Career Management- CDEV 8130/8131/8132

Assignment 1: My Career Profile and Career Network

Academic year 2023-2024

Worth 25% of the Final Grade

# **Individual Assignment**

**Due:** This assignment is due by the end of module 4. See Instructional Plan for exact due dates.

**Submit to:** Assignment **1** submission folder. Submission folders can be accessed by selecting **Course Tools** and then **Assignments** on the course navigation bar.

## **Description**

During the first four modules of this course, you participated in a series of activities that assessed your skills and values. These were used to identify examples of past accomplishments that demonstrate competencies in your industry and develop techniques to create a social media brand. In module 5, you outlined and completed job search activities that informed you about the labour market and where to find career opportunities. This assignment asks you to demonstrate your understanding of career management, the value proposition, accomplishment statements, and how to effectively carry out job search activities.

### **Rationale**

1. Creating a career profile will allow you to gain the career clarity you need to be able to communicate your skills and value to employers. This will be done through your cover letter, resume, and interviewing as you search for employment opportunities.
2. Identifying people in your network, along with preparing an effective job search strategy, will enable you to find your place in the labour market.

This assignment will evaluate the following course learning outcomes:

1. Interpret the results of comprehensive self- assessments to identify one's personality profile, values, transferable skills, interests that can be matched to appropriate job and career opportunities.

2. Research the labour market and future trends to identify employment opportunities and prospective employers that align with one’s career goals.

3. Develop networking strategies to meet new contacts, build relationships and uncover the hidden job market.

## **How Your Assignment Will be Graded**

A rubric has been created and can be found attached to the submission folder. Submission folders can be accessed by selecting **Course Tools** and then **Assignments** on the course navigation bar.

**Late Policy -** The School of Interdisciplinary Studies Late Policy states that you will be deducted 10% per day for each day your assignment is late.  After 7 days, you will be assigned a 0% for the assignment. See the School of Interdisciplinary Studies Late Policy for further guidelines.

**IMPORTANT NOTICE: Artificial Intelligence (AI) Assessment Statements for Students**:

Use of any form of generative artificial intelligence (AI) is strictly forbidden throughout all stages of this assessment, including brainstorming, idea generation, outline formation, etc.

Generative AI may include (but is not limited to) chatbots, coding tools and image/art generating tools, or other technologies that produce work for you. Using AI in any capacity throughout the assessment process will be in violation of Conestoga’s [Academic Offences](https://www-assets.conestogac.on.ca/documents/www/about/policies/academic-administration/academic-offences-policy.pdf) policy under the category of Unauthorized Aids and Assistance (Cheating) or Copying from Others or Self Copying. The consequence of this violation is that an academic offence will be filed, with the severity of the penalty dependent on previous offences. In cases where you are unsure if something is considered generative AI, always ask your professor before using.

**List of activities:**

**Module 1: Elevator Pitch Discussion Post Video**

Ensure you have uploaded your elevator pitch in the discussion post section of module 1 and provided feedback to at least two of your peers. The elevator pitch should be between 45-60 seconds in length.

**Modules 1-2: Reflection questions**

In the first and second module, we reviewed Lois Sarah Marshall’s (2022) definition of career: “A career is a fluid process, not stagnant or simply a job. It is a process that must be nurtured - constantly grown and managed” (p. 7). Now that you’ve had a chance to consider this definition of career, it’s time for you to put some thought into your definition of Career Management.

Think about what key factors will be important as you manage your career over your lifetime?

Write down two of the factors you considered and explain briefly why each will be important when managing your career long-term.

|  |  |
| --- | --- |
| **Key Factors** | **Why is this important when managing my career long-term?** |
| 1. Creating Goal and Planning | To achieve long-term success, creating achievable career goals and a plan is essential. With a plan, it is easy to keep track of where you are and even make the right decisions. Establishing goals and creating a plan help determine where you want to be and why you want to be there. It will help me to decide when to change jobs and what kind of technologies and skills I need to learn, and it will also help me to make smart choices regarding my career. |
| 2. Industry Knowledge and Trends | To have a successful career, I need to stay updated with new trends and technologies in today's fast-paced job market. Organizations are frequently looking for candidates who have fundamental skills and knowledge of the path in which the industry is headed. Following the most recent trends could offer a competitive edge in job interviews and advancement in career opportunities. |

