
**MARTIN TUCHMAN
SCHOOL OF MANAGEMENT**

NEW JERSEY INSTITUTE OF TECHNOLOGY

Course Title: Senior Seminar

Course Number: MGMT – 499

Instructors: Jack Wagner

Semester: Fall 2016

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Office: SOM; Central Ave. Bldg./3028

Office Hours: Monday 12:00 – 2:00 PM
Tuesday 8:00 – 1:00 PM
Thursday 9:00 – 11:00 AM

CLASS SCHEDULE:

Day / Time:	Tuesday	8:30 – 10:00
Building:	KUP 108	

REQUIRED TEXT BOOK:

None – There will be weekly reading material that is available in Moodle

Required Reading – “Corner Office” article in NY Sunday Times Business Section

Read on a weekly basis- will be discussed in class on Tuesdays

COURSE OVERVIEW:

This course aims at providing students with multidisciplinary and career planning skills in a seminar environment with emphasis on career planning, resume writing, and interview skills. The goal is for each student to build a “marketing plan” for themselves that they can use to secure a job. They have to “document themselves”, “market themselves”, communicate their value and pull of these elements together into a “sell package” that can be utilized with potential employers. Key elements to be covered in the class include:

- Career Planning and the Job Search Process
- Documenting Yourself
- Leadership
- Human Resources Issues and Motivation
- Business Ethics and Culture
- Interviewing

Communications, Productivity and Personal Development
Business Awareness in 2016

Students will also be able to review for the Major Fields Test as well as take the examination in the class. The review will allow them to score at a better level than if no review would be given.

This course will allow students to focus on what they want to do as they transition out of NJIT and the steps needed to reach their goals. Students will participate in mock interviews, where they can truly see what it would be like to be interviewed by top industry professionals and then get advised on areas of improvement. The focus on the class will be on interactive activities to help the students prepare for the business world. Highlights include:

- **Documenting Yourself**
- **Marketing Yourself**
- **Communicating Your Value**
- **Understanding How Companies Operate**
- **Personal Development**
- **Current Business Environment and Trends**

The Learning Outcomes for MGMT 499 are:

- 1) **Develop an understanding of what business expects from graduates of NJIT**
- 2) **Develop a personal strategy for the transition from NJIT to business**
- 3) **Develop the required skills for resume writing and interviewing**
- 4) **Understand the implications of today's global business model and the impact on graduates**
- 5) **Complete your Personal Strategic Career Plan Worksheet**
- 6) **Complete the Career Planning Workshop Self-Assessment Analysis**
- 7) **Document "Yourself"**
 - Resume**
 - Personal SWOT Analysis**
 - Personal Value Proposition (Elevator Pitch)**
 - Cover Letter**
 - LinkedIn Profile (and other social media channels)**
- 8) **Initiate Personal Development Exercises**
 - Communications**
 - Interviewing (face to face, online, telephone)**
 - Time Management**
 - Leadership Self Assessment**
 - Professionalism**
 - Reference Request Process**
- 9) **Prepare the students for the MFT for the School of Management**

ADDITIONAL READING MATERIAL:

The following books are not required, but bring additional insight and value to the content of this course:

- “The World is Flat” – Thomas L. Friedman
- “Clock Speed” – Charles H. Fine
- “Technological Revolutions and Financial Capital” – Carlota Perez
- “How We Decide” – Jonah Lehrer
- “Wikinomics” – D. Tapscott and A. Williams
- “Presentation Zen” – G. Reynolds
- “Who’s Got The Monkey?” – William Oncken, Jr. and Donal Wass Harvard Business Review Nov / Dec 1974
- “What Business Wants From Education” – Diana Oblinger and Anne-Lee Verville
- The New Language of Marketing 2.0 – Sandy Carter
- Get BOLD – Sandy Carter
- Leadership – Art Padilla
- The Lucifer Effect – Understanding How Good People Turn Bad – Philip Zimbardo
- Socialnomics – Eric Qualman
- Engage – Brian Solis
- The New Digital Age - Reshaping The Future of People, Nations and Business – Eric Schmidt and Jared Cohen
- Running The Gauntlet – Jeffrey Hayzlett
- Exploring Leadership – Susan Komives , Nancy Lucas , Timothy McMahon
- Creative Confidence – Tom and David Kelley
- Everything I Know About Business I Learned From The Grateful Dead – Barry Barnes
- Digital Disciplines – Joe Weinman
- Magazines that should be on your regular reading list:
 - Wired
 - Fast Company
 - Inc.

