



**Course** Career Management in Canada (2018-2019)

**Code / Version** GCM2000 (101)

**Total Hours** 225

**Credits** 15

**PreRequisite(s)**

**CoRequisite(s)**

**Course Description**

In this course, students build the theoretical knowledge to manage their careers in a series of fifteen workshops and then apply this theory by developing networks of industry professionals; enhance their technical and transferrable skills through weekly skill enhancement exercise; enhance networks by engaging with industry professionals; and gain related professional experience in their field through short-term projects. Students learn to establish career goals and objectives, build associated career management tools, and deploy modern job search technologies; and learn workplace survival skills to transition to employment effectively.

**PLAR Eligible:** Yes

**Eligible for Supplemental:** Yes (See eligibility requirements in the program handbook)

**Required Resources**

**Course Outcomes**

Successful completion of this course will enable the student to:

1. Identify one's strategic advantage in the marketplace by taking stock of personal style, skills, knowledge, interests, and values.
2. Analyze historical and contemporary trends in Canada and their impact on the Canadian labour force to support career adaptability.
3. Establish career goals and objectives to help target the job search on specific occupations and industries.
4. Apply professional career management tools, techniques, and strategies, using current technologies, to position oneself as an ideal candidate with targeted employers.
5. Build career workplace survival skills through an analysis of Canadian business organizational structures, legislation, cultures, behaviours, and ethics.
6. Develop workplace communication, teamwork, and self-management skills that reflect best practice, cultural awareness, and an appreciation for working in the diverse Canadian labour force to support workplace integration.
7. Evaluate personal and professional growth through reflective practice to make informed decisions regarding career directions.

Essential Employability Skills addressed in this course		Taught	Reinforced	Assessed
Communication	• Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience		X	X
	• Respond to written, spoken, or visual messages in a manner that ensures effective communication		X	X
Numeracy	• Execute mathematical operations accurately			
Critical Thinking and Problem Solving	• Apply a systematic approach to solve problems		X	X
	• Use a variety of thinking skills to anticipate and solve problems		X	X
Information Management	• Locate, select, organize, and document information using appropriate technology and information systems		X	X
	• Analyze, evaluate, and apply relevant information from a variety of sources		X	X



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Essential Employability Skills addressed in this course		Taught	Reinforced	Assessed
Interpersonal	• Show respect for the diverse opinions, values, belief systems, and contributions of others	X	X	X
	• Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals	X	X	X
Personal	• Manage the use of time and other resources to complete projects		X	X
	• Take responsibility for one's own actions, decisions, and consequences		X	X

**Unit Outcomes**

Successful completion of the following units will enable the student to:

1.0 Self-Awareness

- 1.1 Distinguish between different types of skills (e.g., transferrable skills, technical skills, industry-specific skills, essential skills).
- 1.2 Inventory one's personality, skills, interests, and values using formal and informal assessments to define one's strategic advantage in the marketplace.
- 1.3 Combine one's personal experience and qualifications with the outcomes of skills assessment to create a comprehensive career profile.
- 1.4 Determine personal lifestyle needs, related to such things as financial goals, work-life balance, and geography, to help identify career possibilities.
- 1.5 Reflect on what the results of various skill, personality, and occupational assessments say about what one has to offer potential employers and how this fits with one's own perceptions of the ideal career.

2.0 Labour Market Trends, Information & Employment

- 2.1 Examine the history of work and the workplace in Canada.
- 2.2 Define the concept of "trends".
- 2.3 Differentiate between technological, economic, social, political, and environmental trends.
- 2.4 Examine recent developments in the global and Canadian labour markets that required employees to develop new skills and attitudes.
- 2.5 Evaluate how changing trends and opportunities in the workforce reinforce the need for ongoing training, upgrading, and salary discussions.
- 2.6 Explain current and emerging alternative work arrangements in the current economy including multi-tracking, job/work sharing, entrepreneurship, contracting, consulting, and part-time or casual employment, and their potential impact on one's career path.
- 2.7 Identify sources of labour market information.
- 2.8 Examine labour market trends relevant to student's academic studies and associated industries or field of practice.
- 2.9 Develop strategies to stay current with industry labour market trends.
- 2.10 Describe the concept of the "hidden job market" in Canada and how news of unadvertised jobs is circulated through managers' networks of co-workers, business associates, friends, and acquaintances.
- 2.11 Develop strategies and techniques to reach potential employers in the hidden job market.



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3.0 Networking & Professionalism

- 3.1 Describe the importance of networking to both finding a job and developing a career.
- 3.2 Examine effective networking techniques.
- 3.3 Determine appropriate ways to build a professional network.
- 3.4 Practice networking skills by engaging in a variety of networking opportunities.
- 3.5 Identify professional associations across Ontario and Canada and relevant certifications for a chosen field/role.
- 3.6 Investigate the professional certification processes in Canada for specific related occupations.
- 3.7 Identify the social media guidelines that should be followed to reflect professionalism.

4.0 Professional Branding & Self Marketing

- 4.1 Develop a professional branding strategy based on one's career profile.
- 4.2 Develop a 30-second pitch / elevator speech.
- 4.3 Explore ways to use social media and other mediums, such as an ePortfolio, to discover employment and entrepreneurial opportunities.
- 4.4 Develop a professional brand by creating a professional profile using social media tools.

