

# Careers and Professional Development Strategies for Business

Fall 2020 – Wednesdays – 1:00-1:50 pm

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## Instructor

### Christina Aguilar

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

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## Student Assistant

### Celeste Eisenberg

Office Hours: By Zoom appointment only

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## Course Learning Objectives

Students will gain knowledge and develop skills required to successfully navigate a career in business. This course will specifically focus on “soft” skills that are a valuable asset in career development. Students will:

- Identify personal and career goals
- Complete various self-assessment tools as it relates to career aspirations
- Create and deliver an elevator speech
- Learn to effectively communicate values, skills and experiences and goals to potential employers
- Create, format and tailor a professional resume
- Develop networking strategies relevant to professional development
- Learn the basic components of career research and explore opportunities in demonstrated field of interest
- Gain skills necessary to having a successful interview
- Explore strategies and resources for academic success
- Gain an understanding of the importance of diversity in the workplace
- Demonstrate awareness of behavioral norms within a business in relationship to communication, appearance, business etiquette, and day-to-day business functions.

## 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 help students develop strategies to become career-ready.

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

## Attendance

Class will meet both synchronously (via Zoom during scheduled class time) and asynchronously (on your own time). Please refer to the class schedule on page two for specific details. On days we meet via Zoom, points will be given for attendance. On days we meet asynchronously, a video or article will be posted and you must submit the required assignment (generally a discussion or quiz) by 11:59 p.m. that day to receive points.

## Zoom Meeting info (for days we meet synchronously):



- <https://unt.zoom.us/j/98089659449>
  - Meeting ID: 980 8965 9449

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## Required Resources

|  |  |
|--|--|
| <br><a href="http://studentaffairs.unt.edu/career-center/my-plan">http://studentaffairs.unt.edu/career-center/my-plan</a> | <br><a href="https://secure.foliotek.com">https://secure.foliotek.com</a> |
|--|--|

## Academic Schedule – Fall 2020

|                       |   |
|-----------------------|---|
| <b>August 24</b>      | Fall classes begin  |
| <b>September 7</b>    | Labor Day (university closed)                               |
| <b>November 2</b>     | Last day to drop a course                                   |
| <b>November 20</b>    | Last day to withdraw for the semester (drop all classes)    |
| <b>November 26-27</b> | Thanksgiving Break (university closed)                      |
| <b>December 3</b>     | Last day of fall classes                                    |
| <b>December 5-11</b>  | Final examinations (there will not be a final in BUSI 1200) |

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

| Class     | Date  | Topic  | Assignment   |
|-----------|-------|--|--|
| <b>1</b>  | 8/26  | <b>MEET VIA ZOOM</b> <ul style="list-style-type: none"> <li>Course Overview</li> <li>Intro to MyPlan</li> <li>Resumes</li> </ul>     | Resume – Due 9/9<br>My Plan – Due 10/14                |
| <b>2</b>  | 9/2   | <ul style="list-style-type: none"> <li>Online Activity/Discussion (Goal Setting)</li> </ul>  | Discussion Due by 11:59 p.m.                           |
| <b>3</b>  | 9/9   | <b>MEET VIA ZOOM</b> <ul style="list-style-type: none"> <li>Elevator Speeches</li> <li>Professionalism/Professional Dress</li> </ul> | Resume Due by 11:59 p.m.<br>Elevator Speech – Due 9/30 |
| <b>4</b>  | 9/16  | <ul style="list-style-type: none"> <li>Personal Branding Videos/Quiz</li> </ul>  | Quiz Due by 11:59 p.m.                                 |
| <b>5</b>  | 9/23  | <b>MEET VIA ZOOM</b> <ul style="list-style-type: none"> <li>Career Planning</li> <li>Career Research Assignment</li> </ul>           | Career Research Assignment – Due 10/21                 |
| <b>6</b>  | 9/30  | <ul style="list-style-type: none"> <li>Online Activity/Discussion (Networking)</li> </ul>  | Elevator Speech Due by 11:59 p.m.                      |
| <b>7</b>  | 10/7  | <b>MEET VIA ZOOM</b> <ul style="list-style-type: none"> <li>Academic Success</li> </ul>  |  |
| <b>8</b>  | 10/14 | <ul style="list-style-type: none"> <li>MyPlan Video</li> </ul>   | My Plan Due by 11:59 p.m.                              |
| <b>9</b>  | 10/21 | <b>MEET VIA ZOOM</b> <ul style="list-style-type: none"> <li>Interviewing</li> </ul>  | Career Research Assignment Due by 11:59 p.m.           |
| <b>10</b> | 10/28 | <ul style="list-style-type: none"> <li>Developing Your Money Plan Video/Quiz</li> </ul>  | Quiz Due by 11:59 p.m.                                 |
| <b>11</b> | 11/4  | <b>MEET VIA ZOOM</b> <ul style="list-style-type: none"> <li>Business Communication Basics</li> </ul>                                 |  |
| <b>12</b> | 11/11 | <ul style="list-style-type: none"> <li>Online Activity/Quiz</li> </ul>   | Quiz Due by 11:59 p.m.                                 |
| <b>13</b> | 11/18 | <b>MEET VIA ZOOM</b> <ul style="list-style-type: none"> <li>Diversity in the Workplace</li> </ul>                                    |  |
| <b>14</b> | 11/25 | <ul style="list-style-type: none"> <li>NO CLASS</li> </ul>   |  |
| <b>15</b> | 12/2  | <ul style="list-style-type: none"> <li>Online Activity/Quiz</li> </ul>   | Quiz Due by 11:59 p.m.                                 |

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- **Turning in Late Work** - Late assignments will not be accepted.
- **Assignments and Deadlines for Submission** - See the table above for deadlines

## Grading

This course is one 1 credit hour. Points will be assigned for attendance and all assignments. Final letter grades will be determined on a standard average scale where: A = 90% or above, B = 89% to 80%, C = 79% to 70%, D = 69% to 60%, and F = below 60%.

### Assignments/Grading

|                                |            |
|--------------------------------|------------|
| Resume                         | 35         |
| Elevator Speech                | 25         |
| My Plan                        | 20         |
| Career Research Assignment     | 35         |
| Attendance/Discussions/Quizzes | 105        |
| <b>TOTAL POINTS</b>            | <b>220</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>.

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## OFFICE OF DISABILITY ACCESS:

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable 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 a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course.

You 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 deliver letters of reasonable accommodation via email attachment, during faculty 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 at <https://disability.unt.edu>. You may also contact ODA by phone at (940) 565-4323.

## COVID-19 POLICY AND CLASS ATTENDANCE:

While attendance is expected as outlined above, 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 attend class because you are ill, or unable to attend class due to a related issue regarding COVID-19. 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 from class.

If you are experiencing any symptoms of COVID-19 (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or [askSHWC@unt.edu](mailto: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](mailto: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.

## POLICY ON FACE COVERINGS:

Face coverings are required in all UNT facilities. If you are unable to wear a face covering due to a disability, please contact the Office of Disability Access to request an accommodation. UNT face covering requirements are subject to change due to community health guidelines. Any changes will be communicated via the instructor.

## 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](mailto:helpdesk@unt.edu) or 940.565.2324 and

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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.

## 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.

## 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 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/>.