Elements to be addressed to cover the concerns of business leaders with professionals entering the workplace:

- **Communication skills, written and verbal**
- **The ability to work in teams, and to work in a remote environment**
- **Flexibility and dynamics in the workplace**
- **The ability to accept ambiguity comfortably**
- **The ability to work with people from diverse background**
- **Understanding of globalization and its implications**
- **Time management and work life balance issues**
- **Adequate ethics training**
- **Dedication to a corporation, its values, and cultures**

COURSE POLICIES:

Method of Instruction: Classroom: including: online forums, class presentations, group projects, online exercises, executive roll playing calls

Attendance Policy: All students are expected attend the weekly classroom session and to execute the weekly assignment that will be posted in MOODLE. There will be weekly reading assignments, Web Forum discussions, Power Point presentations all available in MOODLE. All material will be posted with assigned dates for actions. Class attendance is also required. Two (2) or more absences and you will not pass the class. Also, you must take the MFT in order to pass this class.

Class Interaction means raising or answering questions that contribute to the understanding of topics being discussed. Your responses need to be clear, deliberate, and well thought out. One-word or short/cursory responses to questions requiring substantive responses do not contribute to class discussions.

MOODLE: MOODLE will be used as the administrative and operational system for the class. All students are expected to participate in its usage, including the weekly forums. All class content: presentations, videos, tests, additional reading, external case studies, and other material, will be posted on MOODLE.

Course Assignments: Course assignments will be segmented on a weekly basis, and the details will be highlighted later in this document in the weekly sections and details are in MOODLE.

Contacting the Instructor: NJIT's MOODLE will be utilized for posting class announcements, schedules, and the release of grades. Students are encouraged to visit MOODLE daily. You may contact me through the provided personal email or my NJIT account. I can also be reached via my mobile phone at: (203) 915-5824. If desired, a request may be made for a face-to-face meeting at the NJIT campus. I will honor all requests to meet in person at the School of Management offices on the Third Floor of the Central Avenue Building room 3028. Every effort will be made to meet with you within 48 hours.

HONOR CODE AND BEHAVIOR

Please read the University's Academic Honor Code. Violations of NJIT's Academic Honor Code will lead to disciplinary consequences up to and including receiving a course grade of "F". NJIT has a zero-tolerance policy regarding cheating of any kind and student behavior that is disruptive to a learning environment. Any incidents will be immediately reported to the Dean of Students. In the cases the Honor Code violations are detected, the punishments range from a minimum of failure in the course plus disciplinary probation up to expulsion from NJIT with notations on students' permanent record. Avoid situations where honorable behavior could be misinterpreted. For more information on the honor code, go to

<http://www.njit.edu/academics/honorcode.php>

Cellular phones, laptops, tablets must be turned off during the class hours, or if you are expecting an emergency call, put it on vibrate. If you are taking notes on such a device you will be asked to share the notes with the professor. No headphones can be worn in class. Also, class will begin and end on time. Calendar integrity is critical for attendance and for all assignments.

Also, one other behavior item – asking questions. Don't be shy regarding asking questions during class, and don't be shy about answering questions, even if you are not sure about the answer. The only way you learn is by making mistakes, and realizing how to avoid them.

