

11/18/2022 DATE

 REQUIRED COURSE
 ELECTIVE COURSE

 Business DIVISION
 NEW COURSE
 REVISION

Lake Land College

Course Information Form

COURSE NUMBER:	BUS-120	TITLE: (30 Characters Max)	Business Career Development							
SEM CR HRS:	3	Lecture:	3	Lab:	0	ECH:	3			
Course Level:	<input type="checkbox"/> Gen Ed / IAI <input checked="" type="checkbox"/> Baccalaureate / Non-IAI		<input type="checkbox"/> Career/Technical <input type="checkbox"/> Dev Ed/ Not in Degree Audit		Clinical Practicum:	0	Work-based Learning	0	WBL ECH:	0
COURSE PCS #	11 - 24, 0102		IAI Code		Contact Hours (Minutes Per Week)					
Repeatable (Y/N):	Y	Pass/Fail (Y/N):	N	Variable Credit (Y/N):	Min:	Max:	16 Wks	150	8 Wks	300
Prerequisites:										
Catalog Description: (40 Word Limit)	This course covers career development from targeting and researching a business career to preparing employment communications and interviewing. The course also covers business writing techniques, email and memorandum communication, teamwork, professional development, and business etiquette.									

List the Major Course Segments (Units)		Contact Lecture Hours	Contact Lab Hours	Clinical Practicum	Work-based Learning
1	Business Writing Techniques	8			
2	Guidelines for Using Email Professionally	5.5			
3	Exploration of Business Majors & Transfer Universities	1.5			
4	Career Planning, Research, & Personality Testing	6			
5	Teamwork in Business	3			
6	Job Search Techniques	1.5			
7	Employment Communications	7.5			
8	Interviews & Follow Up	6			
9	Business Etiquette	4.5			
10	Succeeding in a New Job	1.5			
TOTAL		45	0	0	0

EVALUATION

QUIZZES	<input checked="" type="checkbox"/>	EXAMS	<input type="checkbox"/>	ORAL PRES	<input checked="" type="checkbox"/>	PAPERS	<input checked="" type="checkbox"/>
LAB WORK	<input type="checkbox"/>	PROJECTS	<input checked="" type="checkbox"/>	COMP FINAL	<input type="checkbox"/>	OTHER	<input type="checkbox"/>

COURSE MATERIALS

TITLE:	Your Career—How to Make it Happen
AUTHOR:	Owens, Kadakia, & Harwood
PUBLISHER:	Cengage
VOLUME/EDITION/URL:	10th Edition
COPYRIGHT DATE:	2022

MAJOR COURSE SEGMENT	HOURS	LEARNING OUTCOMES
		The student will be able to:
Business Writing Techniques	8	1. Identify and apply basic business writing strategies such as brevity, clarity, organization, parallelism, headings, lists, you-orientation, positive-tone, and simplicity. 2. Format and write effective, professional business memorandums.
Guidelines for Using Email Professionally	5.5	1. Compare and contrast how e-mail is used privately versus at the office. 2. Discuss appropriate business scenarios that call for the use of email versus an alternative communication mode. 3. Obtain and critically analyze the email usage policies of a targeted business. 4. Identify and apply guidelines for writing effective professional emails.
Exploration of Business Majors & Transfer Universities	1.5	1. Research business majors at a targeted transfer institution and relate a business major to a career. 2. Interact with key personnel in the College of Business at a targeted transfer institution.

Career Planning, Research, & Personality Testing	6	<ol style="list-style-type: none"> 1. Complete multiple personality type indicators and review results as they apply to choosing a future career that is a compatible match based on personality. 2. Interview a professional in a targeted career field to research and plan for the targeted career. 3. Consult library and internet career research sources to research details of a targeted career.
Teamwork in Business	3	<ol style="list-style-type: none"> 1. Explore the advantages of using teams in a business setting. 2. Discuss the challenges of working in a team. 3. Identify different roles team players assume and how to work effectively with a variety of different team members' work styles. 4. Use teams to complete course projects.
Job Search Techniques	1.5	<ol style="list-style-type: none"> 1. Explore and discuss various job search techniques such as networking, internet research, college career centers, job information web sites, company web sites, career fairs, newspapers, trade journals, and private employment agencies.
Employment Communications	7.5	<ol style="list-style-type: none"> 1. Create an effective résumé, cover letter, and reference list and submit these employment communications in print and electronically including converting to a .pdf file. 2. Fill out a job application form online and in print, correctly and effectively. 3. Create a digital signature for use in an electronic cover letter.
Interviews & Follow Up	6	<ol style="list-style-type: none"> 1. Prepare and practice effective answers to typical interview questions. 2. Prepare for various types of interviews including a behavioral interview, campus interview, screening interview, team interview, computer-based interview, and telephone interview. 3. Engage in and practice appropriate non-verbal communication during an interview. 4. Prepare pertinent and savvy questions for the interviewer. 5. Prepare written follow-up communication after an interview.
Business Etiquette	4.5	<ol style="list-style-type: none"> 1. Explore and discuss business etiquette topics such as professional networking, greetings, business dress, business dinners, non-verbal communication, social networking, listening, cell phone etiquette, and telephone communications.
Succeeding in a New Job	1.5	<ol style="list-style-type: none"> 1. Discuss guidelines for adjusting successfully to a new job. 2. Identify strategies for achieving peak performance in a new job. 3. Discuss techniques for managing change and being adaptable in the workplace.
45		

COURSE OUTCOMES*	At the successful completion of this course, students will be able to:
	• Write an effective business memorandum.
	• Write an effective e-mail.
	• Create an effective résumé.
	• Engage in an effective mock interview.

* Course Outcomes will be used in the Assessment Software for Outcomes Assessment. Limit to 3 - 5.