

## **GRAD 725: Build Your Professional Brand**

1.5 credit course

Mondays 5:30-7:00pm

Mitchell 106

Fall 2019

Instructor: Brian Rybarczyk, Ph.D. Assistant Dean, Academic and Professional Development

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### **Course Description**

This seminar provides a forum to educate students in professional skills necessary for preparing for the workplace across the career spectrum. The sessions will include hands-on workshops, presentations by invited guests who can speak directly about their career challenges and rewards, as well as individuals with expertise in teaching professional skills. There are no course prerequisites.

**Master's and doctoral students in any discipline are encouraged to enroll as it will benefit their overall career and professional development in a cohesive and structured way.** The course is an elective course for students interested in the [Graduate Certificate in Business Fundamentals](#) and as a complement to the workshops offered through the [Graduate School Professional Development program](#).

Participation in the course will result in deliverables including an Individual Professional Development Plan (IPDP), resume, cover letter, LinkedIn profile, an information interview, and a professional skills product. The course process will rely on high student engagement, information sharing, opportunities for applied learning, reflection, and feedback.

### **Course Goals Objectives**

1. Identify the job values important to you to guide your career development decision-making process
2. Maximize your effectiveness to research appropriate job/internship opportunities
3. Develop and refine your online presence and job search materials (e.g. LinkedIn, resume, cover letter)

4. Gain confidence building professional relationships and implement informational interviewing techniques
5. Discover and analyze your ethical orientation for the workplace and how you make decisions
6. Develop an individual development plan and corresponding action plan

### **Requirements and Expectations**

Attendance is required at each seminar. If you are unable to attend a session, please inform the course administrator. Please minimize distractions and multitasking by using computers only for taking notes or in-class activities and turn off cell phone notifications.

Most seminar sessions will require your participation and interaction to complete tasks. Your participation is crucial to the seminar's success and to your professional development. Students are expected to actively listen when others are speaking and participate in discussions. You are encouraged to ask questions and get involved.

Students are expected to complete preparatory work or reading prior to class. In addition to completing work assigned by individual speakers, students will often be required to complete a reflection and an evaluation after each session. Additional information for each of these items is provided below.

### **Session Reflections**

Students will submit a discussion entry reflecting on each seminar session, except when noted. Students are encouraged to take notes of key points and ideas that emerge during the presentation to assist with writing the reflections. These reflections are important for several reasons:

1. Thinking about the session content after its conclusion enhances the learning process.
2. Forming a habit of reflecting on information (regardless of the presentation format) will enhance your ongoing learning process.
3. Reflection in the work place is important, as shown in a recent study from Harvard Business School and the University of North Carolina at Chapel Hill (<http://blogs.hbr.org/2014/05/the-power-of-reflection-at-work/>).

Unless otherwise noted, each reflection must address:

- Lessons learned: Lessons that you learned from the session and/or facts and details provided that were meaningful to you, and why the facts are useful. (2 - 4 lessons/facts total)
- Application: A succinct summary of the "take-home" message as it relates to your interests and other content that has been covered in the seminar series.

- Question raised: What question would you have liked to ask but didn't, or what would you like to learn more about after participating in the session?

To submit your reflection:

1. Open "Forums" in Sakai
2. Click on the appropriate topic.
3. Click "Start a new conversation".
4. Enter your name in the Title field.
5. Enter your reflection in the Message field.
6. Click "Post" at the bottom of the page.
7. Confirm that your post was submitted.

Your reflection is **due no later than midnight on the Friday following the session.**

### **Honor Code**

The principles of academic honesty, integrity, and responsible citizenship govern the performance of all academic work and student conduct at the University as they have during the long life of this institution. Your acceptance of enrollment in the University presupposes a commitment to the principles embodied in the Code of Student Conduct and a respect for this most significant Carolina tradition. Your reward is in the practice of these principles.

Your participation in this course comes with the expectation that your work will be completed in full observance of the Honor Code. Academic dishonesty in any form is unacceptable, because any breach in academic integrity, however small, strikes destructively at the University's life and work. If you have any questions about your responsibility or the responsibility of faculty members under the Honor Code, please consult with someone in either the Office of the Student Attorney General (966-4084) or the Office of the Dean of Students (966-4042). You also may refer to "The Instrument of Student Judicial Governance" (<http://instrument.unc.edu>).

