

Lecture Contact Hours: 16-18; Outside-of-Class Hours: 32-36;

Laboratory Contact Hours: 24-27; Outside-of-Class Hours: 0;

Total Student Learning Hours: 72-81

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

Business Office Technology 106 – Effective Job Search

1 hour lecture, 1 unit

1.5 hours laboratory, 0.5 unit

Total units: 1.5 units

Catalog Description

Provides comprehensive and valuable skills that are needed to successfully secure employment, specializing in the office technology industry. Designed to examine the continuous process of career/life planning through effective, well-planned and efficiently organized job search procedures, including the use of multiple social media platforms.

Prerequisite

None

Course Content

LECTURE

- 1) Job Market Issues
 - a. Hidden job market
 - b. Researching employers
 - c. Job search plan of action
- 2) Job Market Research
 - a. Career center
 - b. Job titles and descriptions
 - c. Businesses
 - d. Job market information sources
 - e. Job search assistance sources
 - f. Local employment market
 - g. Job search network
 - h. Job Sites
- 3) Employer Contacts
 - a. Telephone contacts
 - b. Informational interviewing
 - c. Communication skills
 - d. Networking with social media
- 4) Applications and Resume
 - a. Employment application completion
 - b. Resume development
 - c. Cover letter
 - d. Personal Brand
 - e. Social Media Portfolio
- 5) Employment Interviews
 - a. Mock interviews
 - b. Interviewing techniques
 - c. Interview follow-up procedures
- 6) Work World
 - a. Salary level, employment outlook, fringe benefits, characteristics, etc.

- b. Promotions
- c. Dismissal
- d. Desirable work attributes
- e. Problem Solving

LAB

- 1) Research industry for key players and competitors, market trends, operational processes and regulations.
- 2) Collaborate with Career Center for resume creation, cover letters, and interview skills
- 3) Job Fair participation to find opportunities, build connections, and gain insights into companies
- 4) Network with Industry Professionals to connect and build professional relationships
- 5) Create LinkedIn account; post bio, resume, education, skills and experience
- 6) Network and collaborate with colleagues on LinkedIn to collaborate, access job opportunities and increase professional visibility
- 7) Practice mock interviews to build confidence and receive valuable feedback
- 8) Apply for jobs in related industry

Course Objectives

Students will be able to:

- 1) Describe the meaning of the “Hidden Job Market” and how/why people are hired through oral, written assignments, and the use of current social media.
- 2) Formulate a well-organized, realistic plan of action for their job search activities (including time lines, specified tasks and activities).
- 3) Identify types of businesses that hire in their trained areas, and identify community sources that provide job market information and/or job search assistance using the job sites and social media.
- 4) Use the basic features of each social network to build a professional profile.
- 5) Identify individuals and professional organizations for job search/networking purposes.
- 6) Identify personal values, transferable skills, occupational interests, strengths and use multiple social media platforms to develop a personal brand.
- 7) Compose a resume, cover letter, follow-up letter, and complete employment applications.
- 8) Participate in mock interviews; identify and implement interview follow-up procedures.
- 9) Identify wage, fringe benefits, working conditions and valued work attributes of local employers in their field, using popular social media and various job site platforms
- 10) Identify steps to maintain privacy and safety when using social media.

Method of Evaluation

A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.

- 1) Tests, final exam (objective, essay)
- 2) Satisfactory completion of application, resume, cover letter, video interview, and social media accounts for networking and research for job search.
- 3) Competencies—Job Search—Pre-/Post-Testing

Special Materials Required of Student

None

Minimum Instructional Facilities

Smart classroom

Method of Instruction

- 1) Lecture and presentations
- 2) Participation

3) Exercises

Out-of-Class Assignments

- 1) **Reading:** Review seven Online lessons covering Resume Writing, Cover Letter Writing, Job Applications, Interview Preparation, Professionalism and Networking. .
- 2) **Writing:** answer questions related to the assigned reading; compose a resume, cover letters, follow-up letters, and thank you letters. Provide a summary of network interactions with industry professionals.
- 3) **Other:** complete sample job applications; participate in job and career fairs and practice networking with industry professionals; create a LinkedIn account to promote individual skills, talents, achievements, education and work experience; research career fields and local employment opportunities using job sites and social media; prepare for mock interviews.

Texts and References

- 1) Required (representative example): Bolles, Richard N. *What Color is Your Parachute? Your Guide to a Lifetime of Meaningful Work and Career Success*. Speed Press, 2023.
- 2) Supplemental: None

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1) Compose a resume, cover letter, and follow-up letter, and complete employment applications.
- 2) Identify and implement interview skills and interview follow-up procedures.
- 3) Evaluate personal values, transferable skills, occupational interest and strengths.
- 4) Create a professional social media profile and effectively utilize that profile to make connections and explore job opportunities.