



Fermanian School of Business
BUS. 3013: Administrative Communication
3 Units

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MEMORANDUM

TO: PLNU Business Students
FROM: Dr. Kim Hogelucht, Professor
DATE: January 16, 2020
SUBJECT: Business Communication Course

Welcome to Business 3013! This syllabus provides you with important information about this course, including behavioral expectations, grading expectations, assignment descriptions, and a course schedule. This syllabus utilizes a common informational report format. Please ask questions about anything that is unclear. To insure your success in this course, you must read and understand what will be expected of you this semester. Please note that class meets Tues. & Thurs. from 8:00 a.m.–9:15 a.m. in FSB 103. The Final Exam period is scheduled for Thursday, May 7th from 7:30 a.m.–10:00 a.m.

Contact Information:

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I am excited to help you develop your professional communication skills, so you may stand out in the job search process and within the business world.

I look forward to working with you this semester!

EXECUTIVE SUMMARY
SPRING BUSINESS 3013 COURSE SYLLABUS

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 becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

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. In this course, students will 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 a professional portfolio. Students exit the course with the professional communication skills needed to stand out in the business world and in the job search process.

BIG Ideas

- ✓ Students recognize key qualities of a professional in their career field.
- ✓ Students know how to integrate their personal self and business self.
- ✓ Students understand how to tap into a new career field of interest.
- ✓ Students understand how to leverage themselves as a brand by portraying their own strengths on paper, in person, and online.
- ✓ Students are prepared to help peers prepare for job search (i.e. assist with resume writing).
- ✓ Understand and develop necessary communication skills for professional settings.



FSB Program Learning Outcomes (PLOs):

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.

BUS. 3013 Course Learning Outcomes (CLOs):

As a member of this class, you 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).

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SPRING 2020 BUSINESS 3013 COURSE SYLLABUS INTRODUCTION

Understanding this syllabus is vital to your success in the course. The following sections detail the required materials, terms and conditions, course assignments and grading, a descriptions of course assignments, and a class schedule. Please read everything thoroughly, and let me know if you have any questions.

MATERIALS

Please purchase the required textbook and course packet:

- 1) Hogelucht, K. (2019). *The Art of Resume Writing, Interviewing, and Networking* (1st Ed.) San Bernardino, CA. ISBN-10: 108211412X
- 2) Bus. 3013 Course Packet form University Readers containing chapter or excerpts from:
 - Ober, S. (2009). *Contemporary Business Communication* (7th Ed.). Boston, MA: Houghton Mifflin.
 - Bus. 3013 course hand-outs and grade forms

You will also need access to the following:

- 1) Canvas to view course syllabus, assignments, videos, and rubrics.
- 2) Software: Microsoft Word, Excel, Power Point (also available in computer lab)

TERMS AND CONDITIONS

All students are expected to adhere to the following terms and conditions throughout the duration of this course. Please sign and date the “Acceptance of Terms and Conditions Agreement,” and return it to me within the first two class periods.

Classroom Environment. Respect for the person who is speaking in the front of the class is to be maintained at all times. Laptops and cell phones should be shut off and put away for the duration of the class period (unless otherwise instructed by Prof. Hogelucht). If any distracting behavior is noted during class lectures, discussions, or presentations, the student will be contacted by the instructor. The second warning will result in either the student being asked to leave (which would count as an absence for the day) or the loss of the student’s participation points. If the instructor suspects any cheating on an assignment and/or exam, the student will receive a zero for that exam/assignment and/or the student may be asked to leave the class. Critical to a class such as this, where classmates are disclosing their own visions, values, goals, and skills, is an environment of trust and respect. (*Note: be sure your cell phone is turned to **silence mode** and put away the beginning of **all** class periods. It is out of consideration that you avoid all interruptions to classmates during presentations and instructors during lectures).

Written Work. No late assignments are accepted. All written work is due at the **beginning** of the class period whether submitted in Canvas or turned in as a hard copy in class. Points will be deducted if turned in late in the class period. Failure to turn in work during class period in which it is due will receive a zero. Work is to be typed in a Times New Roman 11 or 12 point font size with 1 inch margins. Assignments will be submitted in Canvas—unless otherwise instructed. **STAPLE ALL ASSIGNMENTS BEFORE CLASS if asked to submit a hard copy.** Use spell check and proofread all assignments. Points are deducted for not stapling and for each error in spelling and/or grammar.

