

ECON 292.001 Career Preparation for ECON Majors Spring 2022

Course Number:	ECON 290	Day/Time:	Wedn 2:00 – 3:15
Credit Hours:	1.0	Bldg/Room:	Venable 311
Department:	Economics	Term:	Spring 2022
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

25 %

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

25 %

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

A lot of the early classes will be geared towards being fully prepared for the UNC Fall Career Fair. We do know it will be virtual this year so we will need to be prepared for that format.

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
2. Personal Branding and Messaging
3. Jobs for ECON majors
4. Resume Work
5. LinkedIn
6. Zoom Basics
7. Networking with UNC alums
8. Searching for Jobs/Career Fair Prep
9. UNC Basketball how to be a great teammate
10. Presentation to the Class
11. Interview Skills
12. Zoom Interview Skills
13. UNC Basketball how to be a great leader
14. Post College Financial Discussion

We will also be having two guest speakers if the environment permits. 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.

Given the unprecedented times we are in, who knows what our semester is going to look like. To try and keep contact to a minimum I am planning on doing the 2 Zoom classes online. (on Zoom obviously). Weather permitting, I may try to hold a class or 2 outside. Bear with me. I am always open to any suggestions, criticisms, thoughts, etc. This class is about helping you become a better prepared student. If you want to bring up something not covered, please do.

Title IX Resources

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Please contact the Director of Title IX Compliance (Adrienne Allison – Adrienne.allison@unc.edu), Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators (gvs@unc.edu; confidential) to discuss your specific needs. Additional resources are available at safe.unc.edu.

Honor Code

The University of North Carolina at Chapel Hill has had a student-led honor system for over 100 years. Academic integrity is at the heart of Carolina and we all are responsible for upholding the ideals of honor and integrity. The student-led Honor System is responsible for adjudicating any suspected violations of the Honor Code and all suspected instances of academic dishonesty will be reported to the Honor System. Information, including your responsibilities as a student, is outlined in the Instrument of Student Judicial Governance. Your full participation and observance of the Honor Code is expected. Learn more about the Honor Code at <https://studentconduct.unc.edu/>.

Community Standards and Mask Use

This fall semester, while we are in the midst of a global pandemic, all enrolled students are required to wear a mask covering your mouth and nose at all times in the classroom. This requirement is to protect our educational community – your classmates and instructors – as we learn together. If you choose not to wear a mask, or wear it improperly, instructors will ask you to leave immediately, and will submit a report to the [Office of Student Conduct](#). At that point you will be disenrolled from that course for the protection of our educational community. An exemption to the mask wearing community standard will not typically be considered to be a reasonable accommodation. Individuals with a disability or health condition that prevents them from safely wearing a face mask must seek alternative accommodations through the [Accessibility Resources and Service](#). For additional information, see [Carolina Together](#).