



**IOBTC 2016 at  
University of Winchester  
July 8<sup>th</sup> – 9<sup>th</sup>, 2016**

**Submission Template**

**SUBMISSION GUIDANCE**

*\* Remove all identifying properties from this document \**

*\* All files must be saved in PDF format \**

*\*Please include ALL supplementary text at the end of this document\* \*Only one document should be submitted\**

**Submission Template for the 2016 IOBTC  
International Teaching Conference for Management Educators**

- **Title of Proposal:**

How do we get students to look past the here and now?

- **Abstract:**

A challenge today is getting students to look beyond the present (and themselves). Vocational teaching may be difficult in business, but not impossible. Creating assignments that require students to realistically plan their future and understand what the 'real' world is going to be like. This session will allow us to share projects that require students to look to the future, to the person they want to be and the life they want to live.

- **Keywords:**

*Vocation, goal-setting*

- **Format**

- Activity or exercise
- General discussion session

- **Time Requested:**

- 20 Minutes
- 30 Minutes
- 60 Minutes

- **Planning Details:**

*Does your session have any special requirements for space or materials?*  
*No special requirements are needed.*  
*Just space to discuss and share projects/assignments with each other.*

- **Learning Objectives or Goals for the Session:**

*What are 2-4 specific learning outcomes that participants will get from your session?*

- That all participants walk away with projects/assignments that can be implemented in their classes that challenge students to look to the future.
- New ideas will be shared on how to implement vocational teachings into business, through classroom instruction, seminars off and off campus or through service-learning projects.

- **Management or Teaching Topics:**

*Describe what management and/or teaching topics are relevant to your session, and why. Please include theoretical, disciplinary, or theoretical foundations that will help reviewers understand how your ideas fit within the broader field of management.*

"One's work or profession is no longer just a way of making a living. Rather, it is something that takes up most of one's time, energy, and talent" (Ahner, 2012).

Many students take business classes with an idea/perception that upon graduating, they will be earning millions of dollars within a couple of years based on what they see in the media. Along with their perception of becoming multi-millionaires within a few years of obtaining a bachelor's degree, they seem to struggle with ethics in obtaining their goals. As a professor, I have found it difficult to try to get them to be a little more realistic in their goals and how their actions, personal or professional, have a greater impact on their communities. Though most people seem to not associate business in helping students to explore their inner selves and outer landscapes, it is important to challenge students in any field.

- **Session Description and Plan:**

*What will you actually do in this session? What activities will you facilitate, how long will they take, and how will participants be involved? Reviewers will be evaluating how well the time request matches the activities you'd like to do, and the extent you can reasonably accomplish the session's goals. Reviewers will also be looking for how you are engaging the participants in the session. Include a timeline for your session.*

*5 min – Introduction – Defining vocation*

*12min- Sharing entry level and senior seminar business assignment and explaining results*

*13 min – Sharing projects others use in their classes*

*5 min – Conclusion*

- **For Activities and Exercises:**

*Attach any materials needed to run the activity and debriefing questions. Evidence for effectiveness may also be included.*

- **Implications for Teaching or for Teachers:**

*What is the contribution of your session?*

To share ideas/projects that challenge students to think about the future and help mold them into students that want to do more than just 'earn money'. Most students are heavily influenced by what they see on various media channels and have unrealistic views of what to expect in the 'real' world.

- **Application to Conference Theme:**

How does your session fit with the overall IOBTC theme of *Elevating Aspirations*?

*This session would allow professors to share projects that require students to think about who they are and the person they want to be, both personally and professionally. Though the idea of vocation is usually associated with fields such as theology, there are projects that can be completed in business classes that further any vocation education/teaching in other classes.*

- **Unique Contribution to IOBTC:**

*Have you presented the work in this proposal before? If so, how will it be different? Is this proposal under current review somewhere else? If so, please explain. How will your proposal be different for the IOBTC conference?*

This work has never been presented before.

