Course Syllabus

Fall Quarter 2014

MBA Core Professional Development 1

Naomi Sanchez, EdD, Assistant Dean, MBA Career Management

Course Instructor

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Course Description

Professional development encompasses a broad range of concepts and skills. PRO DEV 1 integrates theoretical knowledge with practice and brings in Foster MBA Career Management consultants/staff and real world professionals to teach students about career development topics, skills, and competencies necessary to be successful. This course will enable students to acquire new skills necessary to be successful in both employment and while they seek positions. The focus of this class is on students’ transition from school to work.

The class is required for graduation. Class participation, satisfactory completion of assignments, and attendance are all important in meeting the requirements for completing this course.

MBA recruiting and talent acquisition requires candidates to perform well in networking and interviewing. This rigor applies broadly across industries and job functions. Students often find competing interests during their first quarter of the MBA Program. PRO DEV 1 creates an opportunity to focus on much needed job search skills for winter and spring internship recruiting.

This course is composed of a series of eight sessions focused on the nuts and bolts of professional development and job search competencies for MBA students. Sessions cover topics that promote success such as professional brand development, networking, decision-making, interviewing, self-awareness, software tools, and will focus on key documents such as Brand Essence®, resumes and cover letters.

Learning objectives for the sessions are:

- Understand what it means that you are the owner of your career
- Discover strengths, personal brand, and traits which differentiate a Foster MBA candidate in the market
• Understand how to use MBA Career Management, other school resources, and networks of supporters
• Reflect on career choices, personal desires, and goals
• Methods to learn about different business functions and industries
• Learn how to network, cold call, and use appropriate etiquette at business functions
• Understand the expectations of employers for networking, follow-up, and interviewing
• Achieve competency in behavioral and case interviewing
• Know the best use of online job search tools such as LinkedIn.com, Jobjuice, MBAFocus, Foster Jobs

Learning will be through the following methods:

• Guest speakers and experts in the field of recruiting, talent acquisition, and interviewing who will provide frameworks, theories, and real-life examples. Speakers will be from local and national businesses and represent well-known trainers in their fields and include: business etiquette, social media networking, case interviewing, and business writing.
• Interactive exercises in-class.
• In-class sharing among students.
• Completion and satisfaction of requirement for graduation: seven of the eight sessions must be attended in-person and, if necessary, a make-up session scheduled with the course instructor. Attendance will be taken at each session.

Recommended Readings:

Ben Casnocha and Reid Hoffman, The Start-up of You, 2012
David Orhvall, Crack the Case, Orhvall Media, 2011
Marc Cosentino, Case in Point, August 2011, Burgee Press
Alice Shroeder, Buffett biography, Snowball, Chapters 3,4,5, 2009
Sam M. Intrator, Megan Scribner, Leading from within: Poetry that Sustains the Courage to Lead, 2007, Jossey Bass
Lewis Lin, Decode and Conquer; Rise Above the Noise, 2014
Susan Canfield, Mentoring Moments, 2009
Peter Theil, Zero to One, 2014

**Session #1: Creating a MBA Business Career Plan & Utilizing Career Management and Job Search Tools**
Section B: September 24th, 8:30-10:20am, Paccar 394
Section A: September 25th, 8:30-10:20am, Paccar 394

Engaging in a proactive job and internship search requires a purposeful approach.
Assistant Dean Naomi Sanchez will guide students through creating a career plan to address
many career options, as well as review Foster Career Management Best Practices and the new MBA Business Career Plan.

Foster MBA Career Management team leads a review of the essential Career Management resources and tools MBA students utilize.

The overall objective of the session is to encourage students to own their career search.

1) Creating a business career plan that is self-designed, and therefore unique to their goals.
2) Introduce the tools with which they will work with MBACM and apply to job opportunities.
3) Students will have time to work with coaches on their plans.

| Instructors/Presenters | Naomi Sanchez, Assistant Dean; Career Coaches and other members of the MBACM team  
Susan Canfield, Director of the Mentor Program and Senior Associate Director, Author of Mentoring Moments  
Julie Boden, Senior Associate Director, MBA Career Management |
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<tbody>
<tr>
<td>Materials</td>
<td>Handout on online resources</td>
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| Assignment             | Read MBACareer_CareerPlan_0908.pdf  
Read MBACareer_BestPractices.pdf |

**Session #2: Creating and Presenting Your Professional Brand – Your Brand Essence©**

**Section B:** October 1st, 8:30-10:20am, Paccar 394  
**Section A:** October 2nd, 8:30-10:20am, Paccar 394

Foster MBA Career Management team leads students in the development of their Brand Essence. After creating Brand Essence statements, students will learn how to use the brand essence worksheet to develop an initial conversation with people in networking situations. How to make introductions, capture your brand essence, and project confidence will be covered. Students will learn how to translate their professional brand profiles into quick conversations and interview introductions.

