

School of Business

DEVELOPING CAREER CONNECTIONS: Business Mentoring Course

UNIV 3820 – Learning Community Advanced Seminar Fall 2015

Instructor Information

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Course Information

Welcome to the UConn School of Business Mentorship course. This course was designed to prepare and connect select School of Business undergraduate students with alumni mentors in business that are committed to building strong mentoring relationships and aiding students in launching business careers.

The primary audience for this course is sophomore students in the Business Connections Learning Community, School of Business Honors students and those students who have already participated in the School of Business Mentor Program.

Course Outcomes—*Students in this course will:*

- Develop a clear and concise resume and a clearer vision of their desired career field, potential employers and geographic locations.
- Test their research skills on their assigned mentor and the mentor's company via LinkedIn and other online resources to help prepare for their mentor relationship.
- Develop, test and refine their "personal business pitches" ("elevator speech," networking introduction and interview question responses) in order to strengthen their self-confidence and develop an ease with speaking to potential employers about their business interests, accomplishments, goals and ideas.
- Build and steward a mentoring relationship with a business professional to seek their career insight, advice and support.

Class Schedule and Format

This is a *hybrid class*—it will have both online and in person components to it. There will be two mandatory face-to-face meetings early in the semester as well as two alumni seminars in the later part of the semester, otherwise the course will run asynchronously online during the semester. Students can log on at their own pace to listen to podcasts, read articles or watch informational videos that are assigned for the course. All materials required for this course can be found on HUSKYCT; therefore, there is no textbook for this course. Course assignments will be due on specific dates/times and must be submitted to mentor@business.uconn.edu by each due date in order to receive full credit.

Student Participation and Assessments:

The class assignments required in this course are noted below:

1) **Participation** at a class events:

a) Attend **ONE (1)** of the following course orientations to be held at the School of Business Lounge on the first floor on one of the dates below. **This is worth 5 points.**

Section 1: Monday, August 31st at 5:00pm

Section 2: Tuesday, September 1st at 5:00pm

Section 3: Wednesday, September 2nd at 5:00 pm

Section 4: Thursday, September 3rd at 5:00 pm

Section 5: Friday, September 4th at 5:00 pm

b) Attend **ONE (1)** of the following field trips in order to meet your assigned mentor face-to-face. **This field trip is worth 15 points.** All trip transportation and meals are at no cost to the student (they are funded by the School of Business Office of Alumni Relations). The trips will take place on the following dates:

a. Boston—October 6, 2015—leave at 3pm; return by 11pm.

b. New York City—October 13, 2015—leave by Noon; return by Midnight.

c. Hartford, CT—October 20, 2015—leave by 3pm and return by 8pm.

d. Stamford, CT – October 23, 2015 – leave by 2pm; return by 11pm.

Students are required to attend one course orientation, one field trip and both alumni seminars.

2) Students will be required to interact with their assigned mentor via email, phone, Skype, or in person at least once a month during September, October and November. These interactions will be summarized in journal entries in Husky CT. These journal entries are intended to be brief summaries of your mentor-mentee interactions during the given month. The entries will be submitted by the **end of each month**. The purpose of this course is to have multiple interactions each month in order to develop a lasting relationship with your mentor. Except for the field trip dinners, this course will not dictate exactly how you choose to conduct these interactions. Any problems encountered during the mentor interactions should be brought to the attention of the instructors immediately via mentor@business.uconn.edu. These three entries will be worth **5 points each, total 15 points**.

3) Students will submit an updated and finalized resume to their mentor as well as to mentor@business.uconn.edu. **This assignment is worth 5 points and is due by 9/15/15.**

- 4) Online readings as assigned by the instructors. Students are required to post in an online journal entry a personal and thoughtful response of **no more than 2 pages** to each of the readings and seminars. **These assignments are worth 5 points each for a total of 10 points.**

The following schedule will apply for these activities:

- a. Readings (available on Husky CT)
- i. *Wall Street Journal Guide to Building Your Career* by Jennifer Merritt— Chapter on “Your Professional Career.” (Due by 9/8)
 - ii. *The Six Habits of Highly Effective Mentees* by Ben Casnocha. (Due by 10/20)
- 5) Two Alumni Seminars will be hosted by mentors who will share their university and career paths on how they achieved their current positions. You must attend both seminars. **These assignments are worth 5 points each for a total of 10 points.** Papers are due 2 weeks after each seminar – (dates/times to be announced – examples below of past seminars).
- i. Crafting a career in Finance with *Robert Amenta '07, High Yield Analyst, ING Investment Management, New York, NY* (week of 10/12)
 - ii. Crafting a career in Marketing with *Marjorie Lewis '11, Marketing Assistant Tribe Mediterranean Foods, Boston* (week of 11/9)
- 6) One reflection paper on your Mentor Interview (3-pages, word processed, size 12 font, Times New Roman, 1 inch margins, double spaced in paragraph form) is due by 5pm on 10/6 and is **worth 15 points.**

