**BUS 2860 - PROFESSIONAL DEVELOPMENT**

**Class Time:** **Location**: 9:25 am- 11:10 am BBB 112

**Instructor**: Professor Megan Morrow **Office**: BBB 323

**Hours**: By appointment through Handshake

**Phone**: 863-680-4600 **Email**: [mmorrow@flsouthern.edu](mailto:mmorrow@flsouthern.edu)

**Course Description**

The course is designed to prepare students for professional internship and employment opportunities through the development of essential career planning, startup, and management skills. The course will address the critical topics of professionalism, business communications, first impressions, personal branding, networking, resumes and cover letters, interviewing, career planning, teamwork, digital portfolios, social media, and technology. The course will examine transitional issues faced by students as they navigate the professional world of work. The instructor will emphasize virtual work environments and internship preparation.

This is a space to explore our interests and passions, as well as practice, experiment, critique, and reflect on our successes and failures. We will expand our networks; identify mentors, research internship and employment alternatives, and more.

**Mission of Barney Barnett School of Business and Free Enterprise**

We educate and inspire leaders to have a positive, consequential impact by fostering an entrepreneurial mindset in teaching business disciplines through highly engaged, experiential practices.

**Student Learning Outcomes**

By the end of the course, students should be able to:

* Identify personal strengths, interests, values, and skills as they relate to team dynamics and career development.
* Produce a cover letter, resume, and interview dialogue that effectively highlight transferable skills and personal strengths to a potential employer.
* Construct a personal brand characterized by professionalism in written/verbal communication/online identity.
* Develop and practice effective networking and pitch strategies.
* Design a digital platform that captures academic/leadership accomplishments and relevant skills/experience as they relate to the target industry.
* Analyze internship and career opportunities to secure placement for experiential education component of degree requirements.

**Statement of Engaged Learning**

Engaged learning is an approach to teaching in which students are responsible for developing the skills, attitudes, and knowledge necessary for success in life. The role of the professor is to empower students to achieve these outcomes. The engaged learning method of teaching encourages learners to conduct meaningful inquiry, reflect, think critically, and develop learning strategies for dealing with real-world challenges. Engaged learning may take place in a variety of settings using approaches varying in complexity and tailored to diverse learning styles.

Handshake, Canvas and Big Interview

You are able to log into Handshake, Canvas and Big Interview through your single sign, https://sso.flsouthern.edu/, or through the FSC Portal, https://portal.flsouthern.edu/ics/. You are expected to log into Handshake to make appointments with me. You should log into your Canvas account regularly to check for new announcements and assignments. And Big Interview is the ATS resume software we will be using to create and improve resumes. A.I. mock interviews are also available within the platform.

Announcements

I post a lot of announcements for what was covered in class, work assigned, upcoming events, etc. Check this regularly so you don’t miss anything. This is your responsibility.

Email

**Students are responsible for receiving, responding to, and complying with official email communication sent by FSC**. Since information may be time-sensitive, students are encouraged to check their email daily throughout the term. FSC is not responsible for email that is not delivered due to an incorrect email account submitted by the student, or for spam filters that may block email messages. It is recommended that you add @flsouthern.edu as an approved sender. The student’s failure to receive or read email communications does not constitute an excuse for missing FSC communications or meeting deadlines. Emails to your instructor will be answered in a timely manner, but please provide at least 24 hours for a response.

**Professionalism in emailing:** When you send an email, to me or anyone that is not your friend or family member, you need to adhere to professional standards. You need to include a reason for your email in the subject line, a professional greeting, your full name and the course name and section you are enrolled in (if emailing someone within the FSC community if outside FSC, you need to include how you know the person), and the reason for your email. Please note, emails that do not follow these guidelines will be sent back with “try again” before I will address your email. I especially encourage you to adhere to these standards if emailing a time sensitive matter.

Help with FSC Portal, Canvas, or Email

**Rinker Technology Help Desk** may be contacted by email at ishelp@flsouthern.edu or call 863-616-6426. Help desk hours can be found on the FSC website by searching for “Information Technology Services.” Contact Rinker if you cannot get logged into the Portal or your FSC email.

* FSC Tech Buddies may be contacted by email at fsctechbuddies@flsouthern.edu or by phone at 863-680- 4212. FSC Tech Buddies are a group of current FSC students with additional training and expertise on the FSC Portal.

**Statement on Artificial Intelligence**

I expect you to use AI (ChatGPT and image generation tools, at a minimum) in this class. Learning to use AI is an emerging skill. I am happy to meet and help with these tools during office hours or after class.

