Syllabus

Course Title: Building Your Professional Skills—Foundational Elements
Course Number: BUS 103, Section 005, Fall 2016
Course Description: Building Your Professional Skills—Foundational Elements: Students will investigate and develop their professional skill set. Topics include introduction to the business school and business world, what it means to be professional, how to consume the business press, and how to research business issues. Develop professional writing and presentation skills, explore career options and the job search process, and develop personal educational and professional development plans.

Class Location: Innovation Hall, Room 207
Class Meeting Time: Tuesdays and Thursdays, 3:00 to 4:15 P.M.
Instructor: Jeffrey Kulick

Contact information:
I usually return email and phone mail messages the same day I receive them.
   University office: Room 128, Enterprise Hall
   Telephone:
      University: 703-993-2197
      Home office: 703-281-2588 (preferred)
      Cell: 703-851-6450
   Fax: 703-993-1809
   E-mail address: jkulick@gmu.edu
   Office hours: Arlington, Wednesdays, by appointment
                 Fairfax, Tuesdays, 1:30—2:30 P.M.
   Course website: Blackboard

Course Prerequisites
None
Course Materials
Please download required readings and assignments from our course Webpage, http://courses.gmu.edu. The course will rely on a combination of readings, online resources, and book chapters.

I highly recommended, though do not require, daily reading of the business sections of either The Washington Post or The New York Times. You should also consider a subscription to a business-oriented periodical such as The Wall Street Journal, The Financial Times, Business Week, or The Economist. You may prefer to get your news online. If so, you would find it useful to consider adding marketing newsfeeds to your regular reading.

Course Outcomes
Students will:
1. Demonstrate an understanding of skills necessary to be successful as a student.
2. Demonstrate an understanding of the job search process.
3. Understand and identify various business functions.
4. Apply knowledgeable about group dynamics and development to team environments.
5. Understand and respect diversity and difference in the context of business.
6. Develop and enhance critical thinking skills.

Undergraduate program 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.
Grades
Grading Scale:

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Approaches to Learning:
This course uses a combination of pre-class preparation through reading and online resources 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.

Assignment 1: Time Management  5%
Assignment 2: Business Press Two Short Papers (& information presentation)  10%
Assignment 3: Business Functions Presentation & Paper  15%
Assignment 4: Résumé Critiques & Reflection  15%
Assignment 5: Professional Development Plan  15%
Assignment 6: Final Project  20%

Participation:
(Ask the Professional Events, In-Class Activities/Writing, Peer Reviews, Readings and Homework)  20%

TOTAL  100%

Final grades are not negotiated. You will have opportunities to earn points throughout the semester, and in a variety of ways. There is no rounding, and there is no curve.

Students with Disabilities
If you are a student with a disability and you need academic accommodations, please see me and contact The Offices of Disability Services (ODS) at 993-2474. All academic accommodations must be arranged through the ODS.
Community 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 that 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 Community 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.

The 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.

George Mason University Honor Code
Students are reminded of their responsibilities under the George Mason University Honor Code. GMU is an Honor Code University. Please see the University Catalog for a full description of the code and the honor committee process. It is understood that that the students will uphold the highest standards of academic work and keep their efforts free of the four areas the Honor Code addresses specifically—cheating and attempted cheating, plagiarism, lying and stealing.

The principle of academic integrity is taken very seriously and violations are treated gravely. What does academic integrity mean in this course? Essentially this: when you are responsible for a task, you will perform that task. When you rely on someone else’s work in an aspect of the performance of that task, you will give full credit in the proper, accepted form. Another aspect of academic integrity is the free play of ideas. Vigorous discussion and debate are encouraged in this course, with the firm expectation that all aspects of the class will be conducted with civility and respect for differing ideas, perspectives, and traditions. When in doubt (of any kind) please ask for guidance and clarification.
While individuals may wish to consult, analyze and discuss their work with others, the student is responsible for ensuring he or she complies with the Honor Code.

I take the Honor Code seriously. I will be glad to discuss any of the Honor Code definitions or implications. The responsibility of each student as well as the faculty to ensure the Honor Code is upheld.

