



Career Planning and Management

52:533:360:90

Term: Spring 2026

Mode of delivery: *online - asynchronous*

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Key Spring 2025 Dates:

Spring 2026 classes begin:	Tuesday, January 20th
Last day to add a class:	Thursday, January 29th
Spring 2026 Recess	Saturday, March 14th – Sunday, March 22nd
Last day to withdraw with a “W”	Monday, March 23rd (subject to change)
Last day of classes	Monday, May 4th
Reading Days (no exams)	Tuesday, May 5th and Wed. May 6th
Final Exam period	Thursday, May 7th – Wed. May 13th

Course Description

Career Planning and Management (3 credits)

This course will provide students with practical knowledge and strategies to support them in their career endeavors. Career management and planning involves more than just choosing or entering an occupation. It also includes self-assessment of interests, values, and skills, understanding the steps in career decision-making, and learning the necessary employability skills to obtain and keep a job once a choice has been made. The mission of this course is to provide students with an opportunity to learn about and develop the necessary skills to be successful in life and career planning.

Course Learning Objectives

This course may be broken down into the following general goals/objectives:

- Explore and showcase various methods of career planning, ensuring students are exposed to a range of techniques suitable for different individuals and industries.
- Focus on the development of essential employability skills necessary for obtaining and retaining a job in a chosen field.
- Provide students with skills applicable not only to career planning but also to life planning, ensuring a holistic approach to personal and professional development. Instill a mindset of lifelong learning, emphasizing the importance of continuous skill development and adaptability in the ever-evolving professional landscape.

School of Business-Camden Program Learning Goals

- Communication effectiveness and impact
- Technology fluency,
- Global awareness,
- Ethical consideration

Reading, Audio/Video Assignments

Readings

Required Readings: **Your Career: How to Make it Happen -10th Edition** (2022)

Authors: Owens, Kadakia, Harwood

Publisher & ISBN: Cengage /9780357361351

Packback (Discussion and Writing Assignments)

Packback helps students become curious, critical thinkers while strengthening academic writing skills. Research and student feedback indicate that Packback supports increased writing confidence, stronger engagement with course content, and improved performance on course assignments.

This course will use the Packback platform for discussion and writing assignments. Packback provides an interactive space for students to ask open-ended questions, engage thoughtfully with course material, and connect class concepts to real-world applications.

Discussion Assignments

Participation is a requirement for this course, and Packback Questions will be used for online discussions related to course topics. Packback Questions is an online community designed to encourage curiosity and critical thinking by allowing students to pose meaningful questions and engage with peers in thoughtful academic dialogue.

A brief introductory video explaining Packback Questions and its purpose in this course will be provided.

Writing Assignments (Deep Dives)

Packback Deep Dives will be used for selected writing assignments that assess independent research skills and academic communication. These long-form assignments may include essays, reflections, and other structured writing tasks. While completing Deep Dives, students will interact with Packback's Research Assistant to support note-taking and source citation, as well as a Digital Writing Assistant that provides real-time feedback on clarity, structure, and writing mechanics.

Registration and Access

Students must access Packback exclusively through Canvas to ensure proper grade synchronization.

To register:

- Click the Packback assignment link within the appropriate Canvas module.
- Follow the on-screen instructions to complete registration.
- To ensure Packback grades appear correctly in Canvas, students must click the Packback assignment link each time they submit a Packback discussion or writing assignment.

Technical Support

For questions or technical support related to Packback, students should review help articles at help.packback.co. Additional support is available by contacting Packback directly at help@packback.co.

All additional required reading material will be provided through Canvas. These readings are necessary to student success.

Audio/Visual

Students are required to watch course content video presentations as well as watch videos and listen to audio presentations by national leadership experts. All audio and video materials are provided through links within the course shell.

How to succeed in this course

- Read all text material assigned for each class
- Follow instructions in all assignments
- Start assignments early and get feedback from the instructor
- Consult/meet with the professor immediately when you need help.
- If an online tool is used (Canvas, specific software, etc.) ensure that you can access and use it appropriately.

