<table>
<thead>
<tr>
<th>Class</th>
<th>Date</th>
<th>Class Topics</th>
<th>Assignment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Wednesday, May 16</td>
<td>Introduction</td>
<td>Meet for 30 minutes after dinner outside dining room</td>
</tr>
<tr>
<td>1.</td>
<td>Thursday, May 17</td>
<td>Course Guidelines Syllabus Leader Interview Overview Capstone Overview Field Trips Leadership Styles Leader vs Manager Evening – Cultural Music in Taos Square (Optional)</td>
<td>Read – “What Effective Leaders Really Do” HBR by John Kotter Development Goals Paper due TODAY! Write a ½-page paper that lists four development goals that you plan to accomplish through BLI3302. See Course Guidelines for writing guidelines. Submit papers to <a href="mailto:pstrasser@smu.edu">pstrasser@smu.edu</a> by 4 PM Practice Quiz – Chapter 3 (due by class). This is not for a grade. It is simply for you to make sure you can access the quizzes and understand what will be expected of you</td>
</tr>
<tr>
<td>2.</td>
<td>Friday, May 18</td>
<td>Business Presentation Skills (BPS) Session 1</td>
<td>Quiz – Chapter 19 – Making Oral Presentations (due by class) Read BPS Workbook (hard copy distributed in class) Give 2-3 minute personal introduction during class Include personal background, interests, &amp; BLI development goals Prepare Nonprofit or Article Presentation Outline - Email outline to <a href="mailto:pstrasser@smu.edu">pstrasser@smu.edu</a> by class time and bring a hard copy to class - This will be a three to five minute persuasive presentation with 1-3 visuals - Choose a Wall St. Journal, Investors’ Business Daily, or other business article Select one of the following topics using the article as background information/resource: -Pitch a new business idea and request classmates support -Persuade class to take a side on a select business trend, e.g. telecommuting, job sharing, mentor programs or flexible work hours. -Convince class to donate to or support a nonprofit -Persuade class on a topic of your choice – must be approved by professor</td>
</tr>
<tr>
<td>Class</td>
<td>Date</td>
<td>Class Topics</td>
<td>Assignment Due</td>
</tr>
<tr>
<td>-------</td>
<td>-----------------</td>
<td>------------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| 3.    | Monday, May 21  | **Career Management (CM)**  
Session 1  9 AM-12 PM  
*Intro to Recruitment Process*  
*Resume/Cover Letter Review*  
*Online Presence*  
*Job Search: Target List*  
Session 2  1:30-4:30 PM  
*Elevator Pitch*  
*Interview Prep*  
*Interview Practice Session*  
**Career Management (CM)**  
**Company Research**  6:30-7:30 PM | Quiz – Chapter 1 – *Succeeding in Business Communication* (due by class)  
Create your resume and cover letter using Cox approved guidelines and bring your draft to class. (See Canvas for Resume and cover letter templates and guidelines)  
Bring Elevator Pitch Worksheet to class for in class activity. (See Canvas for worksheet)  
Come prepared with your target company chosen for research session |
| 4.    | Tuesday, May 22 | **Field Trip**  
9:45 AM-3 PM | Earthship homes, Organic Gardens, Vietnam Memorial (with KNW class) |
| 5.    | Wednesday, May 23 | **BPS Session 2** | Quiz – Chapter 2 – *Adapting Your Message to Your Audience* (due by class)  
Rehearse Article Presentation with slides, including:  
- One chart/graph required  
- Preview and review slides  
- Picture or visual slide  
Individual sessions with Prof. Strasser |
| 6.    | Thursday, May 24 | **BPS Session 3**  
Evening – Cultural Music in Taos Square (Optional) | Give article presentations  
10:30 AM-12 PM  
Field Trip to Taos Pueblos and Arroyo Hondo (with KNW)  
12:30-5:30 PM |
<table>
<thead>
<tr>
<th>Class</th>
<th>Date</th>
<th>Class Topics</th>
<th>Assignment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.</td>
<td>Friday, May 25</td>
<td>BPS Session 4</td>
<td>Quiz – Chapter 7 – Communicating Across Cultures (due by class)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Field Trip</td>
<td>Field Trip (with Earth Science class)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Gorge</td>
