

Spring 2025

Meeting days: Mondays & Wednesdays	Instructor title and name: Kaitlyn Hollis, MBA
Meeting times: 1:25 PM - 2:40 PM	Office Phone: (619) 849-3211
Meeting location: FSB 102	E-mail: khollis@pointloma.edu
Final Exam: May 7, 2025 at 1:30 PM	Office location and hours: FSB 143; 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. 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.

Big Ideas

- ✓ 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.

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

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 analyze an ethical dilemma and write a recommendation 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

Please purchase the required materials listed below:

1. Hogelucht, K. (2021). *The Art of Resume Writing, Interviewing, and Networking* (2nd Ed.) San Bernardino, CA. ISBN-13: 979-8528022628
2. Clifton Strengths Assessment (aka, Strengths Finder):
<https://store.gallup.com/p/en-us/10108/top-5-cliftonstrengths>

You will have free access to:

1. Hosmer, L. R. T. (2008). *The Ethics of Management* (6th Ed). McGraw-Hill Irwin. ISBN: 978-0073405032 *Book is out of print – *PLNU students have free access.

Lomabooks:

*This course is part of our course material delivery program, **LomaBooks**. The bookstore will provide each student with a convenient package containing all required physical materials; all digitally delivered materials will be integrated into Canvas.*

You should have received an email from the bookstore confirming the list of materials that will be provided for each of your courses and asking you to select how you would like to receive any printed components (in-store pick up or home delivery). If you have not done so already, please confirm your fulfillment preference so the bookstore can prepare your materials.

*For more information about **LomaBooks**, please go: [HERE](#)*

LOMA WRITING CENTER

The Loma Writing Center exists to help all members of the PLNU community cultivate transferable writing skills to engage their academic, professional, personal, and spiritual communities. We work toward this goal by conducting one-on-one consultation sessions, supporting writing education across the PLNU community, and participating in ongoing writing center research.

Getting feedback from the Loma Writing Center while you're in the process of working on an assignment is a great way to improve the quality of your writing and develop as a writer. You are encouraged to talk with a trained writing consultant about getting started on an assignment, organizing your ideas, finding and citing sources, revising, editing for grammar and polishing final drafts, and more. For information about how to make in-person or online appointments, see [Loma Writing Center webpage](#) or visit the Loma Writer Center on the first floor of the Ryan Library, room 221.

- Appointment Calendar: <https://plnu.mywconline.com/>
- Website: <https://www.pointloma.edu/centers-institutes/loma-writing-center>
- Email: writingcenter@pointloma.edu

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>Grade Scale</u>	
1 st Day Check-In/Course Agreement	10	A	595-640
Committee Simulation	10	A-	576-594
Mission, Vision, Values, and Goals Paper/Presentation	30	B+	556-575
Resume Draft Workshop	10	B	531-555
Midterm Exam	100	B-	512-530
Resume Assignment (5 parts)	100	C+	492-511
Informational Interview Paperwork/Presentation	100	C	467-491
APA Activity	10	C-	448-466
LinkedIn Activity	10	D+	428-447
Clifton Strengths Assessment & Coaching Session	40	D	403-427
Clifton Strengths Assignment (Interview Activity)	10	D-	384-402
Ethical Dilemma	50	F	383 and below
Interview Impromptu	10		
Mock Interview	50		
Website	50		
Class Participation (attitude, attendance, and engagement)	50		
TOTAL POINTS = 640			

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 ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, 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 an “F” grade.

ARTIFICIAL INTELLIGENCE (AI) POLICY

You are allowed to use Artificial Intelligence (AI) tools (e.g., ChatGPT, Gemini Pro 1.5, GrammarlyGo, Perplexity, etc) to generate ideas, but you are not allowed to use AI tools to generate content (text, video, audio, images) that will end up in any work submitted to be graded for this course. If you have any doubts about using AI, please gain permission from the instructor.

[APA Style: How to Cite ChatGPT](#)

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination on its scheduled day. The final examination schedule is posted on the [Traditional Undergraduate Records: Final Exam Schedules](#) site. If you find yourself scheduled for three (3) or more final examinations on the same day, you are authorized to contact each professor to arrange a different time for one of those exams. However, unless you have three (3) or more exams on the same day, no requests for alternative final examinations will be granted.

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 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.

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. For all student appeals, faculty and students should follow the procedures outlined 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 in accordance with the Americans with Disabilities Act (ADA). 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 an accommodation has been determined, the EAC will work with the student to create an Accommodation

Plan (AP) that outlines allowed accommodations. The EAC makes accommodations available to professors at the student's request.

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. Accommodations are not retroactive so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

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 assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any special accommodations.

SEXUAL MISCONDUCT AND DISCRIMINATION

In support of a safe learning environment, 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 accommodations and resources are available through the Title IX Office at pointloma.edu/Title-IX. Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are 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 pointloma.edu/title-ix.

If you (or someone you know) have experienced other forms of discrimination or bias, you can find more information on reporting and resources at www.pointloma.edu/bias

SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole persons. 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 your professor or the [Office of Spiritual Life and Formation](#).

