Managing your MSBA Career

MSBA Orientation

Monday, August 22, 2016
Integrated Career Management

- **MS Business Analytics**
  - Full-time
  - Online (Fall 2017)
- **Master of Business Administration**
  - Full-time
  - Flex
  - Online
  - Executive
- **Master of Accounting**
- **Alumni** of ALL programs
- Audience Size: ~750 students
YOUR CAREER SERVICES TEAM

Phil Heavilin
Executive Director

Michael Ryan
Director, Corporate Relations & Employer Development

Patrice Lincoln
Interim Director, Career Advising & Education

Stephanie Joynes
Associate Director, Career Advising & Education

Kathryn Compton
Associate Director, MAcc Career Services

Colleen Lynch
Career Services Recruitment Specialist

Jena Burgess
Career Coach, MAcc & MSBA Programs

Beckett Scherberger
Data Manager

Nancy Konta
Executive Partner Advising & Education Liaison

Ed Shugrue
Executive Partner Employer Relations Liaison
# GCMC Services & Support

<table>
<thead>
<tr>
<th>Advising</th>
<th>Professional Development</th>
<th>Employer Relations</th>
</tr>
</thead>
<tbody>
<tr>
<td>• One-on-one &amp; group</td>
<td>• Job search strategy workshops</td>
<td>• Analytics Advisory Council</td>
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<tr>
<td>• Career assessments</td>
<td>• Networking skills</td>
<td>• Corporate Connect information sessions</td>
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<td>• Resume &amp; cover letter critiques</td>
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<td>• On-campus interviews</td>
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<td>• Business correspondence critiques</td>
<td>• How to ace the interview</td>
<td>• Employer networking events</td>
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<td>• Mock interviews (in-person, Skype, Facetime)</td>
<td>• Utilizing social email &amp; personal branding</td>
<td>• Career Fairs</td>
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<td>• Offer reviews &amp; negotiations</td>
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<td>• Resume books</td>
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<td>• Panels &amp; symposiums</td>
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<thead>
<tr>
<th>Tools &amp; Resources</th>
<th>Communication</th>
<th>Community</th>
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</thead>
<tbody>
<tr>
<td>• MASONlink</td>
<td>• In-person</td>
<td>• Alumni Career Champions</td>
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<tr>
<td>• Career Strategy Guide</td>
<td>• Social Media (Facebook, Twitter, LinkedIn)</td>
<td>• Student Advisory Council</td>
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<td>• Vault Premium</td>
<td>• Weekly Newsletter</td>
<td>• Faculty</td>
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<tr>
<td>• CareerShift</td>
<td>• Targeted emails</td>
<td>• Executive Partners</td>
</tr>
<tr>
<td>• GoingGlobal</td>
<td>• Class announcements</td>
<td>• Staff</td>
</tr>
<tr>
<td>• McLeod Library Databases</td>
<td></td>
<td>• Fellow students</td>
</tr>
</tbody>
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<tr>
<th>Community</th>
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Job Search Process

- **Self-Assessment**
  - Consider strengths/weakness (SWOT); create plan for improvement

- **Develop a Strategy**
  - Target industries, company list, alumni, job search tools

- **Personal Marketing Plan** (objective: Interview)
  - Resume, LinkedIn profile, cover letter, etc.

- **Applications & Networking** (objective: Interview)
  - MASONlink, LinkedIn, Mason Career Champions, networking events, Informational Interviews, corporate connect information sessions

- **Interviews** - on/off campus (objective: Job Offer)
  - Develop your stories, accomplishments, STAR method, mock interviews

- **Offer Negotiations**
  - Review package and develop counter proposal
CAREERS IN ANALYTICS

FOUND IN ALL INDUSTRIES
Marketing, consumer products, education, non-profit, healthcare, technology, financial, sports, retail, e-commerce, so on...

• Are you a problem solver?
• Do you like puzzles and other games involving logical thinking?
• Are you generally curious?
• Do you like working with people and helping them solve their problems?
• Are you driven toward making an impact through your work?

