

**MDSE 3790 11:00a-12:20p, BLB 015 – Merchandising Pre-Internship Seminar
Spring 2014- Course Calendar (Subject to Change)**

UNIVERSITY OF NORTH TEXAS

College of Merchandising, Hospitality & Tourism

Spring 2014

**MDSE 3790.001 Merchandising Pre-Internship Seminar
TR 11:00a-12:20p, BLB 015 & Online in Blackboard Learn**

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Office Hours
Mondays 9:00a-11:00a
Tuesdays & Thursdays 1:30p-3:00p
or by Appointment

COURSE DESCRIPTION

3 credit hours. Course examines the impact of business environments on personal and career effectiveness in the merchandising field. Topics include effective business communication, ethical decision making, and leadership development. Prerequisite(s): DRTL 2090, HFMD 2400, or MDSE 2490 (may be taken concurrently); major in Merchandising; and active UNT computer account. Students must present a copy of their transcript either by e-mail in Blackboard or the second class meeting indicating completion of either DRTL 2090, HFMD 2400, or MDSE 2490 with at least a grade of "C" or better or be enrolled in one of these classes during the Fall 2011 semester. Please highlight the relevant classes on your transcript.

REQUIRED TEXT

Anderson, L.E., and Bolt, S.B. *Professionalism: Real Skills for Workplace Success*, Third Edition.
Publication Date: January 6, 2012 ISBN 10:0132624664 ISBN 13:978-0132624664

INSTRUCTIONAL METHODS

As students enter their internship, they must be able to work independently and professionally with a range of employers. Through lecture, class presentations, industry dialogue, web-based modules, role play, case studies, and other experiential activities, students will develop a set of highly valued skills that will prepare them for their capstone internship experience.

LEARNING OUTCOMES

Upon completion of this course, students will be able to:

1. Develop their professional writing and selling skills by composing a professional resume
2. Develop their interviewing skills and learn effective methods to conduct a job search
3. Understand the value of networking strategies relevant to professional development
4. Understand how to effectively research companies
5. Understand how cultures vary among different types of employers
6. Evaluate effective and ineffective interpersonal business communication
7. Examine workplace problems through ethical decision making
8. Understand aspects of working in the professional world through teamwork, leadership, and decision making
9. Discuss principles of effective stress and financial management
10. Understand problem-solving and conflict resolution techniques
11. Understand the importance of professionalism, attitude, and accountability in the workplace and how it can affect career success

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	DATE	IN-CLASS & ONLINE LECTURES	ASSIGNMENTS/ACTIVITIES
1	<u>Meet for Class</u> Tuesday, January 14 and Thursday, January 16	<u>Class Meetings:</u> Guest Speaker on the Importance of Soft Skills Review Syllabus & Assignments Begin Lecture on Writing Cover Letters	Email in your Unofficial Transcript by Monday, January 13 – Class Pre-Requisite Requirements must be checked by instructor. Assignment Information: Sign Ups start January 13 for both the resume review and mock interview appointments (see sign up instruction pages by selecting the Course Content link then the Instructions for Assignments link in Blackboard).
2	<u>Meet for Class</u> Tuesday, January 21 and Thursday, January 23	<u>Class Meetings:</u> Lecture on Writing Cover Letters Lecture on Writing an Effective Resume (Chapter 14)	
3	<u>Meet for Class</u> Tuesday, January 28 and Thursday, January 30	<u>Class Meetings:</u> Continued Lecture on Writing an Effective Resume Lecture on Preparation and Techniques for Interviewing	
4	<u>Meet for Class</u> Tuesday, February 4 and Thursday, February 6	<u>Class Meetings:</u> Continued Lecture on Preparation and Techniques for Interviewing Class Activity: Role Plays with Target Team Leaders on Behavioral Interviewing <u>Online:</u> Read Module 1: Attitude, Goal Setting, and Life Management (Chapter 1)	Assignment Due: Cover Letter Turn in under the “Assignments Drop Box” in Blackboard by 11:59pm on Sunday, February 9. Assignment Deadline: Submit your resume online to the Career Center’s Optimal Resume by 11:59pm on Sunday, February 9. Module: Take Module 1 Quiz by Sunday, February 9 at 11:59p.m.- The course module & quiz will open on Monday, February 3 at 12:01 a.m. and close at 11:59 p.m. on Sunday, February 9.
5	<u>Meet for Class</u> Tuesday, February 11 and Thursday,	<u>Class Meetings:</u> Lecture on Career Fair Tips Attend MDR Career Expo, 9:30a-12p,	Assignment Deadline: The deadline to sign up for your resume review appointment with a Career Advisor is by 5:00pm on Friday, February 14. Module: Take Module 2 Quiz Sunday, February 16 at 11:59p.m. -- The course module & quiz will open on Monday, February 10 at 12:01 a.m. and

