



## CONTACT INFORMATION

Instructor: Mr. Dirk Welch  
Phone: 940-397-4972  
E-mail: [dirk.welch@msutexas.edu](mailto:dirk.welch@msutexas.edu)  
Office: 211 Hardin South  
Office Hours: By Appointment

## CLASS INFORMATION

Professional Development in Business  
BUAD 2031  
Dillard 131  
Spring 2022  
W 2:00pm to 3:00pm

## REQUIRED MATERIALS

Career Related Articles (Branding, Resume, References, Interview, Social Media, Electronic Communication, Networking, First Impressions, Dress/Attire, Elevator Pitch, Job Search, Job Offer)

Career Leader Account – Purchase (\$25.00) account online at [www.careerleader.com](http://www.careerleader.com) (registration key is: midweststate-texas)

## COURSE DESCRIPTION

BUAD 2031 follows a trifecta of Discover, Development and Practice whereby students are able to gain a better understanding of who they are (strengths, personality, skills) as it relates to business career pathways and employment options, develop job search and business etiquette skills to help them create a compelling professional image, and put these skills into action through a myriad of professional development activities.

## LEARNING GOALS

1. **Written Communication Skills:** Students will exercise written communication skills through the student's career research project, resume, and branding statement. These assignments will be graded.
2. **Oral Communication Skills:** Students will practice oral communication skills during the mock interview assignment and networking/elevator pitch assignment. These assignments will be graded.
3. **Research Skills, Critical and Analytical Thinking/Decision Making Skills:** Students will develop and practice critical and analytical thinking/decision making skills during activities such as the job offer/benefits evaluation project, career research project, and social media professionalism analysis. These assignments will be graded.
4. These general learning goals are among those established by the Dillard College of Business Administration. General learning goals represent the skills that graduates will carry with them into their careers. While assessing student performance in obtaining these general learning goals, the Dillard College is assessing its programs. The assessments will assist us as we improve our curriculum and curriculum delivery.

## COURSE OBJECTIVE

Discovery Phase – Designed To:

- Inform students of their strengths, personality, marketable skills, & business career interests
- Enhance students' knowledge and understanding of potential career opportunities

Development Phase – Designed To:

- Introduce students to key career development tools and resources to build a successful career development portfolio and professional image
- Teach students how to successfully brand themselves through the resume, interview process, and use of social media

Practice Phase – Designed To:

- Engage students in the practical application of knowledge and skills gained throughout the course

After completing this course, students should be able to:

1. Demonstrate increased self-awareness of their strengths, personality, and skills
2. Identify business career pathways and employment opportunities that are “right” for them
3. Showcase enhanced knowledge and skill at presenting themselves professionally and effectively through written (i.e. resume, social media, email/letters) and verbal (i.e. networking and interviewing)

## CLASS POLICY AND CONDUCT

**Academic Integrity:** With regard to academic honesty students are referred to the “Student Honor Creed” in the current Midwestern State University Undergraduate Catalog. Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The minimum penalty is an “F” in this course and referral to the Dean of Students for disciplinary action, which may result in expulsion from the University.

**Students with Disabilities:** Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make necessary arrangements. Students must present appropriate verification from the University’s Disability Support Services (DSS) Office during the instructor’s office hours. Please note that instructors are not allowed to provide classroom accommodation(s) to a student until appropriate verification from DSS has been provided.

**Submitting Assignments:** Assignment dates are firm. The student is responsible to have all materials prepared and submitted on time. All typed/print assignments will be turned in at the start of class. Handshake, and completion of the Career Leader Inventory process will be verified electronically. All electronic and print assignments will incur a reduction as follows:

- 1 minute to 24 hours late 15% reduction
- 24 hours 1 minute to 48 hours late 50% reduction
- 48 hours 1 minute late 100% reduction

Pass/Fail assignments will receive an F (0) if not submitted on time. Each Pass/Fail **P** is equal to +25 points.

**Cell Phone Policy:** The use of cell phones (calls, texts, etc) is prohibited during class time, with the exception of breaks. If you need to make a call, send a text or email, etc, please step outside into the hallway.

