

BA 3105 – Professional Development Course Syllabus – Spring 2026, 2nd 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 3105.0592
Course Title	Professional Development
Term	Spring 2026
Days & Times	Wednesday, 7:00 – 8:45 pm
Location	JSOM 1.217; Attend class in person.
Professor:	Kenneth H. Ceaser, Kenneth.Ceaser@UTDallas.edu
Modality:	In-person. Attend the class in person each week. All assignments are due at the required, specified times.
FINAL EXAM:	To Be Provided

Who Can Help Me?

When emailing our team, use your UTD email and include a descriptive subject line such as “BA 3105.592 Presentation Question.”

Kenneth Ceaser – Kenneth.Ceaser@utdallas.edu - General course questions, grievances

- Office Hours: Email for appointment

Course Content in E-Learning

Note that you will lose access to the course content in eLearning after the semester closes. To retain the information, you must manually download and save it to your drive.

Late Work & Procrastination

- Late assignments (submitted after the deadline) will be scored 0 points.
- Procrastination is the number one reason why students struggle with this course

Assignment File Types

- Upload files into eLearning using **ONLY Word or PDF format. Screenshots can be a JPEG or PNG.** We cannot open files in other formats, which may affect your grade.
- Failure to follow instructions carefully may result in point deductions on graded assignments.

Submitting Assignments

Students sometimes make mistakes when submitting assignments, such as forgetting to attach the file, selecting the wrong document, or using an incorrect file type. In the workplace, submitting the wrong document can have serious consequences. While I understand that mistakes happen, the following policy applies to this course:

- You are allowed two submission attempts for each assignment before the deadline.
- Grading for each assignment will generally begin after the deadline.

- There are no resubmissions of graded assignments.
- If you choose to submit a second attempt, it will be graded as is, and your first attempt will not be considered.
- Submitting a second attempt is optional.
- Assignments submitted via email will not be accepted, unless otherwise noted by your professor.
- After you click "Submit" in eLearning, you will receive an email 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.

Microsoft CoPilot & Artificial Intelligence Tools

The university provides all students, faculty, and staff with access to the Enterprise version of Microsoft Copilot, which we will use throughout this professional development course to build a foundational understanding of interacting with generative AI and applying it to your professional growth. Copilot is not intended for shortcuts or simple copy-and-paste solutions; instead, it should serve as inspiration and structure for your work. You are expected to review and refine AI-generated content into your own style and wording, ensuring originality and integrity. Using any AI tools in an unethical manner is strictly prohibited and violates university policy - <https://policy.utdallas.edu/utdsp5017>

Attendance & Class Participation Requirements

Class preparation and regular participation are mandatory for success. Failure to participate consistently can lead to academic difficulties. Attendance and participation may be tracked through various methods such as card scanners, quizzes, group activities, and discussion contributions. **Arriving more than 15 minutes late, leaving early, or not engaging in activities results in zero points for that session**, and attendance credit is only given for your enrolled section. Students must notify faculty and TAs in advance of absences or schedule changes, but such notifications do not guarantee attendance credit. Fabricating attendance violates the UT Dallas Student Code of Conduct and may lead to disciplinary action, including course failure. Exceptions to the attendance policy and make-up opportunities for excused absences are [outlined in university policy](#)

2nd 8-Week Session – Assignment Points

- Syllabus Quiz – Not Graded, But Must Be Completed to Open All Course Assignments
- Code of Conduct – 5
- Resume (Quinnia) - 30
- LinkedIn – 50
- Job Interview (Quinnia) - 75
- Company Research Presentations – 100
- (FYE) First Year Experience Quizzes (Weekly on eLearning) – 5 Points per Quiz / 30 Points Total
- Class attendance – 5 points per class – 35 points total (7 class meetings)
- Extra Credit – Up to 15
- **Total Possible Points: 325**

Grading Scale

A+	317–325
A	309–316
A–	301–308
B+	293–300
B	285–292
B–	277–284
C+	269–276
C	261–268
C–	253–260
D+	245–252
D	237–244
D–	225–236
F	0–224

