Northeastern University College of Engineering

Introduction:

LVX VERITAS VIRTVS

Policies and Procedures, Career Goals, and Positioning Statements

ENCP6000: Career Management for Engineers



Welcome to ENCP 6000 Career Management for Engineers

To log in using single sign-on on your computer or phone browser:

- Go to https://northeastern.edu/ats/pollev
- Login with your myNEU username and password
- Go to https://pollev.com/

To log in using single sign-on in the mobile app:

- Download the Poll Everywhere mobile app
- Click "I'm participating"
- Click the "Log in" button
- Type in your husky.neu.edu address
- Click on the single-sign on link that appears
- In the "Join a presentation" box, type in

Northeastern **College of Engineering**



Laura Meyer Information Systems



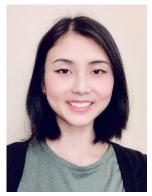
Maricla Pirozzi **Director of MGEN Co-op**

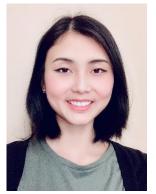


Laura Adrien **Information Systems**



Carrie Klaphake Information Systems





Melissa DeGrandis Information Systems



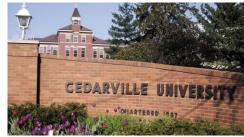
Jessica Pike

Information Systems

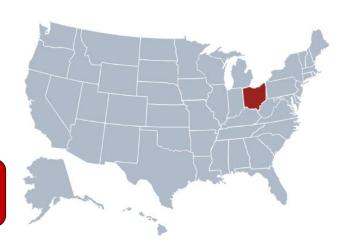
Mofei Xu Information Systems

A little about me





B.A. English







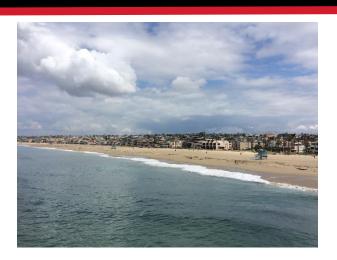
M.Ed. Exercise Science

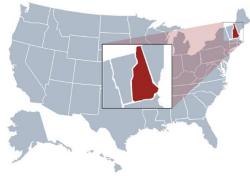


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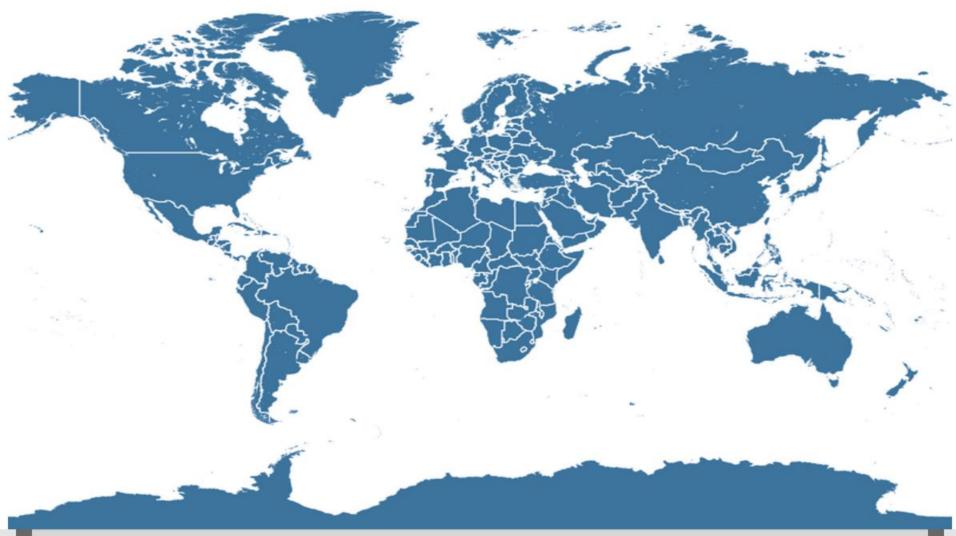








Who are You? Where are you from?



How many years of work experience do you have?

0

1-2

2-3

4

Your Success Starts Here



Ice Breaker

- Get into groups of 4-5
- Make a list of 10 items you have in common with each other
- Write them down and be prepared to share with the group!



Dream Job

• On the 3x5 card, write your name, NUID, and your dream job.

Lesson 1 Learning Objectives

- 1. Learn what cooperative education is
- 2. Understand course policies and requirements
- 3. Learn Co-op rules and eligibility requirements
- 4. Work on career goals
- 5. Write your Positioning Statement

Goals of Co-op

1. Apply knowledge and skills in new, authentic contexts

2. Develop new knowledge and skills

3. Integrate and use the deepened knowledge and skills in our academic program

4. Reflect on and articulate how you used your knowledge and skills, how you gained new knowledge and skills, and how "theory and practice" work together and help you succeed

Co-op is an optional part of your curriculum; it is not required or guaranteed.

