



GEB 3085, CRN 13750 & CRN 13751

Tuesday and Thursday: 1:30 p.m. to 2:45 p.m. and 3:00 p.m. to 4:15 p.m.
Lutgert Hall 4201, CR 3

Instructor: Bob Whitehead, M.A. Ed
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Office Location: Lutgert Hall, Room 2311
Office Hours By Appointment

A. COURSE DESCRIPTION

Students will develop business career and professional skills. Students will develop highly-valued soft skills such as Intelligence (EQ) and Results Intelligence (RQ) including: networking; building relationships; creating personal and organizational value; delivering business presentations; decision-making; conducting effective business meetings; personal influence, development and branding; and best-practices in doing business in a global world. Students will also develop professional presence, career credentials (resume, cover letters, Linked-In profile); successful interviewing techniques; and an awareness of specific career paths.

B. KEY TOPICS COVERED IN THIS COURSE

1. Professional credentials: resume, cover letter & Linked-In profile
2. Networking for business and career success
3. Creating value—enhancing business success and career opportunities
4. Interviewing skills and techniques
5. Effective business presentations
6. Business development process—increasing revenue, profitability and stakeholder value
7. Executive presence—personal influence, branding & dress for success
8. Building relationships
9. Conducting business meetings
10. Decision making—Private Equity Model
11. Personal Marketing Plan—target local/regional/national employers—get a job faster at a higher salary
12. Lessons from legends—doing business in a global economy and marketplace awareness

C. TEXTBOOK AND READINGS *and other required materials*

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Costa, M. A. (2015). *Never Be Wrong Again—Making Better Decisions Now*. Thoreau Press. ISBN: 978-0-986130601. Recommended for purchase. The textbook will be available in the FGCU bookstore or on Amazon.com

Reeves, E. G. (2009). *Can I wear my nose ring to the interview? A crash course in finding, landing, and keeping your first real job*. Workman Publishing Company, Inc. New York, NY. ISBN: 978-0-7611-4145-7. Strongly recommended for purchase. The textbook will be available in the FGCU bookstore or on Amazon

D. CLASS OVERVIEW

In today's global economy, successful businesses must operate with a significantly leaner and flatter organizational structure to increase productivity and bring decision making closer to their clients and customers. Employers want to recruit university graduates who are work-ready and demonstrate proficiency not only in "hard" business course knowledge but in "soft" skills that enhance personal, group and organizational communication and performance. *Students will learn how to "get their desired job" and how to be "successful at the job" for career growth, advancement and success.* They will develop credentials such as a professional Resume, Cover Letter and LinkedIn Profile as well as successful Interviewing Skills and a Personal Marketing Plans to target local, regional and national employers and job opportunities. *In addition, students will learn how to create value, network, build relationships, conduct business meetings, deliver effective presentations, make better decisions (private equity model), influence people to achieve results and much more.* Through a series of skill-based modules, they will develop requisite professional skills to increase their highly-valued Emotional Intelligence (EQ) and Results Intelligence (RQ). *Guest speakers, from area, regional and national employers, to include Fortune 500 companies, will help students prepare for careers and success in the rapidly changing global economy.*

E. GRADING, ASSIGNMENTS AND COURSE REQUIREMENTS

Evaluation Methods: These outcomes will be evaluated based on the assignments outlined below. All assignments are individual unless noted otherwise. *Be certain to save word document copies of ALL your submissions. Should technical issues arise you may be required to resubmit your work.*

Grading Policy: Grades will be based on how well each student performs on written assignments, class presentations, examinations/quizzes and other tasks. A critical dimension of performance includes the demonstration of the knowledge of text materials and class materials during class *participation and assessments* including specific citation of quotes, concepts, class discussions or activities. Grades will be posted on CANVAS. *Any grade, participation or attendance issues must be addressed with the Instructor within one week of posting or points will be final or forfeited.*

This course is graded A-F. Letter grades will be based upon the assignments listed as described below, as well as attendance/participation. Points for each assignment can be earned as follows:

Personal Value Scorecard Presentation (In-Class)	10
Networking Fact Sheet Quiz (In-Class)	7
Resume 1 st DRAFT	7
Elevator speech or Pitch (In-Class)	7
Mock Interview (In-Class)	10
Resume 2 nd FINAL DRAFT	10
Decision Making Fact Sheet Quiz (In-Class)	7
Business Presentation & Executive Presence (7-10 minutes, In-Class)	10
Conducting Effective Meetings – Using Questions to Identify Needs and Handling Objections Fact Sheet Quiz	8
Personal Marketing Package	16
Attendance / Participation	8
TOTAL POSSIBLE POINTS	100

** see both the Attendance Policy, and the Class Participation note*

GRADING SCALE:

Course grades will be determined on the following scale:

A	93-100	C	70-76.9
A-	90-92.9	D	67-69.9
B+	87-89.9	D-	60-66.9
B	83-86.9	F	0-59.9
B-	80-82.9		
C+	77-79.9		

ASSIGNMENT COMPLETION INFORMATION

Each Student will be Responsible for the Following:

1. All materials listed in the text and the syllabus
2. All readings, class and written assignments
3. Class participation
4. Handing in the assignments on the assigned due date.
5. All work assigned in class, whether on the syllabus or not.

6. All information disseminated in class *whether on the syllabus or not*.
7. All written work submitted must be typed and in 12 point font, double spaced, with correct spelling and grammar and submitted via CANVAS or in CLASS, if requested, as a Word document.
8. Read the chapters and other assigned materials before coming to class.
9. Please use CANVAS email for all electronic communications with the Professor.

Late Work: Incompletes are awarded only in the rarest of cases and may require documentation. Assigned work not handed in at the designated time will not be accepted for full credit. Work handed in within 24 hours after the due date and time will **be penalized lowered by one grade**. Work handed in more than 24 hours late will be given a grade of zero (0).

Cell Phone/Electronic Devices: Laptops, iPods, cell phones, and all other electronic equipment must be OFF and stowed when class is in session. No exceptions, unless approved ahead of time by the instructor. **If you use electronic devices during class without prior approval from your instructor, your grade for the course will be lowered.** You may be asked to leave the class and thus lose additional participation points for that day. It is strongly suggested that you use the “Technology Down Parking Lot” to avoid disruptions and grading penalties.

Plagiarism and Cheating: Plagiarism includes using the work or words of others without proper citations. Copying an assignment from a friend, roommate, etc. is plagiarism. Any plagiarized work will be given a grade of zero (0). **Anyone caught cheating will receive an automatic grade of F for the class.**

F. ATTENDANCE POLICY:

Attendance/Participation/Professionalism Policy: Class participation is a vital learning component of this class. You cannot participate if you are not in class. There are no excused or unexcused absences. Classroom learning is critical to succeed in this course. Professionalism is represented by the student’s attendance, preparation for class, on time arrival, use of appropriate language and use of proper business etiquette or manners in all communications. Classes will start promptly-no excuses. Students who arrive late to class may be asked to leave and/or lose participation points.

Academic Behavior Standards and Academic Dishonesty: All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under the *Student Code of Conduct* and *Policies and Procedures* sections. All students are expected to study this document, which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>

Participation and Class Etiquette: The more you put into it, the more you will get out of it. To get the most out of the course, your participation in class discussions and exercises is critical. Each student in the class (and the class as a whole) is responsible for developing and supporting the learning community that will be necessary for a high level of engagement with the issues we discuss. Civil discourse is required. Students must be respectful of the opinions of others. Students are free to disagree with fellow students or the professor if done in a respectful manner.

Disability Accommodations Services: Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please contact the Office of

Adaptive Services. The Office of Adaptive Services is located in Howard Hall 137. The phone number is 239-59-7956 or TTY 239-590-7930.

Counseling and Psychological Services (CAPS): Provides free counseling and therapy services (including psychiatry) to all FGCU students. Please walk in to the second floor Howard Hall office any week day between 8:30 and 4:30 to schedule an initial contact appointment. Visit the CAPS website at www.fgcu.edu/caps ([Links to an external site.](#)) for more information. CAPS offers a 24/7 Helpline at (239) 745-3277 (EARS).