LIBRARY UTILIZATION

To excel in this course, you are expected to be able to locate and use web AND library resources effectively and cite them correctly. Davida Scharf is an expert researcher and our librarian for the History Department. She has prepared online research guides which you may find useful. Start here: <http://researchguides.njit.edu/business>. She is available for help during her office hours, or by appointment. Her contact information and calendar are available here <http://researchguides.njit.edu/scharf>. Take advantage of her expertise.

Tips and video guides for better oral presentations: <http://researchguides.njit.edu/oralpresentations>

Library Research Guides are also available to the Rutgers information resources. See <http://libguides.rutgers.edu/>

Lateness: Late assignments will not be accepted. Assignments are due at 11:55 PM on the due date, and there will be a 3-hour grace period to allow for computer and network problems. After that, the system will be locked, and you will no longer be able to upload your assignment. If there is a valid reason for a late submission, proper documentation must be provided, and the matter must be discussed with me **before the assignment is due.**

- Absentees from assignments without a critical, valid, and documented reason will receive a “0” as a grade. No make-ups will be given.

Late assignments are generally not accepted and will receive a failing grade unless prior arrangements have been made. With that said, I do understand that on occasion there may be a valid reason for submitting a document late. **Therefore, everyone has one pass that can be used to turn in an assignment late.** However, be aware that many of the assignments build on each other and if you miss one, it can have a negative impact on the following assignment.

- If there is an emergency, I can be reached at either my cell or by email.

WEB FORUM DISCUSSION POSTINGS:

Discussion Postings are required of all students. Actively participating in class discussions is one of the best ways to help build a sense of community and collaboration. This can be taken to the next level with weekly online Discussion Postings.

There will be a weekly topic that will be related to the course content or something that extends the course information to current business and/or social issues. You are expected to participate in these weekly online discussions and to provide meaningful feedback. **Web Forums will remain open for 2 weeks only.**

Your postings will be evaluated with respect to content, innovation, creativity, and structure. **Please use proper grammar and writing skills, and do not use “texting” techniques.** Assume that your statements are documents that would be used in a business environment. Keep in mind that your final grade will depend upon your ability to contribute to the online discussions with meaningful posts, as well as your classroom participation and leadership. A list of the Discussion Postings topics is included in the weekly sections of MOODLE.

Web Forum Posting

Weekly web postings are active for the entire week. There is a new posting required for each week of the semester. The forums will remain active for a 2 week period.

Weekly Corner Office / Innovation in the News Reviews

At the start of the semester each student will be a copy of an article from the NY Times “Corner Office”. Students will present to the class their analysis of their article during the weeks of the course. Students can also select to discuss “Innovation in the News” as a replacement for their Corner Office review. This should cover a relevant current event in the news on managing innovation or the enabling of digital technologies in the workplace. A good place to look for articles is: Wall Street Journal, Fortune, Forbes, Fast Company, Inc, or Wired.

Keep In Touch

Ask questions! Don’t be shy regarding asking questions during class, and don’t be shy about answering questions, even if you are not sure about the answer. The only way you learn is by making mistakes, and realizing how to avoid them. This also applies to a DL class. I am available for online and phone discussions and if you desire I can meet you on the NJIT campus on a scheduled basis.

Also, please make every effort to keep in touch with me. If you are ill, not able to attend a class, or have any type of issue that is preventing you from doing the work or meeting due dates please let me know, as soon as possible.

It does me, or you, no good to contact me the last week of the semester and ask for extra time or special assistance in any manner. I want to know about it when it happens. I am willing to work with you, if I know about the issue.

I do not like surprises and neither should you. The entire course is defined in this document and on Moodle. All due dates and grading procedures are clearly defined. In week 1 I will ask you to certify via a web forum question that you have read and understand this syllabus. That is our agreement that we are all working towards the same course objectives.

Of course things happen during any semester that could change the plans. Weather issues and other problems have caused schedules to change in the past. If that becomes an issue in this class changes will be made and all students will be notified and the syllabus and Moodle will be updated. I will inform you of all changes to the schedule or the syllabus throughout the semester.

