

**BUS 216-04: Blueprint for Personal & Professional Development
Online (Asynchronous)
Fall 2023**



COURSE INSTRUCTOR

LIZZY TAHSUDA

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Independent Contractor – Leadership Development, Parent Education, Career Counseling

Meetings by Appointment (Schedule via Email)

Bio: Lizzy Tahsuda is an independent contractor currently under contract with the Center for Creative Leadership (CCL). She has nine years of experience working in career and professional development with people in all stages of their career. She enjoys helping others explore their professional interests and maximize their career potential. Her background has included roles in higher education, economic development, talent development, nonprofit, leadership development, and project management. Lizzy is passionate about community connection and service. She has had the honor of holding leadership and Board positions in the Junior League of Greensboro since 2017 and has served on several other nonprofit Boards and committees. In her personal time, Lizzy enjoys spending time with her husband, two young daughters, and senior pup.



TEAM LEADER

ANNA MORSE

aemorse2@uncg.edu | www.linkedin.com/in/morse-anna

Double Major: Strategic Marketing, Peace & Conflict Studies

Graduation: May 2024

Meetings by Appointment (Schedule via Email)

Bio: Anna is a highly motivated young marketing professional with a passion for strategic planning, global marketing initiatives, and marketing analytics. Her studies in Strategic Marketing and Peace & Conflict Studies, combined with her time abroad, allow her to bring a unique blend of analytical thinking, creativity, and a deep understanding of cultural competency and a global perspective into her work.

Clifton Strengths: Strategic | Focus | Achiever | Communication | Futuristic

Myers Briggs: ENFJ-A

Enneagram: 8w7

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 purposefully communicating facets of their personal identity in-person and online.
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 through professional development activities modeled after 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.

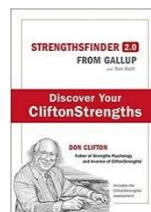
Course Delivery

This section of BUS 216 will be delivered entirely **ONLINE** in an asynchronous format. There are no scheduled meeting times. All learning modules can be accessed through Canvas.

Please note: A high-speed internet connection and functioning A/V capabilities are required to view lessons and complete assignments on Canvas.

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.

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 should include a clear subject line with the main topic of the email and your specific BUS 216 section number (e.g. *Resume Assignment, BUS 216-01*). This allows your Instructor and Team Leader 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
Weekly Quizzes	10%	1-16
Video Introduction	4%	1
StrengthsFinder Assessment & Reflection	8%	3,4
Advising Quiz	4%	5
Team Leader 1-on-1	8%	6
Internship / Job List	10%	8
Resume	14%	10
Cover Letter	12%	11
LinkedIn Profile	12%	12
Mock Interview	4%	14
Informational Interview	10%	15
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	Topics	Assignments (Due by 11:59pm EST on Sunday at the end of the week, unless otherwise stated.)
1 8/15 – 8/20	Introduction to BUS 216	Evaluation #1 Video Introduction Week 1 Quiz
2 8/21 – 8/27	Navigating Your Time at the Bryan School	Week 2 Quiz
3 8/28 – 9/3	Establishing Your Personal Brand	StrengthsFinder Assessment Week 3 Quiz
4 9/4 – 9/10	Values and Strengths	StrengthsFinder Reflection Week 4 Quiz
5 9/11 – 9/17	Academic Advising	Advising Quiz
6 9/18 – 9/24	Professional Communication	Team Leader 1-on-1 (Due 9/22) Week 6 Quiz
7 9/25 – 10/1	Storytelling	Week 7 Quiz
8 10/2 – 10/8	Finding Your Next Internship / Job	Internship / Job List Week 8 Quiz

9 10/9 – 10/15	Resume	Week 9 Quiz
10 10/16 – 10/22	Cover Letter	Resume Week 10 Quiz
11 10/23 – 10/29	Building Your Social Capital	Cover Letter Week 11 Quiz
12 10/30 – 11/5	Interviewing	LinkedIn Profile Week 12 Quiz
13 11/6 – 11/12	Interviewing (Behavioral Questions)	Week 13 Quiz
14 11/13 – 11/19	What to Expect in a New Internship / Job	Mock Interview Week 14 Quiz
15 11/20 – 11/26	Teamwork	Informational Interview Week 15 Quiz
16 Last Week 11/27 – 11/29	Elevating Your Personal Brand	Evaluation #2 Week 16 Quiz

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