Be aware of the limits of ChatGPT:

If you provide minimum effort prompts, you will get low-quality results. You will need to refine your prompts in order to get good outcomes. This will take work.

Don’t trust anything it says. If it gives you a number or fact, assume it is wrong unless you either know the answer or can check in with another source. You will be responsible for any errors or omissions provided by the tool. It works best for topics you understand.

AI is a tool, but one that you need to acknowledge using. Please include a paragraph at the end of any assignment that uses AI explaining what you used the AI for and what prompts you used to get the results. Failure to do so is in violation of the academic honesty policies.

Be thoughtful about when this tool is useful. Don’t use it if it isn’t appropriate for the case or circumstance.

Violations of this policy will be considered academic misconduct. We draw your attention to the fact that different classes at Florida Southern College could implement different AI policies, and it is the student’s responsibility to conform to the expectations for each course.

**ACCESS FOR STUDENTS WITH DISABILITIES SPRING 2023**

Florida Southern College and Student Disability Services are committed to providing access and inclusion for students with documented disabilities to courses, facilities (including Residence Halls), and programs. Categories of disabilities could include, but would not be limited to, chronic health diagnoses, learning disabilities, and mental health conditions. If you anticipate or experience barriers to your college experience due to the impact of a disability, please notify the Office of Student Disability Services to discuss the eligibility process for establishing accommodations. You can reach FSC’s Student Disability Services professionals, Dr. Marcie Pospichal and Dr. Sandy Calvert, by e-mail at disabilityservices@flsouthern.edu, in the1st floor of the Carlisle Rogers Building, by telephone at (863) 680-4197, or by fax at (863) 680-4195. Drs. Calvert and Pospichal are available for both face-to-face and Zoom meetings, by appointment.

For more information on disability accommodations and access, please visit our website at <http://www.flsouthern.edu/campus-resources/student-disability-services.aspx>

**Professional Attire**

Students are encouraged to dress appropriately. Whenever we have an employer or guest speaker visit the class or we go off campus for a tour, you should dress business casual. You should dress business professional for job fairs, interviews (Mock or otherwise), and any other networking events. You never get a second chance to make a first impression. If you have questions about appropriate professional attire, please contact me.

**Classroom Expectations and Etiquette**

This class is designed to help you move beyond the classroom into your career, as a professional. Therefore, once class starts, all earbuds will be removed. Laptops/ phones/ tablets etc. are for classroom use, not for entertainment (games, videos, sports, etc.). You will be asked to leave the classroom and you will forfeit your attendance for the day. You are adults, so, I expect you to act as adults. You will not be on your phone watching the game during a board meeting or conference call, so get out of the habit now.

**Statement on the Honor Code**

I will practice academic and personal integrity and excellence of character and expect the same from others. As an academic community, Florida Southern College is firmly committed to honor and integrity in the pursuit of knowledge. Therefore, as a member of this academic community, each student acknowledges responsibility for his or her actions and commits to the highest standards of integrity. In doing so through this Honor Code, each student makes a covenant with the college not to engage in any form of academic dishonesty, fraud, cheating, or theft. Further information on the Honor Code is available in the current Florida Southern College Academic Catalog.

**BUS 2860 Professional Development Assignment Information**

**Mock Interviews-** *50 points* Students will participate in a Mock Interview hosted by FSC Career Services to practice skills, network, and receive helpful, 1:1 feedback

**Elevator Pitch** (**draft and presentation**)– *60 points* This will be a written and individual presentation assignment. You can think of an Elevator Pitch as a "mini persuasive speech" with the persuasive goal of selling yourself (or your product, business, etc.) to a potential employer (or investor). It's all about telling them who you are, what your strengths/background/skills are, and the type of career/position you're looking for. Students will use Big Interview to craft and practice this assignment.

**Resume (draft/ Big Interview/ Final)** – *80 points* Students will create an updated resume based on the readings and information discussed in class. While one size does not fit all, I want to see that you have incorporated the strategies provided in class to the resume you upload for this assignment.

**Handshake and LinkedIn** – *20 points* Students must create and/or update a Handshake and LinkedIn profile in the system. This includes a fully completed profile: photo, education, work experience, extracurricular activities, headline, interests, etc…as well as connect with Dean Michael Weber.

**Reflections** – *20 points* The Truth About You is a set of 10 questions to get to know yourself better as well as give the instructor some insight on you.