- Using sources, such as LINKEDIN, Twitter and business web sites; develop a list of 10-15 questions about their career path that will help you to interview them in person or on the phone about their career in business. Your grade will reflect insight from your questions to your mentor and should be specific to their career, challenges, achievements and business goals, e.g.: “Given your success as an equity analyst, how has that experience prepared you for your current position?” “What kind of challenges did you face switching from a role of market researcher to director of marketing?” Conduct the interview with your mentor and write a **2-3 page paper** on what you learned about his/her career development, challenges, achievements, business goals, etc.

- 7) Students will familiarize themselves with *Interview Stream* web based interview practice. Using the following link: [Interview Stream](#) fill out a profile using your UCONN email address. Once you are signed in, you will find the question set assigned for this course marked “Mentorship Class”. Interview Stream detailed instructions are located on HUSKYCT, if needed. This assignment is worth **15 points** and is due 11/3.
- a) Prepare, practice and record your response to several interview questions **by 11/3.**
- 8) At the end of the semester, **feedback from each mentor will be obtained** by the School of Business in order to evaluate the student’s success in capitalizing on this opportunity to have a mentor. Mentors will provide an overall critique of your interactions as well as a score of up to **15 points** towards your final grade.

Course Assessments:

Grade Breakdown

1. a. Orientation Participation	5 points
1. b. Field Trip Participation	10 points
2. Monthly Mentor-Mentee Interaction Journal Entries	15 points
3. Resume	5 points
4. Reading Papers	10 points
5. Alumni Seminar Papers	10 points
6. Mentor-Mentee Reflection Paper	15 points
7. <i>Interview Stream</i>	15 points
8. Mentor Feedback	<u>15 points</u>

100 points

These assignments will be graded based upon the intellectual effort put forth in completing them. This course is not intended to be a course on the strength of your writing, but to ensure that proper effort is applied in developing beneficial mentor-mentee relationships.

Grade Scale

A	=	94-100
A-	=	90-93
B+	=	87-89
B	=	84-86
B-	=	80-83
C+	=	77-79
C	=	74-76
C-	=	70-73
D+	=	67-69
D	=	60-66
F	=	<60

Attention:

Academic Misconduct Statement:

"A fundamental tenet of all educational institutions is academic honesty; academic work depends upon respect for and acknowledgment of the research and ideas of others. Misrepresenting someone else's work as one's own is a serious offense in any academic setting and it will not be condoned." [University of Connecticut, Student Code, Section VI](#)

Persons with Disabilities Statement:

"The University of Connecticut is committed to achieving equal educational opportunity and full participation for persons with disabilities. It is the policy that no qualified person be excluded from participating in any University program or activity, be denied the benefits of any University program or activity, or otherwise be subjected to discrimination with regard to any University program or activity. If you are a student with a disability and require academic accommodations, please contact the Center for Students with Disabilities at 860-486-2020 or csd@uconn.edu for more information."

Course Calendar

EVENT/ASSIGNMENT	DUE DATE
Reading 1: Wall Street Journal Guide to Building Your Career by Jennifer Merritt—Chapter on “Your Professional Career.”	9/8/2015
Updated Resume	9/15/2015
Reflection Paper 1: Mentor Interview	10/6/2015
Field Trip 1: Boston Mentees Only	10/6/2015
Field Trip 2: NYC Mentees Only	10/13/2015
Field Trip 3: Hartford Mentees Only	10/20/2015
Reading 2: The Six Habits of Highly Effective Mentees by Ben Casnocha	10/20/2015
Field Trip 4: Stamford Mentees Only	10/23/2015
Alumni Seminar 1 Paper: Crafting a career in Finance with Robert Amenta '07, High Yield Analyst, ING Investment Management, New York, NY	Week of 10/26
Interview Stream Assignment	11/3/2015
Alumni Seminar 2 Paper: Crafting a career in Marketing with Marjorie Lewis '11, Marketing Assistant Tribe Mediterranean Foods, Boston	Week of 11/23
Husky CT Journal Entries	End of each month