Spring, 2019 EXPRESS I
HTMT 360: PROFESSIONAL DEVELOPMENT
Location: Online, supplementary meetings (times TBD)

(This syllabus is subject to change; please check the most recent version in OAKS)

Instructor:
Jeremy Clement, MBA, PMP
Internship Coordinator | Instructor
Hospitality & Tourism Management
School of Business

Office: Beatty Center, Room 332
Office Telephone: 953-5455
Email: Clementj@cofc.edu

Office hours:
MW 11:00-1:00, Thursday 1:00 to 3:00 (by appointment please)
*On campus & available M-F by appointment (Always call, email, or text 1st!)

Course prerequisites: HTMT 210 or permission of instructor

Course Description:
The Professional Development course is designed to accompany and culminate in the Flip the Fair recruitment event taking place in the spring semester (February, 2019). Students not participating in the Flip the Fair event must have special permission of the instructor to enroll. Flip the Fair will be a student-center recruitment event where students will present themselves to employers who will then approach the students to discuss specific interests and opportunities with their organizations. Essentially we will highlight students for employers, instead of employers for students.

In order to be successful, this course will focus on equipping our students with the skills necessary to present themselves professionally and effectively with desirable employers and recruiters. Modules will focus on: developing business cards, resume review, professional headshots, interview skills, professional appearance and presentation, professional networking, and entry-level offer analysis/salary negotiations.

SB Learning Goals:
COMMUNICATION SKILLS: Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.
INTELLECTUAL INNOVATION AND CREATIVITY: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.
SYNTHESIS: Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

Learning Objectives:
1. Develop professional print collateral (business cards, resumes, cover letter template)
2. Learn about, develop and implement communication skills, specifically professional networking, interviewing techniques and negotiations
3. Actively participate at a professional level in an in-person recruitment event (Flip the Fair)
4. Gain confidence, a better understanding of what employers are looking for and how to best present oneself in a professional setting
5. Learn the value and importance of deadlines and adhere to those set through the course
6. Introduce students to new and different employers and broaden career perspectives for all students involved.
7. Provide an opportunity for students to improve their professional profile on paper, in social settings, and in personal appearance
8. Gain practical experience communicating with multiple employers

The students will develop effective communication skills throughout the course. First by developing a professional business card, resume and example cover letter. Students will also be coached on interacting with employers, interview skills and professional correspondence including negotiations and offer discussion etiquette. Students will express intellectual innovation and creativity as they hone their written and oral skills and as they learn to differentiate themselves through their presentation in the recruiting event, their development of collateral before and after meeting with employers and in development of their personal networking style; and finally, synthesis will be achieved in the culmination of all preparation pre-event and participation in the actual recruiting event and ancillary hiring activities as each student brings to bear their academic achievements and professional development in pursuit of employment.

Learning methods: The first and primary goal is to prepare the students through a rigorous schedule of required tasks to create and fine tune actual print and professional presentation materials (including business cards, resume, headshots, cover letter template, and table display) and for each student to present themselves and these materials in the February 2019 Flip the Fair event. The course will involve interactive virtual, real-time and pre-recorded sessions/modules, collaborative documentation and collateral development, and direct involvement in an event that will take place in the spring of 2019. The students will have the responsibility to learn how to use OAKS and other software such as Google Drive. There will be ample hands-on work, with presentation/communication requirements before and during event.

Recommended Text (Required): N/A

Academic Integrity: The College of Charleston’s Honor Code is in effect in this course. If you are unclear about what constitutes cheating, please see the Instructor.

College of Charleston Honor Code and Academic Integrity
Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved. Incidents where the instructor determines the student's actions are related more to a misunderstanding will handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed both by the instructor and the student, will be forwarded to the Dean of Students and placed in the student's file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student's transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration - working together without permission - is a form of cheating. Unless the instructor specifies that students can work together on an
assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information via a cell phone or computer), copying from others' exams, fabricating data, and giving unauthorized assistance. Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

Students can find the complete Honor Code and all related processes in the Student Handbook at http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php

Disability Students: The College will make reasonable accommodations for persons with documented disabilities. Students should apply for services at the Center for Disability Services/SNAP located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations are responsible for notifying me as soon as possible and for contacting me one week before accommodation is needed.

Center for Student Learning: I encourage you to utilize the Center for Student Learning’s (CSL) academic support services for assistance in study strategies and course content. They offer tutoring, supplemental instruction, study skills appointments, and workshops. Students of all abilities have become more successful using these programs throughout their academic career and the services are available to you at no additional cost. For more information regarding these services please visit the CSL website at http://csl.cofc.edu or call (843)953-5635.

