

syllabus

Comet Creed: "As a Comet, I pledge honest, integrity, and service in all that I do."

Course: *3100

Title: Professional Development

Term: Fall2016

Contact Information

Instructor: [McClain Watson, PhD](#)

Office Location: [4.415 JSOM](#)

Office Hours: Tuesdays 8:30am to 10am or by appointment

Office Phone: 972.883.4875

Email (heads up here!):

BCOM3100 Section 001 must use mcclain.watson+bcom@gmail.com

ITSS3100 Section 001 must use mcclain.watson+itss@gmail.com

MKT3100 Section 001 must use mcclain.watson+mkt1@gmail.com

MKT3100 Section 002 must use mcclain.watson+mkt2@gmail.com

Course Prerequisites, Co-requisites, and/or Other Restrictions

There are no pre-requisites or co-requisites for this course.

Course Description

This course is required for all new students in the [Naveen Jindal School of Management](#) and is designed to equip students to be both more effective business students and self-starting business professionals. Students will work on networking skills, verbal and written communication skills, professional etiquette, and learn how to increase their human capital. Students will also work on projects geared towards career management and overall professional development as a JSOM student. The goal of this class is to make the student a more marketable and valuable professional to the global economy.

Student Learning Objectives/Outcomes:

1. Students will be introduced to multi-media career development and job-preparedness by creating a JSOM-standard resume.
2. Students will be introduced to intra-firm communication by writing an executive summary of an informative article.
3. Students will be introduced to external communication by creating an presentation of an informative article.

Required Textbooks and Materials

1) Illustrated Course Guides: Professionalism - Soft Skills for a Digital Workplace, Butterfield, 1st Edition, 0538469781 Cengage.

Buy or Rent the e-book here: <http://www.coursesmart.com/9780538469784>

2) Student subscription to Bloomberg BusinessWeek. You will pay \$14 for 20 digital issues of the magazine. The digital subscription of Bloomberg Business Week is available here: <http://goo.gl/Ib43ib>

Assignments

50pts - [Career Assessment](#)

100pts - [CMC Workshop Reflection](#)

200pts - [Informational Interview](#)

100pts - [Bloomberg BusinessWeek Presentation](#)

50pts - [Resume](#)

50pts - [Goal Statement](#)
50pts - [LinkedIn Profile](#)
50pts - [Executive Summary](#)
50pts - [Degree Plan Activity](#)
50pts - [Avoiding Plagiarism module, quiz, and reflection](#)
150pts- Reading Quizzes
900 total points possible

Grading Policy

All work should also demonstrate the same professional and ethical standards expected of you in the workplace, including proofreading and editing carefully all work you submit in this class. Professionalism also means that you use appropriate source citation wherever and whenever necessary so that you avoid violations of copyright and academic honesty – even if those violations are inadvertent.

100-97% = A+ , 97-93 = A , 92-90 = A- , 89-87 = B+ , 86-83 = B , 82-80 = B- , 79-77 = C+ , 76-73 = C , 72-70 = C-

Business Communication Center

You are strongly encouraged to use the BCC located in [12.106](#)

Visit <http://bcc.utdallas.edu/> to make an appointment, find out how to check out a video camera, and learn how to strengthen your speaking and powerpoint design.

Attendance

You get 2 free absences.

Each absence after that = 10 points off your final grade

It is your responsibility to make sure you are counted present in each class.

Course Policies

Late Work

Deadlines in the professional world are a serious matter. Missed deadlines mean lost contracts, delayed product releases, skyrocketing expenses, and, in some cases, the loss, quite literally, of millions of dollars in revenue. Missed deadlines also compromise professional reputations and careers. Work that does not meet the assignment's constraints is unprofessional and creates administrative headaches. "I had technical problems" is not a valid excuse for late work, so plan accordingly. For these reasons, late or incomplete work is not acceptable in this course EXCEPT in the most extreme and unlikely of circumstances.

Individual Extra Credit

Other than extra credit opportunities offered to the entire class, I do not curve individual items, nor do I offer "extra credit" work or "special consideration" to allow individual students a chance to raise their grade. If a personal situation arises during the semester that may affect your classroom performance, please talk to me sooner rather than later. If you wait until the end of the semester, I won't be able to help you. I can work with you more easily if you speak to me when the situation arises.

Classroom Citizenship

In keeping with this course's professional communication mandate, students are expected to use every opportunity in the course to practice communicating in a civil and professional manner.

Classroom and Equipment Use Policies

No laptops may be used in the classroom unless you have cleared it with me first.

Additional policies can be found here: <http://coursebook.utdallas.edu/syllabus-policies>

These descriptions and timelines are subject to change at the discretion of the Professor.