



**Course** BA 3100.006 Professional Development  
**Professor** Victoria Deen McCrady  
**Term** Fall 2016  
**Class Meetings** Wednesdays, 3 PM - 3:50 PM, JSOM 2.903

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### **Professor's Contact Information**

**Office Phone** 972-883-5984

**Office Location** JSOM 4.420

**Email Address** Victoria.McCrady@UTDallas.edu

**Office Hours** Tuesday: 1 - 2:15 PM  
Wednesday: 10 AM - 11 AM & 12 PM - 1 PM  
Thursday: 1 - 2:15 PM

Additional times available by appointment.

### **General Course Information**

**Pre-requisites, Co-requisites, & other restrictions** There are no pre-requisites or co-requisites for this course.

**Course Description** This course is required for all students in the Naveen Jindal School of Management and is designed to enhance the student's experience in the Jindal School. Students will work on networking skills, verbal and written communication skills, business etiquette training, and learn how to increase their human capital. Students will also work on projects geared towards career management and overall professional development as a business major. The goal of this class is to make the student a more marketable and valuable professional to the global economy.

**Learning Outcomes**

- 1.) Students will demonstrate multi-media career development and job preparedness by creating a JSOM-standard resume.
- 2.) Students will construct effective 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 Texts & Materials**

- 1) eLearning readings, links & quizzes
- 2) Student subscription to Bloomberg Business Week. 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

<b>GETTING STARTED (7-Sept)</b>		
	Networking Activity	10
	Syllabus Quiz at eLearning	20
	Contact Info at TurnItIn.com	10
	Academic Dishonesty Activities	
	Academic Dishonesty Final Quiz	10
	Academic Dishonesty Reflection	50
<b>ELEARNING (14-Sept.)</b>		
	eLearning Quizzes over links, videos & upcoming assignments	150
<b>CAREER PREP (21-Sept.)</b>		
	Career Assessment PDF from Bloomberg or Replacement Assignment	5
	Goal Statements Assignment	150
	CMC Template Resume (May revise after attending a BCC Workshop)	
	CMC Template Resume – Submit to TurnItIn.com & Bring Printed Copy	90
	Screenshot of Resume (After Approval) Uploaded into #HireJSOM	10
	LinkedIn Profile Update List	20
<b>STRATEGY (28-Sept)</b>		
	"Who? When? Where? Why?" for Informational Interview	50
	Executive Summary	100
<b>ADVISING (12-Oct)</b>		
	Advising Assignment	35
	Job Ad	10
<b>BLOOMBERG PREP (19-Oct)</b>		
	Bloomberg Businessweek PowerPoint Presentation	30
	<i>Each team member uploads individually to eLearning by deadline.</i>	
<b>PROFESSIONAL NETWORKING (2-Nov)</b>		
	Informational Interview	150
<b>ENDING SEMESTER</b>		
	Bloomberg Businessweek Presentation	100
	Course Evaluation & Kudos	5
	Class Participation	25
	<b>TOTAL POINTS</b>	<b>1000</b>

### 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. This is so important to me that you may receive +5 extra credit points per visit. Upload proof of your visit to **ANYTHING ELSE YOU WANT CONSIDERED** at TurnItIn.com and these points will be added to your grade at the end of the semester. 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**

It is your responsibility to make sure you are counted present in each class. Be honest. Be on time. Be aware. If you forgot to sign in, accept the penalty.

You get TWO free absences. Each absence after that equals a loss of ten points from your participation grade. Should you lose more than those 30 points, the rest of the points will be deducted from your Informational Interview grade.

If you have a university-approved excused absences, submit documentation (a note from your doctor, etc.) of that absence to ABSENCE DOCUMENTATION at TurnItIn.com.

Sometimes there will be traffic. Often, it will be difficult to find a parking space. Be aware of this and plan accordingly. Class begins promptly. We have a short time to accomplish everything on our schedule. People who come in late disrupt the class and make it difficult for us to accomplish our goals. Entering a room late is also unprofessional and rude. Be thoughtful. Be polite. If you are excessively tardy, be aware that tardiness will begin to count as absences and will affect the final grade.

## **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.

Your responsibility is to submit work to TurnItIn.com before the deadline. Understand how TurnItIn.com works. Double-check immediately after you submit a document to make sure that it is in the system. "I had technical problems" is not a valid excuse for late work, so plan accordingly. For these reasons, late or incomplete work is not accepted in this course.

Obviously, there are sometimes extreme and unlikely circumstances. In those cases, which involve university-excused absences, late work will be accepted.

If you have a university-excused absence, technical issues, or some other issue that means that you complete an assignment after the deadline, submit it to TurnItIn.com in the ANYTHING ELSE YOU WANT CONSIDERED assignment and then make an appointment to speak to the professor in her office. Submissions of late work to TurnItIn.com without university-approved documentation and a conference are usually given a few points of credit at the end of the semester (2 to 5).