The objective of the session is to prepare students to be comfortable and adept at networking in any situations – in particular for upcoming events such as Fall Forum, EAB Dinner, Mentor Reception, national career fairs, networking happy hours, Meet-the-Firms. Students will understand their strengths and distinguishing attributes.

The session will cover creating effective positioning statements and elevator pitches, as well as initiating and maintaining a meaningful conversation that allows you to convey personal self, professional ambitions, and/or natural curiosity.

The first hour will be a working session with students on their Brand Essence documents and the second hour will be in practice networking using the Brand Essence statements.

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<thead>
<tr>
<th>Instructors/Presenters</th>
<th>Naomi Sanchez, Assistant Dean; Jean Gekler, Senior Associate Director will lead the review of professional brand, networking principles and real-time practice. Foster MBA program representatives will take part in the practice networking session for the second hour.</th>
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| Resource Materials     | Watch Brand Essence PowerPoint presentation, and bring completed Brand Essence© worksheet to class.  
Watch/participate in Effective Networking webinar.  
Additional suggested resources: The Startup of You, by Reid |
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<tr>
<th>Assignment</th>
<th>Complete the Brand Essence worksheet and hand in a copy during class.</th>
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**Session #3: Introduction to Case Interviewing – Crack the Case Workshop (Level I)**

**Session A:** October 9th, 8:30 - 11:30am, Paccar 390  
**Session B:** October 9th, 1:30 - 4:30pm, Paccar 390

David Ohrvall, author of Crack the Case, will present what case interviewing entails, how to answer questions, and what to expect. He will share his model for case interviewing.

**Instructor/Presenter:** David Ohrvall, author of Crack the Case  
**http://www.mbacase.com/index.htm**

**Materials:** Handouts given during class or online references

**Assignments**  
**To be completed prior to attending class.**
- Explore Crack the Case website, including video library, (watch videos: 1-01, 1-02, Crack the Case System Overview, and more)  
- Recommended Pre-Read:
  1. Crack the Case Workshop Pre-Read  
  2. Let's Get Started! Excerpts from Chapters 1 & 2 of Crack the Case System  
- Check out the book from Foster MBA Career Management  
- Read three cases in Crack the Case by Ohrvall  
- Read three cases in Case In Point by Cosentino  
- Practice at least one case interview (preferably with the Consulting Society member)  
- Schedule a mock case interview with MBA Career Management

**Session #4: Interviewing Boot Camp – Behavioral and Case Interviewing Practice and Review**

**Session B:** October 15th, 8:30-10:20am, Paccar 394  
**Session A:** October 16th, 8:30-10:20am, Paccar 394

Students will need a high degree of interview competency to get an offer. Learn what factors make a successful interview for a job or business. How can you use a tool like the brand essence exercise to help you in the interview? How can you convey confidence, be concise, and exude positive energy as well as tell your stories with an element of drama during the interview? This hands-on practice session will enable students to practice case and behavioral interviewing, watch fellow students practice, and receive feedback from their team members and a MBACM Career Coach.

**Instructors/Presenters:** Students will practice behavioral and case interviewing in small groups led by an MBACM career coach. Using one of David Ohrvall's cases they will practice a case question. Coaches will also ask a few behavioral questions. Each student will receive written comments from the Coach on their interview responses.

**Materials:** Practice Sheets/Resumes

**Assignments**  
Complete 5 mock interviews within one month after the class
Learn several frameworks for answering case questions. Read Crack the Case or Case in Point—Kindle versions are available online at Amazon.com. For product management positions in tech, read Lewis Lin's books: *Decode and Conquer* and *Above the Noise*.

