

# Syllabus



Department  
of Economics  
and Business

CENTRAL  
EUROPEAN  
UNIVERSITY

<b>Course title:</b>	<b>Maximizing Your Future</b>
<b>Instructor:</b>	Kaposvari, Anna / Szilagyi G., Andrea
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<b>Office hours:</b>	by appointment
<b>Credits:</b>	0 US credits (0 ECTS credits)
<b>Module:</b>	Orientation
<b>Term:</b>	0 week and Pre-session 2020-2021
<b>Course level:</b>	Master's
<b>Prerequisites:</b>	Professional CV in English
<b>Course drop:</b>	As described by the <a href="#">MS in Finance Regulations</a>

## 1. COURSE DESCRIPTION

### Content.

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 you in a tailor-made way with assessments, one to three one-on-one appointments, resume critiques, mock interviews, and strategies for connecting to alumni and other mentors.

1. Learn about the job and internship market (tendencies, time frames)
2. Identifying your key transferable-skills, passion and your priorities (Belbin and MBTI test, skills inventory)
3. Build an online portfolio for career boost/change (LinkedIn, CV, Social Media Footprint)
4. Plan your Career Strategy (framework, action points, career tools)
5. Prepare for Interviews (Interview techniques, presentation skills, elevator pitch)

### Relevance.

There are 5 reasons why you should consider attending.

1. **Efficient use of your time.** You just arrived to spend a year at CEU. If you are thinking about changing your career path, getting a better job or an internship, you can learn about the steps to take in a **condensed, modular format**. The course will take place over the course of 2 weekends, if it is not a mandatory course for you, you can join the modules you are interested in!
2. **Tailor-made and up-to-date input** to support your job/internship search. You can learn more about the market, how head-hunters and recruiters operate and the tools they use. (Anna worked as a head-hunter in Europe and India for 6 years and have helped hundreds of CEU students in the last 4 years. Andrea has also more than 15 years of headhunting and recruitment experience and also supported several CEU students in their career development.)
3. You can learn to make a **lasting impression on the employers** you speak with by **presenting a perfect elevator pitch or a full presentation**.
4. There may be an occupation that you had not considered, were not aware of. The course is a great way to **learn about your strengths, skills** and different career options which are the right fit for you.
5. By the end of the course you will be able to see yourself in a different light and will **have a** perfect **CV**, the frame for a good **motivation letter**, knowledge about the job market and tendencies and an understanding of how **LinkedIn** and common recruitment software functions.



## 2. LEARNING OUTCOMES

**Key outcomes.** By the end of the course, students will be able to

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/presentation
Technology Skills	Students will understand and be encouraged to use LinkedIn and other Social Media Channels for job search
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

## 3. READING LIST

All course materials will be distributed electronically on the [CeU Learning website](#).

### Textbooks.

- None

**Databases.** The CEU Library boasts a range of databases covering financial and company data, market and industry reports, global news and more. For a full list of databases visit the [CEU Library](#).

- Refinitiv (Thomson Reuters) Eikon for Students + Datastream/Thomson ONE
  - Eikon: Platform used by finance practitioners including market traders to monitor and analyze financial information. Information, analytics and news on all major financial markets including real-time pricing data, financial research, global financial news and commentary, financial estimates, fundamentals analysis, visual analysis through charting. Import/export from Excel.
  - Datastream: Range of economic, securities and company financial data. Excel add-in.
  - Thomson ONE: Global overviews on 55,000 public companies, one million private companies. Reuters News, ownership, deals, private equity, key ratios, company filings, officers and directors. Investext analyst reports, active and historical research from 1,600 independent research firms, brokerages, investment banks.
- Standard & Poor's Capital IQ
  - Web and Excel-based platform combining deep global company information, credit ratings and research, and market research with powerful tools for risk assessments. Real-time and historical information on markets, industries, companies, transactions and people. Tearsheet data.
- Lexis Nexis Academic
  - Global database of news, business, legal and other sources. Full text of 350 newspapers, 300 magazines and journals, 600 newsletters. Wire services including Associated Press, Business Wire and PR Newswire. Company financial information, market research, industry reports.

