



## CONTACT INFORMATION

Instructor: Mr. Dirk Welch

Phone: 940-397-4972

E-mail: [dirk.welch@msutexas.edu](mailto:dirk.welch@msutexas.edu)

Office: Clark Student Center Room 173

## CLASS INFORMATION

Professional Development in Business

BUAD 2031, 2032, 2033

Spring 2026, Part of Term B

Office Hours: By Appointment

## REQUIRED MATERIALS

CliftonStrengths Assessment (AKA Clifton Strengthsfinder 2.0)

- Can be found on Amazon.com and at Gallup.com
  - Look for one that contains the access code to complete the assessment

Power Point Material in D2L

- Week/Module 1 through 4 each contains two power point slide deck lessons

## 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 essays, 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, forage, 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 to improve our curriculum and curriculum delivery.

## COURSE OBJECTIVE

Discovery Phase – Designed To:

- Inform students of their strengths and marketable skills
- 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

## 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.

**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>.

## 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:** The expectation is that you will be present for class on the first day. Attendance is verified when you complete D2L assignments. Excessive absences (not signing into D2L, and noncompliance with assignments are indicators of non-compliance with the course and may lead to an administrative drop from the course.

**Desire-to-Learn (D2L):** Extensive use of the MSU D2L student learning management system is required for this course. Each student is expected to be familiar with this program. It is the primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program. Let me know the problems you are encountering.

**Online Computer Requirements:** Taking an online class requires a computer with internet access to complete and upload assignments. It is your responsibility to have access to a working computer for this class.

*Assignments and tests are due by the due date, and personal computer technical difficulties will not be considered reason for me to allow extra time to submit assignments, tests, or discussion postings.* Your computer being down is not an excuse for missing a deadline!! There are many places to access your class! Our online classes can be accessed from any computer in the world connected to the internet. Contact me immediately upon having computer trouble. If you have technical difficulties in the course, there is also a student helpdesk available to you. For help, log into D2L and be sure to submit a problems report.

**Drop box Submission for Assignments:** Your individual drop box is connected to your individual gradebook. Your gradebook is activated when there is an assignment in the drop box for me to grade or view. Your work must be submitted to the drop box and NOT in an email to me. If there is nothing in the drop box there is nothing for me to grade. Although this is your individual drop box your name should be on all work that you author and submit to your drop box.

Assignments submitted one minute after the assignment deadline are considered late and not accepted. In rare instances late work will be accepted. I understand emergencies arise. Communicating with me is key! In those rare instances where late work is accepted, an automatic 20% deduction on the assignment will occur.

Turn in all completed assignments **ON or BEFORE 11:59pm** on date due to the **specified drop box in D2L**. The Resume assignment can be verified electronically in Hiration. D2L can accept assignments from the beginning of class up to the deadline (the D2L drop box will lock down on date/time due).

**Note: You are able to work ahead on assignments. It is highly recommended to begin Forage and LinkedIn Learning early on allowing ample time to complete.**

## **COURSE COMPONENTS**

**Power Point (PPT) Slide Deck Lesson Review** – these lesson slide decks will provide valuable information on how to successfully compose a resume, branding statement, and elevator pitch; how to effectively analyze job offers, network, and craft a professional social media presence; and how to ACE the interview process. *Upload Assignment into corresponding D2L Drop Box.*

### **Requirements for 1, 2 & 3 credit hour completion**

- Review each power point slide deck and identify **FIFTEEN** things that you learned as a result.
  - Each week/module there are two independent PPT slide decks. FIFTEEN things must be identified for each PPT slide deck. At the end of each week/module a total of THIRTY things will have been identified.

**Careers in Business Job Fair (9am to noon on 3/25)** – This is a great way to make connections, practice networking, explore job/internship opportunities, and secure employment. *Upload Assignment into corresponding D2L Drop Box.*

### **Requirements for 1 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.

### **Requirements for 2 credit hour completion**

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

### **Requirements for 3 credit hour completion**

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

**Clifton Strengths** – understanding your strengths can lead to increased self-awareness, better career alignment, improved teamwork, more productivity, fulfillment, and better leadership in all aspects of life. *Upload Assignment into corresponding D2L Drop Box.*

### **Requirements for 1, 2 & 3 credit hour completion**

- Complete the self-assessment and provide a summary of your top 5 strengths (what they are and what they mean) and how you will utilize the knowledge of these strengths in your work and personal life.