Chosen Name (Preferred Name)

If you have a chosen name or preferred name other than what is listed on the roster, kindly let me know. If you would like to have your name changed within the rosters officially, go to:

<https://deanofstudents.camden.rutgers.edu/chosen-name-application>

COMMUNICATION and USE OF CANVAS

EMAIL- USE YOUR RUTGERS EMAIL ADDRESS

All communications to students will be sent via the Announcement feature within the Canvas portal, and when necessary, through the Canvas inbox messaging feature or the Rutgers email address provided. Please forward your Rutgers email to your personal email if necessary, and ensure you are receiving the weekly announcements posted in Canvas. Important information is often shared here, so it's important to check both the announcement and your email.

Not checking is not an allowable excuse for missing any communications.

CANVAS

Canvas is the learning management system used for this course. Posted will be the syllabus, resources, Power Point slides, announcements, guides, etc. To access this system, go to <http://canvas.rutgers.edu> log in, and click on the course in the dashboard. For technical support 833-648-4357 or help@camden.rutgers.edu.

Class Materials:

All class materials can be obtained via Canvas. Note that the PowerPoint class materials for a particular week will be posted by noon on Monday, usually one week ahead of schedule (except for the first week or two.) You are strongly encouraged to access this course via Canvas several times a week. You can imagine that the class seamlessly "runs" through from day 1 (Monday) to day 7 (Sunday).

Professor Communication:

Note that during the week, from Monday until Friday, I will try reply to all e-mails within 48 hours. Please do not expect immediate response. If you do not hear from me within 48 hours, please re-send your email as I may have overlooked or accidentally deleted your e-mail.

I will do my best to adhere to these guidelines; I ask that you do the same if I contact you directly. While I will make every effort to be responsive to your needs, please be respectful of my availability.

CLASSROOM POLICIES

Exam, Quizzes, Assignment Make-up Policy

Exams and quizzes must be completed by the scheduled deadline. No exams or quizzes may be taken after the deadline has passed. If, for a university-approved reason, you are unable to complete a quiz, assignment, or exam during the scheduled time, you must notify me in writing via email (xxxx@camden.rutgers.edu) at least one week in advance so that appropriate arrangements can be considered.

In situations where advance notice is not possible (e.g., emergency hospitalization), you must contact me as soon as possible after the missed work and provide written documentation. The professor reserves the right to request documentation to support your absence (e.g., doctor's note, obituary, or military orders). When documentation is approved, an alternative assignment may be provided at the instructor's discretion. Extensions or alternatives are not guaranteed and will not replicate the original exam or quiz format.

Students are strongly encouraged to plan ahead and complete assessments early whenever possible. Technical issues, travel, work obligations, or poor time management do not constitute university-approved reasons.

Late Work Policy: All work must be completed and uploaded to Canvas by the specified due date (with the exception of a university-approved, documented, and professor or Dean of Students verified reason; see Make-up Work Policy above). Any work submitted after the due date and time will receive a reduction of one full letter grade for each day that it is late.

Incompletes: "Incompletes" will only be given through prior consultation, under extreme circumstances, and when completion of the course requirements in question would substantially improve your grade. In the rare event when an "incomplete" is given, you must submit all of the agreed-upon work to me by the Rutgers registrar deadline to avoid the "incomplete" converting to an "F": <https://registrar.camden.rutgers.edu/gradeinstruction#incomplete>.

Course Requirements and Grading:

This course will require your full participation, including being an active participant in class, completing assignments of high quality and on time, and conducting yourself in a manner that represents Rutgers well. Your learning in this course will come from assigned readings, internet use, collaboratives, discussion threads, and audio/visual presentations. Your success will be determined by your ability to adhere to the following:

- Read and view all material assigned for each class
- Follow instructions in all assignments
- Consult/meet with the professor immediately when you need help
- Familiarize yourself with our online tool Canvas and how to use it appropriately

CLASS PARTICIPATION:

Attendance: This is a **fully online asynchronous course**. This means all learning will take place fully online without any scheduled meeting times. All materials, activities, and evaluations are provided asynchronously, meaning you can complete the work at your own pace while adhering to due dates and deadlines as dictated by this syllabus. There will be 3 synchronous sessions offered at a pre-determined scheduled date. These sessions will count towards your class participation grade. If you are unable to attend at the scheduled time, you are expected to review the recording.

Other Grading Policies and Requirements

The focus of the class is on first-hand experience rather than pre-determined content. Therefore, if you miss a class, you must arrange replacement experiences regardless of the reason for your absence. You've signed on for 40 hours of experience helping to prepare you for success in today's business world, and I want you to get your full 40 hours of experience. All assignments are graded on a 100-point scale.