**Module 3: My Value Proposition, Assets & Accomplishment Statements**

In module 3, we explored the importance of delivering a concise, consistent, and compelling message to the potential employer. This message is your **value proposition**. Your value proposition should answer the employer’s question of **“why should we hire you instead of the other candidates**?”. If you do not know the answer to this question, it cannot be communicated throughout the job search process. Using the example in module 3 to guide you, identify the key elements for **your** value proposition by completing the table.

**My Value Proposition**

|  |
| --- |
| **Context** (e.g., Graduating Global Business Student) – As a graduating Web Development student I am very passionate about the latest programming languages and tools that are relevant to modern web technologies. |
| **Buying Motivators** (how might an employer in my industry benefit long term from employing me) –  My ability to quickly adapt to new technologies in the rapidly changing industry of web development ensures that the company remains viable and up to date. As I deeply enjoy developing websites, I will constantly look for ways to advance my knowledge and abilities, which will help the organization to stay on the front lines of market conditions. |
| **Supporting Qualifications** (what skills, credentials and experience do I have to offer in my industry that makes me a competitive candidate) –  I hold bachelor's degree in Information Technology. It has given me the essential technical skills I need, including knowledge of programming languages like HTML, CSS, JavaScript, Python and web frameworks such as Flask. As a web development student, I have learned the MERN stack, including MongoDB, Express.js, React, and Node.js, which helps create modern and dynamic web applications. |
| **Added Value** (what else can I offer that is not required, but would be an asset as a candidate in my industry) – My confidence and ability to perform effectively under pressure. |
| **Why should an employer hire you?**  Based on the information you have already provided in the table, write a brief summary of why you should be hired in your industry. This is the beginning process of writing your **qualifications summary** in the resume. Aim for 2-3 sentences.  I provide a strong foundation in web development with an interest to continuing on the forefront of the technology. I have the technical skills needed to create modern, dynamic web applications according to my ability to work in a wide range of programming languages and technologies, including the MERN stack. My passion for continuing learning and adaptability ensures that your organization stands competitive and current in the evolving industry of web development. |

**My Assets (education, training)**

When applying for positions, it is essential to match your assets to the requirements of the job. This process was started in module 3 and will be highlighted in the cover letter and resume. In the table below, identify 2 of your assets that will be included in your resume and indicate why they are relevant/applicable in your industry.

|  |  |  |  |
| --- | --- | --- | --- |
| Name of the Asset | Where I obtained this asset (institution and city) | When did I obtain it or will obtain it | Why it is **relevant** and **desired** by employers in my industry. |
| Bachelor of Engineering – Information Technology | Apollo Institute of Engineering and Technology, Ahmedabad | August 2020 | It indicates a solid foundation in technological skills such as programming, web development, database management, and cybersecurity. Employers value these technical skills because they are essential for IT job opportunities. |
| Web Development | Conestoga College, Kitchener | December 2023 | It provides deep technical knowledge in both front-end and back-end programming languages which are essential for creating web applications. |

**Accomplishment Statements**

Accomplishment statements demonstrate key competencies in your resume. These statements are formed from past experiences or your stories. Employers hire candidates who produce results. This is great news because you have achieved accomplishments! Rather than telling potential employers what to believe, you must indicate what you have achieved. In the tables below formulate two accomplishment statements. Indicate a job position that you would apply for and write two statements that demonstrate key competencies required for the position. These should relate to your field of study or industry and be based on real experiences.