**Safe Zone Statement:** The instructor considers this classroom to be a place where you will be treated with respect as a human being – regardless of race, ethnicity, national origin, religious affiliation, sex, gender, sexual orientation, political beliefs, age, or ability. Additionally, diversity of thought is appreciated and encouraged, provided you can agree to respectfully disagree. It is the instructor’s expectation that all students consider the classroom a safe environment.

**Campus Carry:** Senate Bill 11 passed by the 84<sup>th</sup> Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University’s webpage at <http://msutexas.edu/campus-carry/rules-policies>.

**COVID-19:** Facemasks and social distancing are not required but allowed.

## IMPORTANT ADMINISTRATIVE DATES

It is the student's responsibility to keep track of administrative dates and initiate the required paperwork for drops etc. If you withdraw from the class, it is your responsibility to remove your name from the class rolls. If your name is not removed then you may receive an ‘F’ for the course at the end of the semester.

**Attendance Policy:** Regular attendance is expected. Please come to class and arrive on time. If you need to miss a class, arrive late, or leave early you must notify me in a timely fashion prior to class. Attendance does not directly count in your grade unless you have excessive absences, but there are invariably students on the

boundary between one letter grade and the next lower letter grade. Attendance can be one deciding factor in those cases.

With timely notification, it is possible for certain absences to be fully excused and not included in this condition (see the MSU Student Handbook or University Catalog for CLASS ATTENDANCE POLICY and AUTHORIZED ABSENCES for additional information). For example, participation in academic field trips for another class, missing class because of a University musical or theatrical performance, or missing class because you are a varsity athlete attending a game will be excused so long as advance notice is received.

Students arriving not more than 10 minutes late to class without advance notice or approval will be considered tardy. Arriving more than 10 minutes late without advance notice or approval will be considered absent. Three (3) tardies equates to one absence. A student with excessive absences or tardies may be dropped from the course by the instructor.

## GRADING

Your overall semester grade will include evaluations of your performance in the examinations, class participation, and HW assignments. Specifically:

Career Development Portfolio	400 points
Resume & References (2@50)	100 points
Branding Statement	50 points
Mock Interview (2@50)	100 points
Social Media	50 points
Networking/Elevator Pitch	50 points
Job Offer/Benefits Analysis	50 points
Handshake	P/F
CMC Career Closet	P/F
Business Etiquette Dinner	P/F
Careers in Business Job Fair	P/F
Career Research Project	100 points
<b>TOTAL</b>	<b>600 points</b>

90% + = A    80-89% = B    70-79% = C    60-69% = D    < 60% = F

## COURSE COMPONENTS

### Career Development Portfolio:

**Resume & References** – A resume is commonly required for internship and full time employment positions. It is becoming increasingly sought for part-time positions as well. Development of a resume that markets your skills, experience, activities, and education is critical to career success. Email [stephanie.sullivan@msutexas.edu](mailto:stephanie.sullivan@msutexas.edu) for the critique.

Resume & Reference Page – CMC Critique – Revised Resume & Reference Page (Submit the original with critique comments along with updated/corrected copy)

Revised Resume & Reference Page – CMC Critique – Final Resume & Reference Page (Submit the revised resume with critique comments along with the final copy.)

**Branding Statement** – A branding statement is a brief summary that outlines who you are. Think of it as a reflection of your professional reputation. Your assignment will be to compose a branding statement that can be used in a myriad of ways as you conduct your job search. A typed one to three-sentence statement will be submitted.

**Social Media** – Create a LinkedIn Account. LinkedIn is a social media platform designed to showcase you as a professional and connect with professionals throughout your industry. Use LinkedIn to connect with 5 professionals in your field of interest (provide the name of the professional, job title, & place of business). Additionally, connect to Maverick Mustang.

**Mock Interview** – Interviews take many different forms (in-person, phone, web based, and video). In this assignment, you will complete two mock interviews (Standout & Quinncia) with the Career Management Center.