Student Observance of Religious Holidays: All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

Online CANVAS Tutorials:

Information on online tutorials to assist students is available online at

<https://fgcu.instructure.com/courses/7692>

Students may contact FGCU Technology Services:

Phone: (239) 590-1188

E-mail: itsprt@fgcu.edu

Workshops on technology are also available at the Center for Academic Achievement:

<http://www.fgcu.edu/CAA/workshops.html>

G: About You and Teaching Philosophy: Business Leader, Big 4 Partner and Board Member focusing on Strategy, Operations and People to “drive growth”—Asia, US, Global. Financial/Risk Management expertise and previous Board experience. Teaching Philosophy is committed to personal and leadership development at all levels of the organization—“people growth precedes business growth for sustainable success”. The goal of this course will be to equip business students to connect-the-dots between the knowledge-based, higher education curriculum and the experienced-based Professional Development Skills (EQ—Emotional Intelligence; RQ—Results Intelligence) necessary to be successful in today’s rapidly changing global economy.

H. LEARNING OUTCOMES & ASSESSMENT

The Department of Management creates an environment that enables students to develop managerial knowledge and leadership skills, both individually and collaboratively, to: (1) recognize, evaluate, and cultivate business opportunities; (2) identify, understand, and implement positive solutions to organizational issues; and (3) build leadership capabilities to effectively manage organizational change in the global environment.

Lutgert C.O.B. Learning Goals & Objectives	Management Learning Objectives	Course Learning Objectives (measurable) DRAFT	Assessment Methods
Understand the business environment 1. Demonstrate knowledge of ethical frameworks in business.	1. Analyze ethical and CSR issues as they apply to management.	1. Taking business ethics into consideration, create professional credentials such as a	Resume Drafts 1 & 2

<p>2. Demonstrate knowledge of global factors influencing business.</p> <p>3. Demonstrate knowledge of corporate social responsibility, including environmental responsibility, frameworks.</p>	<p>2. Demonstrate knowledge of global factors influencing business</p>	<p>resume and social media profile</p>	
<p>Be critical thinkers.</p> <p>1. Solve business problems using analytical tools</p> <p>2. Apply critical thinking skills to business problems.</p>	<p>3. Solve management problems using analytical tools</p>	<p>2. Apply critical thinking skills through a case analysis related to professional development</p>	<p>Individual Business Presentation</p>
<p>Be effective communicators.</p> <p>1. Deliver effective oral presentations</p> <p>2. Prepare effective written reports</p>	<p>4. Demonstrate effective professional communication skills.</p> <p>5. Work effectively in diverse teams</p>	<p>3. Demonstrate best practices for interviewing</p> <p>4. Deliver an effective individual oral presentation</p> <p>5. Conduct an effective business meeting</p>	<ul style="list-style-type: none"> • In-Class Mock Interview • Individual Business Presentation • In-Class Business Meeting
<p>Have interdisciplinary business knowledge</p> <p>1. Understand main concepts & definitions in accounting, economics, finance, information systems management, marketing and operations management.</p> <p>2. Demonstrate the integration of knowledge across business disciplines</p>	<p>6. Integrate key management theories and practices</p>	<p>6. Design a personal employment plan that demonstrates marketplace awareness</p>	<p>Personal Marketing Package</p>

I. ACADEMIC BEHAVIOR STANDARDS AND ACADEMIC DISHONESTY

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found under the “Student Code of Conduct” and “Policies and Procedures” sections in the Student Guidebook. All students are expected to study this document, which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>.

J. UNIVERSITY NONDISCRIMINATION STATEMENT

Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC's phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

