

Administrative Studies
Course Number: 33:011:300
Course Title: Business Forum

COURSE DESCRIPTION

Business Forum is a required course for all Rutgers Business School (RBS) students. It is a Professional Development course administered, organized and led by Professor Herman, featuring company representatives, campus recruiters, student-run organizations, Office of Career Management (OCM); Course Assistants (CA); Professors, etc.

Presentations are designed to help you strengthen your business networking skills and assist in your job/internship search, e.g., résumé writing and interviewing skills. In addition, the course will have three sub-modules.

- Sub-module #1: Business Communications – delivered by Professor ()
- Sub-module #2: Ethics – delivered by Professor ()
- Sub-module #3: Financial Literacy – delivered by Professor ()

COURSE MATERIALS

No books are required for this class; however, these resources are helpful and beneficial.

Suggested text:

Getting from College to Career by Lindsey Pollak - published by Collins (2007)
– ISBN: 978-006-2069276

Suggested text:

The WORK Book: How to Build Your Personal Brand and Get Hired (2nd Edition)
by Bill Hobbs (Author), Charles Hobbs (Editor) – Published by La Plata Press
(2015) – ISBN-13: 978-098-5845629

Other readings as assigned, on reserve or provided by professor.

Reserve resources will be available within the Rutgers Library System and direct links will be provided.

LEARNING GOALS AND OBJECTIVES

1. To help you, the student, seek and secure an internship/employment through improved understanding of business needs, technical skills, behaviors, and attitudes companies look for when hiring
 2. To provide you with the opportunity to learn about specific companies and industries directly from leaders in those organizations; hold open forum Q&As to help you think about what you would like to do professionally
 3. You will demonstrate the ability to develop clear and concise written and oral business communication skills
 4. To provide you an opportunity to improve your interviewing and oral communications skills through classroom presentations, participation, business communications and mock interview
 5. You will demonstrate recognition of ethical dilemmas in decision-making scenarios
 6. You will gain a command of personal financial literacy and demonstrate that knowledge
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POLICIES

DISABILITY POLICY

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines>. If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the Registration form (<https://webapps.rutgers.edu/student-ods/forms/registration>).

ELECTRONICS

Use of electronics is NOT ALLOWED during class. It is disrespectful to speakers and reflects poorly on the university. If you are seen using electronic gear for texting, emailing, schoolwork, five (5) points will be deducted from your attendance grade with each infraction. You will not receive a warning and may be asked to leave the classroom by the Professor or Course Assistant (CA).

To help ensure the cooperation of all students in adhering to the electronics policy, you are required to sign an Electronics Agreement, found in Assignments, by the end of the add/drop period. Instructions will be given out during the first few classes.

ACADEMIC INTEGRITY

University Code of Student Conduct: It's important to realize that coming to the University brings you into a scholarly community, and as with all communities, there are principles and standards of behavior and action. Below, is the Preamble to the University Code of Student Conduct. (The full document can be found at <http://studentconduct.rutgers.edu/student-conduct-processes/university-code-of-student-conduct/>)

University Code of Student Conduct: Preamble: A university in a free society must be devoted to the pursuit of truth and knowledge through reason and open communication among its members. Its rules should be conceived for the purpose of furthering and protecting the rights of all members of the university community in achieving these ends.

All members of the Rutgers University community are expected to behave in an ethical and moral fashion, respecting the human dignity of all members of the community and resisting behavior that may cause danger or harm to others through violence, theft, or bigotry. All members of the Rutgers University community are expected to adhere to the civil and criminal laws of the local community, state, and nation, and to regulations promulgated by the university. All members of the Rutgers University community are expected to observe established standards of scholarship and academic freedom by respecting the intellectual property of others and by honoring the right of all students to pursue their education in an environment free from harassment and intimidation. (From the Preamble, University Code of Student Conduct, Policy on Academic Dishonesty) The full text, which you are responsible for, can be found here:

<http://studentconduct.rutgers.edu/student-conduct-processes/university-code-of-student-conduct/>

ZERO TOLERANCE POLICY

I want to make it very clear to everyone that I will not tolerate cheating in any of my courses. If I believe someone is cheating on a quiz or exam, paper or project, I will report the incident directly to the Dean, who will take the matter from there. Examples of such cheating are copying answers from someone else's test onto your own, copying material from reference sources and representing them as your own ideas or writings, storing information in a calculator's memory and using it on the exam, using notes or such during the exam when not approved by me, working together on projects that are to be done on your own, etc. I urge all of you to become familiar with the University procedures for dealing with academic dishonesty. It can be found at: <http://academicintegrity.rutgers.edu/academic-integrity-disciplinary-process/>

Students in this class and in all courses at Rutgers University are expected to uphold the highest standards of academic integrity. Cheating, plagiarism in written work, receiving and providing unauthorized assistance, and sabotaging the work of others are among the behaviors that constitute violations of the Academic Integrity Policy. You are expected to be familiar with this policy. If you have questions about specific assignments, be sure to check with me. The Academic Integrity Policy defines all forms of cheating and the procedures for dealing with violations. You should be familiar with this policy. The trust between the instructor and the class depends on your acceptance of this essential principle of behavior in the University. Do your own work and do not provide unauthorized assistance to others and you will find this course more rewarding.