ALL eMail Communications

All eMail communications to the instructor should come from your NJIT WebMail account. Also, put the course number in the subject line in addition to the subject you want to discuss.

Example: ***SUBJECT MGMT 499 Request extension on project***

COURSE GRADING GUIDELINES:

The course is "Pass / Fail" only. You must take the MFT exam to pass the class.
2 or more absences and you will not pass the class.

This class is all about "YOU"

Tell me what else you want covered!

We can take the class in any direction you wish

What is it you always wanted to know about the business world?

Topics from prior years: salary process, hiring, firing, dealing with problem employees, promotions, career planning, health issues, relocations, business travel

Class Deliverables

Cover of your Autobiography

Updated Resumes

Personal Strategic Career Plan

Personal Value Proposition
Personal SWOT Analysis
Self-Assessment Tools
Unlocking Motivation Matrix
Time Management “inventory”
Leadership Assessment
Mock Interviews
LinkedIn Profile
Cover Letter
Reference Process

Weekly Forums

- 1. Your introduction and Autobiography Cover**
- 2. Personal SWOT analysis**
- 3. Personal Value Proposition**
- 4. Time Management**
- 5. Digital Profile**
- 6. Cover Letter**
- 7. Leadership**
- 8. Gen Y Management Issues**
- 9. Your “dream job”**
- 10. Working at Google!**

In Class Activities

Student Hot Topic Reviews - weekly
Student Discussion of Corner Office article from NY Times
Student Discussion of Assigned Articles
Presentation of Autobiography Cover
Unlocking Motivation Exercise
Mock Interviews
“Elevator Pitch Presentations”
On Demand (surprise) Discussions

NOTE: The instructor reserves the right to change or revise the syllabus during the course of the term and students will be informed of this change in advance. In addition the changes will be reflected in Moodle.

TOPICS & ASSIGNMENTS BY WEEK

WEEK 1 **Welcome & Course Overview**
Career Planning and Goal Setting
Course Introduction
Introduction of Jack Wagner
Business Overview – What business wants from education?
SWOT Analysis For Personal Use

Student Introductions
What are your business information sources?

Download the following documents:

Personal Career Plan Worksheet

Personal Career Planning Workbook

Communications Assessment Spreadsheet

School of Management Interview and Resume Guide

Unlocking Motivation Document

MGMT 499 Course Syllabus

MGMT 499 Coaching Not Teaching

Great Career Success Debate

Review the following documents for discussion in class

Career Planning and Job Search Process

- 7 Business Lessons from the Grateful Dead
- The Grateful Dead as Business Pioneers
- Business Advice – 14 Things
- College Skills
- I won't hire people who use bad grammar
- Questions for recent college graduates
- The Myth of Work Life Balance
- Top 10 Lessons from IBM's First 100 Years

- Finding Employment
- You have to sell yourself
- The Ultimate Hiring Toolbox – from LinkedIn
- 7 Basic Mistakes That Will Slow Down Any Job Search
- Questions For Recent Graduates
- 35 Costly Job Search Mistakes
- Develop These 7 Skills to Become a More Influential Person
- 14 Bad Habits That Can Cost You Your Job (or Prevent You From Getting One)
- The 8 Potential Jobs You Overlooked
- 8 Things Successful People do NOT do Everyday
- Contractors and Temps Accounted for ALL of the Growth in Employment
- Executive For Rent
- These Will Be The Top Jobs in 2025
- How To Get A Job At Google (Parts 1 and 2)
- 5 Things That Terrify College Seniors About Graduating
- 15 HR and Recruiting Experts Share Advice How to Use Social Media in your job search
- Career Advice – Keep It Simple
- Developing Your Strategy
- Employers Looking For New Strategies To Recruit Millennials
- Questions for Recent Graduates
- The 8 Potential Jobs You Overlooked
- What Companies Want From A College Graduate
- The Top 5 Job Search Myths
- Graduating and Looking For Your Passion

Discussion Postings:

Tell me and the class about yourself. Who are you, what are your interests, what activities (in and outside of NJIT) are you involved with, and what are your goals?

