

**Fall 2020**

<b>Delivery Format:</b> Online	<b>Instructor:</b> Christina Kalberg
<b>Meeting location:</b> N/A	<b>Phone:</b> (760) 532-4849
<b>Final Exam:</b> N/A Mock Interviews will be held during the final week of class.	<b>E-mail:</b> <a href="mailto:ckalberg@pointloma.edu">ckalberg@pointloma.edu</a> <b>Office Hours:</b> Virtually or in person by appointment

**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.

**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. Students will learn the skills needed to effectively 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.

## **COURSE LEARNING OUTCOMES**

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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 a business research proposal using proper APA format (PLO 3 & 5).
5. Compose and present individual mission, vision, values and goals informed by ethical values (PLO 4).

## **COURSE CREDIT HOUR INFORMATION**

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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 15 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

## **REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES**

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1. Hogelucht, K. (2019). The Art of Resume Writing, Interviewing, and Networking (1st Ed.) San Bernardino, CA. ISBN-10: 108211412X  
<https://www.amazon.com/Art-Resume-Writing-Interviewing-Networking/dp/108211412X>
2. BBU 3013 Course Packet form University Readers containing chapter or excerpts from: Ober, S. (2009). Contemporary Business Communication (7th Ed.). Boston, MA: Houghton Mifflin.  
<https://store.cognella.com/19869>
3. Clifton, D. (2017). Discovering Your Clifton Strengths. ISBN: 978-1-59562-015-6  
[https://store.gallup.com/p/en-us/10385/strengthsfinder-2.0-\(hardcover\)#](https://store.gallup.com/p/en-us/10385/strengthsfinder-2.0-(hardcover)#)
4. Software: Microsoft Word and PowerPoint (available via PLNU ITS)

## **ASSESSMENT AND GRADING**

<b>COURSE ASSIGNMENTS</b>	<b>POINT ALLOCATION</b>
Mission, Vision, Values, and Goals Paper	50
<u>Resume/Cover Letter/Reference Page</u>	
Resume Peer Review	20
Final Submission	80
LinkedIn Profile Curation (5 assignments at 20 points each)	100
Group Research Proposal	100
Strengths Finder Paper	100
<u>Informational Interviews</u>	
Paperwork Submission	20

Informational Interview Presentation (Week 8 Attendance required)	80
<u>Mock Interviews</u>	
Completion of Mock Interview	50
Mock Interview Self Evaluation	50
Reflections/Activities/Quizzes	200
Discussion Boards	150
<b>TOTAL POINTS</b>	<b>1000</b>

<u>Grade Scale based on Points Earned</u>	
A=93-100	C=73-76
A-=92-90	C-=70-72
B+=87-89	D+=67-69
B=83-86	D=63-66
B-=80-82	D-=60-62
C+=77-79	F=0-59

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### **INCOMPLETES AND LATE ASSIGNMENTS**

All assignments are to be submitted/turned in by the date and time indicated in Canvas. Incompletes will only be assigned in extremely unusual circumstances.

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### **FINAL EXAMINATION POLICY**

Successful completion of this class requires completing a Mock Interview in Week 15. No requests for alternative days will be approved.

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### **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 using the below link to view which states allow online (distance education) outside of California.  
<https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures>

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### **SPIRITUAL CARE**

MV onsite chaplain, Rev. Gordon Wong, is available to support you. If you have a desire to meet or share a prayer request with Rev. Wong, you can contact him directly at [mvchaplain@pointloma.edu](mailto:mvchaplain@pointloma.edu) or [gordonwong@pointloma.edu](mailto:gordonwong@pointloma.edu). Rev. Wong's cell number is 808-429-1129 if you need an immediate response.

## **PLNU COPYRIGHT POLICY**

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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**

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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 in the PLNU Catalog for further policy information.

## **PLNU ACADEMIC ACCOMMODATIONS POLICY**

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While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center. (DRC@pointloma.edu or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

## **PLNU ATTENDANCE AND PARTICIPATION POLICY**

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Regular and punctual attendance at all **synchronous** class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions (virtual or face-to-face), the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. 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. See Academic Policies in the Academic Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

### **Asynchronous Attendance/Participation Definition**

A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

Students taking online courses are expected to attend each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes posting in a graded activity in the course. (Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.)

Students who do not attend at least once in any 3 consecutive days will be issued an attendance warning. Students who do not attend at least once in any 7 consecutive days will be dropped from the course retroactive to the last date of recorded attendance.

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.

### **USE OF TECHNOLOGY**

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In order to be successful in the online environment, you will 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 compatible with their computer available to use. If a student is in need of technological resources please contact [student-tech-request@pointloma.edu](mailto:student-tech-request@pointloma.edu). Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

## COURSE SCHEDULE AND ASSIGNMENTS

Note: Assignment description and requirements are provided in Canvas.

WEEK	CLASS CONTENT	ASSIGNMENTS
<b>Module 1: Background to Business Communication</b>		
1	Course Introduction Mission, Vision, Values and Goals	Syllabus Review Quiz WK1 Discussion: Ice Breaker Mission, Vision, Values and Goal Paper
2	Exploring Business Communication within Organizations	WK2 Discussion: How to Have a Good Conversation Create Handshake Account LinkedIn Curation Assignment #1
3	Teams, Nonverbal Communication and Listening	WK3 Discussion: Sales Pitch Quiz over PowerPoints LinkedIn Curation Assignment #2
<b>Module 2: Informational Interviews</b>		
4	Informational Interviews	WK4 Discussion: Informational Interview Prep LinkedIn Curation Assignment #3
5	Professional Presentations	WK5 Discussion: Speaking Up Without Freaking Out Complete Strengths Finder Assessment LinkedIn Curation Assignment #4
<b>Module 3: Crafting Your Personal Brand</b>		
6	Resume Writing	Resume Peer Reviews Resume/Cover Letter/Reference Page
7	LinkedIn and Networking	LinkedIn Peer Reviews and Final Profile Submission WK7 Reflection: Evaluating Your Network
8	Informational Interviews	Informational Interview Paperwork Informational Interview Presentation
9	Selling Your Strengths	WK9 Discussion: Elevator Pitch Strengths Finder Paper
<b>Module 4: Letter and Report Writing</b>		
10	Group Research Proposal Intro and Prep	Group Research Proposal Individual Topic Ideas WK10 Discussion: Group Research Proposal Topics
11	Letter Writing	WK11 Discussion: Claims and Sales Letter Critique Persuasive Letter
12	Thanksgiving	None
13	Group Research Proposal	APA Citing Activity Group Research Proposal (including self and peer evaluations)
<b>Module 5: Employment Interviewing</b>		
14	Employment Interviewing	WK14 Discussion: Mock Interviews in Action Prepping for your Mock Interview
15	Mock Interviews	WK15 Reflection: What's Next? Mock Interview (including self-evaluation and completion)