

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 by helping you understand how to make informed career choices and, as a result, make your job search process even more successful. The tools and knowledge provided in the course will help you to navigate the job market and will help you to develop a skill set that will be valuable beyond the end of the course.

This course is divided into 2 components: Business Forum (BF) and Business Communications (BC). Therefore, there are 2 professors who teach this class. Professor () will facilitate the general Business Forum portion of the course. Professor () will facilitate the Business Communications portion of the course. The professor will be noted next to each date of the course schedule.

In addition, there will be guest speakers, panels, and interactive activities to facilitate an active learning environment. There will be assignments for which students will be graded and given a final score for the semester.

COURSE MATERIALS

- Check Canvas (<u>canvas.rutgers.edu</u>) and your official Rutgers email account regularly. Links to all required course materials will be available on the course Canvas page. It is the student's responsibility to maintain an active Rutgers email account and to visit the course Canvas page regularly for course messages and to access the required assignments. Communication will only be sent to your Rutgers email account.

You should download this free software that will help correct your grammar. It is www.grammarly.com

These books are suggested to improve your communications skills:

- 1. The Elements of Style, Fourth Edition, by William Strunk and E.B. White, Pearson, 1999-08-02
- 2. The HBR Guide to Better Business Writing, by Bryan A. Garner, Harvard Business Press, 2013
- 3. Talk Like Ted, by Carmine Gallo, St. Martin's Press, 2014
- 4. Wait, How Do I Write This Email?, by Danny Rubin, NTLB publisher, 2016

ASSURANCE OF LEARNING

RBS graduates are knowledgeable professionals who are capable decision-makers, effective communicators, and are successfully integrated to a working environment. Rutgers Business School is accredited by the Association to Advance Collegiate Schools of Business (AASCB). 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.

ACADEMIC INTEGRITY

I do NOT *tolerate cheating*. Students are responsible for understanding the RU Academic Integrity Policy (http://academicintegrity.rutgers.edu/).

ATTENDANCE AND PREPARATION POLICY

Expect me to attend all class sessions. I expect the same of you. If I am to be absent, my department chair or I will send you notice via email and Canvas as far in advance as possible. If you are to be absent, report your absence in advance at https://sims.rutgers.edu/ssra/. If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death and you seek makeup work, also send myself or your TA an email with full details and supporting documentation within 3 days of your first absence.

For weather emergencies, consult the campus home page. If the campus is open, class will be held.

Our class starts at () and I am prompt. Expect me to arrive on time for each class session and stay for the entirety of each class. I expect the same of you. If you are going to be late or leave early, then expect to **lose 1 point** towards your grade. You are considered late if you arrive later than ().

Expect me to prepare properly for each class session. I expect the same of you. Complete all background reading and assignments. You cannot learn if you are not prepared. The minimum expectation is that for each 3 hour class session, you have prepared by studying for at least twice as many hours.

Expect me to participate fully in each class session. I expect the same of you. Stay focused and involved. You cannot learn if you are not paying attention. No sleeping in class.

CLASSROOM CONDUCT

CLASS PARTICIPATION: You are expected to participate in classroom discussions and activities. Student participation helps to enrich the discussion and bring new perspectives. There is a possibility that the professor will call on students randomly if there is low participation or if you are not paying attention. Please make sure to stay attentive in class.

Make sure to raise your hand if you would like to participate in the discussion. Since it is a large lecture hall it makes it easier to identify who is speaking.

TECHNOLOGY: Make sure to bring a personal device with access to the Internet for class (phone & Laptop). Attendance will be taken online. Personal devices are only permitted for attendance, quizzes and certain classroom activities. **Do not use your personal devices unless otherwise specified in class.**

GRADING POLICY

All assignments must be turned in by the due date. **No late assignments** will be accepted under any circumstances. **No partial credit** will be given for any assignment. There will also be **no make-up work** for this course. If you find yourself having difficulty completing an assignment, you must notify your TA **BEFORE** the assignment is due. In case of an emergency, documentation must be **provided** in order to make up work.

Grades are calculated by points, not by percentage. This means that if you earn a **91**/100 points, you will still receive an A for the course.