K. DISABILITY ACCOMMODATIONS SERVICES

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

L. STUDENT OBSERVANCE OF RELIGIOUS HOLIDAYS

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

M. COURSE SCHEDULE (subject to change with notice)

Detailed Course Assignment List

Numbered Assignments	Due Date
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<p>1. Personal Value Scorecard DUE In-Class with Presentation of Individual Scorecards In-Class: Individual presentations (3-5 minutes) of your personal scorecard assignment</p>	<p>Thursday, January 16th</p>
<p>2. Networking Fact Sheet Quiz</p>	<p>Thursday, January 23rd</p>
<p>3. Resume 1st Draft DUE on Canvas: A polished, organized, and professional resume is a key outcome of this course. After applying the information provided in the resume lecture, a best attempt first draft of your resume is due to the Instructor in a printed format for a preliminary critique</p>	<p>Thursday, January 30th</p>
<p>4. Elevator Pitch Presentation DUE on Canvas and Presentation of Individual Elevator Pitch In-Class: We will discuss personal branding and crafting an elevator pitch in class. You will then develop your own 30-60-second elevator pitch and verbally present it to the class</p>	<p>Thursday, February 6th</p>
<p>5. Mock Interview Event: This assignment is for you to practice your interviewing skills in a live format. You will have a list of questions to practice and the Instructor and other faculty or local employers will conduct a mock interview with you in a professional setting. Mock Interviews will be held with counselors and advisors at Career Services</p>	<p>Tuesday, February 13th-20th Sign-up Sheet for Appointments Required.</p>
<p>6. Resume 2nd FINAL DRAFT DUE In-Class: Integrate the feedback from the critiqued first draft resume into an improved second draft of your professional resume. Grading will be based on applying the instructions given and effort towards an improved document</p>	<p>Thursday, February 13th</p>
<p>7. Decision Making Fact Sheet Quiz</p>	<p>Tuesday, February 25th</p>
<p>8. Business Presentation DUE In-Class: An organized, persuasive, polished business presentation (7-10 minutes) will be given/presented in class.</p>	<p>Thursday, February 27th Tuesday, March 10th Thursday, March 12th</p>
<p>9. Conducting Efficient and Effective Meetings that Build Relationships Fact Sheet Quiz: Demonstrate your knowledge of an effective meeting structure, use of questions and process of handling of objections</p>	<p>Tuesday, March 24th</p>

10. Personal Marketing Package DUE In-Class:

Decide on a 3 opportunities (2 jobs and 1 internship or 3 jobs, etc) that are companies and positions that you would like to work for upon graduation. Develop a plan for each opportunity with the idea of applying to this position at the company.

Your Personal Marketing Package will include:

- a. Company Profile; Financial Analysis (3 years); How the Company Makes Money; Products and Services; Divisions: Competitors, etc. (1 page)
- b. Position Description/Job Requirement; Salary Research/Range (1 page)
- c. Application Process/Timeline/Action Plan: Requirements, Interview Process and Contact Information (1 page)
- d. Summary: Why did you choose this company? Why are you qualified for the position? Why should the company hire you? (1 page)

Thursday, April 23rd.

Personal Marketing Plan due the last day of class along with Course Evaluation!

COURSE CALENDAR SUBJECT TO CHANGE WITH NOTICE

Week	Dates	Topic	Readings Due & Guest Speaker	Homework & Assignments
Week 1.	Tuesday, Jan 7	Orientation & Course Expectation		Review Syllabus & Personal Introductions
	Thursday, Jan 9	Orientation & Course Expectation		Personal Introductions Continued
Week 2.	Tuesday, Jan 14	Creating/Adding Value The <u>Only</u> Job Security: A Critical Concept to Learn		Build/Format Categories for Personal Value Scorecard – In Class
	Thurs, Jan 16	Creating/Adding Value The <u>Only</u> Job Security: A Critical Concept to Learn		Personal Value Score Card DUE In-Class Individual Presentations of Scorecards (In Class)
Week 3.	Tuesday, Jan 21	Networking for Business Success	<p>Guest Speaker: HERTZ CORP. <i>Jaelyn Richeson, Director, Corporate Functions FP&A and Finance Development Programs</i></p> <p>Handout: Memorize the 7 Step Networking Fact Sheet</p>	In Class Discussion

