



Career Readiness Microcredential

The MBKU Career Readiness Microcredential program is open to any interested MBKU student looking to prepare for post-graduate professional life. It is designed for students who want to make targeted personal development efforts in several different competency areas. There is no application process for this program; however, students participating must be in good academic standing. Interested students may begin completing requirements at any time. All requirements are completed over the course of the entire academic program (2-4 years). Exceptions will not be made for students starting the certificate later in their academic program.

The Career Readiness Microcredential is open to any interested MBKU student looking to prepare for post-graduate professional life. Students who have fulfilled program requirements are awarded with a certificate of completion at their Graduation Awards event, presented with a Career Readiness pin to wear at Commencement, their name designated in their Commencement ceremony program, and receive a digital completion badge. The digital badges may be displayed as part of their email signature and any personal social media account. **The deadline to have everything completed is at least 8 weeks before your commencement ceremony.**

Microcredential Goals

The program is designed to teach students to:

1. Stress the importance of professional affiliations and networking skills to build a strong professional foundation.
2. Teach and strengthen a variety of “soft” skills including professional branding, negotiating, interviewing, networking and communication.
3. Practice professional etiquette and networking skills with classmates and future colleagues.
4. Encourage structured time to craft and refine documents/tools for the residency and/or professional job search process (e.g. resume, cover letter, social media accounts).
5. Foster personal and professional development by helping students identify and strengthen those skills which will support their success in their chosen field.

Program Components

There is no application process for this program; however, it is assumed that students on Academic Warning or Probation and/or Professional Warning or Probation focus their efforts solely on regaining “Good Standing” status.

Interested students may begin completing requirements at any time. The Microcredential begins with the self-assessment and ends with the final assessment.

Assignments

- Complete and submit the Career Readiness Microcredential Self-Assessment
- Watch the “Resumes & CVs” video
 - Review the additional content in the “Resources (Resumes & CVs)” folder
 - Develop, fine-tune and submit a complete current resume

- Watch the “The Lost Art of the Cover Letter” video
 - Review the additional content in the “Resources (Cover Letters)” folder
 - Develop, fine-tune and submit a cover letter for your ideal post-graduate position/job
- Watch the “Building & Maintaining a Professional Brand” video
 - Review the additional content in the “Resources (Professional Brand)” folder
 - Go through and complete the “Creating a Personal Brand Workbook”
 - Complete and submit the “Personal Brand Vision Guide” worksheet
- Watch the “More Than Just Autocorrect – Communication for Professionals” video
 - Review the additional content in the “Resources (Communication)” folder
 - Prepare, record and submit a 5-10 minute professional speech on a topic of choice
- Watch the “Common Networking Mistakes” video
 - Review the additional content in the “Resources (Networking)” folder
 - Attend a networking event. It may be attached to a conference, workshop or other professional seminar but it must be a specifically-stated “networking” event.
 - Afterward, write and submit a 1-2 page reflection paper discussing:
 1. Networking tips you learned from the module video (and resources, if applicable)
 2. How you implemented what you learned at the networking event
 3. Your overall experience and how you plan to weave networking into your long-term career development plan
- Watch the “How to Nail the Interview (and Other Job Search Tips)” video
 - Review the additional content in the “Resources (Interviewing)” folder
 - Complete and submit the “Interview Question Responses” worksheet
- Watch the “You Can Do It – Negotiating Your Worth” video
 - Review the additional content in the “Resources (Negotiating)” folder
 - Interview a salesperson or other solicitor regarding their personal negotiation strategies. They may be someone you know, someone you find on LinkedIn or a random solicitor who calls your phone number. If you want to go above and beyond, have them role play a negotiation scenario with you.
 - Afterward, write and submit a 1-2 page reflection paper discussing:
 1. Negotiation tips you learned from the module video (and resources, if applicable)
 2. A summary of your interview/role play experience and what you learned
 3. How you plan to incorporate what you learned into your negotiation strategy

Attend the MBKU Career Symposium | Attendance is required at this event at least once. It is usually offered annually in the summer. If not offered, attendance at a comparable event/meeting may be accepted. Approval by University Student Affairs is required if attending a different event.

Final Assessment | Once all assignments have been completed and submitted, complete the Microcredential final assessment.

All requirements must be complete at least 8 weeks prior to your commencement ceremony.