Professional Development 1 - Strategies for Business

Fall 2026 8W2 – M & W – 11:15-12:05 pm

BUSI 1200.019 | 1

Instructor

Beena Punatar | Office Hours: by appointment
Send request through Canvas or by email beena.punatar@unt.edu)

Teaching Assistant

Sneha NarayanKumar | SnehaNarayanKumar@my.unt.edu

Attendance

Because this is an accelerated 8-week course, a full semester of material in a condensed timeframe. Consistent attendance is essential to staying engaged and getting the full benefit of the course experience. Professional development begins with showing up, being present, prepared, and ready to contribute. For that reason, attendance is an important component of the course grade. Consistent punctuality is also expected.

Course Learning Outcomes

Students will gain knowledge and develop foundational skills and practical frameworks to successfully navigate their academic, professional, and career development. Upon successful completion of this course, students will be able to:

- Identify personal and career goals through self-assessment, career exploration, and research.
- Develop and communicate a professional identity, skills, experiences, and value through resumes, cover letters, LinkedIn, interviews, and professional interactions.
- Build networking strategies and a professional ecosystem that supports continued learning, development, and opportunity.
- Utilize UNT and RCOB resources, including academic advising, the UNT Learning Center, RCOB EDGE, career resources, and internship opportunities.
- Demonstrate professional communication, collaboration, accountability, business etiquette, and workplace readiness through applied experiences.
- Apply self-leadership strategies to build confidence, navigate self-doubt and change, and strengthen personal and professional growth.
- Develop future-ready skills through continuous learning, upskilling, and the responsible and ethical use of AI and digital tools.
- Apply course concepts through real-world experiences while developing sustainable habits and frameworks for continued growth throughout college, career, and life.

WHY YOU ARE TAKING THIS COURSE

Careers and Professional Development Strategies for Business is the first of three required professional development courses in the Ryan College of Business.

These courses are designed to build upon each other and help students develop strategies to become career-ready.

In BUSI 1200, students integrate knowledge of self and career exploration. This course will introduce students to basic professional development concepts necessary to perform and succeed in a business environment.

Coursework in BUSI 1200 is designed for students to begin building their professional toolkit.

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Academic Schedule – Fall 2026 (8W1)

October 12	Classes begin
October 17	Last day to drop a course without a W
November 23 -29	Thanksgiving Break No School
December 9	Last regular class meeting day of 8W2, no final exam in this course

Course Schedule

The instructor reserves the right to make changes to the syllabus at any time during the semester.

^Guest Speaker

Week	Date	Topic
1	10/12 M 10/14 W	● BUSI Pre-Survey & Onboarding: UNT Learning Center Information & Resources, Pertinent Course Information & UNT Policies, Academic Integrity, Classroom Social Media & Optional Opportunities ● Module 1: BUSI 1200 Course Orientation ● Module 2: Business Communications
2	10/19 M 10/21 W	● Module 3: Resumes & Cover Letters ● Module 4: LinkedIn: Connect. Engage. Get Discovered. Build Professional Brand
3	10/26 M 10/27 T 10/28 W	● Module 5: Professional Value Proposition (PVP) ● All Majors Career Fair ● Module 6: Self Leadership: Navigating Self Doubt, Building Confidence for Life & Career
3	11/2 M 11/4 W	● Module 7: RCOB EDGE Program (Suitable) x Advising ● Module 8: Career Exploration & Pathing: Career is a Journey Not a Destination Part 1
4	11/9 M 11/11 W	● Module 9: Career Exploration & Pathing: Career is a Journey Not a Destination Part 2 ● Module 10: Futureproof Your Career: Skills & Upskilling, Communicating Your Skills/Value
5	11/16 M 11/18 W	● Module 11: RCOB Internships ● Module 12: Build Your Professional Ecosystem
6	11/30 M 12/2 W	● Module 13: Simulation – Group Projects – Presentations ● Module 13: Simulation – Group Projects – Presentations
7	12/7 M 12/9 W	● Open ● Open
8	10/5 M 10/7 W	● Module 14: Build Your Professional Ecosystem ● Module 15: The Professional Practice Lab ● BUSI 1200 Post-Survey

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The world of work is changing and the possibilities for students are endless to carve out the career and life they want. This course is designed to go beyond the basics of professionalism and career readiness. The course will give students an experience that brings the professional world into the classroom through practical application, real-world expectations, meaningful conversations, professional exposure, and opportunities to put what they learn into practice. Throughout the class term, students will be challenged to think more intentionally about how they show up, communicate, build relationships, create value, and continue developing themselves.

The goal is for students to leave this course not only more prepared for their next opportunity, but with a stronger foundation, practical frameworks, and a healthy professional development regimen they can sustain and build upon to navigate change, create opportunities, and excel throughout their life and career.

