

## **PROFESSIONAL DEVELOPMENT PLAN**

Jesse H. Jones School of Business  
Career Planning and Placement Center

### **Introduction**

The Career Planning and Placement Center focuses on professional development as an integral part of preparing students for the workforce. The center provides workshops/seminars, career planning and résumé counseling, internship/job placement, career programs, and career library. Professional development seminars/workshops are designed to prepare students in the areas of résumé preparation, interviewing, professional attire and job search. Workshops/seminars include résumé writing, interviewing techniques, professional attire, business etiquette, dining etiquette, and job search strategies.

In an effort to attract students at different levels of their education, the center realizes that the need for a structured program is crucial. In order to provide students with the tools needed to be successful academically and professionally, the center needs to be focused on developing the “total” student. It is the “total” student that will be participating in the competition to obtain employment.

### **CP&P Center**

The professional development structure of the CP&P center relies heavily upon seminars, workshops, and classroom visitations.

Professional development seminars/workshops are held in the fall and spring for two consecutive weeks every month. There are five (6) seminars/workshops with the dining etiquette seminar only held in the spring. Classroom visitations are scheduled based on instructor’s approval and time allotted for non-classroom topics. In addition, A BADM 230 module was introduced in fall 2004 and was not continued due to time allocation. The module was introduced in six (6) of the BADM 230 Communication courses comprised of 215 students for two consecutive weeks. The module included a résumé writing clinic and interviewing workshop, which included classroom mock interviews.

The center offers an array of services in conjunction with the professional development. Time allocation and staffing has been an obstacle in providing coverage in many areas.

### **Proposed Structures**

#### Structure 1

Provide professional development workshops/seminars that would enhance development at the different educational levels. Below is an outline of workshops/seminars. Workshops/seminars can be offered throughout the month encompassing all of the topics.

<u>Level</u>	<u>Workshop/Seminar</u>
Freshmen Level	Time Management Skills Coping with College Stress
Sophomore Level	Career/Industry Options Business Etiquette
Junior Level	Relationship Building Job Search Strategies
Senior Level	Transition from College to Corporate Presentation Skills
MBA Level	Job Search Strategies for MBAs Networking
All Levels	Résumé Writing Interviewing Skills Business/Professional Attire (provided on a continuous basis for all educational levels)

## Structure 2

Provide professional development workshops/seminars as a lab component of core courses. Core courses would span throughout the curriculum to include accounting, finance, marketing, and management.

The main purpose of the lab is to teach the professional development sections. The lab would be taught by the CP&P Center and selected staff, thus allowing the basic principles of the core course to be taught during the regular scheduled time. Students will be required to attend ALL seminars within the semester.

Labs will be offered on the following dates:

<u>Day</u>	<u>Lab Topic</u>	<u>Time</u>
Monday	Dressing for Leadership	12:00 – 1:00pm
Tuesday	Résumé Writing	12:00 – 1:00pm
Wednesday	Interviewing Skills	12:00 – 1:00pm
Thursday	Business Etiquette	12:00 – 1:00pm
Offered once a month	Dining Etiquette	12:00 – 1:30pm

(Increments of every week or bi-weekly)

Students will be informed of the lab schedules through instruction and encouraged to attend for a portion of their grade. To prevent the possibility of students not attending the required workshops, a portion of the final examination of the core course will include information from each seminar. Lab points can be assigned to specific projects (résumé/cover letter and interviewing).

### Structure 3

Provide professional development workshops/seminars through the Internship class. Utilize the **BADM 466, BADM 644** and **ACCT 446** classes to incorporate seminars and workshops.

Internship classes, except BADM 466, normally meet once or twice during the semester. As part of the internship grade, student will be required to attend a series of professional development classes. Classes would entail the following information:

Résumé and Cover Letter Writing  
Interviewing Skills with Mock Interviews  
Business Etiquette  
Professional Attire/Business Casual Attire  
Dining Etiquette

Conflict Resolution  
Managing the Workplace