
AESHM 311: Seminar on Careers & Internships

Semester: Fall 2023

Instructor:

Carolyn Elbert, office: 6W MacKay Hall, celbert@iastate.edu
Student hours: In-Person WF 9:30-11:30, Online TR 1-3

Course Time and Location:

Online; asynchronous with some required attendance at workshops, events and/or career fairs (see class schedule for specific dates)

Mode of Course Delivery:

Online; Canvas

Course Description:

Internship and career planning, professional expectations and responsibilities. Résumé development, cover letters, interviewing techniques, and business etiquette.

Prerequisites:

AESHM 111, AESHM 111L and sophomore classification

Course Outcomes

Based on CHS Learning Outcomes, all graduates from the AESHM Department should be able to demonstrate the General Department Learning Outcomes: 1) Communication, 2) Self-assessment/self-reflection, 3) Critical Thinking, and 4) Ethics, Diversity, and Social Responsibility.

Based on these learning outcomes, this course will contribute to your ability to:

Communication:

- Demonstrate effective and professional oral and written communication and documentation and use of current information technologies when communicating

Self-assessment/self-reflection

- Demonstrate reviewing techniques to facilitate necessary changes and modifications to your resume/cover letter.

Critical thinking:

- Evaluate information and use logical reasoning to make decisions.

Ethics, Diversity, and Social Responsibility

- Work collaboratively, while preparing for industry experience

AESHM 311 Course Learning Outcomes

- CLO 1: Identify all program (AMD, EVENT, HspM) specific requirements and expectations for a successful internship and establish a plan for how you plan to achieve them.
- CLO 2: Construct a professional resume and cover letter that includes relevant experience, skills, and academic achievements.
- CLO 3: Demonstrate active listening skills, ask effective questions, and use appropriate nonverbal communication during a mock interview.
- CLO 4: Utilize effective communication strategies and interpersonal skills to build and maintain professional relationships both in online and in-person environments.
- CLO 5: Develop the ability to identify, analyze, and proactively address ethical dilemmas that may arise in the workplace, and apply principles of ethical decision-making to ensure professional and ethical behavior.

Required Textbooks

- Professionalism: Skills for Workplace Success 4th Edition
Lydia Anderson & Sandra Bolt
ISBN: 9780132624664

Course Policies

AESHM Policies

AESHM Collegiality Statement

The Department of Apparel, Events, and Hospitality Management is committed to sustaining a collegial, positive, and productive environment for scholarship, learning, institutional service, and outreach for each individual and the collective benefit of all. Faculty and professional staff are expected to conduct themselves to contribute constructively to the department's mission and reputation.

In addition, faculty and professional staff are expected to maintain a positive workplace that emphasizes respect for the opinions of others and is free from forms of misconduct, as enumerated in Chapter 7 of the ISU Faculty Handbook - <https://www.provost.iastate.edu/faculty-and-staff-resources/faculty-handbook>.

Iowa State University Policies

Public Health

If you are not feeling well, you should stay home and focus on your health. Should you miss class due to illness, it is your responsibility to work with your instructor to arrange for accommodations and to make up coursework, as consistent with the instructor's attendance policy.

Free expression

Iowa State University supports and upholds the First Amendment protection of [freedom of speech](#) and the principle of [academic freedom](#) in order to foster a learning environment where open inquiry and the vigorous debate of a diversity of ideas are encouraged. Students will not be penalized for the content or viewpoints of their speech as long as student expression in a class context is germane to the subject matter of the class and conveyed in an appropriate manner.

Principles of Community

This course is operated according to the Iowa State University Principles of Community.

<https://www.diversity.iastate.edu/connect/principles>

1. Respect: We seek to foster an open-minded understanding among individuals, organizations, and groups. We support this understanding through outreach, increasing opportunities for collaboration, formal education programs, and strategies for resolving the disagreement.
2. Purpose: We are encouraged to be engaged in the university community. Thus, we strive to build a genuine community that promotes the advancement of knowledge, cooperation, and leadership.
3. Cooperation: We recognize that the university's mission is enhanced when we work together to achieve our goals. Therefore, we value each member of the Iowa State University community for their insights and efforts, collective and individual, to enhance the quality of campus life.
4. Richness of diversity: We recognize and cherish the richness of diversity in our university experience. Furthermore, we strive to increase the diversity of ideas, cultures, and experiences throughout the university community.
5. Freedom from discrimination: We recognize that we must strive to overcome historical and divisive biases in our society. Therefore, we commit ourselves to creating and maintain a community where all students, staff, faculty, and administrators can work together in an atmosphere free from discrimination and respond appropriately to all acts of discrimination.
6. Honest and respectful expression of ideas: We affirm the right to and the importance of a free exchange of ideas at Iowa State University within the bounds of courtesy, sensitivity, and respect. We promote awareness of various ideas through education and constructive strategies to consider and engage in honest disagreements.

