

## SYLLABUS

### Faculty of Arts and Sciences

Course Code	Course Title	Credits	ECTS Value	
RKT 102	Career Planning	(1-0-0)	2	
<b>Prerequisite Courses:</b>	None			
<b>Course Language:</b>	English - Turkish	<b>Course Delivery Mode:</b>	Online	
<b>Course Type and Level:</b>	Compulsory / Undergraduate / 1st Year / Spring Semester			
<b>Instructor's Title, Name, and Surname</b>		<b>Course Hours</b>	<b>Office Hours</b>	
Assist. Prof. Dr. Mustafa Kartal ÇELİKAY		Monday 11:40-12:20	Wednesday 10:00 – 11:00 ve 13:30 - 14:30	
<b>Course Coordinator:</b>		Assist. Prof. Dr. Mustafa Kartal ÇELİKAY		
<b>Course Objectives</b>				
<b>Course Learning Outcomes</b>	The aim of this course is to support students in identifying their career goals, creating professional resumes (CVs), and writing effective cover letters. The course also aims to develop essential competencies for success in professional and academic life, such as interview techniques, time management, stress management, and professional networking (LinkedIn).		<b>Relations</b>	
			Program Outcomes	Net Contribution
	1	Defines the concept of career planning and creates a personal career roadmap.	9	5
	2	Prepares a professional CV (Resume) in accordance with the expectations of the business world.	9, 12	5, 4
	3	Writes a persuasive Cover Letter / Statement of Purpose tailored to the specific position.	9, 12	5, 4
	4	Analyzes interview techniques (such as the STAR technique) and prepares for job interviews.	11	5
	5	Comprehends the importance of professional networking and the use of LinkedIn.	11, 12	4, 5
6	Distinguishes fundamental professional competencies such as business ethics and time management.	10	5	
<b>Course Content:</b>	This course covers theoretical and practical studies aimed at helping university students gain career awareness and prepare for professional life. The core content includes discovering personal skills, setting career goals, preparing professional CVs, and writing effective cover letters. Additionally, the course covers essential skills such as interview techniques, professional networking, business ethics, time management, and stress management.			
<b>Course Schedule (Weekly Plan)</b>				
<b>Week</b>	<b>Topic</b>	<b>Preparation</b>	<b>Teaching Methods and Techniques</b>	
1	Introduction: What is Career Planning?	Reading the relevant sources about the course	Online Lecture, Q&A	
2	Self-Assessment: Skills, Interests, and Values	Researching personality inventories	Online Lecture, Discussion	
3	<b>CV</b> Preparation Techniques: Content, Format, and ATS Compliance	Reviewing CV examples from different sectors	Online Lecture, Case Study	
4	"Yetenek Kapısı" & Career Centers: Registration and Usage	Logging into the Talent Gate portal	Demonstration, Online Lecture	

5	Professional Networking and LinkedIn	Creating or updating a LinkedIn profile	Online Lecture, Virtual Tour
6	Time Management: Planning, Prioritization, and Productivity	Researching techniques like Pomodoro	Online Lecture, Individual Study
7	Midterm Project (CV) Briefing and Q&A	Drafting a CV	Q&A, Mentoring
8	Midterm Exam	Final checks on CV	Assignment Submission
9	Midterm Exam	Final checks on CV	Assignment Submission
10	Cover Letter Writing Techniques: Purpose and Structure	Finding a relevant job/internship posting	Online Lecture, Text Analysis
11	Interview Techniques: Preparation, Process, and STAR Method	Reviewing common interview questions	Online Lecture, Video Analysis
12	Stress Management: Coping with Anxiety and Motivation	Researching breathing exercises	Online Lecture, Brainstorming
13	Effective Communication and Body Language in Business	Watching effective communication videos	Online Lecture, Case Study
14	Entrepreneurship and Future of Work	Researching the entrepreneurship ecosystem	Online Lecture
15	Business Ethics and Professional Responsibilities	Reading ethical case studies	Online Lecture, Discussion
16	Semester Review and Final Project Support	Drafting the Cover Letter	General Review, Q&A
17	Final Exam	Final checks on Cover Letter	Assignment Submission
18	Final Exam	Final checks on Cover Letter	Assignment Submission

#### Course Resources

**Textbook:**

There is no specific textbook for this course.

**Recommended References:**

[www.cag.edu.tr](http://www.cag.edu.tr)  
[www.linkedin.com](http://www.linkedin.com)  
<https://yetenekkapisi.gov.tr/>  
<https://einsan.gov.tr/>  
 Etkili İnsanların 7 Alışkanlığı (Stephen R. Covey)

#### Course Assessment and Evaluation

Activities	Number	Percentile	Notes
Midterm Exam	1	50%	Students prepare and submit a professional CV based on the guidelines.
Final Exam	1	50%	Students write a tailored Cover Letter for a specific job posting.

#### ECTS Table

Content	Number	Hours	Total
Course Duration	14	1	14
Out-of-Class Study	14	2	28
Midterm Project (CV Preparation)	1	9	9
Final Project (Cover Letter Writing)	1	9	9
<b>Total:</b>			60
<b>Total / 30:</b>			60 / 30 =2
<b>ECTS Credit:</b>			2