



CONTACT INFORMATION

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CLASS INFORMATION

Professional Development in Business
BUAD 2031, 2032, 2033
Dillard 175
Spring 2025
Wednesday 2pm to 3pm

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 (\$30.00) account online at 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.

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 84th 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.

Submitting Assignments: Assignment dates are firm. The student is responsible to have all materials prepared and submitted on time. Turn in all completed assignments **ON or BEFORE 2pm** on date due. Handshake, Quinncia, and completion of the Career Leader Inventory process will be verified electronically. All 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

COURSE COMPONENTS

Career Development Portfolio:

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.

Requirements for 1 credit hour completion

- 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 **TEN** target companies.

Requirements for 2 credit hour completion

- 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 **FIFTEEN** target companies.

Requirements for 3 credit hour completion

- 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 **TWENTY** target companies.

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.

Requirements for 1, 2 & 3 credit hour completion

- In this assignment, these areas will be explored and a self-evaluation of what is important to you will be undertaken. A typed top **TEN** 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)

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.

Requirements for 1, 2 & 3 credit hour completion

First Assignment Submission: Email 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)

Second Assignment Submission: Upload resume into Quinnia.

Branding Statement – A branding statement is a brief summary that outlines who you are. Think of it as a reflection of your professional reputation.

Requirements for 1, 2 & 3 credit hour completion

- 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.

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

Requirements for 1 credit hour completion

- Conduct **ONE** mock interview in Quinnia

Requirements for 2 credit hour completion

- Conduct **TWO** mock interviews in Quinnia

Requirements for 3 credit hour completion

- Conduct **THREE** mock interviews in Quinnia

Networking/Elevator Pitch – The elevator pitch is designed to help you “think on your feet” in order to sell yourself in your career.

Requirements for 1, 2 & 3 credit hour completion

- Use one of the companies from your Career Research Project and develop a 90 second pitch for why they should hire you (**FIFTY to ONE HUNDRED** word typed “pitch” statement).

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 professionals in your field of interest (provide the name of the professional, job title, & place of business). Additionally, connect to Maverick Mustang.

Requirements for 1 credit hour completion

- Make **FIVE** new professional connections

Requirements for 2 credit hour completion

- Make **TEN** new professional connections

Requirements for 3 credit hour completion

- Make **FIFTEEN** new professional connections

Handshake – Handshake is a platform that contains career advice, resume and letter writing examples, along with thousands of full time, part time, and internship opportunities.

Requirements for 1, 2 & 3 credit hour completion

- Create an account. All sections need to be completed (upload Profile Picture, My Journey, Education, Work & Volunteer Experience, Organizations & Extracurriculars, Courses, Projects, Skills, Documents). A Handshake score of **80%** or more is required to receive credit. Those that receive a score of **100%** will be awarded 5 bonus points.

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**.

Requirements for 1, 2 & 3 credit hour completion

- In this assignment, these areas will be explored and a self-evaluation of what is important to you will be undertaken. A typed top **TEN** 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)

CMC Career Closet – How you present yourself through your wardrobe is part of the employer evaluation process.

Requirements for 1, 2 & 3 credit hour completion

- 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.

Business Etiquette Dinner (6pm to 8pm on 2/27) – Network with local employers and learn the finer points of dining with finesse.

Requirements for 1, 2 & 3 credit hour completion

- Identify **FIVE** things you learned as a result of attending.

Careers in Business Job Fair (9am to noon on 3/26) – This is a great way to make connections, practice networking, explore job/internship opportunities, and secure employment.

Requirements for 1, 2 & 3 credit hour completion

- Attend and interact with a minimum of **TWO** employers. Share the name of the employer, employer representative, and what you learned about the employer visited.

Virtual Career Fair – This is a great way to make connections, practice networking, explore job/internship opportunities, and secure employment. These events can be found through Handshake, professional associations, and online search.

Requirements for 2 credit hour completion

- Attend **ONE** event. Provide details (where, when, event name) and what you learned through attending.

Requirements for 3 credit hour completion

- Attend **TWO** events. Provide details (where, when, event name) and what you learned through attending.