### *Individual Extra Credit*

Other than extra credit opportunities offered to the entire class (like the BCC offer), 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 the professional communication mandate of this course, 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. Put phones away. Do not text in class.

**We are going to have a great semester! This course is intended to create processes and cultivate resources that will help you succeed for years to come.**

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

Class #	Day	Date	Agenda	Assignments Due
1	Wed	24-Aug-16	Welcome! Review syllabus, academic dishonesty assignments, class policies, networking activity	Networking Activity in class
2	Wed	31-Aug-16	Introduce Goal Statements & Informational Interview Assignment	1.) Sign up for class at TurnItIn.com (submit "Contact Info" there) 2.) Purchase Bloomberg Businessweek subscription 3.) Take Syllabus Quiz at eLearning 4.) Take Academic Dishonesty online module. 5.) Complete Academic Dishonesty Quiz & Reflection 6.) Complete online quizzes for extra credit
3	Wed	7-Sep-16	Resume Initiative & Employer Perspective <b>Speaker: CMC</b>	<b>GETTING STARTED ACTIVITIES DUE!</b>
4	Wed	14-Sep-16	Introduce Executive Summary, Bloomberg Presentation	<b>eLEARNING DUE! All eLearning quizzes due by 11:59 PM</b>
5	Wed	21-Sep-16	<b>Speaker: Program Directors</b> NOTE: Fall Career Expo on Wed (for all majors)!  <b>**BRING A PRINTED COPY OF YOUR CMC TEMPLATE RESUME TO CLASS**</b>	<b>CAREER PREP DUE!</b> 1. Goal Statements Assignment 2. <b>CMC Template Resume</b> (submit to TurnItIn.com AND <b>print for class</b> ) 3. Bloomberg Career Assessment PDF & 4. LinkedIn Update List <b>ALL due at TurnItIn.com by 11:59 PM</b>
6	Wed	28-Sep-16	<b>Speaker: Program Directors</b>	<b>STRATEGY DOCS DUE!</b> 1.) "Who? When? Where? Why?" for Informational Interview 2.) Executive Summary over individual Bloomberg Businessweek article (each student must "call" article on TurnItIn.com discussion board before writing summary!) <b>BOTH due at TurnItIn.com before 11:59 PM</b>
7	Wed	5-Oct-16	Spkr: ADVISING	<i>Students meet in JSOM computer lab 1.211 for this class!</i>
8	Wed	12-Oct-16	Bloomberg Presentation Focus  <b>**BRING A PRINTED COPY OF YOUR EXECUTIVE SUMMARY TO CLASS**</b>	<b>ADVISING DOCS DUE!</b> 1.) Advising Assignment (degree plan) 2.) Job Ad (copied & pasted with original URL included) <b>DUE at TurnItIn.com by 11:59 PM</b>

9	Wed	19-Oct-16	<b>Bloomberg Groups Meet &amp; Practice</b>	<p><b>No official class meeting! MEET WITH YOUR GROUP DURING CLASS TIME. Put together your PPT presentation &amp; practice.</b></p> <p><b>DUE: Each team member will individually submit a copy of your group's PPT to TurnItIn.com by this evening, 11:59 PM.</b></p>
	Wed	26-Oct-16	Internships & Study Abroad	
10	Wed	2-Nov-16	<p>Work Ethic &amp; Expectations for Presentations</p> <p><i>Other speakers may also be invited.</i></p>	<p><b>PROFESSIONAL DOCS DUE!</b></p> <p>1.) Informational Interview &amp;</p> <p>2.) Executive Summary</p> <p>due at TurnItIn.com by 11:59 PM.</p>
11	Wed	9-Nov-16	<p>Bloomberg Presentations (100 pts)</p> <p><b>Groups 1, 2, 3 &amp; 4</b></p>	<p><b>Groups 1, 2, 3 &amp; 4</b></p> <p>All students attend, but these groups present.</p>
12	Wed	16-Nov-16	<p>Bloomberg Presentations (100 pts)</p> <p><b>Groups 5, 6, 7 &amp; 8</b></p>	<p><b>Groups 5, 6, 7 &amp; 8</b></p> <p>All students attend, but these groups present.</p>
13	Wed	23-Nov-16	Fall Break!	No class will be held on this date!
14	Wed	30-Nov-16	<p>Bloomberg Presentations (100 pts)</p> <p><b>Groups 9, 10, 11 &amp; 12</b></p>	<p><b>Groups 9, 10, 11 &amp; 12</b></p> <p>All students attend, but these groups present.</p> <p><b>Complete final "Course Evaluation &amp; Kudos" survey.</b></p>
15	Wed	7-Dec-16	<b>Bloomberg Presentations &amp; Semester Wrap-Up!</b>	

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