

**Commerce 2IN0
Career Development Course
Winter 2024 – Session 1
Course Syllabus**

**DeGroot School of Business
McMaster University**

COURSE OBJECTIVE

This 10-hour, non-credit course equips students with the essential skills to effectively transition from the classroom to the workplace. It gives students the tools to successfully participate in summer, internship, and full-time job searches. Topics covered may include, but are not limited to: skills assessment, resume and cover letter development, interview skills, networking, job search strategies, and business etiquette. Successful completion of this course is one of the requirements to participate in the BCom / IBH with Internship program.

INSTRUCTORS AND CONTACT INFORMATION

C06, C02

Karam Noel

Relationship Manager, BCom

noelk@mcmaster.ca

Coaching: By appointment

C05, C07

Gabriel Jacobs

Relationship Manager, BCom

jacobg1@mcmaster.ca

Coaching: By appointment

C04, C08

Brooke Russell

Relationship Manager, BCom

mccoubrb@mcmaster.ca

Coaching: By appointment

C01

Breanne Russell

Relationship Manager, BCom

russeb10@mcmaster.ca

Coaching: By appointment

C03

Danielle Little

Manager, Career Education

dlittle@mcmaster.ca

Coaching: By appointment

Course website: <http://www.avenue.mcmaster.ca>

COURSE ELEMENTS

Credit Value:	0	Leadership:	Yes	IT skills:	No	Global view:	Yes
A2L:	Yes	Ethics:	Yes	Numeracy:	No	Written skills:	Yes
Participation:	Yes	Innovation:	Yes	Group work:	Yes	Oral skills:	Yes
Evidence-based:	Yes	Experiential:	Yes	Final Exam:	No	Guest speaker(s):	No

COURSE DESCRIPTION

This is a non-credit (pass/fail) course that requires students to participate actively and engage in all five live sessions, complete all activities and discussions (including asynchronous pre-work assigned prior to attending sessions), and submit all deliverables by given deadlines. Classes will be held weekly from January 15th to February 16th. You must attend the section of the course you are registered in unless otherwise requested and approved by the course coordinator. All relevant course materials will be made available on Avenue to Learn, including the pre-work that complements each live session.

LEARNING OUTCOMES

This course supports students' career exploration, job search, career development, and networking skills. By the end of the course, students would have successfully:

Career Exploration

1. Identified skills to develop to achieve career goals
2. Explored various careers based on interests, motivators, and skills

Job Search

3. Understood business recruitment cycles and timelines
4. Applied different job search strategies, including researching potential employers
5. Assessed a job description
6. Explored the use of AI-powered tools (e.g., ChatGPT, VMock)
7. Applied various strategies for researching potential employers

Career Development

8. Learned to leverage their experience(s) and transferable skills
9. Defined and created their personal brand
10. Written a tailored resume and cover letter for a job posting of interest
11. Updated their LinkedIn profile
12. Participated in mock interviews and received feedback from others

Networking Skills

13. Developed in-person and virtual networking strategies
 14. Operationalized LinkedIn for job search and networking
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COURSE MATERIALS AND READINGS

There is no required textbook for this course. All course materials, including lecture slides, worksheets, videos, and links, will be provided in Avenue to Learn.

COURSE DELIVERY

MODALITY	DESCRIPTION
Asynchronous	Pre-work and other activities, as assigned via A2L and career tools, are to be completed on your own time. You should plan to dedicate at most 2 hours/week.
In-Person	Five sessions led by your instructor. Check Mosaic for information regarding your assigned core, including the day/time and location of where weekly in-person classes will occur from January 15 th to February 16 th .

