

ECON 490: Career Preparation for ECON Majors Spring 2020

Course Number:	ECON 390	Day/Time:	Tues 5:15 – 6:30
Credit Hours:	1.0	Bldg/Room:	Gardner 211
Department:	Economics	Term:	Spring 2020
Professor:	Michael M. Norwood	Office:	214 Graham
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<u>Grading:</u>	Resume/Networking/Mock Interview	50 %
	Presentation Skills	10 %
	Participation/Attendance/Interaction	20 %
	Final Exam	20%

Course Description: The goal of the course is to better prepare ECON majors for their careers upon graduation. We will work on building real-life core transferrable skills that will help students in their pursuit of careers not just right out of college but years down the road for jobs that may not have even been created yet. The skills will be both technical as well as working on leadership and teamwork attributes drawing from Mr. Norwood's experience of playing basketball here at the University of North Carolina under Coach Dean Smith. Mr. Norwood spent 28 years in the financial industry, first with Merrill Lynch and then the last 15 years starting and running his own successful investment firm. There will be guest speakers from the business community that can further elaborate what they are looking for in the current hiring environment.

Target Audience: Second- and Third-year students majoring in Economics who are looking to be better prepared for post college careers within their field.

Course Prerequisites: ECON 400, 410 or permission by instructor. Can be concurrent with class.

Course Goals and Key Learning Objectives:

The purpose of this course is (at least) three-fold:

1. By actively engaging in the class both as a presenter and a prepared and vocal participant, a student improves his or her knowledge of how to utilize their academic background to enhance their pursuit of a post college career.
2. Participation in the class allows the student to further enhance their non-academic expertise, focusing on leadership and teamwork as well as core essential business skills that will be transferrable in an ever-changing work environment.
3. Participation in the class provides the student with feedback from peers and experienced professionals to improve their skill set to help in their pursuit of their

career goals within the financial world not just right out of college but years down the road.

Course Requirements:

Resume/Networking/Mock Interview

50 %

The class will require participation in all three areas. We will start with getting your resume tailored to what you are looking to pursue. The resume will be graded on the final product after reviewing, editing and then submitting a final copy. The grades will be based on formatting, spelling, grammar, and content. After the resume is completed, we will learn networking techniques to help find the career path that you are looking for. Each student will be required to find 5 unique networking opportunities and will cultivate them during the duration of the course. Grades will be based on how successful the student was in building a useful relationship. After identifying areas of interest, the class will work on interview skills so you can put your best foot forward. You will be judged on how you interact with the interviewee, knowledge of the company/subject, preparedness and effectiveness of delivering your overall message.

Presentation Skills

10 %

The class will work with students to improve their presentation skills both for individual meetings as well as large audiences. Each student will do a presentation to the class that will simulate presenting to their work colleagues. This will be graded similarly to the interview in terms of message delivered, comfort level, subject knowledge and public speaking skills.

Participation/Attendance/Interaction

20 %

Participation in this class is demonstrated through attendance, attention, making substantive contribution to discussions, and completing in-class assignments. I expect you to be on time, have completed the assigned readings, and actively engage and participate in the classroom activities. I believe that this will be a team endeavor and your participation will further enhance your fellow students' skills as well as your own.

Final Exam

20%

There will be class discussions regarding leadership and teamwork as seen through the prism of UNC basketball. Mr. Norwood was lucky enough to have played for the legendary coaches Dean Smith and Roy Williams. The lessons learned on the court and in the locker room are as relevant today in the boardroom as they were on the hardwood.

From time to time we will have guest speakers from the real world that will provide invaluable advice on career paths, hiring practices, needed skill development, etc.

Course Policies:

Regular attendance is expected and will be accounted for in the assignment of grades.

Course Resources: Reading materials for the course will be provided as needed. We will be using the [UCS Career Readiness Workbook](#) as a resource.

Honor Code: You are expected to be honest and honorable in your fulfillment of course conduct, course assignments, and course exams. Adherence to the honor code is required (<https://studentconduct.unc.edu/sites/studentconduct.unc.edu/files/documents/Instrument.pdf>)

Time Table: The scheduled presentation dates, times, and locations are listed here. If I end up with a website, they will be posted there as well.

Syllabus Changes: The facilitator of this course reserves the right to make modifications to the presentation schedule (dates, times, and locations) in the event that a presenter cancels. Any such changes will be announced as early as possible so that participants may adjust their schedules.

Reasonable Accommodations Policy:

Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact Disability Services as soon as possible to discuss accommodations

Course Outline To be covered in each class.

1. Introduction and Expectations
Assignment: Complete Focus 2 before next class
2. Jobs for ECON majors and review Focus 2
3. Resume and LinkedIn Discussion
Assignment: Complete Resume
4. Networking with UNC alums
5. Searching for Jobs
6. UNC Basketball how to be a great teammate
7. Presentation to the Class
8. Interview Skills
Assignment: Complete Big Interview
9. UNC Basketball how to be a great leader
10. Post College Financial Discussion

We will also be having two guest speakers, possibly three. They will fall in the timeline when their schedule permits. One will be someone that has worked with Career Services at multiple schools that will be able to help us identify today's most pressing needs. The other will be a hiring manager from a financial firm that can elaborate on exactly what it is they look for in a possible candidate.