

Careers and Professional Development Strategies for Business

FALL 2025 – Tuesday & Thursday – 4:30-5:20 pm

BUSI 1200.15 | 8W1

Instructor

Monique Scales

Office Hours: In-person or virtual available, email first to schedule. 😊

Monique.Scales@unt.edu *Your subject line of the email needs to start with "BUSI 1200.015"

Student Assistant

Andrew Satterfield

Office Hours: By appointment only

andrewsatterfield@my.unt.edu

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 an 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 and cover letter
- 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.

Course Structure

There will be a combination of lectures, class activities, discussions, guest speakers and various assignments to assist you in gaining competency in professional and career development.

Attendance (REQUIRED)

Class will meet both in-person and occasionally asynchronously (**on your own time**). Please refer to the class schedule on page two for specific details. On days we meet in-person, **10 points** will be given for attendance. Attendance is worth 160 points, each time you miss a class, you will receive **0 points** that day. Everyone gets **ONE EXCUSED ABSENCE** (meaning no questions asked) ...use it wisely. 😊 On days we meet asynchronously, an assignment 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.**

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- Note: In the professional world beyond UNT, communication is paramount! Therefore, if possible, you should let me know ahead of time if you are unable to attend the regular class meeting. In most cases absences will NOT be excused as each student gets one free absence and the opportunity for extra credit.
- At the beginning of each class, I will pass around an attendance sheet for you to initial next to your name.
 - Arriving 15 minutes late or leaving 15 minutes early is an automatic absence seeing as this is only a 50-minute course.
 - **Please let me know if you will be late to class or need to leave early.**

Canvas Announcements

The TA and I will communicate heavily via Canvas Announcements, please be aware of this and check **REGULARLY!** 😊

Required Resources



<https://www.myplan.com/index.php>

Academic Schedule – FALL 2025 (8W1)

August 18	8W1 classes begin
August 24	Dropping with a grade of W begins
September 1	LABOR DAY – NO CLASSES
September 26	Last day to drop a course
October 9	Last day of 8W1 session
October 10	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
1	8/19	Pre-Survey, Introductions & Syllabus Overview	<ul style="list-style-type: none">○ Introduction Post○ Syllabus Quiz DUE
2	8/21	ACADEMIC ADVISING PRESENTATION	<ul style="list-style-type: none">○ Email Etiquette
3	8/26	RESUMES & COVER LETTERS <i>*Guest Speaker</i>	<ul style="list-style-type: none">○ Resume○ Cover Letter
4	8/28	MYPLAN & PERSONALITY QUIZ (ONLINE DAY)	<ul style="list-style-type: none">○ MyPlan○ Personality Assessment
5	9/2	KEEPIN IT REAL PRESENTATION <i>*Guest speaker</i>	<ul style="list-style-type: none">○ Elevator Speech
6	9/4	ELEVATOR SPEECH	<ul style="list-style-type: none">○ Elevator Speech
7	9/9	Career Research (ONLINE DAY)	<ul style="list-style-type: none">○ Career Research
8	9/11	CAREER FAIR IN LIEU OF CLASS! NO CLASS	<ul style="list-style-type: none">○ ATTEND THE CAREER FAIR!!!!!!
9	9/16	RCOB EDGE PRESENTATION	<ul style="list-style-type: none">○ RCOB EDGE

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10	9/18	MONEY MANAGEMENT PRESENTATION <i>*Guest Speaker</i>	
11	9/23	INTERNSHIP PRESENTATION <i>*Guest Speaker</i>	○ Internship Quiz
12	9/25	LINKEDIN <i>*Guest Speaker</i>	○ LinkedIn Assignment
13	9/30	INTERVIEWING & PROFESSIONAL DRESS	
14	10/2	PERSONAL BRANDING <i>*Guest Speaker</i>	○ Personal Branding Assignment
15	10/7	Post - Survey	Extra Credit Reflection Essay DUE*
16	10/9	FINAL CLASS DAY	

- **Turning in Late Work - Late assignments will not be accepted.**

Guest Speakers

One of the objectives of this course is to “Demonstrate awareness of behavioral norms within a business in relationship to communication, appearance, etc.” It is important to always be aware of your presence and “personal brand”, especially when we have a guest speaker in class. Thinking ahead to your career of potentially being in the boardroom listening to your CEO, hearing a sales pitch from your future marketing team or negotiating a huge contract with a client, it is important for you to be aware of your behavior when a guest speaker is in class. Unless the guest speaker asks you to use your phone or laptop, **please refrain from using these devices while the guest speaker is presenting.** It is important to be “present” during the presentation, ask appropriate questions and take in all the guest speaker has to offer. You never know what doors the guest speakers may open for you in the future!

