

MKTG 3881.501

Personal Professional Development-Fall 2024
Dr. Majed Yaghi
Clinical Associate Professor

Fall 2024

Thursdays: 5:00pm – 5:50pm
Frisco Landing- FRLD 260
Instructor: Dr. Majed Yaghi
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Office: BLB 399B (Denton)

Office/Students' Hours:
T/TH: 10:00am – 12:00pm

Course Introduction

This one (1) credit hour-class is another important piece of your learning growth journey and offers a unique set of new opportunities. The emphasis is on professional career development and helping you find your best self. We do this via business guest speakers who share their respective career and growth journeys.

Course Objectives

After completing this course, you should have:

1. Gained a better and more practical understanding of the different business disciplines.
2. Learned the key drivers of success in professional work environments.
3. Engaged and connected with several business leaders and guest speakers.

How to Succeed in this Course

Helping you maximize your potential is my top priority. Everything I do in the classroom and during your time in this course is designed for that one purpose, HELP YOU. However, here are three things you could do.

1. **Come to class with a strong desire to learn and grow.** It's all about having a growth mindset.
2. **Take an active role during class-related activity.** It reflects motivation and commitment to excellence.
3. **Challenge yourself.** Try to learn something new from each guest speaker and interaction.

At the end of the semester, here's what some students have shared about their experience:

- This class was intellectually stimulating. I was able to stretch my thinking.
- I loved learning about different career paths. Professionals giving advice was a great time to learn.
- It had you really think and ponder about career paths and advise we were given by the guest lectures.

Textbook: None

Class Communications

Canvas supports the class administratively as well as delivers majority of course content. I will do my best to be available to all students. You may email me, just be sure to do it via the UNT email system to Majed.Yaghi@unt.edu. I will also check Canvas diligently and reply to all messages within 24 hours.

Technical Assistance

Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other tech issues.

UIT Help Desk: [UIT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm) (<http://www.unt.edu/helpdesk/index.htm>)

Email: helpdesk@unt.edu **Phone:** 940-565-2324 **In Person:** Sage Hall, Room 130 For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328) (<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

Course Format

This class is made up of weekly guest lectures from industry guests sharing their career journeys and insights. The format will vary based on the speakers and could range from lectures to a roundtable discussion, and

Q&A sessions. Following each visit, a quiz or assignment related to the topic will be your chance to accumulate grade points. Finally, in-class participation in the form of a discussion and team jeopardy will make up an large percentage of your grade.

Course Main Components

There are three key components described below that make up your total grade.

1. **Interviewing Skills:** The first assignment in the class will you an exercise of the most common questions asked during job interviews. You will compose concise but detailed answers to those question
2. **Weekly Assignments (Guest Lecture Learning):** Following each guest's visit you will be expected to complete a short write up on the important takeaways you gathered. To perform well in this, you must be present in class and actively listening to the guest.
3. **In-Class Participation:** This will be a game of jeopardy where the class breaks into teams and together we review the learnings from each weekly gust lecture. Such activity is entirely predicated on your presence. If you are not in class, you will not be eligible for those points.
4. **Attendance:** Due to the emphasis on guest speakers, attendance be mandatory for this class. Guests are corporate executives whose time is valuable and attendance is our token of appreciation to them.
5. **Final Jeopardy:** There is no final exam, so this activity will test how much of the guest lectures have you retained. It's a team-based activity and again, you will need to be present in order to qualify for the points.

Classroom Etiquette

Attendance

As noted earlier attendance is required, and each student is allowed two absences without a penalty. Beginning with the third absence, a penalty reduction of 20 points will accrue for each subsequent absence. Please respect your fellow students and guests by arriving on time and keeping distractions to a minimum.

Requests for Special Consideration

When any student requests special consideration for missing a quiz, missing an assignment due date, or any other reason, written documentation to the Professor, must be provided in support of the request. Without such documentation, the request will be denied. Providing special consideration to a student without documentation discriminates to the favor of the requesting student and to the detriment of all other students.

Late Submissions

You are expected to turn in assignments on time. Please pay attention to the deadlines given in presentations, and notifications in Canvas. Extensions to deadlines will only be given with a university approved excuse.

Electronic Devices Policy

As is the case in most professional environments, the use of electronic devices is restricted especially mobile phones. Additionally, use of Laptops is limited to note taking or in-class assignments as authorized by the professor. Finally, recording guest lectures for sharing with other students will not be allowed.

Acceptable Student Behavior

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 Center for Student Rights and Responsibilities 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 <https://policy.unt.edu/policy/07-012>.

Academic Integrity Policy

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 the reputation and the value of the degree and is unacceptable.

