Experiential Profile TIPS

YOU MUST HAVE AT LEAST ONE EMPLOYMENT EXPERIENCE AND AT LEAST ONE ACTIVITY OR YOU WILL EARN ZERO POINTS ON THE EXPERIENTIAL PROFILE!

Question #3 – Be sure to list three goals but also explain in detail why these are your goals and how they relate to your major.

Question #4 - Be sure to list three things you are proud of having done but also explain in detail why you are proud and how they have prepared you for your major.

Question #5 – Highlight 3-4 experiences and relate to major you are applying to.

Websites to review skills in business (review these before writing the answer to question #5 and the “skills” section of your experiential profile)

http://www.bls.gov/ooh/
http://www.quintcareers.com/majors/

Readers will evaluate experiential profile on the following; (Especially Question #5 and Skills)

1. Understanding business
2. Motivation/Commitment/Enthusiasm
3. Community Involvement and leadership
4. Connections (between experience and business)
5. Positive Self-Concept
6. Communication skills
7. Contributing to a larger community
8. Duration of Experience

Case Study TIPS

You will be given 1 and ½ hour to complete it. You will be scored by professional readers on the following;

1. Ability to make a decision (you need to make a decision not say well it depends…)
2. Ability to support the decision (take time to really answer why )
3. Problem solving and critical thinking (carefully explain what you would do, why you would do it, how you would do it, what resources you need and how you would get them – logically)
4. Written communication skills (Spelling – grammar – etc.)
5. BIG HINT - MAKE AN OUTLINE – to be sure you answer ALL parts of both questions!!
6. BIG HINT – More points are associated with question #1, spend more time on it!

GPA

The scale is determined by the pool of applicants. It is not set in stone. The things to remember about the GPA rating scale is that points increase with increased GPA and that there will always be a 15 point drop between a 3.0 and 2.999999 GPA on the College Precore GPA, and a 10 point drop between a 3.0 and 2.999999 GPA on the MSU Cumulative GPA
1) Review the following websites and find 10 – 20 skill sets, competencies, attributes that are expected for someone in your desired major/field of business industry.
   d. List of Qualities:

2) Question #3 Goals...
   a. What are 3-5 goals for college? for your life?
   b. How does each relate to your major/skill sets needed?

3) Question #4 Things you are Proud of...
   a. What are 3-5 proud of moments?
   b. How does each relate to your major/skill sets needed?

4) Question #5
   - Summary of experiences(Like a cover letter)
   - Talk about things you may not have included elsewhere
   - How does each relate to your major/skill sets needed?
ADMISSIONS WORKSHOP WORKSHEET

3. Please list three goals that you have for yourself right now.

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<th>GOAL</th>
<th>WHY IT IS YOUR GOAL</th>
<th>HOW IT RELATES TO MAJOR/BUSINESS</th>
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4. Please list three things that you are proud of having done.

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<th>Proud of...</th>
<th>WHY Are You Proud?</th>
<th>HOW IT RELATES TO MAJOR/BUSINESS</th>
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5. Please write a brief summary of your experiences and how they relate to or have prepared you for the major you are applying to.

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<th>Experience</th>
<th>HOW IT RELATES TO MAJOR/BUSINESS</th>
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Case Study – Integrity – Salon Shrinkage

BACKGROUND

Lisa Elton, owner of a hair salon, was worried. Shrinkage in the hair and skin product inventory had continued to rise for the fourth consecutive month. In fact, this time it had nearly wiped out the net profit of the salon. After investigating the matter, the loss could not be attributed to damage, improper handling of markdowns, improper documentation of product sample use, or even shoplifting. The only other possibility was in-house theft.