Assignment Deadlines

- Code of Conduct
- Resume (Quinnia)
- LinkedIn
- Job Interview (Quinnia)
- Company Research Peer Evaluation Forms
- (FYE) First Year Experience Quizzes
- Extra Credit Opportunities/WisePath by Suitable Link Upload
- Company Research Presentations
- Class Attendance
- Suitable Badge Certification

Assignment Instructions – Read Carefully

FYE – First Year Experience

The FYE presentations were developed by the [JSOM Undergraduate Student Services](#) team developed the FYE presentations to support your transition into university life. These presentations cover essential topics, including academic success, mental health resources, and professional development services.

Each presentation comes with a quiz, available in your eLearning course on the left navigation menu. You may take each quiz as many times as needed, and your highest score will be recorded. Please refer to the posted quiz deadlines and review the corresponding FYE PowerPoint decks uploaded to eLearning to prepare.

JSOM Code of Conduct & Ethics Policy for Employment & Recruitment

- Complete the form at <https://jindal.utdallas.edu/career-management-center/student-resources-cmc/code-of-conduct/>
- Click the certify compliance form button to begin.
- Check the box at the bottom of the form that says “Send me an email receipt of my responses”.
- Check your email for an MS Forms Submission receipt. If you do not receive the submission receipt, you must complete the form again.

Submit for Grading:

- Screenshot the MS Forms Submission receipt. An example is attached in the eLearning Assignment module.
- Submit the screenshot in the assignment module for grading **(5 Points)**.
- Incorrect submissions may result in a score of 0

Quinnia AI Resume

Quinnia is an AI-powered career readiness platform designed to help students and job seekers improve their resumes and interview skills. It uses machine learning to analyze your resume for structure, keywords, and alignment with industry standards, then provides detailed feedback on areas like formatting, grammar, and ATS (Applicant Tracking System) compatibility.

In addition to resume reviews, Quinnia also offers mock interviews with real-time feedback, helping you practice and refine your responses based on behavioral and technical questions.

How to Sign Up for Quinnia:

- Website: <https://quinnia.io/access>
- You will receive an email from Quinnia with sign-up information.
- You must utilize your UTD NetID to sign up (Example, jmc180002)
- After signing in, click on the "Activate License" button

(HIGHLY SUGGESTED, BUT NOT REQUIRED FOR GRADE) USING QUINNIA FOR RESUME REVIEWS:

- Upload your first resume draft onto Quinnia 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 Quinnia for additional feedback.
- You may continue the process of uploading and revising your resume in Quinn as many times as you choose.

Submit for Grading

- Attach your final draft resume in **WORD or PDF** Format to eLearning for instructor scoring.

Grading Information:

- A score of 0 will be given for each requirement that is not completed.
- Utilized the provided resume template provided to you by your instructor (template file is attached in eLearning Assignments module). - **10 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**
- Included Eligibility Statement with phrasing that describes your work authorization. Phrasing can be found in eLearning Resume & Cover Letter folder. - **5 points**
- Proofreading: Resumes that are poorly written (grammar, spelling errors, weak bullet points, significant formatting errors, etc) or incomplete will receive up to a 100% reduction in total points at the discretion of your instructor.

Helpful Tips for Your Success On the Quinncia AI Resume Assignment

You may use Quinncia as many times as you wish without affecting your grade. The final grade is assigned to the attached resume in eLearning. You have access to the Quinncia license for the remainder of your time as a UT Dallas student.

- Correct as many flags as possible; however, you do not have to remove all the flags to complete the assignment. Quinncia scores and flags are not part of your final resume grade.
- 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>

LinkedIn

A LinkedIn profile boosts your job applications and acts as a personal branding tool that works for you around the clock. As you advance through your academic journey, you can continually update this profile with new projects, skills, experiences, and branding elements, ensuring it grows in tandem with you.

