CLASS 3: Career Analysis 100 pts +   
P.A.R.T.S. of a solution/Intro to Analysis

--no warmup quiz today --

**1)ASSESSMENT RESULTS  
So we need at least an \_\_\_\_ to not have TWO weeks of grammar  
Assessment results (as a group): ???**

2)Analysis Breakdown: Career Goals for a SPECIFIC profession DUE NEXT THURSDAY 9/6 100 pts  
 (70pts breakdown quality + 30pts summary of analysis essay)

This is a tracker sheet for an analysis breakdown related to career. Follow the instructions; enter answers directly in space provided or enter digitally and email back. **If you have completely no idea of a possible career**, choose one after a visit to career services:  
A)Firefighter  
B)Locksmith   
C)stock broker

I. Initial Research: 5 things done by those in this career

1)Go to [www.mymajors.com](http://www.mymajors.com)   
2)Choose ‘Careers’ option on top bar.

3)Enter a career (golfer, supply chain analyst, skate boarder etc). if necessary find something close, from suggested careers.

4)From the results, click on a link/ entry for 'job and career' information

5)Look at the 'what they do, ' results (if button says ‘click for more’, do so).

6)**Choose 5 ‘what they do’** that strike you as important or that you didn't know.   
For each, translate into plain English that anyone could understand. Ask someone, use google, etc, to find meaning.

**Example:**

0a) What they do: “Implement new or improved supply chain processes”

0b) In plain English “means Find a new way to better connect between business-to-business”

1a)What they do:

1b) In Plain English this means:

2a)What they do:

2b) In Plain English this means:

3a)What they do:

3b) In Plain English this means:

4a)What they do:

4b) In Plain English this means:

5A)What they do:

5b) In Plain English this means:

II. Sample Majors

1)For your mymajors.com choice, click on the ‘Education’ tab

2)List 1-3 majors that usually lead to that career. If there are no majors, list **why** you think this is.

MAJOR: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ MAJOR:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ MAJOR:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

III. Typical Skills:

1)Choose 5 things from SKILLS tab that you found interesting/surprised you. How can/have you learned each of these skills?

2)For EACH SKILL, list what you worry could prevent you from acquiring this skill.

**1)SKILL 1:**

**Worry or risk:**

2)SKILL 2:

**Worry or risk:**

3)SKILL 3:

**Worry or risk:**

4)SKILL 4:

**Worry or risk:**

5)SKILL 5:

**Worry or risk:**

IV. WAGES:

1a)List the Median annual wage, 1b)hourly wage, and 1c) total # employed in this field in the U.S.

V. DEEP RESEARCH: Find a job posting

1)FIND A JOB POSTING for your profession that really looks interesting if you were qualified in 3+ years (try monster.com, or google "<career name here> wanted ads", or use job search engine of your choice).

2)**PRINT or COPY the job posting and staple to this document**/ paste into this section if sending assignment by email.

3)IF possible, look up 5 words you didn't know the definition of (for example workflow, asynchronous communication, etc)

**WRITE 5 VOCABULARY here:**

4)List 5 skills from the ad for gap analysis (that you would hope to meet/skills you don't have yet).

How might you meet each (doing what job? Taking what course? From what club or association)?

**4a)JOB POST SKILL 1 + how you will meet/add that skill:**

**4b)JOB POST SKILL 2 + how you will meet/add that skill:**

**4c)JOB POST SKILL 3 + how you will meet/add that skill:**

**4d)JOB POST SKILL 4 + how you will meet/add that skill:**

**4e)JOB POST SKILL 5 + how you will meet/add that skill:**

VI. ACADEMIC PLANNER:

~~1)Print out the year academic planner from Buffalo State University~~ [~~http://advising.buffalo.edu/help/pdfs/4yearplanning.pdf~~](http://advising.buffalo.edu/help/pdfs/4yearplanning.pdf)

GOOGLE: ‘plan 4 years college’

**2)List three things** you think you might do from this list at the appropriate time. Why and HOW would you go about doing each of these 3?

