

BUS 300, Business Professional Development

California State University San Marcos

Instructor:

Office Hours:

- CoBA Mission**
- Provide rigorous and relevant educational programs
 - Use a balance of theoretical, experiential, and applied learning
 - Educate students to become responsible, engaged citizens with a global mindset
 - Collaborative relationships among faculty, staff, students and the community
 - Faculty involved in a combination of academic scholarship, applied scholarship, and professional experience

Course Description

This course helps develop students' business professionalism in two main ways. First, emphasis is on identifying career options that align with interests, values, and skills, and on pursuing and securing a position in one's desired field. Second, the course emphasizes developing and using vehicles to communicate as professionals—online presence, resume, and cover letter—and on professionally and effectively connecting and interacting in-person with others—networking, job interviews, and presentations. The course culminates with an Individual Development Plan to help students clarify short and long-term career goals and create an action plan to reach those goals.

- Learning Outcomes**
- Upon successful completion of this course, each student will be able to:
- Develop an effective resume and cover letter
 - Develop and professionally use social media
 - Explain attributes of an effective team member
 - Effectively and professionally perform during a networking event
 - Effectively and professionally perform in a job interview
 - Develop and deliver an effective oral presentation
 - Develop an individual career development plan

Required Materials

Career Trek: The Journey Begins, by Troy Nielson, 2008
 An Intern's Dilemma, by Sandra Sucher and Matthew Preble, Harvard Business School case

Disability Support Services

Students with disabilities who require reasonable accommodations must be approved for services by providing appropriate and recent documentation to the Office of Disability Support Services (DSS). This office is located in Craven Hall 4300, and can be contacted by phone at (760) 750-4905, or TTY (760) 750-4909, and by email sent to dss@csusm.edu. Students authorized by DSS to receive reasonable accommodations should meet with me during my office hours in order to ensure confidentiality.

Academic Honesty

The maintenance of academic integrity and quality education is the responsibility of each student within this university and the California State University system. Cheating and plagiarism in connection with an academic program at a campus is listed in Section 41301, Title 5, California Code of Regulations, as an offense for which a student may be expelled, suspended, put on probation, or given a less severe disciplinary sanction.

Grading

Final course grades will be based on the following scale:

93% & up =A	90-92.9%=A-	87-89.9%=B+	83-86.9%=B	80-82.9%=B-	77-77.9%=C+
73-76.9%=C	70-72.9%=C-	67-69.9%=D+	63-66.9%=D	60-62.9%=D-	below 60%=F

Graded**Assignments****% of Final Grade**

Self-assessment, career exploration, and informational interview	15
Ethics case analysis	10
Resume and cover letter	20
Social media	10
Interview	15
Presentation	20
Individual Development Plan	10

Tentative Schedule

Week	Topics	Assignments
1	Introduction to Business Professionalism and Self-Assessment	
2	Career Exploration and Occupational Research	
3	Ethics in Career Development	Graded assignment: Self-assessment, career exploration, and informational interview
4	Professionalism in Written Communication	Graded assignment: Ethics
5	Resume Content, writing, layout and design	
6	Cover letter Content, writing, layout and design	Graded assignment: Resume
7	Professionalism in Social Media Developing and using	Graded assignment: Cover letter
8	Professionalism in Interpersonal Communication E.g., verbal, listening, technology-based	
9	Professionalism in Interpersonal Communication E.g., persuasive communication, adjusting communication styles to context, dress, body language, emotional IQ	
10	Introduction to Teamwork and Collaboration	
11	Networking Preparing, conducting, and following-up	
12	Networking Preparing, conducting, and following-up	Graded assignment: Social media, e.g., LinkedIn
13	Job Interviewing Preparing, conducting, and following-up	
14	Job Interviewing Preparing, conducting, and following-up	Graded assignment: Interview
15	Oral Presentation Content, design, and delivery	
16	Final exam week—oral presentations	Graded assignments: Presentation & Individual Development Plan