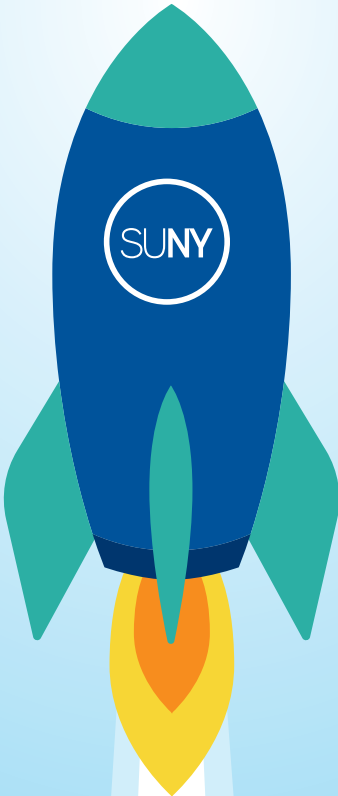


# PROFESSIONAL SKILLS CAREER LAUNCH

*How-To Guide*





Welcome to the Professional Skills Career Launch How-To Guide! Feel free to click on any link in the table of contents to take you where you would like to go!

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*The SUNY Professional Skills Career Launch was created collaboratively by representatives at the University at Buffalo, SUNY Oswego, Cornell University, and Binghamton University.*

# Welcome to the Professional Skills Career Launch!

This course offers seven modules and includes readings, content videos, employer advice videos, exercises and assignments that can be completed online or on paper. There is also a mechanism for students to communicate with an instructor and/or other students in the same class to provide interactive feedback or discuss class issues online. Throughout the course, students are encouraged to partner with career services on their campus. The course allows faculty, students, staff, and outside community partners to gain access to professional skills development resources. The Professional Skills Career Launch outlines skills including:

- Pre-employment success-Co-op/internship readiness
- Field-related employability
- Workplace value
- Professional success- This includes pre-employment success, career readiness

## Students will learn:

- Job search and career launch skills for internships, co-ops, and entry level jobs;
- Critical thinkers with strategic and professional success skills;
- Communication, interpersonal and team skills;
- Workplace-ready interactive skills through self-paced online instruction, assessment, assignments and evaluation.

## Creative Common License Information

The Professional Skills Career Launch is a Creative Common licensed course. You can modify the course and its offerings into whatever form fits your campus needs. Therefore, it can be offered as a one-, two- or three-credit course, or as a non-credit option. The course can be offered under the auspices of career services or an experiential learning office, through an academic studies unit, or through any academic department as an independent offering or capstone requirement. Campuses will also be responsible for hosting the content and offering the technology needed to support the course. Career Launch is very student-focused. Please find Student Information on Page 5.

### Creative Commons License:

The Creative Commons Attribution is a Non-Commercial, Share-Alike 4.0 International License

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## What do I have access to through Career Launch?

You have access to two the entire content of two courses for free and the ability to purchase one e- textbook, and one paperback: one course that is appropriate for all majors, one course that is meant for Engineering and STEM Students. Both courses are comprised of seven modules (see description attached) that encompass a flexible curriculum designed to develop:

### You will be able to:

- Download course content and host the blackboard courses at your home institution, teaching them based on existing campus policy
- Use the online content already hosted on SUNY's BlackBoard for free (this option limits student ability to complete and 'hand in' assignments online)
- Share any embedded videos
- Create a "how-to write a resume" lesson or other lessons of your choice
- Engage in discussions on career related topics
- Reflect on experiences and motivate students to reflect on their career related experiences
- Supplement your existing work with content from this collaborative project
- Suggest additional content for the course to [appliedlearning@suny.edu](mailto:appliedlearning@suny.edu)

## Access

[suny.edu/applied-learning](http://suny.edu/applied-learning)

### Non-Users:

Please email [appliedlearning@suny.edu](mailto:appliedlearning@suny.edu) for username and password access to the professional skills career launch

### AFTER YOU HAVE ACCESS WITH YOUR LOGIN INFORMATION:

1 Click on course in course list that you would like to view:

- Course Content for SUNY Professional Skills Career Launch- All Majors
- Course Content for SUNY Professional Skills Career Launch- Engineers

### Then:

2 Follow the Navigation through the Skills Course on Page 8 of this guide.

### Existing Users:

1 Please click [here](#) and continue:

**Username:** yourusername (this username was given to you by the [appliedlearning@suny.edu](mailto:appliedlearning@suny.edu) team)

**Password:** your password (this password was given to you by the [appliedlearning@suny.edu](mailto:appliedlearning@suny.edu) team)

2 If your username and/or password is not working, click [here](#).

3 Follow the Navigating through the Skills Course on Page 8 of this guide.

4 Don't forget to Preview and Purchase the textbooks on Page 6!



## Accessible Texts and Zip Files

### Course Content for SUNY Professional Skills Career Launch- All Majors:

The E-Textbook for the All Majors course is: *Ready to Launch Your Career: A Winning Process to Create Your Professional Future* by Dean C. Millar, University at Buffalo and Mark S. Savage, Cornell University, published by Pearson Prentice Hall. If you are interested in a free preview of the book, please email [appliedlearning@suny.edu](mailto:appliedlearning@suny.edu) for an access code.

