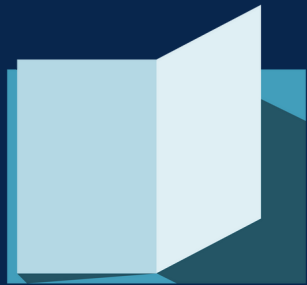# Career Services Office
UCP

CSO3001: CAREER LAB
INTERACTIVE WORKBOOK

Name:
CC/AM:
Section:
Major:

Welcome to Career Lab - CS3001

You have embarked on a journey to transform your life.

About the Course

The goal of this course is to introduce a blended learning model to prepare students for the job market by helping them internalize professional and business skills. Based on the frameworks of experiential learning and facilitation techniques, the course aims to build the requisite skills for becoming seasoned professionals, capable of independent thought and action, who work well with others and are influential in their organizations.

Learning Outcomes

- Apply effective professional interpersonal communication skills in business contexts.
- Enhance technical writing skills through the development of effective resumes, cover letters, statement of purpose, and e-etiquette.
- Learn how to make appropriate occupational/educational choices and set realistic occupational/educational goals.
- Develop life-long skills associated with career decision-making and career management.
- Recognize the qualities, skills, and abilities that employers are seeking in job candidates.
- Comprehend the importance of networking and identify employment leads often overlooked by many job seekers.

Course Themes

1 CAREER MANAGEMENT

- Career Planning
- Career Theories
- Self Assessments
- Goal Setting

2 CAREER READINESS

- Personal Pitch/Elevator Pitch
- Career Assessment
- Professional Documentation
- Personal Branding: LinkedIn
- Interview Strategies
- Job Application Process
- Networking

3 CAREER COMPETENCIES

- Critical thinking/Problem Solving
- Oral/Written Communication
- Teamwork/Collaboration
- Time Management
- Digital Technology
- Leadership
- Professionalism/Work Ethic

4 CAREER PLAN

Personal Marketing Plan (PMP)

Course Timeline

Roadmap to Success

Week 1	Course Introduction & Career Planning
Week 2	Knowing Yourself & Time Management
Week 3	Business Communication & Presentation Skills
Week 4	Verbal Communication & Resume Writing
Week 5	Cover Letters, Job Research and Problem-Solving
Week 6	Job Application Process & Interviews
Week 7	Interviewing Skills

Course Timeline

Roadmap to Success

Week 8	Interview Practice
Week 9	Mock Interviews
Week 10	Exploring Possibilities: Entrepreneurship & Further Education
Week 11	The Power Of Mindset
Week 12	Final Presentations - Personal Marketing Plan
Week 13	Final Presentations - Personal Marketing Plan
Week 14	Assessment Center & Wrap Up

Career Theories

Krumboltz theory

Several factors have been highlighted as being helpful in career management, including:

the commitment to ongoing learning and skill development

ongoing self-assessment

assessment and feedback from others

effective networking

achieving work-life balance

financial planning to incorporate periods of unemployment

These attributes and tasks enable you to turn chance encounters and occurrences into career opportunities.

Career Theories

Parson's theory

Frank Parsons developed the idea of matching careers to talents, skills and personality.

Parsons states that occupational decision making occurs when people have achieved:

- an accurate understanding of their individual traits (aptitudes, interests, personal abilities)

- a knowledge of jobs and the labor market

- rational and objective judgment about the relationship between their individual traits, and the labor market.

This three-part theory still governs most current practice.

Strengths & Weaknesses

Being able to reflect on your own strengths and weaknesses is a key part of being a good leader, and essential to continuing your development. However, making the time, or even knowing where to start when it comes to reflecting on areas you could improve upon, can be difficult.

There are two general processes through which we can identify our strengths & weaknesses:

Self-reflection	Self- assessment
Immerse in reflective exercises: • Asking yourself targeted questions • Analyzing experiences • Asking others (taking feedback from peers)	Evaluating your personality through tests/assessments: • MBTI Test • EQ-i 2.0 Emotional Intelligence Assessment • VIA Character Strengths Assessment • TotalSDI

Strengths & Weaknesses

From the BINGO activity conducted during the session, you were able to identify your strengths and weaknesses. In the space below, list down your strengths and weaknesses.

Strengths	Weaknesses

MBTI Personality Test

My MBTI Personality is: _____

A famous person who shares my personality type is: _____

Qualities of my personality type:	Ideal careers/job roles as per my personality type:

A Letter to My Future Self

Write a letter to your future self, to be opened and read by you at the completion of this course. You may answer questions related to how prepared are you for the future, what have you planned after you graduate, how do you feel about your future planning, what do you expect from the course, or if you have any tip/advice for your current self. When you finally open and read the letter, you will look back to see how much you have grown throughout the course.

Career Services Office
UCP

Session 2
Knowing Yourself & Time Management

Recalling Strengths & Weaknesses

Knowing our strengths and weaknesses is important for our career progression in several ways:

Career Progression	It is important to know both your strengths and weaknesses in order to self-evaluate. Having this knowledge about yourself will also help you narrow down your job search to specific jobs based on what you're good at, and it will make employers' decision to hire you easier.
Leveraging Your Strengths	Your strengths are the skills you can leverage and use to push yourself further to achieve your goals. Knowing what you excel in can help you grow and aim higher.
Developing Skills	Having a strong self-awareness and ability to highlight your areas of weakness enables you to proactively work on these, such as taking courses, seeking additional exposure to a task you are less comfortable with, or working with a mentor to address a weakness. This process of self-assessment will ultimately strengthen your skill set so that you can overcome any limitations.
Corresponding Strengths	Every weakness has a hidden strength - all students have to do is accept them for what they are. They should leverage these associated strengths and ask other people for advice to improve themselves and fix any gaps they might have.
Knowing What Skills to Hire	It is important to understand (if you are in a leadership role/or an entrepreneur) your weaknesses as it means you know what skill set you need to hire the right skills and build a diverse team that can help you, and your organization, to achieve your goals.