HIGHLY RECOMMENDED BUT NOT REQUIRED TO COMPLETE ASSIGNMENT: THE JSOM CMC/GM FINANCIAL PROFESSIONAL HEADSHOT PHOTO BOOTH

- 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 and teaching assistant to ensure they are able to view your profile correctly.
- Open your LinkedIn profile page.
- Click the “More” or “Resources” button near the top of the profile, and use the “save to PDF” option
- Example PDF is located in eLearning Assignments.

Submit for Grading

- Open the assignment module in eLearning and attach PDF – then click “submit”.
- Note: LinkedIn PDF will not have all your information on it. There is no need to include extra information in your submission. Your instructor will review your live LinkedIn profile online for final grading.

Grading Information

- A score of 0 will be given for each requirement that is not completed.
- If your instructor cannot navigate to your live LinkedIn profile from your submission, it may be considered incomplete and receive a score of 0.
- Professional headshot with Appropriate Business Attire. Highly recommend to receive full points: Use an official headshot taken inside the JSOM CMC Photobooth: [Click Here For Drop In Hours](#). To see examples of proper attire for a professional headshot, please review the “How to Dress for Professional Events and Presentations” folder in eLearning. You may also see the examples in the in-class PowerPoint presentation. – **5 Points**
- Write a compelling headline optimized using principles & formatting from the course lecture. – **5 Points**
- Write a compelling summary that highlights your professional skills, interests, career goals, and personal brand. Minimum 100 words. - **5 Points**

- A minimum of 10 connections – **5 Points**
- Additional required elements AND LinkedIn Learning Certification – **30 Points (Details Below)**

Required LinkedIn Profile Elements

Open your LinkedIn profile and click “Add Profile Section” located near the top of your profile page. You will see a menu of options where the following elements can be added. These elements must be added in the correct areas on your LinkedIn profile to earn points. Please check with your professor if you have any questions. You will discover the various elements below for editing:

REQUIRED FOR ASSIGNMENT	POINTS (TOTAL = 30)	NUMBER OF ENTRIES
LinkedIn Learning Certification	15	1 minimum
Education	5	All Applicable
Courses	5	All Applicable
Skills	5	10 minimum

Completing A LinkedIn Learning Certification

1. Sign in to LinkedIn Learning here: <https://library.utdallas.edu/find-materials/digital-media/linkedin-learning/>
2. Search for a skill that you are interested in learning more about. Recommended skills to search for:
 - a. Problem-Solving
 - b. Teamwork
 - c. Communication
 - d. Leadership
 - e. Emotional Intelligence
 - f. Time Management
 - g. Creativity
 - h. Conflict Resolution
3. In the search results, look for the label "**Certificate Eligible**". **This means that upon completion, you will receive a certificate for this course.**
4. Open the course and complete all the modules. A completed module will have a green check mark next to it. For example, if you must watch 5 videos and complete a quiz, all should have a green check mark.
5. Once you have fully completed the course, you will be given an opportunity to add the certificate to your LinkedIn Profile. You may also download the PDF of your certification and post an update if you wish, but this is not required.
6. Once the certificate is updated on your profile, you can locate it by opening your LinkedIn profile and scrolling down to **Licenses & Certifications**
7. Note: If you already have a LinkedIn Learning Certification on your profile (according to these instructions), you do not need to complete an additional one; however, it is highly suggested that you do.
8. Note: To complete this part of the assignment, the certification **MUST** be from LinkedIn Learning.

FOR THOSE WHO CANNOT OPEN A LINKEDIN ACCOUNT DUE TO RESTRICTIONS, YOU WILL BE ASKED TO RECREATE THE ASSIGNMENT IN A POWERPOINT PRESENTATION AND INCLUDE ALL THE LINKEDIN ELEMENTS ABOVE, WITH THE FOLLOWING EXCEPTIONS:

- Note: Notify your professor of this issue in advance of the assignment deadline.
- In place of making 10 connections: Write a 300-word minimum blog about a professional development topic of your choice. You will include this in your presentation slides.
- In place of a LinkedIn Learning Certificate: Complete a Forage project here -

<https://www.theforage.com/landing/university-of-texas-qooyz/jsom-career-management-vNY9> and include your certificate of completion on a presentation slide. If you cannot access this link, please check eLearning > Resume & Cover Letter > Resume Builders.

