

Administrative Studies
COURSE NUMBER: 29:011:300
COURSE TITLE: Business Forum

COURSE DESCRIPTION

This is a 14-week course designed to help you become a marketable, competitive business professional. In order to develop skills required in a professional workplace, the course requires you to follow similar rules to those you would find in a professional workplace.

ASSURANCE OF LEARNING:

RBS graduates are knowledgeable professionals who are capable decision-makers, effective communicators, and well integrated to a working environment. Rutgers Business School is accredited by the Association to Advance Collegiate Schools of Business (AACSB). To seek continuous improvement, we assess our program through an assurance of learning plan. Undergraduate students are evaluated in the following areas: knowledge of business, interview practice, decision making, communication, technology and professionalism.

Area: Knowledge, Awareness, interview practice and Skills for Life and Career Decision Making

Goal: Students are able to make an informed career choice, understand the job search process, and develop the professional skills needed to succeed in a competitive job search environment.

Outcome: Students can construct an effective resume, cover letter, interview successfully and compete in the job search process.

CLASS ORGANIZATION & ADMINISTRATION

Dress Code Policy

A Weekly “Business Casual” Dress Code is required - Since RBS is a professional school, the dress code policy is intended to contribute to your overall professional development. In addition, some sessions may be presented by corporate visitors which require a professional presence. Therefore, this class has a weekly **“Business Casual”** dress code policy. In general, you should ask yourself if you would wear “that outfit” to a corporation. If the answer is “No” then you should not wear it to class.

Acceptable Attire: Khakis, twill, cotton, or dress pants; dresses and skirts that are at or below the knee; sweater sets, blouses, cardigans, polo shirts or button-down shirts; closed toe, dark, soft bottom shoes.

For more information, see the About.com

article: http://humanresources.about.com/od/workrelationships/a/dress_code.htm

NO sneakers, jeans of any color, shorts, sagging pants, leggings/jeggings/meggings, t-shirts, camisole, spaghetti strap shirts, plunging neck lines, micro miniskirts or flip flops.

Violators of the Dress Code Policy will result in a deduction of -2 points per violation.

2. For the Mock Interview – A business suit is REQUIRED. Failure to do so will result in an automatic deduction of 15 points. Please prepare to wear a black, navy blue, or charcoal grey suit for your mock interview.

3. Attendance: Students must bring their clicker to every class for attendance purposes. Students are expected to attend class and the extra credit events for which they register; attendance is one of the best indicators of a student’s performance. Attendance will be taken at the beginning and end of class and at the beginning of any extra credit events. Every class and extra credit event ‘no show’ (for which you register) will result in a reduction of points towards the final grade.

You do not earn points for attendance; however you will have **-2 points deducted for every missed class.**

4. Tardiness and Leaving Early: Promptness is expected. If you arrive after 6:10 pm, that is, more than 10 minutes after the class has begun, you will be marked absent. Habitually arriving late and departing early is disruptive and rude. Students are expected to arrive on time, and once there, **STAY**.

5. Technical Devices: Use of personal technical devices is prohibited in class, career break workshops, and extra credit events (including laptops, tablets, ipads, cell/smart phones, etc.) Cell phones/smart phones must be in the silent, vibrate, or off and must be stored away.

6. All written assignments must be turned in by the due date. No late assignments will be accepted under ANY circumstances. There will be **NO** opportunities to make-up missed requirements – **NO** exceptions.

7. Academic Integrity: <http://academicintegrity.rutgers.edu/policy-on-academic-integrity> There is a University-wide policy on academic integrity, which will be followed. It is not worth the risk of suspension from the University to cheat or plagiarize. Every student is expected to abide by the following honor pledge:

“On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.”

8. Students will be responsible and held accountable for course information uploaded to Blackboard. After class, PPT slides will be provided in Blackboard after each class. **It is vital that you review these slides before beginning and to do a final edit of your work before sending assignments.**

There is a separate syllabus which outlines Professor Pennella’s Business Communications assignments.