### **Grading**

Weekly reflections/assignments are graded on a point scale - each reflection/assignment can earn 10 points for each assignment. See Gradebook in Sakai.

130 pts	13 weekly Forum reflections, 10pts each	The grading scale for the class is: High Pass (H): please see note below Pass (P): 70 – 100% Low Pass (L): 60 – 69% Fail (F): 0 – 59%
10 pts	Cover Letter	
10 pts	Resume/CV	
10 pts	LinkedIn Profile	
10 pts	Informational Interview	
10 pts	Professional Skills Product	
30 pts	Individual Professional Development Plan (IPDP)	

Note: If you would like the opportunity to complete additional work to earn an “H”, please contact the course instructor **by September 9, 2019**.

Additional work and satisfactory completion to receive an “H” includes writing a book review. The book review is due on **December 4, 2019**.

- The Power of Habit, Charles Duhigg
- Give and Take, Adam Grant
- Leading Change, John P. Kotter
- Made to Stick, Chip Heath & Dan Heath
- Designing your Life, Bill Burnett and Dave Evans

The report (4 pages) should be well written and clearly articulate the following.

- The main premise of the book (summary)
- A critical assessment of the book’s premise (i.e. do you agree/disagree and why? Note that you could agree on some points and disagree on others.)
- Lessons from the book you believe will be helpful to your life/career

### **Diversity & Inclusion Statement**

*Diverse experiences, backgrounds, viewpoints, and contributions are key elements for the success of any enterprise. The Graduate School at The University of North Carolina at Chapel Hill is committed to sustaining a diverse graduate student body and fostering a climate of inclusion and acceptance. The Graduate School broadly defines diversity. We aim to contribute to the successful degree completion of each student through targeted academic and professional development programs.*

*The Graduate School of the University of North Carolina at Chapel Hill provides leadership to envision, shape and support the highest quality education for a diverse community of graduate students whose contributions will have global impact.*

## **Campus Resources**

[The Writing Center](#)

[University Career Services](#)

[Graduate School Professional Development program](#)

## **Suggested Social Media for Career and Professional Development**

@BeyondProf

@VersatilePhD

@ProfessorIsIn

@PhDCareerGuide

@FatimahPhD

@CarpeCareers

## Schedule

Session	Date	Topic	Presenter	Follow-up Assignment (preparation for following class)
1	August 26	Introductory session: <ul style="list-style-type: none"> <li>Finding Career Direction reflections</li> <li>Introduction to individual professional development plan (IPDP)</li> </ul>	Brian Rybarczyk, Ph.D. Assistant Dean, Academic and Professional Development	Reflection 1 due Friday August 30  For Sep 9, please view and consider the following Quintessential Careers article: "What Do Employers <i>Really</i> Want? Top Skills and Values Employers Seek from Job-Seekers" by Randall S. Hansen, PhD and Katharine Hansen, PhD. <a href="http://cs.mwsu.edu/~ranette/CMPS4991/What%20EmployersWant.pdf">http://cs.mwsu.edu/~ranette/CMPS4991/What%20EmployersWant.pdf</a>
	September 2	Labor Day holiday; no class		
2	September 9	<ul style="list-style-type: none"> <li>NACE Competencies</li> <li>Identify your job values and job skills</li> <li>Online tools for career exploration</li> </ul>	Amy Blackburn Senior Assistant Director for Graduate Students, University Career Services	Reflection 2 due Friday September 13 – response to 2 online career tools – see Forum in Sakai  For Sept 16, bring to class your current CV and/or resume. No need to update at this time.
3	September 16	Develop an effective resume What does an effective resume look like? How to highlight your skills.	Brian Rybarczyk, Ph.D.	Reflection 3 due Friday September 20  Bring at least 1 current job ad or internship opportunity that you may be interested in applying for to class on Sept 23
4	September 23	The art of writing a cover letter and analyzing a job ad	Brian Rybarczyk, PhD	Reflection 4 due Friday September 27  Submit resume and cover letter for feedback. Due Oct 1

