

BA 1105 – Professional Development Course Syllabus – Fall 2025, 1st 8-Week Session

Note that the course syllabus, class speakers and topics, assignments, and timelines are subject to change at the instructor's discretion.

Course Information

Course Prefix, Number, Section	BA 1105.054
Course Title	Professional Development
Term	Fall 2025
Days & Times	Wednesday, 4:00 – 5:45 pm
Location	JSOM 2.717; Attend class in person.
INSTRUCTOR:	Kenneth H. Ceaser, Kenneth.Ceaser@UTDallas.edu
OFFICE HOURS:	Friday, 2:00 – 3:00 pm.
MODALITY:	In-person. Attend the class in person each week. All assignments are due at the required, specified times.
CLASS DATES:	Aug 26; Sept 2, 9, 16, 23, 30 & Oct 7
FINAL EXAM:	TBD

1st 8-Week Session – Assignment Points

- Code of Conduct – **5**
- Resume (Quinnia) - **30**
- Job Application Scams Quiz - **5**
- Elevator Pitch – **10**
- Job Interview (Quinnia) - **20**
- LinkedIn / P.O.P. Professional Online Portfolio – **50**
- Company Research Presentations – **50**
- (FYE) First Year Experience Quizzes (Weekly on eLearning) – **5 Points per Quiz / 30 Points Total**
- Class attendance – **5 points per class – 30 points total (6 class meetings)**
- BONUS POINTS: CMC Engagement – **10**
- **Total Possible Points: 240**

Grading Scale

A+	221 – 240
A	201 – 220
A-	181 – 200
B+	166 – 180
B	151 – 165
B-	136 – 150
C+	121 – 135
C	106 – 120
C-	91 – 105
D+	76 – 90
D	61 – 75
D-	46 – 60
F	0 – 45

Assignment Deadlines and Details

Late assignments will be scored 0 points. All assignments must be completed before the designated deadlines to be eligible to pass the course. You are allowed one submission for each assignment on eLearning. Additional assignment attempts will not be considered. Submit your best effort prior to the assignment deadline for grading.

Effective communication with your instructor is essential for academic success. It is essential to notify them of any issues or challenges as soon as possible. Delaying communication until the deadline may hinder your ability to complete the assignment satisfactorily.

Incomplete assignments will be subject to a 50% reduction in the total possible points. Students are strongly encouraged to thoroughly examine all elements of the assignment guidelines and the associated scoring rubric to ensure full compliance with the stated requirements.

After you click "Submit" in eLearning, you will receive a notification that the assignment submission was successful. Please recheck your grades/assignments to ensure the assignment was submitted correctly. If you click "Save as draft" and do not submit correctly by the deadline, you will receive a score of 0.

1st 8-Week Session – Assignment Deadlines

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| • Code of Conduct – | September 5 th , 11:00 pm CST |
| • Job Application Scams Quiz | September 12 th , 11 pm CST |
| • Resume (Quinnia) | September 19 th , 11 pm CST |
| • Elevator Pitch | September 19 th , 11 pm CST |
| • Job Interview (Quinnia) | October 3 rd , 11 pm CST |
| • Company Research Presentations – eLearning upload due | October 5 th , 11 pm CST |
| ○ Final presentations starting in Week 7 | |
| • (FYE) First Year Experience Quizzes – All Due | October 13 th , 11 pm CST |
| • LinkedIn / P.O.P. Professional Online Portfolio | October 13 th , 11PM CST |
| • Bonus Points: CMC Engagement | October 13 th , 11 pm CST |
| • Class Attendance – Final score calculated at the end of the 8-week semester | |

J SOM Code of Conduct and Ethics Policy for Employment and Recruitment

- Complete the form at <https://jindal.utdallas.edu/career-management-center/student-resources-cmc/maintain-your-commitment/>
- Click the certify compliance form button to begin.
- Once you have completed and signed the form, you will receive an email confirmation.

Submit for Grading

- Convert the email confirmation receipt into a PDF and “submit” to eLearning for grading

Quinnia AI Resume

How to Sign Up for Quinnia

- Visit <https://quinnia.io/access>
- Log in with your UTD netID and password (ex: jmc180002@utdallas.edu). You must use your full netID for correct access
- Click on the "Activate License" button
- You have access to Quinnia on the first day of the semester. Visit <https://quinnia.io/> and enter your UT Dallas email address to get started. Note that Quinnia will also send you a welcome email after the

UT Dallas Census Day to remind you.