ATTENDANCE AND PREPARATION POLICY

You must wear “Business Casual” to each class unless specified by the Professor or Course Assistants. There will be presentations by Financial Services Firms, Big 4 Accounting Firms, and various Fortune 500 Companies where we require you to wear Business Professional (details below). We will notify you when such presentations take place via Canvas announcements.

It is expected that you will attend all classes and you must complete all assignments on-time by the due date/time through Canvas. You cannot make-up a missed class.

Being present in class gives you the chance to hear the types of jobs and internships in a company, the company hiring process for internship programs, and to learn about the multiple functions of a company.

Business Forum places all of its students in direct contact with employers, as such, you will be representing the Rutgers Business School student body. Put your best foot forward and help your classmates and peers by showing employers what Rutgers students can give to their company.

DRESS CODE- Business Casual attire is required for all classes except when certain companies present. For men, this includes slacks/chinos, button-down shirt, and loafers/dress shoes. For women, this consists of dress pants/skirt with a blouse or appropriate top. Please see me or a CA early in the semester if you have any questions or concerns.

Business Professional attire will be required for specific lectures and is welcome at all classes. For men, this includes shirt, tie, full suit, and dress shoes. For women, this consists of a lady’s business suit: jacket and pants or a skirt in a matching fabric with a conservative blouse. See OCM for more details. Dress code document will be posted to Canvas.

The Schedule of Presenters and topics will be posted separately.

Attendance Policy

You are allowed two (2) unexcused absences for the semester without penalty. Documentation or notification is not required for unexcused absences. For every absence after the two (2) unexcused absences, five (5) points will be deducted from your attendance grade. For reference, 5 points off the attendance grade equates to about 1.75 points off the final grade.

Excused absences include: (1) signed medical note on a MD’s stationary only, (2) a scheduled interview with potential employer if you are unable to change Company’s requested date/time (documentation required from the company recruiter). Self-reporting your absences does not make the absence excused - only the above reasons would excuse you from the missed class. If you are absent for 4 classes, then you are in danger of failing and repeating the class.

Punctuality and Leaving Early

If you are late by 10 minutes, you will not be allowed in the classroom, and/or will be marked absent. If you leave class early you will be marked absent. However, there are circumstances where you may get permission from the Professor and/or CA beforehand to leave early (these will be addressed on a case-by-case basis).

If a you are observed sleeping in class, or using an electronic device, then you will be marked absent and penalized five (5) points on your final attendance grade. When observed it will be marked on your record and you may or may not be notified.

You will be assigned seats after the add/drop period ends and I or the CAs will take attendance based on the seating arrangements formalized in the third meeting of the class. If you have special needs, e.g., vision, hearing, other, then please consult with me or a CA and we will accommodate your needs. If you are not sitting in your assigned seat, you will be marked absent. If you are observed sleeping in class, or using an electronic device, then you will be marked absent and penalized an additional 5 points on your final Attendance grade.

ASSIGNMENTS

Late Submissions of Assignments- Any submissions made in the 24-hour period following the due date of an assignment will not be eligible for full credit. To be clear, *late submissions will not receive full credit*. Any assignment submitted more than 24 hours after the deadline will not be accepted. Submit early and check. There is a zero-tolerance policy on late submissions. Please note that technical issues often occur for last-second submissions. You must make sure the Assignment is submitted correctly and on-time.

ADDITIONAL RESOURCES

<https://myrbs.business.rutgers.edu/undergraduate-new-brunswick/career-management-resources>

<https://careers.rutgers.edu/>

Rutgers Libraries can be your best friend! <https://libguides.rutgers.edu/intro>

VMock	www.vmock.com/rutgers
Vault	https://access.vault.com/
Career Shift	http://www.careershift.com/
BusinessKnight	https://businessknight-csm.symplcity.com/
Handshake	https://rutgers.joinhandshake.com/
Forté	http://www.fortefoundation.org/
GoinGlobal	http://www.goinglobal.com/

COURSE SUB-MODULES

BUSINESS COMMUNICATIONS: 40% OF FINAL GRADE

Business Communications- These four sessions are designed to equip you with helpful and increasingly important business communications skills. The Syllabus and Assignments will be reviewed by Professor () or Professor () and attached to this syllabus at a later date.

BUSINESS ETHICS: 10% OF FINAL GRADE

Business Ethics is a critical part of working in a company. This is especially important today, with global businesses, reports of sexual harassment in the workplace and compliance issues. You will have an assignment and the assignment details will be given during the presentation.