Final grades are based on the sum of points earned through short papers, presentations, and class participation. There will be no exams. **Total points possible (100) are distributed as follows:**

- **Class Performance 10**
- **Reflection Journal 15**
- **Discussion Thread 20**
- **Assignments 25**
- **Exams 30**

Grade Ranges

Letter Grade Description

- A Highest grade (90% and above)
- B+ Work of distinction (84.5% to 89.4%)
- B Work of distinction (79.5% to 84.4%)
- C+ Average work (74.5% to 79.4%)
- C Average work (69.5% to 74.4%)
- D Passing, but unsatisfactory (60% to 69.4%)
- F Failure without credit (Below 60%)

Class Performance (10%): Success in this course is dependent on your active participation throughout the semester. If you do not participate in the course, you will not be successful. Class participation includes engaging in weekly discussions, participating/watching replay of scheduled synchronous sessions, and other work as assigned. You are expected to log into Canvas several times a week and complete course assignments. Even if your work is completed, you still need to login to ensure that you have seen all announcements, etc. It is your responsibility to check updates related to the course.

If you miss an assignment and have a valid excuse, you will be permitted to make up the

assignment or complete an equivalent assignment agreed upon with me. Requests for completing work after the due date that can be anticipated at the start of the term, i.e. authorized university activities and religious observances, should be emailed to me no later than the end of the second week of the course. Consult the attendance policy for additional information.

Reflection Journal (15%):

It is expected that students will be able to do regular points of reflection to support them in processing the ongoing instruction received throughout the course. Most often this will take place through reflection on your own leadership abilities, but students will also have other learning assignments that will allow them opportunity to apply/practice knowledge gained through the course’s content.

Discussion Thread (20%):

You will read posted materials and engage in the discussion boards set up in Canvas. You will utilize readings and information that you collect from various online sources to inform your discussion. Respect and critical thinking will guide these discussions.

Discussion board posts are an integral part of this course and will help support in class engagement. Students are required to post answers to instructor-posted questions by Thursday at 5:00 p.m. and post comments to two peers by the deadline prescribed for the discussion, which will mostly be due on Sunday evenings, unless otherwise noted.

Assignments (25%): There will be multiple assignments throughout the semester which will include the development and/or enhancement of your resume, cover letter, LinkedIn profile along with other job search tools to support career advancement. Grammar and proper writing are graded equally along with the required content. All assignments must be turned in through Canvas. You must follow instructions and word count. There will be assignments each week of the semester. Grading rubrics are available in Canvas (in the Module: Rubrics).

Exams (30%): Two exams will be given as listed on the daily schedule. They will consist of multiple-choice questions and/or case analysis and/or short essay questions. The exams are open book. (There may be a change in the number of exams based on the instructor’s perception of student knowledge.) My exam policy and format were created to eliminate even the perception of cheating. Such forms of academic dishonesty are not condoned and should be reported to either myself or the Dean of the School of Business. You are expected to follow the university’s academic integrity policy.

DATE	TOPICS		LEARNING ACTIVITY or ASSIGNMENT
<i>Week 1</i>	Getting Started – Prepare for the Journey	<ul style="list-style-type: none"> • Overview of the Course • Introduction to the text-book • Importance of Career Planning 	Read article in Canvas “A Simple Way to Map Out your Career Ambitions.” Submit self-introduction discussion thread

