**College of Business**

**Department of Marketing**

**BCOM 3360 LAB (1 Credit Hour)**

**Fall 2018**

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**Office Hours: Mon & Wed 3:30-4pm, Tue 12pm-2pm**

**LAB Sections:**

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| **BCOM 3360-101** | **EFFECTIVE BCOM (LAB)** | **Tue 2PM - 2:50PM** | **COBA239** |
| **BCOM 3360-102** | **EFFECTIVE BCOM (LAB)** | **Tue 3PM - 3:50PM** | **COBA241** |
| **BCOM 3360-103** | **EFFECTIVE BCOM (LAB)** | **Tue 4PM - 4:50PM** | **COBA142** |

**Course Description:** This course is intended to improve the “soft” skills of UTA’s business students by developing the skills necessary for effective interaction within a business environment. Topics in this course are intended to teach professionalism and career development and include but are not limited to: completing self-and career assessments; practicing business and social etiquette and professional deportment; initiating career development and networking activities; and learning to dress and dine professionally.  The course will utilize a variety of delivery methods, including class discussion, role-playing and guest-speaker presentations.

**Objectives:**

Upon completion of the course, the following student objectives will be achieved:

1. Gain vital knowledge from industry leaders related to professionalism in the workplace.
2. Perform a mock interview during Mock Interview Week.
3. Record and critique a skype interview using Interview Stream.
4. Understand the types of appropriate professional dress within the workplace.
5. Increase ability to professionally network and interact with local business leaders.
6. Improve knowledge on how to professionally navigate through the employment process.
7. Demonstrate effective techniques connected to office and email etiquette.
8. Increase insight on the use of proper dining skills within professional business environments.
9. Create and hone a professional LinkedIn account.
10. Development of an online portfolio (Foliotek) to use in future employment endeavors and completion of a professionalism badge that will appear on student’s LinkedIn account.

R**equired Materials for the Course:**

**Textbook:** Our textbook is published by Pearson and is included in your BCOM 3360 lecture course materials purchased through the UTA Bookstore. It is called MyCareer Lab and Foliotek. You will create a SEPARATE log in for this product. We will discuss this during class on the first day.

**Blackboard:** Blackboard is the virtual online classroom for UTA students. You will find important announcements, materials, and assignments here. It is very important that you log in and check Blackboard daily.

**Attendance Policy: Since this course is graded as pass/fail, Attendance is REQUIRED.**

**Grading:**

This lab is tied into the BCOM 3360 lecture class. **If you receive a grade < 70% in the lab, you will receive an I (incomplete) in the lecture class and you must retake the lab the following semester**. If you fail to complete the lab the following semester, you will receive a final grade of an F in the BCOM 3360 class.

The class is graded P/F based on completion of the following: attendance, Foliotek portfolio, professionalism badge, mock interview assignment, and Skype interview assignment (Interview Stream). Class participation includes active and thoughtful participation during discussions. It also includes guest speaker interactions.

**Mock Interview Week:** The Lockheed Martin Career Development Center and the College of Business host a Mock Interview Week for all BCOM students. A mock interview is required of all students enrolled in this course. If the student fails to schedule a mock interview or otherwise does not complete the interview during Mock Interview Week, the student may be required to retake the lab course.

**Class Etiquette**

1. Arrive to class on time.
2. If you have to leave class early, please inform the instructor prior to class.
3. Please do NOT access the Internet for personal use during class.
4. Turn off cell phone ringers (set to vibrate if facing an emergency situation).
5. Use of laptops and mobile devices are not allowed during presentations by guest speakers.
6. Plan to spend at least 2-3 hours a week on creating your portfolio and completing your professionalism badge.

**Required Assignments**: We will review in-depth in Week 1.

1. Professionalism Badge
2. Interview Stream Assignment
3. Mock Interview Assignment
4. Foliotek ID Page

**TENTATIVE SCHEDULE**

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| **BCOM 3360 LAB SCHEDULE (2018)** |
| **Section** |  | **101** | **Tuesday 2-2:50pm COBA239** |
| **Section** |  | **102** | **Tuesday 3-3:50pm COBA241** |
| **Section** |  | **103** | **Tuesday 4-4:50pm COBA142** |
|  | **TUE** | **Topic** |
| **Wk** | **1** | **28-Aug** | **Lab/Syllabus Overview**  |
| **Wk** | **2** | **4-Sep** | **Guest Speaker: Melanie Woodard McGee, Director of Corporate Relations, College of Business** |
| **Wk** | **3** | **11-Sep** | **ICA - Bring Laptop** |
| **Wk** | **4** | **18-Sep** | **Bring Laptop: 1) CRI Journal & CRI Goal-seeting Activity 2) Elevator Self-intro.** |
| **Wk** | **5** | **25-Sep** | **Bring Laptop 1) Elevator Self-intro, 2) Foliotek Self-Discovery Career Exploration 1-9)** |
| **Wk** | **6** | **2-Oct** | **Guest Speaker (CDC - Interview Strategies)** |
| **Wk** | **7** | **9-Oct** | **ICA - Bring Laptop** |
| **Wk** | **8** | **16-Oct** | **Guest Speaker/ICA** |
| **Wk** | **9** | **23-Oct** | **ICA - Bring Laptop** |
| **Wk** | **10** | **30-Oct** | **Guest Speaker** |
| **Wk** | **11** | **6-Nov** | **ICA - Bring Laptop** |
| **Wk** | **12** | **13-Nov** | **Mock Interview Week (Nov 12-16)** |
| **Wk** | **13** | **20-Nov** | **ICA - Bring Laptop** |
| **Wk** | **14** | **27-Nov** | **Lab Wrap-up/Final** |
| **Wk** | **15** | **4-Dec** | **No Class** |

**UNIVERSITY POLICIES AND PROCEDURES**

**Drop Policy:** Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance**. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://wweb.uta.edu/aao/fao/>).

