BUS 303: Developing Your Professional Skills: Advanced Elements
Fall 2016

Class Days /Times: TR / 9 - 10:15am
Class Location: Innovation Hall 136

Instructor: Jacquelyn D. Brown
Contact: jbrown39@gmu.edu
Office: Enterprise Hall, room 028
Office Hours: Wednesdays, 2 – 4pm, by appointment

Course Description

In this course, you will continue to develop your professional skill set. You will continue to hone your professional writing and presentation skills, prepare for the job search process, and develop professional development plans. Other topics covered include understanding the modern work environment, business ethics and professional responsibilities, and teamwork skills. This is a required course for all undergraduate business students, and the goal is to prepare you to enter the workplace as a professional.

Prerequisite: BUS 103

Course Outcomes:

1. Become aware of the uses of technology in business.
2. Become effective communicators.
3. Recognize the importance of ethical decisions.
4. Be knowledgeable about team dynamics and the characteristics of effective teams.
5. Understand the value of diversity and the importance of managing diversity in the context of business.
6. Develop and enhance critical thinking skills.

School of Business Undergraduate Learning Goals:

Goal 1: Our students will demonstrate an understanding of the social, global, ethical, and legal contexts of business and will be able to reflect on the role of the individual in business.

Goal 2: Our students will demonstrate an understanding of and the ability to apply knowledge of professional skills necessary for success in business including effective business writing.

Goal 3: Our students will demonstrate technical and analytic skills appropriate for success in business.
Goal 4: Our students will demonstrate an understanding of and the ability to apply knowledge of core business disciplines including accounting, finance, information systems, management, marketing, and operations management.

Goal 5: Our students will demonstrate knowledge and skills appropriate for specialization in their majors.

Goal 6: Our students will demonstrate an understanding of how research in the business disciplines contributes to knowledge and how such research is conducted.

Text & Other Course Materials

Required Text:
There is NO designated textbook for this course; instead, all readings will be assigned by the instructor and provided through Blackboard. This course will rely on a combination of online resources (articles, videos, and book chapters).

Laptops
All business students are required to have a laptop or access to a laptop with Windows 7 and Microsoft Office 2007 (or more recent versions). Laptops must be brought to all classes starting Day 2.

Recommended Text:
It is highly recommended that if you do not already have a writer's reference handbook that you purchase one for this course. Diana Hacker's A Writer's Reference is always a good choice. Or, if you prefer digital resources, you can use the free, online source, Purdue OWL: Online Writing Lab (https://owl.english.purdue.edu/).

Course & Institutional Policies

This course uses a combination of pre-class preparation through reading online resources and student collaboration, and active learning approaches during class time. Students are expected to complete all assigned pre-work prior to attending class and are expected to attend and fully participate in all class sessions.

Teamwork
Students will engage in frequent small group activities in class and work on group assignments outside of class. This component of the course mirrors several professional workplace situations, so be prepared to work together and to provide constructive feedback to your classmates' work through peer reviews and collaborative writing practices.

Digital Expectations
This course will be publishing work on my course website. You are expected to take these publications seriously, as they will be representations of you as a professional and will be available for the public. Please feel free to reference your publications on your résumés or LinkedIn accounts.

Attendance / Late / Make-Up Policy
Your on-time attendance is expected. Contact a peer to make sure you do not fall behind if you must miss class, and email me letting me know of your absence and reason for it.
No late assignments will be accepted. All assignments are due by the assigned due date. I do not accept assignments through email. If you are absent, then please submit your assignment by its due date/time.

Make-Up Policy will be for those students who have had an emergency, were sick and can show documentation from a doctor, or set up an absence with my approval prior to the missed class (contingent on the reason).

Email Policy
Check course materials before emailing me, as you will often be able to answer your questions by doing so. I will do my best to get back to each of your emails within 24 hours; however, please note that I do not check email over the weekend.

Students must use their Mason email accounts to receive important University information, including messages related to this class. Consistent with federal privacy laws, I will not respond to non-Mason email addresses.

Remember that emails are formal means of communication, so consider them as extensions of your professional persona and be polite, grammatically correct, include a proper salutation and complimentary close, and show correct capitalization and spelling. Always include your name and class section when emailing your professors.

School of Business Standards of Behavior
The mission of the School of Business at George Mason University is to create and deliver high-quality educational programs and research. Students, faculty, staff, and alumni who participate in these educational programs contribute to the well being of society. High-quality educational programs require an environment of trust and mutual respect, free expression and inquiry, and a commitment to truth, excellence, and lifelong learning. Students, program participants, faculty, staff, and alumni accept these principles when they join the School of Business community. In doing so, they agree to abide by the following standards of behavior:

- Respect for the rights, differences, and dignity of others
- Honesty and integrity in dealing with all members of the community
- Accountability for personal behavior

Integrity is an essential ingredient of a successful learning community. Ethical standards of behavior help promote a safe and productive community environment, and ensure every member the opportunity to pursue excellence. School of Business can and should be a living model of these behavioral standards. To this end, community members have a personal responsibility to integrate these standards into every aspect of their experience at the School of Business. Through our personal commitment to these Community Standards of Behavior, we can create an environment in which all can achieve their full potential.

Honor Code
You are expected to know and follow the GMU Honor Code, which can be found through the website of the Office of Academic Integrity: http://academicintegrity.gmu.edu.