Goal Setting

The next skill in career management is goal setting; to have a look at our present opportunities and create a tentative plan to acquire clarity. Goal-setting is the process of taking active steps to achieve your desired outcome. Maybe your dream is to become a teacher, lawyer, computer scientist or pharmacist. Each one of these dreams involves setting and reaching small (and big!) goals.

In this course, we will be practicing two tools for goal-setting:

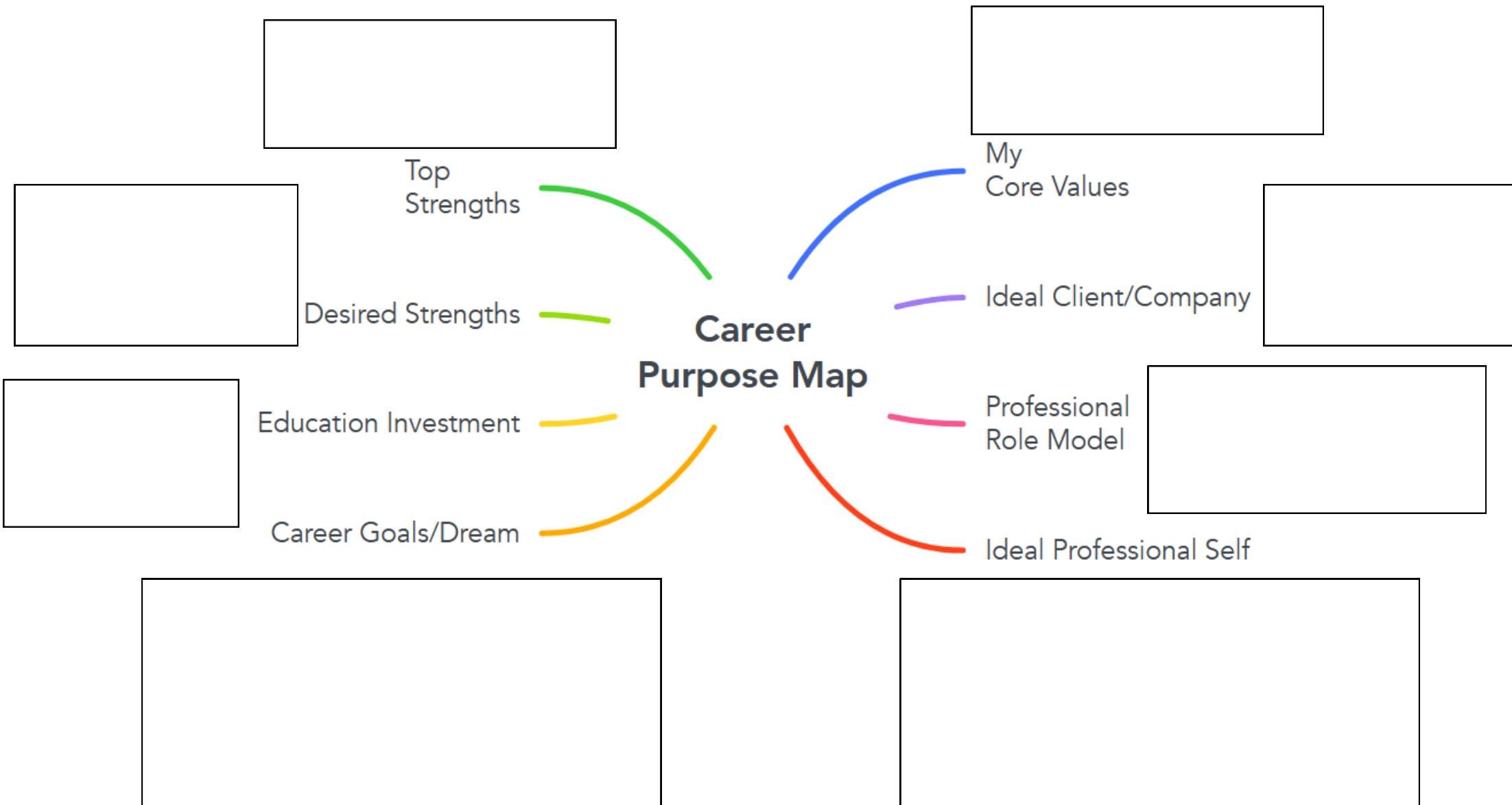| Purpose Map	S.M.A.R.T Goals

Purpose Map

You have a purpose. You have work that you want to do in this life, work that is meaningful to you and to those who benefit from it. And yes, you have a career in you! Whoever you may be, whatever field of work you may find yourself in, and whatever your situation right now, you can have a career so long as you have a desire for one.