In most workplace settings, success is not measured by how well professionals take a test, it is demonstrated through how they apply what they know, complete the work, collaborate with others, communicate effectively, and consistently engage. This course is designed with that same philosophy in mind. Greater emphasis is placed on projects (listed as "Assignments" in Canvas) and weekly engagement, with quizzes used selectively to reinforce key concepts. Assignments are intentionally designed to mirror real-world activities, giving students opportunities to apply what they learn, build practical experience, and strengthen the skills and professional habits you can carry into the workplace.

Additional learning and professional development opportunities are available beyond the classroom to further support student growth and development. Students have access to optional resources, experiences, and programming designed to provide continued learning, practical application, professional exposure, and opportunities to build upon the frameworks and skills introduced throughout the course.

- **Late Work -** Late assignments will not be accepted unless a formal accommodation has been approved and communicated by the Office of the Dean/Office of Disability.
- **Attendance/timeliness –** Roll call will start at class start time. Students will earn 25 points per class for arriving on time (by the end of roll call) and being present for the full class session.
    - **On-time attendance:** 25 points
    - **Late arrival:** 15 points
    - **Missed class:** 0 points
    - Students are expected to arrive prepared and on time. Repeated late arrivals may impact participation and engagement in class activities.
- **Assignments and Deadlines for Submission - All assignments must be submitted in Canvas by 11:59 PM** on the assigned due date. Students are responsible for submitting their work in the file or submission format specified in the assignment instructions.
    - Students should plan ahead and allow sufficient time to upload and verify their submission. Technical issues will not be accepted as a reason for late work, submittals should be uploaded well before the deadline if possible.
    - It is the student's responsibility to confirm that the correct file was submitted successfully in Canvas before the due date and to work out any technical issues before the deadline to ensure work can be submitted successfully.

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- Communications - All course-related communications will be through Canvas. This ensures that messages are received and tracked within the course platform. Students can contact Professor through Canvas or via UNT email.
    - Students are expected to communicate in a professional and respectful manner, using clear language, proper grammar, and complete sentences, similar to communication standards expected in a professional workplace.
    - Please include the course name or context of your question when messaging to help ensure a timely and accurate response.

Grading

This course is 1 credit hour. Final letter grades will be determined using a standard grading scale:

- A: 90% or above
- B: 89% – 80%
- C: 79% – 70%
- D: 69% – 60%
- F: Below 60%

Because this course is designed to simulate aspects of the professional work environment, the grading structure also mirrors the five-level performance rating scale commonly used in many organizations during employee performance reviews.

Letter Grade	Percentage Range	Performance Level	Description
A	90 – 100%	Exceeds Expectations	Work consistently demonstrates strong preparation, professionalism, and performance above the standard expectations for the course.
B	80 – 89%	Above Expectations	Work is strong and consistently meets expectations with occasional elements that exceed requirements.
C	70 – 79%	Meets Expectations	Work meets the basic course requirements and demonstrates adequate understanding and participation.
D	60 – 69%	Below Expectations	Work shows limited understanding or inconsistent participation in course requirements.
F	Below 60%	Does Not Meet Expectations	Work does not demonstrate sufficient engagement or completion of required course components.

Total Points Available in Course: 2100 (1700 not including extra credit points).

Category	Points per Item	Number of Items	Total Points
Assignments/Projects	75 per assignment	15	1125
Attendance	25 per class session	15	375
Group Work/Discussion/Engagement	25 per week	8	200
Base Total			1700
Extra Credit Quizzes	25 per quiz	4	100
Other Extra Credit	150 per opportunity	2	300
Grand Total			2100

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The Fine Print

Supporting Your Success

I value the many perspectives students bring to our campus. Please work with me to create a classroom culture of open communication, mutual respect, and belonging. All discussions should be respectful and civil. Although disagreements and debates are encouraged, personal attacks are unacceptable. Together, we can ensure a safe and welcoming classroom for all. If you ever feel like this is not the case, please stop by my office and let me know. We are all learning together. I also encourage you to review UNT's student code of conduct so that we can all start with the same baseline civility understanding (Code of Student Conduct) (https://policy.unt.edu/policy/07-012).

Course Conduct

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://deanofstudents.unt.edu.

Office of Disability Access:

The University of North Texas makes reasonable accommodation for students with disabilities. Students needing a reasonable academic accommodations must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the student will request their letter of accommodation. ODA will provide faculty with a reasonable accommodation letter via email to begin a private discussion regarding a student's specific needs in a course. Students may request reasonable accommodations at any time, however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to meet with faculty regarding their accommodations during office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the Office of Disability Access website.

Assignment Policy

Assignments are due on dates listed in the above Course Schedule. Instructions for each assignment will be posted in Canvas, including details on file types required for online submission. Extra credit opportunities will be given at the discretion of the instructor.

The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk: helpdesk@unt.edu or 940.565.2324 and obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

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RCOB Syllabus Statement on Academic Honesty

The G. Brint Ryan College of Business takes academic honesty seriously. Ethics and integrity are important business values, essential to building trust and adhering to both professional and legal standards. Academic dishonesty destroys trust, damages the reputation and the value of the degree and is unacceptable.

