

BUS 4815 - Career Planning Management

Fall 2026 Syllabus, Section 01, CRN 42862,

Credit hours: 3

Instructor

Christina O'Connell

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Public Instructor Information

Instructor Title: Executive Director, WCBA Center for Career Management

Instructor Professional Qualifications: MBA, Youngstown State University, 2015; Master of Science in Education, Counseling, Youngstown State University, 2012; Bachelor of Science in Education, Youngstown State University, 2008.

Instructor Office Location: WCBA 1146

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Course Description

4815. Career Planning & Management. Want to make the best career choices possible at this point in your life? Doing so starts with being focused, knowing your interests, and knowing your strengths. From there you can identify the positions, organizations, and industries that best match your talents and personality. In this course you will assess your interests, personality, skills, & values; identify how your interests and characteristics align with potential career options; be able to research career information online; set meaningful and achievable career goals; and develop an action plan with strategies to start building your career. Prereq.: MGT 3725, MKTG 3702, 2.5 GPA OR special approval required. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	Trying to find the right career and job for you? Use this hierarchy of needs approach	Melody J. Wilding	
Required	The key attributes employers are looking for graduates' resume	Kevin Gray	
Required	How to write a college resume that'll get you hired (Plus an example!)	Meredith Pepin	
Required	Do clothes matter to our success at work?	Adi Gaskell	
Required	9 Tips to turn networking contract into meaningful relationships, form a serial connector	Susan McPherson	
Required	Looks that land the job: what to wear to (any!) interview	The Muse Editors	
Required	How to apply for a job online: 10 tips to stand out and land an interview	Amanda Cardoso	
Required	How to make your job application stand out	Caroline Castrillon	
Required	A new grad's guide to job interviews	JuJu Kim	
Required	These 7 interview skills will help you stand out from the pack	Lily Zhang	
Required	How to nail the job search in college? Treat it like a class	Carolina Perez	
Required	9 Skills you already learned in college that employers love to see	Lily Zhang	

1. Wilding, M. J. (2021). Trying to find the right career and job for you? Use this hierarchy of needs approach. The Muse. <https://www.themuse.com/advice/how-to-find-right-job-fit-for-you-hierarchy-of-needs-melody-wilding>
2. Gray, K. (2024). The key attributes employers are looking for on graduates' resume. National Association of Colleges and Employers (NACE). <https://www.naceweb.org/talent-acquisition/candidate-selection/the-key-attributes-employers-are-looking-for-on-graduates-resumes>
3. Pepin, M. (2020). How to write a college resume that'll get you hired (plus an example!). The Muse. <https://www.themuse.com/advice/how-to-write-college-resume-example>
4. Gaskell, A. (2023). Do clothes matter to our success at work?. Forbes. <https://www.forbes.com/sites/adigaskell/2023/02/16/do-clothes-matter-to-our-success-at-work/>
5. McPherson, S. (2021). 9 Tips to turn networking contacts into meaningful relationships, from a serial connector. The Muse. <https://www.themuse.com/advice/networking-relationship-building-susan-mcpherson>
6. The Muse Editors. (2020). Looks that land the job: what to wear to (any!) interview. The Muse. <https://www.themuse.com/advice/looks-that-land-the-job-what-to-wear-to-any-interview>
7. Cardoso, A. 2024. How to apply for a job online: 10 tips to stand out and land an interview. The Muse. <https://www.themuse.com/advice/how-to-apply-for-a-job-online>
8. Castrillon, C. 2022. How to make your job application stand out. Forbes. <https://www.forbes.com/sites/carolinecastrillon/2022/03/29/how-to-make-your-job-application-stand-out/>
9. Kim, J. 2020. A new grad's guide to job interviews. The Muse. <https://www.themuse.com/advice/a-new-grads-guide-to-job-interviews>
10. Zhang, L. 2021. These 7 interview skills will help you stand out from the pack. The Muse. <https://www.themuse.com/advice/interview-skills-examples-improve>
11. Perez, C. (2020). How to nail the job search in college? Treat it like a class. The Must. <https://www.themuse.com/advice/how-to-nail-the-job-search-in-college-treat-it-like-a-class>
12. Zhang, L. (2021). 9 skills you already learned in college that employers love to see. The Muse. <https://www.themuse.com/advice/job-skills-learned-in-college>

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule and Assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
10/19	Trying to find the right career and job for you? Use this hierarchy of needs approach Career Launch Videos Challenge Card Assessment Career Launch Pre-Assessment Top 10 List LinkedIn Learning Videos Quiz Discussion Board	Career Exploration	11:59 PM Saturday, October 24
10/26	Reading: The key attributes employers are looking for on graduates' resume Reading: How to write a college resume that'll get you hired (plus an example!) Resume Rough Draft 1 Assignment Quiz Discussion Board	Resume	11:59 PM Saturday, October 31



11/2	Reading: Do clothes matter to our success at work? Reading: 9 Tips to turn networking contacts into meaning relationships, from a serial connector Reading: Looks that land the job: what to wear to (any!) interview Career Launch Videos LinkedIn Learning Video Elevator Pitch Assignment LinkedIn Profile Assignment Email Signature Assignment Quiz Discussion Board	Professional Identity & Presence	11:59 PM Saturday, November 7
11/9	Reading: How to apply for a job online: 10 tips to stand out and land an interview Reading: How to make your job application stand out Career Launch Videos O*NET Assignment Cost of Living Calculator Assignment Value Activity Assignment Rough Draft Resume 2 Assignment Quiz Discussion Board	The Job Search Process	11:59 PM Saturday, November 14
11/16	Rough Draft Cover Letter Assignment Quiz Discussion Board	Cover Letter	11:59 PM Saturday, November 21
11/23	Reading: A new grad's guide to job interviews Reading: These 7 interview skills will help you stand out from the pack Career Launch Videos Big Interview Assignment Final Resume Assignment Quiz Discussion Board	Interview Skills	11:59 PM Saturday, November 28
11/30	Reading: How to nail the job search in college? Treat it like a class 9 skills you already learned in college that employers love to see Career Launch Post-Assessment LinkedIn Learning Video Final Cover Letter Assignment Career Plan with SMART Goals Assignment Quiz Discussion Board	Career Plan (Integration)	11:59 PM Saturday, December 5

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