			Complete reflection assignment
Week 2	Introduction to Career Planning	<ul style="list-style-type: none"> • Understand the Five Phases of the Job Search Journey • Organize your Job Search • Set Goals for your Job Search • Develop a Successful Attitude 	<p>Read Your Career—How to Make it Happen Ch. #1</p> <p>Complete discussion thread</p> <p><i>Career Action Worksheet 1-2: Organize and Start your Career Builder Files</i></p>
Week #3	Know Yourself: Self-Assessment and Personal Branding	<ul style="list-style-type: none"> • Take a personal inventory • Develop your personal brand statement • Showcase your brand 	<p>Read Your Career—How to Make it Happen Ch. #2</p> <p>Read Self-Awareness and Personal Branding articles</p> <p>Complete assigned assessments & reflection</p>
Week #4	Finding your place in the career field	<ul style="list-style-type: none"> • Recognize differences between workplaces • Discovering your ideal workplace • Explore career fields and workplace possibilities 	<p>Read Your Career—How to Make it Happen Ch. #3</p> <p>Complete career action worksheets</p> <p>Complete discussion thread</p>
Week #5	Create your Resume Planning and Writing	<ul style="list-style-type: none"> • Understand the role of resumes • Plan your resume content • Organize your resume • Prepare related materials 	<p>Read Your Career—How to Make it Happen Ch. #4</p> <p>Read “Why resume gaps aren’t a big deal anymore”</p> <p>Submit resume draft</p>
Week #6		<ul style="list-style-type: none"> • Write purposeful and clear resumes • Optimize keywords for search • Edit and format your resume 	<p>Read Your Career—How to Make it Happen Ch. #5</p> <p>Conduct resume peer reviews</p> <p>Submit updated and finalized resume</p>
Week #7	Job Strategies and Applications	<ul style="list-style-type: none"> • Implement career network strategy • Utilize cold leads strategy • The power of LinkedIn <p style="text-align: center;">Midterm Exam</p>	<p>Read Your Career—How to Make it Happen Ch. #6</p> <p>Read “Best high-paying & fastest growing jobs” article</p> <p>Complete discussion thread</p>

			Create/edit LinkedIn profile
<i>Week #8</i>	Applying for Jobs	<ul style="list-style-type: none"> • Complete application forms • Write effective cover letters 	Read Your Career—How to Make it Happen Ch. #7 Develop a target cover letter Conduct LinkedIn peer reviews
<i>Week #9</i>	Spring Break	No Classes	
<i>Week #10</i>	Shining at Interviews: Preparation and Performance	<ul style="list-style-type: none"> • Understand key elements of successful interviews • Dressing for Success • The Importance of Non-verbal Communication 	Read Your Career—How to Make it Happen Ch. #8 Read selected interview articles Submit LinkedIn assignment Complete Career Action Worksheet 8:1
<i>Week #11</i>		<ul style="list-style-type: none"> • Preparing for different interview styles • Plan for common interview questions 	Read Your Career—How to Make it Happen Ch. #9 Complete Career Action Worksheet 9:3 Complete discussion thread
<i>Week #12</i>	Interview Like a Pro	<ul style="list-style-type: none"> • Participate in practice interviews • Demonstrate interest and be ready for offers 	Read Your Career—How to Make it Happen Ch. #10 Read selected articles Complete mock interview and corresponding reflection
<i>Week #13</i>	Connect, Accept, and Succeed— Post-interview Strategies	<ul style="list-style-type: none"> • Follow up after the interview • Evaluate job offers and negotiate compensation 	Read Your Career—How to Make it Happen Ch. #11 Complete Career Action 11:1 Submit follow through letter

<i>Week #14</i>	Maintaining a Positive Mindset during Job Search	<ul style="list-style-type: none"> Strategies for handling rejection and improving job search 	<p>Read Your Career—How to Make it Happen Ch. #12</p> <p>Read “Keeping your confidence up during a lengthy job search”</p> <p>Complete discussion thread</p>
<i>Week #15</i>	Taking Charge of your Career—Onboarding and Beyond	<ul style="list-style-type: none"> Onboard successfully to your new job Manage your career and plan for advancement 	<p>Read Your Career—How to Make it Happen Ch. #13</p> <p>Read assigned articles</p> <p>Complete Career Action 13:5</p> <p>Submit final reflection</p>
FINAL EXAM			

Disability Services/Accommodations

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where they are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines>.

If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you and your instructor with a Letter of Accommodations. Please discuss the accommodations with your instructors as early in your courses as possible. To begin this process, please complete the registration form (<https://webapps.rutgers.edu/student-ods/forms/registration>).

Academic Integrity

The Academic Integrity policy can be found at <https://studentconduct.rutgers.edu/processes/university-code-student-conduct> <http://studentconduct.rutgers.edu/student-conduct-processes/academic-integrity/>

Rutgers University takes academic dishonesty very seriously. By enrolling in this course, you assume responsibility for familiarizing yourself with the Academic Integrity Policy and the possible penalties (including suspension and expulsion) for violating the policy. As per the policy, all suspected violations will be reported to the RU-Camden Dean of Students.