Due dates:

<u>Due Date</u>	<u>Assignment</u>
9/17/15	(1) Login and review profile information in the RBS OCM Symplicity system & (2) Login and review profile information in the RU Career Development Raidernet system (3) Complete Academic Integrity Tutorial in Blackboard There are 4 quizzes, you must pass each one in Blackboard so you can move on to the next quiz. Credit is given for all 4 quizzes completed.
9/24/15	PRACTICE TEAM: (1) Establish Ground Rules (2) Practice elevator pitches with your Practice Team and submit report (Counts towards class participation grade.)
10/6/15	RESUME & COVER LETTER. Have your resume reviewed by the Office of Career Management. For help, go to CDC, Hill Hall during Resume Blitz, happening daily between Wednesday, 9/9 and Wednesday, 9/22, 930 am – 430 pm.
10/8/15	(1) PRACTICE TEAM: Resume & Cover Letter Feedback & Suggestions. (Counts towards class participation grade.) (2) Submit cover letter toward Mock Interview job posting (Individual assignment. Counts towards mock interview grade.)
10/15/15	PRACTICE TEAM: Practice interviewing
10/29/15	Market Research Assignment (Due online)
11/12/15	Informational Interview
12/3/15	Employment Outcome Survey

Extra Credit Opportunities: Attend these events in order to earn **1 extra point (per event)** towards your course grade.

1.	Coaching session with Prof. Bonilla (Highly encouraged)	TBA
2.	Take the Focus-2 vocational assessment via Rutgers' Career Development Center. To earn points, bring report and discuss results with Professor	
3.	Attend the 9th Annual Rutgers-Newark Business Career Fair	Wednesday, September 23, 2015 12:30 pm - 4:00 pm Details: http://bit.ly/1IyQPfQ

4.	OCM High Performance Job Search Boot Camp	Wednesday, September 16th or Monday September 21 st 11:30 am – 12:50 pm
5.	OCM High Performance Accounting for the 21st Century Panel	Monday, September 28th 4:00 – 6:00 pm
6.	OCM High Performance Finance Panel	Wednesday, September 30th 7:00 – 8:30 pm
7.	OCM High Performance “How to Tell Your Story”	Friday, October 2nd 10:00 am – 12:00 pm
8.	OCM High Performance Marketing Panel	Wednesday, October 14th 4:00 – 6:00 pm

Mock Interview Assignment and Instructions:

Students will be required to select a 60-minute timeslot from a variety of available timeslots during the week and weekend. Sign-up is on a first-come, first-served basis. **If you register for multiple slots, your registrations will automatically cancel.**

- **Registration for the mock interview slots begins 9/29/15 – 10/9/15.** The first mock interviews begin on **10/19/15**
 - o Register: <https://undergradbusiness-rutgers-csm.symlicity.com/students/index.php>.
- They are administered by Ms. Wanda Mendez, Assistant Dean of the RBS office of Career Management, and her team of consultants, alumni, and business professionals. The mock interview will be a 1-hour behavioral interview which will include feedback.
- You **must wear a BUSINESS SUIT** for the behavioral mock interview and bring a copy of your current resume.
- You must submit the evaluation survey to receive credit https://rutgers.qualtrics.com/SE/?SID=SV_4H1yNiDxgfiHM0t
 - **YOU CANNOT RESCHEDULE YOUR MOCK INTERVIEW – NO EXCEPTIONS.**
 - **DO NOT SCHEDULE YOUR MOCK INTERVIEW TIME DURING ANY CLASSES.**
 - **DO NOT WAITLIST FOR A TIME SLOT. SYMPPLICITY MUST GIVE YOU A TIME SLOT.**
 - **YOU MUST WEAR A BUSINESS SUIT.**

PROBLEMS DURING REGISTRATION? Visit the Undergraduate Office at 1 WP 3RD FLOOR OR CALL 973-353-3587.

FINAL GRADE ASSIGNMENT

A = 91 or higher

B+ = 86 to 90

B = 81 to 85

C+ = 76 to 80

C = 71 to 75

D = 65 to 70

F = less than 65

Your grade is comprised of:

Business Communications 40 points (Refer to Business Communication Syllabus)

Mock Interview	15 points
Resume & Cover Letter	10 points
1 Employment Outcome Survey	10 points
Library Market Research	10 points Informational
Interview	05 points
Practice interviewing	05 points
Academic Integrity Tutorial	05 points
RBS OCM Simplicity and Raider net Login	05 points
<u>Class Participation</u>	<u>05 points</u>
	110 points

Your final score will be converted to percentage. Course grade will be based on percentage obtained

COURSE SCHEDULE

9/3/15 - Course Overview & The Proactive Job Search

This session will provide an overview of course requirements. In addition, we will discuss what is a proactive job search. You may think you can only find a job if it is posted online or if you have a large network of professionals to tap into. This is not true! Discuss how to conduct informational interviews, create a company list, and target networking relationships.

You will meet Dean Thomas J. Hopkins, RU Career Development Center to learn about Raidernet, upcoming career fair opportunities, and the recruitment cycle.