	Thursday, Jan 23	Networking for Business Success		Networking Fact Sheet Quiz (In Class) Develop “Break the Ice and High-Gain Questions” (In Class) In Class Networking Role Playing Exercise
Week 4.	Tuesday, Jan 28	Creating Professional Credentials: Resume, Cover Letter & LinkedIn Profile	“Can I Wear My Nose Ring?” Chapter 3: The Story in Your Resume	Review Sample Resumes – In Class
	Thursday, Jan 30	Creating Professional Credentials: Resume Do’s and Don’ts	Guest Speaker: NEOGENOMICS Amy Scott, Associate Director, Learning & Development Career Coaching “Can I Wear My Nose Ring” Chapter 4: The Must-Read Cover Letter	Resume 1 st DRAFT DUE on Canvas, and bring a printed copy to class
Week 5.	Tuesday, Feb 4	Interviewing—Best Practices: Preparation is Everything	“Can I Wear My Nose Ring” Chapter 6: Getting Thru the Interview	Interviewing Types of Questions Discussion Interviewing Questions Discussion with Corresponding Answers
	Thursday Feb 6	Interviewing—Best Practices: Preparation is Everything		Elevator Pitch In-class Presentations
Week 6.	Tuesday Feb 11	Interviewing- Best Practices: Preparation is Everything		In-Class Discussion
	Thursday Feb 13	Job Search Basics/Marketplace Awareness/FGC Career Services & Assistance <u>Discuss Personal Marketing Job and Career Plan</u>	Guest Speaker: FGCU CAREER SERVICES Rose Fuller, Director of Career Development FGCU	Resume FINAL DRAFT DUE In-Class In-Class Mock Interviews with Career Services Begin (see Sign-up Sheet)
Week 7.	Tuesday Feb 18	Better Decision Making Starting Now—Never Be Wrong Again (Private Equity Model)	Never Be Wrong Again, pages 1-33 & Section #1	In-Class Discussion

	Thursday Feb 20	Better Decision Making Starting Now—Never Be Wrong Again (Private Equity Model)	Never Be Wrong Again, Section #2	In-Class Discussion
Week 8.	Tuesday Feb 25	Effective Presentation Skills Executive Presence	Guest Speaker: GARTNER <i>Anna Longar Associate Director of Campus Recruiting</i>	Decision Making Fact Sheet Quiz In-class
	Thursday Feb 27	Effective Presentation Skills Executive Presence		All students bring <u>Thumb Drive</u> to class with presentation slides In-Class Individual Business Presentations DUE (7 – 10 min)
Week 9.	Tuesday Mar 3	SPRING BREAK:	NO CLASSES	
	Thursday Mar 5	SPRING BREAK:	NO CLASSES	
Week 10.	Tuesday Mar 10	Effective Presentation Skills: Executive Presence		In-Class Individual Business Presentations DUE (7-10 minutes)
	Thursday Mar 12	Effective Presentation Skills: Executive Presence		In-Class Individual Business Presentations DUE (7-10 minutes)
Week 11.	Tuesday Mar 17	Conducting Efficient & Effective Meetings that Get Results		In-Class Discussion
	Thursday Mar 19	Conducting Efficient & Effective Meetings that get Results		Conduct Effective Meetings Role Playing Exercise
Week 12.	Tuesday Mar 24	Conducting Efficient & Effective Meetings that get Results		Conducting Effective Meeting Fact Sheet Quiz (In Class)
	Thursday Mar 26	Building Meaningful Relationships – Creating Mutual Value		In-Class Discussion
Week 13.	Tuesday Mar 31	Building Meaningful Relationships – Creating Mutual Value		In-Class Discussion

	Thursday Apr 2	Business Development: Personal Influence, Development and Branding	Guest Speaker: SCOTLYNN <i>Kayla Fridd, Human Resource Manager</i>	In-Class Discussion
Week 14.	Tuesday Apr 7	Business Development: Personal Influence, Development and Branding		In-Class Discussion: Everyone has influence; Business Development; and Process Handling Objections
	Thursday Apr 9	Business Development: Personal Influence, Development and Branding		Handling Objections
Week 15.	Tuesday Apr 14	Lessons from Legends Business Leaders – What Constitutes Success?	Guest Speaker: ARTHREX <i>Pete Rossano, Sr. Director Global Supply Chain and Global Demand Management Hasan Kajtezovic Manager Supply Chain Alyssa McCoy Recruiter</i>	In-Class Discussion
	Thursday Apr 16	Lessons from Legends Business Leaders – What Constitutes Success?		In-Class Discussion
Week 16.	Tuesday Apr 21	Course Review/Grade Review/Extra Credit Assignment		In Class Discussion “Things You Always Wanted to Know but Were Afraid to Ask”
	Thursday Apr 23	Personal Market Plan		PERSONAL MARKETING PLAN FINAL DUE IN- CLASS (HARD COPY) COURSE EVALUATION IN-CLASS