

# Careers and Professional Development Strategies for Business

Spring 2023 – Wednesdays – BLB 170 – 12:00-12:50 pm

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## Instructor

### Sheena Ross

Drop-in Hours: 8 AM-5PM M-F (by Zoom, appointment only)

[Sheena.ross@unt.edu](mailto:Sheena.ross@unt.edu) 940.565.2110

## Student Assistant

Alyssa Chavez

Office Hours: By Zoom appointment only

[AlyssaChavez@my.unt.edu](mailto:AlyssaChavez@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 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 resume
- 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.

## Attendance

The most basic component of professional development is being present. Therefore, class attendance is expected.

Attendance Points: We will meet at the regular class time in-person 12 times during the semester. Each student will start out with 150 attendance points. Each time a student misses a class, 12.5 points will be deducted from the original 150. There are 3 class meetings that will be held asynchronously (on your own time). Please refer to the class schedule on page two for specific details. On days we meet asynchronously, a video or article will be posted and you must submit the required assignment (generally a discussion or quiz) by the posted due date to receive points.



## Required Resources

**Required Textbook:** *The 7 Habits of Highly Effective People (30th Anniversary Edition) Paperback – Special Edition*, May 19, 2020 by Stephen R. Covey (Author)

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| <br><a href="http://studentaffairs.unt.edu/career-center/my-plan">http://studentaffairs.unt.edu/career-center/my-plan</a> | <br><small>assessment just got easier</small><br><a href="https://secure.foliotek.com">https://secure.foliotek.com</a> |
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## Academic Schedule – Spring 2023

|                   |   |
|-------------------|---|
| <b>January 17</b> | Spring classes begin  |
| <b>January 30</b> | Census day-Official Enrollment Determined                   |
| <b>March 10</b>   | Midpoint of semester  |
| <b>April 7</b>    | Last day to drop a course or all courses with a grade of W  |
| <b>May 4</b>      | Last day of fall classes                                    |
| <b>May 6-12</b>   | 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   | Read      |
|-------|------|--|--|-----------|
| 1     | 1/18 | • Course Overview  |  |           |
| 2     | 1/25 | • Goal Setting   |  |           |
| 3     | 2/1  | • Academic Success   | <b>Advising Map – 2/8</b>  | P 46-69   |
| 4     | 2/8  | • Career Research (Guest Speaker TBD)  |  | P 73-108  |
| 5     | 2/15 | • Resume 101   | <b>Resume – Due 2/22 by 11:59 p.m.</b><br><b>Elevator Speech– Due 2/22 by 11:59 p.m.</b> | P 109-166 |
| 6     | 2/22 | • Interviewing (Guest Speaker TBD)   | <b>My Plan – Due 3/22 in class</b>   |           |
| 7     | 3/1  | • No class, must attend mandatory Diversity in the Workplace Panel- Date TBD | <b>Diversity Worksheet—Due 3/10 by 11:59 p.m.</b>  | P 167-212 |
| 8     | 3/8  | • Decision Making {LinkedIn}-<br><b><i>Asynchronous Day</i></b>              | <b>Quiz #1 – Due 3/12 by 11:59 p.m.</b>  | P 215-234 |
| 9     | 3/15 | • No class, Spring Break   |  |           |
| 10    | 3/22 | • My Plan (Guest Speaker TBD)  |  | P 237-306 |
| 11    | 3/29 | • Personal Branding (Guest Speaker TBD)                                      |  | P 307-338 |
| 12    | 4/5  | • Conflict Resolution {LinkedIn}<br><b><i>Asynchronous Day</i></b>           | <b>Quiz #2 – Due 4/9 by 11:59 p.m.</b>   |           |
| 13    | 4/12 | • Networking (Guest Speaker TBD)   |  |           |
| 14    | 4/19 | • Business Communications Basics<br>Professionalism/Professional Dress       |  |           |
| 15    | 4/26 | • Money Management<br>• <b><i>Asynchronous Day</i></b>                       | <b>Quiz #3 – Due 4/30 by 11:59 p.m.</b>  |           |
| 16    | 5/3  | • Finding Balance: Professional & Personal (Guest Speaker TBD)               |  | P 341-366 |

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- **Turning in Late Work** - Late assignments will not be accepted.
- **Assignments and Deadlines for Submission** - See the table above for deadlines

## 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

|                     |            |
|---------------------|------------|
| Resume              | 35         |
| Advising Map        | 40         |
| Elevator Speech     | 25         |
| My Plan             | 20         |
| Diversity Worksheet | 35         |
| Quizzes             | 45         |
| Attendance          | 150        |
| <b>TOTAL POINTS</b> | <b>350</b> |

## The Fine Print

### Academic Integrity

Students caught cheating or plagiarizing will receive a "0" for that particular assignment or exam [or specify alternative sanction, such as course failure]. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty. According to the UNT catalog, the term "cheating" includes, but is not limited to: a. use of any unauthorized assistance in taking quizzes, tests, or examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage. The term "plagiarism" includes, but is not limited to: a. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b. the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

### 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.

### 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,

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including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at <http://deanofstudents.unt.edu>.

## Disability Accommodation Statement

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You 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 Office of Disability Accommodation website at <http://disability.unt.edu>. You may also contact them by phone at (940) 565-4323.

## 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/>

## Student Evaluation of Teaching

Student feedback is important and an essential part of participation in this course. The Student Evaluation of Teaching (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide you with an opportunity to evaluate how this course is taught.

## 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 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/>.