



BA 101: Career Planning Strategies

01840 Monday 3:30 – 5 p.m.

GSB 2.124

Instructor: Julie Butler, Lecturer

Office Hours: Appointments may be scheduled online:

<https://acsprod.mcombs.utexas.edu/MOR/>

E-mail: Julie.Butler@mcombs.utexas.edu **Office:** CBA 2.116 **Phone:** 512-232- 3781

Teaching Assistant: Katie Clemens

E-mail: Katherine.Clemens@bba04.mcombs.utexas.edu

BBA Career Services: <http://www.mcombs.utexas.edu/career/bba/>

Course Info: On Blackboard – <http://courses.utexas.edu>

COURSE GOAL AND OBJECTIVES:

The ultimate goal of this course is to assist business students with **planning, implementing, and evaluating** their careers. This course will present the foundations for executing a successful job search and focus on career management as a life long process. After completing this course, students should have:

- Learned job search strategies and interviewing techniques to secure an internship.
- Developed a high impact resume and job search communication skills.
- Gained an understanding of the nature and value of networking and marketing yourself.
- Successfully completed a mock interview.

AMENDMENTS TO THE SYLLABUS:

This syllabus may be amended at any time during the semester at the instructor's discretion. You will be responsible for all information that has been distributed or communicated in class. You are also responsible for checking Blackboard for any announcements, changes, or updates that affect assignment due dates or changes in topics covered in class.

ATTENDANCE POLICY:

Formal roll will be taken each week by your Peer Career Mentor (PCM). Each class is worth **5** points and you will be allowed **one** absence. Mentors will evaluate each group member's performance/participation on a weekly basis. Attendance and participation will be evaluated and counted toward the final grade in class. Class begins promptly at 3:30 p.m. and you are expected to be on time. If you are 10 minutes late or more, you will be counted as absent. If you arrive late, the TA will have you sign in at the door before taking your seat.

LATE ASSIGNMENTS & GRADING POLICIES:

BA 101 is graded on a letter grade basis, with each assignment worth a specified number of points. Assignments are due during the group breakout session of the specified class period. **No late assignments will be accepted except** in an emergency situation, in which students should notify their BA 101 instructor immediately. The BA 101 instructor will determine if the assignment will be accepted. If accepted, the assignment should be sent as an email attachment to the instructor. It is your responsibility to confirm the late assignment has been received by the instructor by the new deadline. Please do not email assignments to your PCM. If you cannot attend class, it is still your responsibility to turn in a hard copy of the assignment prior to the end of class on the due date.

EXTRA CREDIT:

To earn extra credit, attend one of the approved external workshops, such as an Etiquette Dinner. You will be required to type a one page (double-spaced) summary of the event, detailing a *minimum of 3* things that you learned by attending and how the information relates to your career search. The summary should be turned in to your PCM the week immediately following the event date. (i.e. if you volunteer for the Career Expo on 2/11, the summary is due in class on 2/16). The workshop dates and approved extra credit opportunities will be announced in class throughout the semester.

SCHOLASTIC DISHONESTY:

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Scholastic dishonesty damages both the student's learning experience and readiness for the future demands of a work career. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. For more information on scholastic dishonesty, please visit the Student Judicial services web site at <http://deanofstudents.utexas.edu/sjs/>

UNIVERSITY RESOURCES:

UNDERGRADUATE WRITING CENTER: The Undergraduate Writing Center is located in FAC 211, phone 471-6222, and offers individualized assistance to students who want to improve their writing skills. There is no charge and students may come in for assistance on a drop-in or appointment basis.

SERVICES FOR STUDENTS WITH DISABILITIES:

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, email kinast@mail.utexas.edu for students who are deaf or hard of hearing.

RELIGIOUS HOLIDAYS:

A student who is absent from a class or examination for observance of a religious holy day may complete the work missed within a reasonable time after the absence, if proper notice has been given. This policy can be reviewed online: <http://www.utexas.edu/student/registrar/catalogs/gi03-04/ch4/ch4g.html#religious>

COMMUNICATION:

You can expect notices, reminders, and individual communications from your instructor, your PCM and/or the TA via e-mail on a regular basis. It is your responsibility to check your e-mail regularly and to make sure that the correct e-mail address is on the university's system. Failure to check your e-mail is not an acceptable excuse. If you have any problems with e-mail, you must resolve them through the appropriate channels

General lecture policies: In an effort to create a classroom environment conducive to learning, please remember to follow these rules every day:

1. Turn off all cell phones, pagers, and laptops – if you forget, turn it off quickly. Please do not take any calls in the classroom.
 2. Put away all newspapers, books, and other materials not related to our class – keeping your attention on the lecture helps you and helps me. Bring your course packet to class as we will refer to it on a frequent basis.
 3. Avoid side conversations during lecture, discussion, and class activities, and while fellow students are asking questions.
 4. Treat your fellow students and professor with respect by being polite, considerate of each other's needs, and using inquiry more than advocacy in discussions: "seek first to understand, then be understood" (Stephen Covey).
-
-

ASSIGNMENT POINTS:

ASSIGNMENTS:	DATE DUE	POINTS
<i>Resume</i>	<i>March 2</i>	<i>25</i>
<i>Upload Profile & Resume</i>	<i>March 9</i>	<i>20</i>
<i>Major Assignment</i>	<i>March 9</i>	<i>50</i>
<i>30 Second Presentation</i>	<i>March 23</i>	<i>20</i>
<i>Cover Letter</i>	<i>March 23</i>	<i>20</i>
<i>Networking Assignment</i>	<i>March 30</i>	<i>30</i>
<i>STAR Assignment</i>	<i>April 6</i>	<i>25</i>
<i>Thank You Letter</i>	<i>April 6</i>	<i>20</i>
<i>Mock Interview & Revised Resume</i>	<i>April 20 or 27</i>	<i>40</i>
<i>Group Presentation</i>	<i>As assigned</i>	<i>20 (10 presentation + 10 peer eval.)</i>
<i>Class Participation/Attendance</i>	<i>Weekly</i>	<i>70 (attend all 14 receive 75 pts)</i>

***Include name, class section (i.e. week day/time), and group number on ALL assignments – points will be deducted for missing information.**

GRADING SCALE:

A = 340 - 306 points

B = 305 - 272 points

C = 271 - 238 points

D = 237 - 204 points

F = BELOW 204

Week	Date	BA 101 – Topic, Guest Speakers, Lecture Assignment	Assignment Due
1	1/26	<u>Course Overview, Syllabus, Introductions</u> Guest Speaker: Dean or Assoc. Dean of Undergraduate Programs	
2	2/2	<u>Academic Major Presentation</u> Guest Speakers: Faculty from Academic Departments	
3	2/9	<u>Academic Major Presentation</u> Guest Speakers: Faculty from Academic Departments	
4	2/16	<u>PCM Lead discussion- 30 Second Introduction & Major Assignment</u>	Group 1 Present
5	2/23	<u>Branding Yourself: Developing Your Resume & Cover Letter</u> <u>Identify and market your skills</u>	Group 2 Present
6	3/2	<u>Academic Advising, Study Abroad Opportunities, Internship Presentation</u>	Groups 3 & 4 Present Resume Due
7	3/9	<u>Finding a Job: Using BBA Career Services Online Resources: OCR, McCombs Job Board, Interview & Researching Resources</u> Guest Speakers: Recruitment Services Team Mid-Semester Evaluations	Group 5 Present Major Assignment Due Create profile & upload resume in OCR System Keep original & revised resume for mock interview, See weeks 13-14
8	3/16	SPRING BREAK	
9	3/23	<u>Presenting Your Brand through Networking & Informational Interviewing</u>	Group 6 Present 30 Second Introduction Worksheet Due with In-class Delivery Cover Letter Due
10	3/30	<u>Reveal Your Brand Attributes and Competencies by Mastering Behavioral, Case, Technical Interviewing.</u>	Networking Assignment Due

11	4/6	<u>Knowing Your Rights and Assessing the Employer's Brand through their Diversity Initiatives.</u> Guest Speaker: Monica Thompson, Assistant Director of BBA Career Services	Groups 7-8 Present STAR Assignment Due Thank You Letter Due
12	4/13	<u>Polish Your Brand with Professional Etiquette for the Workplace</u> Guest Speaker: Velma Arney, Director of BBA Career Services	
13	4/20	Group A: <u>Practice Presenting Your Brand in Mock Interviews</u> Group B: <u>Enrich Your Personal Work Ethic through Class Discussion</u>	Bring revised resume to mock interview. Note: BBA CS audit resumes at the end of each semester for quality employer resume books.
14	4/27	Group B: <u>Practice Presenting Your Brand in Mock Interviews</u> Group A: <u>Enrich Your Personal Work Ethic through Class Discussion</u>	Bring revised resume to mock interview. Note: BBA CS audit resumes at the end of each semester for quality employer resume books.
15	5/4	<u>Mock Interview Wrap up</u>	Groups 9 & 10 Present