5.0 Tools

- 5.1 Evaluate personal skills, knowledge, and qualifications against posted job descriptions for a chosen role(s) to develop a list of personal and professional accomplishments that match requirements.
- 5.2 Differentiate between technical skills and soft skills.
- 5.3 Analyze the gap between job qualifications requested by employers and one's own skills and experience to determine any action steps to be taken to promote further development in gap areas.
- 5.4 Prepare an effective resume, cover letter, and thank you letter that articulate applicable technical, industry-specific, and transferable skills, using the style, grammar, spelling and vocabulary most appropriate to targeted employers.

6.0 Job Search

- 6.1 Describe the most common skills, attitudes, and behaviours that positively and negatively affect the job search process and career success.
- 6.2 Explain the role of job fairs and networking opportunities in the job search process.
- 6.3 Identify potential employment opportunities from both advertised and hidden job market sources using a variety of job search tools.
- 6.4 Develop an effective job search strategy and tactical plan with an understanding of industry-specific dynamics.
- 6.5 Identify employment opportunities through networking and by conducting informational interviews with potential employers.

7.0 Interviews

- 7.1 Produce a professional interview strategy to secure an interview for possible employment.
- 7.2 Identify the stages of the interview process (pre-, during, post-), the types of interviews, and the employer's objectives during an interview.



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7.3 Refine communication skills needed for interviews.

7.4 Respond appropriately to different types of interview questions, including standard and behaviour-based questions.

8.0 Legislation & Organizations

8.1 Explain the role of Canadian employment standards legislation, especially as it relates to ethics and legal compliance, and how it governs the operations of the Canadian workplace.

8.2 Evaluate the possible legal implications of workplace legislation in current business practices.

8.3 Examine the implications of workplace harassment and workers' rights.

8.4 Evaluate the various business structures in Canada, including SMEs, startups, and corporations.).

8.5 Use labour market information to determine common local and provincial business structures.

8.6 Define organizational culture and the how it shapes work enjoyment, relationships, and processes.

8.7 Analyze different leadership theories to determine leadership styles, including the concepts of traits, behavioural, contingency, substitutes, charismatic, and transformational.

8.8 Develop work strategies that take into account the leadership issues that can arise due to authentic leadership, moral leadership, and gender differences on organizational effectiveness.

9.0 Workplace Culture & Communications

9.1 Compare Canada's workplace culture to those of other countries when it comes to accepted behaviours, work processes, dress codes, and ways of supporting workplace integration.

9.2 Examine the concept of unwritten rules of the workplace, for example professional and social interactions; expectations of managers and employees; and assumptions on what makes a good employee/manager or a good work environment.

9.3 Examine the nuances associated with job descriptions, including the implications, expectations and general rules around "other duties as assigned" or "collateral duties".

9.4 Evaluate what is required to adapt to workplace culture and change consistent with workplace expectations to support the development of workplace survival skills.

9.5 Discuss the role of social media in conveying messages.

9.6 Discuss how to select appropriate social media to convey an intended message for a target audience.

9.7 Discuss the pros and cons of using passive, assertive, aggressive and persuasive communication styles.

9.8 Develop communication styles that best suit the audience and intended message.

9.9 Deliver an effective professional oral presentation.

9.10 Develop strategies to address common issues associated with intercultural, multicultural, and cross-cultural communication.

9.11 Distinguish between persuasion, manipulation, and taking the initiative as it relates to professional communication.

9.12 Discuss the influence of culture on personal and systemic communication.

9.13 Predict factors that make international communications complex, including both the environmental and immediate contexts.



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10.0 Diversity, Ethics & Teamwork

- 10.1 Evaluate how the different types of diversity (race, gender, ethnic groups, demographic, personality, cognitive style, education, and background), have impacted communication, change management, and workplace policies in Canada.
- 10.2 Examine the characteristics generally associated with intergenerational groups such as Traditionals, Boomers, GenXers, and Millennials.
- 10.3 Differentiate between individual and organizational codes of ethics in current business practices as they relate to such matters as discrimination and confidentiality, to support the development of a personal plan of action for ethical decision making.
- 10.4 Discuss teamwork, including associated stages, benefits, challenges, and potential limitations.
- 10.5 Identify various types of teams, roles within teams, and problems that can occur within teams.
- 10.6 Identify how personality types affect individual work approaches and team interactions.
- 10.7 Practice delivering feedback, assessment, and evaluation of individuals within a team structure using constructive feedback approaches.
- 10.8 Develop strategies to work effectively with diverse groups and manage potential conflict in teams and in the workforce in general.

11.0 Interpersonal and Intrapersonal Skills & Lifelong Learning

- 11.1 Discuss the role of interpersonal and intrapersonal skills in our personal and professional lives with respect to diversity in the labour market to determine ways to improve professional communication.
  - 11.2 Describe the role of lifelong learning in the career development and management process.
  - 11.3 Develop strategies for ongoing, voluntary and self-motivating pursuits of knowledge for personal and professional growth.
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**Evaluation**

This course is graded Pass/Fail.

Evaluations will be accomplished through:

Self-Assessment Reflection Summary

Job Search Toolkit

Mock Interview

Group Project

Quizzes

Worksheets

Individual Reflections

Group Discussions

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**Notes**

Academic integrity is expected and required of all Conestoga students. It is a student's responsibility to maintain compliance with Conestoga's Academic Integrity Policy at all times.

Conestoga College is committed to providing academic accommodations for students with documented disabilities.

An Instructional Plan will be available at the beginning of the course and will be referred to in conjunction with this course outline.

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**Prepared By** Co-op Department

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**Date** 2018-02-01

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