A simple but powerful tool helps you identify the opportunities you have right now to live more purposefully and become the person you want to be. It helps us identify our Purpose and map out possibilities to narrow down our career path.
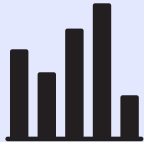
Creating Your Purpose Map

As attempted during the session, please fill in the template below:

Top Strengths

Desired Strengths

Education Investment

Career Goals/Dream

Career Purpose Map

My Core Values

Ideal Client/Company

Professional Role Model

Ideal Professional Self

S.M.A.R.T Goals

Set goals intelligently with the S.M.A.R.T approach

S	M	A	R	T
SPECIFIC	**MEASURABLE**	**ATTAINABLE**	**RELEVANT**	**TIME-BOUND**
You need to be clear on what you want to accomplish	The goals should be quantifiable e.g., generate one lead per month.	The goals should not be too easy or too hard. Set ambitious, but realistic targets.	The target should align with your personal/ professional goals.	Set a timeframe and/or a clear deadline for achieving your goal.
What do I want to accomplish?	**How will I know when it's accomplished?**	**How can the goal be accomplished?**	**Does this seem worthwhile?**	**When can I accomplish this goal?**

S.M.A.R.T Goal Setting

Worksheet

GOAL:

SPECIFIC	
MEASURABLE	
ATTAINABLE	
RELEVANT	
TIME-BOUND	

SMART GOAL:

Strategizing Strengths & Weaknesses

List any two of the strengths and weaknesses you have identified in the previous activity. For strengths, mention how they could help in your career progression. For your weaknesses, state how they could be a hurdle and the steps you would take to overcome them.

Strengths	Weaknesses
Strength 1: _____ Explanation: _____ _____ _____ _____	Weakness 1: _____ Explanation: _____ _____ _____ _____
Strength 2: _____ Explanation: _____ _____ _____ _____	Weakness 2: _____ Explanation: _____ _____ _____ _____

Career Competency – Time Management

Planning Your Time & Prioritizing Your Tasks

Time management—how we choose to use and organize our time—is something many of us struggle with. Effective time management allows us to make the most of our day, accomplishing tasks more quickly and prioritizing those that will make the most impact.
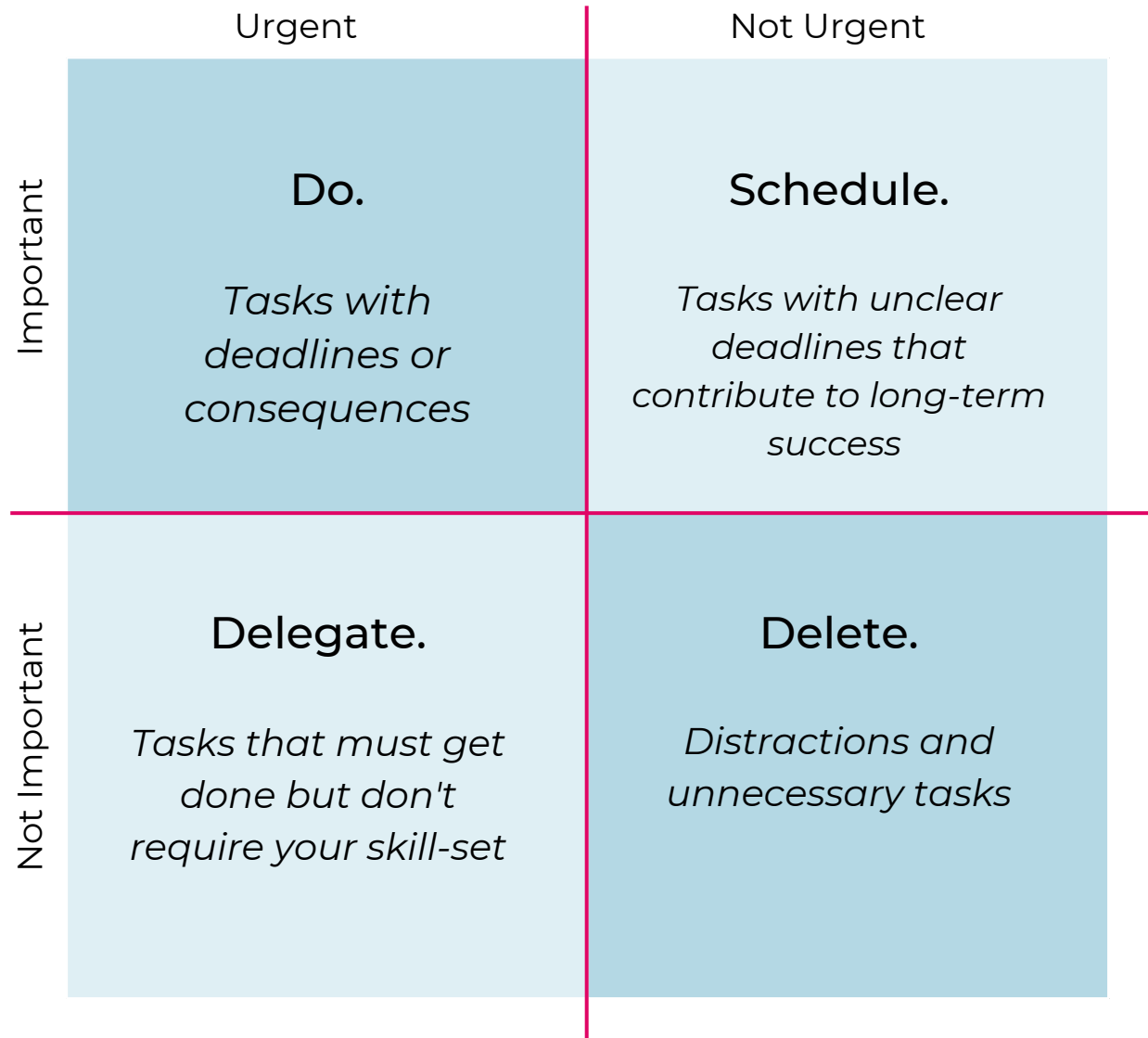
Figuring out a process that works for you, whatever that may be, is key to creating your most efficient life. To help you improve poor time management, we'll explore two popular techniques to help us plan our time for effective management.
Time boxing helps us organize our time better, whereas Eisenhower helps us prioritize our tasks. Once we have prioritized our tasks using Eisenhower, we may use timeboxing for the completion of each task.