VII. Write a Career plan Analysis as a 1-2 page 5 paragraph essay

**On a separate paper or attached as a document…**

Write a 1-2 page 5 paragraph essay following the model of page 7 of this full sample career plan analysis:

<http://www.newclassroom.com/careersample.pdf>

First para starts with: "The primary career I hope to have is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. See the example for rest….

2nd para: The most important job skills include ..... See the example; list at least 5.

3rd para: The things I will need to focus most upon to get to this position are .... See the example; list at least 2-3.

4th para: Greatest risks for me becoming a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(list 3). <Tell in 1-2 sentences, for each risk, why you are worried about these issues.

5th para: <list 5 things> are why I would perfect in this profession, specifically working as a \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**CAREER SERVICES EXTRA CREDIT or OPTION B:   
SELFIE and 10-15 minutes visit at Career Services sent to** [**Miguel.fernandez@cgc.edu**](mailto:Miguel.fernandez@cgc.edu)

**for EITHER 3 pts of extra credit   
OR… if at least 20/25 students do this…reduce 200 pt final paper research paper from 8 arguments to 7 arguments if done along with an inclass ‘brainstorm’ activity on**

**BY DUE DATE: THURS 9/6 11 pm**

**PARTS approach to business situations and ideas**

3)APPLY PARTS approach before you ANSWER or do anything of considerable consequence (why? The fact that in business, it’s one shot / no drafts)

P(roblem): IDENTIFY What’s the real Problem and subtext

Analysis: take problem apart, ID the potential audience(s), be careful of blind spots (risks)

R(esearch) : research also includes polling market, staff, coworkers, brainstorming etc

T(hesis): Your solution or take on a problem

S(olution): detailed with examples and troubleshooting (counterarguments) + right for specific audience (can be a pitch, a paper, a business plan, a presentation, a youtube video, etc)

**3B)SAMPLE PARTS for APP for V.K.s business:   
SAMPLE Business pitch question: How do you capture and share a once in a lifetime vacation?**

**Your company has envisioned and created a prototype one-stop technology-and-app driven unique multimedia/social media shareable/ repository for memories and experiences created on expensive longer vacations, ready for license by cruise lines, excursions, hotels, etc. You are almost out of venture capital and need to ‘sell’ to a major client.**

**HEY YOU STUDENTS: WHAT ARE THE P.A.R.T.S? to this new business service?**

**3C)Demo the VICTOR presentation**

**4)HW 1: AUDIENCE, CUSTOMER SERVICE vs TOLERANCE, DUE TUESDAY**

**ENG101 HW 1: THINK & ANALYZE AUDIENCE 🡪 Commercial solution**

BACKGROUND:  
 Jours Apres Lunes, a French line of lingerie for tiny tots to teens, is raising eyebrows over its depictions of little girls all dolled up in kiddie bras and underwear, reports [Fashionista](http://fashionista.com/2011/08/new-french-lingerie-line-jours-apres-lunes-is-for-girls-ages-four-through-12-does-it-cross-the-line/).  
 The little girls who model the Fille ‘**LINGERIE’** collection aimed at 4-to12-year-olds, wear makeup and sunglasses, aping poses of models four and five times their age. Conversely, an older model, posing for the Femme collection, clutches a teddy bear.  
 Jours Apres Lunes, which translates into "Days after Moons" is the brainchild of Sophie Morin, a longtime lingerie designer, according to the website, which says her goal was to borrow from adult lingerie trends to create underwear for toddlers to adolescents.   
  
