

PREPARING FOR INTERNATIONAL CAREERS

LA&S 480 – Spring 2018

2 credit hours

Meeting day and time (London Group)

Wednesdays, 5:30 – 7:00 pm (1/24, 1/31, 2/14, 2/21, 2/28, 3/7, 3/14, 4/4, 4/11)

Location: 201 Summerfield

Instructors

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Course Description

This study abroad course helps students navigate the global economy by developing a broader understanding of the different work cultures, economies and opportunities for international work. Students will explore a variety of international career approaches through the two parts of the course: a seminar style course that meets 8 times during the spring semester and a week-long study abroad experience during spring break. Each part has been carefully constructed to help students develop their own personal definition of an international career in the context of their own career plans.

Course Objectives

In this course, students will:

- **Design** a career plan that reflects personal interests, occupational research and global employment trends.
- Demonstrate skills and knowledge associated with success in working internationally such as cross-cultural communication, **adaptability**, initiative and problem solving, during the seminar and spring break study abroad experience.
- Build **meaningful connections** by practicing effective networking techniques such as informational interviewing, leveraging social media effectively and participating in discussions (online and in person) with international alumni and students.
- Create professionally relevant and **targeted** job search materials such as an international CV and cover letter.
- **Thoughtfully explore** global work cultures, attitudes, and values.
- **Commit** to working hard and giving full effort to all aspects of this course, including representing KU well at any event associated with the course.

Class format

The course is comprised of two parts: an 8-week seminar and a Spring Break Study Abroad experience. Seminar time and the study abroad trip will be heavily reliant on student energy, initiative, participation and adaptability. Students who do well in this course demonstrate these qualities in both components of the course.

Course Text:

Hachey, Jean-Marc. *My World Abroad* (<http://myworldabroad.com/KU>) ***course text is furnished online*** (All readings are from this text, unless indicated otherwise)

LA&S 470: Job Search Strategies (1 credit hour)

You are encouraged to enroll in this online job search strategies course to learn specific strategies on developing your resume, writing a cover letter, interviewing, developing your LinkedIn profile and other helpful strategies related to the job search.

Recommended Readings:

Career.ku.edu/workingabroad – includes essential resources such as Going Global, Directory of American Firms working in Foreign Countries, Directory of Foreign Firms in the United States, and other helpful links.

Blackboard:

Most assignments will be submitted through Blackboard and grades can be monitored through the course gradebook. Important announcements about the course plus campus-wide activities and opportunities relevant to career exploration (internships, websites, guest speakers, information sessions, events, etc.) will be announced here.

**Facebook Page: Preparing for International Careers 2018**

A Facebook page has been created to share trip-related information including fun, tourist-type info, such as details about museum openings, local events, etc. This is a closed group to which only instructors and students are invited. <https://www.facebook.com/groups/PICLondon18/>

**LinkedIn group page: KU International Careers Class**

The group page is a closed group to alums of the course and current students. You will be responsible for joining the group after you have created your LinkedIn Profile.

<https://www.linkedin.com/groups/3856286>

**YouTube: KUinternationalcareer**

Username: kuinternationalcareer@gmail.com

Password: londoncostarica

**Course Credit:**

Final Letter grade determination will be calculated using the Blackboard scale for +/-, please reference that website if you are curious about your exact letter score.

Seminar assignments and participation	120
Study Abroad assignments and participation	60
Post trip reflection assignments	45
Points Possible	225

Seminar assignments and participation (120 pts):

This is a discussion-based course and therefore, you are expected to attend every scheduled class session. Students are expected to contribute thoughts and insights about the materials and topics on the syllabus. This requires active preparation on the student's part; read the

assignments before class meetings. Unless otherwise indicated, all assignments are due by the beginning of class.

1. International Career Examples (10 pts): Provide at least three examples of international careers—real people with real jobs. These should be uploaded to the class Facebook page. Each student is expected to contribute **different and unique** examples (you can't share what someone else has shared already as the intent is to get a variety of examples). <https://www.facebook.com/groups/PICLondon18/>



2. Your Plan A (10pts):

Where are you now? Describe your current career plans (industries you are considering, job titles of interest, connections to your major) and how they fit on the *international career spectrum* presented in class. Discuss how you plan to pursue these interests. This should be **1-2 pages** in length, double-spaced.



