

UNIVERSITY OF NORTH TEXAS
School of Merchandising and Hospitality Management
Fall 2011

MDSE 3790 Merchandising Pre-Internship Seminar
Section 001 MW 3:30pm-4:50pm Environmental Sciences 125

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Office Hours
Mondays 10:00a-12:00p
Tuesdays 1:30p-2:30p
Wednesdays 3:00p-4:30p
or by Appointment

COURSE DESCRIPTION

3 credit hours. Course examines the impact of business environments on personal and career effectiveness in the merchandising and hospitality management fields. 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 by 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 & SUPPLEMENTAL MATERIALS

Anderson, L.E., and Bolt, S.B. *Professionalism: Real Skills for Workplace Success*, Second Edition.
Anderson, L.E., and Bolt, S. B. *MyProfessionalismKit*

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. Identify the scope of jobs available within the merchandising fields.
2. Examine the political, social and economic factors affecting business environments.
3. Understand varying cultures of different types of employers.
4. Evaluate effective and ineffective interpersonal business communication.
5. Examine workplace problems through ethical decision making.
6. Develop their professional writing and selling skills by composing a professional resume, as well as create a 1-2 minute commercial/elevator speech.
7. Develop their interviewing skills and learn effective methods to conduct a job search.
8. Understand aspects of working in the professional world through teamwork, leadership, & decision making.
9. Discuss principles of effective time, stress, and financial management.
10. Discuss problem-solving and conflict resolution techniques
11. Understand the importance of professionalism, attitude, & accountability in the workplace

MDSE 3790.001 – Merchandising Pre-Internship Seminar Fall 2011 Course Calendar (Subject to Change)	
Class Date(s)	Topics/Assignments
Mon, August 29	Review Course Syllabus and Assignments
Wed, August 31	The Exceptional Employee and Cover Letters
Mon, Sept 5	No Class – Labor Day Holiday
Wed, Sept 7	Resumes (Chapter 14) and Instructions to Sign up for Resume Review and Mock Interview Appointments
Mon, Sept 12	Preparing for Job Interviews (Chapter 15) & Dena Bilbrew from the UNT Career Center *Resume Review Appointments Begin - Be sure to sign up for your appointment time* *Discussion Question 1 released on Monday, September 12 – Due by Sunday, September 18*
Wed, Sept 14	Preparing for Job Interviews Continued (Chapter 15) <i>Career Center Career Fair – 3:00p-7:00p, Coliseum (not required for class)</i>
Mon, Sept 19	Elevator Speech/Personal Commercial *Discussion Question 2 released on Monday, September 19 - Due by Sunday, September 25*
Wed, Sept 21	Job Search Strategies (Chapter 13)
Mon, Sept 26	Guidelines for Senior Internship (SMHM 4790) *Discussion Question 3 released on Monday, September 26 – Due by Sunday, October 2*
Wed, Sept 28	Expectations from First Impressions that carry through to Job Performance – Guest Speaker <u>*Employer Research Assignment Due Today*</u>
Mon, October 3	Getting Promoted and Performance Appraisals – Guest Speaker from Career Center *Discussion Question 4 released on Monday, October 3 – Due by Sunday, October 9*
Wed, October 5	Salary Negotiation
Mon, October 10	Personal Financial Management (Chapter 3) – Guest Speaker *Discussion Question 5 released on Monday, October 10 – Due by Sunday, October 16*
Wed, October 12	Goal Setting (Chapter 2)
Mon, October 17	EXAM 1 *Discussion Question 6 released Monday, October 17 – Due by Sunday, October 23*

