BA 402 – Exploration of Business Career Development

(AKA- “Critical life skills to prepare for and land that first job”)

Spring 2014

Instructor

Professor: Craig T. Stevens- SDSU BS Finance- ‘82 & entrepreneur
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Office: Office Hours: Wed. 3:00-4:00pm and by appointment in SSE 3364 or immediately following class in SSW 3630.

Course Location & Time  SSW 2522  Wednesdays- 1:00 – 1:50 P.M.
                              Wednesdays- 2:00 – 2:50 P.M.

Course Description

A series of lectures, workshops and guest speaker forums with men and women from the business world, designed to help students learn how to package and prepare themselves to start their career and land a job.

BSBA Program Goals

BSBA students will graduate being:

- Effective Communicators
- Critical Thinkers
- Able to Analyze Ethical Problems
- Global in their perspective
- Knowledgeable about the essentials of business

BA 402 contributes to these goals through its student learning outcomes.

Course Goals and Student Learning Outcomes:

The primary goal of BA 402 is to help students in exploring careers and preparing for the transition from college to a career. Each assignment has been shaped for your benefit as a student. The course seeks to have each student learn meaningful information about various topics in business and careers. In addition, all of the work you complete has been designed to help you in your professional future and to aid you in finding value in the work that you do after you graduate.
Student Learning Outcomes:
At the end of this course students will be able to:
1. Analyze and evaluate the career options available given their background.
2. Develop and present the strongest possible personal product to potential employers.
3. Discover and describe the key elements that will lead to lifelong career satisfaction and development.

Grading Policy and Procedures:
This course is graded as Credit/No Credit. The requirements to earn credit will be based upon a point system.
1. Attend class; All classes count as one point. Career Fair(s) count as two points (one in lieu of class & one for the report). There are 16 class sessions.
2. Assignments; All assignments count as one point, and the point is only earned if the assignment is turned in on time. There will be at least 13 assignments. If there are more than 13 assignments, the additional assignments will count as extra credit.
There are 28 maximum points available for the course.

Students must earn at LEAST 20 points in order to pass the course.

NOTES:
- The point system allows students the flexibility to miss some combination of classes and/or assignments to accommodate sickness, schedule conflicts and emergencies.

Be advised that missing an on-campus job fair will result in losing 2 points (one for missing the in-lieu of class, and one for missing the report)

NO CELL PHONE OR LAPTOP USAGE IN CLASS OTHER THAN FOR NOTE TAKING! PERIOD!

ALL ASSIGNMENTS ARE DUE AT THE BEGINNING OF THE NEXT CLASS!

Course outline:

<table>
<thead>
<tr>
<th>Class</th>
<th>Introduction to the course. Who am I &amp; who are you?</th>
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</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Assignment #1- Create Personal a Profile</td>
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<tr>
<td>(1/22/14)</td>
<td>* Extra credit- recruit one new student to class *</td>
</tr>
<tr>
<td>Week 2</td>
<td>Review and present Personal Profiles</td>
</tr>
<tr>
<td>(1/29/14)</td>
<td></td>
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</tbody>
</table>
| Week 3 (2/5/14) | **Who am I? How am I wired? Let’s take personality tests!**  
Assign #2- Analyze your personality test & comment  
Review tests, “who I am” and “how I am wired”  
Discuss the concept of “who am I and where do I fit in”?  
|---|---|
| Week 4 (2/12/14) | **Discuss Personal Business/Marketing Plan**  
Assign #4- Create a Personal Business/Marketing Plan  
**Review and present Personal Business/Marketing Plans**  
(Be prepared to stand up and explain your plan)  
Assign #5- Revise Personal Business/Marketing Plan|
| Week 5 (2/19/14) | **Discuss industries, government, career paths and job titles/descriptions**  
**GUEST SPEAKER- TBD**  
**SDSU CAREER SERVICES CENTER**  
Assignment #6- Present proof of visit and review of SDSU Career Center |
| Week 6 (2/26/14) |  
| Week 7 (3/5/14) | **Personal Marketing Strategy**  
(Positioning, Branding, Packaging etc.) |
<table>
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<tr>
<th>Week 8 (3/12/14)</th>
<th>Assignment #7- Write a summary of “your brand” &amp; “strategy” for marketing yourself</th>
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<tbody>
<tr>
<td></td>
<td>ATTEND THE CBA CAREER FAIR 2014</td>
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<tr>
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<td>March 13, 2014  10:00 a.m. – 1:00 p.m.</td>
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<td>Montezuma Hall, Aztec Student Union</td>
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<td>Assignment #8- Bring proof of attendance and write brief on what you saw/learned/who you met</td>
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<td>Week 9 (3/19/14)</td>
<td>Dress for success- First impressions DO count! +Other good advice for women…and men!</td>
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<td>GUEST SPEAKERS- APRIL BUCHNER &amp; ROCCO CORTESE</td>
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<td>Assignment #9- Review your wardrobe and bring cell phone picture of your interview outfit</td>
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<td>Week 10 (3/26/14)</td>
<td>Importance of networking, internships &amp; creating your own opportunities</td>
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<td>Guest Speaker- Brian Hansen, Sr. V.P. Marketing</td>
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<td>Assignment #10- Set up LinkedIn account &amp; link with me + 5 more</td>
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<td>Week 11 (4/2/14)</td>
<td>APRIL 2, 2014</td>
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<td></td>
<td>NO CLASS- SPRING BREAK</td>
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</table>
| Week 12  
(4/9/14) | **RESUMES- LET'S DO IT!**  
Resumes- “The good, the bad & the ugly”  
**GUEST SPEAKER- TBD**  
Assignment #11- create a resume |
|---|---|
| Week 13  
(4/16/14) | **Proof read final resumes**  
**Elevator Speeches… you need one!**  
**GUEST SPEAKER- SCOTT FLAMMING- PRESIDENT- SOUTHWEST STORAGE, INC.**  
Assignment #12- Create an “elevator speech” |
| Week 14  
(4/23/14) | **Present & Review elevator speeches**  
**How do H.R. Directors see you & how do you get past them to the hiring decision maker?**  
**GUEST SPEAKER- HEATHER RIDER- SVP GLOBAL HR (Retired) CYMER CORP**  
Assignment #13- Revise resumes |
| Week 15  
(4/30/14) | **Guest Speakers**  
(One or multiple)  
Thom Mc Elroy- Founder of Mc Elroy Communications & Co-Founder Volcom,  
**Tim Garret- President, Laird Hamilton Action Sports line**  
**Doug Collier- Former CFO Volcom**  
Wing Lam- Founder, Wahoo’s Fish Tacos  
All SDSU alum’s  
Assignment #14- Tell the class what you learned from these guys. |
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<th>Week 16 (5/7/14)</th>
<th>Open discussion, follow up and finalization of projects and/or guest speaker TBD</th>
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<tr>
<td>Week 17 (5/14/14)</td>
<td>Final class- questions, wrap up and discussion And presentation of your FINAL ELEVATOR SPEECH!</td>
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This syllabus subject to change by instructor with out notice.