

## Assignment1

### Career Development Programs

# Defining My Opportunities Activity Book

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## ACTIVITY ONE – EXPLORING MY CAREER INTERESTS

### **EXAMPLE: Jason Student**

Main Career Interest: *Accounting*

Other Interests:

*Sport*

*Music*

*Movies*

*Combining my interests:*

I may consider becoming an accountant in major Sporting organization. I may even consider running my own accountancy firm that specializes in music groups and bands.

### **Now it's your turn!**

My Main Career Interest:  
product manager

Other Interests:

reading

Watching movies

Take a walk

Combining my interests:

I would like to be a product manager after graduation. In fact, before entering university, I don't have an accurate judgment about my future career, and I don't even know much about the software major.

It is said that the university is a steelmaking furnace to improve the overall quality of its own. It was not until now that I really realized the meaning of this sentence. Everyone of us from primary school to high school, after twelve years of study, but the knowledge that is really applied to work is almost only the knowledge of college. Because the knowledge of the university is more professional, and it pays attention to improving the overall quality of the students through practicing, speech, and teamwork. I like reading books, and have a strong capacity in communication, coordination, information acquisition, verbal and written expression, which have a certain advantage in the career of the product manager.

Watching movies is a nice method to get some interesting ideas. Because movies to a certain degree represents the market orientation. It is useful to a product manager.

Besides, going for a walk could make people relaxed. I think, in the software industry, it is an important thing to learn to relax, which makes the work more efficient.

All in all, I think I'm very fit for this job.

## ACTIVITY TWO – RESEARCHING MY OCCUPATION OF CHOICE

Current occupation of choice:

Product manager

What duties & tasks interest you and why?

The product manager itself is a position that requires a lot of cross - field knowledge. Domain knowledge is different in every industry, but there are some basic abilities that are interlinked.

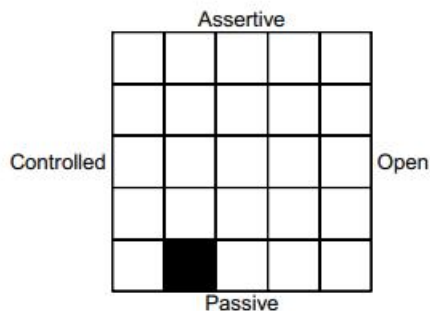
Through the guidance of the teacher and the information found on the Internet, I know that the product manager needs to have several important abilities and responsibilities.

The product manager is the leader of every product, responsible for the profit and loss of a product in the marketing department, coordinating all the people for the operation of the product, and fully coordinating all the operation and operation activities of the product.

In general, the product manager is a full-time manager responsible for and guaranteeing the completion and release of high quality products on time. His tasks include: ①.listening to users' needs, responsible for the definition;②. planning and design of product functions; ③.making various complicated decisions, ensuring the team's work smoothly and tracking program errors. In short, the product manager is fully responsible for the final product's completion. In addition, product managers should carefully collect new users' needs, competitive product information, and do needs analysis, competition analysis and Research on product development trend.

In these tasks, which interest me most is definition, planning and design of product function.

As for the reason, it may have something to do with my character.



**Style Name: PLANNING ANALYST**

**Primary Traits:** Passive and Controlled

As the result of the disc character test, my character tends to be control and passivity. As it explained, A personality type that combines control and passivity, relating to Compliance in DISC terms, can be described as an Analyst. People of this kind are structured, organized individuals who tend to follow the rules whenever they can. They are interested in precision and order.

In my study and life, I am usually a careful and serious person, like most of the girls. It is very important for a company to comply with the rules and finish the task carefully. Because the company is a whole, only in this way the work can be carried out in a normal and orderly manner.

In addition, I am good at observing market demand and thinking, which is useful to planning and design the product functions.

What duties & tasks DON'T interest you and why?