Timeboxing	Eisenhower Matrix
How it works: From the moment you wake up, assign each time block in your day to a task. These tasks can be anything from eating breakfast to studying for a test. • Divide a piece of paper into two columns. On the left, write down each hour of the day and create blocks of time such as half-hour or hour chunks. • Estimate the time it's going to take to complete each of your tasks and fit them into your time blocks. • Add buffer times in between each time block to allow for adjustments during the day.	How it works: • Organize your task list into four separate quadrants, sorting them by important vs. unimportant and urgent vs. not urgent. • Urgent tasks are those we feel need to get done immediately. Important tasks are those that contribute to your long-term goals or values. Ideally, you should only work on tasks in the top two quadrants—the other tasks, you should delegate or delete.

Career Competency – Time Management

Eisenhower Matrix

	Urgent	Not Urgent
Important	**Do.** *Tasks with deadlines or consequences*	**Schedule.** *Tasks with unclear deadlines that contribute to long-term success*
Not Important	**Delegate.** *Tasks that must get done but don't require your skill-set*	**Delete.** *Distractions and unnecessary tasks*

Time Management

Using the list of tasks created during discussion, arrange the tasks based on the Timeboxing technique.

List of Tasks

Timeboxing Technique	
00:00	00:30

Time Management

Using the list of tasks created during discussion, arrange the tasks based on the Eisenhower Matrix:

List of Tasks	Eisenhower Matrix	
	Do	Schedule
	Delegate	Delete

Session 3
Business Communication & Presentation Skills

Communication Skills – Verbal

4 Ps of Vocal Delivery - Speaking with Impact

Voice is a powerful tool for presenters. Voice can make all the difference between success and failure when you're aiming to engage your audience. The use of 4 Ps is particularly important for prepared speech for more formal settings, where you are addressing an audience. For example: giving a presentation, reading aloud reports and minutes for board meetings, debating, telling a story, broadcasting etc.

Voice modulation is achieved by changing the pitch and power of your voice and pace of your speech. Voice modulation can be improved by practicing phrases, amusing sentences, dialogues, prose passages, tongue twisters and poetry.

Power	Power stands for the loudness of your voice, and all voices are breath, in order to increase the power of your voice, you need to enlarge your lung capacity with breathing exercises.
Pitch	Pitch refers to the ups and downs of your notes when you speak. Then you can variate your pitch from high to low. For example, you use high pitch when you talk about something exciting and positive, and low pitched voice when you talk about something serious or sad. We all have the ability to speak from a vocal range – which includes higher notes and lower notes. However, it takes great awareness and practice to notice your own pitch and to change it consciously.
Pace	Pace refers to the speed at which you speak. A good speaker knows the value of changing the pace as they speak. You can also play with your pace, at times it could be slower, and at times faster. For example, when you are introducing a topic that is exciting you can speed up the pace of your voice. On the other hand, when you want people to focus their attention you may slow down for emphasis.
Pause	Pause involves stopping momentarily for effect in the middle of your remarks. It is a tool that is used hand in hand with variations of Pace. There is a pause for effect, pause between paragraphs, etc. With pauses, you can bring an emphasis to a certain word or idea, separate ideas, etc.

Communication Skills – Verbal

EPIC Framework

We talk a lot about communication but are never told about how to communicate and what to communicate. EPIC framework is a holistic approach to communication that is applicable to a wide range of interactions. EPIC helps to communicate those ideas in a way that inspires people to act and to implement meaningful change.
The four elements that make up the EPIC framework are:

Empathy	Empathy means putting yourself in other person's shoes to understand their perspective. For example, take the perspective of your audience in order to build a strong foundation for your communications.
Purpose	While communicating, define the purpose to include their needs and yours. This question "What is the overall purpose of the project, and how does this interaction help us to move us towards it?" can help you build your response.
Insight	Your message/ideas should be supported by insights and facts. You may use research, statistics and case studies.
Conversation	In order to have a great conversation you need to plan and arrange the flow of an effective two-way conversation. Use storytelling techniques to build memorable connection with your audience.

Communication Skills – Non-Verbal

Non-verbal communication is as important as verbal communication to make an impact. Below are a few elements of non-verbal communication:
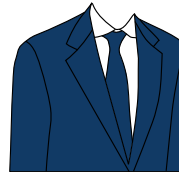
Eye contact

Sitting posture

Facial expressions

Gestures

Dressing style

Body Language

Communication Skills – Non-Verbal

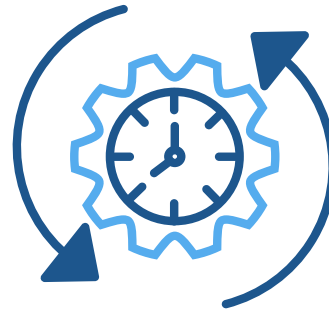In the picture below, identify areas where non-verbal communication is not up to par.