- Submit your completed PowerPoint to eLearning by the deadline.

Quinnia AI Interview

On-Demand/AI Video Interviews are very common in today's job market. While searching for internships, you should expect and prepare for them. This assignment attempts to mimic that style of interview.

The Quinnia mock interview may feel unfamiliar at first, so practice/re-record several times to get comfortable with the format. When you are satisfied with your performance and ready for grading, take a screenshot of your dashboard showing the completed interview and submit it to eLearning. Your instructor will review the screenshot and then access your Quinnia profile to watch your recorded responses. Here are more detailed instructions:

Scheduling Your Interview in Quinnia

1. Upload your resume into Quinnia.
2. Look for the widget that says "Schedule Your Interview", and click "Schedule"

IMPORTANT REMINDERS:

- This assignment requires a significant time investment. Procrastination often leads to late submissions, which will receive a score of zero.
- The Quinnia Interview Analysis may take anywhere from 8 to 24 hours (or longer) to complete, depending on system responsiveness.
- As Quinnia is an AI-based platform, occasional technical issues may arise. The most common reason students receive a zero is attempting to complete the assignment at the last minute, leaving no buffer to resolve potential issues.

Dress Code Requirement

- **Business casual.** Refer to eLearning > How to Dress for Professional Events and Presentations to see examples of acceptable business casual attire. T-shirts, workout clothing, hoodies, caps/hats, etc are considered inappropriate attire for a job interview and for this assignment. Treat this as if it were a real job interview!

Download Your Analysis & Submit for Grading

1. Open your Quinnia profile
2. Click 'See Details' on the interview analysis you want to download
3. Review your entire recording to ensure audio was captured correctly. If there is no audio, re-record the interview.
4. Scroll to the bottom of the analysis page
5. Choose your most current analysis from your latest three you would like to download as a PDF
6. Click 'Download' underneath the score and a PDF will automatically be downloaded to your device
7. Open eLearning > Assignments > Quinnia AI Interview
8. Click "Upload Files"
9. Attach PDF and Submit
 - See the PDF example attached in eLearning > Assignments
 - A score of 0 will be given if this is not completed as described.
 - Here is a helpful link with steps: <https://help.quinnia.io/article/369-downloading-analysis>

Grading Information

- A score of 0 will be given for each requirement that is not completed.
- Elevator Pitch / Tell me about yourself (Question #1 in Quinnia): Utilizes strategies/framework from class. A strong introduction that focuses on professional elements, captures attention, communicates your key professional/academic strengths and goals, and maintains a concise flow without filler language. – **20 Points**
- Use of STAR Storytelling Technique for all Behavioral Interview Questions – **20 Points**
- Meets dress code requirements – **20 Points**
- 200 or higher Quinnia Interview Score – **5 Points**
- Attempted ALL questions with a professional demeanor, genuine effort, and no distractions – **10 Points**

More Information

- You may re-record your Quinnia interview as many times as you wish; each new recording will overwrite the previous one. It is strongly recommended that you attempt the interview more than once to achieve the best possible grade. However, only your most recent interview, along with the matching screenshot, will be graded.
- The Quinnia interview and screenshot uploaded onto eLearning are required to be completed during the part of the semester you are actively attending and enrolled in the course (1st 8 Week Session or 2nd 8 Week Session). Quinnia Interview attempts and scores from a past time/semester submitted to eLearning will be **scored zero points**.
- You will receive a **score of 0** if there is no audio captured by Quinnia. Please review your recording and ensure that the transcript accurately captures your words and that the audio is clear. Re-record as necessary before submitting for grading into eLearning.
- Quinnia may continue recording after you finish answering a question. Maintain a professional presence on camera at all times. Any inappropriate comments or unprofessional behavior can result in a **score of zero**.