## Communication and conflict handling.

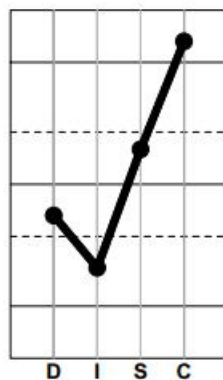
We can learn from the Internet that the requirement for the communication ability of the product manager is very high. The product manager should lead project team to guide product design from concept to market acceptance, to ensure the realization of design, revenue, market share and profit targets, solve the conflict of project group; at the same time, the product manager should also manage a project, making the project plan and budget, determine and manage project personnel and resources, coordination between functional departments, tracking progress relative to the project baseline; communicate product manager is also responsible for the management and the progress of the project, provide report, prepare and determine the status review, as the product of the leadership and management of communication, to provide the input material review work performance of project members.

And in the previous study life, most of the time, I am alone to complete the task of learning. Therefore, there will be a lot of shortcomings in team leadership and communication.

Unlike programmers, product managers mainly deal with people and organize a lot of complex relationships and jobs. Good communication skills, organization and coordination capabilities, resource utilization capabilities, promoting and coordinating the cooperation and orderly progress of all departments are the comprehensive abilities that a product manager needs. Therefore, it is not an easy thing to do a good job in the product manager. It is essential to cultivate the quality of many aspects.

I will also enhance my communication skills so as to improve my comprehensive ability.

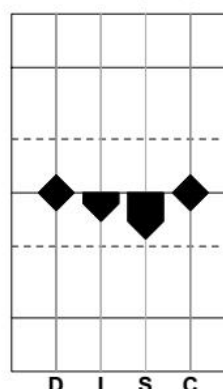
How do you think you meet the personal requirements recommended?



### Summary Profile

In reality, candidates will usually act in ways consistent with elements from both profiles. The Summary Profile is a combination of the other two graph shapes, describing a person's likely normal behaviour.

**Dominance:** 41%  
**Influence:** 26%  
**Steadiness:** 60%  
**Compliance:** 91%



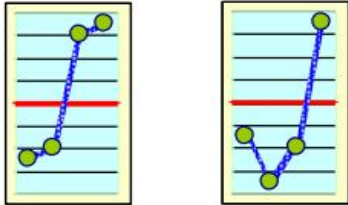
### Shift Pattern

The Shift Pattern graph shows the changes between the candidate's Internal and External Profiles, and so highlights the adaptations the candidate is making to their character.

**Dominance:** Down by 3%  
**Influence:** Down by 8%  
**Steadiness:** Down by 13%  
**Compliance:** No change

I am a CD pattern people.

**合作性**，高 Compliance 和 低 Dominance 的组合：合作性是典型的按章办事的特征因子，代表者个体需要非常明确自己的定位，并倾向于按照既定的原则与流程，在规则低下办事。合作者需要获得他人的指引，他的上司，同事或者朋友，因此，他们希望能够维持一个积极正面的工作关系。



合作性并不一定意味着社交能力强，这种合作体现在个体希望避免工作中的不确定性或者风险，而希望能够分散自己所承担的责任。具体研究合作性的表现形式，我们需要关注 I 因子与 S 因子在个案中的表现。

合作者是不错的团队成员，他们希望维持团队的良好合作气氛，因此可以放弃一部分自己的特殊需求，而合作者通常所具备的结构性与系统化的行为作风，也往往是团队活动中的优势所在。

### 二十三、CD（低 E、S）：创新者（Creative pattern）

#### 1、行为描述

有良好的组织性和计划性，善于理性和逻辑性的分析。严谨、冷漠、不苟言笑，显得比较正规；独立，自我约束力强；好竞争，攻击性强。

在工作上，对目标和任务具有前瞻性，敢于尝试运用新方法、新技术解决现有的问题，主动引导变革。既相信自己的直觉，但也是一个完美主义者。尽管自己的思维和反应比较迅速，但在决策时会思考多种可能的方案。做事谨慎、细心，相信事实和数据，追求完美。由于既追求结果，又讲究完美，会很少站到下属一边考虑下属的需求。因此，有时给人的感觉是比较冷漠。

关键词：有计划、独立、冷漠、不灵活、自我激励、细心严谨、反应敏感

#### 2、团队合作

在团队中，要求目标明确，善于制定合乎逻辑的规划；专注于工作的质量，追求细节；给人的感觉是合作意识不强、好胜；当就某个关键问题进行沟通时，倾向于采取简短和简洁的方式，就问题的实质进行探讨。团队中的角色是，提倡变革、督促执行，善于分配任务，富有创新性。在团队中，对自己有明确的要求，显得相对比较独立。

