

Spring, 2021 EXPRESS I
HTMT 360: PROFESSIONAL DEVELOPMENT
Location: Online/Virtual
& Senior Showcase (optional additional credit for Express II)

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

Instructor:

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School of Business

Office: Beatty Center, Room 332
Office Telephone: 953-5455
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(Zoom) Office hours:

MW 10:00-11:00 & 12:00-1:00, Thursday 1:00 to 3:00 (by appointment please)
*On campus & available M-F by *appointment* (Always call, email, or text Ist!)

Course prerequisites: HTMT 210 or permission of instructor

Course Description:

The Professional Development course is designed to accompany and culminate in the virtual Senior Showcase recruitment event taking place in the spring semester (approximately) February 15th – April 30th, 2021, in conjunction with the College-wide Career Fair events. The Senior Showcase 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 participating employers, provide you with details of who is participating and what they are hiring for, and we will facilitate & encourage interviews, both informational and formal.

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. This course is fast-paced and deliverable-oriented, you will be required to meet deadlines to do well in this course. Modules will focus on: developing business cards, resume review, professional headshots, interview skills, post-graduate financial management, professional appearance and etiquette, 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 (Senior Showcase)

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, resumes (virtual & physical), headshot, cover letter and your LinkedIn profile) and for each student to present themselves and these materials in the Senior Showcase 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 2021. 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 be 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:

Assignment	Total
<u>Introduction</u> Due January 15 th 10 Pts. - Complete Commitment Form 5 Pts. – Watch Intro Video (Class 1)	15
<u>Module 1: Resume & Cover Letters</u> Week of January 11 th – 15 th 5 Pts. – Attend or Watch Online Class Session 5 Pts. – Watch ‘The Resume’ Video 10 pts. – Sample Cover Letter 10 Pts. – Submit Initial Resume	30
<u>Module 2: Business Cards & Headshots</u> Week of January 18 th – 22 nd 5 Pts. – Attend or Watch Online Class Session 5 Pts. – Watch ‘Preparation’ Video 10 pts. – Submit Business Card Details 10 Pts. – Get Headshot taken (<i>schedule for signup coming soon</i>)	30

<p align="center"><u>Module 3: Personal Finance & Cost of Living</u></p> <p align="center">Week of January 25th – 29th</p> <p>5 Pts. – Attend or Watch Online Class Session 5 Pts. – Find, Watch and Write a Synopsis of ‘Adulting’ Video (search terms: post-college budgeting) 5 pts. – Sample Budget (including estimated income & itemized annual costs) 5 Pts. – Cost of Living Estimates (including reference of localized research)</p>	20
<p align="center"><u>Module 4: Interviewing & Interview Skills</u></p> <p align="center">Week of February 1st – 5th</p> <p>5 Pts. – Attend or Watch Online Class Session 5 Pts. – Watch ‘The Interview!’ Video 10 pts. – Participate in Mock Interview</p>	20
<p align="center"><u>Module 5: Virtual Resume, Networking & Negotiations</u></p> <p align="center">Week of February 8th – 12th</p> <p>5 Pts. – Attend or Watch Online Class Session 5 Pts. – Watch ‘Followup’ Video 10 Pts. – Complete & Submit Virtual Resume using https://qfinds.io 5 Pts. – Submit link to updated LinkedIn profile page 5 Pts. – (*Extra Credit) CofC Course Eval</p>	25
<p align="center"><u>Module 6: Mock Interview/Consultation</u></p> <p align="center">Week of February 15th – 19th</p> <p>10 Pts. – Schedule (by February 14th) a Mock Interview/Consultation with Professor Clement & show up on time and ready to discuss professional goals and profile</p>	10
Total	150

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.

LETTER GRADE	
>93	A
90-92.99	A-
86-89.99	B+
83-85.99	B
80-82.99	B-
76-79.99	C+
73-75.99	C
70-72.99	C-
66-69.99	D+
63-65.99	D
60-62.99	D-
<60	60

Details of the various requirements and expectations of the course will be developed at the onset of the team collaboration.

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://cofc.zoom.us/my/clement.classroom>

Meeting ID: 857 702 4225

One tap mobile

+13462487799,,8577024225# US (Houston)

+16465588656,,8577024225# US (New York)

Dial by your location

+1 346 248 7799 US (Houston)

+1 646 558 8656 US (New York)

+1 669 900 9128 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

Meeting ID: 857 702 4225

Find your local number: <https://cofc.zoom.us/j/abhc6Tk5rt>

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.