<http://fashionista.com/2011/08/new-french-lingerie-line-jours-apres-lunes-is-for-girls-ages-four-through-12-does-it-cross-the-line/>

or shortcut: <http://www.newclassroom.com/101hw1.htm>

YOUR Sample Scenario :

**You’re up for a promotion, and unlucky for you, marketing has a test to see if you should get it.**French “Loungewear” designer line Jours Apres Lunes has begun their contract with the chain of American “Bullseye” stores. Their adult products are very profitable to Bullseye stores, and they know it: the French design company considers it a deal breaker if Bullseye doesn’t promote their newest design, an idea by by the company’s ‘creative’ spouse, which is lingerie for kids. As a referral from the Bullseye Children’s Clothing Purchasing VP, you have been given the chance to pitch one commercial for the campaign for the Southwest US (Arizona, Texas, New Mexico ‘audience’). It will air during the Fall back to school timeslots, on TV and in demo TVs in children’s underwear section.

THE PLAYERS:   
The French company believes the original ads with kids in adult poses should be fine as is

The VP of Children’s Clothing wants to make sure the kid lingerie commercial is suitable for Southwest Bullseye customers – and now it’s your name attached to the campaign pitch: it’s your job on the line to balance everyone’s interests, offend no one, keep the client, and get the commercial designed.

HW1: ANSWER THIS: (link found on newclassroom.com)

1)Your biggest problem in a commercial for this is: (‘P’)

2)What are 3 risks (problems) of the commercial for Jours Apres Lunes’ “Kid   
 Lingerie” that you have been tasked to develop for Bullseye stores? (‘A”)

(‘TS’)

3) On a piece of paper (or back of this sheet), summarize in just a few detailed descriptive sentences (but not more than 1 paragraph) how your actual commercial could look with MINIMAL risk/damage to the Bullseye customer/brand …. (On Thurs, we’ll walk through a volunteer or two)

NEXT CLASS:

**READ FOR QUIZ next class (ETHICS/INTEGRITY)**

**Should companies be required to immediately report customer hacks?**<https://www.scu.edu/ethics/focus-areas/business-ethics/resources/handling-hacking/>

END

**HAND IN HW1 end of class or email by 11:59pm**

**ASSESSMENT CLASS AVERAGE: 91.18** 🡪 minimal grammar review (integrated)

**Newclassroom.com and your id#** (attendance sheet)

6998 and 0003

**Volunteer to discuss HW1: The ‘kid lingerie’ commercial dilemma  
Solution ‘commercials’:**

What’s the problem?  
What’s the analysis/things at play?

What could you research?  
What’s the sell – the thesis – the goal – the pitch?

**CLASS is SAFE SPACE: TOLERANCE is the minimum goal, not necessarily that we all love each other’s differences**

1. **What is Critical Thinking?:**  
   “Critical thinking involves a mode of thinking about any subject, content, or problem in which the thinker improves the quality of his or her thinking by skillfully taking charge of each step in the process of thinking and the conclusions reached as a result of that thinking (Richard Paul, Foundation for Critical Thinking,

[**www.criticalthinking.org**](http://www.criticalthinking.org)).

The bottom line is that you must be aware of your own thoughts and how they affect your conclusions. How can you do things better? How can you be more efficient? How can you be more precise and rigorous against opposition?

**Why do you need to be able to do DEEP LOOK via P.A.R.T.S. steps?**

Real life doesn’t have a quick direct question-and-answer! It has scenarios

**I. Steps for [Critical Thinking a]Solution (of anything): find P.A.R.T.=S. to get a solution**

1. **Problem:**

**WHAT is the apparent problem and REAL question/problem:** What is the REAL question/the goal/the purpose/what are you try to prove or solve?   
Be aware of SUBTEXT…the motives and ‘side effects’ of the problem…  
eg Hiring Committee mistake…Where do you see yourself in five years? Real purpose was to filter out… example 2: lawyer: ‘how often do you beat children’

***A****. Sample find the Problem*:

**a)Iphone vs Android:** Which should you buy?

Which should you buy for someone with a mac book and Ipad?

Which should you buy your 80 year old relative?

