

## CEU Business School



CENTRAL EUROPEAN UNIVERSITY

### **BUSI 5303**

### **Maximizing your Future**

**1,0 credit**

**FALL Trimester 2016,**

*14. Oct. 18,00 -21,00, 15 Oct. 8,30 -11,15,*

*July 22. 18,00 -21,00, July 23. 8,30 -11,15*

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| Instructor          | Anna Kaposvári                         | (See last page for bio sketch) |
| Classroom:          | TBD                                    |                                |
| Office:             | Nádor 13. 414                          |                                |
| Tel:                | +36-30-9321-808                        |                                |
| E-mail:             | kaposvaria@business.ceu.edu            |                                |
| Office hours:       | Mo-Fr. 8,30-17,00                      |                                |
| Program Coordinator | Zsuzsanna Kis (kiszs@business.ceu.edu) |                                |

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#### **1. PREREQUISITES**

1. Professional CV in English,
2. Existing LinkedIn Profile,
3. Registration to CareerNext as a student: <https://careernext.ceu.edu/>

#### **2. POLICY ON ADMITTING NON-MBA STUDENTS**

It is the general policy of the Business School to admit students from other units of CEU, provided that the prospective student meets the course prerequisites stated above

In the unlikely case that the number of non-MBAs registering for this course exceeds the maximum number (60), priorities will be established on the basis of

1. Whether the course is highly useful for the MA or Ph.D. thesis or specialization
2. In the order in which students have registered

#### **3. REQUIRED TEXT & READINGS AND WHERE AVAILABLE**

*None*

#### **4. COURSE OBJECTIVES**

Career Services aims to assist CEU Business School students and alumni in achieving their post-study employment and career goals by helping students select a major/career path, gain insights in their chosen field, and perform a possible job search during this years. We can help you accomplish each of these three aspects of the career development model through the use of assessments, one to three one on one appointments, resume critiques, mock interviews, and Alumni mentoring.

1. Identifying your key transferable-skills, passion and your priorities
2. Build an online portfolio for career boost/change (Linkedin, CV, Social Media Footprint)
3. Plan your Career Strategy (framework, action points, career tools)

## 5. MAIN TOPICS

- Job market tendencies, trends
- How to apply to different roles – hidden job market?
- What should a good CV include and what not?
- How to sell a gap year?
- What does it mean to be a coaching style leader?
- How can you use LinkedIn and other Social Media Channels in your job search?

## 6. INTENDED LEARNING OUTCOMES

| <i>Core Learning Area</i>                  | <i>Learning Outcome</i>  |
|--|--|
| <i>Interpersonal Communication Skills.</i> | Students will be able to express their career goals and ask relevant questions at job interviews         |
| <i>Technology Skills</i>                   | Students will understand and be encouraged to use LinkedIn and other Social Media Channels for jobsearch |
| <i>Cultural Sensitivity and Diversity</i>  | Students will have increased understanding and acceptance of diversities on the job market               |
| <i>Ethics and Responsibility</i>           | Students will be motivated to consider the ethical impacts of the job                                    |
| <i>Management Knowledge and Skills</i>     | Students will learn about Coaching Style leadership as a 21 <sup>st</sup> century management tool        |

## 7. HOW THE CLASS SESSIONS WILL BE CONDUCTED

Due to the nature of the course, students are expected to come to the class with prior preparation. This is important as little can be gained from the class without such preparation. Students should therefore come to classes well prepared (registered on Career next platform, having a LinkedIn Profile and a professional CV).

In the first part of each session the guest speaker will run a presentation about the given topic, which will be followed by a discussion. Students have the possibility to raise specific questions regarding their own career, can have an outsider view on their CV and online portfolio.

## **8. POLICY ON THE AVAILABILITY OF LECTURE NOTES**

All presentations, slides and overviews will be available after the session on Moodle E-learning system.

## **9. MINUTE PAPERS**

None

Uploaded complete CareerNext profile is needed to get PASS.

