

**Commerce 2IN0 Career Development Course
Winter 2025 – Session 1
Course Syllabus**

**DeGroot School of Business
McMaster University**

COURSE OBJECTIVE

This 12-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

C02, C07

Rouxanne Irving

Relationship Manager, BCom

irvinr9@mcmaster.ca

Coaching: By appointment

C04, C08

Breanne Russell

Relationship Manager, BCom

russeb10@mcmaster.ca

Coaching: By appointment

C03, C06

Amar Sandher

Relationship Manager, BCom

sandheas@mcmaster.ca

Coaching: By appointment

C01, 05

Gabriel Jacobs

Relationship Manager, BCom

jacobg1@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 six 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 6th to February 14th. 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
3. Connected personal skills, interests, and motivators to potential career paths

Job Search

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

Career Development

9. Learned to leverage their experience(s) and transferable skills
10. Defined and created their personal brand
11. Written a tailored resume and cover letter
12. Participated in mock interviews and received feedback from others
13. Practiced storytelling techniques using STAR/Impact concepts

Networking Skills

14. Developed in-person and virtual networking strategies
15. Operationalized LinkedIn for job search and networking
16. Conducted coffee chats and engaged with alumni for career insights

Professionalism and Workplace Transition

17. Prepared for the transition to the workplace with industry insights.
 18. Set and revisited personal career goals throughout the course
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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	Six 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 6th to February 14th.

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 – weekly pre-work tasks, resume, cover letter, and reflection videos – to pass):

1. **Attend all six 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, Rouxanne Irving, at irvinr9@mcmaster.ca. One of the following options must be actioned to remain active in the course:

- Request and complete the missed class homework package provided by Rouxanne. 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 category:

EVALUATIONS	WEIGHT	DESCRIPTION
Pre-work activities (asynchronous)	25%	Complete required pre-work activities as indicated on Avenue to Learn. Actively participate in class discussions and activities; demonstrating communication, collaboration and professional attributes
Goal Setting Video	10%	Create a video outlining your career goals, personal branding, and steps you plan to take to achieve these goals.
Resume	25%	Submit a tailored resume; feedback received from VMock, an AI-driven resume tool that provides scoring based on impact, presentation and competencies, as well as from TA, should be actioned prior to final submission.
Cover Letter	25%	Submit a tailored cover letter; as with the resume assignment, you are expected to incorporate the concepts taught and feedback received from TA.
Behaviour Based Reflection Video	15%	Create a video reflecting on your experiences and how you have applied behaviour-based techniques (e.g., STAR method) in your career development.

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 in-class videos and tools demonstrated. Use of generative AI outside course guidelines (e.g., copying >100 characters of text, reformulating responses) and without proper 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., Reflections, 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.

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.

Six-Week Course Schedule

WK	LEARNING OUTCOME(S)	TOPIC(S)	PRE-WORK	ASSIGNMENT
Week 1 Jan 6–10	Identify skills to develop to achieve career goals Define and create a personal brand	Introduction to CPD (Career & Professional Development) Business Etiquette and Professionalism Personal Branding		Goal Setting Video due Jan 26
Week 2 Jan 13-17	Explore various careers based on interests, motivators, and skills Understand business recruitment cycles and timelines Applied different job search strategies Assess a job description	Career Assessment & Job Search	<u>Pre-work #1:</u> Complete the Career Leader Assessment and submit Reflection 1: Career Leader due on the day of your class	
Week 3 Jan 20-24	Write a tailored resume Explore the use of AI-powered tools	Resume	<u>Pre-work #2:</u> Submit an updated version of your resume to VMock and score in the green due on the day of your class <u>Recommended:</u> Print latest VMock submission and bring to third class to receive feedback from TAs	Updated resume due February 2

<p>Week 4 Jan 27-31</p>	<p>Apply various strategies for researching potential employers</p> <p>Write a tailored cover letter</p> <p>Operationalize LinkedIn for job search and networking</p>	<p>Cover Letter & LinkedIn</p>	<p><u>Pre-work #3:</u> Bring to the fourth class a printed copy of a cover letter you have written to receive feedback from TAs due on the day of your class</p>	<p>Updated Cover Letter due February 9</p>
<p>Week 5 Feb 3-7</p>	<p>Develop in-person and virtual networking strategies.</p> <p>Prepare for interviews</p>	<p>Networking Strategies & Interview Preparation</p>	<p><u>Pre-work #4:</u> Submit Reflection 2: Networking due on the day of your class</p>	
<p>Week 6 Feb 10-14</p>	<p>Participate in mock interviews and receive feedback from others</p> <p>Prepare for the transition to the workplace with industry insights.</p>	<p>Interviews & Next Steps</p>	<p><u>Pre-work #5:</u> Submit Reflection 3: Interview due on the day of your class</p>	<p>Behaviour Based Reflection Video due by February 16</p>