Forage Job Simulation – Forage is an online platform which hosts free virtual experiences designed and delivered by leading companies. By completing self-paced modules that simulate work undertaken during a traditional internship or graduate program, you are able to develop your skills and gain a real understanding of work in practice.

Requirements for 2 credit hour completion

- Complete **ONE** simulation. Email your certificate of completion.

Requirements for 3 credit hour completion

- Complete **TWO** simulations. Email your certificate of completion.

LinkedIn Learning – Certifications demonstrate your knowledge and skills thereby enhancing your credentials.

Requirements for 2 credit hour completion

- Complete **ONE** of the following - Customer Service Professional Certificate (234min) *OR* Human Skills for Managers (331min). Email your certificate of completion.

Requirements for 3 credit hour completion

- Complete **ONE** of the above **&** Essential Business Communication Skills (457min). Email your certificates of completion.

Exploring Your Potential (EYP) – EYP is an online career readiness platform that provides opportunities for growth in knowledge and skills to succeed in the workplace

Requirements for 1 credit hour completion

- Complete Course 4: Activating Your Plan & email your certificate of completion.
 - Module 3: Earn, Manage, & Raise Money

Requirements for 2 credit hour completion

- Complete Course 2: Sculpting Your Value Proposition & email your certificate of completion.
 - Module 1: What Do You Have to Offer
 - Module 2: Building Your Network
- Complete Course 4: Activating Your Plan & email your certificate of completion.
 - Module 3: Earn, Manage, & Raise Money

Requirements for 3 credit hour completion

- Complete Course 2: Sculpting Your Value Proposition & email your certificate of completion.
 - Module 1: What Do You Have to Offer
 - Module 2: Building Your Network
- Complete Course 3: Marketing Yourself & email your certificate of completion.
 - Module 3: Create Leverage & Negotiate
 - Module 5: Manage Your Social Network
 - Module 6: Cultivate Professional Relationships
- Complete Course 4: Activating Your Plan & email your certificate of completion.
 - Module 3: Earn, Manage, & Raise Money
 - Module 6: Surround Yourself with Success

Microsoft Certification – Certifications demonstrate your knowledge and skills thereby enhancing your credentials.

Requirements for 2 credit hour completion

- Complete **ONE** Certification Course (MOS Word 135min; MOS Power Point 122min).
Email your certificate of completion.

Requirements for 3 credit hour completion

- Complete **TWO** Certification Courses (MOS Word 135min; MOS Power Point 122min).
Email your certificates of completion.

GRADING

Your overall semester grade will include evaluations of your performance. Specifically:

Assignment	One Hour Credit	Two Hour Credit	Three Hour Credit
Career Research Project	100	110	120
Job Offer/Benefit Analysis	50	50	50
Resume & References #1	50	50	50
Quinnia Resume	50	50	50
Branding Statement	50	50	50
Mock Interview	50	100	150
Networking/Elevator Pitch	50	50	50
Social Media	50	55	60
Handshake	50	50	50
Job Offer Benefit Analysis	50	50	50
CMC Career Closet	50	50	50
Business Etiquette Dinner	50	50	50
Careers in Business Job Fair	50	50	50
Virtual Fair 1	-	50	50
Virtual Fair 2	-	-	50
Forage Job Simulation 1	-	50	50
Forage Job Simulation 2	-	-	50
LinkedIn Learning 1	-	50	50
LinkedIn Learning 2	-	-	50
EYP: Course 2			
Module 1: What Do You Have to Offer	-	25	25
Module 2: Building Your Network	-	25	25
EYP: Course 3			
Module 3: Create Leverage & Negotiate	-	-	25
Module 5: Manage Your Social Network	-	-	25
Module 6: Cultivating Prof. Relationships	-	-	25
EYP: Course 4			
Module 3: Earn, Manage, & Raise Money	25	25	25
Module 6: Surround Yourself with Success	-	-	25
Microsoft Certification 1	-	50	50
Microsoft Certification 2	-	-	50
Total	725	1,065	1,430

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