

# MGT4241: CAREER ANALYSIS AND STRATEGIES IN BUSINESS

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## Effective Term

Semester A 2022/23

## Part I Course Overview

### Course Title

Career Analysis and Strategies in Business

### Subject Code

MGT - Management

### Course Number

4241

### Academic Unit

Management (MGT)

### College/School

College of Business (CB)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

- Prepare final year students for a successful transition from university to business professional in the workplace.
- Enable students to understand the relevant concepts of personal growth (i.e. motivation, teamwork, power, decision-making, leadership theories).
- Provide students with the understanding and knowledge of the nature of “who we are” in terms of lifetime goals and by taking responsibility for shaping their career lives.
- Explore and evaluate the various methods in the process of self-discovery, realization and self-monitoring.
- Demonstrate the methods available in job search strategies.
- Alert students of the challenges during their career / life management and the commitment that they need to take to sharpen their skills, adds needed skills, and most important, develops a mental attitude for success in the business world.

### Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Understand the relevant concepts for developing the career strategy (i.e., motivation, teamwork, power, decision-making, and leadership theories).	20	x		
2	Explore the process of self-discovery, i.e., conducting a self-reflection of own strength, weaknesses and attitudes and strategies in making positive changes.	20	x	x	
3	Discover career choices, stages of career development and workplaces realities in the competitive business environment and building career and life resiliency.	20			x
4	Apply the model of career planning process in matching individual' s skills, abilities, and career aspiration.	20			x
5	Enhance interpersonal/communication skills through oral presentation, group-discussion, interview practice exercises etc.	20	x	x	

#### A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

#### A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

#### A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

**Teaching and Learning Activities (TLAs)**

	<b>TLAs</b>	<b>Brief Description</b>	<b>CILO No.</b>	<b>Hours/week (if applicable)</b>
1	Lectures	Presentation of concepts, theories, and story telling.	1	1hr – 1.5 hrs
2	Experiential Exercises	Through variety of class exercises to help students to address different issues related to career and life.	1, 2	30 mins
3	Group Discussion	Discussion on the ideas among team members.	1, 2, 3, 5	30 mins
4	Presentation	Students present their findings of the project.	3, 5	6 hrs per semester
5	Individual Consultation	In helping / assisting students to examine different options in the process of self-discovery and career planning.	3, 4	30 mins
6	Workshop – Professional Forum	Providing a chance for students to discover career development strategies and practices of veteran executives.	1, 3, 4	3 hrs per semester

**Assessment Tasks / Activities (ATs)**

	<b>ATs</b>	<b>CILO No.</b>	<b>Weighting (%)</b>	<b>Remarks (e.g. Parameter for GenAI use)</b>
1	Career Search Project Interview (20%) Interview a minimum of two people who are currently involved in your career of interest and have worked at least for 10 years in the same career. Oral Presentation (10%) Report your findings of the two interviews based on your interview transcript. Supporting materials (5%)	3, 4	35	
2	Report of Professional Forum on Career Development The forum provides a chance for students to discover career development strategies and practices of veteran executives.	3, 4, 5	10	

3	Class Participation Class participation to assess students' contribution to the class discussion and group discussion.	5	15	
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**Continuous Assessment (%)**

60

**Examination (%)**

40

**Examination Duration (Hours)**

2

**Assessment Rubrics (AR)****Assessment Task**

Individual Assignment (Career Search Project) (35%)

**Criterion**

Interview (20%)

**Excellent (A+, A, A-)**

Excellent efforts made for interviews. Very effective and accurate use of career development terminology and principles. Excellent description of interviews. Excellent level of quality and sophistication of writing and expression.

**Good (B+, B, B-)**

As in C, but greater evidence of efforts made. As in C, but greater evidence of effectiveness and accuracy in using career development terminology and principles. Good description of interviews. Good standard of quality and sophistication of writing and expression.

**Fair (C+, C, C-)**

Some efforts made to conduct interviews. Some evidence of effective and accurate use of career development terminology and principles. Adequate description of interviews. Adequate quality and sophistication of writing and expression.

**Marginal (D)**

Not sufficient efforts made to conduct interviews. Ineffective and inaccurate use of career development terminology and principles. Poor description of interviews. Low level of quality and sophistication of writing and expression.

**Failure (F)**

No attempt to conduct interview.

**Assessment Task**

Individual Assignment (Career Search Project) (35%)

**Criterion**

Presentation (10%)

**Excellent (A+, A, A-)**

Excellent clarity, pace and confident delivery. Evidence of the ability to stimulate and facilitate discussion.

**Good (B+, B, B-)**

Well-paced, clear and confident delivery.

**Fair (C+, C, C-)**

Well paced delivery but some fluctuations in delivery and audibility.

**Marginal (D)**

Unsatisfactory speed of delivery and audibility.

