

## **PROFESSIONAL DEVELOPMENT**

*BUSINESS 260-CAREER PLANNING*

*BUSINESS 360-INTERNSHIP*

*BUSINESS 460-INTERNSHIP*

FALL SEMESTER 2010

**8/25/10**

**Faculty:**        **RICHARD L. FISHER, M.S., CPA, CFP, ChFC**

**Classroom:**    103    Buckman Hall

**Office:**        329 B Buckman Hall

**Office Hours:** 9:30-10:45, Tuesdays & Thursdays,  
and by appointment

**Email:**        [fisherr@rhodes.edu](mailto:fisherr@rhodes.edu)

**Cell Phone:**   901-573-0015

**Home Phone:** 901-624-0054

### **COURSE OBJECTIVES**

*The objectives of the course, as detailed below, are more broad than the course title implies, as the course not only focuses on the student's successful completion of an internship or shadow experience, but also on acquiring information and skills useful in applying for and procuring employment. While the "in semester" experiences received with internships or shadow experiences will provide additional student perspective during the semester, the focus of the course is on the **overall PROFESSIONAL DEVELOPMENT of the student**, from both "before the job", and "on the job." standpoints. Of major importance in this regard will be refinement of both verbal and written communication skills, as well as the use of case studies to address ethical issues that may confront a graduate once initial employment is secured.*

*Consistent with the above, the course will endeavor to:*

1. Obtain overall preparedness for entry into, and success in the workplace; Refine practical and effective writing skills as an element of increasing the likelihood of securing interviews and employment, and enhancing written communication once employed;
2. Develop professional resume and cover letter preparation techniques;
3. Develop solid interview strategies, communication and response techniques through a series of real time interchanges and mock interviews; assess and refine interview thought processes and communication skills;
4. Obtain exposure to the requirements of various occupations through real time exchanges with guest lecturers and community professionals;
5. Discern how and why particular intern or shadow experiences are an individual fit or not, and what has been learned in the process;
6. Obtain case study experience into the important role that good business ethics plays in the workplace;
7. Obtain insight into the prominent roles that organizational "culture" and individual behaviors play in the workplace; and

8. Develop skills to source employment availability and obtain familiarity with job posting internet sites.

### **REQUIRED TEXT AND MATERIALS**

1. ***“Knock ‘em Dead-2010”***, by Martin Yate, C.P.C. Adams Media, Avon, Massachusetts (2009 edition is acceptable as well);
2. Handouts and case studies, as directed; and
3. Audio materials, as directed;
4. **All of the above to be paid for by the student, some of which may be billed during the semester.**

### **CLASSROOM REQUIREMENTS**

1. ***The student should approach course requirements with the same attitude and standard of quality as he or she would approach an actual first job, and be expected to be evaluated by the Professor on the same basis as an employer would evaluate an actual employee.*** In other words, any written assignments should be completed with the same care and meticulous review as if they were going to be evaluated by one’s superior; verbal commentary by the student should be professionally advanced as if the student were in an actual meeting; and absolute punctuality should be observed as one’s employer would assess same “on the job”. When guest speakers attend the class, students should be punctual and attentive on the same basis as they would be for an on the job staff meeting with senior management. **Attention to all of the above points will bear directly on the student’s grade**, in the same way that lack of compliance with the above standards would be poorly viewed by an employer.
2. ***The use of cell phones, texting, or email review in the classroom will not be tolerated in any respect!***
3. ***Success in the course will be dependent on class attendance, which is mandatory, and which will be taken and graded.*** If a student is absent from class due to illness or other excusable reason (such as for a required school sporting event), the student must provide the Professor with an explanation of the absence. Absences for which an excuse is not given or accepted will represent an unexcused absence. Guest speakers visit the class without compensation and are there strictly as a favor for you, the student. ***Failure to attend guest speaker sessions may result in the weighting of such absence at a higher level as to grade impact.*** When, in the Professor’s opinion, unexcused absences are excessive, or unsatisfactory performance in the course jeopardizes the student’s progress, notice to the Assistant Dean of Academic Affairs may be given by the Professor. Further absences will, at a minimum, result in a (perhaps substantial) lowering of the student’s grade, and *may* result in failure in or suspension from the course. Should a student receive a notice of excessive absences or unacceptable performance in the course, it is the student’s sole responsibility to promptly contact the Professor to discuss the situation in question.
4. ***Students are responsible for any announcements that are made in class, including changes in assignments or due dates***, and for any handouts, *whether such student was present in class or not at such time, for any reason*. The attached Assignment outline is ***tentative at this time***, and is subject to change as guest speaker availability changes. If revised Assignment Schedules are in effect, ***they will be color coded***, and the class notified *under which schedule the class is currently operating*.
5. Class participation in discussion topics is very important, as the opinions and experiences of each student can be invaluable to the class; similarly, student initiative in relating classroom topics to current events is also important.