Business Communication – Email Etiquette

Why is Email Etiquette Important?

Professionalism

Show that you are ready for your future career

Efficiency

Look efficient sending to-the-point messages

Respect

Avoid unnecessary embellishments and small talk

Business Communication – Email Etiquette

Tips to Write a Professional Email

Use a professional email address	Using an unprofessional email address tends to be a common mistake among students. Make sure to make a professional email ID before sending important emails. *A professional email would ideally only include your name or some number if need be.*
Use a direct subject line	The email's subject line informs the recipient of what they can expect to find in the email's body. It may help them sort their emails or begin finding information for a response before reading the full message. Make email subject lines clear and straightforward.
Use professional greetings	Easy rule of thumb is to stick to modifying them according to the time of the day, such as: Good morning, Good afternoon or Good evening.
Avoid using unprofessional language	Do not write (Roman Urdu) Urdu using English alphabets in your email. Stick to using English and avoid slang words.
Closing of Email	Conclude your email with a short closing, such as *"Thank you," "Best regards"* or *"Sincerely."* Include your full name at the bottom along with your title and essential contact information, such as your phone number. This closing gives your recipient all the details they need to respond.
Review	It is always a good idea to take another look before pressing send. Spellcheck can catch many errors but be sure to check for typos on your own, too.

Career Readiness – Elevator Pitch

"An elevator pitch is a short yet impressive introduction of yourself designed to market your experiences and skill sets. You can also use it to create interest in a project, idea or product – or in yourself. A good elevator pitch should last no longer than a short elevator ride of 20 to 30 seconds, hence the name."

Knowing how to write a good elevator pitch will be useful. Refer to the elements below for a good elevator pitch:

Identify Your Goal	Start by thinking about the objective of your pitch. For instance, are you a current student looking to get an internship over the summers? A fresh graduate applying for jobs or an entrepreneur looking for investors?
Explain What You Do	It is important for the listener to have an idea of the person/product/idea they are being informed about. If you are a student, your pitch will include your semester and major. If you are a fresh graduate, you will talk about your major and field of interest. In case you are pitching a business idea, you will talk about your product.
USP	Unique Selling Proposition to what makes a product unique, you should also know that people also have USPs. A Unique Selling Proposition is any skill, idea or characteristic that makes you or your product stand out from the rest.
Engage With a Question	After you communicate your USP, you need to engage your audience. To do this, ask questions to involve them in the conversation.
Put It All Together	When you've completed each section of your pitch, put it all together. Then, read it aloud and time how long it takes. It should be no longer than 20-30 seconds. Otherwise, you risk losing the person's interest, or monopolizing the conversation. Try to cut out anything that doesn't absolutely need to be there. Remember, your pitch needs to be snappy and compelling, so the shorter it is, the better!

Elevator Pitch – Sell a Product

Draft an Elevator Pitch for your product in the 'Sell a product' activity using the template below:

Identify Your Goal	
Explain What You Do	
USP	
Engage With a Question	
Put It All Together	

RESUME vs. CV

Resume	CV
One to two pages long	No length limit
Job hunting in all industries	For jobs in Academia
Tailored to specific job	A comprehensive overview
Emphasize skills	Emphasizes academic accomplishments
Used when applying for a position in industry, non-profit, and public sector	Used when applying for positions in academia, fellowships and grants
After 1 year of industry experience, lead with work experience and place education section at the or near the end, depending upon qualifications	Always begins with education and can include name of advisor and dissertation title or summary (see examples). Also used for merit/tenure review and sabbatical leave

Career Readiness – Resume Writing

Components

Resume	CV
Contact Information (Email, Contact Number, LinkedIn, City Name)	Contact Information
Resume Summary or Resume Objective (A one- to two-sentence overview of your short-term professional goals with an explanation of why you're seeking employment.)	Research Objective, Professional Profile, or Personal Statement (Research objectives describe what your research is trying to achieve. A personal statement is a brief personal summary given to prospective employers or Universities.)
Work Experience (Relevant work experience tailored accordingly)	Education
Education (2-3 recent educational degree/courses)	Teaching Experience (includes volunteership/internship or TA/RAship) OR Research Experience / Lab Experience / Graduate Fieldwork
Skills	Languages and Skills
Additional Sections (Awards, Courses, Publications, Certificates, Conferences, etc.)	Additional Sections: (Peer-Reviewed Publications, Awards and Honors, Grants and Fellowships, Books)

How to Organize and Write a Resume

Chronological order	In all the sections, focus on the latest thing first. For example, in Education, mention the degree you are currently pursuing.
Action Verbs	Action Verbs describe the impact of your work and make your resume more professional. Trained my department vs. **Created** new training material and supervised a team of **30** employees.
Quantification	By quantifying, we can make our work seem more credible and impactful. So, always add numbers in your resume. • Quantification makes an impact on the job role statements in the resume. For example: writing, '**mentored** a class of **40 students** on leadership and growth mindset skills' shows the scale of your teaching practice and leaves an impact on the recruiter who might consider you for the position as he/she will be aware that you are equipped to deal with a large audience.

