

**Talent Development: MDSE 2790**  
**Fall 2021**  
**M/W 11:00 a.m. – 12:20 p.m.**  
**BLB 155**

**INSTRUCTOR:** Dr. Christy Crutsinger  
**OFFICE:** Chilton Hall 330P  
**PHONE:** 940-565-2436  
**EMAIL:** [christyc@unt.edu](mailto:christyc@unt.edu)

**OFFICE HOURS:**

Monday, 1:30-3:30 p.m., <https://unt.zoom.us/j/89696878630> (330P)

Tuesday, 1:30-3:30 p.m. <https://unt.zoom.us/j/89696878630> (330P)

If the office hours listed above do not work with your class or work schedule, please let me know. I am MORE THAN HAPPY to schedule an appointment time outside of these scheduled times.

**COURSE DESCRIPTION**

Examines the impact of business environments on professional and career effectiveness in the merchandising and digital retailing fields. Topics include effective business communication, ethical decision making, and leadership development.

**REQUIRED TEXTS**

Anderson, L.E., & Bolt, S.B (2015). Professionalism: Real Skills for Workplace Success, Fourth Edition. ISBN-10: 0321959442, ISBN-13: 978-0321959447

Rath, T. (2007). StrengthsFinder 2.0. New York: Gallup Press. ISBN-10: 9781595620156, ISBN-13: 978-1595620156

**COURSE OBJECTIVES**

1. Apply career planning concepts and job search strategies to diverse industry opportunities.
2. Engage in strategic career planning and professional networking.
3. Understand the rewards and challenges in managing and leading diverse organizations.
4. Understand the role emotional intelligence plays in professional development, leadership effectiveness, and organizational performance.
5. Solve workplace problems through critical thinking and ethical decision-making.

6. Evaluate effective and ineffective interpersonal business communication.
7. Apply team building skills and conflict resolution techniques to solve industry specific problems.

### **OUR BIG GOAL**

Through lectures, class presentations, industry presentations, Linked-In learning credentialing, case studies, and portfolio building activities, you will develop a set of highly valued skills that will prepare you for not only your capstone internship experience, but also your future career.

### **INSTRUCTOR COMMITMENT AND EXPECTATIONS**

My teaching philosophy is one based upon mutual respect. I set high expectations, and I believe that every student has the ability to meet that standard. I am committed to your success and will respond promptly to emails, provide engaging classroom experiences, and offer clear instructions to guide your learning. On the flip side, I expect that you stay organized, turn in projects on time, arrive promptly to class, engage in the learning process, behave professionally, engage with speakers and submit quality work. The sky is the limit when we are all on the same page.

### **COURSE ASSIGNMENTS AND REQUIREMENTS**

#### **APPLIED LEARNING ACTIVITIES (100 points)**

You are expected to actively participate in class discussions, professional credentialing, career fairs, role plays, case studies, etc. The purpose of these activities is to engage with the course material on a deeper level. Your participation not only helps YOU in grasping concepts, but also offers support and feedback to other students. Since most of these activities will occur during our regularly scheduled class, your engagement is critical to your success.

#### **CAREER PORTFOLIO (150 points)**

You will develop a career portfolio over the course of the semester that will include the following: **cover letter** (25 pts); **resume** (50 pts); **Linked In profile** (25 pts); **mock interview** (25 pts) **company research** (25 pts).

#### **EXAMS (200 points)**

There will be four exams (@ 50 pts each) divided purposefully between items to assess experience with the reading material and familiarity with the materials presented during class.

Detailed information and requirements will be posted on Canvas throughout the semester for the projects listed above.