Prepare Your Resume for Grading

- Complete your profile in Quinncia at <https://quinncia.io/>
- Upload your first resume draft onto Quinncia in PDF format
- Quinn will review and provide feedback for improvements and identify flags
- Revise your resume, implementing Quinn's feedback, and upload the revised resume in PDF format.
- You may continue the process of uploading and revising your resume in Quinn as many times as you choose.

Submit for Grading

- Two documents are required to be attached in order to complete the assignment:
 - Attach your final draft resume in PDF Format with corrections to eLearning for instructor scoring.
 - Attach a screenshot of your Quinncia "Student's Resume Analysis" dashboard, which shows your name at the top of the resume (**Example Attached**).
- The Quinncia resume attempt uploaded onto eLearning is required to be completed during the semester you are enrolled in the course. Quinncia Resume attempts and scores from a past semester submitted to eLearning will be scored zero points.

Grading Information

- No Deviations in format or font style from the JSOM resume Template. No Lines on the page. Consistency of information and attention to detail. - **5 points**
- One page maximum. - **5 points**
- Appropriate action verbs at the beginning of the bullet points located in your professional experience, academic projects, and other areas where bullet points describe your accomplishments. - **5 points**
- Metrics that demonstrate accomplishments for your experiences and projects. - **5 points**
- Carefully review the Eligibility statement examples and use the phrasing from the JSOM template that describes your work authorization. - **5 points**
- A resume score of 200 or higher. - **5 points**
- Multiple attempts may be required to achieve a resume score of 200 or higher.
- Proofreading: Resumes that are poorly written (grammar and spelling errors), incomplete, or more than one page will receive 0 total points for the resume assignment.

Helpful Tips for Your Success on the Quinncia AI Resume Assignment

- Use the JSOM Resume Template - <https://jindal.utdallas.edu/career-management-center/student-resources-cmc/write-resume/>
- Correct as many flags as possible; however, you do not have to remove all the flags to complete the assignment.
- Note that Quinncia is an artificial intelligence tool that will not be 100% accurate
- If you run into technology issues, contact Quinncia by email at support@quinncia.io and notify your instructor. Note that technical issues can occur at any time; therefore, it is strongly recommended that you plan ahead to ensure completion of this assignment before the deadline.
- Learn how to read Quinn's feedback on your resume: <https://help.quinncia.io/article/50-understanding-your-resume-analysis-page>

Elevator Pitch

- During class, you were given an opportunity to practice your elevator pitch with your peers. Answer the following questions in essay format for at least one peer that you practiced with:
 - What was your partner's full name?
 - What 3 things stood out in their elevator pitch?
 - What 3 pieces of feedback did you provide for them?
 - What feedback did you receive, and how will you update your pitch?

Submit for Grading

- Submit 2 documents in eLearning:
 - Submission 1: In 200 words or more, include the answers to the questions above
 - Submission 2: Your elevator pitch

Grading Information

- Thoughtful, well-written answers to all questions above, and for following all directions – **5 Points**

Quinnia AI Interview

Prepare Quinnia AI Interview for Grading

- Check the Job Interview folder in eLearning to learn more about how Quinnia will analyze your video interview.
- Upload your final resume onto Quinnia (must be completed before you are able to schedule an interview).
- Look for the widget that says "Schedule Your Interview", click "Schedule"
- Receive an email saying your interview is ready
- Click "Start Interview" on your Quinnia dashboard
- Allow Quinn to access your camera and microphone
- When the interview begins, you have 2 minutes for the first question and 90 seconds for the following 6 questions
- Click "Submit" after you complete the interview and let it load completely, or it will not be saved (picture to the right!)
- Within 24 hours, you will receive an email that your interview analysis is complete
- Review your feedback

Submit for Grading

- Screenshot the initial "Student's Interview Analysis" dashboard which appears after your interview is completed (**Example Attached**).
- Upload this screenshot into eLearning prior to the deadline.
- The screenshot you capture and submit into eLearning must match your most current recorded interview within Quinnia. Your instructor will review both. Be sure your interview score and image is captured in your screenshot.
- Note: If you procrastinate on this assignment, you run the risk of technical issues, not completing the interview, not receiving the interview analysis, and scoring zero points for this assignment.