### Session #5: Interview Math

**Section B:** October 29*, 8:30-10:20am, Paccar 394  
**Section A:** October 30*, 8:30-10:20am, Paccar 394

Whether you are interviewing for consulting, finance, product management, and oh yes, marketing roles, you may be asked to solve analytical questions such as:

- How many leaves are in this tree? (Amazon product management interview)  
- What's the lifetime value of an HP printer customer? (HP finance interview)  
- Should Nordstrom Rack change its return policy from 30 to 90 days? (Nordstrom marketing and finance interview)

Presenter Lewis C. Lin, will breakdown these questions and share his straightforward frameworks to solve these intimidating questions. Sharpen your pencils and get ready to do math in this interactive workshop.

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<thead>
<tr>
<th>Instructor/Presenter</th>
<th>Lewis Lin, founder and CEO of Impact Interview</th>
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<tr>
<td>Materials</td>
<td>Handouts in class</td>
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<tr>
<td>Assignment</td>
<td>Suggested Reading <em>Decode and Conquer</em> and <em>Rise Above the Noise</em></td>
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### Session #6: Business Writing to Influence Decisions

**Section B:** November 5*, 8:30-10:20am, Paccar 394  
**Section A:** November 6*, 8:30-10:20am, Paccar 394

Written communication is critical in the business environment, and businesses expect MBAs to possess proficient writing skills. Whether it is a cover letter, project proposal, deliverable report, or business memo, MBAs need to be able to write effectively. At Amazon, written communication skills are essential; therefore, we have invited David Zimmer in to present effective business writing principles with a focus on job application documents like the cover letter.

In this session, students will be introduced to key components of successful business writing. You will learn how to organize your thoughts, analyze, and synthesize concepts for writing. Additionally, you will practice how to write in a cogent and powerful way to influence decisions. You will be expected to complete and turn in a written assignment to David Zimmer for review and feedback.

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<th>Instructors/Presenters</th>
<th>David Zimmer, Director at Amazon.com</th>
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| Materials              | PowerPoint by Zimmer  
Handout in class |
| Assignment             | Writing assignment due on the day of class. Assignment will be distributed via Canvas a week before the session. Papers, in printed copy, will be reviewed in class, and be turned into David Zimmer at end of class. Papers will be reviewed, and returned with feedback. |
Session #7: Promoting Your Professional Brand Using Online Tools  
Section B: November 12th, 8:30-10:20am, Paccar 394  
Section A: November 13th, 8:30-10:20am, Paccar 394  
Most people know how to use LinkedIn to some degree, but learn how to use it to create and promote your professional brand. Our trainers are industry experts with proven experience and rave reviews.  
How do you write your profile to capture your skills and abilities that distinguish your talents?  
Who is looking at your LinkedIn profile? How can you use the tool with MBACM staff and employers? What about Foster’s Alumni directory on Foster Jobs? What is the best practice in connecting with Foster alumni?  
Instructors/Presenters | Naomi Sanchez, Assistant Dean  
| LinkedIn Trainer (TBD)  
| Foster Alumni Staff  
Materials | Recommended reading: The Startup of You, by Reid Hoffman and Ben Casnocha; Give and Take by Adam Grant; The MBA Guide to Networking Like a Rockstar, by Jaymin Patel  
Assignment | Update your LinkedIn profile  
Creating a business contacts spreadsheet (reviewing that portion of the job search plan)  

Session #8: Preparing for Internship Recruiting & Reviewing Job Search Plan  
Section B: November 19th, 8:30-10:20am, Paccar 394  
Section A: November 20th, 8:30-10:20am, Paccar 394  
This session is intended to prepare you for the Internship recruiting season – which begins in the winter quarter and spans through spring quarter. We will review On-Campus Recruiting (OCR) processes and expectations. Alternatives to traditional internships will also be introduced with a review of the guidelines for non-OCR approaches such as pitching a project and pursuing an independent study opportunity.  
Additionally, there will be a review of individualized job search plans.  
Instructors/Presenters | Naomi Sanchez, Assistant Dean  
| Susan Canfield, Senior Associate Director; Sigrid Olsen, Director; and Gordon Neumiller, Director will be on a panel to share alternatives to OCR.  
| Jennifer Larson and Colette Vogel will be on the panel to provide information on OCR.  