



Pearson

A Career Success Program Story:

Dr. Ceyhan ıđdemođlu from Atilim University, shares how she and her students benefited from Pearson's Career Success Program

Key Findings

Dr. Ceyhan Çiğdemoğlu, instructor at Atilim University, found there were many benefits from Pearson's Career Success Program (CSP) including:

- **Offering students valuable skills for academic and professional success**
- **Preparing students with international business speak**
- **Supporting students in becoming self-aware through the use of GRIT**
- **Engaging students through motivational badge certification**
- **Adding value to the university**

About Career Success Program

Pearson College and Career Readiness is a centralized learning experience that helps students discover their best career options and the skills required, develop those professional and interpersonal skills through instruction and practice, and demonstrate their skills effectively to prospective employers.

The program includes assessments on college and career readiness and on the mindset necessary to succeed professionally. Also, the program provides practical, expert instruction on key career development topics like: creating effective resumes and e-portfolios; offers preparation for interviewing and networking; and it prepares candidates to showcase their qualifications and competencies through work artifacts and digital credentials on skills such as communication, collaboration and teamwork, and leadership.

Challenges and Goals

Dr. Ceyhan Çiğdemoğlu, teaching Managerial Skills for the 21st Century (MAN313) at Atilim University's School of Business, was looking for a program that would help students gain the skills needed for academic and professional success. She also wanted a program that would help familiarize them with business speak needed for international careers, understanding 21st century skills such as communication and collaboration, and support independent student learning.

Implementation of Career Success Program

Managerial Skills for the 21st Century is a semester long, third year program. It typically enrolls approximately 50 students, is conducted online and utilizes Pearson's Career Success Program (CSP) both in and outside of the classroom.

They accessed CSP through the Foliotek system and students were trained in its use during a one-hour face to face session with the goal of helping familiarize them with the program, as well as solve any issues, if those arose.

The Career Success Program was used for homework, practice, pre-and-post testing and for the assessment tools. Assessments were conducted through assignments, pre-and-post tests, and quizzes.

Instructor Experience and Perception

Dr. Çiğdemoğlu feels the Career Success Program helps her meet her course goals of preparing students for the international business world and developing skills leading to academic and professional success because **“it is an organized system that provides international content on academic and career success.”** Further, she finds the main benefit is how the Program on Mindset feature, GRIT (Growth, Resilience, Instinct, and Tenacity, with Robustness) **“assists students in evaluating themselves and supports student’s self-awareness.”**

According to Dr. Çiğdemoğlu, students are most engaged with the badges because they appreciate the limited number of trials allowed and earning a certificate for their hard work. Plus, she finds them beneficial because badges **“support students in learning skills which are not in the main scope of the programs.”** She feels students benefit most from self-evaluation offered through GRIT and the focus on professional skill development which leads to success.

When asked about her experience with CSP, she agrees the process for purchasing CSP is easy, CSP is easy to access, and Pearson’s customer support is excellent. In addition, she agrees CSP supports students’ career readiness and helps them improve their personal and social capabilities.

Conclusion

Overall, Dr. Çiğdemoğlu is pleased with her experience utilizing CSP and notes how it **“provides a different view of an academic program.”** She believes it supports her goals of teaching students valuable international business skills and language, as well as prepares them for successful academic and professional careers. She also notes how CSP would be beneficial not only for students at the faculty of business, but also for engineering students. In addition, she finds it adds value to Atilim University and would recommend it to other instructors teaching similar courses.