**Failure (F)**

No attempt to oral presentation.

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**Assessment Task**

Individual Assignment (Career Search Project) (35%)

**Criterion**

Supporting Materials (5%)

**Excellent (A+, A, A-)**

Student prepares supporting materials with excellent structure and visual aids.

**Good (B+, B, B-)**

Student prepares supporting materials with good structure and visual aids.

**Fair (C+, C, C-)**

Student prepares supporting materials with adequate structure and visual aids.

**Marginal (D)**

Limited attempt to prepare for presentation.

**Failure (F)**

No attempt to prepare for presentation.

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**Assessment Task**

Group Assignment (Report of Professional Forum on Career Development) (10%)

**Excellent (A+, A, A-)**

Presentation of excellent summary of the key ideas and advice of the talk. Great discussion on related principles and theories supporting or refuting the ideas of the speaker. Excellent demonstration of how the ideas of the speaker and your discussion can help develop your lifelong career.

**Good (B+, B, B-)**

Presentation of good summary of the key ideas and advice of the talk. Good discussion on related principles and theories supporting or refuting the ideas of the speaker. Good demonstration of how the ideas of the speaker and your discussion can help develop your lifelong career.

**Fair (C+, C, C-)**

Some evidence for summary of the key ideas and advice of the talk. Some relevant discussion on related principles and theories supporting or refuting the ideas of the speaker. Fair demonstration of how the ideas of the speaker and your discussion can help develop your lifelong career.

**Marginal (D)**

Poor summary of the key ideas and advice of the talk. Poor discussion on related principles and theories supporting or refuting the ideas of the speaker. Poor demonstration of how the ideas of the speaker and your discussion can help develop your lifelong career.

**Failure (F)**

Disappoint outcome and unsatisfactory presentation, shows little preparation and poor quality of work.

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**Assessment Task**

Class Participation (15%)

**Criterion**

Contribution(10%)

**Excellent (A+, A, A-)**

Student almost always contributes to class and group by offering ideas more than once per class.

**Good (B+, B, B-)**

Student frequently contributes to class and group by offering ideas once per class.

**Fair (C+, C, C-)**

Student occasionally contributes to class and group by offering ideas.

**Marginal (D)**

Student almost never contributes to class and group by offering ideas.

**Failure (F)**

Student never contributes to class and group by offering ideas.

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**Assessment Task**

Class Participation (15%)

**Criterion**

Behaviour & Attendance(5%)

**Excellent (A+, A, A-)**

Student almost always displays facilitative behaviour during class.Excellent attendance

**Good (B+, B, B-)**

Student frequently displays facilitative behaviour during class.Good attendance

**Fair (C+, C, C-)**

Student occasionally displays facilitative behaviour during class.Adequate attendance

**Marginal (D)**

Student almost always displays disruptive behaviour during class.Marginal attendance

**Failure (F)**

Student always displays disruptive behaviour during class.Less than 70% attendance

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**Assessment Task**

Examination ( 40 %)

**Criterion**

For the essay type of questions, the following assessment criteria will be applied.

**Excellent (A+, A, A-)**

Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

**Good (B+, B, B-)**

Evidence of grasp of subject, some evidence of critical capacity and analytical ability; reasonable understanding of issues; evidence of familiarity with the subject matter.

**Fair (C+, C, C-)**

Student who is profiting from the class experience; understanding of the subject; ability to develop solutions to simple problems in the material.

**Marginal (D)**

Sufficient familiarity with the subject matter to enable the student to progress.

**Failure (F)**

Little evidence of familiarity with the subject matter; weakness in critical and analytical skills; limited or irrelevant use of literature.

## Part III Other Information

**Keyword Syllabus**

The Importance of Self-discovery, Value Clarification and Creating Future Career Possibilities; Career Planning and Development; Getting to Understand Business Workplace Realities and Building Career Resiliency.

**Reading List****Compulsory Readings**

Title	
1	Sukiennik, D., Bendat, W., and Raufman, L. (2013). The Career Fitness Program; Exercising Your Options, 10th ed., NJ, USA: Pearson

**Additional Readings**

Title	
1	Arthur, M., Khapova, S., and Richardson, J. (2017) An Intelligent Career: Taking Ownership of Your Work and Your Life. New York, NY: Oxford University Press.
2	Meister, J.C., and Mulcahy, K.J. (2016). The Future Workplace Experience. New York, NY: McGraw Hill.
3	Hess P. M. (2007) Career Success: Right here, right now!, 2nd ed., US: Thomson
4	O' Neil, S. L. and Chapman, E. N. (2008) Your Attitude Is Showing, 12th ed., NJ, USA: Pearson
5	Bronson, P. (2003). What Should I Do With My Life: The True Story of People Who Answered the Ultimate Question. Secker & Warburg, London.