The School of Business Faculty has created guidelines on penalties. These apply to all courses, all students and all faculty. I will discuss these in class, though I hope I will not have to use them.

**Attendance and Participation:**
On time attendance in class is expected. If, for some reason you must miss class, you should contact a peer to make sure you do not fall further behind in readings/assignments. It is a professional courtesy to let me know; email is ideal.

At various points in the course you may need to use electronic devices in class, please limit your use to course related topics. Other use may result in decreased participation points for the day/week.

**Timely Submissions:**
All assignments are due by their due date. If you are absent, please submit your assignment by its due date/time.

**Formatting Guidelines:**
Please follow each assignment’s guidelines for formatting. If unspecified, use single-spacing, left alignment, one-inch margins, 12-point font. To cite and reference professional or academic sources, please use APA style. Specific instructions for in-text citations and referencing are found in the *Publication Manual of the American Psychological Association*, 6th Edition or at [http://owl.english.purdue.edu/owl/resource/560/01/](http://owl.english.purdue.edu/owl/resource/560/01/)

**Course Communication via Emails and GMU Email Account:**
Email correspondence for this class should be considered *professional correspondence*.

Use this opportunity to practice engaging in professional correspondence, including proper grammar and tone, complete sentences, correct spelling and capitalization, salutation and closing, etc. Generally, I will respond to your e-mails within 24-48 hrs., except on weekends or during travel. University rules preclude me from communicating with you through private email addresses. As such, please use your Mason email addresses for all course communication.

**Peer Reviews, Collaborative Writing, and Group Work:**
Students will engage in frequent small group activities during class time. During peer
reviews, other students may be asked to read, review, and respond to your work. You will have the opportunity to evaluate your team members’ performances. This component of the class mirrors several professional workplace situations that require giving and receiving feedback, and this evaluation will count toward your individual participation grade.

**Additional Resources:**

**Accessibility and Accommodations:**
If you need academic accommodations for students with special needs, please contact the Office of Disability Services (ODS) at 703-993-2474 and inform me of any special needs by the first week of classes.

More information about ODS is available at [http://www.gmu.edu/student/drc](http://www.gmu.edu/student/drc)

**Business Library Liaison:**
Should you need assistance with Library resources, please contact our Business and Economics Liaison Librarian

Jo Ann J. Henson, MLIS  jhenson3@gmu.edu

Fenwick Library Fairfax Campus: [http://infoguides.gmu.edu/business](http://infoguides.gmu.edu/business)

**Religion:**
Students who will miss class for religious reasons should inform me of their anticipated absences as soon as possible.

**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 their events calendar at [http://business.gmu.edu/component/eventcalendar/](http://business.gmu.edu/component/eventcalendar/).

**Counseling Services:**
George Mason University’s Counseling and Psychological Services (CAPS) 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.

For more information, please visit [http://www.gmu.edu/departments/caps/](http://www.gmu.edu/departments/caps/), call 703-993-2380 or stop by their office at the Student Union, Building 1, Room 3129.

**The 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. To schedule an appointment online, please visit: More information is available at [http://writingcenter.gmu.edu/](http://writingcenter.gmu.edu/), call 703-993-1200, or stop by Robinson Hall, Room 114A.
Inclement Weather and Campus Emergencies:
Information regarding weather-related changes in the University’s schedule (e.g., closing or late opening) will be provided on the GMU website and via MasonAlert. Students can sign up for the Mason Alert system to provide emergency information of various sorts at https://alert.gmu.edu. An emergency poster in each classroom explains what to do in the event of crisis. For further information about emergency procedures, please visit http://www.gmu.edu/service/cert or call 703-993-3375.