Action Verbs & Quantification

Using action verbs and quantification, revise the statements given below:

Trained my department	**Created** new training material and supervised a team of **30** employees.
Did a fellowship on professional development	
Did an internship at a digital agency and made social media content for them	
President of debating society and organized many competitions	

Career Competency – Critical Thinking

Are you looking to land the perfect job? Or an employee aiming to climb the next rung on the career ladder? Developing your critical problem-solving skills will make you a better candidate for that new job or promotion.

The words "critical thinking" frequently pops up in job descriptions and on adjective lists for resume-writing, so it's clearly a desirable characteristic. It's such an important skill that some employers even require candidates to pass a critical thinking test for employment with the company.

Here are some ways to improve and utilize your critical thinking skills:

- Keep the goal in mind
- Know your biases and try to look past them
- Ask questions and gather information
- Evaluate the facts of the situation and all available data
- Collaborate and get feedback from others—especially people with different backgrounds than your own
- Generate possible solutions, particularly out-of-the-box ideas
- Consider the short- and long-term consequences of implementing each solution
- Make a decision or come to a conclusion
- Present and communicate the decision or conclusion

Job Description

A job description contains the following components: job title, job purpose, job duties and responsibilities, required qualifications, preferred qualifications, and working conditions.

When you find a job posting you like, look for these factors while you revise your professional documentation:

Role Match

Your "target job title" should match the title that is being advertised and go toward the top of your resume to catch the eye of the hiring manager and any applicant tracking system (ATS) that's searching for a match.

Value Match

Find overlap between your previous responsibilities and qualifications to show what value you can bring to this organization. Look beyond tangible skills and highlight your work ethic or personality traits that make you a great candidate.

Skill Match

Identify the hard and soft skills from the job ad and mirror the same language in your resume. Include your educational background, work experiences and transferable skills that show you are equipped to perform the job with the skills you have acquired through your career.

Career Readiness: Cover Letter

A cover letter is a one-page document that you submit as part of your job application (alongside your CV or Resume). Its purpose is to introduce you and briefly summarize your professional background. A good cover letter can spark the HR manager's interest and get them to read your resume.
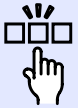
Tips to write an effective cover-letter:

Step 1: Make it Personal

Step 2: Tell Them Why You Picked Them

Step 3: Tell Them Why They Should Pick You

Step 4: Show Passion

Step 5: Show Kindness

Career Readiness: Cover Letter

The cover letter can be divided into 4 paragraphs:	
Paragraph 1 [Make it personal]	Start by your introduction and write about the job you are applying for. You can mention your qualifications here.
Paragraph 2 [Why you picked them]	Talk about the company here, do your research, find out which specific projects the company is doing and what strikes your interest.
Paragraph 3 [Why they should pick you + Show passion]	Now, talk about yourself. Talk about all your relevant job experiences or anything you have done to learn the skills the JD has mentioned.
Paragraph 4 [Show kindness]	End on a good note - talk about how you are looking forward to meeting them and how thankful you are to them for taking out the time.

Career Readiness: Job Database

From the job database create during the session with your facilitators, mention the relevant sources that you plan to consult in the template below:

Websites	Portals	Additional Sources

Career Readiness: Job Research

Worksheet

Based on the company allotted to you during the session, fill in the job research template below:

Company Name	
Mission and Values	
Key players of the organization	
Clients, products & services	
HR Team	
Recent press release/Recent event	
The skills and experience the company values	
Current Jobs Available in your field (Yes/No) In case of yes, please list the positions.	

The Desert Survival Problem provides a unique opportunity to quickly and objectively measure whether your groups are achieving synergy—as well as demonstrate this otherwise elusive concept. Synergy occurs when the interactive efforts of two or more people produce a solution that is superior to their independent solutions.

By measuring the quality of both individual and team performance on a single task, this simulation allows groups to quickly calculate the extent to which they are fully utilizing their resources—and doing so in a way that achieves synergy.

Career Services Office
UCP

Session 6

Job Application Process & Interviews

Career Readiness: Job Application Process

In order to increase the chances of being successful at any task, it is crucial to know the steps involved in that task. A thorough understanding of the hiring process will set you on the right track and equip you to prepare for the job that they want.

General Process for Private Jobs

Recruitment Drive	Online Application Form	Gaming Test	HR Interview	Panel Interview/ Technical Interview	Assessment Center	Job Offer

General Process for Government Jobs

Online Application [PPSC, FPSC, NTS, National Job Portal]	Test [English/Analytical, Quantitative/ Technical]	Interview	Medical Examination	Job Offer

Career Readiness: Job Application Process

Based on the discussion during the session and your research, write the stages of job application process in your field:

Field: _____

1	
2	
3	
4	
5	
6	
7	
8	

Career Readiness: LinkedIn Profile

LinkedIn will help you find a job faster because most hiring managers and recruiters are already using it. A whopping 87% of recruiters find LinkedIn to be the most effective when vetting candidates during the hiring process. Having an active and well put together LinkedIn profile will, thus, significantly increase the chances of your discovery by various companies looking to hire people based on your skills and experience.

Here is checklist that you can refer to while updating your LinkedIn profiles:

Professional Photo

Headline (Student + Degree)

Profile Summary

Work and Experience: Short & Sweet

Recommendations
(From teachers and any managers you have worked with)

Contact Details

Customize your public profile URL

Skills & Endorsements

Career Readiness: Interview Preparation

By now, you have prepared your professional documentation, understood the job description and conducted company research. What comes next? The interview process!

