BUSI 1200: Careers and Professional Development Strategies for Business

Fall 2026 – 8WK2

Monday & Wednesday 2:30pm-3:20pm

Section: 021| Campus: Denton | Room: BLB 245

Instructor

Sheldon Sager

Office Hours: 8:30AM-3:30PM M-F (by appointment only)

sheldon.sager@unt.edu

Teaching Assistant

Mahmudul Hasan Suhan (Suhan)

Course Learning Outcomes

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 cover letter and resume
- Develop networking strategies relevant to professional development, including creating a LinkedIn Profile
- 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
- Utilize the RCOB EDGE Program mobile app to track and build competencies
- Understand how AI can assist with career readiness
- Learn the process for acquiring an internship for class credit
- 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 build upon each other and help students develop strategies to become career-ready.

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

Coursework in BUSI 1200 is designed for students to begin building their professional toolkit.

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Attendance

This is an 8-week course, which means we will cover a full semester in half the time. To keep up with the pace of the course, attendance is mandatory. The most basic component of professional development is being present. Therefore, class attendance is a major component of your grade. Students who are habitually tardy to class will be considered absent.

Academic Schedule – Fall 2026 (8W2)

October 12	Fall 8W2 classes begin
October 17	Last day to drop a course without a W
November 20	Last day to withdraw for the semester/session (drop all classes)
December 11	Last regular class meeting day of 8W2; no final in this course

Course Schedule

The instructor reserves the right to make changes to the syllabus at any time during the semester.

Week	Date	Topic	Assignment
1	10/12 10/14	• Course Overview • Resumes/Cover Letter	Pre-Survey (In Class) Resumes Cover Letter
2	10/19 10/21	• Communicating your Skills & Interviewing 101 • Resumes – Workshop Day	Elevator Speech
3	10/26 10/28	• Communication Fundamentals/Professionalism • No Class – All Majors Career Fair (On 10/27)	Sending a Proper Email
4	11/2 11/4	• Academic Advising/RCOB EDGE Program • Academic Advising/RCOB EDGE Program	RCOB Edge – Ethics Survey RCOB Edge – Understanding My Degree Audit
5	11/9 11/11	• Futureproof Your Career • Career Research	Career/Skills Assessment Business Values Assignment (In Class)
6	11/16 11/18	• RCOB Internships • Teamwork and Interpersonal Skills	Internship Quiz Team Collaboration & Interpersonal Skills LinkedIn Learnings
7	11/23 11/25	• Thanksgiving Break – No Class • Thanksgiving Break – No Class	
8	11/30 12/2	• Networking/Personal Branding/LinkedIn • Student Money Management – Guest Speaker	LinkedIn Profile
9	12/7 12/9	• Ethical Use of AI for Career Readiness • Last Class – Life After Graduation	Ethical Use of AI Quiz Life After Graduation (In Class) Post-Survey (In Class)

- **Late Work -** Late assignments will not be accepted.
- **Assignments and Deadlines for Submission -** See the table above and Canvas Course

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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%.

Grading Breakdown

Resume	70
Cover Letter	10
Elevator Speech	30
Career/Skills Assessment	15
Quizzes	20
RCOB EDGE Activitys	20
Assignments	50
LinkedIn Profile	10
Attendance	150
TOTAL POINTS	**375**

*There will be Extra Credit Opportunities

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).

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 a reasonable academic accommodations 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 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 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 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 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.

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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 an academic work wherever AI assistance has been used when unauthorized, or when authorized, has not been disclosed as required.

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 contents 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.

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In line with the UNT Honor Code, all 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 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.

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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/.