Using An AI Assistant to Generate Answers

- If it is suspected that you are reading your responses from a script, notes, or other external resources during the assessment, you will be referred to the Office of Standards and Conduct for review.
- This assignment is designed to assess your personal communication skills and professional readiness. Use of AI tools (e.g., ChatGPT, CoPilot, etc.) to generate or script responses is not permitted. You may use AI for general interview preparation, but your responses must be entirely your own. Violations may result in a score of 0 and a review by the [UT Dallas Office of Community Standards and Conduct](#).

Company Research Presentations

Purpose: This project is designed to help you develop essential skills in researching companies, exploring emerging technologies, and understanding diverse career paths. It emphasizes creating targeted company lists for internship opportunities and enhances your ability to collaborate on projects with minimal supervision and loosely defined instructions, mirroring the ambiguity often found in real-world work environments. Additionally, it provides an opportunity to learn how to effectively utilize AI tools for career exploration while enhancing your business presentation and public speaking skills.

Group presentations will take place on a day/time assigned by your instructor. You will be placed in a group of 5 team members, create a company presentation, and present it to the class as if you were the company leaders trying to recruit new students. As with any company presenting to UTD students, you should maintain a positive tone and address solutions to the problems and challenges the company may face.

Each student will assume a specific role and be responsible for that part of the presentation. The presentation portion should be no more than 12 minutes total; however, additional time may be granted for questions from the audience. Your group will be randomly assigned a company from the Fortune 100. Check eLearning for company and group member assignments. Here is a breakdown of the roles and data that each person is responsible for presenting:

CEO (Chief Executive Officer – THIS IS A REQUIRED ROLE. ONE STUDENT MUST COMPLETE THIS.):

- Present a brief history/overview of the company
- Complete a SOAR (strengths, opportunities, aspirations, and (desired) results) analysis and present a summary of the information
- Present 3 specific examples, with information, of why the company is a great place for students just beginning their careers

Director of Talent Acquisition:

- Present one open internship or early career opportunity that JSOM students may be interested in. If none are available, present information on possible career options related to business majors.
- Demonstrate how to stand out when building your resume, elevator pitch, and job interview skills for this job
- Use LinkedIn and show examples of what UTD alumni are doing in this company, and share LinkedIn profile and networking tips to help students connect with the company.

Director of Human Resources:

- Give an analysis of employee reviews from websites like Glassdoor and Indeed.com, and strategies being used to address negative feedback
- Identify and explain the employee benefits and perks
- Highlight and explain employee training programs and workplace trends (e.g., remote work)

Director of Technology:

- Identify and describe key technologies the company uses
- Explain the role of AI in the company and overall industry
- Suggest resources for students to learn the skills (technical and soft) necessary for success at your company.

Director of Corporate Responsibility:

- Highlight the company's philanthropic efforts and community involvement
- Explain the company's C.R. mission and its alignment with student interests (e.g., environmental responsibility, mental health, equity, etc)
- Showcase the social or environmental impact of a specific company initiative

Where Do I Find My Group

- Log into eLearning and open our course module
- On the Course Homepage, you will see the Group Presentations link and presentation order
- Take note of your presentation order and plan accordingly
- Click the Group Presentations link. You will find your company and group members, as well as a method to contact them via email.

Presentation Dress Code Requirement

- **Business casual.** Refer to eLearning > How to Dress for Professional Events and Presentations to see examples of acceptable business casual attire. T-shirts and shorts, workout clothing, hoodies, caps/hats, flip-flops/sandals, and ripped/distressed jeans, etc are considered inappropriate attire for this presentation.

Presentation Slide Deck Requirements

- Canva, PowerPoint, Google Slides, etc may be used.

- All group members are required to use slides to support their portion of the presentation.
- There is no maximum number of slides for each group member; however, your entire group presentation cannot be longer than 12 minutes total.
- **Slides should feature only images, graphical elements, and/or title slides that serve as a visual backdrop for the information you present. This project will challenge you to deliver a presentation on a selected topic without reading from text and/or notes during the presentation. You are expected to rehearse thoroughly so that you can speak confidently and naturally. The goal is to develop strong oral communication skills and audience engagement. You should not have anything to “read” from during your presentation.**
- If you focus more on your slides than on engaging with the audience, your presentation grade may be negatively affected.
- Your primary focus should be on engaging the audience and demonstrating a clear understanding of the content. You are expected to rehearse thoroughly and present confidently without reading verbatim.