Grading Information

- Tell me about yourself: strong introduction, targeted and focused content with minimal fillers. – **5 Points**
- STAR Storytelling Technique for Behavioral Interview Questions – **5 Points**

- 200 or higher Quinncia Interview Score – **5 Points**
- Attempted ALL questions with genuine effort – **5 Points**
- The Quinncia interview attempt uploaded onto eLearning is required to be completed during the semester you are enrolled in the course. Quinncia Interview attempts and scores from a past semester submitted onto eLearning will be scored zero points.
- Assignment submissions after the deadline receive zero points. Interview attempts after the deadline will not be considered.
- You will receive a score of 0 if there is no audio captured by Quinncia. Please review your recording and ensure the transcript has captured your words, and the audio is clear. Re-record as necessary before submitting for grading into eLearning.

More Information

- It is recommended, but not required, to dress professionally.
- Review this information to better understand your score: <https://help.quinncia.io/article/106-interview-analysis-breakdown>
- If you run into technology issues, contact Quinncia by email at support@quinncia.io and notify your instructor. Note that technical issues can occur at any time; therefore, it is strongly recommended that you plan ahead to ensure completion of this assignment before the deadline.

LinkedIn/POP Assignment

A professional online portfolio strengthens your job applications and serves as a personal branding tool that works for you 24/7. It's a curated collection of your past assignments, seamlessly integrated into your LinkedIn profile. As you progress through your academic journey, this portfolio can be continuously updated with new projects, skills, experiences, and branding elements, ensuring it evolves in tandem with your growth.

The GM Financial Professional Headshot Photo Booth

It is highly recommended you complete this as soon as possible to avoid delays

- Once you take your headshot, you will receive it in your email within a few minutes
- To set up your headshot, follow the directions here: <https://jindal.utdallas.edu/career-management-center/free-professional-photos-supported-by-gm-financial>

Prepare LinkedIn Profile for Grading

- Open LinkedIn and send a connection request to your instructor to ensure they are able to view your profile correctly.
- Open your LinkedIn profile page
- Click the "More" button at the top of your profile under your professional picture.
- Select "Save to PDF"
- Note that your headshot will not be visible on the PDF, and the profile may not be in English due to conversion issues; however, your instructor will visit your page to verify your professional photo.
- Note that some elements of your profile may be hidden by your LinkedIn privacy settings, so be sure to review these before submitting the assignment for grading.

Submit for Grading

- Open the assignment module in eLearning and attach the LinkedIn PDF – then click “submit”.

Grading Information

- Professional headshot and Custom URL – **5 Points**
- Compelling headline that is search engine optimized for the industry of interest – **5 Points**

- Compelling summary that provides a detailed introduction of your professional skills and interests, including relevant keywords for maximum search engine optimization - **5 Points**
- P.O.P. assignment elements (Add Profile Section) – **35 Points**

LinkedIn Profile & POP Elements

REQUIRED FOR ASSIGNMENT	HOW MANY ENTRIES?	REQUIRED FIELDS
Education	All Applicable	School, Degree, Start, End, Activities, Skills
Projects	2 - Resume & Cover Letter	Project Name, Description, Skills, Start, End (Or Currently Working On), Associated with (if applicable), and attach example resume and cover letter
Courses	All Applicable	Course Name, Number, Associated With
Skills	10 minimum	
Languages	All Applicable	Language, Proficiency
RECOMMENDED BUT NOT REQUIRED		
Certifications	All Applicable	Name, Issuing Org (Example, LinkedIn Learning), Issue Date, Skills
Honors & Awards	All Applicable	Title, Associated With, Issuer, Issue Date, Description
Volunteer Exp	All Applicable	Organization, Role, Cause, Start, End, (Or Currently Working On), Description
Test Scores	All Applicable	Title, Associated With, Score, Test Date
Position	All Applicable	Title, Employment Type, Company or Org, Start, End (Or Currently Working), Location, Description with Accomplishments, Skills
Organizations	All Applicable	Organization Name, Position Held (Example, Member), Start, End, (Or Membership Ongoing)

