SYLLABUS
22-BA-3080: Business Professionalism & Character
Summer Semester 2017

Instructor: Mary E Gorman
Office: 516 Lindner Hall
Phone: 556-7137
Email: gormanme@uc.edu

Office Hrs: by appointment

Required Materials
Assigned readings to be downloaded from the Lindner College Library System’s website or via web links

Course Format and Objectives
My role is to help you learn, to provide you with resources and guide you in acquiring new perspectives and new knowledge. To fully capitalize this learning opportunity, come to class well prepared, having completed all readings and assignments, and ready to contribute.

As the foundational component of leadership, professionalism draws a clear distinction between being a manager and being a leader. This course is a deep-dive exploration of this theme and the key skills that define professionals: mentoring, self-discovery, working with others, communication for influence in business, and job search. In this course, you will learn to:

- Articulate elements of professionalism valued by organizations
- Assess and develop professional behaviors in yourself and identify them in others
- Develop strategies for success in the business environment through the cultivation of a confident professional persona
- Form and articulate opinions and be open to the opinions of others

There are no exams or quizzes. Grading consists of assigning a point value to individual assignments, team presentations, active participation and professional behavior including attendance

Late work: There is no credit for late work so please respect deadlines!

Canopy (canopy.uc.edu) is of critical importance. Announcements, course documents, templates & presentation instructions will be posted on the canopy site.

Submitting Assignments: All assignments are to be TYPED to receive credit. The only assignment that is submitted online under ‘weekly activities; option 1’ is the SMART goal assignment. All others are submitted in class.

Refuting a grade
You have 7 days after a grade has been posted to refute it. This includes professionalism points so check your grades on a daily or weekly basis. If you come in late after attendance has been taken, it is your responsibility to notify Professor Gorman after class. You may not challenge an absence except on the day of the class in question.

Attendance & Professional Behavior
You will start with 15 professionalism points and it is fully in your control to hold on to those points throughout the semester. To avoid a point deduction in your professionalism grade, please keep electronic devices put away except on the days they are required for course engagement. In addition, avoid unprofessional language or side conversations. You are expected to be fully engaged & respectful, listening to your classmates, guests, and instructor.
Attendance will be taken at each class. Unexcused absences result in a deduction of 3 points per absence for the first 2 unexcused absences; each unexcused absence thereafter will result in a 4 point reduction. Chronic tardiness will also result in a point reduction. **Note: it is possible to earn a negative professionalism score because deductions do not stop at zero.** Please bring in written documentation for all excused absences; without proper documentation, it will be assumed that the absence is unexcused. See below.

Excused:
Illness or injury with a doctor’s note
Death in the family (with proper notification such as prayer card or obituary link)
Job interviews with forwarded email from company interviewing (make every attempt to schedule interviews outside of course time). I will grant you an excused absence for one (1) interview with proper documentation.

*If you are not sure what constitutes an excused/unexcused absence, please ask the professor.

NOTE: As the instructor, I reserve the right to change the syllabus as I see necessary. I will notify you as much in advance as possible.

### Performance Evaluation

<table>
<thead>
<tr>
<th>Points Possible</th>
<th>Performance Evaluation</th>
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<tbody>
<tr>
<td>90 (10 points each)</td>
<td>In-class group exercises/worksheets (9)</td>
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<tr>
<td>30</td>
<td>Team Leadership Discussion</td>
</tr>
<tr>
<td>30</td>
<td>Team “Best Advice” presentation/summary</td>
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<tr>
<td>30</td>
<td>SMART goal worksheet &amp; interview summary</td>
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<tr>
<td>10</td>
<td>Generation homework</td>
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<tr>
<td>4</td>
<td>BBB surveys (2)</td>
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<tr>
<td>15</td>
<td>Professional conduct (including attendance)</td>
</tr>
<tr>
<td>209</td>
<td>TOTAL</td>
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Final letter grades are assigned as follows:

- 94-100 = A
- 84-86 = B
- 74-76 = C
- 64-66 = D
- 90-93 = A-
- 80-83 = B-
- 70-73 = C-
- 60-63 = D-
- 87-89 = B+
- 77-79 = C+
- 67-69 = D+
- 59 or below = F

### Assignments

**In-class team exercises:** (10 points each/ 90 points). There will be nine (9) in-class exercises/worksheets during the course of the semester, some of which will require that you have read and understood the readings assigned. Each exercise is worth 10 points for a total of 90 points. If you have an excused absence, you may make up the assignment for full credit; if you have an unexcused absence, you may make up the assignment for half credit. **Assignments must be made up within 48 hours after they are due.**

**Team Leadership Discussion:** (30pp). The ability to lead discussions and engage others in topics of interest is a prized skill in business practice. To increase your proficiency in this skill, teams will be charged with leading the class discussion for a particular class session. On the assigned day, your team will be responsible for leading the class in a discussion on the topic highlighted in the readings for that week. See below for specifics:

1. **Video.** Choose a short video clip (2-3 minutes max) that highlights the day’s topic. Teams are encouraged to be creative and to draw the class into the topic in an engaging way. Humor is fine, but maintain a professional context; consider the appropriateness of your choice.

