

**BUS 115-08: Blueprint for Personal Development**  
**W 5:00 - 5:50 pm, Bryan 204**  
 Fall 2023



**COURSE INSTRUCTOR**

**Steve Swetoha**

sjswetoh@uncg.edu

President

Greensboro Swarm

**Meetings by appointment**

**WHO IS STEVE?**

President, Greensboro Swarm, NBA Affiliate of the Charlotte Hornets. Worked in the NBA, NHL, NFL, WNBA and ACC. Very involved in the community and on number of boards, including Junior Achievement, United Way, YMCA, Greensboro Sports Foundation and Chamber of Commerce. This is my fourth (4th) with Business 115



**TEAM LEADER**

**Noelle Oakley**

nkoakley@uncg.edu

Marketing (Professional Selling)

Junior

**Meetings by appointment**

**WHO IS NOELLE?**

Marketing student with a minor in professional selling, Currently a junior, and College intern at Whitewater Center

**The Bryan School of Business and Economics Mission Statement**

In the Bryan School of Business & Economics, we create and disseminate knowledge about the theory and practice of business. In addition to our courses and research, we accomplish this through hands-on projects, global experiences, and outreach to the community. Our work produces principled leaders and exceptional problem solvers who have a global perspective, an innovative mindset, a broad understanding of sustainability, and a commitment to improve the organizations in which they work and the communities in which they live.

**Core Values**

We are a learning community characterized by a spirit of inquiry, pursuit of continued improvement, professionalism, trust, ethical behavior, and good citizenship and are committed to the University's values of inclusiveness, collaboration, sustainability, responsibility, and transparency.

**Course Description**

The first step toward becoming a successful business professional is establishing a sense of self. Students will engage in personal development to expand their self-awareness and identify opportunities for personal growth.

## BUS 115 Course Learning Outcomes

Students will understand and/or be able to demonstrate the following at the conclusion of the course:

1. Identify interests, strengths, and values through self-reflection, group discussion, and inventory-based activities.
2. Establish a personal brand by articulating facets of their personal identity through written and verbal communication.
3. Utilize Bryan Undergraduate Student Service and other campus resources to make informed academic decisions that align with desired career paths.

## Course Format

This section of BUS 115 will be delivered entirely **face-to-face**.

## Textbook

There is not a required textbook for this course.

## Academic Integrity Policy

You will be expected to adhere to the University Academic Integrity Policy. This policy is outlined at <https://osrr.uncg.edu/academic-integrity>. Academic integrity is grounded in the University value of *honesty*. In accordance with this value, there are six ways in which you can violate the Academic Integrity Policy: cheating, facilitating academic dishonesty, falsification, misuse of academic resources, plagiarism, and unauthorized behaviors.

You are expected to understand each of these terms and their implications, as unawareness of these violations will not excuse a violation of the policy. You are required to uphold this policy and report apparent violations to your instructor. An infraction of the Academic Integrity Policy will result in a joint conference with your instructor to review the circumstances and consider possible sanctions for the actions taken.

## Electronic Devices Policy

Electronic devices should neither be seen nor heard during class unless otherwise stated by your instructor, Team Leaders, or guest presenters. Improper use of devices draws attention away from the class and detract from the quality of learning for all.

Use of laptops is strictly limited to note-taking or in-class activities, and not for e-mail, chat, gaming, or internet browsing during class. If laptop usage becomes a problem, they will be prohibited, and all notes will be completed by hand.

Failure to adhere to the electronic devices policy can result in a "0" for that day's attendance. Repeated violations can result in a one-on-one meeting with the instructor, additional attendance points being taken away, and/or a failing grade for the class. This decision is up to the discretion of the instructor and will be based on the severity of the situation.

## Accommodations

Students' understanding of their learning needs and learning styles is critical to their success in college. The Office of Accessibility Resources & Services (OARS) provides appropriate academic accommodations for students with disabilities as defined and recognized under the ADA. For an appointment with a specialist, please call (336) 334-5440.

## Attendance

Given the design of this course, much of the learning will take place during the weekly meeting time. Thus, attendance is mandatory. You are allowed one “freebie” absence without penalty, and each additional absence will be considered unexcused and result in a full day’s deduction of points. **A total of three (or more) unexcused absences will result in an automatic “F” for the course.** If you miss class, you are accountable for seeking out a classmate or a Team Leader to catch up on the missed content. If an emergency or recurring event impedes your ability to attend class, do not wait – contact your Team Leader or the instructor immediately.

Lateness will also result in a partial deduction. Since the class is just 50-minutes long, you will be counted as absent if you arrive 10+ minutes late. Consistent lateness will be monitored and penalized at the discretion of the instructor.

## Excused Absences

Past your “freebie” absence, only a few types of situations constitute an excused absence. In any event, documentation must be submitted via email or in-person to provide context for the absence (e.g. doctor’s note, athletics travel itinerary, obituary, relevant pictures). The more detailed the information (e.g. name, date, time, location, description), the more likely it will be marked an excused absence.

### Religious Observances

Your instructor will work with you if class meetings or assignments conflict with your religious practices. Please contact your instructor as soon as possible to make necessary arrangements.