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

Introduction Post	10
Syllabus Quiz	10
Resume	100
Career Research	10
Email Etiquette	10
MyPlan	10
Personal Branding	10
LinkedIn Assignment	20
Elevator Speech	80
Edge Assignment	20
Internship Quiz	10
Cover Letter	50
Attendance	160
TOTAL POINTS	500

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The Fine Print

Supporting Your Success

I value the many perspectives students bring to our campus. Please work with me to create a classroom culture of open communication, mutual respect, and belonging. All discussions should be respectful and civil. Although disagreements and debates are encouraged, personal attacks are unacceptable. Together, we can ensure a safe and welcoming classroom for all. If you ever feel like this is not the case, please stop by my office and let me know. We are all learning together. I also encourage you to review UNT's student code of conduct so that we can all start with the same baseline civility understanding ([Code of Student Conduct](https://policy.unt.edu/policy/07-012)) (<https://policy.unt.edu/policy/07-012>).

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>.

Office of Disability Access:

The University of North Texas makes reasonable accommodation for students with disabilities. Students needing reasonable academic accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the student will request their letter of accommodation. ODA will provide faculty with a reasonable accommodation letter via email to begin a private discussion regarding a student's specific needs in a course. Students 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 meet with faculty regarding their accommodations during 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.

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 or 940.565.2324 and 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.

RCOB Syllabus Statement on Academic Honesty

The G. Brint Ryan College of Business takes academic honesty seriously. Ethics and integrity are important business values, essential to building trust and adhering to both professional and legal standards. Academic dishonesty destroys trust, damages reputations and the value of the degree and is unacceptable.

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According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions from admonition (a warning) to expulsion from the University.

Some of the most common examples of academic integrity violations include plagiarism or cheating, such as unauthorized assistance on examinations, homework, research papers or case analysis. Your work must be entirely your own. When working on assignments, you should not discuss your work with others unless approved by the course instructor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable in some way for known academic integrity violations in a group assignment.

Another example of academic dishonesty relates to improper attribution. When preparing your assignments, you must cite all outside sources in the manner requested by your instructor. Copying or using material from any source prepared by or previously submitted by others, at UNT or other institutions, or downloaded from the Internet, is plagiarism. Unless directed otherwise in an assignment, large scale “cutting and pasting” from other sources, even if properly footnoted, is not appropriate. You should synthesize this material in your own words and provide a footnote.

Your instructor will specify what materials, if any, may be used on the tests and exams.

Using materials other than those permitted, talking with other individuals during the exam, individuals exchanging information about an exam when one has taken the exam and the other has not, or copying or using material from another individual's exam is academic dishonesty and will result in a meeting to discuss academic integrity violations and potentially issue sanctions mentioned above, and may result in ineligibility for academic scholarships. The use of online assistance, such as sites commonly used for finding homework solutions, group chat, cell phones, smart watches, and similar tools during exams is not allowed for any reason unless specifically permitted. No portion of an exam may be copied or photographed without permission.

Students are expected to conduct themselves in a manner consistent with the University's status as an institution of higher education. A student is responsible for responding to a request to discuss suspected academic dishonesty when issued by an instructor or other University official. If a student fails to respond after a proper attempt at notification has been made, the University may take appropriate academic actions in the absence of the student's participation.

Academic Integrity Policy

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, **academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.**

The term “cheating” includes, but is not limited to, (1) use of any unauthorized assistance in taking quizzes, tests or examinations including e-mail messages and on-line chat tools; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university.

Ethical Use of AI In This Course

Academic misconduct is present in academic work wherever AI assistance has been used when unauthorized, or when authorized, has not been disclosed as required.

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In principle you may submit material that contains AI-generated content, or is based on or derived from it, if this use is properly documented. This includes, for example, drafting a resume, combining elements, and removing redundant parts. Your documentation must make the process transparent – the submission itself must meet our standards of attribution and validation.

Artificial Intelligence that can produce content is now widely available to produce text, images, and other media. We encourage the use of such AI resources to inform yourself about the field, to understand the contributions that AI can make, and to help your learning. However, keep the following principle in mind: AI contributions must be attributed and edited for accuracy. You are taking full responsibility for AI-generated materials as if you had produced them yourself: ideas must be attributed, and facts must be true.

In line with the UNT Honor Code, all the work you submit must be your own. Using AI tools without attribution or relying on them to complete assignments violates academic integrity and will be addressed according to our policy.

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.

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/>

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 by 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

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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. People 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 grow. 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/>.