

BUSINESS AND THE INDIVIDUAL IN CONTEXT

Engage Barcelona

Universitat Autònoma de Barcelona

Recommended credits: 3 US semester credit hours

Course Description

This course will enable students to find their place in organizations by developing the appropriate competencies and promoting the right attitudes and behaviour helping them to understand the Catalanian business environment.

This program aims to facilitate the first work experience through mentoring and coaching together with lecturing. This combination of methodology help students to face more effectively the day-to-day difficulties they may have during the internship, developing their own potential and improving their self-esteem and self-confidence. Students are invited to reflect based on the professor's feedback while they transfer their knowledge into the job.

They will think about their role in the overall organization and how short-term/part-time work placements fit in to the organization's mission and how interns are trained in-company to be more effective.

Students will learn how to make a marketing plan; and more specifically, they will have to design a marketing plan where they are the product. They will study the differences between a marketing plan and a brand, and what Personal Branding means.

Special emphasis will be made on cultural awareness placing the internship in the Catalanian context, a very international region that searches for English-speaking interns.

Requirements

- Students who enroll in this class have to be ready to take the initiative in planning their career adopting an active role during classes.

Learning outcomes

1. Understand the different sort of organizational entities.
2. Recognize the different types of organizational charts.
3. Know the entry strategies.
4. Formulate the marketing plan and the personal marketing plan.
5. Learn the Personal Branding concept.
6. Understand how internships work in Catalonia.
7. Explore the market and the occupations trends related to each participant's choice in the Catalonia context.
8. Capitalize the Study Abroad experience.

9. Developing the following competencies: decision making, problem solving and critical thinking.
10. Become a responsible employee or entrepreneur with ethics, excellence, initiative, influence, accountability, tolerance to frustration and optimism; using communication as the basic tool.
11. Identify the politics within a company.

Contents

Week	Content	Activities
1	Internship Orientation	<ul style="list-style-type: none"> • Course Presentation • FOAS • KSF's • The importance of one's attitude • First impressions
2	The difference between business success and the individual success. (I)	<p>TUTORIALS</p> <p>INTERNSHIP SEMINAR:</p> <ul style="list-style-type: none"> • The secrets of success exercise • Video: Success is a journey • JTPW on-line questionnaire • Mind maps • The good shape questionnaire • Reading: "E-mentoring in an online course: Benefits and challenges to e-mentors". • Video: Career stages
3	The difference between business success and the individual success. (II)	<p>TUTORIALS</p> <p>INTERNSHIP SEMINAR:</p> <ul style="list-style-type: none"> • Attitudes, beliefs, identity, values • Moments of your life • The most influential people in your life • Self-biography, Professional Bio • Visionary panel • Vision, mission and values. Scene from the movie: "The guardian" • Reading: "Life designing: a paradigm for career construction in the 21th century".
4	Types of organizational entities and organizational charts.	<p>TUTORIALS</p> <p>INTERNSHIP SEMINAR:</p>

5	<p>Company strategy. Entry strategies. Politics in organization. Networking.</p>	<ul style="list-style-type: none"> • Organizational structure • Introduction to the business case methodology • HP case • Employees and customer satisfaction Case • Video: Fish <p>TUTORIALS INTERNSHIP SEMINAR:</p> <ul style="list-style-type: none"> • Case: Martinez Construcción • Video: Coca-cola international strategy • Reading: “The power and the glory. Pfeffer”. • How to manage your Networking.
6	<p>Your personal Branding. Your personal marketing plan.</p>	<p>TUTORIALS INTERNSHIP SEMINAR:</p> <ul style="list-style-type: none"> • Personal Branding. Group exercise. • Personal Marketing Plan • Readings: Developing a Marketing plan Guide to write a marketing plan • Readings Personal Branding “A new blueprint for powerful and authentic personal branding” “Personal branding 2.0” “Top ten secrets to mastering your brand”. • Video: Mind reader
7	<p>What is CSR? How can I become an entrepreneur? Social entrepreneurship.</p>	<p>TUTORIALS INTERNSHIP SEMINAR:</p> <ul style="list-style-type: none"> • Articles “The reluctant social entrepreneur”. “The unselfish gene”. “Enthusiasm or addiction: when hard work crosses the line into workaholism” “Social innovation” “The conscious consumer” • Videos: France Telecom and Intern. • Film: The constant gardener • Or The corporation • Cases: Nike, GM, or Refresh Co.
8	<p>What are the employment trends and jobs of the future in Catalonia, my country and worldwide? Differences between an internship in Catalonia and in my country.</p>	<p>TUTORIALS INTERNSHIP SEMINAR:</p> <ul style="list-style-type: none"> • Readings: “Keeping your 2011 career resolution”