According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions from admonition (a warning) to expulsion from the University.

Some of the most common examples of academic integrity violations include plagiarism or cheating, such as unauthorized assistance on examinations, homework, research papers or case analyses. Your work must be entirely your own. When working on assignments, you should not discuss your work with others unless approved by the course instructor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable in some way for known academic integrity violations in a group assignment.

Another example of academic dishonesty relates to improper attribution. When preparing your assignments, you must cite all outside sources in the manner requested by your instructor. Copying or using material from any source prepared by or previously submitted by others, at UNT or other institutions, or downloaded from the Internet, is plagiarism. Unless directed otherwise in an assignment, large scale “cutting and pasting” from other sources, even if properly footnoted, is not appropriate. You should synthesize this material in your own words and provide a footnote.

Your instructor will specify what materials, if any, may be used on the tests and exams.
Using materials other than those permitted, talking with other individuals during the exam, individuals exchanging information about an exam when one has taken the exam and the other has not, or copying or using material from another individual’s exam is academic dishonesty and will result in a meeting to discuss academic integrity violations and potentially issue sanctions mentioned above, and may result in ineligibility for academic scholarships. The use of online assistance, such as sites commonly used for finding homework solutions, group chat, cell phones, smart watches, and similar tools during exams is not allowed for any reason unless specifically permitted. No portion of an exam may be copied or photographed without permission.

Students are expected to conduct themselves in a manner consistent with the University's status as an institution of higher education. A student is responsible for responding to a request to discuss suspected academic dishonesty when issued by an instructor or other University official. If a student fails to respond after a proper attempt at notification has been made, the University may take appropriate academic actions in the absence of the student’s participation.

Academic Integrity Policy

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, **academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.**

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The term "cheating" includes, but is not limited to, (1) use of any unauthorized assistance in taking quizzes, tests or examinations including e-mail messages and on-line chat tools; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university.

Ethical Use of AI In This Course

Academic misconduct is present in an academic work wherever AI assistance has been used when unauthorized, or when authorized, has not been disclosed as required.

In principle you may submit material that contains AI-generated content, or is based on or derived from it, if this use is properly documented. This includes, for example, drafting a resume, combining elements, and removing redundant parts. Your documentation must make the process transparent – the submission itself must meet our standards of attribution and validation.

Artificial Intelligence that can produce contents is now widely available to produce text, images, and other media. We encourage the use of such AI resources to inform yourself about the field, to understand the contributions that AI can make, and to help your learning. However, keep the following principle in mind: AI contributions must be attributed and edited for accuracy. You are taking full responsibility for AI-generated materials as if you had produced them yourself: ideas must be attributed, and facts must be true.

In line with the UNT Honor Code, all work you submit must be your own. Using AI tools without attribution or relying on them to complete assignments violates academic integrity and will be addressed according to our policy.

Use of Technology

Technology should not be used in this class unless we are working on a tech-driven project together or if the instructor grants permission. In a professional setting texting, monitoring your phone, web surfing, listening to music, etc. is distracting and rude. Please put away your devices unless otherwise directed.

Eagle Connect

Your access point for business and academic services at UNT occurs at http://www.my.unt.edu. All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward your e-mail: http://eagleconnect.unt.edu/

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Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights

and Privacy Act (FERPA) laws and the university's policy in accordance with those mandates at the following link: http://essc.unt.edu/registrar/ferpa.html

Emergency Notification and Procedures
UNT uses a system called Eagle Alert to quickly notify you with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at http://www.my.unt.edu. Some helpful emergency preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

Emergency Evacuation Procedures for Business Leadership Building
Severe Weather In the event of severe weather, all building occupants should immediately seek shelter in the designated shelter-in-place area in the building. If unable to safely move to the designated shelter-in-place area, seek shelter in a windowless interior room or hallway on the lowest floor of the building. All building occupants should take shelter in rooms 055, 077, 090, and the restrooms on the basement level. In rooms 170, 155, and the restrooms on the first floor.

Bomb Threat/Fire In the event of a bomb threat or fire in the building, all building occupants should immediately evacuate the building using the nearest exit. Once outside, proceed to the designated assembly area. If unable to safely move to the designated assembly area, contact one or more members of your department or unit to let them know you are safe and inform them of your whereabouts. Persons with mobility impairments who are unable to safely exit the building should move to a designated area of refuge and await assistance from emergency responders. All building occupants should immediately evacuate the building and proceed to the south side of Crumley Hall in the grassy area, west of parking lot 24.

Succeed at UNT
UNT endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grow. And, as a faculty member, I am committed to helping you be successful as a student. Here's how to succeed at UNT: Show up. Find Support. Get advised. Be prepared. Get involved. Stay focused. To learn more about campus resources and information on how you can achieve success, go http://success.unt.edu/.