**Disability Accommodations:** UTArlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including *The Americans with Disabilities Act (ADA), The Americans with Disabilities Amendments Act (ADAAA),* and *Section 504 of the Rehabilitation Act.* All instructors at UT Arlington are required by law to provide “reasonable accommodations” to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of **a letter certified** by the Office for Students with Disabilities (OSD).Only those students who have officially documented a need for an accommodation will have their request honored. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting: **The Office for Students with Disabilities, (OSD)** [www.uta.edu/disability](http://www.uta.edu/disability) or calling 817-272-3364. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at [www.uta.edu/disability](http://www.uta.edu/disability).

Counseling and Psychological Services (CAPS) [www.uta.edu/caps/](http://www.uta.edu/caps/) or calling 817-272-3671 is also available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives.

**Non-Discrimination Policy:** *The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit*[*uta.edu/eos*](http://www.uta.edu/hr/eos/index.php)*.*

**Title IX Policy:** The University of Texas at Arlington (“University”) is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated.*For information regarding Title IX, visit* [www.uta.edu/titleIX](http://www.uta.edu/titleIX) or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or [jmhood@uta.edu](file:///C%3A%5CUsers%5Channabas%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5C697W32M3%5Cjmhood%40uta.edu).

**Academic Integrity:** Students enrolled all UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

*I pledge, on my honor, to uphold UT Arlington’s tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.*

*I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.*

UT Arlington faculty members may employ the Honor Code in their courses by having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents’ Rule* 50101, §2.2, suspected violations of university’s standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student’s suspension or expulsion from the University. Additional information is available at <https://www.uta.edu/conduct/>.

**Electronic Communication:** UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

**Campus Carry:** Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit <http://www.uta.edu/news/info/campus-carry/>

**Student Feedback Survey:** At the end of each term, students enrolled in face-to-face and online classes categorized as “lecture,” “seminar,” or “laboratory” are directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student’s feedback via the SFS database is aggregated with that of other students enrolled in the course. Students’ anonymity will be protected to the extent that the law allows. UT Arlington’s effort to solicit, gather, tabulate, and publish student feedback is required by state law and aggregate results are posted online. Data from SFS is also used for faculty and program evaluations. For more information, visit <http://www.uta.edu/sfs>.

**Final Review Week:** For semester-long courses**,** a period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

**Emergency Exit Procedures:** Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities.

**Student Support Services**:UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include [tutoring](http://www.uta.edu/universitycollege/current/academic-support/learning-center/tutoring/index.php), [major-based learning centers](http://www.uta.edu/universitycollege/resources/college-based-clinics-labs.php), developmental education, [advising and mentoring](http://www.uta.edu/universitycollege/resources/advising.php), personal counseling, and [federally funded programs](http://www.uta.edu/universitycollege/current/academic-support/mcnair/index.php). For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at <http://www.uta.edu/universitycollege/resources/index.php>.

**University Tutorial & Supplemental Instruction** (Ransom Hall 205): UTSI offers a variety of academic support services for undergraduate students, including: 60 minute one-on-one [tutoring](http://www.uta.edu/universitycollege/current/academic-support/learning-center/tutoring/index.php) sessions, [Start Strong](http://www.uta.edu/universitycollege/current/academic-support/learning-center/tutoring/start-strong.php) Freshman tutoring program, and [Supplemental Instruction](http://www.uta.edu/universitycollege/current/academic-support/learning-center/si/index.php). Office hours are Monday-Friday 8:00am-5:00pm. For more information visit [www.uta.edu/utsi](http://www.uta.edu/utsi) or call 817-272-2617.

**The IDEAS Center (**2nd Floor of Central Library) offers **FREE** tutoring to all students with a focus on transfer students, sophomores, veterans and others undergoing a transition to UT Arlington. Students can drop in, or check the schedule of available peer tutors at www.uta.edu/IDEAS, or call (817) 272-6593.

**The English Writing Center (411LIBR)**: The Writing Center offers **FREE** tutoring in 15-, 30-, 45-, and 60-minute face-to-face and online sessions to all UTA students on any phase of their UTA coursework. Register and make appointments online at https://uta.mywconline.com. Classroom visits, workshops, and specialized services for graduate students and faculty are also available. Please see [www.uta.edu/owl](http://www.uta.edu/owl) for detailed information on all our programs and services.

The Library’s 2nd floor Academic Plaza offers students a central hub of support services, including IDEAS Center, University Advising Services, Transfer UTA and various college/school advising hours. Services are available during the library’s hours of operation. <http://library.uta.edu/academic-plaza>

**Emergency Phone Numbers:** In case of an on-campus emergency, call the UT Arlington Police Department at **817-272-3003** (non-campus phone), **2-3003** (campus phone). You may also dial 911. Non-emergency number 817-272-3381