Breakdown of an Interview:

The interview process can be divided into 3 stages. These 3 stages are:

Pre-Interview	During interview	Post-interview
- Understanding the hiring process and job requirements - Doing company research - Tailoring documents - resume and cover letter - Applying and appearing for the interview on time - punctuality can make or break the deal	- Professional Dressing - Verbal communication - how they answer the interview questions - Non-verbal communication - how confident and comfortable do they appear	- Thank-you email - Reflection on interview performance - Follow-up in 1 week

Career Readiness: Interview Preparation

Unwritten Rules of Interviewing

What do I wear to an Interview? At a corporate firm? At a start-up firm?	
What should I bring to an interview?	
What should I NOT bring to an interview?	
When should I arrive for my interview? What if I am running late?	
Should I ask how much I'd be getting paid? If so, how/when should I ask?	
Should I ask other questions (not related to pay)? What could those be?	
Is following up necessary? If so, how/when do I follow up?	

Career Competency: Critical Thinking
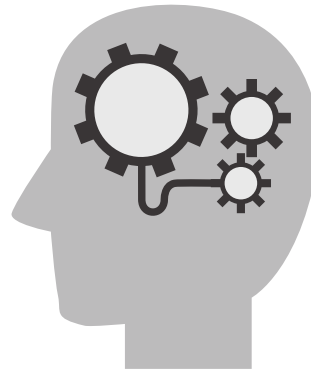
Critical thinking is one of the most highly sought-after skills in the workplace. Critical thinking skills allow a person to analyze information, arrive at conclusions and make sound decisions. Applying critical thinking in the workplace is an essential skill everyone should be trying to improve. It can set you apart as a leader, improve the quality of your work, and the perception those higher up the chain have of you.

Critical thinking in the workplace is a deeper level of thinking where we question, analyze and draw conclusions about information and evidence.

Critical thinking skills are valuable in all roles in an organization. These skills enhance communication, creativity and problem-solving. Thinking critically in the workplace allows you to connect ideas, evaluate arguments, find errors and solve complex issues. The workplace is packed with situations that require teams and individuals to approach complex problems and solve them using new and innovative approaches. Employees who can communicate and relate with coworkers, develop strategies and overcome issues are more likely to succeed.

Critical thinking is especially important in three areas of business:

- leadership
- problem-solving
- communication

Interview: Question Behind Questions

Three Core Themes:

Skills	Passion	Fit
includes the right qualification and prowess essential to perform a job. The qualifications, necessary technical skills, soft skills and practical expertise all come under the umbrella of skills.	*seeks to explore if a candidate is actually ambitious about the role and the work that comes with it.*	*indicates how well a person will integrate within a company. A company seeks to have a team that empowers others and creates a strong support system.*
An interviewer will assess a candidate's skills in the following ways: • Degree • Courses/Certifications • Internships • Communication • Extracurricular and leadership activities	An interviewer will assess a candidate's passion in the following ways: • Manner in which a person talks about the role and the work • Deeper knowledge and understanding of the job, that which surpassed surface-level knowledge • Knowledge of recent developments in related fields • Volunteer/internship experience • Ideas and visions to contribute to the discipline	Compatibility can be assessed in a number of ways: • General behavior and demeanor before, during, and even after the interview • Companies can also look up a person's social media handles to • Questions related to social issues can be asked to assess if a person possesses extreme or moderate ideas • Questions related to past conflicts indicate how a person reacts in face of an unfavorable situation

Interview: 5 Categories of Interview Questions

Personal Assessment Questions	- Tell me about yourself. - What are some of your strengths and weaknesses? - How do you handle stressful situations?
Behavioral Questions	- Describe a time when you disagreed with a team member. - Tell me about a time when you failed. - Give me an example of when you had to assume leadership for a team. - What is the most difficult/ challenging situation you've ever had to resolved in the workplace?
Personal Goal Questions	- Where do you see yourself in five years? - How do you plan to achieve your goals in life? - What is your objective in life? (Or "What is your aim in life?")
Experience based Questions	- Why are you switching your job? - What are the two most significant achievements you had in your last job? - Can you share more about the XYZ task in ABC project you listed on your resume? - What about your last job did you like least and most? - Do you have experience in leading a team?
Fit for Company/Position	- Why should we hire you? - What do you know about the role?
Tricky/Difficult Questions	- How many golf balls can fit into a bus?

Career
Services
Office
UCP

Session 10
Exploring Possibilities:
Entrepreneurship & Further Education

Herd Mentality

"Following actions of a bigger group, without any critical thinking or self-awareness."

When it comes to planning our future, we tend to have the herd mentality; doing what the majority of the people are doing. For example, we generally believe that only medical and engineering fields are most rewarding ones.

Social factors lead us towards herding and making career and educational choices regardless of knowing our personal interests and faculties.

Find your own career path that's right for you. Think of what you're good at, where your skills best lie and what exactly you enjoy doing. Then, go for it!

Career Readiness: Further Education

Why should you pursue higher education?