**Networking/Elevator Pitch** – The elevator pitch is designed to help you “think on your feet” in order to sell yourself in your career. Use one of the companies from your Career Research Project and develop a 90 second pitch for why they should hire you (50 to 100 word typed “pitch” statement).

**Job Offer/Benefits Analysis** – Often, the most notable focus of a job offer is on the salary/hourly rate of pay. While this is important, there are many other factors that should be taken into consideration when weighing the value of the job offer received and negotiating an employment package. In this assignment, these areas will be explored and a self-evaluation of what is important to you will be undertaken. A typed top 10 list of the factors important to you will be submitted. Possible items to include (Salary, Retirement, Vacation, Sick leave, Health insurance, Life insurance, Vision insurance, Dental insurance, Car allowance, Work-Life Balance, Telecommuting, Flexible work schedule, Childcare allowance, Travel reimbursement/amount of travel required, Moving reimbursement, Work from home)

**Handshake** – Create an account. Handshake is a platform that contains career advice, resume and letter writing examples, along with thousands of full time, part time, and internship opportunities. Account Profile should be as complete as possible (75% or greater).

**CMC Career Closet** – Visit the CMC Career Closet for a Dress Consultation or take a full-length picture of yourself in professional dress clothing and submit via email. How you present yourself through your wardrobe is part of the employer evaluation process.

**Business Etiquette Dinner** – Network with local employers and learn the finer points of dining with finesse. Identify 5 things you learned as a result of attending.

**Careers in Business Job Fair (9am to noon on 3/31)** – Attend and interact with a minimum of 2 employers. Share the name of the employer, employer representative, and what you learned about the employer visited.

**Career Research Project** – Understanding your strengths, interests, personality, and values plays an important role in selecting not only your choice of major but the career pathways in which you can find enjoyment and be successful. Additionally, learning more about the career pathways and opportunities that exist and formulating a list of top companies of interest can pay dividends as you approach the job search process. In this project, you will write (two to four pages) what you discover about yourself (Interests; Motivators; Skills, CultureMatch, Watch-Outs, Career Match - two potential careers of interest) and develop a list of 10 target companies.

## TENTATIVE SCHEDULE

*The following schedule is tentative and may be revised.*

**At any time, the most recent schedule will supersede all prior schedules.**

#	Date	Topic	Assignment/Project
1	1/12	Introduction: Constructing Your Professional Image	Career Research Project (CRP)
2	1/19	Understanding YOU- Strengths, Personality, Skills, & Interests	<i>Complete CRP Interests, Motivators, &amp; Skills</i>
3	1/26	Introduction: Career & Professional Development Resources	Handshake (H), Career Articles (CA)
4	2/2	Networking/Elevator Pitch	<b>CRP Due</b> ; Networking (N), CA
5	2/9	Establishing Your Look	<b>H Due</b> , Career Closet (CC), CA
6	2/16	Establishing Your Branding Statement	<b>N Due</b> , Branding Statement (BS), CA
7	2/23	<b>Business Etiquette</b>	<b>CC Due</b> , Attend Business Etiquette - 4/12/22, CA
8	3/2	Your Resume & References	<b>BS Due</b> , Resume & References (RR)
9	3/9	Interview 101	Interview (I), CA
10	3/23	Career Success	<b>RR #1 Due</b> , CA
11	3/30	<b>Careers in Business</b>	<b>I #1 Due</b> , Attend Business Job Fair - 3/31, CA
12	4/6	Resume & References 202 & Interview 202	RR #2, I#2, CA
13	4/13	Social Media & Electronic Communication	LinkedIn (L), CA
14	4/20	Understanding the Job Offer	Job Offer (JO), CA
15	4/27	8 Healthy Habits For Financial Success	<b>RR#2, I#2, L Due, JO Due</b>

In lieu of class, you are to attend the Business Etiquette Dinner on 4/12/22 @ 6pm. This is also listed as a PASS/FAIL Assignment.

In lieu of class, you are to attend the Careers in Business Job Fair on 3/31/22 @ 9am to 12pm. This is also listed as a PASS/FAIL Assignment.