Also, discuss what resources you use on a daily / weekly basis to get your information about current business activities and leadership?

Are you a member of the School of Management Facebook and LinkedIn pages?

Assignment: Create the cover of your autobiography. This is a 1 page PowerPoint that could be used as the cover of your autobiography book that explains who you are.

**WEEK 2: Documenting “Yourself”
Resume Writing
Developing your “Personal Value Proposition”**

**Putting Yourself Forward (resume, appearance, interviews)
7 Habits of High Effective Personal Branders**

Come to class on week 2 with the following documents (hardcopy versions)

Current Resume

Cover of your “autobiography”

Personal Strategic Career Plan Worksheet

Unlocking Motivation Document – be prepared to discuss this in class

Review the following documents for discussion in class

Documenting “Yourself” (Resume, Social Media and more)

- Debunking Common Resume Myths
- Resume Workshop and Guide
- How To Proof Read Your Resume
- Your Resume Should Not Play Games
- Resume Format
- Resume Ideas
- What Recruiters Look at During the 6 Seconds They Spend on your Resume
- 20 Things To Leave Off Your Resume and Your LinkedIn Profile
- SWOT
- Build Your Personal Value Proposition
- How To Find Your Personal Value Proposition
- What Is A Value Proposition Anyway?
- More Insight on Creating A Value Proposition
- Leveraging Social Media
- 17 Career Lessons from IDEO
- How to Write an Inspiring Mission Statement
- How to Write a Cover Letter That Employers Will Actually Read
- Personal SWOT Analysis : Finding your career strengths and weaknesses
- What Every College Student Should Post On LinkedIn
- 10 Quick Ways To Become A LinkedIn Star
- Why LinkedIn Is Changing The Way It Interacts With Students
- Freaking Out About Finding a Job – New LinkedIn App
- This Is What It Means To Write A Cover Letter
- The Most Common Resume Lies
- Cover Letters Are Dead

Discussion Posting:

What is your personal “SWOT” Analysis (strengths, weaknesses, opportunities, threats)? Create the personal SWOT analysis on the Web Forum and bring a copy to class for discussion.

Weekly Student Reviews

Corner Office assigned at start of semester

Innovation in the News

**WEEK 3: Interview Skills Training
Student Presentations of Value Propositions
What is on the mind of “C Level” Executives today?**

Complete Revised Resume #1

Review the following documents for discussion in class

Interviewing

- 5 Reasons You Want To Meet In Person
- 5 Lessons From World Changers
- 5 Interview Questions That CEO’s Really Ask
- 7 Rules for Job Interview Questions That Result in Great Hires
- 10 Good Ways To Tell Me About Yourself
- 13 Crazy Interview Questions That Awesome Companies Will Actually Ask
- 21 Questions You Should Ask
- Identifying Applicant Skills
- Skill Based Interview Questions
- Why Are Manholes Round? 10 Toughest Interview Questions
- What to do if a company asks for your Facebook password
- Sales and Personal Checklist
- How to Ace the 50 Most Common Interview Questions
- The Five Deadliest Job Interview Mistakes
- How to stand out at a career fair
- Great Career Success Debate
- 7 Rules for Job Interview Questions That Result in Great Hires
- How To Make a Killer First Impression Before You Even Open Your Mouth
- Interview Questions You Should Never Answer
- The Three Questions You Need to Ask Before Your Job Interview Wraps Up
- Hiring Managers Reveal the 10 Seemingly Small things They Judge Candidates On

- Adding Storytelling To The Interview Process
- Interview Checklist

Discussion Posting:

Write your personal Value Proposition? Be as detailed as you need to be. Write it with the assumption in mind that you only have a couple of minutes to talk to a potential employer and you would use this text as the discussion. You should consider this your “elevator pitch”.