**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. *Upload Assignment into corresponding D2L Drop Box.*

**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** – 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. *Assignment will be verified in Hiration.*

**Requirements for 1, 2 & 3 credit hour completion**

- Use Hiration to develop your resume. Once a score of 65 or higher is achieved, submit the resume for an “expert review”

**Branding Statement** – A branding statement is a brief summary that outlines who you are. Think of it as a reflection of your professional reputation. *Upload Assignment into corresponding D2L Drop Box.*

**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). *Upload Assignment into corresponding D2L Drop Box.*

**Requirements for 1 credit hour completion**

- Conduct **ONE** mock interview in Hiration

**Requirements for 2 credit hour completion**

- Conduct **ONE** mock interviews in Hiration
- Conduct **ONE** mock interview in person within the Career Management Center

**Requirements for 3 credit hour completion**

- Conduct **TWO** mock interviews in Hiration
- Conduct **ONE** mock interview in person within 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. *Upload Assignment into corresponding D2L Drop Box.*

**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. *Upload Assignment into corresponding D2L Drop Box.*

**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

**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. *Upload Assignment into corresponding D2L Drop Box.*

**Requirements for 1 credit hour completion**

Complete **ONE** simulation. Certificate serves as proof.

**Requirements for 2 credit hour completion**

- Complete **ONE** simulation. Write a 500-word essay on what you did/learned from the experience. Certificate and essay serve as proof.

**Requirements for 3 credit hour completion**

- Complete **TWO** simulations. Write two 500-word essays on what you did/learned from the experience. Certificates and essay serve as proof.

**LinkedIn Learning** – Certifications demonstrate your knowledge and skills thereby enhancing your credentials. *Upload Assignment into corresponding D2L Drop Box.*

**Requirements for 1 credit hour completion**

- Not a requirement

**Requirements for 2 credit hour completion**

- Complete **ONE** LinkedIn Learning certification related to your career plans. Certificate serves as proof.

**Requirements for 3 credit hour completion**

- Complete **ONE** LinkedIn Learning certification related to your career plans. Write a 500-word essay on what you did/learned from the experience. Certificate and essay serve as proof.

## GRADING

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

Assignment	One Credit (2031)	Two Credit (2032)	Three Credit (2033)
PPT Lesson – Establishing Your Brand	30	30	30
PPT Lesson – Networking/Elevator Pitch	30	30	30
PPT Lesson – Resume 101	30	30	30
PPT Lesson – Resume 201	30	30	30
PPT Lesson – Interview 101	30	30	30
PPT Lesson – Interview 201	30	30	30
PPT Lesson – Understanding the Job Offer	30	30	30
PPT Lesson – Social Media	30	30	30
Careers in Business Job Fair	50	75	100
Clifton Strengths	50	50	50
Job Offer/Benefit Analysis	50	50	50
Resume	50	50	50
Branding Statement	50	50	50
Mock Interview 1 - Hiration	50	50	50
Mock Interview 2 – In-person @ CMC	-	50	50
Mock Interview 3 – Hiration	-	-	50
Networking/Elevator Pitch	50	50	50
Social Media	50	55	60
Forage Job Simulation 1	50	-	-
Forage Job Simulation 1 Plus Essay	-	100	100
Forage Job Simulation 2 Plus Essay	-	-	100
LinkedIn Learning 1	-	50	-
LinkedIn Learning 1 Plus Essay	-	-	100
<b>Total</b>	690	870	1090

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

## COURSE SCHEDULE SPRING 2026

Week or Module	Lesson	Assignment	Due Date
March 21 – March 28	Establishing Your Brand (EYB) Networking/Elevator Pitch (NEP)	EYB – 15 Things I Learned NEP – 15 Things I Learned Branding Statement Networking/Elevator Pitch Attend Careers in Business Job Fair	Before 11:59 p.m. <b>March 28, 2026</b>
March 29 – April 5	Resume 101 Resume 201	Resume 101 – 15 Things I Learned Resume 201 – 15 Things I Learned Resume	Before 11:59 p.m. <b>April 5, 2026</b>
April 6 – April 13	Interview 101 Interview 201	Interview 101 – 15 Things I Learned Interview 201 – 15 Things I Learned Mock Interview	Before 11:59 p.m. <b>April 13, 2026</b>
April 14 – April 21	Understanding the Job Offer (UJO) Social Media	UJO – 15 Things I Learned Social Media – 15 Things I Learned Job Offer/Benefit Analysis Social Media	Before 11:59 p.m. <b>April 21, 2026</b>
April 22– April 29	Clifton Strengths	Clifton Strengths	Before 11:59 p.m. <b>April 29, 2026</b>
April 30 – May 7	Forage	Forage	Before 11:59 p.m. <b>May 7, 2026</b>
May 8 – May 14	LinkedIn Learning	LinkedIn Learning	Before 11:59 p.m. <b>May 14, 2026</b>

### Notice

Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.