Presentation Time Limit

- Entire group presentation must last no more than 12 minutes
- There is no “minimum” amount of time for the group presentation; however, note that incomplete presentation information may affect your score.

Grading Information

- You do not have to submit the slide deck for grading.
- The only submission requirement for the student is the peer evaluation (directions below), and this is accomplished in MS Forms.
- There is no eLearning submissions required for this assignment.
- **Instructor Grading – 60 Points**
 - Each student will be evaluated individually based on their assigned role within the team. Each role has three specific prompts to research and present on. For each assigned prompt, students are graded as follows:
 - Presentation and communication of information were incomplete and/or ineffective. **(0 Points)**
 - Information lacked depth or completeness in some areas, presentation and communication was adequate but could be improved. **(10 Points)**
 - Information was comprehensive, well-developed, and fully addressed all relevant aspects through strong presentation/communication skills. Presentation and communication was clear, engaging, and professional. **(20 Points)**
 - The total possible score is 60 points (20 points for each of the 3 prompts), and the instructor will complete a scoring sheet for each student.
- **Peer Evaluation (MS Forms) – 40 points**
 - Group Member Expectations: Successful teamwork requires every member to come prepared, take responsibility for their tasks, and meet agreed-upon deadlines. Each person should contribute high-quality work that aligns with the project goals and demonstrates attention to detail. Finally, effective communication and collaboration are essential; listen actively, share ideas respectfully, and support one another to achieve the team’s objectives. Failure to meet these expectations will negatively affect your peer review score.
 - **A peer review form must be fully completed for every group member on your team, regardless of whether they presented with you. You should base their overall score on the group work and collaboration they contributed to the project throughout the semester. A**

high or low score may be given depending on their ability to meet the expectations described above.

- Each student will complete 1 peer evaluation for each of their team members. For example, if they are in a group of 5, they will only complete 4 peer reviews. There are no “self-reviews”.
- Peer evaluation link is located in eLearning > Assignments. This will be completed via MS Forms.
- The peer evaluation will ask you to respond to this prompt:
 - *On a scale of 0–5, please rate this group member’s overall contribution to the project. Your score should reflect their performance across the following areas:*
 - *Preparation & Responsibility: Did they come prepared for meetings, meet deadlines, and take ownership of their assigned tasks?*
 - *Quality of Work: Was their contribution accurate, thorough, and aligned with the project requirements?*
 - *Communication & Collaboration: Did they communicate effectively, listen to others, and work cooperatively to achieve group goals?*
- Each team member will assign an overall contribution score on a scale of 0 (very poor) to 5 (excellent) to their team members. Your instructor will gather your scores from your group members and use the following formula to determine your final Peer Evaluation Score:
 - $(\text{Average score} / 5) \times 40 = \text{Peer Evaluation Score}$.
 - For example, if you receive 4 peer review scores of 5, 2, 4, and 5, your Peer Evaluation Score would be: $(4 / 5) \times 40 = 32$ Points out of 40
 - In this example, if you earned 60/60 on your instructor's grading, your final project score would be 92 / 100.
- Late or incomplete Peer Evaluation Forms will result in a **score of 0** on the Peer Evaluation grade and will not be calculated into the remaining scores for other group members.
- Peer evaluation feedback **will not be shared** with students in your group - they will only receive a final score.
- **Note:** In rare cases, students may be granted an exception to present outside of their assigned presentation time. They must inform the entire group that they will be presenting at a later time, as directed by the instructor. If a student presents their work separately from the group, they are still expected to collaborate fully with the group and meet all the expectations outlined in the assignment instructions.