## **10. POLICY ON CLASS ATTENDANCE**

Regular and punctual attendance at every class session is a requirement of all degree programs at CEU Business School. Each class covers material not found in the readings. Any absence may affect your grade. If illness or another unusual circumstance requires missing a class, please do your best to inform me (or, if I cannot be reached, the Program Manager) in advance. A grade of “AF” (Administrative Fail) may be assigned for failure to regularly attend a course, to drop the course in time, or to complete requirements on time. This is a general CEU regulation that the Business School also follows. The “AF” grade earns no credit, 0 points, and affects your GPA in the same way as a regular “F” grade. Lateness will not be tolerated—it is disruptive and disrespectful to the class. Therefore, the requirement for punctuality is 100% and the consequences of disregarding this policy is after two lateness’s, the course grade is reduced by 10 percent.

## **11. CLASS PARTICIPATION**

Participation in class discussions is an important part of the learning experience for all student

## **12. GRADING**

This is a Pass/Fail course. Evaluation is based on class attendance and the existence of the uploaded CareerNext profile.

## **13. ACADEMIC INTEGRITY**

The Business School expects all students to adhere to the fundamental principles of academic integrity in any and all behaviours associated with their course work and otherwise, as stated in the CEU Honour Code (see Student Handbook). Attempted cheating of all forms is treated extremely seriously and can result in dismissal from the School and University.

## **14. LIBRARY AND INTERNET LIBRARY RESOURCES**

The CEU Library, at Nador St. 9, has the largest collection of English-language materials in the social sciences and humanities in Central Europe: 180,000 monographs and 30,000 volumes of periodicals, working papers, dissertations and so on. CEU faculty and students have access to 30,000 electronic journals, searchable via the Journal Search tool on the library catalogue page (<http://goya.ceu.hu/>); the icon is in the upper right corner.

CEU Business School core faculty, students and staff are automatically eligible for full membership in the Library, after registering at the Circulation Desk. (To use the Library, adjunct faculty should first obtain a pass at the B School Academic Office Rm 311.)

The CEU Library has 5,000 business-related titles, supplemented by leading electronic databases, accessible through <http://www.library.ceu.hu/databases.html> (Click on the icons and then click on the tag next to “connect to”.) The Ebsco Host Business Source Complete contains 3,700 periodicals in full text, many monographs, some case studies, and videos of the Harvard Faculty Seminar Series. *Emerald Management Journals* collection has a portfolio of 175 journals in management, marketing, econ and finance.

New business databases include *OneSource*, the most comprehensive company & executive information. *Global Market Information Database* has comprehensive data and reports across industries, countries and type of consumers. *Thomson One Banker* provides data on internationally quoted companies, international stock exchange indices, private equity, and financial deals. *Science Direct* is an extensive full-text database covering authoritative titles from the core scientific literature. *The Company Dossier* in Lexis Nexis Academic allows users to browse in-depth company profiles and industry reports. Core statistical databases include IFS, GFS Online, OECD Main Economic Indicators, National Accounts Statistics, and Tax Statistics. *Econlit* at the CSA/Proquest platform provides bibliographic coverage of a wide range of economics-related literature.

Business dailies and weeklies can be accessed through the library. **Business Eastern Europe** by EIU is a weekly briefing on operating a business in Eastern Europe. **Country Reports** also by EIU provide in-depth economic, political and business analysis and short-term market outlooks. Electronic versions of *The WSJ* are in PressDisplay. *The Economist* is included by EbscoHost. For *The Fin. Times online*, see Journal Search.

News on economic and social developments in the Caucasus and Central Asia can be downloaded directly (not via the CEU Library): <http://www.icegec.hu/eng/index.htm>.

### **Help with Case Studies and Research Projects**

Available on CEU Library reserve is a reference work that students preparing case-study assignments or undertaking individual or team research projects should find helpful, *Business Case Studies: Preparation, Teaching and Learning* (compiled, with contributions, by Susan Harmeling, Lead Case Writer, Harvard Business School, and Paul Marer, Professor, CEU Business School). This work, whose reference code is CM-GSB, can be found on the shelf marked Business School Readers, right behind the Circulation Desk, at the CEU Library on Nador utca.

