**Name:\_\_\_\_\_\_\_\_\_\_\_\_Anthony Meunier\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Week 4: Career and Company Research**

**Template and Grading Rubric**

This document contains the template you will use to complete this assignment. Save the file by adding your last name to the filename (e.g. Week4\_Career\_Company\_Research\_Template\_Smith.docx). Be sure to proofread and spell check your work before you submit it.

A grading rubric is also available at the end of this document.

There are TWO parts to the Career and Company Research assignment.

**Part 1:** Complete the table below and link your one-, two-, and five-year goals (recall that you identified these in the Week 2 Self-assessment Assignment) to specific company research. You can also use employers you identified in the Week 2 assignment if you wish. (50 POINTS)

|  |  |  |  |
| --- | --- | --- | --- |
| **GOALS** | **One-year Goal** | **Two-year Goal** | **Five-year Goal** |
| My one-year career goal is… *Attain an entry-level position in a relevant technical field; working at a large company may present many paths to find IT work due to different business sectors* | My two-year career goal is… *Advance to a higher level position in respective job field, perhaps practicing a more specialized (health IT) job role to fine tune skills and branch out* | My five-year career goal is… *Secure a lead/senior position at one of my favorite and most respected video game development companies* |
| **EMPLOYERS** | **Employer of Choice for One-year Goal** *(must be different from your two- and five-year employers)* | **Employer of Choice for Two-year Goal** *(must be different from your one- and five-year employers)* | **Employer of Choice for Five-year Goal** *(must be different from your one- and two-year employers)* |
| Name, location(s), contact information | Siemens Corporation  300 New Jersey Avenue Suite 1000 Washington, D.C.  20001  1 (800) 743-6367 | Kaiser Permanente  One Kaiser Plaza  22nd Floor  Oakland, CA  94612  (510) 271-5800 | Activision Blizzard, Inc.  3100 Ocean Park Boulevard Santa Monica, California 90405 (310) 255-2000 |
| Products and/or services | Energy-efficient, resource-saving technologies; medical imaging equipment, infrastructure/engineering | Integrated, managed care consortium; health plans, hospitals, medical groups | Video games, media, technology, and entertainment |
| Number of employees | 362,000  (worldwide) | 177,000 | 4,300 |
| Annual sales/profits/growth for the past year | 71B / 5.5B / 10%  (worldwide) | 56B / 3.1B / -1% | 4.41B / 817M / 0.23% |
| Potential for growth of the firm and the industry as a whole | 9% per year | 5.3% per year | 30% growth by 2019 |
| Major competitors | General Electric, Philips, Cisco | Intelichart, Accusoft, Anthem Blue Cross | Electronic Arts, Nintendo |
| Mission and/or vision statement | Siemens is a global and innovative network of people   * Who use their knowledge in the field of electrical engineering and electronics and electrical engineering to benefit customers throughout the world * Who learn continually * Who work together closely * Who have the courage to make quick decisions * Who are proud of their efforts to contribute to the company’s success | Kaiser Permanente exists to provide affordable, high quality healthcare services and to improve the health of our members and the communities we serve. | 1) gameplay first  2) commit to quality  3) play nice; play fair  4) embrace your inner geek  5) every voice matters  6) think globally  7) lead responsibility  8) learn & grow |
| Reputation | Well respected, global leader in Industry, Energy, Healthcare, and Infrastructure | Ranked at or near top in areas of patient care, safety, and staffing and technology among all hospitals | Leader in production of triple A video games; control market share; thought to be cutthroat in business operations |