Grades for this course will be calculated as follows:

A	91 or higher
B+	86 to 90
В	81 to 85
C+	76 to 80
С	71 to 75
D	65 to 70
F	Less than 65

GRADE DISPUTES

Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to the TA within the **next day** of receiving your grade on Canvas for your assignment. Clarify the precise error made and provide all due supporting documentation. If an error was made, I will gladly correct and adjust grades only if an error was made. I cannot and will not adjust grades based on consequences such as hurt pride, lost scholarships, lost tuition reimbursement, lost job opportunities, or dismissals. Do not ask me to do so. It is dishonest to attempt to influence faculty in an effort to obtain a grade that you did not earn, and it will not work. **NO EXCEPTIONS**.

Business Communication assignments represent 40 points (40%) of your Business forum grade.

Total	40 points
Career Goals Executive Summary	10 points
Email Informational Interview	10 points
Case Interview Strategy	15 points
LinkedIn profile	5 points

Paper Grading Rubric

Clarity addressing the specifics of the question	20%
Identification of major points & supporting examples for each topic	20%
Analysis & critique of issues raised, including suggestions for fixing these issues	40%
General writing style and presentation	20%
Total:	100%

It is your responsibility to ensure your document submitted for your assignment is correct and not a BLANK document. BLANK document will be graded as 0.

COURSE SCHEDULE

WEEK 1- ()- Course Overview

Professor

Welcome to Business Forum! Today we learn the rules of engagement and how to succeed in this class. This course is designed to provide tools to support your professional development. The first class will be an overview of requirements, an introduction to all the systems you will need to become familiar with during your time here at RBS. Assessment for Assignment.

WEEK 2- ()- Getting Started- Resume and Cover Letters

Professor

The resume and cover letter are often times your first introduction to an employer. In this class, we will discuss the elements of an effective resume and cover letter and learn some tips and tricks to take these with you when preparing a competitive resume and cover letter.

WEEK 3- ()- The Proactive Job – How to prepare to tell your story

Professor

The key to successfully navigating the job and internship search understands how it works. We will discuss key parts of the recruiting cycle and identify resources and options to ensure you are prepared to handle the complexity of the job hunt. We will discuss Master and develop your elevator pitch in preparation of the upcoming Career Fairs.

WEEK 4- () Demystifying the On line Interview

Professor

Interviewing is a crucial part of the job search as it is usually the first step in the process that gets you known and seen by the company. A skill set developed over time and takes practice to master. In this

class, we will focus on making you aware of the essential parts of the interview and the way to effectively prepare. We will address specific techniques to help you land the job. There has been an uptick in the popularity of online interviewing amongst companies, which has caused a shift in how students need to prepare. **XXXXXXXXX** will be joining us in the lesson to expand upon how online interviewing works and what you should do to prepare.

WEEK 5- ()- BC #1 - Linked In Profile (Social Media Branding)

Professor

LinkedIn has become the most important public business profile you can have. Increasingly, when you apply for a job, organizations look for your LinkedIn profile. A professional profile can help you get a job and introduce you to potential employers. It is also an employment search site, a vehicle to find and join affinity groups, a source to solicit recommendation, and a platform to reach out to Rutgers alumni. This assignment will focus on how to write an engaging profile and how to use LinkedIn as a networking and job search tool.

WEEK 6- ()-- Master the Interview

Professor

Interviewing is a crucial part of the job search as it is usually the first step in the process that gets you known and seen by the company. A skill set is developed over time and takes practice to master. In this class, we will focus on making you aware of the essential parts of the interview and the way to properly prepare. We will address specific techniques to help you land the job.

WEEK 7- () – BC #2 - Case Interview Strategy

Professor

In this class, you will learn firsthand formulas on what is needed to begin understanding how to work with case interviews. You will get exposure to the thought process required and steps needed to successfully complete a case interview. Interviewing is a crucial part of the job search as it is usually the first step in the process that gets you known and seen by the company. It is a skill set you will develop over time and takes practice to master. In this class, we will focus on making you aware of the essential parts of the case interview and the way to properly prepare for it. We will address specific techniques by having you analyze a short case and then prepare persuasive recommendations to help you land the job.