	<p>How can I capitalize my Study Abroad? Experience? Final Evaluations Suggestions for improving future internships</p>	<p>“The list: jobs of the future“.</p> <ul style="list-style-type: none"> • The mural exercise • Personal narratives • Student presentations
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Teaching methodology

This course is student-centered and designed to engage them in learning about career development and global competence, with an emphasis upon reflection on learning “in action” while studying and working abroad. Instructional methods include lectures, in-class discussions, experiential exercises, technical notes and readings, questionnaires, multi-media resources, role-plays, on-line tutorials, and active class participation.

The course combines techniques from organizational psychology, coaching and mentoring.

The instructor will work closely with each student during the contact hours and on-line tutoring.

The professor enhances networking within the classroom as an essential tool for their professional development.

Assessment criteria

The instructor will use two differentiated forms of assessment to calculate the final grade students receive for this course. For the record, these are listed and weighted below. In addition, your work and behavior in this course must fully conform to the regulations of the UAB Academic Policy to which you are subject you will find in the Student Guide.

Class-participation*	30%
Learning journey**	40%
Internship	30%

*Attendance, punctuality, in-class participation, attitude and homework.

**Students will have to summarize what they have learnt during the seminar by mapping a learning journey. For this reflective essay, they could use power point, prezzi or making a digital blog. The assignment can be structured as they like, and it has no guidelines. It has to be creative and may include: songs, images, videos, quotes.

No matter the type of materials they include, but it is important that they add a personal reflection per item posted. For instance: they can post two main ideas they have liked from each session and illustrate it together with music, pictures, quotes, adding their personal reflection, explaining why this idea is important and useful for them.

Attendance Policy

Students are expected to attend all sessions on time and be prepared for the day's class activities. Participation also includes your ability to effectively apply lessons learned from course readings into class discussions. The professor will compile regular attendance records and take these records into account when evaluating student participation. To pass the course there is a 75% minimum attendance requirement. Excused absences are due to sickness, personal emergency, exam in home country, inevitable transport delay, and other related impediments. In order to consider an absence excused, students should bring the professor the correspondent documentation.

Bibliography

Required reading:

Bence, Brenda. "Top ten secrets to mastering your brand". *American Salesman*. pp. 22-25.

Campeau, Melissa. (November/ December 2011). "Enthusiasm or addiction: when hard work crosses the line into workaholism". *CMA Magazine*. pp. 34-35.

Cottenceau, Geoffrey; Rousset, Romain. (July/August 2011). "The unselfish gene". *Harvard Business Review*. pp. 76-85.

Eduarda; Guichard, Jean; Soresi, Salvatore; Van Esbroek, Raoul; E.M van Vianen, Annelies. (May 2009). "Life designing: a paradigm for career construction in the 21th century". *Journal of Vocational Behavior* 75. pp. 239–250.

Elmore, Leigh. (March 2010). "Personal branding 2.0". *Woman in Business*. pp. 12-14.
Hubert K. Rampersad. (July 2008). "A new blueprint for powerful and authentic personal branding". *Performance Improvement*, vol. 47, no.6. pp. 34-37.

Jeffrey Pfeffer "Managing with Power: Politics and Influence in Organizations". Knoke, David *Contemporary Sociology*, Nov 1, 1992, Vol.21(6), p.760

Mark L. Savickas; Nota, Laura; Rossier, Jerome; Dauwalder; Jean-Pierre; Duarte, Maria Morgan, Marc. (January 2011). "Keeping your 2011 career resolution. *Strategic Finance*.

Parag Khanna and Aaron Smith. (September-October 2012). "The list: jobs of the future". *Foreign Policy*. pp. 25-26.

Prokesch Steven. (June 2011). "The reluctant social entrepreneur". *Harvard Business Review*. Pp. 124-126.

Sheshunoff Information Services. (January 2011). "Developing a marketing plan" Chapter 6. *Bank Marketing Manual*.

Williams, Sandra; Sunderman, Judith; Justin Kim. (February 2012). "E-mentoring in an online course: Benefits and challenges to e-mentors". *International Journal of Evidence Based Coaching and Mentoring*. Vol. 10, No.1. pp. 109-123

Williams, Wendel. (May 2011). "Employees competencies for the future". *Journal of corporate recruiting leadership*. pp. 15-17.