ASSIGNMENT WITH DUE DATES				
ASSIGNMENT		POINTS	DUE DATE	
Applied Learning Activities		100	See Course Calendar	
Career Portfolio		150	September 13 [Resume] October 25 [Cover Letter & Resume Resubmit*] November 1 [Linked In] November 22 [Mock Interview] December 1 [Company Research]	
Exams	Exam 1	50	September 20, 2021 (11:00 a.m. – 12:00 p.m. CST)	
	Exam 2	50	October 13, 2021 (11:00 a.m. – 12:00 p.m. CST)	
	Exam 3	50	November 10, 2021 (11:00 a.m. – 12:00 p.m. CST)	
	Exam 4	50	December 6, 2021 (10:30 a.m. - 11:30 a.m. CST)	
<b>TOTAL POINTS</b>		<b>450</b>	<i>*optional</i>	

#### EVALUATION/GRADING:

Rubrics for each of the assignments will be posted in Canvas throughout the semester. The final semester grade will be determined as follows:

A = 90-100%

B = 80-89.9%

C = 70-79.9%

D = 60-69.9%

F = 59.9% or below

#### ATTENDANCE EXPECTATIONS AND CONSEQUENCES (UNT Policy 06.039)

You are responsible for attending each class meeting and securing your own lecture notes should you miss. You are expected to be professional and respectful when attending class. Here are the rules of engagement for our class.

- Sign in with your full first name and last name as listed on the class roster.
- Stay engaged in class activities.
- Close any apps on your device that are not relevant and turn off notifications.
- If we are in a Zoom session, turn on your video (no driving, walking or other distracting behavior).
- Be respectful. Dress appropriately.

### **FINAL EXAM POLICY**

Final exams will be administered at the designated time, December 6, 2021, 10:30 a.m.- 11:30 a.m. Should you have more than two finals on one day, you may request to reschedule one of these exams on another day during the final exam period. Please check the course calendar early in the semester to avoid any schedule conflicts. I'm here to help!

### **MAKEUP EXAMS/QUIZZES**

You are responsible for taking all exams at the scheduled times. Makeup exams are given only in *extreme cases* (i.e., illness or death in family). **Please email me prior to the exam if you believe you have an excused absence.**

### **ASSIGNMENT DUE DATES**

Assignments are due as specified on the course calendar. Assignments are considered late and are downgraded at the rate of 10% for each calendar day late.

### **ADA ACCOMMODATION STATEMENT**

The University of North Texas and the College of Merchandising, Hospitality and Tourism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. ODA notices of 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 accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to discuss their accommodations with faculty. 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 see the Office of Disability Access website at [disability.unt.edu](https://disability.unt.edu). You may also contact them by phone at 940.565.4323.

### **EMERGENCY NOTIFICATION AND PROCEDURES**

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of 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 <https://my.unt.edu>. Some helpful emergency preparedness actions include: ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Canvas regarding assignments, exams, field trips, and other items that may be impacted by the closure.

### **ACADEMIC INTEGRITY EXPECTATIONS AND CONSEQUENCES (UNT Policy 06.003)**

A range of disciplinary actions may result from any finding of academic dishonesty (i.e., admonition, class failure, expulsion) depending upon the severity of the misconduct. At a minimum for this class, any finding of academic misconduct on exams, writing assignments, or any other graded assignment will

result in a “0” for that graded activity or assignment. For additional information, please refer to UNT Policy 06.003 and the CMHT Syllabus Addendum.

### **COURSE RECORDINGS**

Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class, or outside the Canvas Learning Management System, in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.

### **COVID-19**

It is important for all of us to be mindful of the health and safety of everyone in our community, especially given concerns about COVID-19. Please contact me if you are unable to complete coursework (exams, career portfolio, or applied learning activities) because you are ill, or unable to participate due to COVID-19 including symptoms, potential exposure, pending or positive test results, or if you have been given specific instructions to isolate or quarantine from a health care provider or a local authority. It is important that you communicate with me prior to being absent so I may make a decision about accommodating your request to be excused.

If you are experiencing any symptoms of COVID-19 please seek medical attention from the Student Health and Wellness Center 940-565-2333 or askSHWC@unt.edu or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Hotline at 844-366-5892 or COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure. While attendance is an important part of succeeding in this class, your own health, and those of others in the community, is more important.

### **OTHER IMPORTANT INFORMATION**

#### **Do I have to buy the textbook?**

Class lectures and other activities are intended to enrich or supplement the assigned readings. They are not intended to summarize or substitute for the readings. You will not be successful in this course without the textbooks!

#### **Can I contact the professor directly or should I work with the TA?**

I will be glad to meet individually with you to discuss materials presented in the readings or the class lectures, to help you determine your progress in the class, or other relevant purposes. There may be times when the TA can assist with certain tasks.