Submit Peer Evaluation for Grading

- Open eLearning > Assignments
- Click MS Forms link to open Peer Evaluation online
- Before submitting, click “Send me an email receipt of my responses.” The email receipt you receive will include a “View My Responses” button, which can help you keep track of your submissions.
- After submitting, click “Save My Response”. This is another way for you to track your submissions.
- Once you have completed a form, it will be automatically timestamped for instructor review.
- Submissions are not accepted after the deadline, and may be considered incomplete, resulting in a score of 0.
- Did you make a mistake? Open the link and submit again before the deadline.

Prepare to Present

You have three ways to get your presentation on the projector. Please plan ahead and be ready when it is your time to present:

- Send a share link to your instructor before you present
- Save the presentation files on a USB drive and give to your instructor before you present

- Connect your laptop to the presenter podium (HDMI connections only!)

Presentation Grading Reminders

- **Unless otherwise noted, any grading deductions outlined below will be applied after the final instructor score** (not counting peer evaluation) for the assignment is calculated. For example, if a student earns a raw score of 60/60 on the instructor's grading but incurs a 50% deduction due to a policy violation, the final recorded score will be 30/60.
- All students are required to be present at the designated start time of their assigned presentation session. Team members who arrive late will incur a **50% deduction**.
- Inappropriate presentation attire will receive a **50% deduction**.
- To maintain academic integrity and professionalism, students are not permitted to read directly from slides, scripts, notecards, phones, or other materials during presentations. Doing so may result in a **deduction of up to 50%**. You are expected to rehearse thoroughly and demonstrate a clear understanding of the content you are presenting.
- Team members who have an unexcused absence and do not present with their group may receive up to a **100% reduction**. To avoid this, communicate with your instructor in advance to ensure you are prepared.
- Exceeding the 12-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.
- Any group member who does not utilize slides to support their portion of the presentation may receive a **50% deduction**.
- Each group must create an original presentation specifically for this semester. Reusing a presentation from a previous class or another group—whether in whole or in part—will result in a **score of 0 out of 100** for associated group members and a **referral to the UTD Office of Community Standards and Conduct**.
- Failing to assign and present the role of CEO may result in a **20% deduction** from each group member, unless CEO group member was non-compliant or absent for the final presentation.

Additional Information

- Each group should collaborate to assign a distinct role to each member. Groups with fewer than five members may assign one role per person and are not required to take on additional roles. For example, a group of four will present on four roles only.
- If a group loses a member during the project, the remaining members are not responsible for covering the missing role. The group will present only the roles originally assigned, and the loss of a member will not negatively impact the group's overall grade. **If the CEO group member is no longer available, you do not need to present on this role.**
- In the event that the total number of students does not allow for evenly distributed teams of five, group sizes may be adjusted to ensure fair and balanced participation. This may result in some teams consisting of three or four members, rather than five.
- 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 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.

Extra Credit Opportunity & Resume Builders

Earn up to 15 points of extra credit AND an exclusive micro-credential badge that can only be completed during our active semester!

WisePath by Suitable is a digital badging system that helps you showcase career readiness skills beyond the classroom. Students have the option of completing one or all of these activities to earn extra credit. Upon completing all activities on this list, students will earn the **Undergraduate Professional Development: Top Performer** badge, which can be displayed on their resume and LinkedIn profile.

Note: Completing activities through the Suitable app will earn you “Suitable” points that can be used for other badges within their system. Those points are listed on the Suitable website next to each task. **For our class, specific extra credit point amounts and instructions are below:**

Getting Started:

- Log into WisePath by Suitable with your UTD NetId here: <https://app.suitable.co>
- Review the Top Performer badge here: <https://app.suitable.co/institution/8997/achievements/34349>
- Review the required activities. Each one corresponds to one of the activities listed below.
- Completing an activity will award you extra credit points listed below. More details below.
- As you complete each of the 5 activities, your submissions will be verified for approval.
- Once all 5 activities are completed, you will be automatically rewarded with the Top Performer Badge
- Tasks do not have to be completed in order.
- Badge and extra credit may only be earned while you are actively attending and enrolled in this course. The scorecard submission must be completed by the deadline (see above).
- Extra credit can still be earned without completing all badge requirements.