Wed, October 19	Stress Management (Chapter 4)
Mon, October 24	Values/Ethics in the Workplace (Chapter 5) *Discussion Question 7 released Monday, October 24 – Due by Sunday, October 30*
Wed, October 26	Understanding Company Cultures (Chapter 5)
Mon, October 31	Business Etiquette (Chapter 6) *Discussion Question 8 released Monday, October 31 – Due by Sunday, November 6*
Wed, November 2	Communication (Chapter 9)
Mon, November 7	Dealing with Change in a Work Environment *Discussion Question 9 released Monday, November 7 – Due by Sunday, November 13*
Wed, November 9	Guest Speakers from The Bobbie Schwartz Group – Dress for Success *Deadline to Sign Up for Mock Interview Appointment – Thursday, November 10* *Resume Review Appointments End - Friday, November 11* *Golden Personality Type Profiler Due Today*
Mon, November 14	EXAM 2 *Mock Interview Appointment Week (November 15-17)* *Discussion Question 10 released Monday, November 14 – Due by Sunday, November 20*
Wed, November 16	Leadership (Chapter 11) *Mock Interview Appointment Week (November 15-17)*
Mon, November 21	Teamwork (Chapter 11) *Employer Thank You Card Due*
Wed, November 23	Attitude in the Workplace (Chapter 1)
Mon, November 28	Conflict and Negotiation (Chapter 12)
Wed, November 30	Generational Differences Among Co-Workers
Mon, December 5	Decision Making and Problem Solving
Wed, December 7	Preparing for and Giving Presentations
Mon, December 12	EXAM 3 Final Exam Time to Be Announced

COURSE ASSIGNMENTS *(All assignments are to be turned in on the assigned due date. Late assignments will not be accepted and result in a “0”, except for the case of a documented and approved excuse. Additional assignment(s) may be added, if deemed appropriate by instructor. If you are not in class and miss information on assignments such as changes and/or additions, it is your responsibility to seek out this information.)*

Personal Bio and Picture of You (20 points)

I would like to get to know more about you. Please e-mail me in Blackboard a short bio about yourself (where you are from, interests/hobbies, work experience, etc.) and what you are hoping to learn/get out of this class, as well as a picture of you. **(Due by Monday, September 12)**

Blackboard Discussion Questions/Scenarios (50 points – 10 questions at 5 points each)

Starting the week of September 12th, you will have a question or scenario to respond to in our Blackboard Class each week for 10 weeks. You will need to provide your opinion/comments to the posted question/scenario with a minimum of 150 words or more. One question/scenario will be posted each week on Mondays. You will have until the Sunday of that week to respond to the question/scenario. If you do not respond during the assigned timeframe, you will lose the points for the question/scenario for that week. Refer to the Blackboard calendar for our class and pages 2 & 3 of this syllabus for release and due dates for each of the 10 questions/scenarios.

Resume Review (50 points)

Resume reviews will begin the week of September 12 and end on November 11. You will need to schedule an appointment on the Career Center’s Eagle Network system (careercenter.unt.edu) to meet with a career advisor to have your resume reviewed with written feedback. Please have him/her sign the resume review signature form at your appointment. After your appointment, please revise your resume based on the comments provided. You will need to turn in your original reviewed resume with the written comments, your newly revised resume, and the signature sheet.

(Due in Class: On the Tuesday after your Scheduled Appointment Week)

Employer Research (50 points)

Answer the questions on the employer research form to research a company of your choosing within your chosen career field. This assignment should be typed, double-spaced, 12 point font and include a cover page.

(Due in Class: Wednesday, September 28)

Golden Personality Type Profiler (50 points)

You will need to access the Golden Personality assessment in your MyProfessionalismKit and answer all of the assessment questions. You will receive a Student Feedback Report once all the questions have been answered. In the report, there are “Questions to Consider” under likely strengths, growth opportunities, communication and teamwork, and motivation and learning. You will need to provide your responses on all of the questions related to being in a work environment. This assignment should be at least 3 pages typed, double-spaced, 12 point font and include the cover page of your report received showing your name and the date you took the assessment.

(Due in Class: Wednesday, November 9)

Mock Interview (50 points)

Schedule a 30 minute appointment with the Career Center sometime during **November 15-17** to participate in a practice mock interview. You will need to sign up online in the Eagle Network system at careercenter.unt.edu by **Thursday, November 10** to schedule your mock interview. If you do not sign up by the deadline, you will not have an appointment for the mock interview assignment. A career advisor or industry employer will ask you specific interview questions which will be provided to you prior to the mock interview. Written comments will be provided based on your appearance, answers to questions, and professionalism.

Please dress in professional attire for this mock interview and treat as if it were a real interview. You will need to write a hand-written Thank You on a professional thank you card to the employer that you had your mock interview with. **This handwritten thank you in an envelope will be due in class on Monday, November 21.** If you do not show up to your scheduled mock interview, you will be expected to write a letter of apology to the employer. This will also be due on Monday, November 21.