The VPN access makes it easy to reach from outside of the CEU network the full version of UIS and all CEU Library databases and journals. (Visit <https://vpn.ceu.hu>, accept the security-certificate, and enter: **User name:** ceubs **Password:** Ceubusi987. The password is case sensitive, and to enter it, only the virtual keyboard appearing on the screen can be used. Once logged in, the "built in" browser can be used to access the respective sites: UIS: <https://infosys.ceu.hu>.

## 15. COURSE OUTLINE AND SESSION ASSIGNMENTS

**14<sup>th</sup> October** 18,00-20,50 – Judit Forgács – Leadership skills - changes in the last years

**15<sup>th</sup> October** . 8,30-11,15 – Anna Kaposvári - How to use LinkedIn

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**4<sup>th</sup> November.** 18,00-20,50 – *Jacques de Jager - Executive Career Transition and the Hidden Job Market*

| <b>5<sup>th</sup> November.</b> 8,30-11,15) – Amina Eperjesi – Coaching Style Leadership<br><b>Speaker Name</b>                   | <b>Speaker Bio (brief 1-2 lines)</b>  |
|---|---|
| 1. Jacques J. de Jager<br><a href="https://hu.linkedin.com/in/jjdejaeger">https://hu.linkedin.com/in/jjdejaeger</a>               | MD @Solidus Global and contracted to Trenkwalder, a leading recruitment firm with a presence in 11 countries. He specializes in Executive Search, and Talent Advisory. Prior to that he spent 9 years at Spengler Fox at EMEA Board and 26 years in the banking industry in different countries.  |
| 2. Judit Forgács<br><a href="https://hu.linkedin.com/in/judit-forgacs-077158">https://hu.linkedin.com/in/judit-forgacs-077158</a> | Managing Director of fOrgXpert International providing consulting services to CxOs of mid and large size companies<br>Former MD @T-Systems<br>Board experience in Business Management and Human Resources.<br>Result oriented executive, experienced and skilled in building up, managing, reorganising/transforming and outsourcing of operation.<br>Areas of Expertise<br>- Human Resources Strategy & Management<br>- Financial & General Management<br>- BPO Outsourcing Implementation<br>- Recruiting & Talent Management<br>- Leadership Performance & Development<br>- Organizational Evaluation & Design<br>- Legal & Employment Compliance<br>- Mergers & Acquisition Integration<br>- Compensation and benefit structures<br>- Retention and employee engagement |
| 3. Amina Eperjesi<br><a href="https://hu.linkedin.com/in/aminaeperjesi">https://hu.linkedin.com/in/aminaeperjesi</a>              | Executive Coach, Trainer @ Gordon & T.A., Founding and Organizational Team Member @ Professional Coaching Association<br><br>Having worked with many leaders and executives over the last few years I have become increasingly interested in how I can facilitate desired and long lasting change in others. I firmly believe in the power of conversations and the effect a  |

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|  | <p>well guided coaching conversation can have on all participants. I am continuously striving to be the most supportive, inspiring, motivating, and yet challenging conversation partner I can be, both during my coaching work and beyond. I use multiple methodologies and approaches during my work and blend them together within the framework of my personality and my own personal experiences.</p> <p>In order to continually develop I am always participating in various courses and trainings, workshops and other forms of learning.</p> <p>As a trainer I continue with the coaching approach and believe, that the responsibility of the trainer is to create the space, make it safe, inspiring and welcoming and provide the participants with tools and techniques to support the learning process. The learning itself, however, is the responsibility of the participants.</p> |
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## **16. BRIEF BIO OF THE INSTRUCTOR**

Anna Kaposvári (<https://hu.linkedin.com/in/annakaposvari>) has graduated as an economist in Hungary, continued her studies in Marketing in Switzerland and Germany. Later on she gained MA degree from UK in HRM.

During her years of practicing as a sales and marketing professional, she has worked with several multinational companies in Hungary, Denmark and Germany. Her other main focus has always been HR consultation, teaching and coaching. As a head hunter she spend 5 years at 2 international Executive Search companies, was teaching at CEU Career related subjects since 2011. Her professional area includes career consultations, career change support and on boarding coaching.

She applies in her work the internationally recognized methodology of Transactional Analysis and the Gordon communication forms.

She is a member of ICF( International Coaching Federation), Professional Coaching Association and different HR related organizations like CIPD, HCI, EPWN.