Upcoming Events:
Part-time Job Fair: August 31, 2016, 11:00 A.M.—2:00 P.M., Dewberry Hall (JC)
JobQuest 2016: September 7, 2016, 4:00—7:00 P.M., HUB Ballroom
WelcomeFest: September 14, 3:00—5:00 P.M., HUB Ballroom
Fall Career Fair: October 5 and 6, 11:00 A.M.—4:00 P.M., Dewberry Hall (JC)
Experiential Learning Fair: Empty Résumé, We Can Help: November 3, 11:00 A.M.—2:00 P.M., Dewberry Hall (JC)

Ask the Professionals:
Marketing: Friday, September 23, 2016, 10:30 A.M.—12:30 P.M., Research Hall, 163
ISOM: Wednesday, October 5, 2016, 3:00—5:00 P.M., Research Hall, 163
Finance: Thursday, October 13, 2016, 10:30 A.M.—12:30 P.M., Research Hall, 163
Accounting: Thursday, October 20, 2016, 3:00—5:00 P.M., Research Hall, 163
Management: Wednesday, November 2, 2016, 3:00—5:00 P.M., Research Hall, 163
Leadership: Date, Time, & Location TBD

For a complete listing of School of Business events, please see: http://business.gmu.edu/component/eventcalendar/
For University Career events, please see: http://careers.gmu.edu/students/events/

University Policies
The University Catalog, http://catalog.gmu.edu, is the central resource for university policies affecting student, faculty, and staff conduct in university academic affairs. Other policies are available at http://universitypolicy.gmu.edu/. All members of the university community are responsible for knowing and following established policies.
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<thead>
<tr>
<th>Week 1</th>
<th>Activities and assignments</th>
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<tbody>
<tr>
<td>Week 01 Aug. 30, Sept 02</td>
<td>Introductions, Review of Syllabus and Course Outcomes, Assessment of Students’ Interests, Setting of Course Expectations</td>
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<tr>
<td>Week 02 Sept. 06 and 08</td>
<td>Success in College, Goal Setting Assign: Time Management Log University closed on Labor Day: September 5</td>
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<tr>
<td>Week 03 Sept. 13 and 15</td>
<td>Introduction to Team Environments, Giving and Receiving Feedback, Conflict Management</td>
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<td>Week 04 Sept. 20 and 22</td>
<td>Time Management Activity- In Class Activity; Academic Integrity &amp; Ethics</td>
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<tr>
<td>Week 05 Sept. 27 and 29</td>
<td>Development: StrengthsFinder; Tentative Library Workshop ASSIGNMENT 1 – Time Management Activity DUE</td>
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<tr>
<td>Week 06 Oct. 04 and 06</td>
<td>Introduction to Business Functional Areas Assignment Tentative Library Workshop ASSIGNMENT 2 – WRITING #1 DUE</td>
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<tr>
<td>Week 07 Oct. 13</td>
<td>Assignment: Resume Writing, Professional Writing ASSIGNMENT 5 – Professional Development Plan DRAFT DUE Columbus Day Recess on October 10. Class does not meet on October 11, as part of the University Schedule</td>
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<tr>
<td>Week 08 Oct. 18 and 20</td>
<td>ASSIGNMENT 3 – Business Functions DUE</td>
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<td>Week 09 Oct. 25 and 27</td>
<td>Professional Presentations Building a Personal Brand; Social Media; Maintaining a Network</td>
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<td>Week 10 Nov. 01 and 03</td>
<td>In Class: Résumé Critique ASSIGNMENT 2 – WRITING #2 DUE</td>
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<td>Week 11 Nov. 08 and 10</td>
<td>The Job Search Process Organizational Culture/Structure</td>
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<td>Week 12 Nov. 15 and 15</td>
<td>Individual Meetings with Teams: Final Project ASSIGNMENT 4 - Résumé Critique DUE</td>
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<td>Week 13 Nov. 22</td>
<td>ASSIGNMENT 5 - Professional Development Plan FINAL DUE Thanksgiving Recess November 23—27</td>
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<td>Week 14 Nov. 29 and Dec. 01</td>
<td>Final Presentations ASSIGNMENT 6 - Final Project DUE</td>
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<td>Week 15 Dec. 08 and 08</td>
<td>Final Presentations ASSIGNMENT 6 - Final Project DUE Last Day of Classes: December 09</td>
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**Graded assignments are shown in bold.**

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1 All classes meet 3:00 to 4:15 p.m.