6. Written assignments should be completed in a timely and professional manner, illustrating a depth of thought and careful communication of ideas and perspective. ***It will be especially important for each student to pay particular attention to the proper use of grammar, syntax, idea expression and sentence flow and construction. The student is expected to research questions of grammar, syntax, spelling, etc., BEFORE first drafts are handed in. Such questions should be thoroughly checked and checked again! Reliance on computer safeguards may not be sufficient for accuracy (use of a real dictionary is preferred). All of this is crucial to good performance in the class!***

Written assignments will include:

- a. Responses to selected topics or discussions;
  - b. Preparation of initial draft cover letters and resumes, with final versions to follow;
  - c. Responses to research projects and case studies, as assigned.
7. Class presentations should be completed and presented in a timely and professional manner. With respect to group assignments, each student is expected make a balanced contribution to the group, and to share in the actual presentation to the class.
  8. *Late submission of any assignment, or unpreparedness to discuss or present when due may result in a significant grade penalty with respect to the assignment in question, as may failure to follow specific instructions with respect to assignments.*
  9. Anyone who has received documentation through Disability Services and needs accommodations for assignments should let the Professor know well in advance of due dates.
  10. Documents emailed to me should first be saved in the requisite **97-03 format**, as I sometimes have trouble opening the documents having an “x” in the extension. The way to do this is to execute the “File”, “Save As”, and subsequent instructions.

### ***INTERN / SHADOW EMPLOYMENT REQUIREMENTS***

1. Each student will either participate in an intern experience, or a series of shadow experiences, all as established by the Rhodes Career Services Office; *each student is responsible for confirming such early in the semester.* Regular attendance and professional conduct at intern and shadow places of service should be exhibited, and a detailed journal of the experience maintained; specific content requirements of the journal will be provided at a later date.
2. A Journal assessing each intern/shadow experience should be kept. The professor will distribute a handout regarding specific guidelines.

### ***GRADING PROCESS***

1. Major factors entering into grade determination will consist of:
  - a. Class attendance, contribution to class discussion, and enthusiasm in sharing experiences and perspectives for the benefit of the class **(25%)**;

- b. Contribution to, participation in, and communication (including the written component) with respect to group projects **(20%)**;
  - c. Preparedness and communication with respect to resume and cover letter preparation, and interview exercises and processes **(15%)**;
  - d. Content and quality of individual written assignments (such as case studies), including the use of appropriate grammar and syntax **(25%)**; and
  - e. Content, comprehensiveness, and perspectives communicated through the intern/shadow *Journal* completion process **(5%)**;
  - f. Evidence of satisfactory attendance and completion of internship/shadow experience obligations, including the Professor's assessment of the evaluation *by the organization* providing an evaluation of the student; Professor's assessment of overall student performance and/or improvement (or deficiency thereof); all to be awarded at the discretion of the Professor **(10%)**.
2. The giving of formal quizzes, tests, or "case examinations" within the context of the above general grading categories will be at the discretion of the Professor. If no final examination is given, the Professor will may utilize such time to cover additional topics or to use such time for an additional assignment falling into one or more of the general grading categories outlined in the section noted above.

#### **HONOR CODE**

Compliance with The Rhodes College Honor Code is expected at all times. ***It will be considered an Honor Council offense to use, or to refer to notes, tests, papers, presentations, or other related materials associated with prior students or materials used in previous offerings of the Course.***