Now what if…\*\*\*You are contracting for your company: ten for executives + 300 for salespeople who’s job function depends on phone access?\*\*\*

b)Sample Find the problem:

Manager: I am sitting here in front of the computer and a fly got trapped here somehow. There’s this one fly driving me crazy. I keep trying to hit him with this newspaper, but he gets away every time. No, I don’t want your help. It’s personal now: I’m going to get him, even if I get no work done. I have an appointment coming up. I’m going to send you if I don’t catch this fly. It’s just to deliver some bad news to the VP, so I wasn’t looking forward to it anyway. I’ll email you the presentation in a few minutes. You can go in my place. You can figure it out as you present. Meetings in twenty minutes.

What’s the apparent/superficial problem?? What’s the REAL problem?

\*You just exercised analysis (specifically compare and contrast);

\*You just used Critical Thinking

1. **Analysis: Actions/Arguments are each steps towards solution/thesis**: Think/brainstorm and Identify the most common issues/risks/beliefs for your ‘thesis’/ solution as arguments/impressions/opinions/and troubleshoots. These are the STEPS towards your solution or action plan. In an essay, each argument is its own paragraph or chapter.

*B. What is Analysis?* **: Taking apart everything related to the problem=steps**

**(possible pro and con of the problem + outside factors [eg audience, use, cost, time, etc]**

“An *analysis* is an argument in which you study the parts of something to understand how it works, what it means, or why it might be significant. The writer of an analysis uses an analytical tool: a *principle* or *definition (THESIS)* on the basis of which an object, an event, or a behavior can be divided into parts and examined. (Writing and Reading Across the Curriculum, 11th ed)

EXAMPLES of ANALYSIS

***Academic Writing***

**Experimental and lab reports** analyze the meaning or implications of the study results in the Discussion section.

**Research papers** analyze information in sources or apply theories to material

being reported.

**Process analyses** break down the steps or stages involved in completing a

process.

**Literary analyses** examine characterization, plot, imagery, or other elements

in works of literature.

**Essay exams** demonstrate understanding of course material by analyzing

data using course concepts.

***Workplace Writing***

**Grant proposals** analyze the issues you seek funding for in order to

address them.E FIND WRITTEN ANALYSES?

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products, materials, and the like.

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symptoms and possible options.

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precedents and apply legal rulings and precedents to new situations.

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social service, advertising, or business case.

**MOST COMMON FAILURE OF AN ANALYSIS**:  
Presenting a summary.  
Missing blind spots (“Apple fanboy”)  
Easily defeated arguments or actions that have more problems than benefit.

Crappy research data/details/research.

1. **RESEARCH:** Research and Identify the expert knowledge/the quotes for or against your arguments/steps towards your solution. What is the evidence, the data, common belief, the most common praise or complaints for each argument/step? Bias of sources?
2. **THESIS/Target:** Propose, from your POV, an answer or approach: this is your THESIS. Has to take a stance/action. Go to college; try a career. Can’t be general/free of risk. Be careful in wording. You are responsible for proving, doing, everything you say you will.
3. **Solution:** **How your Goals are met and some Outcomes achieved, through demands, actions, and what is actually delivered.**The presentation, paper, proposal, bid, action: Present with interesting, accurate details and images appropriate for your audience. Make sure it leverages arguments supported by research to support Thesis and doesn’t go off topic/off question!

SO WHY ARE YOU GOING TO COLLEGE vs Fears/RISK?

SO HOW many people are 100% sure that college is the right place to be right now? How many are 75% sure? How many 50%? Less?

**Discuss:**

A)Apparent Problem: Is college worth your investment (money, dreams, choice, etc) & Time?

A)**REAL PROBLEM:** College can't promise your dreams are going to come true. College Can't even promise you a job. I was first generation college so I assumed, hey, I just have to pick a major, finish my degree, and I have my job. UH NOPE.