SAMPLE JOB TITLES
Data Analyst
Market Research Analyst
Supply Chain Analyst
Management Analyst/Consultant

Big Data Analytics Specialist
Research Analyst
Manager of Services or Manufacturing Operations
Data Scientist
Career Workshops & Events

- **Preparing for the Career Fair**
  - Thursday, September 1, 12:40 p.m., Room 2003
- **Authentic Relationship Building**
  - Friday, September 2, 12:40 p.m., Room 2003
- **IBM Information Session**
  - Thursday, September 8, 6:00 p.m., Cohen Career Center
- **Cohen Career Fair**
  - Friday, September 9, 1:00 p.m., Sadler Center
- **Interview Prep Workshop**
  - Wednesday, September 14, 12:30 p.m., Brinkley Commons
- **Corporate Connect Information Sessions**
  - Amazon, IBM, Deloitte, Booz Allen Hamilton, ADS, etc. – new events scheduled throughout semester
- **October**: recruiting organizations coming to campus; also into spring
- Consult weekly **GCMC Newsletter** for new and upcoming events!
- Login to MASONlink → RSVP for events
What’s Next?

• **Finalize your resume**- schedule a review session with Jena B.

• **Upload** approved resume to MASONlink

• Define **Job Search Strategy**- what industries interest you? What skills do they require?

• **Attend:** GCMC workshops, corporate connect information sessions, recruiting events

• Review the GCMC **Weekly Newsletter** for recruiting events and other important career-related information
JUMP START YOUR CAREER
COACH JENA B

MY JOURNEY

HEALTHCARE

START UP

BUSINESS OWNER

PUBLIC ACCOUNTING

FINANCIAL SERVICES
RESUME REMINDERS

- Add your ADDRESS
- Objectives explained
- Start and End Months
- Save as “Fname.Lname.Year”
DRESSING FOR SUCCESS

WHAT HAS CHANGED IN TODAY’S WORKFORCE?

THE BASICS

THINGS TO KEEP IN MIND
TODAY’S WORKFORCE

MILLENNIALS

START UP’S

FLEXIBLE WORK ARRANGEMENTS

TECHNOLOGY/ VIRTUAL CONNECTIONS

EMPHASIS ON NETWORKING & ON-CAMPUS RECRUITMENT
WHAT HAS CHANGED?

SUCCESSFUL TRAITS

TRADITIONAL
NEAT
GROOMED
FIT

CLIENT EXPECTATIONS

It's not always your company, but your client
Pay attention to environment
THE BASICS:
IS THIS BUSINESS APPROPRIATE?

**LEFT PICTURE:** TOO TIGHT, COLOR IS NOT NEUTRAL

**RIGHT PICTURE:** JACKET AND PANTS TOO BIG/LONG

**HOW TO FIX IT**

LOOK FOR SUITS THAT FIT WELL IN THE SHOULDERS AND ABDOMEN

MOST SUITS NEED TO THE SLEEVES AND PANTS TAILORED TO FIT
THE BASICS: IS THIS BUSINESS APPROPRIATE?

WHILE FIT IS GOOD, PATTERN IS DISTRACTING

HOW TO FIX IT

FIND NEUTRAL PIECES IN BLACK, GREY AND NAVY BLUE THAT YOU CAN MIX WITH OTHER DRESS SHIRTS, PANTS, ETC.
THE BASICS: IS THIS BUSINESS APPROPRIATE?

SANDALS ARE NOT APPROPRIATE, LENGTH OF DRESS COULD BE AN ISSUE

HOW TO FIX IT

LOOK FOR SKIRTS THAT HIT YOU AT THE KNEE

HEELS INSTEAD OF SANDALS

HEEL HEIGHT SHOULD NOT EXCEED 3 IN

OPEN TOES ARE NOT ALLOWED EVERYWHERE
THE BASICS:
IS THIS BUSINESS APPROPRIATE?

COLORS AND PATTERNS ARE TOO BOLD FOR THE OFFICE

HOW TO FIX IT

WEAR A BOLD PIECE AS AN ACCENT ON A NEUTRAL WARDROBE

Blouses, bowties/ties, necklaces, etc.
KEEP IN MIND…

- IF YOU ARE UNSURE.. DON’T
- DISTRACTING?
- IF THE CEO WALKED IN, WOULD I BE HAPPY WITH IT?
- KEEP A JACKET HANDY
- GROOMING COUNTS!!
KEY TOOLS AND RESOURCES

RESOURCES ON CAMPUS

UTILIZING YOUR CAREER TEAM

WORKSHOPS PRACTICE, PRACTICE, PRACTICE

GCMC WEEKLY NEWSLETTER
MYTH BUSTERS

DON’T BELIEVE EVERYTHING YOU HEAR!

WHEN YOU ARE UNSURE, POST IN THE FB PAGE AND A MSBA EMPLOYEE WILL ADDRESS IT WITHIN 24 HOURS