FINANCIAL LITERACY: 10% OF FINAL GRADE

Personal financial literacy is a crucial part of your future success. You will be assessed with the ability to earn up 10 points toward your final grade. In this module you will gain knowledge and be assessed on your knowledge of:

- 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

MOCK INTERVIEWS: 10% OF YOUR FINAL GRADE AND PASS/FAIL OF ENTIRE CLASS (ZERO OR ONE MULTIPLIER ON FINAL SCORE)

Mock Interviews: Conducting and passing a Mock Interview is a requirement to pass Business Forum. Interview proficiency is a critical aspect involved in securing an internship and/or a job. *If you do not receive a passing grade on the mock interview, you will fail the course.* The Office of Career Management (OCM) will provide you with guidance and information on how to prepare for and conduct an interview. You will be required to put your job search and interviewing skills to the test by having a live mock interview. This interview will simulate the job interview situation. You will be evaluated on your demeanor, speech, answering questions, posture, dress, etc. You will receive feedback on your performance from OCM. CAs can discuss interviewing tips with you too. I have attached a blank Mock Interview Critique sheet to this syllabus for your reference and to aid in your preparation. *You will need to earn a minimum of 70 points on your Mock interview to pass.*

You are also required to use our [VMock](#) tool to evaluate your résumé. You will bring the resume you uploaded to VMock and BusinessKnight and a printout of the [VMock](#) feedback form. You may use [VMock](#) more than once and present your best effort and are encouraged to do so.

REAL (FORMERLY SUITABLE): 10% OF FINAL GRADE

REAL is a data analytics & student engagement tracking platform. The platform will enable RBS to structure and measure your success outside of the classroom, while integrating curricular activities into a holistic student experience. The activities on the platform will be designed to develop important professional competencies, provide networking opportunities that will help you become a more qualified, well-rounded hire upon graduation. In addition, the platform provides RBS with data & analytics on program engagement, outcomes, and accreditation.

Minimum participation, 300 points for Business Forum, in the REAL program will result in the minimum 6 points towards your final grade. To qualify for full participation (10 points toward your final grade), you must attend the appropriate number of events to earn at least 500 REAL program points. The number of points varies depending on the program, however there will be more than enough opportunities for you to meet the minimum. I encourage you to take full advantage of the new program by connecting with employers, developing your professionalism and attending as many events as possible. See chart above. If you have questions about the REAL program, please contact () directly: ();

GRADING POLICY

Final Grades are made up from the following distribution:				
Grades	Grading Element	Grade Code	Points	% of Grade
Communications : 40%	Video Mock Interview	VM	10	15%
	LinkedIn Profile	LP	10	5%
	Write an E-mail to an Executive	EE	10	10%
	Career Goals Essay	CG	10	10%
Ethics:10%	Ethics Assignment	EA	10	10%
Experiential: 50%	Financial Literacy Homework	FL	10	10%
	Attendance	AT	20	20%
	Real	RL	10	10%
	Mock Interview	MI	10	10%
Threshold	Mock Interview: 0 or 1 Multiplier*	MIT	-----	-----
Total			100	100%
Grade calculation	(MIT)*(VM+LP+EE+CG+EA+FL+AT+RL+MI)			

Grading Scale	
Letter Grade	%
A	93-100
B+	87-92.99
B	81-86.99
C+	75-80.99
C	70-74.99
D	60-69.99
F	<60

REAL Point Conversion	
500+	10
450-499	9
400-449	8
350-399	7
300-349	6
<300	0

**If you fail the Mock Interview, you fail the class.*

Extra Credit- Case Competitions

You can earn extra credit by participating in an RBS sponsored or professional organization (i.e. Deloitte, KPMG, Target, JNJ, etc.) case competition. One (1) point will be given to you for participating and presenting in a case competition. If applicable, you will receive 1 additional point (total of 2) for qualifying and participating in Regional or Final competitions. You will need documentation of participation as well as the case competition sponsor's contact information. A maximum of two (2) points will be awarded (per student) toward your final grade.

You must submit the proof of participation and outcome to me or the CAs within 1 week of the presentation date. Any submissions later than the one-week timeframe are left to the discretion of Professor ().

You can also earn extra REAL points by participating in class. Details will be provided during the course.

Mock Interview Critique

Student Name: _____ Business Forum Section # / Time: _____

Interviewer: _____ RUID: _____

Résumé presented?	Yes •	No •
VMock feedback presented?	Yes •	No •

Total Score _____

Verbal Communication:

	Excellent	Credible	Needs Improvement
	5 Points	4 Points	3 Points
Introduction/ Elevator Pitch	•	•	•
Answers are consistent with resume	•	•	•
Expresses ideas clearly, concisely	•	•	•
Interest in the position	•	•	•
Defined career goals	•	•	•
Company and industry knowledge	•	•	•
Articulates relevant skills and accomplishments	•	•	•
Highlights marketable skills/ unique selling points	•	•	•
Answers reflect ability to solve problems	•	•	•
Asks appropriate questions	•	•	•
Professional closing	•	•	•
Asks about next steps in process	•	•	•

Non-Verbal Communication:

	Excellent 5 Points	Credible 4 Points	Needs Improvement 3 Points
Appearance/Dress Attire	•	•	•
Handshake	•	•	•
Eye Contact	•	•	•
Punctuality	•	XXX	•
Gestures/ Etiquette	•	•	•
Energy/ Enthusiasm	•	•	•
Vocal Clarity/ Tone/ Pitch	•	•	•
Posture	•	•	•

Comments/ Recommended Next Steps:

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 ods.rutgers.edu.

[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 jackie.moran@rutgers.edu]

[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.]