WEEK 8- () Peer to Peer

Professor

Get good advice from your peers who have excelled in the recruiting cycle and mastered the process. Come prepared to ask questions and be mentored by these students who have volunteered to give you advice. Good opportunity to network with them.

WEEK 9- ()- The Recruiter's Perspective

Professor

Have you ever wanted to know the secrets behind a recruiter's thought process when selecting candidates? How about what are the best ways to stand out amongst the competition? We will have a panel of recruiters who will give us a behind the scenes look at the recruiting process. Be prepared to ask questions.

WEEK 10- ()- BC #3: Write an Email Requesting Informational Interview

Professor

Most communications between people in organizations is conducted via emails. Because they are usually a short, quick method to convey a message, some students think they can be written the same way you write a mobile phone text. How you write an email is an indication of how you think. Is it clear? Does it get to the point? Is it grammatically correct? Does it have a call to action or request for an action to follow? Underestimating the importance of an email may be a career killer. It is a paper trail of your follow-ups, assignments, tasks and accomplishments.

This assignment will require you to write an email to an executive or business contact requesting a 15-minute informational interview. You will learn how to position yourself and structure your content to be precise and clear to the executive you are writing. You will learn how to ask the person questions about the company culture, career path, industry trends (not a job) to help you prepare for opportunities.

WEEK 11- () Market Research

Professor

Come learn about the resources the Dana Library has available to help you grow your knowledge on companies and prepare for interviews. () will provide an overview on resources you can use to become an outstanding candidate.

Learn from your peers who have acquired internships about their experience. With unique perspectives and different backgrounds, these students can provide valuable insights and advice that can inspire new ways of thinking about your own job search.

WEEK 12-()- BC #4: Write a Career Goals Plan

Professor

Are you in college studying to get a degree and plan to graduate and start a career? What's your long-term plan to accomplish your dream? What are your goals? What will you be doing after you graduate from Rutgers? How will you use the skills you have learned to go to the next level and fulfill your desires? After RU what? What are your ideal and realistic objectives and how will you achieve them?

This assignment requires you to develop a plan and write an essay about what you will be doing five-years after you graduate. You will answer the question: Where do I see my career in five-years after I graduate? What do I want for myself and what will I have achieved in my career after five years out of college?

WEEK 13- () – Getting your personal finance on!!!

Professor

Getting your personal Finance on is all about you learning to navigate your financial future by being engaged in the following topics:

- Budgeting
- Loan payments and credit (managing a credit report and credit temptation)
- Compound interest in relation to investing
- Investing basics
- Company pension plans (i.e. 401Ks; both traditional and Roth)
- Company benefits other than retirement planning (i.e. FSAs, insurance)
- Taxes

WEEK 14-4()- Succeeding in the Corporate World

Professor

Guest Speakers share tips to him you transition into the business world successfully. How to manage expectations and projects.

Reminder to complete your EOS survey and SIR surveys.

DESCRIPTIONS FOR ASSIGNMENTS

Due Date	Assignment	Description	Point Value
	Make sure to submit a screen shot of the actual evaluation along with the 1 page write up.	The O*NET Interest Profiler can help you find out what your interests are and how they relate to the world of work. You can learn more of what you like to do. 1. Complete the O*NET Interest Profiler here: https://www.mynextmove.org/ 2. From the suggested careers that O*NET provided you, choose one on the list that best aligns with your career goals and interests. 3. Click on your chosen position; that brings you to a summary of the position including the Knowledge, Skills, & Abilities, Personality, Technology, Education, and the Job Outlook. 4. Submit a screenshot of the summary page and submit it to Canvas under Assignment 1: O*Net Interest Profiler along with your 1 page answers to the questions below (double-spaced paper based on your results). 5. Question to address for 1 page paper: O What Knowledge Skills and Abilities do you currently have that align with this position? What Knowledge, Skills, and Abilities do you need to develop and how do you plan to do so? What is the job outlook for this position in the state you plan on working in? Is this what you expected? (Under Job Outlook, select "Check out my state"). How does this position align with your personality traits?	4 points
Cover Letter	Resume Letter	Based on the class lecture, write your resume in the RBS template. Submission Instructions: Submit your resume online to, Business Knight, Handshake NB and Handshake Newark. Ensure your name appears on the webpage and is visible in the screenshot. Upload resume to all 3 platforms (1 screen shot per system) VMOCK, submission of your resume. You must get 60+ in VMOCK.	8 points 5 Points

