Fall 2011 - Professional Skills in Business Course Syllabus
BUS 384, 1 Credit, 14 weeks (Pass/Fail)
Wednesday, 1:50-2:50 PM, 1210 Sage Hall

Course Description:
This course is required as you prepare for professional internships and full-time job opportunities. Through a process of learning about career planning and implementation, you will gain knowledge of how to effectively search for careers that are personally and professionally satisfying. You will also learn topics ranging from resources to finding job options to being successful after being offered an opportunity.

Objectives:
- Understand how to conduct an internship or job search, emphasizing resume and cover letter development, locating employment possibilities, use of Internet and job banks, and how to research potential employers
- Gain knowledge and experience in interviewing
- Develop a networking plan and make connections with employers in various professional fields
- Understand the steps to becoming a confident business professional
- Know how to gain a competitive edge to stand out from other applicants

Outcomes:
- Students will become more competitive and diverse for the professional world.
- Students will be exposed to user friendly resources and will be able to apply those resources to reach their career goals.
- Students will have a better understanding of how important it is to create and maintain a positive brand so that they can be their own personal advocate both locally and internationally.
- Students will be able to utilize practical skills like: conduct a job/internship search, develop application materials, interview, and network, negotiate salary & benefits, and be able to successfully transition to the world of work.
- Students will be more proficient in using different forms of technology because of the tools and training offered in this course.
- Students will be exposed to a variety of resources that will allow them to connect, network, and build relationships regionally, nationally, and/or globally if they choose.

Course Material Required:
- get hired! Guide (available in bookstore)
- TitanJobs -- University of Wisconsin Oshkosh Internet based Recruitment Site from Career Services
- Access to D2L for course material

Graduate Assistants:
Jackie Murray (Main Course Contact)
College of Business, Sage Hall 1609
murraj28@uwosh.edu (920) 424-0297
Office Hours: Wednesdays 3:00-4:30

Stephanie Levine
Career Services, Student Success Center,
Suite 125
levins22@uwosh.edu, (920) 424-2181
Office Hours: Mondays 1:00-3:00

Instructors:
Jodi Carlson, carlsonj@uwosh.edu
Career Services, Student Success Center, Suite 125
(920) 424-2181
Office Hours: Wednesday 3:00-4:30 (Sage 1607)

Jessie Pondell, pondellj@uwosh.edu
College of Business, Sage Hall 1608
(920) 424-0297
Office Hours: Tuesdays 2:30-4:00
Assignments:
  - See Assignment Due Dates in the “Assignments Due” column on class schedule.
  - Always include your name, course section and pod number on each assignment.

Out of Class Expectations (Pre-Register by 2nd week of class for all except Career Fair on Titan Jobs):
  - **Successful Completion of Mock Interview.**
    - Choose one of the following dates: October 4th 9:30-4:15 or November 14th 1:30-4:15 in Career Services, Student Success Center, Suite 125, by signing up for the appropriate date and time in Titan Jobs.
    - You will need to arrive approximately 10 minutes before your scheduled interview.
    - **The mock interview research worksheet is due to the D2L dropbox PRIOR to your mock interview.**
    - The mock interview reflection worksheet is due the class period following your mock interview.
    - You may not miss Bus 384 due to a mock interview or it will be considered your flex comp time.
    - Based on your evaluation, the course instructors will determine if you have successfully completed the mock interview or if more development is needed. If it is determined that more development is needed, you will be asked to meet one on one with a course instructor to complete this assignment.
  - **Dining with Professionals:** Choose one of the following dates: October 19th, 5-7 PM, Reeve Union Ballroom; November 10th, 5-7 PM, La Sure’s Dining Hall
  - **Career Fair on the Fox.** Tuesday, September 27th, 1:00-5:00 PM in Kolf Sports Center. You are not required to attend the entire event.

Grading: (Must complete the 3 areas to pass)

**Attendance & Involvement-**
  - Attendance will be taken each class period and you are required to attend. Because you are required to attend 3 out of class activities, you will receive 3 comp days. 2 days are scheduled and one is a flex day. This one flex day can be used for any traditional class absence. There is no need to notify the instructors or follow-up. This flex time can be used for any reason, but use it wisely. There will be no other excused absences for classes after using your flex time. See alternate use for flex day under assignments.
  - Attendance is extremely important! We will be practicing professionalism in the workplace and therefore, tardiness and missing class is not acceptable. In addition, the sharing and discussion of ideas and information is critical. We expect you to be involved to your utmost ability.
  - As part of class involvement, make sure to take the opportunity to brand yourself in a professional manner. When asking a question or giving feedback, please state your name and major before continuing with your question or feedback.