#### 3、优势

创新者：严谨、对事实和细节敏感、富有计划性和逻辑性；待人公正；善于发现自己工作中的问题，以及周围同事工作上存在的问题；自信，善于应对困难问题的挑战。

#### 4、劣势

不善于表现自己，主动跟他人沟通的意识低；一旦失败对自己的打击会非常大；容易厌倦日常重复性的工作；独来独往、合作意识不强，不愿意接受反对意见；不喜欢听从他人。

#### 5、激励因素

在追求精准、权力级别明显、组织严明的环境下工作，有利于发挥优势。喜欢别人谈论您所取得的成就、成功。

#### 6、为提高工作绩效，您需要：

待人热情一些；与他人沟通时，注意讲究一些沟通的策略；学会关心、激励和鼓舞他人。

① First of all, I pay attention to the quality of the team work, with the enthusiasm of the work. This is more conducive to motivating the team to work hard. Because no matter when, the will is always an indispensable

thing for a person to succeed.

Like our college entrance examination, there will always be a time of mobilization meeting. Why does the school waste time doing such a thing? Because only the spirit is excited, the goal of learning will be more clear, so that the students' fighting will be more excited.

This is a little more suitable for the product manager in my character.

②And then,As the result of the character test, my disadvantage is that I am not good at showing myself, and that I have low awareness of communicating with others. This is very bad for a product manager.

Product managers should coordinate all kinds of relationships, including people in R & D, testing, documentation, marketing, sales and other sectors, and launch products on schedule if quality is guaranteed. Anything is achieved by human beings. The main thing to coordinate is human resources. We must never occupy all testers' time for completing a OEM project. Different departments of communication and there is not much difference, but in different departments Leader way of doing things may not be the same, so on the one hand to look at each other with the level at the same time to learn about the right questions and the right person at the right time, only solve the problem in order to effectively move things forward. Especially when there is no subordinate relationship, people interact with each other very well. They can express their ideas to others very well and persuade them to cooperate with others.

In my study life, I will pay extra attention to improving my expressive ability. I will be more enthusiastic; when communicating with others, pay attention to some communication strategies; learn to care, motivate and inspire others.

Actually, I think more than just a product manager's work pays much attention to expressive power. It's still a very important ability in many other industries, whether in work or in life.

In a word, I will work harder to overcome my weakness in my character. And I will be better before I graduate from university.

Looking at the labour market link, what confirmed or challenged the knowledge you had about this occupation?

In order to understand some of the market requirements for the product manager, I have consulted some information on the Internet. The requirements of each company for the product manager usually have the following points.

1. Undergraduate and above education in materials and electronics related, 985 or 211 colleges and universities, more than 5 years of working experience, and relevant work experience is preferred;
- 2, complete the design of the product independently and write the documents related to the product.
3. There is a deep understanding and insight into the intelligent terminal products.
- 4, with keen market insight, rigorous logical analysis, good communication and coordination skills, as well as certain technical understanding and writing skills.
- 5, familiar with consumer products, mobile phones, electronics industry products, able to design and plan the industry's platform and vertical products, compete for product analysis and analysis of the industry trend.

Post duties:

- 1, responsible for the company's product market research and planning, including: target market, product function demand, customer psychological price and so on, so as to provide scientific decision-making basis for new product development.
- 2, pay attention to the development of product development, customer demand change, product improvement demand, product sales service;
- 3, follow up the use of the products, upgrade the products, and continue to do a good job of market support.

For a large company, the product manager is a very important role. Because the product manager is responsible for the success or failure of the whole product, the product manager has the right to intervene from R & D to production to sales. But in small companies, the situation is different, and the power is relatively small. But product managers are very helpful for improving their innovation ability and choosing entrepreneurship. The product manager is generally developed by the product commissioner.

What needs to be taken into consideration at the strategic level

At the level of product planning and Implementation

Product development team management

Product implementation and promotion

Because different companies have different responsibilities for product managers / product designers, what they do is not the same. But at least to meet the requirements of the company, this is the first thing to do.

Beijing Jiaotong University is a 211 school, so it can meet the requirements of the general company. I think the biggest challenge at present is to master and use professional knowledge, because no matter what the company is, the first look is professionalism. If there is a great lack of ability, it is difficult to take a long term in the future work.

