Description:

The MBA Professional Development Program is a 2-Year seminar series that prepares students for professional success through active exploration of topics related to career assessment, personal brand development and activation, and ongoing career management. It is an integrated component of the Chapman MBA program and is offered in conjunction with the resources provided by the Graduate Business Career Center.

Fall Semester Schedule:

- Thursdays, 10:30am-12:00pm from August 18-November 19, 2014
- Location TBD

Instructors:

- Lauren Klentak, Associate Director, MBA Professional Development (klentak@chapman.edu)
- Gene Rhee, Director, Argyros Career Services (rhee@chapman.edu)
- Darryl Stevens, Assistant Dean, Graduate & Executive Programs (dstevens@chapman.edu)
- Christina Williams, Assistant Director, Career Services (chwillia@chapman.edu)

Seminar Structure:

- Format: presentation, discussion, and small-group activities. Presentations, handouts, worksheets, and other materials will be posted on Argyros Connect. The syllabus and/or course schedule may be modified based on class needs. Changes will be announced in class.

- Participation: defined as attendance to all class sessions and completion of all deliverables by the specified due date. Students with consistent participation will be eligible to partake in premier Career Center events (e.g., Employer Treks, resume referrals). Failure to participate may jeopardize access to career management resources, job postings, events, and advising.

- Absences: If a class session must be missed due to an extenuating circumstance, a make-up assignment must be completed
• **Deliverables:** Each class will have a deliverable which may begin in class and will be completed outside of class and submitted by 9am on the indicated due date. Individual and group feedback will be provided on all deliverables.

• **Reading:** supplemental readings intended to enhance your understanding of a certain topic will be provided and/or recommended during the class.

**Honor Code:**

In addition to adhering to the Chapman Policy on Academic Integrity, it is expected that students will honor the agreements outlined in the Graduate Business Career Center Partnership Agreement. The Graduate Business Career Center is here to provide appropriate direction, assistance, and support to help students achieve their career goals, and you have agreed to take ownership over your own career management process and accountability for following appropriate steps and activities.

**Learning Outcomes:**

The Professional Development Program maps to the following global MBA Program outcomes:

**Knowledge of Business:** Each student will effectively apply paradigms and theories in accounting, economics, finance, management, marketing and operations to solve business problems.

**Entrepreneurial Leadership:** Each student will be able to evaluate the economic potential of business opportunities, devise actionable strategies, and communicate recommendations persuasively.

**Global Professional:** Each student will demonstrate the ability to integrate diverse and global perspectives to professionally address management issues.

Specific learning outcomes, by phase, are as follows:
### MBA Professional Development Program

<table>
<thead>
<tr>
<th>Learn</th>
<th>Develop</th>
<th>Activate</th>
<th>Manage</th>
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<tbody>
<tr>
<td>(Summer Pre-Orientation through Early Fall, Year 1)</td>
<td>(Orientation through Early Spring, Year 1)</td>
<td>(Brand Refresh Fall, Year 2)</td>
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#### Learn
- Student is **immersed into their role** of Chapman MBA candidate, and can articulate the **expectations** of engagement, excellence, initiative, collaboration, and accountability
- Student **identifies** him/herself as part of the **Chapman MBA community**, which includes leadership, faculty, administration, current students, alumni, and employer partners
- Student can describe various typical **MBA level career opportunities** including function- and industry- specific roles and requirements and general **recruiting timelines/practices** for each
- Student expresses a **sense of urgency** to begin career planning activities

#### Develop
- Student has a well-developed **self-understanding**, and can articulate strengths and weaknesses as they relate to professional competencies, passions/interests, and values/priorities
- Student develops a **differentiated personal brand** including a professional “story” and **value proposition** to market to potential employers, as well as distinguishing skills and attributes
- Student creates compelling **career marketing materials** that present their brand to employer targets, including resume, cover letter, LinkedIn profile, and introductory talking points (Note: resume and other materials must be approved in order to use the full range of GBCC services)
- Student identifies **specific career target(s)** including function(s), industry(ies), geography(ies), and individual organizations of interest (or entrepreneurial endeavors) through secondary research and informational interviewing
• Student develops a **personal networking plan** to make contact with their target employers and communicate their brand, including **making connections to alumni** and other contacts, conducting **informational interviews**, joining and participating in **professional associations**, and **maintaining networking contacts** through follow up and reciprocation.

• Student evaluates **multiple sources of job/internship/entrepreneurial opportunities** for their career target(s) and can **tailor their application materials** specifically for each opportunity, while staying true to their personal brand.

• Student differentiates the different types **interview formats** typically experienced in the MBA selection process and is formulates strategies to prepare for and respond to each type.

• Student illustrates the importance of **professional image** to their brand, including appropriate dress, conduct, conversation, and non-verbal behavior in both formal and informal professional settings.