3. LinkedIn Profile (20pts): Create a complete profile on LinkedIn. Follow companies and join professionally relevant groups, including the KU International Careers Class group. Link with both instructors. Review KU alumni who are working internationally and choose 3 people or alumni with whom you have similar interests and prepare to share your findings in class. <https://www.linkedin.com/groups/3856286>



4. Career Fair (15pts):

You will visit the University Career Fair (2/7/18) to learn about opportunities available in your personal areas of interest. In our first class session, you will select one organization from a list of international organizations participating in the fair. Together, we will walk through how to research an organization and properly prepare for a career networking event. After class, you will select an additional organization of interest, based upon the list of University Career Fair employers found on career.ku.edu. For both organizations, you will be asked to research and answer the following questions:



1. Where is this organization based and with whom do they do business?
2. What job openings and opportunities do they have?
3. What is their mission and what clients do they serve?

Before attending the fair, you will share your answers to these questions in class. After attending the career fair, you will combine your prior research with your reflections on the event into a one-page write up.

5. Elevator Pitch (10pts): An elevator pitch is a short introduction that you might use to promote yourself to a potential employer. Your MyWorldAbroad readings provide multiple examples. Record a 30 second video of an Elevator Pitch to promote yourself to a potential employer and upload it to the class Youtube page. Come to class prepared to try your elevator pitch skills in a simulated situation with classmates and instructors!



6. Attendance and Participation (25 pts):

Students will receive points for each class based on attendance, being prepared, and being engaged.

7. Work Culture Assignment and Activity (30 pts): See Appendix C

To better understand the global economy, you will research how various aspects of work culture affect how business is conducted abroad. In class, you will randomly select a region of the world (i.e. – Eastern Europe) and will then pick a country in this area (i.e. – Ukraine). Once you have selected your country, you will compile a Factsheet of 10-15 facts addressing the following five areas of work culture: *interviewing/networking techniques, work-life balance/benefits, conflict resolution, gender dynamics/hierarchies, and negotiation/decision making*. In class, you will bring copies of your Factsheet as well as participate in an activity where you will represent your respective country's values.



Two weeks before the assignment is due, the instructors will share a sample Factsheet outlining the work culture and values of London. A designated class resource page, <https://guides.lib.ku.edu/internationalcareers> compiled by KU Libraries, has been created to aid your research process.

Study Abroad Trip assignment and participation (60 pts):

1. Questions for Companies (10 pts):

Each student will research the companies and organizations slated for the London itinerary. Craft 3 to 5 targeted questions per organization you can ask during our visits while in London. Upload your questions to Blackboard.



2. Participation (25 pts):

Active participation while abroad is also crucial to this component of the course. All students are expected to arrive at their destination by the date specified, attend all scheduled itinerary events, dress professionally (business and business casual), conduct yourselves in a professional manner at all appointments, engage speakers at appointments, be punctual to all scheduled group events and outings and practice good communication skills (both with your colleagues and instructors as well as with all professional contacts). Inappropriate behavior and/or negative participation may result in reduced or no credit for this portion of the course.

3. Informational Interview and Report (25 pts): See Appendix A

While abroad each student will be responsible for conducting one independent informational interview with a professional of the student's choice. Students need to research industries and organizations of interest and demonstrate initiative to make an appointment prior to traveling to their spring break destination. This information and appointment should be secured and submitted to instructors prior to spring break. Each student will prepare and submit a **3-5 page** follow-up report of their interview. This report needs to include the following 1) overview of the company or organization 2) brief biographical information of your contact you are



interviewing 3) explanation for why you are interviewing your contact (industry interest, network contact, etc.) 4) list of interview questions 5) your summary and reflective reaction to the interview (hard copy due in class).

Post-trip Reflection assignments (45 pts):

1. **Job Search Materials: Resume, Cover letter (20pts, 10pts each):**

Students will draft a resume and cover letter that reflect a job search reflecting their unique international career plans (hard copies due in class). Submit a job or internship posting with the other materials.

2. **Final Reflection Paper (25 pts): See Appendix B**

Reflection paper that summarizes the development of your personal career plans throughout the course. Part 1: Review your “Plan A” and describe how it has changed as a result of this course – include the international dimension and pathway of this plan. Craft a “Plan B” that demonstrates your ability to adapt – does it have an international dimension and pathway? Part 2: Summarize what you have gained from this class. Include advice and information that you would relay to other students who are interested in exploring an international career. Part 3: Discuss how your resume reflects your Plan B. This should be **3-4 pages** in length, double-spaced.