To access the book online (students and/or educators) please go to:

[http://www.pearsoncustom.com/ny/suny\\_professionalskills](http://www.pearsoncustom.com/ny/suny_professionalskills).

Please access the all majors zip file below:

[https://bbsupport.sln.suny.edu/bbcswebdav/xid-525212\\_1](https://bbsupport.sln.suny.edu/bbcswebdav/xid-525212_1) (Zip File)

### Course Content for SUNY Professional Skills Career Launch- Engineers:

Accompanying text: *Ready for Takeoff: A Winning Process for Launching Your Engineering Career*—paperback book published by Pearson. Cost through Amazon is currently \$29.78, or campus book stores can order through Pearson. ISBN-13: 978-0136081272, ISBN-10: 0136081274

Please access the Engineers zip file below:

[https://bbsupport.sln.suny.edu/bbcswebdav/xid-525214\\_1](https://bbsupport.sln.suny.edu/bbcswebdav/xid-525214_1) (Zip File)

## Student Information

### Student Purchasing Instructions for Text for all Majors

#### Students can:

Purchase directly from Pearson at the [http://www.pearsoncustom.com/ny/suny\\_professionalskills](http://www.pearsoncustom.com/ny/suny_professionalskills) for \$19.95

**OR**

Purchase through a campus bookstore can stock standalone access codes (ISBN: 1323324585). Access codes sent to the bookstore are \$18.50 which will be marked up by the bookstore. For students on financial aid, the bookstore may be the only option.

### Student Purchasing Instructions for Text for Engineers:

#### Students can:

Purchase directly from Amazon for \$29.78

**OR**

Campus Bookstore can order through Pearson  
Accompanying text: *Ready for Takeoff: A Winning Process for Launching Your Engineering Career*—paperback book published by Pearson. Cost through Amazon is currently \$29.78, or campus book stores can order through Pearson. ISBN-13: 978-0136081272, ISBN-10: 0136081274



## Navigating through the Skills Course

When you are navigating through the site, on the left you will see different modules. The modules on the left will be:

**SUNY Professional Skills:** Career Launch

**Course Welcome:** Here you will see a welcome from SUNY Chancellor Nancy Zimpher

**Getting Started**

**Course Information:** This tab gives users an overview of what to expect on the course.

**Course Navigation:** This tab includes Navigating my Online Course and Navigating the Learning Modules

**Ice Breaker:** This tab includes ways to “break the ice” and familiarize users with the course content

**Corresponding e TEXT Readings:** This tab provides users with readings from the e-text that correspond with the course modules

### Learning Modules

**Module 1: Career Readiness Fundamentals:** This module guides you to career success by laying the framework for job hunting skills. What steps do you need to take during your college career to make you an ideal candidate, what is your decision making process, what inherent skills do you have, and how can your college support you throughout this plan. This module includes a career readiness video and tasks to complete to help with career readiness.

**Module 2: First Steps-Self Analysis and Market Research:** This module will help you with the first steps in your job process. Self-assessment will help you identify your job interests, styles, and motivators. Market research is a component of your environmental scan that helps you identify the type of organization you want to work at, and how your work style is best applied.

**Module 3: Job Search Essentials:** When you apply for a job you need a foundation to sell yourself into the interview seat. Your written communication needs to demonstrate how your skill set fits the position. This module helps you write your foundation.

**Module 4: Action, Organize, Interview, and Follow-up:** In this module your actions will put you in the interview seat. You will learn how to dress for the part, what your social media says about you, and interview fundamentals.

**Module 5: On the Job-Career Launch:** This module will help you identify the culture of the workplace, make a great first impression, familiarize yourself with typical onboarding paperwork and develop professional etiquette.

**Module 6: Professional and Ethical Behaviors:** In this module, we will focus on what it means to behave professionally and ethically. We will address why it is important and the impact that ethics has in the business world. We will discuss professional ethics, assess personal and professional values, recognize and differentiate ethical and perspective issues, and discuss and reflect on diversity.

**Module 7: Teamwork:** In this module, we will talk about teamwork. In the workplace, teamwork and project work become the same. You will work with different people with different skill sets in the workplace. We will discuss how to successfully and efficiently work with people to accomplish tasks and be professionally successful.

**Career Resources Journal:** Your Career Resources Journal can be a folder, binder, notebook, or online tool that you use to compile a variety of information and resources that can assist you in your job hunt. The idea behind keeping this journal is to provide yourself with a resource for networking when you begin your job hunt.

**Career Fair:** Career Fair allows users to write a career fair report about a career fair they would like to or have attended. Career Fair gives users Career Fair preparation and outlines Career Fair tips and allows users to share their experiences.

**Course Evaluation:** Course Evaluation provides a chance for feedback on the course and what improvements users feel could be added.