**Is College Worth The Investment? Parts I & II**- *20 points* Students will explore high education statistics

**Cover Letter (draft and final)** – *60 points* Students will complete an updated cover letter based on the information discussed in class. A job description attached to the cover letter is required.

**Job Description-** *10 points* Students will search for a job and will save and use the accompanying job description throughout the course.

**Internship/ Job Research** – *50 points* Students must identify ten websites or internship/employment identification resources to utilize in researching potential internship sites.

**Internship policy-***5 points* Students are required to have an internship as part of their degree

**Your Story** – *50 points* Students will examine networking and creating positive first impressions. Identifying skills and linking them with tasks will help create a story-worthy experience to assist in telling your professional story.

**Career Planning-** *50 points* Career Planning Worksheet, Strategic Plan Worksheet

**Job Description Analysis** – *40 points.* Students will search for a job in their chosen field and will use this throughout the course.

**Strong Reflection-** *20 points* Students will complete the STRONG outside of class and complete a reflection based on an in-class presentation about their results.

**Occupational Research-** *30 points* Students will research 3 different careers and report on findings

**Career Events** – *50 points* All students are required to **attend two or more** in person or virtual career-related events during the semester. FSC, the Barney Barnett School of Business, or other state or national entities as provided in class can sponsor this event. A listing of events will be provided in class as through Handshake and Canvas.

**Class Attendance, Participation, and Professionalism** – *100 points* All students are expected to be in class and ready to learn at the start of class time. The purpose of this course is to prepare you for the real work world, so you will be treated like professionals. Students must come to class prepared and ready to engage. This means being attentive, responding to questions asked by the instructor, and actively participating in group discussions and activities. If you do not meet these expectations, you could lose your attendance and participation points. It is expected that students come appropriately dressed, especially when there are speakers and/or employers where business casual is recommended.

If you are going to be absent the instructor should be notified ahead of time. If it is to be excused, it will need written documentation (i.e. medical, life events, sport related absence, etc…). Not feeling well, traveling to visit family/ friends, missing your alarm are not excused absences. We only meet once a week, therefore you need to make sure you are in class.

**Student athletes:** You need to email me your intended absence in addition to submitting your form from athletics.

**Students should attend class as if they are attending work. If you are going to be late or not attend, you will need to contact the professor in advance.**

Supplemental Readings/Videos

Currently there are no assigned textbooks or additional items to purchase for the course. However, supplemental readings and videos will be shared throughout the semester. One that has been shared by the Dean is:

Crossman, J.M. (2017). *Career Killers/Career Builders: The Book Every Millennial Should Read*. New York, NY: Union Square Publishing.

**GRADING GUIDELINES:**

**Remember**: There is no final exam for this course.

Grading Scale:

360-400 pts A

320-359 pts B

280-319 pts C

240-279 pts D

< 240pts F

\*\*The deadline to submit an assignment is NOT when you should sit down to submit the assignment. This is the last possible moment you can submit. If you wait and something happens, you risk missing the deadline and receiving only ½ or no credit.

\*\*If you complete the assignment incorrectly, you only have through the 50% credit option window to fix and resubmit. Once an assignment is closed, it is closed.

**LATE WORK**

When work is assigned, you have until the deadline to complete. Once the deadline passes, you’ll have 1 additional week to submit work for 50% credit. After that passes, the assignment locks and I will not accept submissions after that. Please pay attention to this as there are no exceptions to this. Even if you are absent the day the work is assigned, it is your responsibility to check Canvas and Announcements.

**COURSE SCHEDULE**

* Introduction/ syllabus/ email communication
  + 8/25, 8/27, & 8/29
* Career Planning/ Strong/ Education payoff/ Networking with Elevator Pitch (prep for MocTails)
  + 9/1, 9/3 & 9/5
  + 9/8, 9/10, & 9/12
* Resume
  + 9/15, 9/17, & 9/19
  + 9/22, 9/24, & 9/26
  + 9/29, 10/1, & 10/3
* Interview Skills (prep for Mock Interviews)
  + 10/6, 10/8, & 10/10
  + 10/13, 1015, & 10/17
  + 10/27, 10/29, & 10/31
* Cover Letter
  + 11/3, 11/5, & 11/7
  + 11/10, 11/12, & 11/14
* Networking/ Professional Branding
  + 11/17, 11/19, 11/21
* TKI/ Diversity/ Transition from College
  + 12/1, 12/3, & 12/5
  + 12/8, 12/10, & 12/12