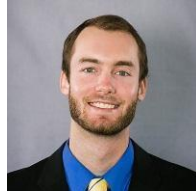


**BUS 215-01: Blueprint for Professional Development**  
**T 11:00 - 11:50 AM, SOEB 208**  
**Fall 2023**

**Course Instructor**

**Tyler Wiersma**

Manager, Professional Development  
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Bryan 137W  
*Meetings by appointment*



**Team Leader (TL)**

**Abigail Morales-Ramirez**

Junior  
Accounting  
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*Meetings by appointment*



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**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.

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**Course Description**

Students engage in personal development to expand their self-awareness, identify opportunities for personal growth, begin building a professional portfolio, and develop employment related skills.

**BUS 215 Course Learning Outcomes**

In this course, students will:

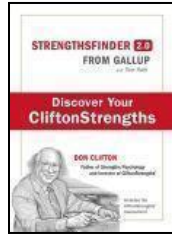
1. Bolster employability skills by engaging in professional development activities designed to replicate real-life scenarios.
2. Create professional documents necessary to persist through the internship/job search process and secure a position.
3. Gain exposure to industry expectations and practices from high-ranking business professionals.
4. Build a professional network by employing tactics to foster new relationships and maintain lasting connections.

**Course Delivery**

This section of BUS 215 will be delivered face-to-face.

## Required Materials

StrengthsFinder 2.0 | Edition 1  
 Rath, Tom  
 ISBN: 9781595620156  
 Publisher: Gallup Press  
 Publication Date: 02/20/2007



## 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.

## 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.

## 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 for all.

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.

## 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 delivering the lesson, a cancellation notice will be sent out through Canvas and/or email.

## 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 215 section number (e.g. BUS 215-02).** 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.

Assignments	Percentage	Week
Evaluations (2)	4%	1,15
StrengthsFinder Assessment & Reflection	10%	3,4
Team Leader 1-on-1	8%	5
Company Mixer Attendance & Reaction Video	12%	6,7
Internship List	10%	8
Resume	18%	10
Cover Letter	14%	12
Mock Interview	8%	15
Attendance	16%	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 Wednesday night, you must turn it in by 11:59 PM ET on Thursday 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% +	<b>A</b>	90% - 92.99%	<b>A-</b>	87% - 89.99%	<b>B+</b>
83% - 86.99%	<b>B</b>	80% - 82.99%	<b>B-</b>	77% - 79.99%	<b>C+</b>
73% - 76.99%	<b>C</b>	70% - 72.99%	<b>C-</b>	67% - 69.99%	<b>D+</b>
63% - 66.99%	<b>D</b>	60% - 62.99%	<b>D-</b>	0% - 59.99%	<b>F</b>

## Class Schedule

<b>Week</b>	<b>Date</b>	<b>Topics</b>	<b>Assignments</b> (Due by 11:59 PM ET the night <i>BEFORE</i> class unless otherwise stated)
<b>1</b>	<b>8/15</b>	Course Overview; Syllabus Review; Community Building	Evaluation #1 (completed in class)
<b>2</b>	<b>8/22</b>	Storytelling	
<b>3</b>	<b>8/29</b>	Strengths	StrengthsFinder Assessment
<b>4</b>	<b>9/5</b>	Networking	StrengthsFinder Reflection
<b>5</b>	<b>9/12</b>	Career & Professional Development Platforms	Team Leader 1-on-1 ( <b>by</b> 9/15)
<b>6</b>	<b>9/19</b>	Resume (Part 1)	Attend Company Mixer ( <b>on</b> 9/20)
<b>7</b>	<b>9/26</b>	Resume (Part 2)	Company Mixer Reaction Video
<b>8</b>	<b>10/3</b>	Cover Letter (Part 1)	Internship List
<b>9</b>	<b>10/10</b>	<b>NO CLASS - FALL BREAK</b>	

<b>10</b>	<b>10/17</b>	Cover Letter (Part 2)	Resume
<b>11</b>	<b>10/24</b>	Finding Your Internship or Job	
<b>12</b>	<b>10/31</b>	Interviewing (Part 1)	Cover Letter
<b>13</b>	<b>11/7</b>	Interviewing (Part 2)	
<b>14</b>	<b>11/14</b>	Interviewing (Workshop)	
<b>15</b>	<b>11/21</b> last class	Career Roadmap; Navigating Professional Obstacles	- Mock Interview - Evaluation #2 (completed in class)
<b>16</b>	<b>11/28</b>	<b>NO CLASS - GOOD LUCK ON YOUR FINALS!</b>	

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