List 2 vacancies that may interest you if you were ready to graduate:

The first position is naturally the product manager, because I am interested in the comparison of product development. Product management requires insight and judgment, and therefore must have a sharp mind. I also have a certain interest in the survey of market demand.

The second occupation is the civil servant. This is not very related to the software major I am studying. But I think that if I graduate now, the professional knowledge I have learned is not enough to be a programmer or a product developer. Because the knowledge of college is often a fur, we have learned a lot of programming languages, but we do not make a thorough study of one of them. This is bad for software development. The profession of the civil servant is also the same as my character. So I think if I graduate now, civil servants will be a career choice for me.

List 1-2 related occupations that may interest you throughout your lifelong career:

I have a wide range of interests. If it is the length of a lifetime, I may be interested in these occupations as follows:

Teacher

Programmer

Accountant (Administration)

Book-Keeper (Administration)

and so on.



### ACTIVITY THREE – EXPLORING MY INDUSTRY

Choose a “related” occupation:

Demand analyst

What duties & tasks interest you and why?

With the development of society and the growing maturity of the market, more and more demand analysts play this vital role in product research and development. It can be said that demand analysis plays a guiding role in the research and development of the whole project.

Last semester, in Zhang Hongyan's classroom, we systematically learned the whole process of software requirement analysis, and completed the demand part of a project. During this process, I realized that product analysis is not simply writing documents. It needs to systematically analyze and seize opportunities in the market, so as to lay the foundation for the development of the whole product.

These are the post duties as follows:

- 1, in accordance with the requirements of the outline (customer and internal needs) to write detailed requirements specification;
2. Systematic planning, preliminary investigation and product design work with product personnel, research report and project solution.
3. Participate in the system function acceptance work, the user manual and the compilation of the new product function training data.
4. In charge of customer (and internal) demand research and demand feedback analysis;
- 5, cooperate with the tester to write the test plan, test case, the writing of test report, the discovery and tracking of the problem and defect, the writing of the product user manual and so on.

Which interests me most is **the systematic planning, preliminary investigation and product design work with product personnel**. Software requirements analysts are somewhat similar to product managers. But demand workers generally have certain industry experience and technical experience, which can transform user needs into product design or specific product parameters.

I think the work of product design is very interesting. Every one of us is living, and every little thing in our life may be the opportunity for the market. More opportunities will be found if you want to be the heart of life. We all like go online or go shopping, which are also the way that we get information.

I think I am a careful person in my life and so that this task interests me very well.

What duties & tasks DON'T interest you and why?

The task that do not interest me is **writing test plans, test cases, and test reports**.

Because in my mind, in contrast, writing test plans, test cases, and test reports can be rather boring with a test meeting staff. But I don't think it's a big problem. Every job may have a dull part. Even in our previous learning process, we can feel irritable occasionally, which we can overcome.

Looking at the labour market link, what confirmed or challenged the knowledge you had about this occupation?



These are the requirements I search for online about the Software Demand Analyst.

1. age: 26 - 35, bachelor degree or above, 3 years working experience, including 2 years of experience in software requirement analysis, project successfully participated in large-scale product demand analysis; 2 years of large-scale Internet website demand analysis experience is preferred; development experience is preferred;
2. be familiar with demand research methods, strong business process and business model analysis and design capabilities; good at controlling demand project scope management; rich customer and internal communication experience, can quickly grasp the core points of demand;
3. be familiar with software engineering theory, master software requirements acquisition and analysis methods, at least familiar with a development language and a database.
4. Strong document writing ability; familiar with CMM document specification is preferred;
5. good English reading and writing level, the ability to refer to English professional information independently;
6. it is necessary to have a strong team spirit. Effective communication skills, in teamwork, with refining thinking and solving complex problems, have good learning ability, strong sense of responsibility, able to withstand greater work pressure.

As you can see from these requirements, software requirements analysts need to meet higher requirements for education and work experience. So it is difficult to the graduates who just leave the school gate to get this position. So the greatest challenge for me may be the enough work experience.

List one vacancy that may interest you in your lifelong career:

Personal Assistant (Administration)