Elton instructed her manager, Karen Young, to personally keep track of the product lines and to keep a special eye on employees as they went about their business. She also instructed Young that delivered packages, shelf stocking, and inventory be handled exclusively by her. When the shrinkage continued for another month and the measures taken failed to produce any leads, Elton consulted the salon franchise security resources for assistance. She was advised to install a hidden camera by the product display and cash register. It was also recommended that she install microphones in the restroom, stockroom and employee lounge. Elton was hesitant to snoop on her employees. She believed that if the employees found out, there would be negative ramifications. In an already transient industry of hairstyling, retaining skilled, personable, competent employees is truly difficult. By the sixth month of continued shrinkage and declining net profit, Elton was willing to snoop. The camera contributed to catching the thief. The microphones did not contribute to the apprehension of the thief but it did contribute to Elton learning that one employee was selling jewelry and Avon products to the salon clients while on-duty at the salon. Another had lost her apartment and was sleeping in the salon and using the showers at the Powerhouse Gym adjacent to the salon each morning before coming to work. She also discovered that one employee was planning to quit without notice. In solving the shrinkage issue, other issues had been raised.

INSTRUCTIONS

Please answer the following questions in 500 words or less;

1. If you were Lisa Elton, would you have decided to install the cameras and the microphones? Why or why not?
2. Do employers have the right to spy on employees?
3. What should Lisa Elton do with the information she gathered while catching the thief?
CASE STUDY WORKSHEET – For each case study, make an outline prior to answering each question.

Questions #1

OUTLINE

Answer

Questions #2

OUTLINE

Answer
CASE STUDY – Entrepreneurship – Initiative/Resourcefulness

BACKGROUND

An entrepreneur is usually described as someone who is highly ambitious, dedicated, innovative, creative, and refuses defeat. An entrepreneur not only has a vision but can develop a plan to realize their vision.

INSTRUCTIONS

To demonstrate your entrepreneurial spirit, write an essay addressing the following components:

1. Describe either a past or future entrepreneurial project of any type (real or imagined), such as starting a new business, or developing a new product or service (not to exceed 350 words).

2. Explain why it was/is innovative and provide an example of how thinking outside the box enhanced or will enhance your project (not to exceed 350 words).

3. Describe how you brought or will bring your project to fruition (not to exceed 350 words).

4. Briefly, describe your skills and how these attributes helped you or will help you carry out this project (not to exceed 350 words).

See Next Page for favorable answer points....
Completion of a presented business plan. Each student will develop their own business concept and then will negotiate with their fellow students in the class in order to put together a new venture team.

Business ownership qualities and characteristics including concepts such as Thinking like an Owner. Ownership responsibilities cross all functional areas of business.

Please cover the following themes and topics:

- Introduction to Entrepreneurship
- Recognizing Opportunities and Generating Ideas
- Feasibility Analysis
- Writing a Business Plan
- Industry & Competitor Analysis
- Developing an Effective Business Model
- Preparing the Proper Ethical & Legal Foundation
- Assessing a New Venture’s Financial Strength & Viability
- Building a New Venture Team
- Getting Financing or Funding
- Unique Marketing Issues
- The Importance of Intellectual Property
- Preparing For and Evaluating the Challenge of Growth
- Strategies for Firm Growth
- Franchising

FAVORABLE ANSWER POINTS

Essays will be reviewed for content, creativity, passion and entrepreneurial spirit. A rubric will be developed.

1. Understand the skills and characteristics necessary to become a successful entrepreneur
2. Understand how to develop a business idea
3. Understand how to develop a business idea into a business venture
4. Understand how to grow and manage a successful business venture

Requirements and grading criteria for the completed business plan will include:

- Innovation in the business concept
- Creativity in the business concept
- Market analysis
- Target market identified
- Sales and marketing strategies within the target market
- Demographic information of the target market
- Details of the selling premise
- Competitive analysis of the existing competition
- Competitive analysis of the potential competition
- Estimated market share
- Pricing and positioning within the market
- Unique selling features/benefits of your concept/product/offering
- Operational procedures
- Availability of resources
- Technology requirements
- Intellectual property issues
- Management requirements
- Staffing requirements
- Market and availability for staffing
- Addressing the relevant expertise of key individuals in the organization and how they fulfill the needs of the organization
- Organizational structure of the company
- Financial highlights communicated in a clear concise manner
- Risks addressed
- Trends discussed
- Assumptions discussed
- Income statement (monthly basis for one year, quarterly for years 2-3, and annually for years 4-5)
- Balance sheet (monthly basis for one year, quarterly for years 2-3, and annually for years 4-5)
- Cash flow analysis (monthly basis for one year, quarterly for years 2-3, and annually for years 4-5)
- Funds/capital analysis
- Breakeven analysis
- Clarity of project as presented by a well-written and concise business plan
- Market opportunity demonstrated for its demand and interest
- Professionalism of presentation – appearance, speaking skills
- Ability to adequately answer questions presented to team.
Case Study – Professional Relationships & Teamwork

