

2015 Sample Course Exhibit

(This sample applies to courses reviewed after October 1, 2015.)

AR-1406-0251¹ v3²

Title:³ ARMY NATIONAL GUARD NON-CAREER RECRUITER

Course Number:⁴ 805B-SQI4.

Location:⁵ NGB Retention and Recruiting Center, North Little Rock, AR.

Length:⁶ 5 weeks (224 hours).

Exhibit Dates:⁷ 10/13–Present.

Overall Course Description:⁸ This course provides students with an overview of how to design and carry out various staffing activities effectively within labor market and legal and policy constraints. The focus is on staffing activities, including recruitment (whom to recruit, where and when to recruit, and how to recruit); selection (whom to hire and why); and placement (in which jobs, at what time, and in what career progressions).

Instructional Strategies:⁹ Methods of instruction include audiovisual materials, classroom exercises, discussion, learner presentations, lecture, and practical exercises.

Methods of Assessment:¹⁰ Methods of assessment include case studies, presentations, and rubrics.

Minimum Passing Score:¹¹ 80%

Credit Recommendation:¹² In the upper-division baccalaureate degree category, 3 semester hours in staffing and recruitment and 3 in personal selling and sales management (10/15)¹³(10/15)¹⁴.

Learning Outcomes:¹⁵

Staffing And Recruitment

The student will be able to discuss the personnel staffing function including legal, policy and practical issues in the employee selection and placement process; identify recruitment sources and techniques/strategies for the design of effective recruitment aids; describe how to use a systematic manpower planning system to administer the recruitment and retention of personnel; discuss how to screen applicants using application forms; demonstrate interviewing skills using various in-person techniques; employ a target market area analysis; identify financial programs for procurement; and demonstrate ethical understanding and reasoning abilities, including an understanding of the ethical responsibilities of recruiters, by evaluating possible solutions to ethical dilemmas.

Personal Selling And Sales Management

The student will be able to develop an effective sales presentation focused on the needs of the consumer; describe, develop, and demonstrate effective sales techniques; describe and explain effective sales management behaviors; develop and demonstrate competency in professional selling approaches, conversations and presentations, and sales management techniques; and describe and explain creating value in the buyer-seller relationship, prospecting, sales call planning, communicating the message, negotiating for win-win solutions, and closing the sale.

- 1 ACE ID number: All course ID numbers have two-letter codes that identify the service: AR is Army, NV is Navy, MC is Marine Corps, AF is Air Force, CG is Coast Guard.
- 2 This is the version number for this course. See the exhibit dates below for the dates covered by this version.
- 3 Military course title.
- 4 Military course number used by the service school.
- 5 Location of the service school, installation and state where the course is taught.
- 6 The weeks indicate the length of the course and the hours in parentheses show the contact hours with instructors.
- 7 These are the dates that apply to this version. Use the version that corresponds to the date the student started the course.
- 8 The overall course description describes the mission/goal/objective of the course and summarizes the major foundational topics in the course.
- 9 This section describes the methods of instruction used in the course.
- 10 Methods of assessment show the tools used to test the student's mastery of the topics taught in the course.
- 11 This is the minimum score a student needs to pass the course.
- 12 The credit recommendation identifies the proposed course subject area, academic level, and semester hours.
- 13 The first date is the date the course was evaluated by a team of faculty reviewers. Team reviews must occur at least every 10 years.
- 14 The second date is the date the course was last reviewed by ACE staff. Administrative reviews are done when there are minor changes to course content.
- 15 Learning outcomes are connected to the credit recommendations and describe what the student is expected to know, understand or be able to demonstrate at the end of the course.