Careers and Professional Development Strategies for Business

Fall 2026 8 Week 1– Tuesday and Thursday – 10:10am-11am

BLB 270

BUSI 1200.025 | 1

Instructor

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

Sneha Kumar (by Zoom appointment only)
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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.

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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)

MyPlan.com http://studentaffairs.unt.edu/career-center/my-plan	foliotek assessment just got easier https://secure.foliotek.com

Academic Schedule – Fall 2025

October 12	8 Week 2 Classes Begin
October 17	Census day-Official Enrollment Determined
October 18	Last day to drop a course or all courses with a grade of W
November 6	Midpoint of semester
December 10	Last day of Fall 8 Week 2 Classes
December 11	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.**

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Class	Date	Topic	Assignment	Read
1	10/13	• Course Overview • Goal Setting	• **CliftonStrengths Quest & Career Assessment DUE ONLINE 10/15 at 11 am**	
2	10/15	• Strengths and Career Exploration *(Guest Speaker)*	• **Bring CliftonStrengths Quest and Career Assessment results to class**	
3	10/20	• Cover Letter and Resume 101	**Cover Letter and Resume Draft 1 – DUE ONLINE AND IN CLASS 10/22 at 9am**	
4	10/22	• Resume Writing Day 2 and Elevator Speech	**Final Cover Letter and Resume DUE ONLINE by 11:59pm 10/25** **Elevator Speech Video-DUE ONLINE by 11:59 p.m. 10/27**	
5	10/27	• Attend the UNT Fall '26 Business Career Fair	**ATTEND Between 1pm-4pm**	
6	10/29	• Making the Most of Your Professional Network (*Guest Speaker: Kendall McGeorge, Ryan)*		
7	11/3	• Common Assignment: Academic Success and RCOB Suitable App	***Quiz #2 – Due ONLINE 11/15 by 11:59 p.m.***	
8	11/5	• Decision Making Quiz (LinkedIn) **Asynchronous Day**	**Quiz #3 – Due ONLINE by 11:59 p.m.**	
9	11/10	• Group Project Intro • Common Assignment: Career Explorations: Internships	**Quiz #4 – Due ONLINE by 11:59 p.m.**	
10	11/12	• *Conflict Resolution (LinkedIn)* ***Asynchronous Day***	***Quiz #5 Due ONLINE by 11:59pm***	

11	11/17	Money Management Center *(Guest Speaker: Student Money Management Center)*		
12	11/19	• *Ethics in AI (LinkedIn)* ***Asynchronous Day***	**Quiz #5 – Due ONLINE by 11:59 p.m.**	
13	12/1	• Building Transferrable Skills Through Student Engagement/Campus Involvement *(Guest Speaker: UNT Student Activities)*		
14	12/3	• Business Communications Basics	**Email and Self-Reflection Assignment- DUE BY 11:59 p.m. 12/6**	
15	12/8	Group Class Presentations	**DUE IN CLASS**	
16	12/10	• Course Culmination	**Due ONLINE by 11 a.m.**	

- **Turning in Late Work -** Late assignments will not be accepted.
- **Assignments and Due Dates-** See the table above for due dates.

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
Academic Advising Map	40
Elevator Speech	25
Career Fair Assignment	15
My Plan	5
Email and Self-Reflection Assignment	20
Quizzes (3)	45 (15 points each)
Attendance	150
TOTAL POINTS	335
Bonus Opportunities (2)	10 (5 points each)

The Fine Print

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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 Artificial Intelligence (AI)

In this course, the use of GenAI tools is limited as directed by the instructor. Any additional use requires explicit permission, proper citation, and authentic student work.

Throughout the semester, you will or may use specific Generative AI (GenAI) tools for certain assignments, with guidance on responsible use. These assignments help build ethical resilience and GenAI literacy, preparing you for careers in a GenAI-oriented workforce.

The instructor may use GenAI to enhance materials, streamline tasks, generate prompts, create scenarios, draft syllabi, build study guides, and analyze performance. I will always disclose how I use GenAI, and I expect the same from you. Please note that the use of AI in resume and cover letter writing, and job applications should be to assist with creating drafts, improving grammar, and suggest better wording. The resulting product, when submitted for a class assignment and most especially in a job application, is totally your own creation. Should AI create something that is not an accurate representation of you, it could result in a lowered grade, but more importantly, it is grounds to immediately decline you as a candidate for jobs, and if hired, misrepresenting yourself in a job application could result in immediate termination.

In accordance with the UNT Honor Code, unauthorized use of GenAI tools is prohibited. Using GenAI content without proper credit or substituting your own work with GenAI undermines the learning process and violates UNT academic integrity policy. If you're unsure whether something is allowed, please seek clarification.

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,

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.
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/.