



SAINT LOUIS UNIVERSITY, MADRID CAMPUS
Faculty of Business Administration & Economics

1 Course Information

Course Title:	Business Foundations
Course Number:	BIZ-3000
Semester:	Spring 2018
Prerequisite:	Sophomore business student standing
Credit Hours:	1
Meeting Day:	Tuesday
Meeting Time:	17:30 – 18:45
Room:	SIH-A

2 Instructor Information

Name:	David Howden
E-mail:	david.howden@slu.edu (please use the prefix “BIZ3000” to start the subject line in all e-mails pertaining to this class. For example: “BIZ3000 – I will be absent on Tuesday”)
Office Location:	PAH, attic
Office Hours:	Monday and Wednesday, 14:00 – 16:00
Contacting me:	First, ask questions in class (it helps and others will likely have the same questions). Second, come see me during my office hours as listed above. Third, if neither of these options is possible, please send me an e-mail and alternative arrangements can be decided on.

3 Textbook and Other Instructional Material

No textbook is required though there may be weekly assigned readings. These will be uploaded to Blackboard as per the schedule below.

4 Course Description

This course is designed to teach and develop the skills necessary for students to:

- Identify and select an appropriate Business concentration and career
- Market themselves confidently to build relationships, and secure an internship and/or eventual full-time position
- Grow personally and professionally through self-reflection and experiential learning

5 Course Objectives

By successfully completing BIZ3000 you should be able to:

- Understand and have opportunities to utilize the career services and resources available to them in the Business School
- Construct an action plan outlining to identify professional development opportunities
- Utilize career decision-making resources to identify and select a Business concentration based on a career choice that is a fit for them
- Recognize the characteristics of an effective goal
- Write a marketing message that reflects their professional value and aspirations
- Write a resume and cover letter reflecting their skills and potential
- Create a LinkedIn profile reflecting their skills and potential
- Know how to use SLU's e-recruiting and networking platforms
- Understand concepts and techniques related to networking, interviewing, job search and decision-making
- Practice their networking and interviewing skills through in-class practice, Career Fairs, networking meetings and speaker events
- Understand the benefits of participating in experiential learning activities like internships, organization membership, leadership development, etc.

6 Course Requirements

Grading: Letter grades are based on a 100 percent grading scale. The percentage you earn determines your course letter grade (i.e., your "final grade" in this course).

Grading Scale: A mark of x on an examination or assignment will result in a(n):

$90.0 \leq x < 95.0 = A-$	$95.0 \leq x \leq 100 = A$	
$80.0 \leq x < 83.0 = B-$	$83.0 \leq x < 87.0 = B$	$87.0 \leq x < 90.0 = B+$
$70.0 \leq x < 73.0 = C-$	$73.0 \leq x < 77.0 = C$	$77.0 \leq x < 80.0 = C+$
	$60.0 \leq x < 70.0 = D$	
	$x \leq 59.9 = F$	

Grade Breakdown:	Attendance and participation:	15%
	CV:	10%
	Cover letter:	10%
	LinkedIn profile:	10%
	Elevator pitch:	15%
	Mock Interview:	15%
	CV/Cover letter editing	10%
	<u>Career plan:</u>	<u>15%</u>
Total:	100%	

Attendance: Consistent attendance is strongly encouraged for a thorough understanding of the concepts at hand. Active participation in classroom discussions is an instrumental component of this process. Concepts that are unclear to you personally are likely concerns shared among your peers as well. A strong correlation between classroom attendance and participation and course comprehension exists, and will reflect not only in this component of the grading scheme, but also in your examination marks as well. Students will be responsible for all announcements, information, problems or course changes that are made during lecture times. Students who wish to refrain from classroom participation may see me, and alternatives may be arranged.

Please show up to class regularly and promptly. Lateness is not only disruptive, it is inexcusable (unless you have a valid excuse). I make a strong effort to give timely performance in class and expect the same of you.

Late Policy: Midterm and final examinations must be written on their respective dates. No alternative examinations will be scheduled except in the case of excused medical absences. Cases of excused medical absences must be petitioned for through the Chair of the department. Make-up midterms are subject to approval by the professor, the Chair and the Department of Business and Economics. All changes to the final examination must be approved by the Academic Dean.

Warning: If you want to receive a good grade it is vital that you attend class and stay current with the material. If you miss a class for any reason it is up to you to obtain notes through someone else.

Important Dates: Jan. 21: Last day to drop a class without a grade of W or to add a class.
 Last day to choose audit (AU) or pass/no pass (P/NP) options.
 Mar. 9: Last day to drop a class and receive a grade of W.
 Apr. 4: Registration for fall 2018 semester opens.