Some of the top 50 thinkers you should read (from the latest list of 2015)

<http://thinkers50.com/t50-ranking/2015-2/>

Amabile, Teresa. *The Progress Principle: Using Small Wins to Ignite Joy, Engagement, and Creativity at Work* (2011).

Bilderberg. *People: Elite Power and Consensus in World Affairs* (2011),
Buckingham, Marcus. *First, Break All the Rules: What the World's Greatest Managers Do Differently* (1999), *The One Thing You Need to Know* (2005), *The Truth About You: Your Secret to Success* (2008) and *StandOut* (2011).

Finkelstein has created a new iTunes "album" with podcasts based on his BBC column "Syd Weighs In."

Friedman, Steward. *Total Leadership: Be a Better Leader, Have a Richer Life* (2008). His most recent book is *Leading the Life You Want: Skills for Integrating Work and Life*(2014).

Goleman, D. *Emotional Intelligence*. Kairós, 1995. *Focus: The Hidden Driver of Excellence* (2013).

Hansen, Morten. *Great by Choice* (with Jim Collins, 2011)

Heath, Chip; Heath, Dan. *Made to Stick: Why Some Ideas Survive and Others Die* (2007); *Switch: How to Change Things When Change is Hard* (2010); and *Decisive: How to Make Better Decisions in Life and Work* (2013).

Hill, Linda. *Collective Genius: The Art and Practice of Leading Innovation* (2014). *Becoming a Manager* (2003, 2nd Ed) and *Being the Boss: The 3 Imperatives for Becoming a Great Leader* (2011), co-authored with Kent L. Lineback.

Ibarra, Herminia. *Working Identity: Unconventional Strategies for Reinventing Your Career* (2003)

Lafley, A.G. He co-authored the bestseller *Playing to Win* (with Roger Martin, 2013)

Nohria, Nitin. *Driven: How Human Nature Shapes our Choices* (2001); *The Arc of Ambition* (with Jim Champy, 2000); and *What Really Works: The 4+2 Formula for Sustained Business Success* (with William Joyce and Bruce Roberson, 2003).

Pfeffer, Jeffrey. *Power: Why Some People Have It—And Others Don't* (2010)

Pink, Daniel. *To Sell is Human: The Surprising Truth About Persuading, Convincing, and Influencing Others* (2012)

Sandberg, Sherly. *Lean In: Women, Work and the Will to Lead* (2013)

Shi, Wang. *Ladder of the Soul* (2011).

Trompenaars, Fons; Hampden-Turner, Charles. *Riding the Waves of Culture, Understanding Cultural Diversity in Business* (with 1994).

Wiseman, Liz. *Rookie Smarts: Why Learning Beats Knowing in the New Game of Work, Multipliers: How the Best Leaders Make Everyone Smarter and The Multiplier Effect: Tapping the Genius Inside Our School.*

On-line resources:

www.brainstorming.co.uk. (Creativity techniques)

JTPW on-line questionnaire

This is the link to the online Briggs Myers' online test: <http://www.humanmetrics.com/cgi-win/JTypes2.asp>

http://en.wikipedia.org/wiki/Myers-Briggs_Type_Indicator

Jobs of the future. Link: <http://www.forbes.com/sites/susanadams/2011/04/20/jobs-of-the-future/>

Curriculum vitae (Demo)

<https://www.youtube.com/watch?v=aYJBLrsA-WY>

Salary calculators

<https://secure.gtmassociates.com/calculator.aspx> (USA)

<http://www.calcularsueldoneto.com/csn-en-calculate-net-salary.php>
(Spain)

Professional Interests (Barcelona Activa)

http://w27.bcn.cat/porta22/en/persona/interessos_professionals/index.jsp

Suggested digital tools for the different course assignments:

www.symbaloo.com (organizes the student materials in one site)

www.fotobabble.com (Creates podcasts based on pictures)

www.bubbl.us (course expectations; mind maps)

www.ppodomatic.com; www.soundcloud.com, www.voices.com (podcast's audio)

www.issuu.com, www.calameo.com (It improves assignment presentation, making them more dynamic)

www.slideshare.com, www.google.doc (presentations)

www.youtube.com, www.vimeo.com ; mobile app: social cam (video curriculum)

(visionary panel) Mural.ly, <https://mural.ly/> Or photovisi collages <http://www.photovisi.com/>

Tagxedo word clouds (values) <http://www.tagxedo.com/>

More:

<http://www.mediatools12.blogspot.com.es/>

Check any MOOC (Massive on line open course from Harvard, Stanford or MIT University)

BCN activa professional interests tool.

(http://w27.bcn.cat/porta22/en/persona/interessos_professionals/index.jsp)-