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.

Some specific examples of academic integrity violations include cheating, plagiarism, or inappropriate assistance on examinations, homework, and research papers and case analyses. Your work must be entirely your own. When working on assignments, you should not discuss your work with others unless approved by the course professor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable for known academic integrity violations in group assignment. Another example of academic dishonesty is improper attribution. You must quote or footnote all outside sources used when preparing your assignments. 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 also considered as plagiarism. You should synthesize this material in your own words and provide a footnote. The professor will specify what material, if any, may be used on 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 an academic referral or penalty. The use of online assistance, 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 an academic dishonesty report 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.

Americans with Disabilities Act

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students 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 ODA website at disability.unt.edu.

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

Student Perception of Teaching

Student Perception of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey is available to you at the end of the semester, providing you a chance to comment on how this class is taught. Feedback from students helps to improve this course. I consider SPOT to be an important part of your participation in this class. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will

receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website (<http://spot.unt.edu/>) or email spot@unt.edu.

Emergency Notification and Procedures

UNT uses a system called Eagle Alert to quickly notify students 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). In the event of a university closure, please refer to Canvas 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.

Grading Challenge Policy

This Instructor strictly follows the guidelines set forth in the current Undergraduate Catalog for grade appeals, changes, and the awarding and removal of an 'Incomplete'. Should you believe there is a grading error for a particular activity, you may make a grade "challenge". This grade "challenge" must be made in writing to your instructor no more than 48 hours (two days) after the grade is posted and should specify why you believe the grade is incorrect. Challenges made after this time will not be accepted and your grade will stand as recorded.

Grading

Points per Course Component

Assignments (Guest Lectures Learning)	375 points
In-Class Participation/Team Jeopardy	350 points
Interview Questions & Answers	50 points
LinkedIn Profile Update	25 points
Final Jeopardy	100 points
Attendance	100 points
Total	1,000 points

Grading Scale

A	B	C	D
900-1,000 pts.	800-899 pts.	700-799 pts.	600-699 pts.

Ordering of Topics, Exams, and Projects for Fall 2024 *(Subject to Revision)*

WEEK	DATE	LEARNING MATERIAL
1	Thu. Aug. 22	Introductions, Course Overview, Syllabus Highlights Due 8/25: Job Interview Q & A Grade Value: 50 points
2	Thu. Aug. 29	The Job Interview- Discussion
3	Thu. Sept. 5	Guest Lecture # 1 (Mr. Nimer Al Shadfan, Snr. Dir. of Manufacturing & Operations, Land O'Lakes) Due 9/8: Learning from Guest Lecture # 1 Grade Value: 75 points
4	Thu. Sept. 12	LinkedIn Profile Optimization Workshop (Guest Speaker)
5	Thu. Sept. 19	Learning Discussion (Land O'Lakes Lecture) /Team Jeopardy Game Grade Value: 50 points
6	Thu. Sept. 26	Learning Discussion (LinkedIn Profile)/Team Jeopardy Game Grade Value: 50 points
7	Thu. Oct. 3	Guest Lecture # 3 (Mr. Jeff Haley, Vice President of Sales, Americas, ResMed) Due 10/6: Learning from Guest Lecture # 3 Grade Value: 75 points
8	Thu. Oct. 10	Learning Discussion/Team Jeopardy Game Grade Value: 50 points
9	Thu. Oct. 17	Guest Lecture # 4 (Mrs. Tracy Honore, Former Marketing Director, KDP) Due 10/20: Learning from Guest Lecture # 4 Grade Value: 75 points
10	Thu. Oct. 24	Learning Discussion/Team Jeopardy Game Grade Value: 50 points
11	Thu. Oct. 31	Halloween Talent Acquisition Panel Discussion: Navigating the Horrors of Job Interviewing Laura Puyana- Arrive Logistics Hope Barnes & Cameron Walker- Tanium Kelly Haney Gilbert- Gartner Due 11/3: Learning from Panel Discission Grade Value: 75 points
12	Thu. Nov. 7	Learning Discussion/Team Jeopardy Game Grade Value: 50 points
13	Thu. Nov. 14	Guest Lecture # 5 (Mr. John Satttem, CEO & Co-Founder, Satttem Solutions LLC) Due 11/17: Learning from Guest Lecture # 5 Grade Value: 75 points
14	Thu. Nov. 21	Learning Discussion/Team Jeopardy Game Grade Value: 50 points
15	Thu. Nov. 28	THANKSGIVING- NO CLASS
16	Thu. Dec. 5	Final Jeopardy, Reflections and Gratitude
17	Dec. 7-13	FINALS WEEK