Academic Dishonesty

The class will follow Iowa State University's policy on academic misconduct ([5.1 in the Student Code of Conduct](#)). Students are responsible for adhering to university policy and the expectations in the course syllabus and on coursework and exams, and for following directions given by faculty, instructors, and Testing Center regulations related to coursework, assessments, and exams. Anyone suspected of academic misconduct will be reported to the [Office of Student Conduct in the Dean of Students Office](#). Information about academic integrity and the value of completing academic work honestly can be found in the [Iowa State University Academic Integrity Tutorial](#).

Accessibility Statement

Iowa State University is committed to advancing equity, access, and inclusion for students with disabilities. Promoting these values entails providing reasonable accommodations where barriers exist to students' full participation in higher education. Students in need of accommodations or who experience accessibility-related barriers to learning should work with Student Accessibility Services (SAS) to identify resources and support available to them. Staff at SAS collaborate with students and campus partners to coordinate accommodations and to further the academic excellence of students with disabilities. Information about SAS is available online at www.sas.dso.iastate.edu, by email at accessibility@iastate.edu, or by phone at 515-294-7220.

Special Accommodation Exam:

Please see the following information from Student Accessibility Services:

<https://sas.dso.iastate.edu/exam-accommodations-center/information-for-students>

Prep Week

This class follows the Iowa State University Prep Week policy.

<https://www.provost.iastate.edu/academic-programs/policies/prep-week-and-finals-week>

Discrimination and Harassment

Iowa State University does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. Veteran. Inquiries regarding non-discrimination policies may be directed to Office of Equal Opportunity, 3410 Beardshear Hall, 515 Morrill Road, Ames, Iowa 50011, Tel. 515-294-7612, Hotline 515-294-1222, email eooffice@iastate.edu

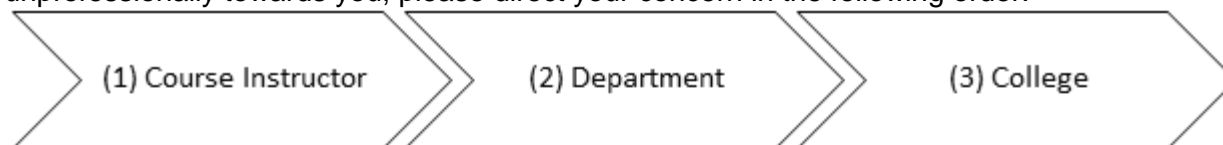
Religious Accommodation

Iowa State University welcomes diversity of religious beliefs and practices, recognizing the contributions differing experiences and viewpoints can bring to the community. There may be times when an academic requirement conflicts with religious observances and practices. If that happens, students may request the reasonable accommodation for religious practices. In all cases, you must put your request in writing. The instructor will review the situation in an effort to provide a reasonable accommodation when possible to do so without fundamentally altering a course. For students, you should first discuss the conflict and your requested accommodation with your professor at the earliest possible time. You or your instructor may also seek assistance from the [Dean of Students Office](#) at 515-294-1020 or the [Office of Equal Opportunity](#) at 515-294-7612.

Classroom or Grade Problems:

The Department of Apparel, Events and Hospitality Management values each student and strives to provide the best educational experience possible.

If you believe a faculty member (in their academic capacity) has behaved unfairly or unprofessionally towards you, please direct your concern in the following order:



- If at all possible, resolve the problem with the student and the instructor involved.
- If course is taught by a graduate student instructor, student should contact supervising faculty member listed on syllabus.

- AESHM Associate Chair for Undergraduate Academic Affairs, Dr. Eric Brown, ebrown@iastate.edu
- AESHM Associate Chair and Director of Graduate Education, Dr. Ann-Marie Fiore amfiore@iastate.edu

- CHS Associate Dean for Undergraduate Academic Affairs Dean, Dr. Robert Reason, rreason@iastate.edu
- Associate Dean of the Graduate College, Dr. Heather Greenlee mheather@iastate.edu

NOTE: If the grievance involves sexual or racial harassment and the student prefers not to deal directly with the instructor, the student should discuss the grievance with the instructor's department chair Dr. Linda Niehm (niehmlin@iastate.edu), or appropriate Associate Chair listed under (2) Department.

More details are available at

<https://catalog.iastate.edu/academics/#academicgrievancesappealstext>

Violence Free University

At ISU, violence, threats or implied threats of violence, and intimidation (verbal or physical acts intended to frighten or coerce) impede the goal of providing a safe environment and will not be tolerated. For more information, refer to <http://www.policy.iastate.edu/policy/violence>.

Emergency Response

In an emergency, follow the emergency response guide at

<http://www.ehs.iastate.edu/sites/default/files/uploads/publications/posters/EmergencyPoster.pdf>.

For more information, refer to <http://www.policy.iastate.edu/policy/emergencynotification>.

Course-Specific Polices

Attendance

Students are expected to access the course canvas page weekly.

Work Quality

This is an online preparatory course for your professional internship experience. You will need to manage your time effectively as there is much to complete. In addition, your work at this point should reflect a level of proficiency expected of industry professionals.

Grading

Grade Components

Here are the general components. Each component has checkpoints and grade components within it—explained below.

