

## Researching Workplace Trends, Career Information, and Employment Possibilities

### Course Outline

#### Course Developer(s)

Dr. Roberta Neault, CCC, CCDP, GCDF-i  
Dr. Deirdre Pickerell, CPHR, GCDF-i

#### Course Format

Two weeks, 10 hours per week

#### Course Prerequisites

Current and/or past experience as a career and employment practitioner and/or in a related field.

#### Course Description

Timely and accurate information is essential for effective career decision-making. Although clients typically expect career practitioners to have immediate answers to a multitude of questions, the reality is that, in a constantly changing world, yesterday's answer doesn't usually fit for today. The solution, then, is research. This course will introduce excellent sources of career-related information and offer tips and strategies to enhance effectiveness and efficiency in finding, evaluating, managing, updating, and maintaining career resources.

#### Course Objectives

##### General:

Participants will learn to access and manage information to assist with career decision-making, finding educational and employment opportunities, and discovering information about specific employers.

##### Learning Objectives:

Upon successful completion of this course, students will be able to:

- Find excellent sources of career information (online, multi-media, print, in-person)
- Evaluate source and quality of information for relevance and reliability
- Manage complex, constantly-changing information for efficient retrieval by clients
- Purge information to ensure that "the best of the best" is available to clients
- Help clients to uncover appropriate educational or employment opportunities
- Network effectively to gather timely and accurate career information
- Help clients to uncover relevant information about organizations and/or people
- Facilitate independent career research by equipping clients with research and critical thinking skills

#### Required Texts / Supplies

Shepard, B. C. & Mani, P. S. (Eds.) (2014). *Career development practice in Canada*. Toronto, ON: CERIC.  
(eBook or Print available from [CERIC](#)).<sup>1</sup>

---

<sup>1</sup> The Shepard & Mani (2014) textbook is a required reading throughout the Career Management Professional

Neault, R. (2012). *Time for action: Successful marketing strategies* (3rd ed.). Aldergrove, BC: [Life Strategies](#).<sup>2</sup>

Neault, R. (2012). *Time to explore: Understanding the workplace* (3rd ed.). Aldergrove, BC: [Life Strategies](#).<sup>2</sup>

## Additional Readings

Throughout the course, relevant readings will also be posted on our website. Plan to spend a minimum of 2-3 hours per week on the readings.

## Course Completion Requirements

Students must achieve an overall grade of at least 80% to successfully complete a course. If absent or offline for more than 48 consecutive hours, students are required to contact the instructor.

Participation	25%
Tip Sheet	20%
Trendsetting Webquest	25%
Evaluating A Career/LMI Repository	30%

## Online Instruction Overview

This online course will be conducted using the “Moodle” course management system. Registered students will receive log-in instructions by email the Monday prior to the course start date. This system relies on asynchronous discussion forums (i.e., students post when it’s convenient for them, not during a scheduled time slot). However, from time to time, we may schedule live “chats” using online message/conferencing applications (e.g., Skype, GoToMeeting).

Facilitated e-learning offers amazing opportunities for shared learning. Many experts in the field believe that the best learning occurs in the discussion forums and that the posted course content may take on a secondary importance. Although this course will provide comprehensive content, students’ active participation in the discussion forums (i.e., checking in and briefly posting once or twice per day to each open discussion) enriches learning and is required for successful course completion

## Operational Requirements

As this course is offered entirely online, students must have reliable Internet access and be comfortable using Internet technology and participating in discussion forums.

Although there are no scheduled classes, students will be expected to spend a similar amount of time on this course as they would in a classroom-based environment of 20 hours.

Documents will be posted in Word, PowerPoint, and PDF —students must be able to download these documents and also upload similar documents.

---

Program. Students taking individual courses, therefore, may only refer to a chapter or two; however, this resource is a wonderful addition to your professional toolkit.

<sup>2</sup> We recommend purchasing Neault, R. (2012). *Career strategies for a lifetime of success* (3rd ed.). Aldergrove, BC: Life Strategies (PDF or print) if you’re completing a full certificate as it includes all “Time to” chapters



## Accommodation

If you have a disability that needs accommodation for this course, please let us know and we will work with you to more effectively meet your needs.