Class 1: Understanding International Careers 1/24/18

Discussion Topics:

- Introduction to course, materials, and assignments.
- International careers: definitions, examples, important skills and attitudes, motivators (internal and external), and globalization in our day-to-day lives.
- The University Career Fair, conducting employer research, and State Department Information Session.
- LinkedIn: creating an online profile – begin working on your LinkedIn profile.

Class 2: Internationalizing Your Career Plans 1/31/18

Discussion Topics:

- Campus and area resources, volunteer and international opportunities.
- Important skills for any international career.
- Employers attending the University Career Fair.
- Preparing for the travel experience.

DUE TODAY

Readings:

- Quick Guide “*The Four Parts to Acquiring Global Career Skills*”
- Quick Guide “*Your International IQ*”
- Quick Guide “*24 Ways to Help You Go International*”
- The Four Big Things-International Skills - “*The Effective Overseas Employee*”

- The Four Big Things-Getting Experience - *“Learn A Language” –“Top Tips” & “Language Learning and International Careers”*

Assignments:

- Take the “What’s Your International IQ?” quiz on MyWorldAbroad (bring 3-5 discussion points to class).
- International Career Examples posted to class LinkedIn page.
- Share results of your Career Fair employer research.
- Plan A
- ****Attend Career Fair on February 7th****

Class 3: Building Meaningful Connections and Job Search **2/14/18**

Discussion Topics:

- Research career opportunities abroad; US Multi-national companies (Goinglobal; Directory of International Firms)
- Research academic opportunities abroad—graduate school, post grad options, etc.
- Using LinkedIn to build professional connections.
- Informational Interviews – success depends on strength of the connection and quality of the communication

DUE TODAY

Readings:

- The Four Big Things—Finding Work
“Resources for the International Job Search”
“The Job Search”
- The Four Big Things—Getting Experience
“Intern Abroad”
- The Four Big Things—The Professions
- Quick Guide *“Debunking the Myths: The Real Deal on International Work”*

Assignments:

- LinkedIn Profile completed. Prepare to share the name and profiles (if available on LinkedIn) of 3 alums/people who are working internationally with whom you have similar interests.

Class 4: Being Culturally Aware **2/21/18**

Discussion Topics:

- An understanding of the North American work identity
- Host country: cultural competencies, social codes and behavior
- Work culture around the world – resources for exploring

DUE TODAY

Readings:

- The Four Big Things - International Skills
"Living Overseas"
"The North American Identity"
"Myths & Realities"
- Quick Guide *"The North American Identity in the Workplace"*
- Quick Guide *"Understanding Culture Shock"*
- Quick Guide *"Selling Your International Skills with an Elevator Pitch: A Short Description of Your Professional Skills"*

Assignments:

- Career Fair Write-Up

Class 5: Promoting International Skills and Experiences 2/28/18

Discussion Topics:

- Comparing U.S. style professional documents with those from other countries (University Career Center: Resume, References & Cover Letter booklet)
- Practicing professional communication
- Which will you use? An international CV? An US-style resume? Or, a blend?

*DUE TODAY***Readings:**

- The Four Big Things - Finding Work
"International Resumes"
"Covering Letters"
"Selling Your International Skills"
- Quick Guide *"International Resumes: Overview"*
- Quick Guide *"International Resumes: The Details"*

Assignments:

- Elevator Pitch

Class 6: Maximizing the Travel Experience 3/7/18

Discussion Topics:

- Informational Interview strategies
- Itinerary & expectations for the travel week
- Cultural differences that might impact the travel experience
- Global work cultures

*DUE TODAY***Readings:**

- The Four Big Things - Getting Experience
"Travel Smarts"
"Stories from Abroad"

- Quick Guide *“How to Be an Ethical International Volunteer”*
- *“Informational Interviewing”* – career.ku.edu/informationalinterviews

Assignments:

- Work Culture Assignment

Class 7: Post Travel Reflection **4/4/18**

Discussion Topics:

- Reactions and reflections
- Compare pre-trip and post-trip attitudes and expectations
- Reflections on Plan A
- Communicating your international experience on a resume

DUE TODAY

Readings:

- The Four Big Things – International Skills
“Showcasing International Skills on Your Resume”

Assignments:

- Informational Interview report
- Bring list of 3 things (skills, attitudes, knowledge) you gained from the trip and a copy of your current resume

Class 8: Perspectives on International Careers & Wrap-Up **4/11/18**

Discussion Topics:

- Discussion of career plans
- Reflect on international careers

DUE TODAY

Assignments:

- Final Reflection Paper
- Resume and Cover Letter, and job or Internship posting. Bring hard copies to class.