COURSE SCHEDULE AND ASSIGNMENTS

WEEK	DATE	MODALITY	TOPIC	ASSIGNMENTS
1	Monday 1/13/25	<i>In-Person</i>	Introduction to Course	1st Day Check-In: Course Agreement & Questions (due by 11:59 PM) Academic Honesty Verification Statement (due by 11:59 PM)
	Wednesday 1/15/25	<i>In-Person</i>	- Communication in an Organization - Discuss Mission, Vision, Values and Goals Assignment	
2	Monday 1/20/25	No Class - Holiday		
	Wednesday 1/22/25	<i>In-Person</i>	Listening, Working in Teams, Nonverbal Communication	
3	Monday 1/27/25	<i>In-Person</i>	- Discuss Committee Simulation - Form Committees & Prepare Simulation	In Class Activity: Committee Simulation (due by 2:40 PM)
	Wednesday 1/29/25	<i>In-Person</i>	In-Class Committee Simulations	
4	Monday 2/3/25	<i>In-Person</i>	Mission, Vision, Values, and Goals Presentations	Mission, Vision, Values, and Goals Paper (due by 1:25 PM)
	Wednesday 2/5/25	<i>In-Person</i>	Continued MVVG Presentations	
5	Monday 2/10/25	<i>In-Person</i>	Informational Interview Discussion	
	Wednesday 2/12/25	<i>In-Person</i>	Organizing & Delivering a Professional Presentation	
6	Monday 2/17/25	<i>Online</i>	View Video in Canvas, Module #2 entitled, "Nick Wolf: Using LinkedIn to Connect with Alumni"	Guest Speaker: Nick Wolf - "Using LinkedIn to Connect with Alumni" (due by 11:59 PM)
	Wednesday 2/19/25	<i>In-Person</i>	- Writing a Cover Letter & Resume - Discuss 5 Part Resume Assignment	
7	Monday 2/24/25	<i>In-Person</i>	Strengths Insight Discussion- Gayle Wiese	
	Wednesday 2/26/25	<i>In-Person</i>	Resume Draft Workshop	Resume Draft Workshop (due by 1:25 PM)
8	Monday 3/3/25	<i>In-Person</i>	Website Development: Discuss Website Final Project Review for Midterm	Final Resume, Cover Letter, Reference Page, Job Posting, and Business Card (due by 11:59 PM)
	Wednesday 3/5/25	<i>In-Person</i>	Midterm Exam	Midterm Exam
	Monday 3/10/25 Wednesday 3/12/25	No Class - Spring Break		

9	Monday 3/17/25	<i>In-Person</i>	Discuss Informational Interview Assignment Requirements	
	Wednesday 3/19/25	<i>In-Person</i>	Begin Informational Interview Presentations	Informational Interview Required Paperwork (due by 1:25 PM)
10	Monday 3/24/25	<i>In-Person</i>	Continued Informational Interview Presentations	
	Wednesday 3/26/25	<i>In-Person</i>	Continued Informational Interview Presentations	
11	Monday 3/31/25	<i>In-Person</i>	Continued Informational Interview Presentations	
	Wednesday 4/2/25	<i>In-Person</i>	Continued Informational Interview Presentations	
12	Monday 4/7/25	<i>In-Person</i>	Continued Informational Interview Presentations	
	Wednesday 4/9/25	<i>In-Person</i>	- Discuss Ethical Dilemma Group Assignment - Meet in Groups	APA Citing Activity (due by 11:59 PM)
13	Monday 4/14/25	<i>In-Person</i>	Ethical Dilemma Workshop	
	Wednesday 4/16/25	<i>In-Person</i>	Group Work/Finalize Ethical Dilemma Report & Letter	Ethical Dilemma Final Report and Letter (due by 11:59 PM)
14	Monday 4/21/25	No Class - Holiday		
	Wednesday 4/23/25	<i>In-Person</i>	Effective Employment Interviewing Discussion	Clifton Strengths Report, Coaching Session, & Strengths Interview Answer (due by 11:59 PM)
15	Monday 4/28/25	<i>In-Person</i>	Interview Impromptus	Interview Impromptus (due by 11:59 PM)
	Wednesday 4/30/25	<i>Online</i>	Mock Interview	Mock Interview Self-Evaluation, Revised Resume and Thank You Note (due by 11:59 PM)
16	Monday 5/5/25	<i>In-Person</i>	Review Website Requirements	
	Wednesday 5/7/25 FINAL 1:30 PM	<i>In-Person</i>	Website Tours	Website Link (Course Final "Exam") (due by 1:30 PM)

ACCEPTANCE OF BUS 3013 TERMS AND CONDITIONS AGREEMENT

The following agreement will be available in Canvas to “sign” on the first day of class:

I hereby understand the policies and requirements as outlined in the BUS 3013 Syllabus. By signing this statement, I agree to adhere to the policies and take responsibility for my success in this course. I understand that it is my responsibility to reach out to the instructor if I have any questions or concerns regarding the course or its policies.

Student Name _____

Signature _____

Date _____