- **References and/or Additional Materials:**

Johnson, C., (2007), "Vocational Reflection, Meaning-Making, and College as a Mentoring Community." *Spirituality in Higher Education*. Vol. 4, Is. 1

Ahner, G., (2012), "Where in the World? Business as a Vocation."  
New Theology Review Signs of the Times. Pp. 71-74

#### Intro Assignment:

For this assignment, you will write 2 letters to yourself. These letters must be typed.

The goal of this assignment is to challenge yourself to think about your future, the person you want to be and what you want to accomplish. Review the points below and ask any questions prior to turning in the letters. All goals must be SMART goals (specific, measurable, accepted, and reachable, timeframe given). Provide information on how you are going to obtain these goals in the letter. By writing goals down and giving information on how you are going to obtain those goals, this will make it easier to achieve those goals.

Turn in 2 copies of each letter and only 1 envelope (1 envelope per 2 letters)! Envelopes will need to be self-addressed with a forever stamp on them. Choose an address that will allow the letter to be mailed to you in the future (A parent's or grandparent's house). Do not seal the envelopes. I will send you your letters based on the month/year that is listed on them.

1. Letter 1: Write 4 SMART goals that you wish to achieve before graduating college. At least 1 goal has to be how you are going to help others or the community.
  - a. Questions that may help you establish your goals include:
    - i. What do you wish to do while earning your degree?
    - ii. What legacy do you want to leave behind in college?
    - iii. What skills do you want to learn while at college?
  - b. Put the month and year of your graduation on the envelope (In pencil).
2. Letter 2: Write 4 Smart goals that you wish to achieve in the first 5 years of your life after you graduate college. At least 1 goal as to be how you are going to help others or the community.
  - a. Questions that may help you establish your goals include:
    - i. Where do you plan on living/going? Why?
    - ii. What type of job do you want?

You will not be graded on your goals per se. In other words, I will not tell you that I believe a goal is not a good goal or ridiculous. Your grade will be determined based on your ability to write a SMART goal with details on how you are going to achieve your goals. Nothing in the letters will be shared with the class or any other student/staff/faculty member.

#### Senior Seminar Assignment:

## Personal Strategy Paper

For this assignment, you will write a strategic plan for yourself.

This plan will need to include the following:

1. Vision statement – who do you want to be in the future
2. Mission statement – who are you now
3. Goals – Look at your vision and mission statements and develop goals on how you are going to become your vision from your mission. Your goals should be SMART goals (specific, measurable, accepted, realistic and reachable and make sure to include a timeframe or deadline of achieving your goals). Goals should be detailed. Give information on how you are going to ensure that you are on task to achieve your goals, in other words, how you are going to measure or assess whether or not you have met your goals. Break down long-term goals and establish targets for them.
  - a. 2 Personal goals
  - b. 3 Professional goals
  - c. 1 Goal on how you are going to help your community
4. SWOT analysis - prioritize each category and give an analysis of your current standing based on your SWOT.
5. List of all stakeholders - Identify your key stakeholders (parents, significant others, children, business that is paying for your education, etc.) as part of this plan. For each stakeholder, give a brief description of why they are a stakeholder and what it means to you.
6. Personal mentor section. This section should include people who have influenced you and motivated you to succeed and why.

For each section, include/write 2 to 3 sentences justifying your decision for each one. Use the steps outlined in the book to develop these steps.

Put this plan together as you would put a plan together for a management team. It needs to be typed (1.5" line spacing, 11 point font), well organized and free of spelling and grammar errors. Each spelling and grammar error will cause a 1 point deduction of your grade.

Turn in *two* copies that are professionally bound. You will need to have a cover page and a back page (can be blank) preferably from card stock.

This will be a great addition to your resume and reference sheets. Take this to an interview and let them review it. It shows you have goals and measurable steps on how you plan on achieving those goals. If you can do this for yourself, then you can do it for subordinates and a company. It helps the company get to know you and what you are about which ultimately may give you the edge to get the job you want. If you find it helped you obtain a job, please email me and let me know.

