Total Credits</b>	3
<b>Total Hours</b>	54

#### Pre/Corequisites

Prerequisite	10102131 Operations Management
Prerequisite	10102122 Entrepreneurship Business Canvas

#### 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: a key learning outcome of this course is to connect academic learning and civic development while simultaneously addressing a community partner's needs, interests, or problems.
2. Community-Based Learning Service Hours: a key learning experience of this course is connecting course work while helping a community partner. Learn more about civic responsibility and enhance your community.

## **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.