



Undergraduate Program

Mahidol University International College

Course Title The Creative Job Search

Course Code ICIR 343

Division Social Science

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TQF 3 Course Specifications

Section 1 General Information

1. Course code and course title

Thai ICIR ๓๔๓ การค้นหาหางานอย่างสร้างสรรค์

English ICIR 343 The Creative Job Search

2. Number of credits 4 (4-0-8)

3. Program and type of subject

3.1 Program Undergraduate Degree (International Program)

3.2 Type of Subject Major requirement

4. Course Coordinator and Course Lecturer

4.1 Course Coordinator William J. Jones

4.2 Course Lecturer TBA

5. Trimester/ Year of Study

5.1 Trimester As stipulated in annual Social Science Division course schedule

5.2 Course Capacity Approximately 40 students

6. Pre-requisite N/A

7. Co-requisites N/A

8. Venue of Study MUIC

9. Date of Latest Revision

Date 1 Month January Year 2018



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## Section 2 Goals and Objectives

### 1. Course Goals

Students will be able to understand and apply the basic principles of an informed and effective search for employment after graduation. Students will be able to maximize their performance at every stage of the application process, enhancing their prospects of successful recruitment to rewarding and appropriate work.

### 2. Objectives of Course Development/Revision

#### 2.1 Course Objectives

To equip students to make informed choices about their future employment goals, and to plan effectively to achieve them.

#### 2.2 Course-level Learning Outcomes: CLOs

By the end of the course, students will be able to (CLOs)

1. CLO1 Be able to understand the nature of the job market, how this is changing, and recruiter/employer expectations in it
2. CLO2 Be able to understand how to find, and apply effectively for, employment opportunities
3. CLO3 Be able to understand the principles of personal brand and impact, and implement them effectively
4. CLO4 Be able to evaluate and analyze application experience and feed it back into enhanced performance



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Section 3 Course Management

1. Course Description

(Thai) หางานอย่างไร การสร้างประวัติส่วนตัว (CV) การสร้างแบรนด์ส่วนบุคคล การเตรียมความพร้อม การสัมภาษณ์งานอย่างมีประสิทธิภาพ อธิบายถึงวิธีการประเมินประสบการณ์การทำงาน นักเรียนจะประเมิน จัดหาและประเมินวิธีการและวิธีการหางานในตลาดที่มีการแข่งขัน

(English) How to find a job; create a CV; personal branding; prepare; perform effectively for interviews. Explains how to evaluate the application experience. Students will assess; arrange; appraise methods and means to find jobs in a competitive marketplace.

2. Credit hours per trimester

Lecture (Hour(s))	Laboratory/field trip/internship (Hour(s))	Self-study (Hour(s))
48	0	96

3. Number of hours that the lecturer provides individual counseling and guidance.

- 4 hours/week
- Students could make requests for appointments whenever necessary.



Section 4 Development of Students' Learning Outcome

1. Short summary on the knowledge or skills that the course intends to develop in students (CLOs)

By the end of the course, students will be able to

1. CLO1 Be able to understand the nature of the job market, how this is changing, and recruiter/employer expectations in it
2. CLO2 Be able to understand how to find, and apply effectively for, employment opportunities
3. CLO3 Be able to understand the principles of personal brand and impact, and implement them effectively
4. CLO4 Be able to evaluate and analyze application experience and feed it back into enhanced performance

2. Teaching methods for developing the knowledge or skills specified in item 1 and evaluation methods of the course learning outcomes

Course Code	Teaching methods	Evaluation Methods
CLO1	Powerpoint, Lecture, invited speaker, small group work	Class participation, written exercise (letter)
CLO2	Powerpoint, Lecture, invited speaker, small group work	Mock interview, written exercise (CV)
CLO3	Powerpoint, Lecture, invited speaker, small group work	Written exercise (brand statement,) class participation
CLO4	Powerpoint, Lecture, invited speaker, small group work Class participation, written exercise	Class participation