Weekly Student Reviews

Corner Office assigned at start of semester

Innovation in the News

WEEK 4: Mock Interviews
Time Management
Personal Communication Channels

Review the following documents for discussion in class

Leadership

- 10 Leadership Lessons from IBM
- 5 Qualities of Remarkable Bosses
- A Business and its Belief
- Management Principles and Practices
- Mad About Leadership
- Two Great Articles on Leadership
- 4 Questions Every Leader Needs to Answer
- The Rise of the Compassionate Management – Finally
- Business Leaders of Tomorrow
- Take A Minute To Look at yourself as a Leader
- Why Employees Don’t Trust Their Leadership
- You As A Leader
- The 5 Qualities of Remarkable Bosses
- The Six Deadly Sins of Leadership

Discussion Posting:

Based upon your performance at NJIT, what do you feel you have to improve relative to your personal time management? Have you been late for class? Have you been late in submitting assignments in the past?

The question really has to be “where do you spend your time?” I want you to select a typical day in your life and keep a log of everything you do for 24 hours. Map it in 30 minute increments and document it. Include everything you do in a day, eating, sleeping, commuting, exercising, class time, study time, tv time, gaming, team practices, and whatever else you might do. Create a sheet and outline the entire day. What takes up the most amount of time, the least, and what surprised you the most?

Weekly Student Reviews

Corner Office assigned at start of semester

Innovation in the News

**WEEK 5: Mock Interviews
Your “online” Persona
Leadership Presentation**

Review the following documents for discussion in class

Human Resources / Motivation

- 9 Things that Motivate Employees More Than Money
- Are you as happy as you can be?
- The Most Powerful Workplace Motivator
- Working From Home
- Workplace Productivity with Social Networking
- Five Rules For Managing Intergenerational Teams
- Lessons From A Former Waitress

Discussion Posting:

Create your LinkedIn profile in this posting before you submit it to the LinkedIn site. Also once it is reviewed submit it to your online entry. Continue to refine your LinkedIn description and profile to increase the percentage completed. Verify that your profile is active and you are active in searching for connections. Also, sign up for the NJIT Alumni Page and the School of Management pages on LinkedIn and Facebook.

Weekly Student Reviews

Corner Office assigned at start of semester

Innovation in the News

WEEK 6: Professionalism Workshop

Complete Revised Resume #2

Review the following documents for discussion in class

Communications / Productivity / Personal Development

- Group Presentations
- How To Prioritize When Everything Is A Priority
- Presentation Skills
- Public Speaking
- Who's Got The Monkey?
- Communications Tips For NJIT Students
- The 7 C's of Communication
- 10 Common Communications Mistakes
- 8 steps to launching a successful business in college
- Career Resilience Trust and Mutual Respect
- Becoming An Entrepreneur Is Less Scary Than You Think
- How to be a Corporate Entrepreneur
- The Positive Model of Coaching
- How To Balance Your Business Family Personal Time
- How To Prioritize When Everything Is A Priority
- I Broke These 6 Business Rules
- If I Hire You What Is Your 100 Day Plan
- Millennials and Business Issues
- The Five Characteristics of Successful Innovators
- 9 Ways to Dramatically Improve your Presentations and Speeches
- 3 Toxic Character Flaws that Cause CEO's to Fail

- 8 Things Successful People do NOT do every day
- Dealing With Sloppy Work
- How To Make Effective Presentations
- Sales and Personal Checklist
- Become a Master of Single – Tasking if you Want to Get Ahead
- Asking These 4 Questions Can Help You Stop Procrastinating
- 7 Steps To Take When Your Work Stress Gets Too Much To Handle
- Can You Get Promoted If You Work From Home?
- What Happened When I Stopped Using Screens After 11 PM
- The Brand You 50

Discussion Posting:

Create a cover letter to a company where you are applying for a position. You select the position and company and write a cover letter that you would use to send your resume to that company.