Attendance. Due to the participatory nature of this course, attendance is mandatory. You are allowed three unexcused absences without penalty; however, absences exceeding this will result in a significant loss of points. Furthermore, it is essential that you attend and arrive on time to each class period. As stated in the [Academic Policies](#) undergraduate student catalog, whenever the number of accumulated absences in a class, for any cause, exceeds ten percent of classes (this is equivalent to three class periods or one and one-half weeks of a 15 week semester course), the faculty member sends a written report to the Associate Provost which may result in de-enrollment. If more than 20% (three weeks of a semester long course/six class periods) is reported as missed, the student will automatically be de-enrolled. If the date of de-enrollment is past the last date to withdraw from a class, the student will be assigned the grade of “F”. Also, for grading purposes arriving late and leaving early counts as a partial absence. Entering late is distracting to me and your fellow classmates. If you arrive late to class during a presentation day, please wait outside the classroom quietly until your classmate is finished presenting. Leaving class early also counts as a “tardy.” **IF YOU ARE GOING TO MISS CLASS, BE SURE AND CONTACT ME PRIOR TO CLASS.** In the case of an emergency, proper documentation must be provided to me the class period you return. Without documentation, the absence will not be excused.

FERPA. In compliance with federal law, neither PLNU student ID nor social security number should be used in publically posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by **distributing all grades and papers individually.** Also in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the “Information Release” section of the student portal. For more information on undergraduate policies, please go to <http://catalog.pointloma.edu/content.php?catoid=8&navoid=864>.

Academic Accommodations. If you have a diagnosed disability, please contact PLNU’s Disability Resource Center (DRC) within the first two weeks of class to demonstrate need and to register for accommodation by phone at 619-849-2486 or by e-mail at DRC@pointloma.edu. See [Disability Resource Center](#) for additional information. Please see [Academic Policies](#) in the undergraduate student catalog. Please don’t hesitate to let me know how I can better serve your needs in the classroom.

Participation. Due to the communicative nature of this course, you will be graded on your classroom participation throughout the semester. This portion of your grade is based on in-class activities, classroom discussion, quizzes, attitude, and feedback you give your classmates. Once again, it is essential to foster a supportive classroom atmosphere to ensure everyone may do his/her best on each assignment.

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, not receive credit for the course. Please see [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information. Protect yourself from being suspected of plagiarism by citing ideas and exact words you’ve taken from other sources properly. Always include a Reference Page when sources are cited. Furthermore, always do your own work. APA citing format will be required in Bus. 3013.

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.

Final Exam Policy. Successful completion of this class requires taking the final examination **on its scheduled day**. The final examination schedule is posted on the [Class Schedules](#) site. No requests for early examinations or alternative days will be approved.

Grade Scale. Based on a +/- scale.

A	558-600	D+	402-419
A-	540-557	D	378-401
B+	522-539	D-	360-377
B	498-521	F	359 and below
B-	480-497		
C+	462-479		
C	438-461		
C-	420-437		

Course Assignments and Grading. The following is a list of course assignments and possible points for each assignment. Please refer to the class schedule for exact due dates.

<u>Assignment</u>	<u>Points Possible</u>	<u>Your Score</u>
Mission, Vision, Values, and Goals	30	
Informational Interview Presentation	100	
Cover Letter, Resume, Ref. page	100	
Mock Interview	30	
Midterm Exam	100	
Letter Quiz (Routine and Persuasive Message Formats)	20	
Professional Website/Final	50	
Group Research Proposal/Report	50	
Attendance and Participation	120	

(*includes attendance, devotional participation, in-class activities, class discussion, pop quizzes, and attitude)

*Please keep track of your points by recording your score for each assignment.

DESCRIPTION OF COURSE ASSIGNMENTS

Mission, Vision, Values, and Goals (30 pts.) This assignment is a two page typed report describing your mission, your vision for the next five or ten years, the personal values (guiding principles) by which you live your life, and the goals that will enable you to pursue your mission and realize your vision. Your statement of goals may represent each aspect of your life: career/financial, mental/intellectual, social/spiritual, and physical/health. Proofread and submit your paper in Canvas. On the day the paper is due, you will give a three to five minute presentation over what you learned about yourself through completing this assignment.

Informational Interview Package (100 pts.) This written and oral assignment is designed to help you gain valuable information about your future career. This could possibly be one of the most meaningful assignments you do in your college career (I've heard this from so many students). Contacts made through this assignment could become leads for future jobs.

