

BUS 216-02: Blueprint for Personal and Professional Development
TR 11:00am - 11:50am, Bryan 204
 Fall 2023



COURSE INSTRUCTOR

Maggie Breitenbach
 mlbreite@uncg.edu
 Professional Development Specialist
 Bryan School of Business and Economics
Meetings by appointment

WHO IS MAGGIE?

As an Academic Advisor of six years in the Bryan School of Business and Economics at UNCG, Maggie has developed a deep understanding of the academic curriculum needed to address the challenges our students face. In August 2022, Maggie took that knowledge to the Professional Development Specialist role to help students hone in on the skills necessary to be successful in their careers. Maggie is a counselor at heart, entrepreneur, animal lover, believer in holistic wellness, and passionate about career and professional development. As a person whose career has taken many unexpected and exciting turns, Maggie's passion is to help others find their path. Maggie has an MS in Counselor Education from Radford University and a BS in Human Development from Virginia Tech University.



TEAM LEADER

Sydney Gallegos
 shgallegos@uncg.edu
 International Business
 Senior
Meetings by appointment

WHO IS SYDNEY?

After serving in the Marine Corps for 6 ½ years, Sydney began her studies in International Business at UNCG and has since come into several roles within the community. As a transfer student herself, Sydney passionately believes diversity in experience is the most important factor in creating value. Sydney serves as President of UNCG's chapter of Tau Sigma National Honor Society for transfer students, and as the Team Leader for BUS 216-02. She previously served as a Transfer2Transfer mentor and tutored in three subjects with the Academic Achievement Center. Additionally, Sydney loves being a mother and spending time with her five-year-old daughter. In her free time, she thoroughly enjoys reading, and is slowly teaching herself how to play piano.

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

Students will begin building a professional portfolio and engaging in topics designed to promote the development of skills determined by employers as critical for success.

BUS 216 Course Learning Outcomes

In this course, students will:

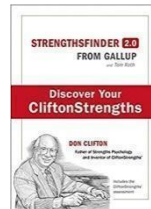
1. Identify interests, strengths, and values through self-reflection, group discussion, and inventory-based activities.
2. Establish a personal brand by articulating facets of their personal identity through written and verbal communication.
3. Utilize Bryan Undergraduate Student Service and other campus resources to make informed academic decisions that align with desired career paths.
4. Bolster employability skills by engaging in professional development activities designed to replicate real-life scenarios.
5. Create professional documents necessary to persist through the internship/job search process and secure a position.
6. Gain exposure to industry expectations and practices from high-ranking business professionals.
7. Build a professional network by employing tactics to foster new relationships and maintain lasting connections.

Course Delivery

This section of BUS 216 will be delivered entirely **face-to-face**.

Required Materials

StrengthsFinder 2.0 (w/ Access Code) | 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 Device 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 email, 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.

Attendance

Given the design of this course, much of the learning will take place during the weekly meeting times. 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 five (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 email, 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 216 section number (e.g. *Resume Question, BUS 216-01*). 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
StrengthsFinder Assessment & Reflection	6%	3,4
Team Leader 1-on-1	8%	6
Advising Quiz	4%	7
LinkedIn Profile	8%	8
Internship/Job List	6%	10
Resume	14%	11
Informational Interview	8%	12
Cover Letter	10%	13
Mock Interview	4%	14
Team Presentations	8%	14
Company Spotlight Attendance & Reaction	6%	15
Attendance	10%	ALL
TOTAL	100%	

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% +	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	Date	Topic	Assignments (Due by 11:59pm ET the night <u>before</u> class unless otherwise stated.)
1	8/15	Meet the Instructor and Team Leader; Syllabus Review	Evaluation #1 (Completed in class)
	8/17	Establishing Your Personal Brand	
2	8/22	Getting Involved; Resources; Goal Setting	Video Introduction
	8/24	Prioritization; Organization; Time Management	
3	8/29	Values	
	8/31	Strengths	StrengthsFinder Assessment
4	9/5	Storytelling	
	9/7	Written Professional Communication	StrengthsFinder Reflection
5	9/12	Verbal Professional Communication	
	9/14	Networking	
6	9/19	Relationship Management; LinkedIn	
	9/21	Academic Advising	Team Leader 1-on-1 (Due 9/22)
7	9/26	Resume – Part 1	
	9/28	Resume – Part 2	Advising Quiz
8	10/3	Career and Professional Development Platforms	
	10/5	Problem Solving	LinkedIn Profile
9	10/10	NO CLASS – FALL BREAK	
	10/12	Personal Identities	
10	10/17	Cover Letter	Internship/Job List
	10/19	Cover Letter Workshop	
11	10/24	Teamwork	Resume

	10/26	Interviewing – Part 1	
12	10/31	Interviewing – Part 2	Informational Interview
	11/2	Interviewing Workshop	
13	11/7	Finding Your Next Internship or Job	Cover Letter
	11/9	Navigating Professional Obstacles	
14	11/14	Team Presentations	Team Presentations Due (all)
	11/16	Team Presentations	Mock Interview
15	11/21	Team Presentations	Company Spotlight Attendance and Reaction (by this date)
	11/23	NO CLASS – THANKSGIVING HOLIDAY	
16 Last Week	11/28	Elevating Your Personal Brand	Evaluation #2 (Completed in class)
	11/30	NO CLASS – READING DAY	

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