**Name of the Job Title** (e.g., Data Analyst) – Web Developer

**Accomplishment statement 1**

|  |  |
| --- | --- |
| **Starting the statement –** Write how you might begin the accomplishment statement (Ensure the statement starts with an action verb). | Developed a user-friendly event management website. |
| **Add action details** – Briefly indicate the actions taken to carry out this task. | Analyzed clients Requirements.  Created wireframes in collaboration with UI/UX team.  Built front-end using React.  Developed back-end with Nodejs.  Created Database with MongoDB.  Conducted testing for bug resolution. |
| **Results from the story** - Summarize what the result was when the task was completed, and/or what you learned from this experience. | Offered a thorough, user-friendly, and trustworthy platform that emerged as the go-to source for all kinds of events, from business gatherings to private festivities. Traditional platforms didn't offer enough functionalities to satisfy customer needs. We saw several advantages in creating this platform, such as the potential for users to save a lot of time by finding all the solutions in one place. Additionally, we improved the user interface to make the platform more interactive for users. |
| Using the information indicated in the 3 rows above, write your **Final polished accomplishment statement** (in one concise statement). | Provided a modern and user-friendly platform that addressed the disadvantages of traditional solutions evolved as the primary choice for a variety of event kinds, from business conferences to private celebrations, ultimately helping customers save valuable time. |

**Accomplishment Statement 2**

|  |  |
| --- | --- |
| **Starting the statement –** Write how you might begin the accomplishment statement (Ensure the statement starts with an action verb). | In my bachelor's program, I worked on a project titled "Artificial Intelligence-Based Quality Assurance." This project was based on 'Python with AI,' utilizing Python, Flask, and Deep Learning. |
| **Add action details** – Briefly indicate the actions taken to carry out this task. | Created UI for admin and user using HTML, CSS, and JavaScript, Bootstrap, Ajax, jQuery.  Developed entire back-end module using Python on Flask Web Framework.  Developed complex web, middleware, and backend systems in Python and MySQL.  Used Good scripting and programming skills, including object-oriented programming structure.  Built the CNN model for the facial expression detection. |
| **Results from the story** - Summarize what the result was when the task was completed, and/or what you learned from this experience. | We developed a website for fast food chains that utilized client facial expression analysis to provide food testing. It used face recognition technology to record videos and rate consumers' emotional reactions, whether they were happy or unhappy, and it provided real-time feedback based on their expressions. |
| Using the information indicated in the 3 rows above, write your **Final polished accomplishment statement** (in one concise statement). | This innovative platform saves valuable time and provides real-time feedback based on consumers' emotional reactions during food testing. |

**Module 4: My Brand Statement and Social Media Platform**

In module 4, brand statements and social media were discussed. We know that developing your personal brand is a comprehensive process that takes time.

For this activity, you will review LinkedIn to better identify the features and benefits of this platform. You will also indicate what key components of your brand you would want to highlight on this platform. **Research will be required to complete this activity. You must cite and reference your work using APA.**

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|  | **Social Media Platform:** **LinkedIn** |
| Features and benefits of using this social media platform (research required here). | Become more familiar with recruiters.  Establish your ability in knowledge, credibility, and leadership.  Great Job opportunities.  Network with Organizations. |
| What components of my brand do I want to highlight on my LinkedIn profile? | I want to highlight my expertise in several programming languages and their web frameworks, especially the MERN stack (MongoDB, Express.js, React, and Node.js). I want to present my technical skills and ability to develop modern and dynamic web applications and mention my academic projects in my LinkedIn Profile. |
| Potential risks I may encounter and need to manage when using this social media platform to manage my brand. | Attacks using malware and hacks.  Risky third-party applications.  Data security and privacy concerns. |

**Module 5: My Labour Market Research**

Identifying yourself in the labour market, along with other people in your network, will enable you to execute a successful job search. Complete the table below to indicate industries of interest, the best locations to find employment, and the salary range for positions that you might pursue. **For the first choice, use the industry relevant to your current program of study.** The second choice may be taken from another industry of interest. **APA citations are required for all research in this section.**