The informational interview assignment involves **four parts**:

1. **Locate interviewees/schedule interviews. Start on this right away, today.** Schedule an interview with three professionals who are currently employed in the industry/profession you think you would ideally like to pursue. Shoot for the stars with this assignment. You may not interview close friends, family members, PLNU employees, or current employers (these are all fairly easy access for you/ you should do these interviews outside of this assignment). Instead, research your field and shoot for the top in your field. Students in the past have used the directory of PLNU contacts/alumni as a resource (I will give this to you), friends' parents and parents' friends, yellow pages, and lastly some students went directly to the organization they were interested in to inquire about a possible informational interview. **The three required interviews need to take place face to face.** I cannot stress this enough, as the entire process is such a learning experience (from dressing up, to traveling to the individual's workplace, to having a face to face conversation, to experiencing the organizational culture). You are missing out on too much if you try and do this over the phone. Points will be deducted if a face to face interview is not conducted for at least the three required interviews as this requires much more time and effort than interviewing over the phone. The exception: When you have completed your three face to face interviews, you may do one over the phone (if at a great distance and an outstanding resource). You would then have four interviews to report on.
2. **Conduct the interviews.** Conduct the three 20 minute interviews at the professionals' workplaces. Avoid meeting at unusual settings and at late hours. Check with me if you are questioning anything. Approach these interviews as if you were applying for a job. Consider carefully the image you want to project in both dress and style. Always lean toward the conservative side in dress. Kindly ask for their business card before you leave.
3. **On the day 1st day of presentations, all class members are required to turn in the following in Canvas:**
 - a. One typed page (double-spaced) with three paragraphs highlighting:
 - 1) How your career goal is clearer, has changed or been adapted because of what you learned from this assignment.
 - 2) What you learned about the process of conducting an interview?
 - 3) Advice you would give students doing this assignment in the future
 - b. Scanned copy of each of the thank you letters you sent to interviewees and a copy of the addressed, stamped envelope to each interviewee. Each thank you should be different in that you should highlight something specific you learned from each person. You may type or write these. If you write them, make sure your writing is legible.
 - c. Scanned copies of the professionals' business cards.
4. **Deliver a Presentation.** The fourth part of the assignment is a 8-10 minute Informative PowerPoint presentation about the industry or field you researched. PowerPoint slide format is located below.

Informational Interview Presentation Format

- I. **Introduction** (*Recommended 1 slide for each part of intro.*)
 - A. Attention-getter (interesting story, rhetorical question, etc.)
 - B. Area you are interested in/ career field
 - C. Preview of points covered in body (for each interview, mention name, title, and lesson learned from each person/ keep this brief as you'll go into detail in the body.)

- II. **Body** (*Recommended 3-4 slides for each interview—highlighting 4 parts*)
 - A. Career field/occupation #1
 1. Name of person interviewed
 - a. Job title
 - b. Rationale for Choosing Person
 - c. How did you discover this professional (list, FB/EI, parent's friend, friend's parent, website, went to business)
 2. Company
 - a. background information on company
 - b. description of workplace (describe the environment, decorations, attire, lighting, workspace—open or cubicles)
 3. Position Details
 - a. Describe briefly the skills needed for the position
 - b. Explain the job responsibilities of professional.
 4. Highlight one lesson you learned about this career field or position from your informational interview
 - a. State lesson clearly, i.e. "Every day is different"
 - b. Tell detailed/specific story to support lesson
(*You must dig deeper in interview to get them to tell you these interesting stories, i.e. Tell me specifically how today is different from yesterday; what did you do each day?)
 5. Assessment
 - a. Would you want to work for this company? Why or why not?
 - b. Could you see yourself happy in this position? Why or why not? If yes, what are your next steps to make this a reality?
 - B. Career Field/Occupation #2 (**Please note:** It's O.K. to interview three people in the same career field/same occupation or you may interview people in three different career fields).
 1. Name of person interviewed
 - a. Job title
 - b. Rationale for Choosing Person
 - c. How did you discover this professional (list, FB/EI, parent's friend, friend's parent, website, went to business)
 2. Company
 - a. background information on company
 - b. description of workplace (describe the environment, decorations, attire, lighting, workspace—open or cubicles)

