Fermanian School of Business

BUS3013

3 Units

Summer 2025

Fully Online

Meeting Days/ Times: Online Asynchronous

Meeting Location: Online Asynchronous

Instructor: Dr. Kim Hogelucht

Email: khogeluc@pointloma.edu

Phone: 858.349.6831

Office Location and Hours: Upon Request via Zoom

PLNU MISSION

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

FOUNDATIONAL EXPLORATIONS MISSION

PLNU provides a foundational course of study in the liberal arts informed by the life, death, and resurrection of Jesus Christ. In keeping with the Wesleyan tradition, the curriculum equips students with a broad range of knowledge and skills within and across disciplines to

enrich major study, lifelong learning, and vocational service as Christ-like participants in the world's diverse societies and cultures.

FERMANIAN SCHOOL OF BUSINESS MISSION

Character – Professionalism – Excellence – Relationships – Commitment - Innovation

As members of a vital Christian community, we strive to provide high-quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

COURSE DESCRIPTION

With an emphasis on speaking and writing in the business field, this course is designed to help students improve and polish their professional communication skills in the workplace. In this course, students learn the skills needed to secure employment and communicate effectively in a professional business setting. Specifically, students learn to create an impressive resume, write and deliver various professional reports, effectively interview for employment, compose professional routine and persuasive letters, conduct informational interviews, and create professional portfolios. Students exit the course with the professional communication skills needed to stand out in the business world and in the job search process.

PROGRAM LEARNING OUTCOMES

1. Demonstrate general knowledge of theories and practices in the core areas of business.

2. Critically analyze and apply business knowledge to solve complex business situations.

3. Demonstrate effective business communication through both written and verbal means.

4. Formulate decisions informed by ethical attitudes and values.

5. Collaborate effectively in teams.

COURSE LEARNING OUTCOMES

Upon completion of this course, students will be able to:

1. Create and deliver a professional presentation (PLO 3).

2. Conduct informational and mock interviews with business professionals as preparation for the job search process (PLO 3).

3. Identify and prepare various professional business communication (PLO 3).

4. Collaborate with a team to write an ethical dilemma report using proper APA format (PLO 3 & 5).

5. Compose and present individual mission, vision, values, and goals informed by ethical values (PLO 4).

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

1. Hogelucht, K. (2021). *The Art of Resume Writing, Interviewing, and Networking* (2nd Ed.). San Bernardino, CA.

   - ISBN-13: 979-8528022628

2. Hosmer, L. R. T. (2008). *The Ethics of Management* (6th Ed). McGraw-Hill Irwin.

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     o *The Ethics of Management* Download The Ethics of Management

 PDF of Book (Permission provided to PLNU for free access and not transferable outside of PLNU or to any other academic institution)

       o ISBN: 978-0073405032

3. Cliff's Strengths AssessmentLinks to an external site.

COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 5 weeks. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 112.5 total hours meeting the course learning outcomes. The time estimations are provided in the Canvas modules.

Time Estimates

Assignment Type	Total Time to Complete
Readings/ Video Resources	25
Ethical Dilemma	15
Job Application	22
Informational Interview	18
Mock Interview	16
Professional Website	17
Total	112.5

ASSESSMENT AND GRADING

Course Structure

The course content and assignments are structured by week. Each week will have a corresponding module and will be built around a specific theme.

This course includes:

- Ethical Dilemma - This assignment is designed to help you learn how to analyze ethical dilemmas by looking at the economic outcomes, legal requirements, and ethical duties, so you may form a strong moral recommendation that you can live with and is irrefutable.

- Job Application - consists of creating a job portfolio with a cover letter, resume, and reference page that corresponds to a job posting. In addition, you will be designing a business card.

- Informational Interview - consists of six parts. You will be interviewing two professionals in the fields of your interest, and completing a written assignment. The assignment is designed to help you gain valuable information about your future career and build relationships for future contacts.

- Mock Interview - The purpose of the mock interview is to prepare you for future interviews. It will also be a space to help put into practice what you have read from

Chapter 2 of the book, *The Art of Resume Writing* and learned from these four weeks. In addition, it is a great opportunity to receive immediate feedback from the professionals who will be interviewing you on how to improve for future job interviews.

- Professional Website (Culminating Project) - Design a professional website that contains six components: homepage, about me, strengths, resume, testimonials, and contact information.

Grading Distribution

Category	Weight
Assignments	5%
Ethical Dilemma	10%
Job Application	25%
Informational Interview	25%
Mock Interview	15%
Professional Website	20%
Total	100%

Grading Scale

Grades will be based on the following:

A   **B**   **C**   **D**   **F**

 A 93-100   B+ 87-89   C+ 77-79   D+ 67-69   F Less than 59

A- 90-92   B 83-86   C 73-76   D 63-66

B- 80-82   C- 70-72   D- 60-62

STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on State Authorization to view which states allow online (distance education) outside of California.

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances.

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of

another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See Academic Policies for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to ensure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

ONLINE ASYNCHRONOUS ATTENDANCE POLICY

Students taking online courses with no specific scheduled meeting times are expected to actively engage throughout each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes, but is not limited to:

- Engaging in an online discussion
- Submitting an assignment
- Taking an exam
- Participating in online labs

- Initiating contact with a faculty member within the learning management system to discuss course content.

Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.

Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and make arrangements to complete the required coursework and/or alternative assignments assigned at the discretion of the instructor. Acceptance of late work is at the discretion of the instructor and does not waive attendance requirements.

Students may be warned if they demonstrate a lack of academic activity. After a warning, students who miss more than one week of academic activity without prior approval and arrangements with the instructor may be de-enrolled or withdrawn from a course. If the date of de-enrollment is past the last date to withdraw from a course, the student will be assigned a letter grade of "F" or "NC." There are no refunds for courses where a de-enrollment was processed after the last date to withdraw from a course.

