

# INTRO TO PROFESSIONAL DEVELOPMENT: Designing a Required Course Curriculum

## What is the idea and how did it come about?

Feedback from the College's Advanced Professional Development course for juniors and seniors indicated that students "wish they had learned this information sooner." The faculty coordinator, Career Services and Dean's Office leadership began meeting about career competencies, and resources and brainstorming ideas for providing this information to students earlier. What evolved was a one-credit, required course for first-year business students in the spring semester, based around the NACE Career Competencies and the College's Assurance of Learning Goals.

## Timeline to implement the idea?

**Fall 2017:** Discussions and brainstorming begins.  
**Spring 2018:** Curriculum Committee approves new required course.  
**Summer 2018:** Curriculum and lesson plans are created.  
**Fall 2018:** Adjunct faculty are identified and trained.  
**Spring 2019:** Course enrolls 545 students through 23 sections.

## Who was involved?

The faculty coordinator, Assistant Dean and Director of Career Services began meeting about career competencies and available resources in Career Services Office. The Career Services team created 14 weeks of lessons, resources and facilitator guides for the course and assisted in training adjunct faculty regarding advising services, programs, career exploration and Holland Code. There are currently 11 instructors teaching the course, including career and academic advisors.

## Resources involved?

Career services staff spent the majority of the summer shifting workshops into lesson plans and updating resources. These updated slide decks and handouts also continue to be used by the office for workshop presentations and appointments. The budget was required to be approved and allocated for adjunct faculty contracts.

## Lessons learned?

Involving the career services staff in the creation and implementation of the course allows for a unified message across the College related to career preparation and resources, and cornered us more closely with faculty and leadership in the pursuit of career-readiness for students.

UC 10162 – INTRODUCTION TO PROFESSIONAL DEVELOPMENT UNIVERSITY COLLEGE   MANAGEMENT INFORMATION SYSTEM KENT STATE UNIVERSITY – SPRING 2019			
Schedule of Topics (Schedule may change as necessary)			
Week	In-class Activity	Complete Homework	Due Date
Wk 01 1.16.19	Syllabus and Blackboard Review	<ul style="list-style-type: none"> <li>Review the syllabus and schedule</li> <li>Familiarize yourself with Blackboard</li> </ul>	1.23.19 at 5:30pm
Wk 02 1.23.19	Defining Career Readiness Competencies	<ul style="list-style-type: none"> <li>Complete Career Competencies Assignment</li> </ul>	1.30.19 at 5:30pm
Wk 03 1.30.19	CLASS CANCELLED		
Wk 04 2.6.19	Career Exploration – Part 1	<ul style="list-style-type: none"> <li>Complete O*Net Worksheet</li> </ul>	2.13.19 at 5:30pm
Wk 05 2.13.19	Career Exploration – Part 2	<ul style="list-style-type: none"> <li>Complete Holland Code Assignment</li> </ul>	2.20.19 at 5:30pm
Wk 06 2.20.19	Resume Review & Transferable Skills Bullet Development	<ul style="list-style-type: none"> <li>Submit Resume Assignment</li> </ul>	2.27.19 at 5:30pm
Wk 07 2.27.19	Elevator Pitch	<ul style="list-style-type: none"> <li>Practice Elevator Pitch to Complete in Class</li> </ul>	3.6.19 at 5:30pm
Wk 08 3.6.19	Networking and Relationship Building	<ul style="list-style-type: none"> <li>None</li> </ul>	
Wk 09 3.13.19	Using LinkedIn	<ul style="list-style-type: none"> <li>Complete a LinkedIn Profile</li> </ul>	3.20.19 at 5:30pm
Wk 10 3.20.19	Researching a Company	<ul style="list-style-type: none"> <li>Complete Company Research Assignment</li> </ul>	4.3.19 at 5:30pm
3.27.19	SPRING BREAK		
Wk 11 4.3.19	Writing a Professional Cover Letter	<ul style="list-style-type: none"> <li>Complete Cover Letter Assignment</li> </ul>	4.10.19 at 5:30pm
Wk 12 4.10.19	Writing a Professional Cover Letter	<ul style="list-style-type: none"> <li>Complete Cover Letter Assignment</li> <li>Submit Out-of-Class Assignment is due on 4.17 before 5:30pm</li> </ul>	4.17.19 at 5:30pm
Wk 13 4.17.19	Non-Verbal Cues and Professional Attire	<ul style="list-style-type: none"> <li>Professional Attire Assignment</li> <li>Extra Credit is Due on 4.24 before 5:30pm</li> </ul>	4.24.19 at 5:30pm
Wk 14 4.24.19	Interview Prep – Part 1	<ul style="list-style-type: none"> <li>Complete Interview Prep Assignment</li> </ul>	5.1.19 at 5:30pm
Wk 15 5.1.19	Interview Prep – Part 2 Course Evaluation	<ul style="list-style-type: none"> <li>Complete Final Paper Assignment</li> </ul>	5.8.19 at 5:30pm
FINALS WEEK	NO FINALS FOR THIS COURSE		

### Organization:

Career Services Office,  
College of Business Administration

### Institution:

Kent State University - Kent, Ohio

### Attending NACE Symposium:

Erin Nunn Fairman, Director (enunn1@kent.edu)  
Andy Weyand, Associate Director (awayand@kent.edu)

### Student Population:

38,000+ Enrolled in 8-Campus System  
3,600 + Business Majors

