



Western Technical College

10104128 Professionalism and Success

Course Outcome Summary

Course Information

Description Students will learn a wide-range of strategies to enhance their professional success in careers in customer service and sales including: self -assessment, time management, multi-tasking, professional communication skills, stress management, career development, problem solving and business etiquette. Special attention will be paid to developing skills that will help students navigate the realities of the rapidly changing 21st Century workplace.

Career Cluster Marketing

Instructional Level Associate Degree Courses

Total Credits 3

Total Hours 54

Textbooks

Professionalism: Skills for Workplace Success. 4th Edition. Copyright 2016. Anderson, Lydia E. Publisher: Pearson. **ISBN-13:** 978-0-321-95944-7. Required.

Success Abilities

1. Cultivate Passion: Expand a Growth-Mindset
2. Live Responsibly: Develop Resilience
3. Live Responsibly: Foster Accountability

Course Competencies

1. **Set goals.**
Assessment Strategies

1.1. Written Product

Criteria

You will know you are successful when

- 1.1. you write a SMART goal for money management.
- 1.2. you differentiate between short and long term goals.
- 1.3. you reflect on your experience with goal setting.
- 1.4. you identify an issue in personal finance that could benefit from goal setting.
- 1.5. you reflect on the role of motivation in goal setting.
- 1.6. you use correct grammar, punctuation, spelling, syntax, and word usage

Learning Objectives

- 1.a. Define a short term goal.
- 1.b. Define a long term goal.
- 1.c. Describe the components of a goal.
- 1.d. Recognize the difference between a SMART goal and a vague goal.

2.

Ascertain your motivational factors

Assessment Strategies

- 2.1. Reflection

Criteria

You will know you are successful when

- 2.1. you acquire information from survey of significant others.
- 2.2. you recognize pros and cons to various motivational factors.
- 2.3. you observe motivations in others and self.
- 2.4. you describe strategies for continued improvement.
- 2.5. you show evidence of logical critical thinking

Learning Objectives

- 2.a. Describe various types of motivation.
- 2.b. Recognize the role of personal values in motivation.
- 2.c. Describe the link between motivation and success.

3. Develop a money management plan.

Assessment Strategies

- 3.1. Written Product

Criteria

You will know you are successful when

- 3.1. you describe learning goals.
- 3.2. you present a realistic picture of skill prior to the learning experience
- 3.3. you describe new skill level
- 3.4. you compare learning achievement with goals
- 3.5. you identify how you will use the new or enhanced skills
- 3.6. you include strategies for continued improvement
- 3.7. you share insight about the learning experience and personal learning styles

Learning Objectives

- 3.a. Explore tools for money management.
- 3.b. Describe the importance of managing money.
- 3.c. Explore uses of debt.
- 3.d. Outline the components of a monthly budget.

4. Examine practices in workplace relationships including the role of responsibility and accountability

Assessment Strategies

- 4.1. Presentation

Criteria

You will know you are successful when

- 4.1. you describe professional accountability.
- 4.2. you outline the role of responsibility in the workplace
- 4.3. delivery holds audience's attention; you are energetic and enthusiastic
- 4.4. learner's voice inflection, volume, and rate are appropriate for the content
- 4.5. learner's nonverbal communication is consistent with your verbal message
- 4.6. learner presents information in a style and tone consistent with the audience's level of interest and level of knowledge or understanding
- 4.7. main points are clear and concise
- 4.8. each main point is proven using a variety of supporting material

Learning Objectives

- 4.a. Describe the role of professional communication in workplace relationships.
- 4.b. Describe the role of conflict in the workplace.
- 4.c. Outline the root causes of conflict.
- 4.d. Discuss the role of responsibility in the workplace.
- 4.e. Share examples of being accountable to responsibilities.

5. Apply skills to manage time.

Assessment Strategies

- 5.1. Reflection

Criteria

You will know you are successful when

- 5.1. you use a calendar application.
- 5.2. you keep a time log of activities and responsibilities.
- 5.3. you reflect on how current uses of time align with values.
- 5.4. you explain how the new or enhanced skills will be used.
- 5.5. you describe strategies for continued improvement.