COURSE MODALITY DEFINITIONS

1. **In-Person:** Course meetings are face-to-face with no more than 25% online delivery.
2. **Online:** Coursework is completed 100% online and asynchronously.
3. **Online Synchronous:** Coursework is completed 100% online with required weekly online class meetings.
4. **Hybrid:** Courses that meet face-to-face with required online components.

In some courses, a portion of the credit hour content will be delivered asynchronously, and attendance will be determined by submitting the assignments by the posted due dates

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SPIRITUAL CARE

Please be aware that PLNU strives to be a place where you grow as a whole person. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

If students have questions, a desire to meet with the chaplain, or have prayer requests you can contact the **Office of Spiritual Life and Formation.**

SEXUAL MISCONDUCT AND DISCRIMINATION

Point Loma Nazarene University faculty are committed to helping create a safe learning environment for all students. If you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that help and support are available through the Title IX Office. Please be aware that under Title IX of the Education Amendments of 1972, it is required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at counselingservices@pointloma.edu or find a list of campus pastors at the Title IX Office | Get Help Now

USE OF TECHNOLOGY

In order to be successful in the online or hybrid environment, you'll need to meet the minimum technology and system requirements; please refer to the *Technology and System Requirements* information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use. Please note that any course with online proctored exams requires a computer with a camera (tablets are not compatible) to complete exams online.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

PLNU Recording Notification. In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel. Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

ARTIFICIAL INTELLIGENCE (AI) SYLLABUS POLICY

Use of Artificial Intelligence (AI) tools (e.g., ChatGPT, iA Writer, Marmot, Botowski) is not permitted, and the use of these tools will be treated as plagiarism.

LANGUAGE AND BELONGING

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars, we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice-free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

You may report an incident(s) using the [Bias Incident Reporting FormLinks to an external site.](#).

ASSIGNMENTS AT-A-GLANCE

Course Summary:

Date	Details	Due
Mon May 12, 2025	Page [Week 1 Overview & Resources](#)	to do: 11:59pm
	Quiz [Academic Honesty Verification Statement](#)	due by 11:59pm
Tue May 13, 2025	Page [WK 1	Business Ethics Lecture](#)	to do: 11:59pm

Date	Details	Due
	Discussion Topic WK 1	Introduction Video Discussion	due by 11:59pm
Wed May 14, 2025	Assignment WK 1	APA Activity	due by 11:59pm
Fri May 16, 2025	Page WK 1	Looking Ahead	Informational Interview	to do: 11:59pm
	Assignment WK 1	Ethical Dilemma Report and Letter (Group Assignment)	due by 11:59pm
	Assignment WK 1	Informational Interview Planning	due by 11:59pm
Mon May 19, 2025	Page Week 2 Overview & Resources	to do: 11:59pm
	Page WK 2	Best Practices for Resumes, Cover Letters, and Reference Pages	to do: 11:59pm
Wed May 21, 2025	Discussion Topic WK 2	Resume Draft and Workshop Discussion (Group)	due by 11:59pm
Thu May 22, 2025	Assignment WK 2	Informational Interview Questions	due by 11:59pm
Fri May 23, 2025	Assignment WK 2	Job Application Part 1: Job Posting and Cover Letter	due by 11:59pm

Date	Details	Due
	Assignment WK 2 | Job Application Part 2: Reference Page	due by 11:59pm
	Assignment WK 2 | Job Application Part 3: Business Card Assignment	due by 11:59pm
Mon May 26, 2025	Page Week 3 Overview & Resources	to do: 11:59pm
	Page WK 3 | Informational Interview Expectations	to do: 11:59pm
Tue May 27, 2025	Discussion Topic WK 3 | CliftonStrengths Discussion	due by 11:59pm
Thu May 29, 2025	Assignment WK 3 | Website Testimonials	due by 11:59pm
Fri May 30, 2025	Assignment WK 3 | Informational Interview - Thank You Email or Letter	due by 11:59pm
	Assignment WK 3 | Informational Interview Reflection	due by 11:59pm
	Assignment WK 3 | Informational Interview Video Presentation	due by 11:59pm
	Quiz WK 3 | Mid-Course Survey	due by 11:59pm

Date	Details	Due
Mon Jun 2, 2025	Page [Week 4 Overview & Resources](#)	to do: 11:59pm
	Page [WK 4 | Mock Interview Deliverables and Expectations (Friday)](#)	to do: 11:59pm
Tue Jun 3, 2025	Discussion Topic [WK 4 | Informational Interview Presentation Feedback Discussion](#)	due by 11:59pm
	Assignment [WK 4 | Mock Interview Questions](#)	due by 11:59pm
Wed Jun 4, 2025	Assignment [WK 4 | Job Application Part 4: Resume Final Submission (Canvas & Assigned Mock Interviewer)](#)	due by 11:59pm
Fri Jun 6, 2025	Assignment [WK 4 | Mock Interview - Thank You Email](#)	due by 11:59pm
	Assignment [WK 4 | Mock Interview Reflection](#)	due by 11:59pm
Sun Jun 8, 2025	Assignment [End-of-Course Evaluation](#)	due by 11:59pm
Mon Jun 9, 2025	Discussion Topic [WK 5 | Reflecting on the Impact of this Course Discussion](#)	due by 11:59pm
	Page [Week 5 Overview & Resources](#)	to do: 11:59pm

Date	Details	Due
Wed Jun 11, 2025	Discussion Topic WK 5	Website Peer Review Discussion	due by 11:59pm
	Assignment WK 5	Professional Website Submission	due by 11:59pm