

# Careers and Professional Development Strategies for Business

Spring 2018 – BLB 080 – Wednesdays – 12:00-12:50 pm

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## Instructor

Christina Aguilar

BLB 110

Office Hours: 8 AM-5PM M-F (by appointment only)

[Christina.Aguilar@unt.edu](mailto:Christina.Aguilar@unt.edu) 940.369.8450

## What You Will Learn

- The importance of “soft” skills in business
- Personality traits, interests, skills, and work values
- Professionalism/professional dress
- Business communication skills
- Basic personal branding
- Strategies for self-management
- Strategies for academic success
- Networking/relationship building

## Grading

This course is a Pass/No Pass course for 1 hour of credit. All assignments will be graded. A minimum course average of 70% is required to pass the course.

## Attendance

The most basic component of professional development is being present. Therefore, class attendance is expected. Habitual tardiness is unprofessional and will be treated as absences. **Missing 4 or more classes will result in automatically failing the course.**

## Required Resources



<http://evp.peregrineacademics.com>



<http://studentaffairs.unt.edu/career-center/my-plan>



<https://secure.foliotek.com>

## WHY YOU ARE TAKING THIS CLASS

### Careers and Professional Development

**Strategies for Business** is the first of three required classes in the UNT College of Business through which students will be introduced to the process of career planning and decision-making. The course will introduce students by integrating knowledge of self with business concepts and business career opportunities. The course will introduce students to professional development with a particular emphasis on communication skills, strategic thinking and teamwork.

### Remember:

*We want students to graduate from UNT. We want students to declare a major in the College of Business. We want students to have clarification on what they want to do when*

## Academic Schedule – Spring 2018

January 16	Spring classes begin (Tuesday)
January 19, 4:30 p.m.	Last add date
January 30 – April 2	Student may drop a course with written consent of instructor
February 23	Last day for change in pass/no pass status; last day to drop a course or withdraw for the semester with W for courses a student isn't passing

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<b>February 24 – April 20</b>	Instructors may drop students with a grade of WF for non-attendance
<b>March 12-18</b>	Spring Break
<b>April 20</b>	Last day to withdraw (drop all classes)
<b>May 3</b>	Last class day
<b>May 5-11</b>	Final examinations

**Course Schedule** - The instructor reserves the right to make changes to the syllabus at any time during the semester.

Class	Date	Topic	Assignment
1	1/17	<ul style="list-style-type: none"> <li>Course Overview</li> <li>Intro to Exploring Your Potential</li> </ul>	EYP Modules 1-6 – At Your Own Pace – Due 4/4
2	1/24	<ul style="list-style-type: none"> <li>Intro to Eagle Careers (Handshake)</li> <li>Personal Branding/Elevator Speech</li> </ul>	Connect to Eagle Careers/ Order Business Cards – Due 2/28; Elevator Speech – Due 2/28
3	1/31	<ul style="list-style-type: none"> <li><b>Resume 101 – Guest Speaker: Matt Sears, Southwest</b></li> </ul>	
4	2/7	<ul style="list-style-type: none"> <li>Intro to MyPlan</li> <li>Resume Assignment</li> </ul>	First Draft Resume – Due 2/21 MyPlan Assessment – Due 3/21 Final Draft Resume – Due 4/11
5	2/14	<ul style="list-style-type: none"> <li><b>Financial Planning – Guest Speaker: Xavier Sykes, 49 Financial</b></li> </ul>	
6	2/21	<ul style="list-style-type: none"> <li>Senior Interview (Group Project)</li> </ul>	First Draft Resume Due Senior Interview – Due 4/25
7	2/28	<ul style="list-style-type: none"> <li><b>Professionalism/Professional Dress – Guest Speaker: Erica Tyler, Ryan</b></li> </ul>	Business Cards and Elevator Speech Due; Extra Credit Opportunity – Attend Business Career Fair
8	3/7	<ul style="list-style-type: none"> <li>Business Communications</li> </ul>	
	3/14	<b>SPRING BREAK – NO CLASS</b>	
9	3/21	<ul style="list-style-type: none"> <li><b>My Plan Results – Guest Speaker: Brian Hirsch, College of Business Career Services</b></li> </ul>	My Plan Assessment Due (bring results to class)
10	3/28	<ul style="list-style-type: none"> <li>Academic Success</li> <li>A Major Challenge</li> </ul>	
11	4/4	<ul style="list-style-type: none"> <li>Choosing a Career</li> </ul>	Exploring Your Potential – Modules 1-6 Due
12	4/11	<ul style="list-style-type: none"> <li><b>Leadership – Guest Speaker: Rochelle Harris, UNT Career Center</b></li> </ul>	Final Draft Resume Due
13	4/18	<ul style="list-style-type: none"> <li>Networking/Relationship Building</li> </ul>	
14	4/25	<ul style="list-style-type: none"> <li>Goal Setting</li> </ul>	Senior Interview Due
15	5/2	<ul style="list-style-type: none"> <li>Your Next Steps</li> </ul>	

- **Test Dates** - This course will not have any exams
- **Turning in Late Work** - Assignments will not be accepted *after the Friday following the due date*. Please make every effort to inform the instructor if you have to turn in an assignment late. Late assignments will not be accepted.
- **Assignments and Deadlines for Submission** - See the table above for deadlines

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## Assignments/Grading

Exploring Your Potential (Modules 1-6)	100
My Plan	30
Business Card	10
Elevator Speech	25
Resume (Draft)	35
Resume (Final)	50
Senior Interview – Group Project	50
<b>TOTAL POINTS</b>	<b>300</b>

## The Fine Print

### Academic Integrity

Students caught cheating or plagiarizing will receive a "0" for that particular assignment or exam [or specify alternative sanction, such as course failure]. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty. According to the UNT catalog, the term "cheating" includes, but is not limited to: a. use of any unauthorized assistance in taking quizzes, tests, or examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage. The term "plagiarism" includes, but is not limited to: a. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b. the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

### 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.

### 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>.

### Disability Accommodation Statement

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (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

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private discussion regarding your specific needs in a course. You may request accommodations at any time, however, 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. For additional information see the Office of Disability Accommodation website at <http://disability.unt.edu>. You may also contact them by phone at (940) 565-4323.

## 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/>

## Student Evaluation of Teaching

Student feedback is important and an essential part of participation in this course. The Student Evaluation of Teaching (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide you with an opportunity to evaluate how this course is taught.

## 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.

## Succeed at UNT

UNT endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grown. 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/>.