



Syllabus

Career Confidence

Spring 2022, CFU
Prof. Douglas Brown

Course Description

The aim of the course is to strengthen each student's personal confidence and capacities in starting and shaping their career. It will focus on the writing of clear and engaging CVs & Resumes, Cover Letters, and Personal Statements - the 'personal marketing material' - which will be used when applying for jobs, apprenticeships, placements and further studies. It will also focus on identifying opportunities and next steps, and on strengthening job interview skills through practical exercises.

Teaching Method

A variety of formal, practical and interactive teaching techniques and materials will be used in order to support the instruction and guidance, which will result in the creation of useful material for applications and in building confidence for interviews.

List of Topics

Topic 1	<ul style="list-style-type: none">• Writing CVs and Resumes
Topic 2	<ul style="list-style-type: none">• Writing Cover Letters which identify your Unique Selling Points
Topic 3	<ul style="list-style-type: none">• Writing a Personal Statement
Topic 4	<ul style="list-style-type: none">• Job/Application Interview Skills
Topic 5	<ul style="list-style-type: none">• Techniques for career planning and job hunting• Networking
Topic 6	<ul style="list-style-type: none">• Relevant Self-Management approaches informed by Project Management, Public Relations and Marketing & Branding

Class Reading Materials

Throughout classes, the Professor will draw material from the following publications:

Topic 1: Whitmore, T. (2021), *How to Write an Impressive CV and Cover Letter: A Comprehensive Guide for Jobseekers*, Robinson, UK.

Topic 2: Moses, B. (2003) *What Next? The complete guide to taking control of your working life*, DK, London.

Topic 3: Tupper, H. and Ellis, S. (2020) *The Squiggly Career – Ditch the Ladder, Discover Opportunity, Design Your Career*, Portfolio Penguin, UK.

Topic 4: Rogers, J. (2011) *Job Interview Success: Be Your Own Coach*, Open University Press, UK.

Kennedy, J.L. (2011) *Job Interview for Dummies, 4th Edition*, Wiley, UK.

Rodenburg, P. (2007) *Presence*, Penguin, London.

Topic 5: Bolles, R.N. (2021) *What Color is Your Parachute?*, Berkley Publishing Corp., USA.

Fitzgerald, J. (2018) *Future Proof Your Career*, Rethink Press, UK.

Topic 6: Burnett, B. & Evans, D. (2017) *Designing Your Life: Build the Perfect Career*, Step by Step, Vintage, UK.

McNally, D. and Speak, K.D. (2003) *Be Your Own Brand*, Berrett-Koehler Publishers, USA.

Newton, R. (2007) *Project Management Step by Step*, Pearson Business, London.

Foster, J. (2005) *Effective Writing Skills for Public Relations*, CIPR/Kogan Page, London. (Drawing upon the Chartered Institute of Public Relations *PR in Practice Series*).

There are many useful publications on these topics which are appropriate and useful for guidance which can be researched and chosen by students. Also, a number of readings and links will be supplied directly by the Professor.

Outcomes

It is expected that students will participate fully in the classes, including making efforts to prepare for each class. With this commitment, each student should finish the course having prepared useful application material for jobs, apprenticeships, placements and further studies. This will include a polished CV or resume, a self-assessment of personal skills and achievements, and a template for a cover letter or personal statement.

Office hours

Professor Douglas Brown teaches at the University of Salzburg.

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Professor Brown is happy to meet students before and after classes, and by arrangement.