Structuring cooperation in doctoral research, transferrable skills training, and academic writing instructionin Ukraine's regions

Career Management

Developed by P7 V.O. Sukhomlynskyi National University of Mykolaiv

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Course description: The course is designed to form and develop students' key skills and competences in planning and managing their own business career. Career management course is presented as a set of technologies aimed to develop students' own career strategies in the scientific and professional field, to create their own career branding, to accumulate their professional experience to assess own career potential, to analyze risks in managing their business career. The business career of the researcher involves the formation of skills in the field of time management, networking, problem solving, commercializing of scientific research. During the course, students practice their own career development skills. The projects carried out during the course are based on the materials of their scientific research and aimed at expanding the field of their scientific and professional activities.

Course purpose: to create students' own career strategies in the scientific and professional field; to develop the ability of career management effectively necessary for successful professional activities by mastering key career development technologies; to analyze the efficiency of the career process and own career potential; to define key principles of career development; to create a career advancement portfolio.

Course objectives
- to learn the existing key career advancement technologies;
- to expand the field of scientific and professional activity;
- to master the technology of career management;
- to apply the basic principles to project management;
- to identify possible career risks and ways to avoid them;
- to provide the implication of transferable competences into professional activities.

Course content
1. Career advancement technologies (0,5 EKTS).
2. Networking: Using the Internet to advance scientific career (1 EKTS).
3. Career development management: Project Approach (1 EKTS).
4. Strategies for successful employment (0,5 EKTS).

Learning outcomes and methods of their evaluation:

Learning outcomes	Valued through
Define the necessity of business career management	Participation in class discussions
Analyze career opportunities	
Form a personal business image	Presentation of personal branding
Use career advancement technologies based on the development of personal branding	
Choose the optimal way of career development	Participation in class discussions
Apply Networking technology to advance scientific career in the Internet	
Create on-line CV and Cover Letter	Presentation

Develop a project proposal for the commercialization of personal scientific project	Presentation
Create a career advancement portfolio	Presentation
Evaluate the effectiveness of the career process	Colloquium

Description of activities

Full-time classes
Theme 1.
1. Choosing a career strategy.
2. Career advancement technologies.
Theme 2.
1. Creating personal model of scientific communication in the Internet.
2. Expanding the field of scientific activity: how to prove yourself in a scientific society.
Theme 3.
1. Managing Career Development through implementation of transferable skills.
2. Project management as a key universal competence in career development.
Theme 4.
1. Creating an academic portfolio.
2. Successful interview: rules and taboos.

Practical training
Theme 1.
An algorithm for creating a personal brand.
Theme 2.
Networking: creating personal model of the scientific communication process in the Internet.
Theme 3.
Project Management as a key transferable career competence.
Theme 4.
Employment strategies.

Individual work
Theme 1.
Project: "Personal Branding".
Theme 2.
Project: "Model of the process of scientific communication in the Internet".
Theme 3.
Commercialization of the Scientific Research project.
Theme 4.
Academic Portfolio Project.

Class meetings
1 lesson per week. Each lesson will include elements of lectures and discussions.
Students must complete their assignments based on literacy revue and homework assignments for each class

Grades
Final mark consists of sections points (60%) and credit points (40%).

Teaching language
Ukrainian

Recommended reading:

Career advancement technologies

1. Гоулман, Д. Емоційне лідерство: Мистецтво управління людьми на основі емоційного інтелекту / Д. Гоулман. - М: Альпина Бізнес Букс, 2005.

2. Даулінг, Р. Репутація фірми. Створення, управління та оцінка ефективності / Р. Даулінг. - М: ІНФРА-М, 2003.

3. Капферер, Ж.-Н. Торгові марки: випробування практикою. Нові реальності сучасного брендингу / Ж.-Н. Капферер. - М: ІНФРА-М, 2002.

4. Кисмерешкин, В. Р. Бренди і іміджі / В. Р. Кисмерешкин, І. Я. Рожков. - М.: РИП-холдинг, 2006.

5. Олсоп, Рональд Дж. 18 непорушних законів корпоративної репутації / Рональд Дж. Олсоп. - М: Вершина, 2006.

6. Персональний брендинг / Котлер Ф. та ін. - М: Видавничий будинок Гребенникова, 2008.

7. Почепцов, Р. Д. Комунікативні технології двадцятого століття / Р. Д. Почепцов. - Київ: Рефл-бук, 2000.

8. Сайэтл, Ф. П. Сучасні паблік рілейшнз / Ф. П. Сайэтл. - М: ІНФРА-М, 2002.