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	February 13	Gateway Center Ballroom <u>Online:</u> Read Module 2: Personal & Financial Management (Chapter 2)	close at 11:59 p.m. on Sunday, February 16.
6	<u>Meet for Class</u> Tuesday, February 18 and Thursday, February 20	<u>Class Meetings:</u> Lecture on Creating an Elevator Speech Lecture on Job Search Strategies <u>On Campus Assignment:</u> Attend your Pre-Scheduled Resume Review Appointment in the Career Center this week or next week. <u>Online:</u> Read Module 3: Time & Stress Management (Chapter 3)	<u>Assignment Due:</u> Career Expo Summary Turn in under the “Assignments Drop Box” in Blackboard by 11:59pm on Sunday, February 23. <u>Assignment Information:</u> Please refer to the instructions for your resume review appointment on page 4 of this course calendar. <u>Module:</u> Take Module 3 Quiz by Sunday, February 23 at 11:59p.m.-- The course module & quiz will open on Monday, February 17 at 12:01 a.m. and close at 11:59 p.m. on Sunday, February 23.
7	<u>Meet for Class</u> Tuesday, February 25 and Thursday, February 27	<u>Class Meetings:</u> Continued Lecture on Job Search Strategies Lecture on Salary Negotiation <u>On Campus Assignment:</u> Attend your Pre-Scheduled Resume Review Appointment in the Career Center this week if you did not last week. <u>Online:</u> Read Module 4: Etiquette/Dress (Chapter 4)	<u>Assignment Due:</u> Employer Research Turn in under the “Assignments Drop Box” in Blackboard by 11:59pm on Sunday, March 2. <u>Assignment Information:</u> Please refer to the instructions for your resume review appointment on page 4 of this course calendar. <u>Module:</u> Take Module 4 Quiz by Sunday, March 2 at 11:59p.m.-- The course module & quiz will open on Monday, February 24 at 12:01 a.m. and close at 11:59 p.m. on Sunday, March 2.
8	<u>Meet for Class and Online</u> Tuesday, March 4 and Thursday, March 6	<u>Class Meetings:</u> Recent Graduates Panel Lecture TBD <u>Online:</u> Read Module 5: Ethics, Politics, and Diversity (Chapter 5)	<u>Assignment Deadline:</u> The deadline to sign up online for your mock interview appointment is by 8:00am on Monday, March 3. If you are not signed up by this deadline, you will not be able to complete this assignment. <u>Module:</u> Take Module 5 Quiz by Sunday, March 9 at 11:59p.m.-- The course module & quiz will open on Monday, March 3 at 12:01 a.m. and close at 11:59 p.m. on Sunday, March 9.