Specifically, knowledge of the following is expected:
1. All written assignments will be completed individually unless otherwise specified. Collaboration and group participation will be encouraged in developing ideas, but students shall write papers on their own, unless otherwise stated by the professor.

2. Source citations must be provided for all referenced work in this course. Intellectual property belonging to someone else must be properly cited. Use APA Citation Style on all assignments for this course.

3. Original work is expected for this class. If you are repeating this course, all work must be newly developed material. Materials prepared for other courses are not to be used to satisfy the requirements of this course.

4. All instances of plagiarism, intentional or unintentional, will result in a report sent to the University Honors Committee and a recommendation of a zero for the assignment, and possibly the course. See the School of Business Recommendations for Honor Code Violations (posted to Blackboard).

Special Accommodations

Students needing special accommodations for disabilities must contact the Office of Disability Services (ODS) at George Mason University. Consult the ODS web site at http://ods.gmu.edu. Students requiring special accommodations should contact ODS and inform me of their needs as soon as possible. Accommodations for an assignment cannot be made after the assignment due date.

Students who will miss class for religious reasons should inform me of anticipated absences by the second class of the semester.

Course Assignments

Business Press Synthesis Presentation & Web Publication (Collaborative): Groups will be created at the beginning of the semester. More information will be posted on this assignment during the first week of the semester.

Informational Interview (Individual): Students will interview a professional in their chosen field and write a report. More information will be posted on this assignment during the first week of the semester.

Résumé, Cover Letter, & Job Posting w/ Analysis (Individual): Students will tailor their résumés and cover letters to a specific job posting. More information will be posted on this assignment during the semester.

Proposal, Annotated Bibliography, and Training Presentation (Collaborative): Students will work in groups to prepare a persuasive proposal and training presentation for two separate audiences. More information will be posted on this assignment during the semester.

Participation (Individual): Students are expected to have completed the assigned readings, videos, and homework prior to class and to contribute to class discussions.

Grade Breakdown

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<th>Assignments</th>
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<td>1. Business Press Synthesis Presentation &amp; Web Publication</td>
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2. Résumé, Cover Letter, & Job Posting w/ Analysis 20
3. Informational Interview 15
4. Persuasive Proposal w/ Annotated Bibliography 20
5. Professional Training Presentation 10
6. Participation (in-class activities, discussions, & homework) 20

TOTAL Possible 100

Grading Scale:

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Additional Resources

*Business Library Liaison:*
For assistance with Library resources, please contact: Jo Ann J. Henson, MLIS at jhenson3@gmu.edu, Business and Economics Liaison Librarian. Business scholarly resources are also available at: [http://infoguides.gmu.edu/business](http://infoguides.gmu.edu/business). For the InfoGuide developed by the Library to assist you getting started with research for this class, please visit: [http://infoguides.gmu.edu/BUS303](http://infoguides.gmu.edu/BUS303)

*Career Services in the School of Business:*
Call 703-993-1880 to set up a 30-minute appointment for in-depth career questions. Also, please review the events calendar at [http://business.gmu.edu/component/eventcalendar/](http://business.gmu.edu/component/eventcalendar/). To learn more about the School of Business Internship for credit, please visit: [http://business.gmu.edu/undergraduate/career-services/bus492/](http://business.gmu.edu/undergraduate/career-services/bus492/)

*Counseling Services:*
George Mason University’s Counseling and Psychological Services can provide assistance if you find yourself overwhelmed by life, want training in academic or life skills, or just need to talk to a professional counselor. Please visit [http://www.gmu.edu/departments/csd/](http://www.gmu.edu/departments/csd/), call 703-993-2380, or stop by the Student Union, Building 1, Room 3129.

*The University Writing Center:*
The Writing Center provides peer-to-peer writing support. Writers at all levels benefit from sharing their work with a helpful and knowledgeable peer tutor or consultant. For more information go to [http://writingcenter.gmu.edu/](http://writingcenter.gmu.edu/), call 703-993-1200, or stop by Robinson Hall, Room 114A.

*Upcoming Events (subject to change):*
Part-time Job Fair: August 31, 2016, 11-2pm, Dewberry Hall (JC)
JobQuest 2016: September 7, 2016, 4 – 7pm, HUB Ballroom
WelcomeFest: September 14, 3 – 5pm, HUB Ballroom
Fall Career Fair: October 5 & 6, 11 – 4pm, Dewberry Hall (JC)
Experiential Learning Fair: Empty Résumé, We Can Help: November 3, 11 – 2pm, Dewberry Hall (JC)
Ask the Professionals:
Marketing: Friday, September 23, 2016, 10:30am – 12:30pm, Research Hall, 163
ISOM: Wednesday, October 5, 2016, 3 – 5pm, Research Hall, 163
Finance: Thursday, October 13, 2016, 10:30am – 12:30pm, Research Hall, 163
Accounting: Thursday, October 20, 2016, 3 – 5pm, Research Hall, 163
Management: Wednesday, November 2, 2016, 3 – 5pm, Research Hall, 163
Leadership: Date, Time, & Location TBD

For a complete listing of School of Business events, please see:
http://business.gmu.edu/calendar/

For University Career events, including practice interview days, please visit: http://careers.gmu.edu/students/events/