Specialized Knowledge	Earning a master's degree helps you gain specialized knowledge to advance in your field. As the workforce evolves, a graduate degree shows you're dedicated to enhancing your industry expertise and credibility. You can focus on a particular field of study, which helps you become more competitive in your field.
Career Advancement	A master's degree can make it easier to transition into more senior positions, such as management and leadership. Many organizations not only recognize the benefits of a master's degree, but even prefer their employees to have one.
Increased Earning Potential	By earning a master's degree, you can significantly increase your income by landing into specialized roles.
Enhanced Professional Network	Whether you take courses online or in-person, your fellow classmates come from a wide variety of industries and backgrounds. As a graduate student, you are connected to numerous professionals—many of whom are successful in their careers.
Cultural experiences & exposure	As you go around the globe you will be able to engage on multiple platforms with a great number of people while being exposed to multicultural growth for professional and personal grooming

Career Readiness: Further Education

The steps involved in applying for a Higher Education degree are mentioned below:

Step 1

Finding the Right Country

Step 2

Finding the Right University

Step 3
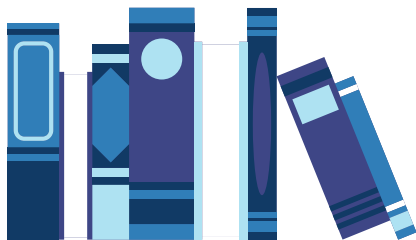
Choosing the Relevant Program

Step 4

The Application Process

Design Your Graduate Plan

Undergraduate Major	
Preferable Country/Countries	
Preferable University/Universities	
Preferable Program(s) (For each program, mention the duration of degree.)	
Criteria (Please list down the general application process)	

Career Readiness: Entrepreneurship

"Entrepreneurship is starting and developing a company, delivering something new to the market, or organizing the means of production superiorly."

"Entrepreneurship is the pursuit of opportunity beyond the resources you currently control" - (Stevenson, Business School- Harvard)

Career Readiness: Entrepreneurial Mindset

People with an Entrepreneurial Mindset tend to:

1. Take ownership	2. Be action-oriented
3. Be highly resilient and resourceful	4. Be lifelong learners
5. Create value for others	6. Have high-level reliability

Entrepreneurship: Business Model Canvas

"A tool for visionaries, game changers, and challengers. A pre-structured canvas of 9 building blocks to help you map, discuss, design the new business model/idea."

The 9 building blocks of the business model canvas are mentioned below:

Customer Segments	Who are the customers? What do they think? See? Feel? Do?
Value Propositions	What's compelling about the proposition? Why do customers buy, use?
Channels	How are these propositions promoted, sold and delivered? Why? Is it working?
Customer Relationships	How do you interact with the customer through their journey?
Revenue Streams	How does the business earn revenue from the value propositions?
Key Activities	What uniquely strategic things does the business do to deliver its proposition?
Key Resources	What unique strategic assets must the business have to compete?
Key Partnerships	What can the company not do so it can focus on its Key Activities?
Cost Structure	What are the business major cost drivers? How are they linked to revenue?

Entrepreneurship: Business Model Canvas

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	Key Resources		**Channels**	

Cost Structure	Revenue Streams

Mash-Up Innovation

Brainstorming		
Technologies	Human Needs	Global Challenges

Mashup!	
Mashup Concepts	Concept Names

Session 11

The Power Of Mindset

Mindset Overview

"A set of attitudes or beliefs that you hold which shapes how you make sense of the world and yourself. It affects how you think, feel and react in a specific situation"

How we react in the face of adversity or in a challenging situation has a lot to do with our mindset. Our mindset can reinforce our beliefs related to ourselves and our surroundings. Having the right mindset can increase our likelihood of realizing our potential and achieving long-term success.

Mindset Theory

This theory was developed by renowned Stanford University psychologist Carol Dweck. It argues that it's not intelligence, talent or education that makes people successful. It's their mindset or the way that they approach life's challenges.

She has divided mindset into two distinct types, growth mindset and fixed mindset.

Fixed Mindset	Growth Mindset
"Intelligence is malleable and can be developed over time through hard work and persistence."	*"Intelligence is something you are born with, and you cannot do much to change it.*

Mindset Quiz

As part of your class activity, you attempted a mindset quiz. Based on the result of the quiz, please fill in the following information.

- Before the quiz, what mindset did you think you have?   _____

- What were the results of your mindset quiz?

                      _____   _____

                 Growth Mindset   Fixed Mindset

- To improve your results and achieve a greater percentage of growth mindset, what strategies do you plan to take?

Mindset Statements

As part of your group activity, you converted statements representing a fixed mindset into growth mindset. Re-write the statements below:

Fixed Mindset	Reflection Question	Growth Mindset
Example: *"I tried; I failed. It's just beyond me."*	*Example:* Could I try a different strategy or approach?	Example: Failure is a part of the process and in fact a learning point. I should try a new technique and hopefully it will work
"I didn't achieve what I set out to do; I failed."		
"I just wasn't born smart:"		
"I can't do it; I'll never be able to do it."		
"I don't know how or if I'll get there... ever."		
"This course is way too challenging for me"		

Rose, Bud & Thorn

How many of you regularly take time out and ponder, what has been going well for you, what challenges are you facing and how can you improve?

In order to do a pulse-check with ourselves, to see how we have been doing lately and strategize to improve, a reflective exercise 'rose, bud and thorn' has proven to be effective.

Rose	a highlight, success, small win, or something positive that happened
Bud	new ideas that have bloomed or something you are looking forward to knowing more about or experiencing
Thorn	a challenge you experienced or something you can use more support with

Rose, Bud & Thorn

Reflect on any situation in your life, and identify the rose, bud & thorn in the situation.

Situation:	
Rose	
Bud	
Thorn	

List down the strategies through which you can change your thorns into roses OR for the thorn(s) mentioned, identify the buds that could be a result of it helping you grow.