Internet resources (video)

1.Концептуальне розуміння брендингу
https://mail.google.com/mail/u/0/#inbox
2.Як створити персональний брендинг https://www.youtube.com/watch?v=O8ZEXNdyIaw
https://www.youtube.com/watch?v=iaFCmV5Ojqk

Networking: Using the Internet to advance scientific career

1. Agre P.: Networking on the Network: A Guide to Professional Skills for PhD Students – URL:http://www-personal.umich.edu/~csandvig/698F15/readings/Agre--ch3--excerpts.pdf

2. Hankel I. 8 Networking Tips For PhDs To Advance Their Careers. – URL. https://cheekyscientist.com/8-networking-tips-for-phds-to-advance-their-careers/

3. Allum, J.R., Kent, J.D. and McCarthy, M.T. Understanding PhD Career Pathways for Program Improvement: A CGS Report. Washington, DC: Council of Graduate Schools, 2014 – 56p.

4. The MIT Career Development Handbook 2017-2018, Global Education & Career Development at the Massachusetts Institute of Technology, 2017. – 92p.

5. Stanford PHD and PostDoc career guide 2015-2016, edited by A.Bakker, BEAM - Career Education **BridgingEducation, Ambition & Meaningful Work, 2015 – 74p.**

6. Networking Success Secrets - Tracy Costello, PhD. https://www.youtube.com/watch?v=3FiiIYyT__M

Career development management: Project Approach

1.Айзікова Л.В. Концепція навчання протягом життя в міжнародних документах і дослідженнях / Л.В. Айзікова // Наукові праці [Чорноморського державного університету імені Петра Могили комплексу "Києво-Могилянська академія"]. Сер. : Педагогіка. – 2012. – Т. 199, Вип. 187. – С. 62-64. – Режим доступу: http://nbuv.gov.ua/UJRN/Npchduped_2012_199_187_12.

2.Навички, важливі для кар'єри [Електронний ресурс]. – Режим доступу: http://www.bati.ber.te.ua/index.php/ua/poradi-vipusknikam/skladova-kar-eri.

3.Soft skills: універсальні навички європейського рівня [Електронний ресурс]. – Режим доступу: http://www.studway.com.ua/soft-skills/.

4.Бутко М.П. Проектний менеджмент: регіональний зріз: Навчальний посібник. – К.: Центр учбової літератури, 2016. – 416 с.

Srategies for successful employment

1. PhD and Postdoc career guide. – Beam: Stanford career education, 2015. – 74p.

2. GSAS: Resumes and Cover Letters for PhD Students. – Harvard University, 2017. – 25p.

3. Career development handbook. – Massachusetts Institute of technology – 2017. – 92 p.

4.Dr. Tracy Sterling, Department Head of Land Resources & Environmental Sciences for Montana State University. How to interview for a faculty position // https://www.youtube.com/watch?v=vH60yWUcDqA

5.Academic Job Search Series. Career Development and the UConn Graduate School // https://www.youtube.com/watch?v=NEjCEiDiYio

6.The Academic Job Search: Presenting Yourself on Paper // https://vimeo.com/180211466

7.Negotiating the Academic Job Offer for Postdocs and Grad Students STEM // https://www.youtube.com/watch?v=mOLcKTBoe7c&feature=youtu.be.

8. Application Guide for ETH students and doctoral students – ETH Career Center, 2016. – 157 p.

7. Job Interview....poor example // https://www.youtube.com/watch?v=_3Rii8wfHYY

8. The best job interview preparation video // https://www.youtube.com/watch?v=aAHKkBxrVoY

9. The Quick and Relatively Painless Guide to Your Academic Job Search by Dr. Karen Kelsky, 2014. – 38 p.

10. PhD and Postdoc career guide. – Beam: Stanford career education, 2015 – 74p.

11. GSAS: Resumes and Cover Letters for PhD Students. – Harvard University, 2017 – 25p.

12. Career development handbook. – Massachusetts Institute of technology – 2017. – 92 p.

13. Dr. Tracy Sterling, Department Head of Land Resources & Environmental Sciences for Montana State University. How to interview for a faculty position // https://www.youtube.com/watch?v=vH60yWUcDqA

14. Academic Job Search Series. Career Development and the UConn Graduate School // https://www.youtube.com/watch?v=NEjCEiDiYio

15. The Academic Job Search: Presenting Yourself on Paper // https://vimeo.com/180211466

16. Negotiating the Academic Job Offer for Postdocs and Grad Students STEM // https://www.youtube.com/watch?v=mOLcKTBoe7c&feature=youtu.be