How to Submit for the Certification Badge & Extra Credit Points in Class

Your WisePath by Suitable Scorecard link is the only way your instructor will be able to ensure you receive credit, so this step must be completed by the deadline.

- Log into Suitable with your UTD NetId here: <https://app.suitable.co>
- Click the “Scorecard” link on the left menu
- Click the “Share” button to copy the link
- Open eLearning > Assignments > Extra Credit – Suitable Transcript Link
- Click “Create Submission”
- Paste Scorecard Link in the text box
- Click “Submit”
- Submission of scorecard and activities must be completed by the deadline to receive the badge and extra credit points.
- Your instructor will open the link to see all the activities you have completed, and assign your extra credit points and badge accordingly
- Here is a helpful link: <https://support.suitable.co/hc/en-us/articles/115000772791-Sharing-your-Scorecard>

Activities (Earn 5 Points Extra Credit): Attend one of the designated professional development events listed here and submit a written reflection on the information presented in the workshop presentation. Attendance will be verified by workshop facilitators. Reflection will be reviewed by the Business Communication Center.

May only attend one session for extra credit:

- Jan 29th – Travelers Insurance - https://utdallas.joinhandshake.com/events/1887677/share_preview
- Feb 3rd – Career Fair Prep - https://utdallas.joinhandshake.com/events/1869570/share_preview
- Feb 4th – Career Fair Prep - https://utdallas.joinhandshake.com/events/1869574/share_preview
- **SUITABLE REFLECTION PROMPT:** Describe 3 lessons learned in detail.
 - *(Must be at least 200 words. Reflections will be automatically featured on your Achievement Badges public profile, which is viewable by employers and other professional connections. Please ensure your writing is professional, clear, and appropriate for a professional audience.)*

Activity (Earn 5 Points Extra Credit): Upload your resume to the [BCC Resume Review Box](#) for review. Verified by the Business Communication Center.

Activity (Earn 5 Points Extra Credit): Schedule and attend an appointment with the [Business Communications Center](#) and complete a review of your group presentation. May be completed with all group members, or by yourself. Extra credit and Suitable activity completion are treated on an individual basis. Verified by the Business Communication Center.

Activity: Attend and participate in all class meetings. This will be verified by your instructor at the end of the course.

Activity: Successfully completed the Professional Development course as a Top Performer and received recognition from the Director of Professional Development.

General Policies

- UT Dallas Syllabus Policies and Procedures: <https://go.utdallas.edu/syllabus-policies>
- Review the official academic 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 3105 Tuesday/Thursday 1 pm Presentation Question.”
- Emails from non-utdallas.edu emails will not be answered.
- Changes: The instructor reserves the right to change the syllabus, grading policy, course schedule, and 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.

Weekly Topics

Week	Topics
1	<ul style="list-style-type: none">• FYE Topic #1• What is this course about, and how can I be successful?• What tools can I use to research careers and internships?• Group presentation introduction
2	<ul style="list-style-type: none">• FYE Topic #2• What are applicant tracking systems?• How does the recruiting process work?• How do I create a resume and cover letter for internships?• What is the best way to break down a job description?
3	<ul style="list-style-type: none">• FYE Topic #3• How do I talk to company recruiters and hiring managers so that they remember me?• Why is the elevator pitch important?• How do I create my personal brand?
4	<ul style="list-style-type: none">• FYE Topic #4• What is LinkedIn, and what should I add to it?• How do I create a professional network and reach out to new contacts?
5	<ul style="list-style-type: none">• FYE Topic #5 & #6• How can I prepare for job interviews?• What types of job interviews will I experience, and how can I do my best?
6	<ul style="list-style-type: none">• What is corporate culture, and why is it important?• What questions should I ask when I receive a job offer?• How can I ask for more money or benefits after getting an offer?• I want to make sure I get credit for my internship. How do I report it?
7	<ul style="list-style-type: none">• Professional Development Open Workshop• Presentation Group Practice with Feedback
8	<ul style="list-style-type: none">• Final Exam Week: Group Presentations