COURSE OVERVIEW AND ASSESSMENT

To pass Commerce 2IN0, students must fulfill the following requirements in addition to a **minimum grade of 50% in each of the course evaluations** (i.e., you **MUST** complete all graded components with a minimum of 50% in each – pre-work, resume, cover letter, VideoBioRecruiter – to pass):

1. **Attend all five classes.** Attendance will be required. You are required to attend your registered section; however, in the event that you miss class, it is your responsibility to notify your instructor and copy the course coordinator, Karam Noel, at noelk@mcmaster.ca. One of the following options must be actioned to remain active in the course:

- Receive permission from Karam to attend an alternate section if available/applicable – please indicate which section(s) and reason(s) for missing original section in your correspondence.
- Request and complete the missed class homework package provided by Karam. Only a **maximum of two** homework packages can be requested.
- Submit a Petition for Relief of Missed Course Work within **five** business days of returning to school.

2. **Complete ALL evaluation components**, receiving a minimum of 50% in each:

EVALUATIONS	WEIGHT	DESCRIPTION
Pre-work activities (asynchronous)	25%	Completing all required pre-work activities and submitting to section-specific dropbox on A2L.
Resume	30%	Submitting a resume tailored to a job posting of interest; Feedback received from VMock, an AI-driven resume tool that provides scoring based on impact, presentation and competencies, should be actioned prior to final submission.
Cover Letter	30%	Submitting a customized cover letter to a job posting of interest. As with the resume assignment, you are expected to incorporate the concepts taught and feedback received.
VideoBioRecruiter	15%	Complete a virtual mock interview using VideoBioRecruiter.

COMMUNICATION AND FEEDBACK

Students who wish to correspond with members of the BCom CPD team directly via email must send messages that originate from their **official McMaster University email account**. This protects the confidentiality and sensitivity of information as well as confirms the identity of the student. All students must receive feedback regarding their progress prior to the final date by which a student may cancel the course without failure by default.

REQUESTING RELIEF FOR MISSED ACADEMIC WORK

In the event of an absence for medical or other reasons, students should review and follow the Academic Regulation in the Undergraduate Calendar [“Requests for Relief for Missed Academic Term Work”](#) and the Missed Course Work Policy: <http://ug.degroote.mcmaster.ca/forms-and-resources/missed-course-work-policy/>

GENERATIVE AI: SOME USE PERMITTED

Students may use generative AI in Commerce 2IN0 in accordance with the guidelines outlined for each deliverable and so long as the use is properly cited. Use of generative AI outside course guidelines or without citation will constitute academic dishonesty. It is the student's responsibility to be clear on the limitations of use for any graded assessments (e.g., Cover Letter) and on proper expectations and citation practices.

ACADEMIC INTEGRITY

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity. **It is your responsibility to understand what constitutes academic dishonesty.**

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: "Grade of F assigned for academic dishonesty"), and/or suspension or expulsion from the university.

For information on the various types of academic dishonesty please refer to the [Academic Integrity Policy](https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/), located at <https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/>

The following illustrates only three forms of academic dishonesty:

- plagiarism, e.g. the submission of work that is not one's own or for which other credit has been obtained.
 - improper collaboration in group work.
 - copying or using unauthorized aids in tests and examinations.
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AUTHENTICITY/PLAGIARISM DETECTION

Commerce 2IN0 uses Turnitin.com to reveal the authenticity and ownership of student-submitted work. As such, students will be expected to submit their work electronically via an A2L using plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty. Students who do not wish their work to be submitted through this web-based platform must inform their instructor and course coordinator before the assignment is due. No penalty will be assigned to a student who chooses not to submit their work to the plagiarism detection software. However, their work will be subject to normal verification to ensure that standards of academic integrity have been upheld (e.g., online search, other software, etc.). For more details about McMaster's use of Turnitin.com please go to www.mcmaster.ca/academicintegrity.

COURSES WITH AN ON-LINE ELEMENT

Commerce 2IN0 uses online elements (e.g. email, Avenue to Learn (A2L), web pages, MS Forms, etc.). Students should be aware that, when they access the electronic components of a course using these elements, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course. The available information is dependent on the technology used. Continuation in a course that uses online elements will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure, please discuss this with the course coordinator.