Assignment 1: Complete Academic Integrity Tutorial in Blackboard (there are 4 quizzes, you must pass each one in Blackboard so you can move on to the next quiz. Credit is given for all 4 quizzes completed.)

Assignment 2: Login and review profile information in the RBS OCM Symplicity system: as long as you login you will get credit. <https://undergradbusiness-rutgerscsm.symplicity.com/students/index.php>

Assignment 3: Login and review profile information in the RU Career Development Raidernet system.

9/10/15 – Business Communications – I “Preparing the Opening Paragraph of a Business Report”

This class, taught by Dr. Pennella, will make you aware of the obstacles to getting work read by others in a competitive business environment. You will be introduced to the importance of self-editing and learn how to capture the reader’s attention and their understanding.

9/17/15 - The Elevator Pitch/Preparing for a Career Fair

In today’s competitive employment environment, you may only have 60 seconds to provide a short background of your skills and why you would be a good candidate for an organization. The Elevator Pitch (Your Story), the foundation of your career management process, will be described and demonstrated. Learn how to create your personal Elevator Pitch to use at Career Fairs, Networking Events, and Interviews.

9/24/15 - Developing Your Resume and Cover Letter

Understand the importance of a targeted resume and cover letter that will help to market your skills effectively

- **DUE IN CLASS: Bring a draft your resume to class in the required RBS template – it will be used in class**

- **ANNOUNCEMENT: Registration for the mock interview slots begins on 9/29 /15 through 10/9/15 – use this link below to register**
- <https://undergradbusiness-rutgers-csm.symphlicity.com/students/index.php>

10/1/15 – Master the Interview

You have written your elevator pitch and completed your resume. Now what? We will explore common behavioral interview questions, and learn how to answer tough questions such as “what are your weaknesses” and those that require evidence using the STAR “situation-action-result” technique.

10/8/15 - Business Communications – II “Full Public Speaking Report”

This class, taught by Dr. Pennella, will prepare you to edit your work so that its organization captures and holds your readers’ attention. You will learn ways to increase the likelihood that your reader quickly and more easily understands the information you are sharing or the action that you want him or her to take. **Note: Please refer to Business Communications syllabus for assignment deadlines.**

10/15/15 – Personal Branding and LinkedIn for Your Job Search

In this session, we discuss your personal branding and the growing use of LinkedIn for business and job search. In addition, you will walk away with actionable tips to implement on your LinkedIn profile.

10/22/15 - Market Research/Assessment

Join Ka-Neng Au, Business Analyst at Dana Library and learn how to use tools to find data on companies and industries. You will be assigned a Fortune 500 Company to research. The purpose of this assignment is to provide students with practical experience researching the business or organization.

10/29/15 - Business Communications – III “Preparing a Talk in Writing”

Taught by Dr. Pennella, the focus on public speaking tactics will continue to increase in this third session. You will expand your ability to open and close talks. You will gain tactics to capture not only your audience’s engaged attention but also their interest throughout the talk by using vocal variety, stories and other tactics.

Note: Please refer to Business Communications syllabus for assignment deadlines.

☐DUE ON-LINE: Library Market Research and Assessment Assignment

11/5/15 – Art of Networking: Relationship Building

Networking is the key to a successful career. Professionals move into new jobs based on their reputation, who they know or who knows them. Learn how to develop relationships over time and leverage others within relevant networks.

11/12/15 – Business Communications – IV “Consultant Report”

Taught by Dr. Pennella, the Business Communication portion of Business Forum will conclude with new public speaking techniques and the opportunity to use your speaking tactics as knowledgeable audience members and speakers.

Note: Please refer to Business Communications syllabus for assignment deadlines.

11/19/15 – Ethical Situations in Business and Life (RBS IEL)

Join the RBS Institute for Ethical Leadership discuss ethical considerations and how it impacts you on-the-job. Experience a case problem designed to test your awareness of ethics and how to handle the situation.

12/3/15 - Transitioning to Corporate with PWC

One of the most important factors in transitioning from college to corporate (internship/full-time offer) is having the right attitude. Learn how to conduct yourself according to the culture of the organization and make a positive contribution. Learn how to recover from mistakes and build your reputation. **DUE ON-LINE Complete Employment survey on-line. (Link to be provided)**

12/10/15 –Building a Professional Image with Deloitte

You are your personal brand. Employers only have small bits of evidence of how you would engage with others at their organization. One way to manage your brand and professional presence to employers is to consider how your professional image is coming across. Learn how to enhance your professional demeanor, image, and presence.