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**Year 1 Fall Schedule**

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<tr>
<th>Date/Room</th>
<th>Topic</th>
<th>Description</th>
<th>Deliverables</th>
<th>Deliverables Due</th>
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<tbody>
<tr>
<td>8/18 (Orientation) Room TBD</td>
<td><strong>Self-Understanding</strong></td>
<td>-Provide tools, methods, and assessments for you to explore your own strengths, interests, and values related to professional pursuits</td>
<td>Career Leader Assessment</td>
<td>8/18</td>
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| 8/18 (Orientation) Room TBD | **The MBA Career Landscape - understanding both "Function" and "Industry"** | -Provide an overview of **functions/roles** typical for MBA grads (e.g., marketing, finance, operations) 
-Provide an overview of **industries** typical for MBA grads (e.g., professional/financial services, healthcare, consumer goods) 
-Introduce research tools and resources to explore more in-depth information | Career Exploration Worksheets | 9/3 |
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<th>Details</th>
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| 9/3   |          | Career Targeting and Hypothesis Testing                              | -Bringing together the components of industry research and self-understanding to help students **identify potential career targets and assess themselves** against the requirements for those targets  
- Based on initial targets, generate **additional career hypotheses** (related roles and functions) to consider  
- **Informational interviews**, as a means of career exploration and hypothesis testing, will be deconstructed and explained                                                                 | 9/10    |
| 9/10  |          | Personal Branding and Developing Your Story                          | -Explore the concept of **developing a personal brand to differentiate oneself** in the competitive business marketplace  
- Includes development of Chapman MBA talking points, personal **value proposition**, differentiating skills and attributes, and elements of the brand marketing campaign (aka job/internship search) | 9/24    |
| 9/17  |          | Marketing Materials: Resume and Cover Letter                         | -Critically **refine** your resume based on your personal brand and advanced resume tips and best practices  
- Learn the importance of and how to **tailor your resume and cover letter** to a specific opportunity                                                                 | 9/24*   |
| 9/24  |          | LinkedIn and Your Digital Footprint                                  | -Discover what your **online brand** communicates about you  
- Build a professional presence via **LinkedIn**  
- Explore the multiple ways to use LinkedIn for networking, brand building, and job search activities  
- Discuss other forms of social media to help build your brand (e.g., facebook, twitter, pinterest, blogging)                                                                 | 10/8    |
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<tr>
<th>Date</th>
<th>Event Title</th>
<th>Description</th>
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<tr>
<td>10/1</td>
<td>Small Group Working Sessions</td>
<td>- Working in small groups, discuss PDP content covered to date and work through challenges and concerns</td>
<td>N/A</td>
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| 10/8       | Marketing Your Brand Through Networking         | - Networking techniques and best practices as a lifelong business practice will be presented  
- Develop “verbal pitches” - introductory talking points and multiple delivery options (e.g., 10 second introduction, 30 second pitch, 2 minute "commercial")  
- Create written pitches to be utilized in networking outreach

Brand Talking Points & 30-second commercial  
Networking Event Assignment (due 10/29) | 10/15      |
| 10/15      | Communicating Your Brand Through Interviewing   | - Discuss the different interview formats typically experienced in the MBA selection process, including behavioral, case, group, panel, phone, and mealtime interviews, and equip students with strategies to approach each type  
- Discuss the elements of interview preparation, including company research, job description analysis, and personal branding

Mock Interview with GBCC team (at least 1 required - sign up for specific time slots) | 10/24      |
| 10/22      | Small Group Working Sessions                    | - Working in small groups, discuss PDP content covered to date and work through challenges and concerns  
- Practice challenging interview questions

N/A                                                                 | N/A        |
| 10/27-10/31| Mock Interview Week                             | - Additional interviews conducted with participating professionals

Mock interview with guest professional (at least 1 required – sign up for specific time slots) | 10/31      |
| 11/5       | Career/Internship Search Plan Presentations and Feedback | - Present your personal career/internship search action plans, incorporating concepts from the entire semester (industry research, Career Target Worksheets, CareerLeader assessment, personal branding, and networking activities)

Career/Internship Search Written Plan and Verbal Presentation | 11/5       |
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<td>11/12</td>
<td>Career/Internship Search Plan Presentations and Feedback (continued)</td>
<td>- Present your personal career/internship search action plans, incorporating concepts from the entire semester (industry research, Career Target Worksheets, CareerLeader assessment, personal branding, and networking activities)</td>
<td>11/5</td>
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| 11/19     | Career/Internship Search Plan Presentations Feedback and Semester Synopsis | - Feedback themes from all presentations will be provided, as well as general suggestions for improvement  
- Wrap up outstanding items from the semester, including lingering questions and concerns  
- Present "Holiday Job Search" action plan                                                                                                                                                                                                                                 | NA   |

**Graduate Business Career Center Eligibility Requirements**

The Graduate Business Career Center welcomes all graduate business students to take advantage of our services to help you manage your career. Service that all students are immediately eligible for include:

- Argyros Connect
- 1:1 Career Advising
- Resume critique
- Employer Information Sessions
- Panel Discussions

The Graduate Business Career Center has established a set of eligibility steps required to access premier Career Center services. These steps are in place to ensure students are optimally prepared to receive the benefits of the services, to maintain fairness in accessibility, and to protect the Chapman MBA brand in the face of employers and alumni contacts.

Students wishing to become eligible for the full suite of services must attend class and receive approval on the career management deliverables. If a class session must be missed due to an extenuating circumstance, a make-up assignment must be completed. The Graduate Business Career Center has the discretion of limiting a student’s participation if they fail to fully participate in the Professional Development Program.