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	March 10-14	Spring Break Week	No Classes
9	<u>On Campus and Online</u> March 17-23	<u>On Campus:</u> Attend your Mock Interview Appointment in the Career Center this week. <u>Online:</u> MID-TERM EXAM Thursday, March 20, 2014 The Midterm Exam will open on Thursday, March 20 at 12:01 a.m. and close at 11:59 p.m. on Thursday night.	Assignment Due: Your resume assignment is due on Sunday, March 23 by 11:59pm. Upload your cover page, original resume with comments from the Career Advisor you met with along with your newly, revised resume under the “Assignments Drop Box” in Blackboard. Assignment Information: Please refer to the course instructions for this mock interview assignment on page 4 and 5 of this course calendar.
10	<u>Online Only</u> March 24-30	<u>Online:</u> Read Module 6: Human Resources and Policies (Chapter 8)	Module: Take Module 6 Quiz by Sunday, March 30 at 11:59p.m.-- The course module & quiz will open on Monday, March 24 at 12:01 a.m. and close at 11:59 p.m. on Sunday, March 30.
11	<u>Online Only</u> March 31 – April 6	<u>Online:</u> Read Module 7: Communication and Electronic Communications (Chapters 9 and 10)	Module: Take Module 7 Quiz by Sunday, April 6 at 11:59p.m.-- The course module & quiz will open on Monday, March 31 at 12:01 a.m. and close at 11:59 p.m. on Sunday, April 6.
12	<u>Online Only</u> April 7-13	<u>Online:</u> Read Module 8: Motivation, Leadership, and Teams (Chapter 11)	Module: Take Module 8 Quiz by Sunday, April 13 at 11:59p.m.-- The course module & quiz will open on Monday, April 7 at 12:01 a.m. and close at 11:59 p.m. on Sunday, April 13.
13	<u>Online Only</u> April 14-20	<u>Online:</u> Read Module 9: Conflict and Negotiation (Chapter 12)	Module: Take Module 9 Quiz by Sunday, April 20 at 11:59p.m.-- The course module & quiz will open on Monday, April 14 at 12:01 a.m. and close at 11:59 p.m. on Sunday, April 20.
14	<u>Online Only</u> April 21-27	<u>Online:</u> Read Module 10: Dealing with Change	Module: Take Module 10 Quiz by Sunday, April 27 at 11:59p.m.-- The course module & quiz will open on Monday, April 21 at 12:01 a.m. and close at 11:59 p.m. on Sunday, April 27.
15	<u>Online Only</u> April 28-May 4	<u>Online:</u> Read Module 11: Decision Making and Problem Solving	Module: Take Module 11 Quiz by Sunday, May 4 at 11:59p.m.-- The course module & quiz will open on Monday, April 28 at 12:01 a.m. and close at 11:59 p.m. on Sunday, May 4.
16	<u>Online Only</u> May 5-9	FINAL EXAM – On-Line Tuesday, May 6, 2014 The Final Exam will open on Tuesday morning at 12:01 a.m. and close at 11:59 p.m. on Tuesday night.	

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COURSE ASSIGNMENTS AND INSTRUCTIONS: *I strongly believe that it is your responsibility, as a student and a future career professional, to complete all assigned work and meet deadlines for this class. Therefore, all assignments must be submitted online in the Blackboard assignments drop box on the assigned due dates which are very well established in this syllabus and in our Blackboard Learn class. **Late assignments will not be accepted and will result in a “0”, except for the case of a documented and approved excuse (i.e. sickness confirmed by a physician, official school excuse).** Do not assume that a “late” assignment will be accepted. Additional assignment(s) may be added, if deemed appropriate by instructor. If you are not in class or online weekly and miss information on assignments such as changes and/or additions, it is your responsibility to seek out this information.*

COVER LETTER (50 points)

You will be provided several job descriptions to choose one from and will need to write a cover letter to sell yourself to the one job description selected. You will need to write a one page cover letter that addresses how your paid and unpaid experiences relate to the duties and qualifications of the job description. Your grade will be determined on how well you sell yourself to the job description, your interest in and what you know about the company, as well as accurate spelling and grammar. This assignment should be typed, single-spaced, 12 point font, and include a cover page.

(Due Online in the Assignments Drop Box: Sunday, February 9 at 11:59pm)

CAREER EXPO SUMMARY (50 points)

CMHT will be hosting the Merchandising & Digital Retailing Career Expo on Thursday, February 13 from 9:30a-12:00p in the Gateway Center Ballroom. Since our class meets during the Expo, you are required to attend (20 points) and must talk with at least 3 companies and then write a one page summary on each company (30 points) of what you learned about their company and employment opportunities. The assignment should be typed, double-spaced, 1” margins, and 12 point font and include a cover page.