#### **If I miss class, how do I get important information that was shared?**

Detailed requirements for projects, guest speakers, and field trip will be distributed throughout the semester. If you are absent on the day an assignment is distributed and discussed, please check with a class member to see what you missed.

**TENTATIVE COURSE CALENDAR**  
**MDSE 2790.001 Career Development**  
**Fall 2021**

DATE	TOPIC	READINGS	ASSIGNMENTS
Aug 23 (M)	Course Introduction Strength Assessment		
Aug 25 (W)	Self-Management	Chapter 1, 2, 3	<b><i>ALA 1: Setting Professional Goals</i></b>
Aug 30 (M)	Resume Building & Cover Letters Guest Speaker, Janice Lauder	Chapter 14	
Sept 1 (W)	Self-Management	Chapter 1, 2, 3	<b><i>ALA 2: Assessing Personal Strengths</i></b>
Sept 8 (W)	Professionalism	Chapter 4	<b><i>ALA 3: Presenting Elevator Speech</i></b>
Sept 13 (M)	Professionalism	Chapter 4	<b><i>Career Portfolio: Resume</i></b>
Sept 15 (W)	Resume Workshop	Chapter 14	
<b>Sept 20 (M)</b>	<b><i>Exam 1</i></b>	<b>Chpts. 1, 2, 3, 4, 14</b>	<b>Exam 1</b>
Sept 22 (W)	CMHT Career Fair	Union 312	
Sept 27 (M)	Emotional Intelligence		<b><i>ALA 4: Determining Emotional Intelligence</i></b>
Sept 29 (W)	Ethical Decision Making	Chapter 5	
Oct 4 (M)	Diversity & Inclusion in the Workplace	Chapter 5	<b><i>ALA5: Conducting a Case Analysis</i></b>
Oct 6 (W)	Guest Speaker, Target		
Oct 11 (M)	Accountability, Empowerment & Quality	Chapters 6 & 7	<b><i>ALA 6: Securing LinkedIn Credential</i></b>
<b>Oct 13 (W)</b>	<b><i>Exam 2</i></b>	<b>Chpts. 5, 6 7</b>	<b>Exam 2</b>
Oct 18 (M)	Human Resources & Policies	Chapter 8	
Oct 20 (W)	Professional Communication	Chapter 9	<b><i>ALA 7: Crafting a Professional Email</i></b>

DATE	TOPIC	READINGS	ASSIGNMENTS
Oct 25 (M)	Professional Communication	Chapter 10	<b><i>Career Portfolio: Cover Letter &amp; Resume Resubmit</i></b>
Oct 27 (W)	Motivation, Leadership & Teams	Chapter 11	
Nov 1 (M)	Motivation, Leadership & Teams	Chapter 11	<b><i>Career Portfolio: Linked In Profile</i></b>
Nov 3 (W)	Conflict Management & Negotiation	Chapter 12	
Nov 8 (M)	Crucial Conversations		<b><i>ALA 8: Handling a Crucial Conversation</i></b>
Nov 10 (W)	<b>Exam 3</b>	<b>Chpts. 8, 9, 10, 11, 12</b>	<b>Exam 3</b>
Nov 15 (M)	Interviewing	Chapter 15	
Nov 17 (W)	Interviewing	Chapter 15	
Nov 22 (M)	Job Search Skills	Chapter 13	<b><i>Career Portfolio: Mock Interview</i></b>
Nov 24 (W)	Job Search Skills	Chapter 13	<b><i>ALA 9: Securing an Internship</i></b>
Nov 29 (M)	Strategic Career Development	Chapter 16	<b><i>ALA 10: Personal SWOT Analysis</i></b>
Dec 1 (W)	Strategic Career Development	Chapter 16	<b><i>Career Portfolio: Company Research</i></b>
<b>Dec 6 (M)</b>	<b>Final Exam</b>	<b>Chpts. 13, 15, 16</b>	<b>Final Exam</b>

**ALL DUE DATES/EXAM DATES AND ASSIGNED READINGS ARE SUBJECT TO CHANGE**