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Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topic	Number of Hours		Teaching Activities/ Media	Lecturer
		Lecture Hours	Lab/Field Trip/Interns hip Hours		
1	Introduction: What do you want to do? Reflecting on your goals	4	0	Powerpoint, small group work	TBA
2	What is the job market? Myths & Realities	4	0	Powerpoint, small group work	TBA
3	Identifying opportunities: using resources and contacts	4	0	Powerpoint, small group work	TBA
4	Who are you? Thinking about personal brand	4	0	Powerpoint, small group work, case studies	TBA
5	Developing your brand (class exercise)	4	0	Powerpoint, small group work	TBA
6	Applying for a job: letter, CV, phone calls	4	0	Powerpoint, small group work	TBA
7	Personal impact	4	0	Powerpoint, small group work, case studies	TBA
8	Preparing for interviews	4	0	Powerpoint, small group work, case studies	TBA
9	Interview practice (1)	4	0	Powerpoint, small group work, case studies	TBA



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10	Interview practice (2)	4	0	Powerpoint, small group work, case studies	TBA
11	A Recruiter perspective (invited talk)	4	0	Powerpoint, small group work	TBA
12	Learning from experience; review and conclusions	4	0	Powerpoint, small group work	TBA
	Total	48	0		

2. Plan for Assessing Course Learning Outcomes

2.1 Assessing and Evaluating Learning Achievement

a. Formative Assessment

Class participation 40%

Written exercises 40%

Mock interview 20%

b. Summative Assessment

(1) Tools and Percentage Weight in Assessment and Evaluation

Learning Outcomes	Assessment Methods	Assessment Ratio (Percentage)	
CLO1 Be able to understand the nature of the job market, how this is changing, and recruiter/employer expectations in it	Class participation	10	20
	Written exercises	10	
CLO2 Be able to understand how to find, and apply effectively for, employment	Class participation	10	25
	Written exercises	15	



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opportunities			
CLO3 Be able to understand the principles of personal brand and impact, and implement them effectively	Class participation	10	25
	Written exercises	15	
CLO4 Be able to evaluate and analyze application experience and feed it back into enhanced performance	Class participation	10	30
	Mock interview	20	
Total			100

(2) Grading System

Grade	Achievement	Final score (% range)
A	Excellent	90-100
B+	Very Good	85-89
B	Good	80-84
C+	Fairly Good	75-79
C	Fair	70-74
D+	Poor	65-69
D	Very Poor	60-64
F	Fail	Less than 60

(3) Re-examination (If course lecturer allows to have re-examination)

N/A - (Not applicable with MUIC)

3. Student Appeals



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Section 6 Teaching Materials and Resources

1. Textbooks and/or other documents/materials
  1. Richard Bolles, What Color is Your Parachute? (Ten Speed Press)
  2. Bangkok Post series of articles on HR issues; additional related articles
  3. <http://www.parachutebook.com>
  
2. Recommended textbooks and/or other documents/materials
  
3. Other Resources (If any)

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Section 7 Evaluation and Improvement of Course Management

1. Strategies for evaluating course effectiveness by students  
Written examinations and group presentation
2. Strategies for evaluating teaching methods  
Student feedback, course evaluation, peer evaluation
3. Improvement of teaching methods  
Student feedback, course evaluation, peer evaluation
4. Verification process for evaluating students' standard achievement outcomes in the course  
Written examinations and group presentation
5. Review and plan for improving the effectiveness of the course  
Student feedback, course evaluation, peer evaluation





Appendix

Alignment between Courses and Program

Table 1 The relationship between course and Program Learning Outcomes (PLOs)

The Creative Job Search	Program Learning Outcomes (PLOs)						
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
ICIR 343	✓		✓	✓	✓	✓	✓

Note: Indicate the level of CLOs by letter I, R, P or M. Using the information as shown in the Curriculum Mapping of TQF2