**Part 2:** What is your personal marketing strategy; i.e., what do you plan to **do** to ensure you achieve your goals? (Some questions you might reflect on in your response include: How will I penetrate the hidden job market? How will expand my professional network? Are there skills I need to be working on to be more competitive as a candidate? How will I track my job search? What resources can I use to help me in my job search and how I often should I be contacting them? How will I ensure my resumé and other job-search tools stay current? Where will I look for job leads? How will I hone my interviewing skills? **What will I do on a daily, weekly, monthly basis to ensure I am conducting the most proactive job search possible?**) (50 points)

|  |
| --- |
| **In order to achieve my goals, I will . . .**  In order to works towards securing my career goals in terms of a one year, two year and five year plan the first step is mapping everything out such as in this document. Performing the research and cultivating a general guideline and roadmap will allow me to work with something tangible in mind. The first steps after graduating are to utilize the resources provided to me as a DeVry graduate. These include the suit of tools provided by career services and include tools such as: resumé development, practicing for interviews, networking, career advice, finding career/job fairs, and attending webinar workshops. With the use of these tools provided by DeVry career services I can learn how to properly conduct my own job searches as well through use of external websites.  With any job, getting your foot in the door is a very big advantage that can set you apart from other candidates. Using the skills learned in this course I can take steps that help me achieve this. First of all, fine tuning and developing myself as a marketable job candidate is critical. Through methods such as realizing my strengths and weaknesses, core values, understanding my ideal job and so forth, I can get a much better understanding of who I am as a job seeker and what I can offer to a company. Couple this with tangible products such as a refined resumé and portfolio package and I have some key pieces that will help me in my search. Going from here, I can make use of services such as job fairs and webinars that will help to get me in contact with those from my industry. In addition I can build and maintain a strong social network presence, such as LinkedIn that will help me connect as well. Conducting informational interviews with any contacts I make through these methods will also prove to be a big help in getting that foot in the door that I need to secure a position within my industry.  Once I secure my first position and start my career journey I will plan to stay current and relevant by utilizing many of these same tools, primarily networking with other professionals to stay on the cutting edge of my field. In addition, through use of professional organizations and the meetings and literature that they offer I can better cultivate an understanding of the current state of the industry. This will help me determine what’s in demand at the moment, and can lead to me choosing to further my skills via certifications, etc. I believe that becoming certified in up-to-date technologies and software is vital to distinguishing yourself as a professional and therefore a job candidate. In order to move forward in my career goals I will need the experience to show I am qualified for the position/company, and certification is a tangible way to refine and demonstrate these abilities.  You have to utilize all available resources and even create extra opportunities in any way that you can, so I believe that staying up-to-date through networking with other professionals is crucial in keeping your ear to the ground in terms of penetrating the hidden job market. Creating and getting into “personal networks” that employers sometimes turn to instead of public postings often proves to be the best form of securing a job. Again, maintaining up-to-date knowledge and credentials pertaining to the field are going to be key in establishing your presence in these markets. I strongly believe that utilizing alumni career services even after securing your first job is just as important, because the institution often forms partnerships with many companies in the industry in order to keep their program current and relevant, so there never really comes to a time to stop utilizing career services.  Overall I would say that putting yourself out there (via job applications, networking, etc.) on a daily basis is important in establishing connections a the very least. On a weekly basis, checking in with career services is going to be beneficial in helping you refine your skills as well as establish more connection through channels such as career fairs. On a monthly and longer basis, furthering yourself as a professional and as a job candidate by way of attending conferences, adding certifications, and furthering your industry knowledge are going to keep you relevant and desirable throughout the duration of your career, whether just starting off or 30 years in and trying to pursue an executive level postion. |

**Grading Rubric: Career and Company Research**

|  |  |
| --- | --- |
| **Component** | **Points** |
| Part 1: Award full credit if all sections meet minimum requirements. Deduct up to 30 points for incomplete work. No points awarded if the section is not submitted. *Deduct up to 5 points for spelling and grammatical errors.* | 50 |
| Part 2: Award full credit if marketing plan is comprehensive and is indicative of **actions** the students will be taking as part of his/her job-search process. Deduct up to 30 points for incomplete or unclear responses. No points awarded if the section is not submitted. *Deduct up to 5 points for spelling and grammatical errors.* | 50 |
| **TOTAL POINTS** | **100** |