<td>8:30 AM-1 PM</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Pit House</td>
<td>Submit Revised Resume and Cover Letter to MustangTRAK by 11:59 PM.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Environmental Taos Home</td>
<td>Email outline for Final Presentation to <a href="mailto:pstrasser@smu.edu">pstrasser@smu.edu</a> by class time and</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Hippie Colony</td>
<td>bring a hard copy to class</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Optional Individual coaching for final presentation preparation with Prof.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Strasser. Email <a href="mailto:pstrasser@smu.edu">pstrasser@smu.edu</a> to schedule time.</td>
</tr>
<tr>
<td>8.</td>
<td>Monday, May 28</td>
<td>Finalize Individual Persuasive Presentation</td>
<td>Leader Interview Paper due TODAY! See Leader Interview Paper document on</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Content</td>
<td>Canvas for more information. Paper should be 2-3 pages in length. Submit</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9-10 AM</td>
<td>papers to <a href="mailto:pstrasser@smu.edu">pstrasser@smu.edu</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Optional Final Presentation (5-8 minutes) rehearsals with Professor Strasser.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Guest Speaker Andrew Cox</td>
<td>Email <a href="mailto:pstrasser@smu.edu">pstrasser@smu.edu</a> to schedule time. 3-5 PM</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10 AM-12 PM</td>
<td>Slides to include one chart/graph, preview and review, and one picture or</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>visual</td>
</tr>
<tr>
<td>9.</td>
<td>Tuesday, May 29</td>
<td>Ethics and Integrity</td>
<td>Write a one page paper on Ethics Case. Select one case from file under Ethics</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BPS Session 5</td>
<td>under Files on Canvas. Questions to answer in paper are under the Ethics</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Final Individual Presentation</td>
<td>Introduction file. Submit papers to <a href="mailto:pstrasser@smu.edu">pstrasser@smu.edu</a> by class time</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5:30-6:30 Guest Speaker</td>
<td>Rehearse Final Presentation</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Present Final Individual Presentations (5-8 minutes)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Brooks Thostenson – Taos Energy Bar Company</td>
</tr>
<tr>
<td>10.</td>
<td>Wednesday, May 30</td>
<td>Interview organization</td>
<td>Career Management Portfolio Due (See CM syllabus for details) Submit via</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>email to <a href="mailto:bdalton@smu.edu">bdalton@smu.edu</a> by 2 PM Prepare Interview Questions for Capstone</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Cultural Company Interviews and Teamwork</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Optional Capstone content coaching with Professor Strasser. Email <a href="mailto:pstrasser@smu.edu">pstrasser@smu.edu</a> to schedule time. 3-5 PM</td>
</tr>
<tr>
<td>Class</td>
<td>Date</td>
<td>Class Topics</td>
<td>Assignment Due</td>
</tr>
<tr>
<td>-------</td>
<td>---------------------</td>
<td>---------------------------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>Thursday, May 31</td>
<td><strong>Final Team Capstone Preparation</strong></td>
<td>Mr. Shmooze Paper is due TODAY! Read ‘Mr. Shmooze’ book and write a ½-1-page paper on key learning points. See Course Guidelines for writing guidelines. Submit to <a href="mailto:pstrasser@smu.edu">pstrasser@smu.edu</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Evening – Cultural Music in Taos Square (Optional)</td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>Friday, June 1</td>
<td><strong>Final Team Capstone Presentations</strong></td>
<td>Teams present Final Capstone presentations to Professor Strasser and classmates.</td>
</tr>
</tbody>
</table>