|  |  |
| --- | --- |
| First Choice: Industry and location  (eg. Healthcare, Waterloo) | Second Choice: Industry  (eg. Construction, Vancouver) |
| Information Technology (IT)  Mississauga, Ontario | Financial Services (Fintech)  Toronto, Ontario |
| Reasons for this industry and location choice based on labour market information/facts. | Reasons for this industry and location choice based on labour market information/facts. |
| 1. LMI for location (Mississauga) - Centrally located within the second largest technology cluster in North America, the Toronto-Waterloo Technology Corridor in Ontario.  2. LMI for industry (IT industry) – offers wide range of job opportunity. | 1. LMI for location (Toronto) – Industry growth is creating huge opportunities for financial technology companies, particularly those with offices in Toronto.  2. LMI for industry (Fintech)- Major banks in Ontario are currently testing this technology for international payments. |
| Job titles that appeal to me in this industry and the salary range. (e.g., Personal Support Worker - $37,000-$40,000 annually)  1. MERN stack developer - $55000 – $86000 annually  2. Full stack developer - $70000 – $108000 annually | Job titles that appeal to me in this industry and the salary range.  1. Application Architect - $101000 – $150000 annually  2. Business Analyst- $75000 – $100000 annually |
| Websites where I can find employment information and opportunities for these job titles.  1. LinkedIn  2. Indeed | Websites where I can find employment information and opportunities for these job titles (indicate different websites from industry 1).  1. Glassdoor  2. Indeed |

**Networking**

An important aspect of labour market research and networking is identifying persons who have valuable experience in your industry. Talking with these persons can provide insight into what working in that profession truly entails. This aspect of field research is called an informational interview.

Complete the table below to identify who you might contact from you direct and indirect network. What would be your strategy to contact these persons to gather labour market information about your industry? What questions might you ask?

For this activity, select one individual from your personal network and one individual that you do not know but who you are either referred to or would contact by other methods (social media, calling the company). Both persons must have experience in your industry of interest. Complete the table below.

|  |  |
| --- | --- |
| **Direct Contact** (person you know) | Name of the contact: Vikas Malaviya  Position title of the contact: Sr. Python Developer  Company they work with: Softqube technologies Pvt ltd.  How do you know, or how did you meet this person?  We are school friends  Write 4 questions that you wish to ask this person, which would provide valuable insight into your understanding of the industry, opportunities for gaining access to the hidden job market, and next steps in pursuing your career.  1. How has the Python development landscape evolved in recent years, and what emerging trends do you see in the industry?  2. Can you share your insights on the most sought-after skills and technologies in Python development that employers are currently looking for?  3. What advice do you have for someone looking to transition or enter the Python development field, particularly regarding networking and job search strategies?  4. Are there any industry-specific events, conferences, or online communities you recommend joining to stay updated and expand one's network in Python development?  Why did you choose these questions?  I selected these questions because they cover essential aspects of the Python development industry: current trends, sought-after skills, career transition advice, and networking opportunities. They provide a well-rounded view for career planning. |
| **Indirect Contact** (person you do not know) | Name of the contact: Kushal Jani  Position title of the contact: Sr. MERN Stack Developer  Company they work with: Syndell Technologies.  What method(s) would you use to contact this person?  LinkedIn  Write 4 questions that you would wish to ask this person, which would provide valuable insight into your understanding of the industry, opportunities for gaining access to hidden job market, and next steps in pursuing your career.  1. What do you believe are the key skills and competencies that make a MERN stack developer successful in today's job market?  2. Could you share any insights on how you navigated your career progression as a MERN stack developer, including any strategies for finding job opportunities or advancing within your current company?  3. Are there any specific MERN stack projects or initiatives that you find particularly exciting or promising for future career prospects?  4. In your experience, what role has networking played in your career growth, and do you have any advice on how to effectively build a professional network within the MERN stack development community?  Why did you choose these questions?  These questions were chosen to gain insights into key MERN developer skills, career progression strategies, industry prospects, and effective networking. They offer practical guidance for career development within the MERN technology. |

APA References (start on a new page)

*Sarah Rycraft (May 24, 2018).* 7 Benefits of using LinkedIn

<https://www.linkedin.com/pulse/7-benefits-using-linkedin-sarah-rycraft>

*Christina Newberry (March 13, 2023).* Social Media Security Tools and Tips to Mitigate Risks

<https://blog.hootsuite.com/social-media-security-for-business/>

<https://www.thefutureisunlimited.ca/industries/ict/>

<https://www.investontario.ca/fintech>