Background

You have just transferred to the Western Sales Division of Eileen Wilson Enterprises (EWE), having accepted a promotion to Controller for your "first regional" position with the company. Assigned to you are five direct reports, who each have more years of regional experience than you with the operational and financial processes of the organization. You have been sent from EWE World Headquarters (WHQ) in East Lansing to implement a suite of new financial reporting systems and ensure that all regional processes are Sarbanes-Oxley (Sox) compliant. You are the second person to be sent from Corporate to achieve these goals, with your predecessor having been unsuccessful in this endeavor over the course of the past 18 months.

Each of your direct reports plays a different, but equally important, role in the launch of the new financial systems and the attestation of Sox compliance. Based on a briefing received from the Chief Financial Officer at EWE WHQ and another provided by the local Sales Manager, it is evident that the talent and expertise is present among your direct reports and the other functional managers to accomplish the goals -- yet for reasons not altogether clear, the success of the projects have not been forthcoming. Because the new financial systems and the internal controls for the operating processes of the company impact every functional area, the success of both these projects are recognized as key goals by everyone in the Western Sales Division.

The profile of your direct reports includes a long-service (25 years) information technology manager, who launched the existing financial reporting system fifteen years earlier, and is recognized as the "go to" person for all process issues. Two CPA’s, who joined the company as accounting managers just five years ago and bring a wealth of perspective from their former positions with the public accounting company that audits the regional books of EWE. The last two direct reports are finance talents, who have been with the Western Sales Division for the last three years, but each transferred from similar positions in the Eastern and Central Sales Divisions, where similar financial systems have been launched successfully on time.

Upon further examination, you determine that your predecessor had a different management style than yourself, and was less outgoing as a communicator, found relating to the diverse experiences (and interests) of the direct reports as challenging, and did not always invite varying perspectives from the other functional groups regarding the approach to be taken to achieve the projects goals – after all, the mandate from Corporate to “get the job done” was clear. As a result of your initial (and separate) interviews with each of your direct reports, you were left questioning the overall strength of support for the projects as well as the level of cooperation between the finance function and the operational activities they serviced. Each of your direct reports offered different opinions, which you did not have an opportunity to validate, of the causal factors for the slow progress of the projects (ranging from the value of “Corporate” systems or the benefits of Sox compliance in the region to the cultural norms for information sharing with other functional groups in the Western Sales Division).

Instructions

Prepare a commentary regarding the possible inhibitor/s to the success of the projects and next steps, if any, to be taken by you as the new regional Controller.

See Next Page for favorable answer points....
Favorable Answer Points

✓ Outlines a plan to communicate clearly to the direct reports and all other functional work groups the key goals (and benefits) of the projects and the inter-dependencies that rest between each employee/work group to ensure that the overall goals of the organization are achieved.

✓ Explains qualities of leadership that are necessary to foster teamwork, such as seeking the ideas (including diverse viewpoints) of those involved to shape (launch) decisions or enlisting employees in a common vision of the organization’s goals by appealing to their values and interests.

✓ Describes an action plan that breaks down departmental, functional, or cultural boundaries that limit the team’s ability to achieve its organizational goals. Demonstrates creative ideas to motivate employees to work cross-functionally and cross-organizationally (i.e. use the successful launch experiences of the Eastern and Central Sales Divisions) to ensure the Western Sales Division’s success.

✓ Describes ways of establishing and maintaining effective working relationships to gain cooperation and commitment from others, including the strengthening of others through organizational information sharing.