### Adverse Weather & Class Cancellation Policy

Offices and classes normally remain open during periods of inclement weather. On rare occasions of severe weather, scheduled classes may be delayed or canceled. A decision made by the Chancellor to delay or cancel classes will be reported to the media. In addition, the University’s Adverse Weather number (336) 334-4400 may be accessed for up-to-date campus closure information. Students are advised to listen for radio or television announcements when weather is particularly severe. If no announcement of closing is broadcast, the University may be presumed to be open and holding classes.

When instructor illness or other extenuating circumstances prevent your instructor from reaching campus, a cancellation notice will be sent out through Canvas, and a sign will be posted on the classroom door.

## Communication

**Email is the preferable form of communication.** You are welcome to email either your Team Leader or instructor (or both) depending on the type of message being sent and/or the response you need. Please allow two business days for a response before sending a follow-up email. **All emails sent to Team Leaders and/or the instructor should include a clear and concise subject line, as well as your specific BUS 115 section number (e.g. Question about Evaluation #1, BUS 115-01).** This will allow your Team Leader and instructor to locate information more easily and respond more quickly.

**Please note:** Emails sent within 24 hours of an assignment deadline may not be answered. Please review the materials ahead of time and ask your Team Leader or instructor questions early on to better prepare for the assignment.

**Assignments**

All assignments will have a maximum score of 100 points; however, each will be individually weighted to account for a different percentage of your final grade.

Assignment	Percentage	Week
Evaluations (2)	4%	1, 16
Video Introduction	4%	2
VIA Assessment & Reflection	8%	4
My Path Essay	10%	5
Bryan PD Conference Attendance & Reaction Video	10%	6,7
Team Leader 1-on-1	8%	6
Professional Email	4%	8
Advising Quiz	4%	9
Posterize Me	10%	10
LinkedIn Profile	8%	12
Team Presentation	10%	13
Informational Interview	10%	14
Attendance	10%	All
<b>TOTAL</b>	<b>100%</b>	

*Detailed assignment information and rubrics can be found in the “Assignments” section on Canvas.* All submissions will occur through Canvas unless otherwise noted.

**Late Submissions**

Submitting an assignment late will significantly affect your grade. Every assignment must be turned in by 11:59 PM ET the night of the due date to earn full credit, and any work submitted after that point will be considered “late.” For each day (24 hours) that passes after the deadline, a letter grade will be subtracted from the maximum starting value. For example, if the assignment is due at 11:59 PM ET on Sunday night, you must turn it in by 11:59 PM ET on Monday night to have a chance to earn a B+. The last day to submit an assignment for any credit will be four days (96 hours) following the initial deadline.

**Extra Credit**

Extra credit opportunities may be provided during the semester. The instructions, possible points, and deadlines will be stated by the instructor once the opportunity becomes available.

**Grading Scale**

93% +	A	80 – 82.99%	B-	67 – 69.99%	D+
90 - 92.99%	A-	77 – 79.99%	C+	63 – 66.99%	D
87 - 89.99%	B+	73 – 76.99%	C	60 – 62.99%	D-
83 – 86.99%	B	70 – 72.99%	C-	0 – 59.99%	F

## Class Schedule

Week	Class Date	What We're Asking	What You're Doing <small>(Assignments due by 11:59 PM ET the night <u>before</u> class unless otherwise noted)</small>
1	8/16	<b><i>What is this class?</i></b> Topics: Meet the Instructor & Team Leader; Syllabus Review	Evaluation 1 (Completed in class)
2	8/23	<b><i>What is my personal brand?</i></b> Topic: Establishing a Personal Brand	Video Introduction
3	8/30	<b><i>What drives me?</i></b> Topics: Values; Motivation; Growth Mindset	
4	9/6	<b><i>What do I want to accomplish here?</i></b> Topics: Campus Resources; Getting Involved; Goal Setting	- VIA Assessment - VIA Reflection
5	9/13	<b><i>How do I get it all done?</i></b> Topics: Prioritization; Organization; Time Management	My Path Essay
6	9/20	<b>NO CLASS – ATTEND THE BRYAN PD CONFERENCE ON 9/20</b>	Team Leader 1-on-1 ( <b>by</b> 9/22)
7	9/27	<b><i>How do I communicate effectively?</i></b> Topics: Professional Communication; Etiquette	Bryan PD Conference Reaction Video
8	10/4	<b><i>What is my academic plan?</i></b> Topic: Academic Advising	Professional Email
9	10/11	<b><i>Who am I?</i></b> Topic: Personal Identities	Advising Quiz
10	10/18	<b><i>How do I collaborate with others?</i></b> Topic: Teamwork	Posterize Me
11	10/25	<b><i>How do I build meaningful connections?</i></b> Topics: Relationship Management; LinkedIn	
12	11/1	<b><i>How do I solve problems?</i></b> Topics: Critical Thinking; Creative Thinking; Decision Making	LinkedIn Profile
13	11/8	<b><i>What can you teach us?</i></b> Team Presentations	Team Presentation (Due for <u>all</u> teams)
14	11/15	<b><i>What can you teach us?</i></b> Team Presentations	Informational Interview
15	11/22	<b>NO CLASS – THANKSGIVING HOLIDAY</b>	
16 Last Class	11/29	<b><i>Where do I go from here?</i></b> Topic: Elevating Your Personal Brand	Evaluation 2 (Completed in class)

**\* The class schedule is subject to change at the discretion of the instructor. Any impactful changes will be immediately communicated to students via email and Canvas.**