Weekly Student Reviews

Corner Office assigned at start of semester

Innovation in the News

WEEK 7: Finance and Accounting Review

Discussion Posting:

Why do some leaders thrive while others flounder? Professional qualifications (the *whats* of leadership) matter, of course. But far more often we find that success depends on the *hows* — specifically, how leaders' styles mesh with their teams and organizational cultures.

Harvard Business Review has designed this tool that zeros in on the *hows* of leadership. It gives you immediate feedback about your style — potential strengths, weaknesses, and blind spots — and pinpoints the settings where you'll be most and least effective. HBR identified eight leadership archetypes altogether, using a combination of psychometric and statistical analysis from a [study](#) of more than a thousand largely U.S.-based senior executives.

To better understand your personal approach to leadership, select the link below and complete this self-assessment process.

<https://hbr.org/2015/06/assessment-whats-your-leadership-style>

Summarize the results of the assessment.

Weekly Student Reviews

Corner Office assigned at start of semester

Innovation in the News

WEEK 8: Legal and Ethics Review

Review the following documents for discussion in class

Business Ethics and Culture

- Business Conduct Guidelines
- Corporate Responsibility Must Be Integral To Corporate Culture
- IBM Corporate Responsibility
- Why Culture Matters
- Could You Work For A Gen Y Boss?
- Millennials in the Workplace
- How To Learn About Diversity
- What Happens When Millennials Run The Workplace?
- What Do You Do If Your Boss Asks You To Break The Rules

Discussion Posting

Can You Work For A Gen Y Boss?

Read the article “Could you work for a Gen Y boss?” Now put yourself in the position of being that “Gen Y” boss. What would you do to handle the day to day issues and the communications gap between you and the older workers? Do you feel this could impact your effectiveness as a manager?

Weekly Student Reviews

Corner Office assigned at start of semester

Innovation in the News

WEEK 9: Business 2016 Review The Business World in 2016 and Beyond Digital and Social Technologies in Business The Globally Integrated Enterprise

The Business of Social Business (The Internet of Things)

Complete Revised Resume #3 and “Personal Sell Package”

Resume

Personal Value Proposition

Personal SWOT Analysis

Updated Personal Strategic Career Plan

Updated Career Planning Workshop

Time Management Plan

Review the following documents for discussion in class

Business Awareness in 2016

- CMOs and CIO *
- The Upwardly Mobile Enterprise *
- The Customer Activated Enterprise *
- The Individual Enterprise *
- Upwardly Mobile Enterprise *
- Globally Integrated Enterprise *
- CMO Redefining Markets 2016 *
- C suite Men Stepping Down for Work Life Balance
- C Suite Revolution – Customer and Chief Data Officers emerge as execs
- 5 More Keys to Becoming Indispensable at Work
- 6 High Paying Careers for 2015
- 5 Insights Predictions on Disruptive Technologies
- C Suite Men Stepping Down
- Here’s what working will look like in 2030
- Robert Half 2016 Technology and Salary Guide
- Dealing with VUCA In Business
- What Does VUCA Really Mean To You
- Does Your Company Have What It Takes to Go Global?
- Denotes documents are from IBM Institute of Business Value – C Suites Studies

Personal Recommendation

NY Sunday Times Business Section (page 2) each week to review the “Corner Office” article. Each week an executive is interviewed about their background, how they hire people and questions they put to college students.

Magazines you should consider reading on a regular basis:

Fast Company
Wired
Inc.

Discussion Posting:

What is your dream job? What have you done in the past 6 months to gain more knowledge on that specific industry or company? What contacts do you have in that area or what are you doing to build such contacts?

WEEK 10: MFT Test Day (2 hour class)

Discussion Posting:

How To Get A Job At Google

How To Get A Job At Google – Part 2

Discussion Posting:

Read the 2 following articles (How to get a job at Google and How to get a job at Google Part 2). What did you learn from both of these articles that relate to your own career objectives or business objectives?