

Management Studies Capstone Website: Tips and Suggestions

This document is designed to provide you with insight into structural suggestions for creating your website.



General Tips:

- Have a theme!! This can be an overarching ideal, philosophy, vocational direction, etc. but it makes things much easier to focus.
- Make sure that all artifacts are well labeled. (ex. Instead of “Psych278paper.doc” use the title of the paper or make something up that is more descriptive- “Argument for Social Constructivism Paper”)- include captions where appropriate!
- The strongest proof-of-performance evidence is:
 - Specific (What did you do?)
 - Relevant (What difference did your work make? What did you learn?)
 - Timely (When did you do this? Show evidence of progression throughout your timeline- throughout your 4 years at St. Olaf, your summer internship, class, etc.)
 - From a well-recognized source. (Tie each to the organization, group, or people you worked with/for depending on relevance)

Make sure that these elements are represented throughout your portfolio!

- Don't just talk about what you did- focus on the outcomes, impacts, & results. What did you learn? How did it impact your vocational path? How did you impact others & who did you impact? Can your results be quantified? (if so, make sure to include that piece)
- Include elements of your “journey”. Talk about how experiences or courses have influenced your values, interests and skills and abilities. Bring in how your MBTI results influence your vocational journey (in other words, use the information you provide in the reflective questions on Moodle in your portfolio) but keep it appropriate to your audience.
- Consider using graphs, charts, etc. as appropriate. BE CREATIVE!
- Consider where you'll use the website- list the link among your contact information on a resume, place the link in your concluding paragraph of your cover letter, etc. Also, consider linking your website to your LinkedIn site for employers to look at.

Website Tips:

- If using E-Folio MN- gather and load your artifacts before you design the site. Make sure you preview things- the site has many features, some of which can look awkward if used without thought.
- If you use E-Folio MN- make sure to make your site “Public” when you submit it for evaluation. The default setting is “Private” and will not be accessible to the evaluator.
- If you are uncomfortable with your site being public for a long period of time, speak to your evaluator. (Contact Sian for who that is if you don't know)

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Job Match Summary:

Because the website should be designed around a particular vocational path, you should be able to use a job match summary to help you select your artifacts. Selectively choose your artifacts based on your experiences both in class and in your experiences during your college career. Connect the artifacts you choose to the job and organizational culture you are interested in. Below is an example of how this works.

Job Qualifications (taken from position description)

- Coordinate e-marketing and communication projects, tactics and reporting with a focus on e-communications and social media.
- Strong self-starter with a record of success.
- Strong oral and written communication skills.
- Strong collaboration and teambuilding skills.
- Excellent organizational and planning skills.
- Excellent understanding of the diverse needs of internet users.
- Ability to cope with the rapid pace and constant change associated with the industry.
- Ability to successfully manage numerous projects simultaneously.

My Qualifications

- PROOF: Facebook page proposal for XYZ organization & link to Facebook page that was created/implemented
- PROOF: Reference letter from supervisor that indicates this
- PROOF: Sample presentation and paper from Marketing Class with professor's feedback included
- PROOF: Pictures of project team with testimonials from team members and outcome of project indicated
- PROOF: Outline used for approach to internship project along with evidence of its outcomes

Management Studies Intended Learning Outcomes:

The Management Studies program is concerned with learning outcomes for managing both for-profit and not-for-profit organizations. A student completing a concentration in Management Studies should possess the following five learning outcomes:

- An understanding of the major fundamental disciplines: management, marketing, finance, and accounting.
- An introduction to business writing and presentation skills.
- An understanding of ethical practices and organizations.
- The ability to use different methodologies for recognizing, analyzing, and solving problems in an organizational context (critical thinking).
- The ability to work effectively in teams to accomplish organizational goals.