7 Academic Accommodations and Learning Resources

In recognition that people learn in a variety of ways and that learning is influenced by multiple factors (e.g., prior experience, study skills, learning disability), resources to support student success are available on campus. Students who think they might benefit from these resources can

find out more about:

1. Course-level support (e.g., faculty member, departmental resources, etc.) by asking your course instructor.
2. University-level support (e.g., tutoring/writing services, Disability Services) by visiting the Academic Dean's Office (San Ignacio Hall) or by going to http://spain.slu.edu/academics/learning_resources.html.
3. Students with a documented disability who wish to request academic accommodations **must** contact Disability Services to discuss accommodation requests and eligibility requirements. Once successfully registered, the student also **must** notify the course instructor that they wish to access accommodations in the course. Please contact Disability Services at disabilityservices-madrid@slu.edu or +915 54 58 58, ext. 230 for an appointment. Confidentiality will be observed in all inquiries. Once approved, information about the student's eligibility for academic accommodations will be shared with course instructors via email from Disability Services. For more information about academic accommodations, see "Student Resources" on the SLU-Madrid webpage.

Note: Students who do not have a documented disability but who think they may have one are encouraged to contact Disability Services.

8 Academic Integrity

Academic integrity is honest, truthful and responsible conduct in all academic endeavors. The mission of Saint Louis University is "the pursuit of truth for the greater glory of God and for the service of humanity." Accordingly, all acts of falsehood demean and compromise the corporate endeavors of teaching, research, health care and community service via which SLU embodies its mission. The University strives to prepare students for lives of personal and professional integrity, and therefore regards all breaches of academic integrity as matters of serious concern.

The governing University-level Academic Integrity Policy can be accessed on the Provost's Office website at: http://www.slu.edu/Documents/provost/academic_affairs/University-wide%20Academic%20Integrity%20Policy%20FINAL%20%2006-26-15.pdf.

Additionally, SLU-Madrid has posted its academic integrity policy online: <http://www.slu.edu/madrid/academics>.

As a member of the University community, you are expected to know and abide by these policies, which detail definitions of violations, processes for reporting violations, sanctions and appeals.

9 Student Outcome Assessment

Saint Louis University-Madrid Campus is committed to excellent and innovative educational practices. In order to maintain quality academic offerings and to conform to relevant accreditation requirements, we regularly assess our teaching, services, and programs for evidence of student learning outcomes achievement. For this purpose we keep on file anonymized representative examples of student work from all courses and programs such as: assignments, papers, exams, portfolios, and results from student surveys, focus groups, and reflective exercises. *Thus, copies of your work for this course, including any exams, assignments and/or submitted papers*

may be kept on file for institutional research, assessment and accreditation purposes. If you prefer that Saint Louis University-Madrid Campus does not keep your work on file, you will need to communicate your decision in writing to your professor.

10 Title IX

Saint Louis University and its faculty are committed to supporting our students and seeking an environment that is free of bias, discrimination, and harassment. If you have encountered any form of sexual misconduct (e.g. sexual assault, sexual harassment, stalking, domestic or dating violence), we encourage you to report this to the University. If you speak with a faculty member about an incident of misconduct, that faculty member must notify SLU's Title IX deputy coordinator, Marta Maruri, whose office is located on the ground floor of Padre Rubio Hall, Avenida del Valle, 28 (mmaruri@slu.edu; 915-54-5858 ext. 213) and share the basic fact of your experience with her. The Title IX deputy coordinator will then be available to assist you in understanding all of your options and in connecting you with all possible resources on and off campus.

If you wish to speak with a confidential source, you may contact the counselors at the SLU-Madrid's Counseling Services on the third floor of San Ignacio Hall (counselingcenter-madrid@slu.edu; 915-54-5858 ext. 230) or Sinews Multipletherapy Institute, the off-campus provider of counseling services for SLU-Madrid (www.sinews.es; 91-700-1979) To view SLU-Madrid's sexual misconduct policy and for resources, please visit the following web address: www.slu.edu/Documents/Madrid/campus-life/SLUMadridSexualMisconductPolicy.pdf

11 Reading Schedule

Please complete all the following readings prior to each class. We may progress slower or faster than the following outline, hence, all dates are subject to change. Examination dates are finalized. Supplementary readings may be assigned prior to each class to aid in the following class' discussion.

Week 1:

January	16	Tuesday	Introduction
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Week 2:

January	23	Tuesday	Selling yourself
			1. How to sell yourself
			2. The Surprising Secret to Selling Yourself

Week 3:

January	30	Tuesday	CV writing
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Week 4:			
February	6	Tuesday	Effective networking 3. The Right (and Wrong) Way to Network 4. Learn to Love Networking CV due
Week 5:			
February	13	Tuesday	Cover letter writing
Week 6:			
February	20	Tuesday	Goal setting 5. Achieve Your Goals (Finally) 6. To Achieve a Major Goal, First Tackle a Few Small Ones 7. What Separates Goals We Achieve from Goals We Don't 8. When to Set Rigid Goals, and When to Be Flexible Cover letter due
Week 7:			
February	26	Monday	Alumni roundtable
February	27	Tuesday	Effective elevator pitch delivery 9. 7 Essentials for an Elevator Pitch That Gets People to Listen Elevator pitch exercise
Week 8:			
March	6	Tuesday	LinkedIn Profile Building Edited CV/Cover letter due
Week 9:			
March	13	Tuesday	Effective job search and career planning 10. How to Get the Right Job 11. Job Search Tips 12. Need to Find a Job_ Stop Looking So Hard LinkedIn profile due
Week 10:			
March	20	Tuesday	Mock Interviews Career plan due

**** End of semester ****