

**GVSU STUDENT
EMPLOYMENT**

ONLINE LEARNING MODULE OVERVIEWS

Adapted with permission from the University
of Southern California's Career Center

**FOR QUESTIONS OR
CONCERNS CONTACT:**

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1.5 HOURS

FACE TO FACE COMMUNICATION

It's The #1 Business Skill

Every year employers are surveyed about what they seek in candidates for job openings. Each year communication is listed among the top 3. It has been for years. This module introduces you to some best practices around professional communication.

Step 1: Learn

Read the overview of communication issues and non-verbal elements, like body language.

Step 2: Practice & Analyze

Create a fun video of yourself telling a short story. Then you will look for communication patterns and habits that you can build on.

Step 3: Reflection

Write about what you just learned.





45 MIN

ETHICAL BEHAVIOR

"Is this okay?"

It's helpful to think through some of the daily decisions we make about what is OK and not OK on the job. This module covers a straightforward decision model that should help you think through questions about what is OK.

Step 1: Learn

Read the overview of the most common ethical frameworks for decision making.

Step 2: Decide the Case Study

Work through a case study or two in order to clarify the principles of ethical decision making.





30-45 MIN

PROFESSIONAL ETIQUETTE

Etiquette at Work

Just like following the rules of the road while driving, you need to learn the signposts and techniques for navigating expectations at work.

Step 1: Learn

What are some of the most common faux pas at work? How can you learn the unwritten expectations and how to avoid unnecessary problems.

Step 2: Check the Checklist

Check your understanding of the concepts presented. Make an educated guess about your workplace's etiquette and get a reality check.





30-45 MIN

PHONE MANAGEMENT

The Ubiquitous Phone

The phone call is still the pillar of business communication in spite of the many communication options today. Learn how to communicate well over the phone and move your career forward.

Step 1: Learn

Read the overview of best practices for conducting business on the phone.

Step 2: Improve Caller Experience

Check your understanding of the concepts presented using a rubric applied to a case study.

Step 3: Reflection

Write about what you just learned.





15-30 MIN

TAKING INITIATIVE

Don't just sit there!

Initiative is the single attribute that always sets you apart from the others. Honing this skill can benefit your entire career journey. When you take personal ownership for the organization's success, you will make a difference to the organization and the people in it.

Step 1: Learn

Read about the politics of initiative and review how-to steps to catalyze your own success on the job.

Step 2: Taking Action

Brainstorm ways to take the initiative on your current job.





ONE HOUR

TEAMWORK

There is no "I" in team.

Employers rank teamwork as one of the most essential elements of a successful organization. We have to work together if we expect to grow the enterprise.

Step 1: Learn

Explore core concepts of how teams form and how you can become a new productive member.

Step 2: Team Player Survey

Complete the Team Player Survey and view the slides to identify your unique teamwork style and increase your productivity.

Step 3: Reflection

Write about what you just learned.





30-45 MIN

WRITTEN COMMUNICATION

It's Public Record Now

Writing is almost as critical as verbal communication. Emails, documents, procedures, and marketing requiring you to craft appropriate communication at work.

Step 1: Learn

Read about good business writing.

Step 2: Practice

Make corrections and suggestions on some sample writing provided.

Step 3: Reflection

Write about what you just learned.





ONE HOUR

YOUR CUSTOMER

Everyone keeps talking about customer service.

Employers understand customer service can make or break their business. You will explore how to provide excellent customer service which enhances your organization's brand and success.

Step 1: Learn

Learn how to identify a customer's "real" need, and explore creative ways to effectively help demanding customers.

Step 2: Apply the Case Study

Give it a try – you learned about creating happy customers, now see how you might apply it to a real case.

Step 3: Reflection

Write about what you just learned.



BONUS MODULES



15 MIN
EACH

What Your Social Media Presence Says About You

Social Media allows people to react instantly to situations by sharing and posting their thoughts and words with family, friends and sometimes, unbeknownst to you, anonymous employers and listeners. Thanking a company for their excellent customer service spreads positivity, but ranting about having to work late twice in one week for your employer does not and clearly could be seen as a negative message.

The Importance of Mentors

What is mentoring? Mentoring is a powerful, personal development and empowerment tool that can help students explore career paths and new ideas as well as provide general guidance in a supportive, professional relationship. It is a chance to look more closely at yourself; assessing your personal and professional goals and what you want out of life.