Final Exam: Company Research Presentations

Final presentations will take place on a day/time assigned by your instructor. The aim of your final project is to create a company presentation and pitch it to the class as if you were the company leaders trying to recruit new students. Each student will assume a specific role and be responsible for that part of the presentation. The overall presentation should be no more than 10 minutes total. Your group will be randomly assigned a company from the Fortune 100. PowerPoint, Prezi, Google Slides, etc, may be used. Here is a breakdown of the roles and data that each person is responsible for presenting:

CEO (Chief Executive Officer):

- Presents brief overview of the company
- Presents a brief SWOT analysis
- Presents on the future outlook and explains why the company is a great career destination

Director of Talent Acquisition:

- Present one open internship or early career opportunity.
- Demonstrate how to stand out when building your resume for this job
- Suggest one networking event or strategy to help students get connected.

Director of Human Resources:

- Give an analysis of employee reviews from websites like Glassdoor
- Identify the employee benefits and perks
- Highlights training programs and workplace trends (e.g., remote work)

Director of Technology:

- Identifies key technologies the company uses
- Explains the role of AI in the company and industry
- Suggests learning resources for students to prepare for jobs

Director of Marketing

- Presents opening and closing remarks
- Designs and operates the slide deck for each team member (PowerPoint, Prezi, etc.)
- Ensures visual consistency with the company brand and a unified message among the group.
- Compiles and creates a slide featuring all sources used by team.
- Keeps the group on time (10 minutes or less)

Submit for Grading

Step 1: (All Group Members Must Complete) Uploading Presentation PDF to eLearning – 10 Points

- Compile the entire group presentation into one PDF.
- Open the eLearning course
- Use the left menu to navigate to Assignments
- Attach the file and submit by the due date.

Step 2: Presentation – 40 Points

- While each student will receive an individual grade based on their specific contributions, the overall effectiveness of the group's collaboration and teamwork will also be considered as part of the evaluation.
- All students are required to be present at the designated start time of the final examination session.
- Presentation order will be determined randomly. Any team member who arrives late or is absent may incur a penalty of up to 50% of the total points allocated for the presentation.
- Exceeding the 10-minute time limit may result in a 20% deduction from each team member's score. Therefore, it is essential for team members to collaborate effectively, ensuring thorough rehearsal and efficient time management.
- Incomplete assignments will be subject to a 50% reduction in the total possible points. Students are strongly encouraged to thoroughly examine all elements of the assignment guidelines and the associated scoring rubric to ensure full compliance with the stated requirements.

Grading Information

- Content: The presentation comprehensively addressed all required topics and requirements from the syllabus. – **10 Points**
- Organization: Presentation was creative, organized, and information was clearly communicated. – **10 Points**
- Presentation Skills: The Presenter was rehearsed, prepared, engaging, and appropriately dressed (business casual or professional). – **10 Points**
- Teamwork: Smooth transitions and consistent design and messaging across presenters. – **10 Points**

Additional Information

- Students will be placed into a group. The group is responsible for determining roles and a work schedule within the project deadlines.
- In instances where the total number of students in the class is not divisible evenly, the instructor

should form group(s) consisting of six members. Any additional team member(s) assigned to these groups must be given equivalent responsibilities during the presentation and evaluated according to the same assessment criteria as their peers.

- No additional team members will be added if someone drops or is removed from the group.
- Groups cannot remove students without consulting the class instructor.
- The class instructor reserves the right to remove or adjust the grade of a non-compliant team member.
- To request a review of a non-compliant team member, please contact your instructor.
- Students are strongly encouraged to communicate any concerns to the instructor well in advance of the assignment deadline.
- If a group member does not contribute meaningfully or decides to leave the project, the remaining members must inform the instructor as soon as possible. The grade of the non-contributing member will be adjusted to reflect their lack of participation, while the other group members will not face any penalties. Documentation, such as emails, chat logs, or peer evaluations, may be required.

Bonus Points (Optional) – CMC Engagement Assignment

- This is an extra credit opportunity and not a requirement to pass this course.
- Utilize Handshake or visit the JSOM Career Management Center in 12.110 to learn about upcoming CMC professional development opportunities.
- Attend one of the following: Schedule a 1-1 with a CMC Career Development Specialist, attend and check into a career fair, workshop, or employer information session
- After you have completed one of the above requirements, record a 30-60 second, casual, vlog-style video sharing your experience and takeaways.
- Have fun and be creative with it! Authenticity matters here.