Academic dishonesty includes (but is not limited to):

- cheating
- plagiarism
- aiding others in committing a violation or allowing others to use your work
- failure to cite sources correctly
- fabrication
- using another person’s ideas or words without attribution
- re-using a previous assignment
- unauthorized collaboration
- sabotaging another student’s work

If in doubt, please consult the instructor. Please review the Academic Integrity Policy. Information is also available at the RU-Camden Dean of Students site: <https://camden.rutgers.edu/deanofstudents/academic-integrity>

Part I.

Responsible Use of Artificial Intelligence (AI)

AI can be a valuable learning tool when used thoughtfully, but it should not replace independent learning. Research indicates that overreliance on AI use can weaken critical thinking, analytical reasoning, and professional judgment—skills vital for academic success, career advancement, and job competitiveness.

This course promotes AI use to enhance learning, not substitute for it. Students must actively engage with material, critically assess any AI-assisted work, and take full responsibility for

submissions, as generative AI may produce inaccurate or fabricated information. The goal is to develop students' ability to think, reason, and communicate clearly and confidently.

Artificial Intelligence Use

Acceptable and Unacceptable Use of AI

The use of generative AI tools (e.g. ChatGPT, Dall-e, etc.) is permitted in this course for the following activities only:

- Brainstorming and refining your ideas;

- Fine tuning your research questions;
- Finding information on your topic;
- Drafting an outline to organize your thoughts; and
- Checking grammar and style.

The use of generative AI tools is not permitted in this course for the following activities:

- Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts assigned to you or content that you put into a Zoom chat.
- Completing group work that your group has assigned to you, unless it is mutually agreed upon that you may utilize the tool.
- Writing a draft of a writing assignment.
- Writing entire sentences, paragraphs or papers to complete class assignments and/or exams.

You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited in order to stay within university policies on academic honesty. Any assignment that is found to have used generative AI tools in unauthorized ways based on guidelines in this syllabus, will be subject to report of a violation of Academic Integrity and thus the appropriate adjudication. When in doubt about permitted usage, please ask for clarification.

Code of Student Conduct

Rutgers University-Camden seeks a community that is free from violence, threats, and intimidation; is respectful of the rights, opportunities, and welfare of students, faculty, staff, and guests of the University; and does not threaten the physical or mental health or safety of members of the University community, including in classroom space. As a student at the University, you are expected to adhere to the Code of Student Conduct.

To review the Code of Conduct and Title IX policy, go to RU-Camden Dean of Students Office

Note that the conduct code specifically addresses disruptive classroom conduct, which means "engaging in behavior that substantially or repeatedly interrupts either the instructor's ability to teach or student learning. The classroom extends to any setting where a student is engaged in work toward academic credit or satisfaction of program-based requirements or related activities."

Diversity Statement

This class strives to be an inclusive community, learning from the many perspectives that come from having differing backgrounds and beliefs. As a community, we aim to be respectful to all. We reject all forms of prejudice and discrimination, including but not limited to those based on age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, and veteran status. Faculty and students are expected to

commit to creating an environment that fosters inquiry and self-expression, while also demonstrating diligence in understanding how others' viewpoints may differ from their own.

Our goal as a learning community is to create a safe environment that fosters open and honest dialogue. We are all expected to contribute to creating a respectful, welcoming, and inclusive environment. To this end, classroom discussions should always be conducted in a way that shows honor, respect, and dignity to all members of the class. Moreover, disagreements should be pursued without personal attacks and aggression; instead, they should be handled with grace and care. This will enable rigorous intellectual engagement and a deeper learning experience for all.

EXPECTATIONS OF CLASSROOM CIVILITY

The following protocols on the codes of behavior reflect professional business norms on manners, courtesy, and respect. ***(In general, you should treat others as you would like others to treat yourself. Be mindful that what is acceptable in a text or chatroom with friends may not be appropriate in a classroom or in an online conversation with an instructor.)***

- Class participation is a necessary part of this course; therefore, (include specific requirements and any impact on grades).
- You are expected to do your own work. Cheating, plagiarism, and any other form of academic dishonesty will not be tolerated and will result in (include consequences).
- Meaningful and constructive dialogue is encouraged in this class and requires a willingness to listen, tolerance for different points of view, and mutual respect from all participants. All course members will be expected to show respect for individual differences and viewpoints at all times.