Table 2 The relationship between CLOs and PLOs

ICIR 343	Program Learning Outcomes (PLOs)						
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1 Be able to understand the nature of the job market, how this is changing, and recruiter/employer expectations in it	✓					✓	✓



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<p>CLO2 Be able to understand how to find, and apply effectively for, employment opportunities</p>			<p>✓</p>		<p>✓</p>	<p>✓</p>	<p>✓</p>
<p>CLO3 Be able to understand the principles of personal brand and impact, and implement them effectively</p>			<p>✓</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>	
<p>CLO4 Be able to evaluate and analyze application experience and feed it back into enhanced performance</p>			<p>✓</p>	<p>✓</p>	<p>✓</p>	<p>✓</p>	



Table 3 The description of PLOs and Sub Los of the course

PLOs	Sub PLOs
PLO1 Graduates will be able to describe and explain key features of and issues concerning the current world order, with particular attention to the Asia-Pacific region, using appropriate terminology	1.1 demonstrate an understanding of the principles upon International Relations and the Asia-Pacific region are built
	1.2 identify the national & global challenges associated with current economic, political, and social systems
	3.1 connect, synthesize and/or transform ideas or solutions within a particular framework
PLO2 Graduates will be able to discuss and apply major theories, approaches and methodologies in the field of international relations and global affairs in order to analyze the current world order and how it has evolved over time	1.1 demonstrate an understanding of the principles upon International Relations and the Asia-Pacific region are built
	1.2 identify the national & global challenges associated with current economic, political, and social systems
	2.2 collect, analyse, synthesize data, & evaluate information and ideas from multiple sources relevant to issues/problems
	3.1 connect, synthesize and/or transform ideas or solutions within a particular framework
PLO3 Graduates will be proficient readers who are able to locate, evaluate, analyze and	3.1 connect, synthesize and/or transform ideas or solutions within a particular



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<p>synthesize different forms of data and source materials relevant to international relations and global affairs</p>	framework
	3.2 integrate alternative, divergent, or contradictory perspectives or ideas in the solution of a problem or question
	3.3 make judgment & decision through correct analysis, inferences, and evaluations on multiple perspectives
	4.1 collect, analyse, synthesize data, & evaluate information and ideas from multiple sources relevant to issues/problem
<p>PLO4 Graduates will be able to develop and present arguments about and solutions to issues in international relations and global affairs using written, oral and/or visual forms; in doing so they will consider different perspectives, show respect for evidence, and engage in constructive debate</p>	2.3 synthesize information to arrive at logical reasoning
	3.2 integrate alternative, divergent, or contradictory perspectives or ideas in the solution of a problem or question
	4.3 prepare a purposeful oral presentation designed to increase knowledge, to foster understanding, or to promote change in the listeners' attitudes, values, beliefs, or behaviors
<p>PLO5 Graduates will demonstrate knowledge of and respect for cultural differences, particularly in the Thai context, and be able to work in culturally diverse groups effectively</p>	7.3 apply principle of ethical leadership, collaborative engagement, and respect diversity
	5.2 exhibit characteristics of responsible citizenship
<p>PLO6 Graduates will document, reflect upon and set goals for their learning; they will seek</p>	5.3 work effectively in diverse team (and multi-cultural settings)
	6.1 Create an original explanation or solution to the issues/problems



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to achieve these goals through acquiring in-depth knowledge and new skills, and will be able to adjust their approaches to learning and their goals based on their experiences	6.2 articulate the rationale for & consequences of his/her solution- identify opportunities & risk
	6.3 implement innovation through process management approach
PLO7 Graduates will demonstrate knowledge of internationally recognized ethical standards and apply principles of ethical reasoning to decision-making, civic engagement, and research, consistently crediting the work of others	7.1 identify ethical issues and recognize different viewpoint and ideologies
	7.3 apply principle of ethical leadership, collaborative engagement, and respect diversity