## 4. TEACHING METHOD AND LEARNING ACTIVITIES

The course will involve a mix of teaching methods and learning activities in addition to students' preparation for the classes.

Specifically, learning objectives will be achieved through

- presentations of the instructors
- filling in and assessing online tests (eg Belbin test)
- seminar-style classroom discussions
- student presentations
- instructors answering specific student questions

## **5. ASSESSMENT**

This is a Pass/Fail course. Evaluation is based on class attendance and participation.

### **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 (create an up-to-date LinkedIn Profile, submit a professional CV and a motivation letter, prepare a 2-5 minutes presentation).

In the first part of each session, the 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. You will be asked to give feedback to your classmates.

## **6. TECHNICAL REQUIREMENTS**

A laptop/mobile phone with running LinkedIn application for the LinkedIn class on Sunday, Sept. 20.

## **7. TOPIC OUTLINE AND SCHEDULE**

### **Saturday, Sept. 19. 9,00 - 12,40**

9,00 – 10,40

Introduction – who are you?

How the Central Career Services and we can support you, which resources are available for students?

11,00 - 12,40

How does the job market and the headhunting business work? What is the difference between recruitment, head-hunting and executive search?

### **Sunday, Sept. 20. 9,00-17,10**

9,00 – 10,40

What are your strengths? Do you have transferable skills?

What is an elevator pitch? When to use it? Which elements does it contain?

Presentation skills – Everything you need to know to do a great presentation – Theoretical part (required if you wish to attend the module on September 27)

11,00 - 12,40

All about Interviews: do's and don'ts

13,30 – 15,10

CV writing and motivation letter – please have your latest version of your CV with you (printed or on your laptop)

15,30-17,10

LinkedIn, the ultimate tool used by 500 Million users – please have your laptop/mobile phone with running LinkedIn application with you.

### **Saturday, Sept 26. 9,00-17,10**

9,00 – 10,40

Everything you should know about Internships and part time jobs

Which tests do employers use? SHL, MBTI and Belbin test in practise – try out yourself!

11,00-12,40

Which are the best job boards? Where and how to look for jobs and internships?

13,30-15,10 15,30-17,10

Elevator pitch practising session – everybody is delivering a minimum 1 minute max. 2 minutes long pitch related to job search or entrepreneurship – please prepare for the pitch based on the information on the 20<sup>th</sup> + Moodle presentation

### **Sunday, Sept 27. 9,00-12,40**

9,00-10,40; 11,00 -12,40

Presentation skills – Practice makes perfect - Everybody will deliver a 3-5-minute presentation based on the materials and information gained from the 20<sup>th</sup> of September. You can attend only if you participated in the session on the 20<sup>th</sup>! Please bring your presentation on a USB with you!

## **8. SHORT BIO OF THE INSTRUCTORS**

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 an MA degree from the UK in Human Resources.

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 spent 6 years at 2 international Executive Search companies, was teaching at CEU Career related subjects since 2011. Anna (besides her teaching at several universities) is working at Heidelbergcement in Hungary as Deputy HR Director. 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.

Andrea Szilágyi G. ([linkedin.com/in/andreaszilagyi](https://www.linkedin.com/in/andreaszilagyi)) is an economist, earned her MS diploma at Corvinus University, Budapest, Hungary. She completed postgraduate studies in International Business at the University of Bristol, UK and an Executive MBA at École des Ponts ParisTech, France. She is tutor and lecturer of the CIPD Human Resources Management, Level 5 program organized by PwC Academy.

Andrea has more than 20 years of experience in human resources both as a consultant and Head of HR of KPMG and PwC. She managed and delivered projects for clients in many sectors, finance / banking, IT/telecom, energy, automotive, FMCG, both in Hungary and Europe. She has more than 15 years of experience in recruitment, started and ran an own medical recruitment company. Advised numerous candidates on career aspirations, job fit and company match.