3. Position Details
 - a. Describe briefly the skills needed for the position
 - b. Explain the job responsibilities of professional.
 4. Highlight one lesson you learned about this career field or position from your informational interview
 - a. State lesson clearly, i.e. “Every day is different”
 - b. Tell detailed/specific story to support lesson
(*You must dig deeper in interview to get them to tell you these interesting stories, i.e. Tell me specifically how today is different from yesterday; what did you do each day?)
 5. Assessment
 - a. Would you want to work for this company? Why or why not?
 - b. Could you see yourself happy in this position? why or why not? If yes, what are your next steps to make this a reality?
- C. Career Field/Occupation #3
1. Name of person interviewed
 - a. Job title
 - b. Rationale for Choosing Person
 - c. How did you discover this professional (list, FB/EI, parent’s friend, friend’s parent, website, went to business)
 2. Company
 - a. background information on company
 - b. description of workplace (describe the environment, decorations, attire, lighting, workspace—open or cubicles)
 3. Position Details
 - a. Describe briefly the skills needed for the position
 - b. Explain the job responsibilities of professional.
 4. Highlight one lesson you learned about this career field or position from your informational interview
 - a. State lesson clearly, i.e. “Every day is different”
 - b. Tell detailed/specific story to support lesson
(*You must dig deeper in interview to get them to tell you these interesting stories, i.e. Tell me specifically how today is different from yesterday; what did you do each day?)
 5. Assessment
 - a. Would you want to work for this company? Why or why not?
 - b. Could you see yourself happy in this position? Why or why not? If yes, what are your next steps to make this a reality?

III. Conclusion

- A. Provide summary including name/title and lesson learned from each person.
- B. Next steps (secure internship and/or how career goals have been reinforced or changed).
- C. Creative tie-back to your attention-getter

*Please see Canvas for rubric and Ch. 5 in Hogelucht text for information on how to set up the interviews, what to wear, and possible questions to ask.

Cover Letter, Resume, Reference Page & Business Card (100 pts.) For this assignment you will be asked to print out an official job description, tailor a cover letter to fit job description, write your own professional resume, type up a page of three References, and create your own professional business card. Cover letter format and Resume formats will be covered in class.

Professional Website (50 pts.) *Menu Includes the following sections:*

Home About Me Strengths Resume Testimonials Contact Me

- 1) Home: Introduction to your website—could be a video introducing yourself—keep professional. This can be just a welcome to your website. If videotaping, keep it fairly short. A 30 second blurb including your name, welcome, top strengths that would make you an asset to any company, preview what’s included in website, thank the viewer for visiting your site. In presentation—explain background you picked and why you chose it.
- 2) About Me: Includes your professional picture, a background paragraph include your major, interests, MVVG Paper link. Include a few pictures or graphics to compliment text—keep professional.
- 3) Strengths: Provide a creative visual display of your top strengths according to Strengths Finder 2.0. The display should also include a brief description of each strength. Be sure to include the source, “Strengths Finder 2.0.” Also, attach your official Strengths Finder Report as a link.
- 4) Resume: Attach as a PDF document so editing marks do not show. Include complimentary graphic.
- 5) Testimonials: Need three from professional or academic sources (past or current employer, academic advisor, former professor, etc.). Include 2-3 sentence quote followed by recommender’s name and position. To be extra innovative, you could videotape each of these instead, store in YouTube, and link to website. Include complimentary graphics.
- 6) Contact Me: Provide contact information—link to your e-mail—if possible link to “linked in.”

Letter Quiz (20 pts.) Letter quiz will cover proper format for routine and persuasive letters.

Mock Interview (30 pts.) You will be required to participate in a 15 minute interview with a business professional. This assignment requires you arrive 10 minutes before scheduled time, dress in your full suit, bring your resume and reference page (on matching nice resume paper), your business card, and a recording device. Great learning experience!

Group Research Proposal (50 pts.) This assignment is designed to develop your skills at conducting research, collecting data, making recommendations, and working in a team. For this project, you will serve as a group of consultants who have been hired by a university to conduct research on professional business skills related to the job search process OR assist a non-profit organization with an issue. Based on your research, you are expected submit a typed, professional, error-free business proposal in Canvas. Geared for college students as your audience, a few possible topics include:

- What employers look for when interviewing job candidates
- What skills employers feel students lack
- How prepared students feel for the job search process
- The impact of appearance on credibility
- What a student can do to make a positive impression in an interview
- What employers know or feel about informational interviews
- Improving marketing or advertising of a non-profit organization
- Research and plan a fundraiser for a non-profit organization

Each research proposal must be thorough and grounded in credible research your topic and resources must be current. The report must be properly formatted and include all elements of a formal research proposal (as explained in class). Report should be submitted in Canvas on due date.

Midterm Exam (100 pts.) You will be given one exam (a Midterm Exam). The exam is worth 100 pts. The exam will include multiple choice and short answer/essays. You will be required to give a tour of your professional website during the final exam period. No requests for early examinations or alternative days will be approved. Please go to <http://www.pointloma.edu/experience/academics/class-schedules> to view the final exam schedule.