		Prepare you're Cover letter and uploaded on the week of () when you sign up for mocks. Make sure to address your cover letter to the company based on your major, you will find the jobs post to address your cover letter on Canvas	
	Master your pitch	The first part of this assignment is a written paper and the second part of this assignment is an online recording. Full instructions and supplementary documentation will be provided on Canvas under 'Assignments' and 'Course Documents.' Please make sure to check both areas.	10 points
		You will be required to use Interview Stream for the online portion of this assignment. There are instructions on how to sign-up for InterviewStream and access the necessary assignment code on Canvas.	
		 Submission Instructions: Write your elevator pitch using the documents and following the instructions on Canvas under 'Assignments.' Record your elevator pitch based on your written pitch on InterviewStream. Upload your written elevator pitch and the link to your InterviewStream recording under 'Assignments' on Canvas. 	
Final date to sign up.	Mock Interview Sign-up and completion	Mock interviews are a required portion of the business forum class and are held outside of class hours. This assignment has been included as part of the course to provide students exposure to a real world interview in preparation for the job search. You must sign-up for your mock interview by . You will be evaluated base on the 15 point Rubric. There will be no exceptions or extended time to sign-up.	15 Points
		Mock Interview Dates: () at RBS	
		Please choose your mock interview date carefully. You will not be able to reschedule . Do not schedule it during class. Each interview is scheduled for 1 hour so plan accordingly. A suit is required for the mock interview. Students will be given a certain job description for the mock interview that is assigned based on major.	
		The points for the assignment can only be earned after completing the mock interview. Submission/Sign-up Instructions: Refer to the <i>Business Forum Mock Interview Step-By-Step Instructions</i> located under 'Course Documents' on Canvas for information on how to sign-up, how to prepare, the requirements for the interview, and how you will be graded.	

Mock	*Complete mock interview survey and gain 1 point	
Interview	See link in BF Mock Interview Step-By-Step Document	1
Survey		Point
LinkedIn	This assignment will require you to create a LinkedIn	5
Profile	profile for yourself.	points
DC //4	After completing this assignment, you should be able to:	
BC #1	Understand how to write a summary about your skills.	
	Explain what makes you a potential employee.	
	Describe your skills and interests to an organization. Performition with the basic methods to present your goals to	
	Be familiar with the basic methods to present your goals to others.	
	Define your career goals.	
	- Define your cureer gouns.	
	Even if you have already have a LinkedIn profile, edit it to make	
	sure it has these elements:	
	(The details for this assignment are in the Assignment	
	area in Canvas)	
	• 1. Photo	
	• 2. Informative headline	
	• 3. Education	
	4. Professional summary	
Casa	• 5. Experience	15
Case	This assignment will require you to read a short case about a	
Interview	business situation, develop a solution for the case, and write	points
Strategy	about the reasons and benefits of your strategy and recommendations.	
BC #2	recommendations.	
BC #2	In this class, you will learn firsthand formulas on the approach	
	needed to begin understanding how to work with case	
	interviews. You will get exposure to the thought process	
	required and steps needed to successfully complete a case	
	interview. Interviewing is a crucial part of the job search as it is	
	usually the first step in the process that gets you known and seen	
	by the company.	
	Successful case analysis is a skill set you will develop over time	
	and takes practice to master. In this class, we will focus on	
	making you aware of the essential parts of the case interview	
	and the way to properly prepare for it. We will address specific	
	techniques by having you analyze a short case and then prepare	
	persuasive solutions and recommendations to solve the case and	
	help you land the job.	
	-	
	After completing this assignment, you should be able to:	
	 Understand how to analyze a case. 	
	 Know how to develop solutions for a business problem. 	
	Write persuasively about why your recommendation	
	should be followed.	