Internship Guide Quiz	20
Establish your Internship SMART Goals	10
Self-Reviewed Resume & Cover Letter	10
Drop-In Resume Review w/ Career Services or	
Scheduled Resume Review w/Career Services	50
Final Resume & Cover Letter	50
Career Fair Participation BIT or P2P	50
BigInterview	10
Interview Essentials Session (Webex)	25
LinkedIn	25
Establish Your Portfolio	10
Salary Negotiation Session (Webex)	25
Employee Resources	10
Professional Development Plan	25
Module Padlet	6@5 30

Total Points 350

Grading Scale

Your final grade will be based on the following grade scale.

93% and above = A

90 – 92 = A-

87 – 89 = B+

84 – 86 = B

80 – 83 = B-

77 – 79 = C+

74 – 76 = C

70 – 73 = C-

67– 69 = D+

64 – 66 = D

60 – 63 = D-

59 or lower = F

Grade Point Requirement

All students majoring in Apparel, Merchandising, and Design must earn a C- or better in all AESHM and AMD courses applied toward the degree, including transfer credits.

Students majoring in Event Management must earn C- or better in all AESHM and EVENT courses and all courses in the EVENT Core.

All students majoring in Hospitality Management must earn a C- or better in all AESHM and HSP M courses applied toward the degree, including transfer credits.

Course Assignments

Internship Guide Quiz

Students will complete an objective based assessment covering the competences of the internship guide

Establish your Internship SMART Goals

Following the provided worksheet students will establish SMART Goals for their internship experience

Self-Reviewed Resume & Cover Letter

Students will complete a self-review of their current resume, following the provided checklist, indicating areas met and areas for improvement.

Drop-In Resume Review w/ Career Services **or** Scheduled Resume Review w/Career Services

Students will have the choice to attend one of several resume review options hosted/provided by CHS Career Services, students will review the schedule posted within Canvas and select an option that works best within

their schedule. A minimum of ONE session is required, but students are invited to attend as many as they choose.

Final Resume & Cover Letter

After students have completed self-review, attended a resume workshop and completed any/all edits they will submit a final version of their resume and cover letter

Career Fair Participation: BIT or P2P

Students will have the choice to attend either the People to People Career Fair or Business, Industry and Technology Career Fair, see schedule/canvas for specific dates and locations. Only one is required to attend but it is encouraged to attend both if possible as both provide an excellent opportunity to network and meet potential employers.

BigInterview

Students will complete a mock interview using the AI Software BigInterview, this software will provide students with feedback regarding online interview skills and techniques.

Interview Essentials Session (Webex)

Students will attend a session regarding interview skills hosted by CHS Career Services, see course schedule for details on how to access the session and date/time.

LinkedIn

Students will create/update their LinkedIn profile following the provided suggestions on developing a professional profile.

Establish Your Portfolio

Students will create/update a work portfolio in preparation of their internship experience, final portfolio submissions highlighting internship experience will be a required element of their internship (AESHM/HSPM470)

Salary Negotiation Session (Webex)

Students will attend a session regarding salary negotiation skills hosted by CHS Career Services, see course schedule for details on how to access the session and date/time.

Employee Resources

Students will complete a worksheet highlighting resources available to them as they transition into their internship experience.

Professional Development Plan

Students will establish a plan as they transition from student to internship to full-time employment.

Module Padlet

Student will interact with their classmates within a digital "bulletin" board, students will share their ideas based on a posted question/image/thought by the instructor.

Class Schedule

This schedule is subject to change. Any changes will be announced via canvas

Module – Dates	Topic	Assigned Reading	Coursework Due
Module 1 August 21 st -25 th	Requirements & Expectations for Successful Internships	Internship Program Guide Chapter 1: Attitude, Goal Setting, and Life Management	Internship Guide Quiz 8/25 Industry Specific Skills: Padlet 8/23 Establish Your SMART Goals 8/25
Module 2 Aug28 th – Sept 29 th	Professional Resume and Cover Letter Career Fair Preparation and Participation	Chapter 14: Resume Package	What Makes a Good Resume: Padlet 8/30 Self-Review Resume 9/6 Self-Review Cover Letter 9/6 Resume Workshop or Career Services Resume Review (see dates on canvas) Career Fair Participation BIT: 9/20 P2P: 9/26 Final Resume & Cover Letter 9/29
Module 3 October 2 nd – 20 th	Interviewing Skills	Chapter 15: Interview Techniques	What is the Nonverbal “saying”: Padlet 10/4 Interview Essentials Webex Session 10/11 BigInterview Mock Interview 10/20
Module 4 Oct 23 rd – Nov 3 rd	Building Your Professional Network	Chapter 10: Electronic Communications	Google Yourself: Padlet 10/25 LinkedIn Profile Assignment 11/1 Establish Your Portfolio 11/3
Module 5 Nov 6 th – Nov 17 th	Addressing Ethical Dilemmas in the Workplace	Chapter 5: Ethics, Politics and Diversity	Salary Negotiation Webex Session 11/7 Is it Ethical?: Padlet 11/8 Employee Resources Assignment 11/17
11/20-11/24 No Class -Thanksgiving Break			
Module 6 November 27 th – December 8 th	Transition to Internship	Chapter 16: Career Changes	First Impressions Matter: Padlet 11/29 Professional Development Plan 12/8