

**BLI 3302 Syllabus –
Tuesday/Thursday (sections 006 and 007)**

FALL 2013

Date	Topics/Class Activities	Assignments Due
Tuesday Aug. 27	Introduction <ul style="list-style-type: none"> • BLI Expectations • Syllabus & Grades • Career Management • Presentation Skills • Strengths Assessment • Business Writing • Teams 	1. Business profile form – fill out in class 2. Personal Introduction In-class Writing Assessment
Thursday Aug. 29	Business Writing Audience Focus	1. Read Chapters 1 and 2. Review Appendix B.
Tuesday Sept. 3	Career Management How the Hiring Process Works & What You'll Need to Do Do You Know Your VIPS? CareerLeader Review	*See Career Management packet or CM on Blackboard for assignment details: 1. Online job search training courses assignment due. Bring a printed copy of the completion certificate with you to class and submit to your instructor. 2. CareerLeader assessment assignment due. Bring a printed copy of CL results report to class.
Thursday Sept. 5	Career Management Know Your Target (Industry & Company Research)	*See Career Management packet or CM on Bb for assignment details: 1. Complete VIPS and CareerLeader worksheet. Bring a printed copy to class and submit to instructor. 2. Submit Resume in the Cox standard format.
Tuesday Sept. 10	Career Management What's Your Story? (& How to Put It Together): The Pitch, The Resume, The Letter, The Social Media Profile, The Interview	*See Career Management packet or Bb for assignment details: Create and edit LinkedIn profile.
Thursday Sept. 12	Career Management Interview Simulation/Role Play You Aced the Interview. Now What?	*See Career Management packet or Bb for assignment details: Complete Interview preparation assignment.
Tuesday Sept. 17	Business Teams – Teams Assigned Develop Team Action Plan 8.12. Use <i>StrengthsFinder</i> Team Top 5 Grid	<i>StrengthsFinder 2.0</i> – Read Part I: Finding Your Strengths – An Introduction Using unique access code in book, take StrengthFinders Assessment (30-40 minutes) and print report (@ 20 pages) for reference in class. Review Part II of <i>StrengthsFinder 2.0</i> after completing the assessment.

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Tuesday Sept. 17	OPTIONAL: Networking Like a Rock Star Career Management Event	Attend the event to receive 5 extra credit points for Career Management grade.
Thursday Sept. 19	Positive Emphasis Interpersonal Communication Time Management	Read Chapters 3 and 4.
Tuesday Sept. 24	Business Presentation Introduction Lecture – Presentation Structure Delivery Skills & Visual Aids	Read Chapter 19. Read Business Presentation Skills workbook (under Class Resources on Blackboard)
Thursday Sept. 26	Business Presentation Coaching (Marketing, Finance & Ops) Team Assignment HR – 176 Crow Sales – 178 Crow IT – 180 Crow	Marketing, Finance and Operations Teams Presentation Coaching in classroom (impromptu topic) <u>HR, Sales, and IT Teams –</u> Bring 1 laptop per team. Report to classroom and then to assigned breakout rooms. 1. Watch and write summary of assigned video clips. 2. Decide topic for Business Team Project and create timeline.
Tuesday Oct. 1	Business Presentation Coaching (HR, Sales & IT) Team Assignment Marketing – 176 Crow Finance – 178 Crow Ops – 180 Crow	Presentation #1 Outline Due – Use Format Guide in workbook Topic: favorite new product or service. 3-4 minute presentation <u>HR, Sales, and IT Teams –</u> Presentation Coaching in classroom (impromptu topic) <u>Marketing, Finance and Op Teams</u> Bring 1 laptop per team. Report to classroom and then to assigned breakout rooms. 1. Watch and write summary of assigned video clips. 2. Decide topic for Business Team Project and create timeline.
Thursday Oct. 3	Business Presentation Practice	Career Management Portfolio Due See Career Management packet or Bb for assignment details Bring Presentation Outline #1 to class to practice Opener.
Tuesday Oct. 8	Business Presentation #1 1/3 of class presents	Individuals on Operations & HR Teams Present Team leader bring all 5 visual aids on 1 flash drive and load on classroom computer Peer evaluations – Part of Peer Evaluation Assignment Grade

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Thursday Oct. 10	Business Presentation #1 1/3 of class presents	Individuals on <u>Sales & IT Teams</u> Present Team leader bring all 5 visual aids on 1 flash drive Peer evaluations – Part of Peer Evaluation Assignment Grade
Tuesday Oct. 15	FALL BREAK	ENJOY YOUR TIME OFF.
Thursday Oct. 17	Business Presentation #1 1/3 of class presents	Individuals on <u>Marketing & Finance Teams</u> Present Team leader bring all 5 visual aids on 1 flash drive Peer evaluations – Part of Peer Evaluation Assignment Grade
Tuesday Oct. 22	EXAM #1	EXAM #1 – Chapters 1-5, 13, 19
Thursday Oct. 24	Speaker	Read Chapter 7. For extra 20 points on lowest assignment grade: write & mail thank you letter to guest speaker within 24 hours of class. Turn in copy of letter for credit on 10/29.
Tuesday Oct. 29	Persuasive Communications Lecture & Impromptu	Professional Development Plan Due Read Chapters 10 and 11.
Thursday Oct. 31	Business Presentation Practice	Read Chapter 16. Presentation #2 Outline Due - Assignment Grade Practice Open/Close and Q&A in class.
Tuesday Nov. 5	Business Presentation #2 1/3 of class presents	Individuals on Marketing & Finance teams – Presentation #2 Business attire. Team leader brings team members' visual aids on 1 flash drive Peer evaluations - Part of Peer Evaluation Assignment Grade
Thursday Nov. 7	Business Presentation #2 1/3 of class presents	Individuals on Operations & HR teams – Presentation #2 Business attire. Team leader brings team members' visual aids on 1 flash drive Peer evaluations – Part of Peer Evaluation Assignment Grade
Tuesday Nov. 12	Business Presentation #2 1/3 of class presents	Individuals on Sales & IT teams – Presentation #2 Business attire. Team leader brings team members' visual aids on 1 flash drive Peer evaluations – Part of Peer Evaluation Assignment Grade
Thursday Nov. 14	Proposals & Reports In-class activity	Read Chapters 15 and 17.
Tuesday Nov. 19	EXAM #2	EXAM #2 – Chapters 7, 10, 11, 15, 16, 17

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Thursday Nov. 21	Business Etiquette & Communicating in a Virtual World Lecture & Practice	Practice phone etiquette and conference calls. Introductions and connections. Review other common business etiquette dilemmas.
Tuesday Nov. 26	Team Presentation Practice	Practice team presentation logistics.
Tuesday Dec. 3	Business Team Presentations	Business Team Projects Due on Presentation Date 3 Teams present with visual aids and Q&A – 15 minutes before Q&A Teams - Peer evaluations due before presentation
Thursday Dec. 5	Business Team Presentations	Business Team Projects Due on Presentation Date 3 Teams present with visual aids and Q&A Teams - Peer evaluations due before presentation