APPENDIX A
Informational Interview Guidelines

Each student will be responsible for conducting one independent informational interview with a professional of the student's choice. Students need to research industries and organizations of interest and demonstrate initiative to make an appointment prior to traveling to their spring break destination. This information and appointment should be secured and submitted to instructors prior to spring break. Each student will prepare and submit a 3-5 page follow-up report of their interview.

This report needs to include the following:

1. Overview of the company or organization
2. Brief biographical information of your contact you are interviewing
3. Explanation for why you are interviewing your contact (industry interest, network contact, etc.)
4. List of interview questions
5. Your summary and reflective reaction to the interview (hard copy due in class).

Informational Interview Grading Rubric

Assignment	Criteria	Points Possible	Points Received
Informational Interview (3-5 page report)	Report contains overview of the company or organization	5	
	Report contains brief biographical information of your contact you are interviewing	5	
	Report contains an explanation for why you are interviewing your contact (industry interest, network contact, etc.)	5	
	Report contains a list of your interview questions	5	
	Report contains your summary and reflective reaction to the interview	5	
Total Points		25	

Sample Questions

It's important to get the maximum benefit in a limited amount of time so prepare solid questions that will guide your conversation. Utilize the ones below as a starting point.

1. Tell me about your career path. How did you get started doing this? What was interesting?
2. What education and training did you need to do this? Has anything changed?
3. What are critical skills that you need to have for this field?
4. What is an average day like? What are your major responsibilities?
5. What are some upcoming trends/challenges to the field that I should know about?
6. What advice would you give someone thinking about entering this field? Are there some related professions to this one? Can you think of anyone else I might talk to?

APPENDIX B
Final Reflection Paper Guidelines

In My World Abroad, Jean-Marc makes a distinction between short-term experiences and long-term career commitments in the article, “Debunking the myths about how young professionals find international work”. Now that you understand that there is a wide array of what constitutes an “international career”, what is the international dimension of your career plans? During this course you have gathered information and a variety of perspectives and applied them to your career plans. This reflection paper is a summary of your career plans as they have evolved through this course. Are you more interested in short-term experiences or are you ready to commit to executing a long range career plan? What is the pathway you will take to accomplish these plans? How have these plans evolved as a result of this course? These are questions you will explore in this final reflection paper. See below for more details, criteria and point distribution for this assignment. This should be **3-4 pages** in length, double-spaced.

Final Reflection Paper Grading Rubric

Criteria	Points possible	Points received
Part 1 – Your Career plans		
Review your “Plan A” and describe how it has changed as a result of this course – include the international dimension and pathway of this plan. What are the challenges to executing this plan?	5	
Craft a “Plan B” that demonstrates your ability to adapt – does it have an international dimension and pathway? Discuss challenges to this plan.	10	
Part 2 – What you have learned		
Describe assumptions you made at the beginning of this course about international careers and how these assumptions have evolved.	5	
Describe what you learned from this course, including advice you would give to other students.	5	
Total points	25	

APPENDIX C:
Work Culture Assignment and Activity

To better understand the global economy, you will research how various aspects of work culture impact how business is conducted abroad. In class, you will randomly select a region of the world (i.e. – Eastern Europe) and will then pick a country in this area (i.e. – Ukraine).

Once you have selected your country, you will compile a Factsheet of 10-15 facts addressing the five areas of work culture (*interviewing/networking techniques, work-life balance/benefits, conflict resolution, gender dynamics/hierarchies, and negotiation/decision making*).

A sample Factsheet has been provided for you – please use this and the KU Library Resource Guide to guide your research in this assignment: <http://guides.lib.ku.edu/internationalwork>

Points are awarded for the Factsheet (25 points) and for participation in an in-class activity.

Work Culture Assignment Grading Rubric

Criteria	Points possible	Points received
Negotiation and Decision Making Strategies	5	
Gender Dynamics and Hierarchies	5	
Interviewing and Networking Tactics	5	
Work-Life Balance and Benefits	5	
Conflict Resolution	5	
References (at least 2)	5	
Total Points:	30	