

Syllabus

Maximizing Your Future

- **Instructor:** Anna Kaposvári (kaposvaria@ceu.edu)
Mo-Fri: 8.30-17.00; N11/412 Office; Mobile: +36-30-9321-808
- **Credits:** 1.0
- **Term:** 2017-2018 Winter-Spring
- **Course level:** MBA & MSc
- **Prerequisites:**
Professional CV in English
Existing LinkedIn profile
Registration to CareerNext as a student: <https://careernext.ceu.edu>

Course Description

CEU Careers partners with CEU students and alumni, offering guidance, support, and information as they develop and pursue personal visions for impact and success. We offer assistance in connecting academic learning with possible career options, gaining insights into specific career fields, and performing a job search in parallel with your studies. We help with assessments, one to three one-on-one appointments, resume critiques, mock interviews, and strategies for connecting to alumni and other mentors.

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)

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 prepare for interviews? Does and don'ts.
- How to sell a gap year?
- How can you use LinkedIn and other Social Media Channels in your job search?

Intended Learning Outcomes

Core Learning Area	Learning Outcome
Interpersonal Communication Skills	Students will be able to express their career goals and ask relevant questions at job interviews and will be able to deliver a public speech.
Technology Skills	Students will understand and be encouraged to use LinkedIn and other Social Media Channels for jobsearch
Cultural Sensitivity and Diversity	Students will gain increased understanding and acceptance of diversity in the job market
Ethics and Responsibility	Students will be motivated to consider the ethical impact of the job
Management Knowledge and Skills	Students will learn about Coaching Style Leadership as a 21st century management tool

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 completing assignments. Students should therefore come to classes well prepared (register on Career next platform, create an up-to-date LinkedIn Profile, submit 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 careers and obtain an outsider's view of their CV and online portfolio.

Class participation

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

Grading

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

Reading: none

Course Outline and Session Assignments

Jacques de Jager - Executive Career Transition and the Hidden Job Market

Anna Kaposvári – CV workshop and Interview techniques

Adrienn Olson – Elevator pitch, designing speeches

Anna Kaposvári – How to use LinkedIn

Guest Speaker's Name	Speaker's brief Bio
1. Jacques J. de Jager https://hu.linkedin.com/in/jjdejager	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. Adrienn Olson https://www.linkedin.com/in/adriennolson	Adrienn is a great public speaker and public speaking coach. She has a direct and amicable manner, which creates a supportive and professional environment from the very first moment of the preparation. She is an Alumna of CEU She is a Public Speaking and Presentation Coach at Toastmasters International - District 95.

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 HR.

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 focus has always been HR consultation, teaching and coaching. As a headhunter 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.