5	Sept 30	<p>The power of networking</p> <ul style="list-style-type: none"> <li>• Initiate and maintain professional relationships</li> <li>• Requesting and conducting an informational interview</li> <li>• Maintaining your network</li> </ul>	Kenan-Flagler Business Communications Center consultants	<p>Reflection 5 due Friday October 4</p> <p>Set up a LinkedIn account if you don't already have one</p> <p>Informational interview summary due Oct 14</p>
6	October 7	<p>LinkedIn</p> <ul style="list-style-type: none"> <li>• Building an effective LinkedIn profile</li> <li>• Using LinkedIn to build your network</li> </ul>	Camille Mason Career Services Coordinator Office of Student Affairs UNC Gillings School of Global Public Health	<p>Reflection 6 due Friday October 11</p> <p>Work on LinkedIn profile Due Oct 14</p>
7	October 14	Techniques for effective interviewing with mock interview opportunities	Leah Townsend, PhD	<p>Reflection 7 due Friday October 18</p> <p><a href="#">Informational Interview Due today Oct 14</a></p> <p><a href="#">LinkedIn Profile due today Oct 14</a></p>
8	October 21	<p>Using Handshake effectively for your internship/job search</p> <p>Research an organization to learn if it is a good fit for your job goals and values</p>	Amy Blackburn Senior Assistant Director for Graduate Students, University Career Services	<p>Reflection 8 due Friday October 25</p> <p>Complete communication styles pre-assessment – bring to class Oct 28</p>
9	October 28	Communication Styles	Brian Rybarczyk, PhD	<p>Reflection 9 due Friday November 1</p> <p>Explore your professional societies – what career development opportunities do they offer? Resources? Etc. how might you use these resources? – report out on Nov 4</p>
10	November 4	<p>Engagement with Professional Skills and Professional Organizations</p> <p><a href="https://intersectjobsims.com/library/">https://intersectjobsims.com/library/</a></p>	Brian Rybarczyk, PhD	<p>Reflection 10 due Friday November 8</p> <p>Read case studies</p> <p>Submit Professional Skills product Due Nov 11</p>

11	November 11	Session 1: Decision making in the workplace: case studies to identify your ethical orientations	Steve May, PhD UNC Department of Communication (Organization Communication)	Reflection 11 due Friday November 15  Read case studies
12	November 18	Session 2: Decision making in the workplace: case studies to identify your ethical orientations	Steve May, PhD UNC Department of Communication (Organization Communication)	Reflection 12 due Friday November 22  Read case studies
13	November 25	Session 3: Decision making in the workplace: case studies to identify your ethical orientations	Steve May, PhD UNC Department of Communication (Organization Communication)	Reflection 13 due Friday November 29  Work on IPDP
14	December 2	<ul style="list-style-type: none"> <li>• Revisit individual professional development plan, finalize and submit (IPDP)</li> <li>• Course wrap-up, final reflection and course evaluations</li> </ul>		IPDP Due Dec 4

## CAMPUS RESOURCES

**The Writing Center** - <http://www.unc.edu/depts/wcweb/>

Provides tutoring sessions to work through specific pieces of writing. The website is full of helpful tips and handouts that address common challenges in the writing process.



**University Career Services** – <http://careers.unc.edu/>

The place for career workshops, panel discussions, help with resume/cover letter writing, mock interviewing, find a job or internship and access to an alumni database.

**Department of Accessibility Resources & Service** - <http://accessibility.unc.edu/>

Works with departments throughout the University to assure that the programs and facilities of the University are accessible to every student in the University community. Additionally, AR&S provides reasonable accommodations, so students with disabilities who are otherwise qualified may, as independently as possible meet the demands of University life.

**Graduate School Professional Development Program (GSPD)** - <http://gradprofdev.unc.edu/>

Workshops, seminars, courses, and Professional Development Guide.

**Graduate Certificate in Business Fundamentals** - <http://gcbf.unc.edu/>

offers you the opportunity to develop the professional skills employers seek while gaining exposure to a variety of careers. You will complete [core](#) and [elective courses](#) that introduce the structure and culture of non-academic organizations and provide professional development opportunities.

The professor reserves to right to make changes to the syllabus, including project due dates and test dates. These changes will be announced as early as possible