(Due Online in the Assignments Drop Box: Sunday, February 23 at 11:59pm)

EMPLOYER RESEARCH (50 points)

Choose a company within your chosen career field to conduct research on. You will then answer the questions on the employer research assignment sheet related to your research. Please review all of the instructions and information listed on the assignment sheet which is located in Blackboard under the “Instructions for Assignments” link found on the Course Content page. This assignment should be typed, single-spaced, 12 point font, and include a cover page.

(Due Online in the Assignments Drop Box: Sunday, March 2 at 11:59pm)

RESUME REVIEW (80 points)

You must first submit your current resume online in the Career Center’s Optimal Resume system at careercenter.unt.edu no later than Sunday, February 9 by 11:59pm. Otherwise, it won’t be reviewed.

Second, you will need to call the Career Center at 940-565-2105 to schedule a 30 minute appointment with a CMHT Career Advisor (either Gena Kirkwood or Rosalyn Smith **ONLY**) during the weeks of either **February 17-19 & 21 or February 24-28**. When calling, please identify yourself as a student in MDSE 3790 making appointment for a class assignment. You will receive written feedback on your previously submitted resume. The deadline to sign up for your appointment with either Ms. Kirkwood or Ms. Smith is by 5:00pm on Friday, February 14.

The instructions on how to sign up for the resume review appointment is located in Blackboard under the “Instructions for Assignments” link found on the Course Content page. If you do not submit your resume online in

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Optimal Resume by February 9 and/or sign up by the February 14 deadline for your appointment with a Career Advisor, you will not have an appointment for the resume review assignment and will lose the 80 points toward this assignment. If you cancel the day of or do not show up to your scheduled resume review appointment, you will not have an opportunity to reschedule this resume review appointment. Your instructor has the discretion of approving or rejecting a request to reschedule the appointment. This will only be considered for “serious” reasons and with documentation (i.e. sickness confirmed by a physician, hospitalization).

After meeting with the Career Advisor, you will need to take your resume with the comments with you and revise your resume based on the comments that were provided by the Career Advisor you met with. When revising your resume, you should also keep in mind the lecture content shared in class regarding resumes. After revising your resume, you will need to turn in your original resume with the written comments from the Career Advisor, your updated resume, and a cover page.

(Due Online in the Assignments Drop Box: Sunday, March 23 by 11:59pm)

MOCK INTERVIEW (80 points)

You will need to schedule a 30 minute appointment for one of the times listed during the week of **March 17-21** to participate in a practice mock interview. You will need to sign up online in the Eagle Network system at careercenter.unt.edu by **Monday, March 3 no later than 8:00am** to schedule your mock interview. The instructions on how to sign up for the mock interview appointment is located in Blackboard under the “Instructions for Assignments” link found on the Course Content page. If you do not sign up by 8:00am on March 3 deadline, you will not have an appointment for the mock interview assignment and will lose 80 points.

A career advisor or industry employer will ask you specific interview questions which will be listed in Blackboard under the “Instructions for Assignments” link found on the Course Content page. Written comments and an evaluation will be provided based on your appearance, answers to questions, communication skills, professionalism, etc.

If you cancel the day of or do not show up to your scheduled mock interview, you will be expected to write a letter of apology and email it to the employer. This should be emailed no later than Monday, March 24 to the employer/career center advisor with a blind copy to me. Twenty points will be deducted from your final course grade if this e-mail is not sent by Monday, March 24. Your instructor has the discretion of approving or rejecting a request to reschedule the appointment. This will only be considered for “serious” reasons and with documentation (i.e. sickness confirmed by a physician, hospitalization).

It is mandatory to dress in professional business attire for this mock interview and treat as if it were a real interview. After the mock interview, you will need to send a thank you by e-mail to the employer that you had your mock interview with. **This e-mail thank you must be sent no later than Monday, March 24. You will need to blind copy me in the e-mail (dee.wilson@unt.edu).**

You will not have an assignment to turn in for the mock interview. Completing the mock interview is the assignment. Your grade will be determined on being on time and attending the mock interview and the rating scores provided by the employer on your mock interview evaluation sheet.

EXTRA CREDIT

Extra credit opportunities may be offered if it is deemed by the instructor to be appropriate for the class.