	The details of the assignment are on Canvas in the	
	assignment area.	
Write an	This assignment will require you to write an email to an	10
Email	executive asking for an informational interview.	points
Requesting		
an	In this assignment, you will be introduced to effective ways to	
Informational	write an email that gets to the point quickly and politely and	
Interview	includes a request for an informational interview. We will	
DC #2	discuss techniques and tactics to make your request effective	
BC #3	and how to search online to contact your targeted company and executives. We will tie in how LinkedIn and your Rutgers	
	network and resources can be used to accomplish your	
	objectives.	
	After completing this assignment, you should be able to:	
	Understand how to write an email using plain English.	
	Explain the details needed to get your point across.	
	 Describe the importance of your message. 	
	Be familiar with the how to write short and effective emails.	
Write a	This assignment will require you to write an essay about the	10
Career Goals	career goals you want to achieve five years after you	points
Plan	graduate from Rutgers.	
BC #4	Are you in college studying to get a degree with plans to	
	graduate and start a career? What is your long-term strategy for	
	how you plan to accomplish your goals? How do you define	
	success five years after college? What are your dreams for a	
	career? What will you be doing after you graduate from	
	Rutgers? How will you use the skills you have learned to go to the next level and fulfill your desires? What are your ideal and	
	realistic objectives and how will you achieve them?	
	This assignment requires you to develop a plan and write an	
	essay about what you will be doing five-years after you graduate	
	from Rutgers. You will answer the question: Where do I see my career in five-years after I graduate? What do I want for myself	
	and what will I have achieved in my career after five years out	
	of college?	
	After completing this assignment, you should be able to:	
	 Understand how to identify your long-term career goals. 	
	Have the ability to write the important milestones, and	
	define the people and skills needed to help you	
	accomplish your goals.	
	Write insights gained from thinking about what you	
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	need to reach your objectives.	
	 need to reach your objectives. Develop a method to assess if you are on the path to achieving the career you set out to get. 	

	Financial Literacy Class	See Instructions on Canvas.	6 points
	Use of Suitable	Need to get over 500 Suitable Events points not including attendance points). Earn REAL/Suitable points toward your grade. Points earned before this semester will not be counted. Please refer to the 'Technology Guide' and 'How to Use Suitable' folder located on Canvas under 'Course Documents for how to use the app.' You can earn points throughout the semester. Suitable points can be earned by attending career related events on campus and by completing activities in the app or desktop. If you can look through the app to see what activities are available for you to complete. Do not wait until the deadline to try and earn your points! **This is the only assignment that does not require you to submit anything on Canvas to earn credit. ** 500 or more REAL points = 10 points on this assignment 450-499 REAL points = 8 points 350-399 REAL points = 7 points 300-349 REAL points = 6 points 250 - 299 = 5points 200-249 = 4 points 150-199 REAL points = 3 points 150-199 REAL points = 2 points 0-99 REAL points = 1 point	500+ 10 points
End of Semester	Class SIR Survey	Upload screenshot of survey completion on to Canvas.	1 points

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at <u>ods.rutgers.edu</u>.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email <u>jackie.moran@rutgers.edu</u>]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at http://vpva.rutgers.edu/.

[Rutgers University-New Brunswick incident report link: http://studentconduct.rutgers.edu/concern/. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link:

https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7
. You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via https://temporaryconditions.rutgers.edu.

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. http://veterans.rutgers.edu/

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: http://counseling.newark.rutgers.edu/]

[Rutgers Counseling and Psychological Services—New Brunswick: http://rhscaps.rutgers.edu/]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: http://health.newark.rutgers.edu/]

[Rutgers Health Services – New Brunswick: http://health.rutgers.edu/]

If you are in need of *legal* services, please use our readily available services: http://rusls.rutgers.edu/

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers-Newark: PALS@newark.rutgers.edu]

[Rutgers-New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: http://www.ncas.rutgers.edu/rlc

[Rutgers University-Newark Writing Center: http://www.ncas.rutgers.edu/writingcenter]

[Rutgers University-New Brunswick Learning Center: https://rlc.rutgers.edu/]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.
- Students must sign, date, and return a statement declaring that they understand this syllabus.]