**Assignments-**
  - All assignments must be completed satisfactorily and on time. No late assignments will be accepted- however, if you have not used your flex day, you can use this to turn in one assignment up to one week late.
  - **Prompt/Quality Work:** Work must be turned in when indicated on the syllabus timeline. You are also expected to turn in work that is of the highest quality. Correct spelling, grammar and punctuation will be included in evaluating your assignments. Evaluation will also include the following components:
    - Content
    - Professional presentation of the information
    - Substantiation of your main points

**Out of Class Events-**
  - Attendance and participation at all out of class activities is required. Your flex day cannot be used for any out of class activities.

**POD Challenge:**
Throughout the semester, there will be various challenges to complete in your assigned pod groupings. We will hand out points to pods for reasons such as being interactive, participating, being professional in nature, displaying creativity and/or being willing to share ideas with the class. Prizes will be given at mid-semester and at the end of semester to pods who have gained the most points.
<table>
<thead>
<tr>
<th>Class: WEDNESDAY</th>
<th>Class Topics</th>
<th>Assignments Due</th>
<th>Readings Due for Class</th>
</tr>
</thead>
</table>
| Class 1: September 7th | • Course syllabus  
• Titan Jobs and Career Services resources  
• Strengths Quest Assessment | □ Review all content provided in D2L  
✓ Assignment Criteria are located in D2L in the Content section  
□ Pages 1-7  
□ Pages 13-18 |
| Class 2: September 14th | • Strengths Quest Overview  
• Creating advanced marketing tools for a competitive edge.  
  o Break Out Groups  
  o Interpersonal Careers (Mkt/HR)  
  o Financial Careers (Acc/Fin/Econ)  
  o Analytical Careers (SCOM/IS/ECON) | □ Strengths Quest completed for class  
Bring print-out of your “Signature Theme Report” to class  
□ Bring your current resume to class if you have one  
□ Sign up for Dining with Professionals and Mock Interview on Titan Jobs  
□ Complete Pre-Test that was emailed to you | Get Hired! Guide  
□ Pages 19-46 |
| Class #3: September 21st | • Networking Success | | Get Hired! Guide  
□ Pages 50, 53-58 |
| Class 4: September 28th | • Navigating the Internship Process | □ Resume/CL/References Assignment – submit hard copy in class per instructions in D2L | Get Hired! Guide  
□ Pages 10-12  
□ Review Internship Website:  
http://www.uwosh.edu/cob/future-students/undergraduate/careers/internships |
| Class 5: October 5th | Comp Time (class cancelled) | | |
| Class 6: October 12th | • LinkedIn | □ Informational Interview Proposal Due via D2L  
□ Draft LinkedIn Profile Completed | Get Hired! Guide  
□ Pages 8-9  
□ Pages 59-66 |
| Class 7: October 19th | • Preparing for the interview—beyond the basics. | □ Linked In Profile Due | Get Hired! Guide |

Class 5: Comp Time (class cancelled)
<table>
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<tr>
<th>Class 8: October 26th</th>
<th>• Maximize Your Potential</th>
<th>□ Strengths Quest Career Activity</th>
<th>Get Hired! Guide □ Pages 47-52</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class 9: November 2nd</td>
<td>• Who Did they Hire?- Employer Resume Critiques &amp; Getting the Inside Scoop- Employer Panel</td>
<td>□ Complete Company Research Worksheet on page 62 for informational interview organization</td>
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<tr>
<td>Class 10: November 9th</td>
<td>• Ethics</td>
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<td>Get Hired! Guide □ Pages 73-80</td>
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<tr>
<td>Class 11: November 16th</td>
<td>• Budgeting &amp; Personal Finance</td>
<td>□ Complete Budget Sheet</td>
<td>Get Hired! Guide □ Pages 67-72</td>
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<tr>
<td>Class 12: November 30th</td>
<td>• Analyzing a Job Offer</td>
<td>□ Informational Interview Due via D2L</td>
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<tr>
<td>Class 14: December 14th</td>
<td><strong>Comp Time (class cancelled)</strong></td>
<td>□ Complete Post-Test that was sent to you via email.</td>
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