Learning Objectives

- 5.a. Outline the benefits of time management
- 5.b. Describe the importance of staying organized at work and at school
- 5.c. Describe the role of unmanaged time and money in creating stress
- 5.d. Detail best practices for time management
- 5.e. Review paper tools for time management
- 5.f. Review digital tools for money management

6. Apply stress management techniques

Assessment Strategies

- 6.1. Written Product

Criteria

You will know you are successful when

- 6.1. you monitor and record a list of personal stressors.
- 6.2. you reflect on how stress management techniques could be applied to your situation.
- 6.3. you practice stress management techniques and record the results.
- 6.4. you identify a stress management technique that aligns with your stressors

Learning Objectives

- 6.a. Describe the physiological basis for stress
- 6.b. Identify the role of change and transition in stress
- 6.c. Describe the stress spiral
- 6.d. Elaborate on the ways in which sleep, diet, and exercise impact stress
- 6.e. Describe the role of stress triggers, experience and expectation impact stress levels
- 6.f. Associate behavior patterns and stress
- 6.g. Classify best practices in stress management

7. Investigate career development pathways

Assessment Strategies

7.1. Written Product

Criteria

You will know you are successful when

- 7.1. you research current job openings that fit within the various pathway steps
- 7.2. you map job openings to pathway steps
- 7.3. you describe best practices for interviewing

Learning Objectives

- 7.a. Identify the ways career pathways align with educational plans
- 7.b. Study the wage and employment projections for various jobs within the career pathway
- 7.c. Describe employability skills
- 7.d. Describe how skills and requirements vary by industry
- 7.e. Review job postings in career pathway

8. Practice problem solving with both creative and analytic thinking

Assessment Strategies

8.1. Scenario Response

Criteria

You will know you are successful when

- 8.1. you define the problem
- 8.2. you analyze the problem
- 8.3. you describe viable solutions
- 8.4. you explain why the solution is the best

Learning Objectives

- 8.a. Describe the characteristics of creative thinking
- 8.b. Discuss situations where creative thinking can be employed
- 8.c. Recognize the importance of curiosity and background knowledge in the creative thinking process
- 8.d. Describe the importance of problem solving in the modern workplace
- 8.e. Recognize the role of individual bias and assumptions in the problem solving process
- 8.f. Discuss situations where analytic thinking can be employed

9. Practice business etiquette

Assessment Strategies

9.1. Presentation

Criteria

You will know you are successful when

- 9.1. presentation response is supported by relevant evidence
- 9.2. presentation response includes an explanation of business etiquette
- 9.3. presentation response demonstrates a thorough understanding of relevant aspects of the scenario
- 9.4. you present information in a style and tone consistent with the audience's level of interest and level of knowledge or understanding
- 9.5. delivery holds audience attention; you are energetic and enthusiastic
- 9.6. your voice inflection, volume, and rate are appropriate for the content
- 9.7. your nonverbal communication is consistent with your verbal message
- 9.8. you maintain eye contact with audience
- 9.9. main points are clear and concise
- 9.10. each main point is proven using a variety of supporting material
- 9.11. conclusion includes a summary of the main points

Learning Objectives

- 9.a. Understand the role of appropriate dress in the workplace

- 9.b. Recognize appropriate hygiene practices
- 9.c. Identify the role of first impressions in a business environment
- 9.d. Understand the importance of deference and respect
- 9.e. Characterize appropriate e-mail, phone and office etiquette
- 9.f. Describe the role of maturity and emotional intelligence in the workplace
- 9.g. Identify best practices for social networking

10. Identify the realities of the rapidly changing 21st Century workplace

Assessment Strategies

- 10.1. Written Product
- 10.2. Presentation

Criteria

You will know you are successful when

- 10.1. you define skills needed in the 21st century workplace
- 10.2. you identify workplace trends
- 10.3. delivery holds audience attention; you are energetic and enthusiastic
- 10.4. learner's voice inflection, volume, and rate are appropriate for the content
- 10.5. learner's nonverbal communication is consistent with your verbal message
- 10.6. learner presents information in a style and tone consistent with the audience's level of interest and level of knowledge or understanding
- 10.7. main points are clear and concise
- 10.8. each main point is proven using a variety of supporting material
- 10.9. written product follows an effective organizational plan
- 10.10. written product follows prescribed format, meeting criteria for all components
- 10.11. written product exhibits correct and appropriate grammar, punctuation, spelling, syntax, and word usage

Learning Objectives

- 10.a. Identify labor market trends including length of employment, benefits, and mobility
- 10.b. Describe the changing role of education in the workforce
- 10.c. Outline challenges for workplace success
- 10.d. Understand the role of flexibility in the modern workforce