Grading Scale & Assignments:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Total</th>
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<tbody>
<tr>
<td>Module 1: Business Cards &amp; Cover Letter</td>
<td></td>
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<tr>
<td>2nd week of January (1st week of classes)</td>
<td>15</td>
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<tr>
<td>Module 2: Resume &amp; Headshots</td>
<td></td>
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<tr>
<td>3rd &amp; 4th week of January</td>
<td>15</td>
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<tr>
<td>Module 3: Interview Skills &amp; Presentation</td>
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<tr>
<td>5th week of January</td>
<td>10</td>
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<tr>
<td>Module 4: Networking &amp; Negotiations</td>
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<tr>
<td>1st week of February</td>
<td>10</td>
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<tr>
<td>Module 5: Participation in Flip the Fair</td>
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<tr>
<td>February 12th</td>
<td>50</td>
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<td>Total</td>
<td>100</td>
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Attendance and Participation: We are all learners and we can learn a great deal from each other if we are actively participating. As the instructor, I am merely facilitating your learning. Your active and consistent participation in the work of this course and execution of this event will be absolutely critical to your success in this course. All grading will be done under the umbrella of overall and direct impact on the event during ALL phases.
Lack of preparation or consistent poor attendance (virtual or otherwise), which results in lack of participation, will ultimately result in a poor participation grade. Team meeting attendance (virtual or otherwise), or communication as supplement of any required absence will be a key determinate in your ability to earn a passing grade.

<table>
<thead>
<tr>
<th>LETTER GRADE</th>
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<tbody>
<tr>
<td>&gt;93</td>
<td>A</td>
</tr>
<tr>
<td>90-92.99</td>
<td>A-</td>
</tr>
<tr>
<td>86-89.99</td>
<td>B+</td>
</tr>
<tr>
<td>83-85.99</td>
<td>B</td>
</tr>
<tr>
<td>80-82.99</td>
<td>B-</td>
</tr>
<tr>
<td>76-79.99</td>
<td>C+</td>
</tr>
<tr>
<td>73-75.99</td>
<td>C</td>
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<tr>
<td>70-72.99</td>
<td>C-</td>
</tr>
<tr>
<td>66-69.99</td>
<td>D+</td>
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<tr>
<td>63-65.99</td>
<td>D</td>
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<tr>
<td>60-62.99</td>
<td>D-</td>
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<tr>
<td>&lt;60</td>
<td>60</td>
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Details of the various requirements and expectations of the course will be developed at the onset of the team collaboration.

**Milestones:**

**Module 1:** All students will need to meet deadlines when submitting required information for business cards and in coordinating a time to have a professional headshot taken. An online session must be attended or watched to gain required contextual information about the course.

**Module 2:** All students will need to meet deadlines when submitting updated/modified resumes and a sample cover letter/letter of interest. An online session must be attended or watched to gain required contextual information resume and cover letter development.

**Module 3:** All students will need to participate in mock interviews and/or meet with Professor Clement, alumni or volunteer employers. An online session must be attended or watched to gain required contextual information about developing a professional space at the recruiting event and professional attire.

**Module 4:** All students will need to participate in a networking event, details to be provided later. An online session must be attended or watched to gain required contextual information about how to network, engage in professional employment conversations, and negotiate with potential employers.

**Module 5:** All students must participate in the Flip the Fair event (unless prior permission is given by instructor).

**Schedule:** Will vary and will be determined once full enrollment is achieved. All students will be expected to either attend or watch the preparatory sessions each week. Assignments will be individual and deadlines must be met in addition to attendance or viewing of the weekly online session.

In all likelihood we will need to meet as a group at least once prior to the event. Details will be forthcoming.
Virtual Meeting Attendance Instructions:
In some cases, specific invitations will be sent out. In absence of invitation or if you need to join
the group in general for a meeting in progress, use the information provided here:

Join from PC, Mac, Linux, iOS or Android: https://zoom.us/j/8577024225

Or iPhone one-tap (US Toll): +14086380968,8577024225# or
+16465588656,8577024225#

Or Telephone:
  Dial: +1 408 638 0968 (US Toll) or +1 646 558 8656 (US Toll)
  Meeting ID: 857 702 4225
  International numbers available:
  https://zoom.us/zoomconference?m=bLh4RCr6H1gMjpJOIb0Tf1Xc5DE-lVKv

Computer Hardware: The use of an internet-capable device is necessary for communication
and collaboration throughout the semester. A laptop is recommended but a tablet or
smartphone may suffice.

If you don’t have one already, I highly recommend starting a Google Drive account (cloud
storage) which is available for free via your CofC email address. Drive will allow you to easily
collaborate with fellow students on shared work assignments and/or projects.