Submit for Grading

- Upload the video to CometSpace (UTD Box) - <https://utdallas.account.box.com/>
- Open the assignment module in eLearning and paste the link to the video in the text box, and submit for grading

Grading Information

- Full points awarded for quality of video, clarity, tone, lighting, creativity, and thoughtful reflection on the experience – **10 Points**

Additional Notes

- Based on the quality of your submission, your instructor may reach out to you for permission to use your video on UT Dallas social media for marketing purposes, however this is not required to receive the bonus points.
- Please ensure that you properly check in upon arrival at the event, as your instructor may request attendance verification from the JSOM Career Management Center (CMC) staff. If you require assistance with the check-in process, consult a member of the JSOM CMC team. Failure to appear on the official attendance record may result in forfeiture of any associated points.

Attendance and Class Participation Requirements

Being prepared for class and regular class participation are required. Students who fail to participate in class regularly invite scholastic difficulty. Your instructor may utilize a variety of methods to measure your attendance and participation. These measures may include time-stamped Comet Card scanners upon entry and exit of the classroom, quizzes and surveys, role-play exercises, small group exercises, discussion board responses, contributions to classroom discussion, and more.

If you arrive at class more than 15 minutes late, leave early, and/or do not participate in the classroom activities, you will receive 0 points for that class meeting. There are seven class meetings, and you earn 5 points for each class you successfully attend and participate in. Note that you only earn attendance points for attending a class/section that you are enrolled in.

Communicate absences in advance to your faculty and TA. Students who need to arrive late or leave class early are required to notify the professor and TA(s) and will not receive attendance credit for that class meeting. Class participation and attendance are documented by faculty. Successful participation is defined as consistently adhering to University requirements, as presented in this syllabus. Fabricating attendance is a violation of the UT Dallas Student Code of Conduct and will be referred to the UT Dallas Office of Community Standards and Conduct for adjudication and may result in class failure, a final grade of F in the course. [Student Code of Conduct](#).

- Attend and Participate at 1 Class = Earn 5-points
- Attend and Participate at 2 Classes = Earn 10-points
- Attend and Participate at 3 Classes = Earn 15-points
- Attend and Participate at 4 Classes = Earn 20-points
- Attend and Participate at 5 Classes = Earn 25-points
- Attend and Participate at 6 Classes = Earn 30-points

General Policies

- It is the responsibility of each student to remain informed of the official withdrawal deadlines as published in the UT Dallas Academic Calendar. Familiarity with these dates is essential for effective academic planning and decision-making. For the most current and detailed information, please consult the official calendar here: <https://www.utdallas.edu/academics/calendar/>
- Announcements are made in eLearning announcements or by UTD email.
- Office hours are for clarification, seeking additional help, or getting advice on assignments or your coursework.
- When emailing, use your UTD email and include a descriptive subject line such as *"BA 1105 Tuesday/Thursday 1 pm Presentation Question."*
- Emails from non-utdallas.edu emails will not be answered.
- Reviewing Assignments: I do not review by email; I can review during office hours or after class, if there is time available.
- All assignments, quizzes, and projects will be checked for scholastic dishonesty. This includes using TurnItIn for papers. A finding of scholastic dishonesty may result in a grade of 0 and a referral to the [UTD Office of Community Standards and Conduct](#).
- Changes: The instructor reserves the right to change the grading policy, the course schedule, and the assignments; the instructor reserves the right to change published grades if there is a miscalculation.
- Grade Questions: Email within one week of grades being posted to request a meeting. Include in this email the concerns or questions. A challenge may result in grades being raised or lowered

1st 8-Week Session – Weekly Topics

Week	Topics
1	FYE - UTD Health and Wellness Resources Course Intro Career Research Resources Researching Companies
2	FYE - JSOM Resources The Recruiting Process Resume Writing Bullet Points Cover Letter Strategies Peer Reviews
3	FYE – Academic Policies Elevator Pitch Branding Yourself Story Telling
4	FYE – Advising LinkedIn Development Creating a Professional Network Informational Interviews Small Talk and Conversations Corporate Culture
5	FYE – Program Support Job Interviews Virtual Interviewing S.T.A.R.
6	FYE – Conflict Management and De-Escalation Open Lab: Work on Final Presentations & Professional Online Portfolio
7	Final Presentations
8	Final Presentations