B&C)**Analysis & Research:** College a waste of time ?   
<http://www.youtube.com/watch?v=uT2mbPBhu0I> until 1:40

Degree a waste of time? at 1:49-3:23

<https://www.youtube.com/watch?feature=player_detailpage&v=RIva2she5HQ#t=109>

Outliers by Malcolm Gladwell: 10,000 hours

Is your interest secondary to your ‘managers and the agendas of others?’: [“sees that Duke University has assigned "Fun Home" as required reading for incoming freshmen; if there is a better metaphor for the state of higher education than functionally illiterate teenagers going into decades of debt to read comic books by mental patients, I don’t know what it is”] Heard story on news? Read description:  
<http://www.amazon.com/Fun-Home-Tragicomic-Alison-Bechdel/dp/0618871713/ref=sr_1_1?s=books&ie=UTF8&qid=1440452159&sr=1-1&keywords=funhouse>

BUT….

\*\*

SUMMARY:

D)**THESIS/Target:** Propose, from your POV, an answer or approach: this is your THESIS. Has to take a stance/action. Go to college w/plan; try a career. Can’t be general/free of risk. Be careful in wording. You are responsible for proving, doing, everything you say you will.

THESIS: How you will meet GOALS + OUTCOMES: “Being college educated is about making your time more valuable and productive”

E)SOLUTION: Go to college and prove it worthwhile! Write a plan!

**Solution:** **How your Goals are met and some Outcomes achieved, through demands, actions, and what is actually delivered.**The presentation, paper, proposal, bid, action: Present with interesting, accurate details and images appropriate for your audience. Make sure it leverages arguments supported by research to support Thesis and doesn’t go off topic/off question!

**That’s College. WHAT ABOUT CAREER CHOICE?**

Apparent Problem: Is your career worth your investment & Time?

**HW 2 and Analysis ESSAY**

**HW2: Handout DUE THURSDAY**

1)Imagine a career you are interested in.

2)Look up a job posting online (monster.com, jobs.com etc)   
3)Can be general or specific (nurse vs pediatric nurse).

\*4)**List 5 skills, functions or qualities** the job posting says are necessary.

\*5)Under each, **translate for yourself** what you think each skill/quality means.

**For example**: Software Engineer posting at Banner Hospital:  
<http://www.newclassroom.com/Banner_job_description.pdf>

**Function**: ‘Supports and practices established change control standards’  
**Means:** uses software to force users in hospital to comply with changes in laws and practices

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**Should companies be required to immediately report customer hacks?**<https://www.scu.edu/ethics/focus-areas/business-ethics/resources/handling-hacking/>

**ANALYSIS ESSAY DUE: THURS 9/20 T:**

**READ FOR QUIZ ON THURSDAY (ETHICS/INTEGRITY)**

**Should companies be required to immediately report customer hacks?**[**http://www.scu.edu/r/ethics-center/ethicsblog/business-ethics-news/15517/CYBER-ATTACKS:-Should-Companies-Admit-They've-Been-Hacked**](http://www.scu.edu/r/ethics-center/ethicsblog/business-ethics-news/15517/CYBER-ATTACKS:-Should-Companies-Admit-They've-Been-Hacked)**?**

**END**

**Why do you need to be able to do Analysis via PARTS steps?**

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70-100 Solutions Architecture exam

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T(hesis): Your solution or take on a problem

S(olution): detailed with examples and troubleshooting (counterarguments) + right for audience

IV. Give out ANALYSIS ESSAY: **Breakdown for career**

Show sample: [www.newclassroom.com/Analysis\_Breakdown\_essay\_AEXAMPLE.pdf](http://www.newclassroom.com/Analysis_Breakdown_essay_AEXAMPLE.pdf)

Preview of next class on Audience:

**#2: Tea for High Blood Pressure** [**http://www.youtube.com/watch?v=Q0r6LfjMYRE**](http://www.youtube.com/watch?v=Q0r6LfjMYRE)

What fails here to work for U.S.A?

FOR QUIZ NEXT CLASS….:

Read **Understanding China’s Middle Class: 202-208**