CONDUCT EXPECTATIONS

As a McMaster student, you have the right to experience, and the responsibility to demonstrate, respectful and dignified interactions within all of our living, learning and working communities. These expectations are described in the [Code of Student Rights & Responsibilities](#) (the “Code”). All students share the responsibility of maintaining a positive environment for the academic and personal growth of all McMaster community members, **whether in person or online**. Student disruptions or behaviours that adversely affect, disrupt, or interfere with reasonable participation in University activities will be taken very seriously and will be investigated.

ACCOMMODATION OF STUDENTS WITH DISABILITIES

Students with disabilities who require academic accommodation must contact [Student Accessibility Services](#) (SAS) at 905-525-9140 ext. 28652 or sas@mcmaster.ca to make arrangements with a Program Coordinator. For further information, consult McMaster University’s [Academic Accommodation of Students with Disabilities](#) policy.

ACCOMMODATION FOR RELIGIOUS, INDIGENOUS OR SPIRITUAL OBSERVANCES (RISO)

Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the [RISO](#) policy. Students should submit their request to their Faculty Office **normally within 10 working days** of the beginning of term in which they anticipate a need for accommodation or to the Registrar's Office prior to their examinations. Students should also contact the course coordinator as soon as possible to make alternative arrangements.

COPYRIGHT AND RECORDING

Students are advised that lectures, performances, and any other course material provided by the CPD team are copyright-protected. The Copyright Act and copyright law protect every original literary, dramatic, musical and artistic work, **including lectures** by CPD. Recordings may take place during the course by the instructor for the purpose of authorized distribution, or by a student with an approved accommodation for the purpose of personal study. Please speak with the course coordinator if you wish for your voice and/or image to not be recorded.

EXTREME CIRCUMSTANCES

The University reserves the right to change the dates and deadlines for any or all courses in extreme circumstances (e.g., severe weather, labour disruptions, etc.). Changes will be communicated through regular McMaster communication channels, such as McMaster Daily News, A2L and/or McMaster email.

ACKNOWLEDGEMENT OF COURSE POLICIES

Your enrolment in Commerce 2IN0 will be considered an implicit acknowledgement of the course policies outlined above, or of any other that may be announced on A2L. It is your responsibility to read this course outline, to familiarize yourself with the course policies and to act accordingly.

FIVE-WEEK COURSE SCHEDULE

WK	LEARNING OUTCOME(S)	TOPIC(S)	VIDEO(S)	ACTION ITEM(S)
Jan 15 – 19	<p>Explore various careers based on interests, motivators, and skills</p> <p>Identify skills to develop to achieve career goals</p> <p>Define and create personal brand</p>	Career Assessment & Personal Branding	Goal Setting	Complete Career Leader Assessment and Submit Reflection 1 by January 14 th
Jan 22 – 26	<p>Understand business recruitment cycles and timelines</p> <p>Applied different job search strategies</p> <p>Assess a job description</p> <p>Develop in-person and virtual networking strategies</p>	Job Search & Networking	Employer Insights & Trends	Submit Reflection 2 by January 28 th
Jan 29 – Feb 2	<p>Write a tailored resume for a job posting of interest</p> <p>Explore the use of AI-powered tools</p> <p>Update their LinkedIn profile</p>	Resume & LinkedIn: Part 1	ChatGPT: Accelerating Recruitment	Submit an updated version of your resume to VMock and score in the green by February 4 th
Feb 5 – 9	<p>Apply various strategies for researching potential employers</p> <p>Write a tailored cover letter for a job posting of interest</p> <p>Operationalize LinkedIn for job search and networking</p>	Cover Letter & LinkedIn: Part 2	Researching for Career Success	<p>Bring to the fourth class a printed copy of a cover letter you have written in the past</p> <p>Update your LinkedIn profile and send two personalized connection requests by February 11th</p>
Feb 12 – 16	Participate in mock interviews and receive feedback from others	Interviews & Next Steps	Workplace Accommodations	<p>Submit Reflection 3 by February 11th</p> <p>Submit Resume, Cover Letter, and VideoBioRecruiter by February 19th</p>