**BUSINESS COMMUNICATION 3013
CLASS SCHEDULE: SPRING 2020**

**Please note: Due to the need for time to complete certain assignments, some deliverable due dates for earlier modules are located in later modules. Deliverables (assignments due) are listed in blue print throughout the course schedule).*

MODULE #1: INTRODUCTION TO BUSINESS COMMUNICATION

Course Learning Outcomes Addressed in Module Include:

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

Schedule for Module:

DATE:	TOPIC:	WORK DUE: (Assignments submitted in Canvas are DUE by the <u>Start</u> of Class):
JAN. 16	Introduction to the course Review Syllabus	Understand Course Expectations “Class Introductions”
21	Communication in an Organization Explain M,V,V,G Assignment	University Readers: Ober, Ch. 1 View examples in Canvas
23	Listening, Working in Teams, Nonverbal Communication	University Readers: Ober, Ch. 1 Cont’d
28	Meet in Class: Committee Simulation Workshop	
30	Committee Simulations	Typed Agenda Due
FEB. 4	Module #1 Deliverable	MVVG Paper in Canvas by start of class Begin MVVG In class Presentations (Everyone should be prepared to present, as we may finish all presentation on this day. No PowerPoint for this presentation, Please see MVVG Presentation Requirements in class reading packet)
6	Module #1 Deliverable	MVVG In class Presentations

MODULE #2: INFORMATIONAL INTERVIEWS

Student Learning Objectives Addressed in Module Include:

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).

Schedule for Module:

DATE:	TOPIC:	WORK DUE:
11	Informational Interview Discussion Writing Thank You Notes	Hogelucht, Ch 3 & Ch. 5 Canvas Info. Int. List of Contacts
13	Effective Presentation Skills	University Readers: Ober, Ch. 11

MODULE #3: “BRAND YOU” CREATE A PROFESSIONAL RESUME AND WEBSITE

Student Learning Objectives Addressed in Module Include:

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

Schedule for Module:

DATE:	TOPIC:	WORK DUE:
18	Writing a Cover letter and Resume Creation of Business Card	Hogelucht, Ch. 1
20	Resume Workshop	Bring draft of resume to class
25	Midterm Exam	
27	Explain Professional Website	Module #3 Deliverable DUE: Hard Copies of Cover Letter, Resume, Reference Page & Business Card DUE at start of class

MODULE #4: PROFESSIONAL LETTER & REPORT WRITING

Student Learning Objectives Addressed in Module Include:

1. Collaborate with a team to write a business research proposal using proper APA format (PLO 3 & 5).

Schedule for Module:

DATE:	TOPIC:	WORK DUE:
MAR. 3	Online: Writing Routine Message Lecture &	View PowerPoint in Canvas. Ober, Ch. 5
5	Online: Persuasive & Bad News Messages	View PowerPoint in Canvas.
9-13	SPRING BREAK!	
17	Explain Group Project	Form Groups and Discuss Topics Letter Quiz in class (Covers routine and persuasive letter PowerPoints)
19	Module #2 Deliverable	Informational Interview Presentations Scanned Paperwork DUE from all class members in Canvas by start of class
24	Module #2 Deliverable	Informational Interview Presentations *Group Topic DUE
26	Module #2 Deliverable	Informational Interview Presentations

	31	Module #2 Deliverable	Informational Interview Presentations
APR.	2	Module #2 Deliverable	Informational Interview Presentations
	7	Group Proposal Workshop	Please make arrangements to meet in group *APA Activity DUE by 8 a.m. in Canvas
	9	EASTER BREAK!	

MODULE #5: Effective Employment Interviewing

Student Learning Objectives Addressed in Module Include:

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

Schedule for Module:

DATE:	TOPIC:	WORK DUE:
14	Effective Employment Interviewing	Hogelucht, Ch. 2
16	Interview Impromptus	
21	Workshop Formal Research Proposal	Post Questions on format in Canvas Module #5 Deliverable
23	Mock Interviews	*Mock Interview Self Evaluation DUE in CANVAS by 9 p.m.
28	Module #4 Deliverable LinkedIn Workshop	Typed Formal Business Proposal DUE in Canvas by start time of class
30	Review Website Requirements	
MAY 7	Final Exam Period 7:30 a.m. – 10:00 a.m.	Module #3 Deliverable: Submit Website link into Canvas and Present 3-5 min. Tour of Professional Website in class during scheduled final exam day and time. No requests for alternative days will be approved.

Acceptance of Bus. 3013 Terms and Conditions Agreement

I hereby understand the policies and requirements as outlined in the BUS. 3013 syllabus. Please sign, date and return to instructor. Thank you.

Name (please print) _____

Signature _____

Date _____