Co-op is not intended to fund your degree.

So....How does this course fit in?



Let's think about building something....

When you create a building, what do you start with? A plan and a

foundation!



What else do you



Tools!

The weight of a structure is supported **Columns of strength!** by?

Build your first experience.



Then reflect and work on bigger and better plans for your next experience.



Revised and **BIGGER Career** Plans!



Next: Make a plan and acquire tools

Career Goals

Positioning Statement

Resume

LinkedIn Profile

Interviewing Skills

Learning Outcomes

Professional Correspondence:
Cover Letters, Networking, and Thank
You Letters



Course Details: Expectations

- Course policies and procedures mimic the work place and professional expectations
- We expect you to:
 - Come to class; be on time; be prepared.
 - Participate and be engaged.
 - Don't check phones during class or leave early.
- You are expected to exhibit Integrity and ethical behavior
 - Use only your own device and only when present in class
 - Never copy or plagiarize
 - No cheating and no lying

Course Details: Grading

- This is a graded course! It is part of your GPA.
- You must pass in order to go on co-op work experience
- Always make sure you have a digital receipt that shows you turned in your assignment.
- Turn in everything on time for credit!
- Plagiarism will not be tolerated! Any work you turn in must be your own work!

Course Points and Grading

Assignment	Points	Grade to Students	
Professionalism Score	60	A, B or F	
Positioning Statement	15	A, B or F	
Policy Quiz	5	A, B or F	
Get Informed Module	10	A, B or F	
Career Goals	15	A, B or F	
Interview Attire	5	A, B or F	
LinkedIn Profile	20	A, B or F	
Big Interview	20	A, B or F	
Professional Writing	25	A, B or F	
Resume	25	A, B or F	
Ethics Project	50	A, B or F	
Course Point Total	250	Convert to Final Grade per chart	
Grade Scale		Model	
A > 225		Professionalism - 24%	
B > 200		Assignments - 76%	
l < 173			

Course Details: Professionalism

- Be engaged; silence your devices and close your laptops
- Be on time to get attendance credit!
- Print and read the Syllabus for details on grading, attendance, make-up policy, etc.
- Do your own work in your own words.
- If you're absent from class, you must make it up.
 - If you know you are going to miss a class, notify me ahead of time and plan to make it up by attending another section or writing a missed class summary.

Course Details: Professionalism

- Attendance is taken during the class via phones or paper
- Failure to make up any class results in an incomplete, "I" grade, for the course
- Make-up method 1: (attendance points granted)
 - Attend a different instructor's class same topic
 - First, email the other instructor for permission to attend their class (copy me on that email!)
- Make-up method 2: (attendance points granted)
 - Write a Missed Class Summary (instructions in the syllabus)

Missed Class Summary

- Follow direction in the syllabus
- Write it in your own words in paragraph format, no bullets
- Do NOT copy or cut/paste the slides
- Submit in Blackboard and get a receipt

Course Details: Blackboard

- Check Blackboard often for:
 - 1. Announcements
 - This is primarily how I will communicate with you during the week
 - 2. Assignments and Quizzes
 - It's your responsibility to know the assignments and due dates late work is not accepted
 - Information is in the Syllabus and on Blackboard
 - Most written assignments are submitted using "Turnitin"
 - 3. Course Materials: Readings and Resources
 - 4. Slides from class that you can review

Course Details: Syllabus

- Provides the Lesson Objectives for each lesson
- Lists any required books, readings, or materials
- Lists what needs to be completed prior to each class
- Lists your homework assignments, point totals for the assignments, and due dates
- Contains other important information to aid in your career management
- Together with Blackboard, the syllabus contains all the course information you will need to be successful

Academic Integrity Policy

What is Integrity?

Following principles of honesty and ethics; doing what is right – always!

What is Academic Integrity?

- Doing your own work always!
- This applies to
 - Thoughts and ideas
 - Web based content
 - Homework and tests
- This means **no copying** from other students (past or present); no copying from websites; and submitting your own work always!
- Take tests on your own after reading and making sure you understand the material

Northeastern's Policy on Academic Integrity

- Academic Integrity Policy
- Violators will be reported to the Student Conduct Office for disciplinary action

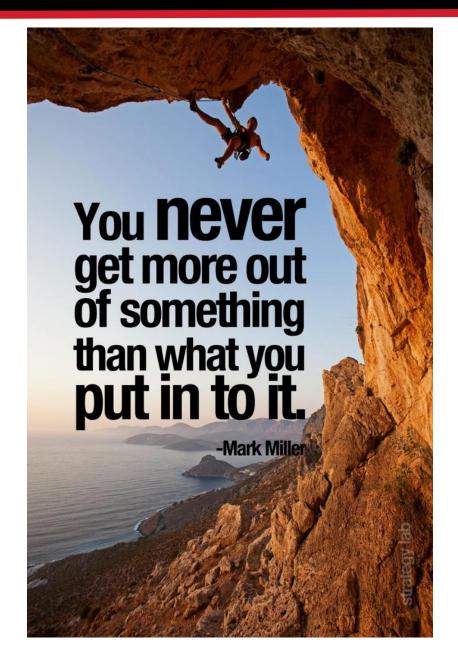
Which are violations of academic integrity?