2. **Group Discussion.** Your team will lead the class discussion on your topic and assigned article(s). Present the most important & relevant information contained in your article(s) and then provide a set of questions to guide an interactive class conversation. The major objective of this exercise is to lead a substantive discussion and engage as much of the class as possible in the discussion.
3. **Group Engagement.** Teams will plan exercises or other forms of engagement to draw classmates into the topic (in addition to the discussion questions). Be creative.

4. **Delivery.** To earn full points, please avoid reliance on notes or slides and be energetic! Speak clearly and loudly and make eye contact with the audience. This discussion should be approximately 10-15 minutes in length (no more than 15). A grading sheet is posted on canopy & should guide your preparation & delivery.

4. Your team should turn in a hard copy of any slides (6 to a page) and any materials used on the day of the presentation on the day of your presentation. If you fail to turn in these materials, it will result in a 5 point deduction.

**SMART Goal Worksheet: worksheet (15 pp) & summary of interview with mentor (15 pp).** To avoid information overload on your first day in the course, Professor Gorman will cover the instructions and rubric for these worksheets on the date listed on the weekly schedule. In addition, she will provide a template for the assignment.

**Team “Best Advice” Presentation/Executive Summary: (30pp).** Your team will make a final presentation the last week of class. We will follow the same order as the Leadership Discussion Teams. Your topic will be similar to the one assigned for the leadership discussion assignment; however, you will now focus on practical advice relating to this topic. Professor Gorman will cover the instructions and rubric for this presentation on the date listed on the weekly schedule.

**Professional Conduct: (15).** As is the case with all Lindner College of Business classes, you are called to meet professional career-level standards — that is, the same standards that apply to a workplace. In terms of grading, professionalism includes several dimensions that model workplace behavior:

1. Attendance. Attendance is required — but we know that an occasional absence is unavoidable. If you must miss class, email your instructor in advance – the same protocol as with any workplace.
2. Punctuality. Arrive on time, so as not to be disruptive or lose professionalism points; do not leave until class ends unless you have cleared it with Professor Gorman prior to class.
3. Preparation. Be prepared for class by completing the readings and assignments for each day.
4. Attentiveness. As noted, there is no laptop or cell phone use during class. Your classmates, speakers and professor deserve your full attention and positive engagement.
5. Participation. Participate both individually and as part of your team. Make comments, ask questions and engage and enlarge upon class material. Quality participation includes comments that move the discussion forward, generate comments from others; relate personal experiences relevant to the discussion, and are thought-provoking.

**Additional Policies**

1. Canceled Classes. If the University cancels class, assignments (other than presentations) will still be due according to the weekly schedule. Please be sure to check Canopy for updates to our schedule and assignments. If the instructor cancels class for any reason, she will post an announcement on Canopy and send an email to students no later than 7am on the day of the canceled class.
2. Incomplete. Incompletes will be given only when students make arrangements in advance. Students who do not complete all requirements will receive a corresponding letter grade.
3. Late Work. Extra credit work will not be given in order to raise a grade and late work is not accepted. **Please do not ask your professor if there is anything you can do to get a better grade.**
4. Academic Dishonesty. This class will uphold the College’s standards for ethics specified in our Values Statement: “All College of Business interactions will be characterized by mutual respect and integrity, and driven by a shared desire for excellence.” The specifics of these values are detailed in the Student Code of Conduct [http://www.uc.edu/conduct/Code_of_Conduct.html](http://www.uc.edu/conduct/Code_of_Conduct.html). Any violation will be subject to the college review process, and could result in dismissal.

**Course Format/Teaching Philosophy**
The Lindner College of Business is committed to developing high-performing, job-ready graduates. To achieve this end, all LCB coursework coheres around **PACE**, a unified, holistic vision for our students. We do not seek to develop disciplinary skills in a vacuum: we seek to develop engaged, service-minded business and community leaders of
character and integrity. PACE principles form the basis for this course, principles that will have a far-reaching effect on every student's career path.

**PACE Development Platform**

The PACE Platform seeks to provide students with the tools and resources for developing proficiency in **Professionalism, Academics, Character, and Engagement.**

**Professionalism** – You will acquire and refine the skills necessary to lead and perform influentially in business and social situations through mastery of:
- the constituent elements of a polished and professional public persona
- the ability to share and/or persuasively sell ideas both verbally and in writing
- the dynamics of working productively in team settings
- the development and delivery of compelling presentations.

**Academics** – You will develop and strengthen analytical and problem-solving skills by:
- applying knowledge to critically assess business problems and share solutions
- developing integrative solutions that improve outcomes in any context

**Character** – You will build a solid base of the moral and cultural competencies necessary to make meaningful contributions to your organization, your profession, and the global community by obtaining a clear understanding of:
- what makes a good leader
- what managing diversity means and its value in the business environment
- how an ethical base and commitment to social responsibility are good business

**Engagement** – You will understand the importance of commitment to and active participation in experiences that enrich your professional fields of study and that are essential for personal growth and development, as demonstrated through:
- service to others
- good citizenship
- organizational participation and contribution