**Communication/Course Messages:** This section allows users to view messages and look at any grades that may be associated with this course.

## FAQ's

### **What is the format of the course?**

The course is offered in seven modules and includes readings, content videos, employer advice videos, exercises and assignments that can be completed online or on paper. There is also a mechanism for students to communicate with an instructor and/or other students in the same class to provide interactive feedback or discuss class issues online. Throughout the course, students are encouraged to partner with career services on their campus.

### **How can I offer this course on my campus?**

This is a Creative Common licensed course. You can modify the course and its offerings into whatever form fits your campus needs. Therefore, it can be offered as a one-, two- or three-credit course, or as a non-credit option. The course can be offered under the auspices of career services or an experiential learning office, through an academic studies unit, or through any academic department as an independent offering or capstone requirement. The course content is free, but understand that, as with any course, the impetus is on each individual offering the course for credit to work through the appropriate campus approval process. Campuses will also be responsible for hosting the content and offering the technology needed to support the course.

### **What expectation does SUNY have of my use of the course?**

We ask that you access the course free of charge by emailing AppliedLearning @suny.edu. When you are sent the content you will be asked to complete a short survey. This will help us to track multiple offerings of the course on each campus and to more effectively address technology issues and fixes. Particularly in this first year, we would like to 1) track how the course is used; 2) collect and share best practices; 3) encourage your suggestions for improvement.

To assist in the assessment process during the first year release of the course, we will ask you to share with us how you offered and implemented the course, how you delivered the course, prominent trends in academic years and majors of student enrollees, and any useful feedback from students and faculty instructors. This information will be gathered in survey format.

### **Do I have to teach this course online?**

The course can be delivered in multiple modalities: solely online, in a traditional face-to-face class venue, or through a mix of the two. The course can also be delivered as an individualized self-paced program series. Feel free to design your own course delivery mode!

### **Do I have to use all the modules?**

No. It is recommended to follow the sequential steps of the course in correlation with the recommended companion E-textbook, but you may certainly review the content and select those modules that best suit your campus needs.

### **Is there a companion textbook for the course?**

The recommended E-Textbook for the All Majors course is: *Ready to Launch Your Career: A Winning Process to Create Your Professional Future* by Dean C. Millar, University at Buffalo and Mark S. Savage, Cornell University, published by Pearson Prentice Hall.

The recommended Textbook for all Engineers is: *Ready for Takeoff: A Winning Process for Launching Your Engineering Career*—paperback book published by Pearson. The cost through Amazon is currently \$29.78. Students can order it through their bookstore. The ISBN is: ISBN-13: 978-0136081272, ISBN-10: 0136081274

### **How can I integrate this with students going out on internship or co-op?**

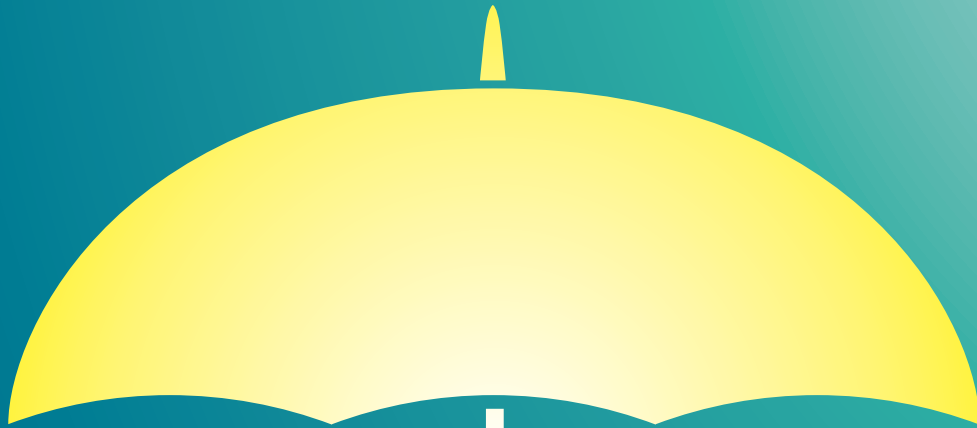
The course can be offered as a mandated course for students enrolled in a co-op or internship program. It can also be used as a tool for students to self-pace their work as part of an overall experiential education or career development course. It really depends on which model best suits your campus.

### **During which year should students take this course?**

Ideally, sophomore year. Ultimately, the goal is for students to take the course prior to their application and completion of an experiential learning engagement. Students need to understand what to expect and how to prepare for transition into the workplace, from selecting their best-fit opportunity, to effectively capitalizing on their work projects and mentors with whom they will work. As students work on building their career-focused resumes, networks and aspirations, our goal is to help them recognize and expand their knowledge and professional soft skills to become "best job candidates" upon graduation.

### **Might a student who is senior consider taking course?**

Absolutely. It may even be of interest to graduate students who may not yet have experienced a real work environment. The practical knowledge is definitely worthwhile, and it will help them to develop skills for their transition into the workplace.



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