- A. Taking someone else's work or ideas and passing them off as one's own.
- B. Using the words, data or code of another without proper citation
- C. Closely imitating the language and thoughts of another author without authorization and the representation of that author's work as one's own
- D. Using ideas of another without giving them credit
- E. Using a template from the internet
- F. Something else
- G. All of the above

Co-op Requirements

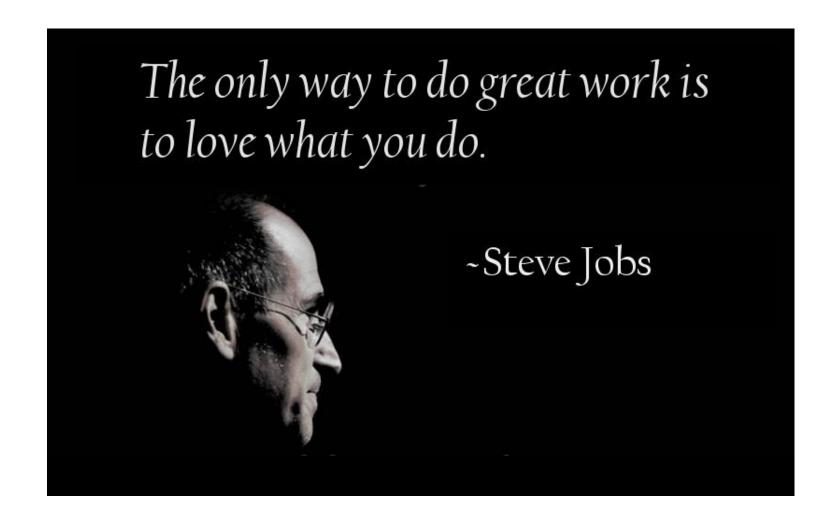
- Complete 16 Semester Hours
 - Considered one academic year
- Successfully pass ENCP6000
- Must be in "Good Academic Standing"
 - 3.20 or higher GPA
- Must have at least one course left in your program after co-op
- One co-op limit





believe-toachieve.tumblr.com

Career Goals

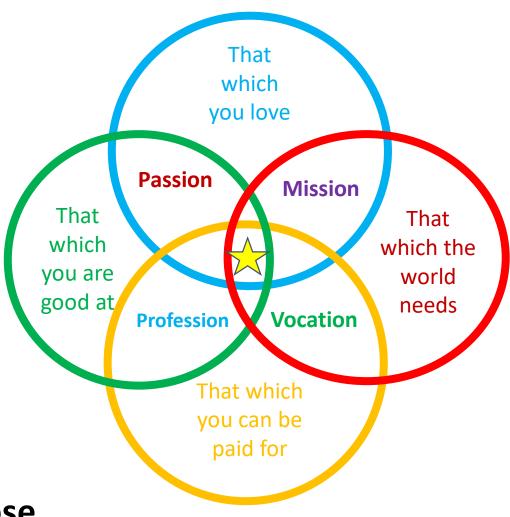


What Motivates You?

Career Goals: Food for Thought

- As you work on your career goals, think about the following:
 - What do you want your career to look like?
 - Where do you want it to be located?
 - What will it look like?
 - What motivates you?
 - What are you passionate about?

Basis of Career Goals





Purpose

Career Goals Story Line

- To get started, get out a pen and notebook
- Turn your page horizontally and draw a line across the page which will serve as a timeline.
- 1/3 of the left-hand side is your past; the middle 1/3 is now; the 1/3 on the right is where you want to be in the future
- Take a few minutes to think about your career plan.
 - Co-op
 - Job goal upon completing your MS
 - 5-year career goal
 - Ultimate goal

Your syllabus has detailed instructions and some samples to get you started!

My Skills

1				
CATEGORY	No Experience	Beginner (I have read about and/or used in a classroom setting)	Intermediate (I have deployed this technology or have worked with it in a production environment)	Advanced (I am on expert and could teach others)
Data Analyst/Developer				
Database (Mysql, Oracle, etc. or NonRel/Big Data)				
Scripting/developer language(Python, R, Scala, C++, Java, GoLang etc.)				
Analytical Tools (Tableau, MS PowerBI, QlikSense)				
Machine Learning, Data Modelling Algorithms(like MapReduce, etc.)				
Microsoft Office Suite, specially Excel and Access				
Software Engineer				
Programming language(C, C++, Java, python, etc.)				
Data Structures and Algorithms, Object Oriented Programming				
Database (Mysql, Oracle, etc. or NonRel, Big Data)				
Networking basics(TCP/IP, layers and architecture)				
Web Developer				
Data Structures and Algorithms				
Front End: Bootstrap, HTML, CSS, Javascript, AngularJS, Jquery, Testing tools				
Databases: (Mysql, MongoDB, Oracle, Apache, etc.)				
Quality Assurance(QA): Linux/Unix, SOAP, RESTful Services, Testing tools (like Selenium, Junit, etc.) writing test cases, testing techniques				
Cloud Computing Engineer				
Cloud Services (AWS, IBM Cloud, Google, Azure, etc)				
Databases (mostly NoSQL/BigData)				
TCP/IP Protocols, servers and routers understanding				
Software Engineer skills cited above.				
** Cortifications / Lunda Courses	1-1	"I - T-1-I	ALLIO O' D. III	

^{**} Certifications (Lynda, Coursera, Udemy) or company specific like Tableau, Google Analytics, AWS, Cisco, Redhat

^{**} Excellent communication and Interpersonal skills for every role.

What is a Positioning Statement

- A key communication tool to describe you
- A well defined, strategic focus on what makes you marketable to hiring managers "your brand"
- Highlights the following:
 - Profession
 - Experience
 - Unique strengths and skills

Positioning Statement

- The positioning statement forms the basis of the summary section on your <u>resume</u> and your <u>LinkedIn profile.</u>
- It can help answer the interview question:

Tell me About Yourself

Positioning Statement: Your Brand

 Apple is the quintessential example of what brands strive to be like. Apple is associated with products that are easy to use, simple, and high quality. The brand is known to be representative of a way of life, leading its customers to say proudly, "I am an Apple product."





• Coca-Cola is a 129 year old company that has had to work hard to reinvent itself with a strong push for healthier options, especially in the US. Their success has come from the emotional responses in their advertising.

Positioning Statement

Before you start, ask yourself:

- 1. What is your background?
- 2. What do you want to do?
- 3. What are you good at?
- 4. What are your key accomplishments?
- 5. What are your key experiences?

Sample Positioning Statements

IS Student

I am a professional and versatile information systems graduate student with a commitment to developing innovative and creative systems solutions. I have a proven track record performing the full software development cycle, including the initial design, testing and technical support of the finished product.

I am particularly interested in the field of Healthcare related information and applications and have designed my own application to aid a doctor's office in billing clients more efficiently. With a strong background in both computer science and management, I am seeking a position with a fast-paced and ambitious company that offers offer development training, project-based learning and a mentoring program. My areas of expertise include *Software design & testing*, C++, Microsoft SQL Server, ASP.NET, Javascript, and Linux.

Can you tell me a little bit about the co-op program at your company?

Positioning Statement

Before you start, ask yourself:

- What do you do?
- 2. What do you want to do?
- What are you good at?
- 4. What are your key accomplishments?
- 5. What are your key experiences?

My name is	and I am a	For the past
years, I have	been I have s	trong skills in
While I was a	t, I (describe	e one or 2 strengths and
accompl	ishments.) Can you te	ell me about ?

Assignment #1

Write out your positioning statement. Then film yourself practicing your positioning statement. The assignment must be submitted to Blackboard (via Turnitin) by the due date

Remember to wait for the digital receipt for the assignment!



Assignment #2

Complete the Policies quiz on Blackboard prior to the due date and time.

You will not get a receipt for this. Remember to note the due date and time!!



Office Hours and Appointments

- Office location: 5th Floor Dana Research Center on Forsyth Street, Room 515. Take the left elevator to the 5th floor it's the only way up!
- Office Hours:
 - I have several options/days. Please check your myNortheastern portal which is where you can both see my availability and then schedule an appointment.
- Appointment Calendar
 - For directions on setting up an appointment, go to myNortheastern → Services and Links → Support → ITS Teaching Support → Appointment Calendar (Appointment Calendar Training)
 - State the purpose of the meeting so I can prepare for the appointment.
 - If you can't keep the appointment, please cancel 24 hours in advance.
- Office hours are for individual help in understanding the material (come solo or in a group!) or for individual guidance.
- Please email any time with questions.

NU Resources for your Success

- Check out the NU Employer Engagement and Career Design Website <u>here</u>
- Visit the writing center for help with your writing Northeastern Writing Center
- Global Student Success
 https://international.northeastern.edu/gss/