**Extra Credit:**

1. Your lowest quiz grade will be replaced with a grade of 100% for writing a one page paper on Mr. Shmooze.

*Professor Strasser reserves the right to change the syllabus at any time. Any changes will be announced in class.*
Course Guidelines

Course Title: Business Communications and Leader Development, BLI 3302
Lead Instructor: Paula Strasser, Adjunct Faculty, Edwin L. Cox BBA Business Leadership Institute
Office: Maguire 358
Office Hours: Week days, 3-5 pm; 6:30-9 pm
Contact: pstrasser@smu.edu or 214-502-9925 (cell)

Career Management: TBD


*Mr. Shmooze: The Art and Science of Selling Through Relationships will be available for checkout through Paula Strasser. Checkout is a first-come, first-served basis; there are not enough copies for everyone all at once, so please be efficient in your use of the book and return it promptly after you are finished using it.

READINGS:
Class discussion is driven by contemporary organizational leadership events. Reading Wall Street Journal and Investor’s Business Daily is strongly encouraged and required for certain assignments. Online access can be found on the Business Library Website under Research Guides.

CLASS OBJECTIVES:
- Understand communication channels and appropriate mediums within organizations
- Exercise knowledge and skill development through experiential learning assignments to develop demonstrable communication skills for effective business impact
- Develop a communication package for initiating and managing a business career
- Enhance business writing skills
- Understand how global expansion affects business communication
- Work with teams for productive results
- Experience the southwest business, social, and environmental culture

STUDENT LEARNING OUTCOMES:
At the conclusion of this course, students will have achieved the following student learning outcomes:
- Understand the difference between managing and leading
- Practice and demonstrate effective interpersonal skills
- Identify personal leadership style
- Understand the value of integrity, ethics and trust in business
- Understand the impact of communications on the job search and long-term career management
- Construct and deliver effective business presentations
- Select and use appropriate forms of evidence in a public presentation
- Design verbal messages to suit particular audiences and purposes
- Use visual aids (such as presentation software and gestures) to enhance business presentations
- Demonstrate effective business writing skills
BLI 3302 Syllabus

TAOS—MAY, 2018

- Understand corporate structures, corporate terms and principles, business drivers and organization cultures that undergird competent professional business communication.

COURSE DESCRIPTION:
This course is designed to improve students' professional success by becoming more effective communicators and leaders. Specifically, the course seeks to improve career management, presentations, business writing, and interpersonal skills; enhance ability to plan and manage projects in a team setting; increase understanding of contemporary business issues; and increase appreciation for the vital role that ethics, integrity, and trust play in leading a successful business. The course offers a variety of instructional techniques, including lecture, class discussion, self-assessments, team project, and simulations. Students are evaluated on business presentations, writing, test/quizzes, and other assignments. Student teams are evaluated on a range of exercises, including group presentations and research projects. Course topics will include: leadership styles, interpersonal relations, business presentation skills, ethics and integrity, differentiating management and leadership, career management; culminating in a business project. Students will also interview a business leader and write a paper based on that interview.

CELL PHONES and COMPUTERS:
No cell phones will be permitted during class unless agreed upon by the professor. SMU Cox School Honor Code is closely followed in all BLI courses.

ATTENDANCE:
Attendance in all classes is strongly recommended. Students must arrive on time and attend the entire class period.
*Contact Professor Strasser if you have an emergency.
*No make-up quizzes will be given unless technology problems occur. If this happens, take a screenshot of the problem and note how much time you had remaining. Extensions can be added if this happens.

DISABILITY ACCOMMODATIONS:
Students needing academic accommodations for a disability must first register with Disability Accommodations & Success Strategies (DASS). Students can call 214-768-1470 or visit http://www.smu.edu/Provost/ALEC/DASS to begin the process. Once registered, students should then schedule an appointment with the professor as early in the semester as possible, present a DASS Accommodation Letter, and make appropriate arrangements. Please note that accommodations are not retroactive and require advance notice to implement.

RELIGIOUS OBSERVANCE:
Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence. (See University Policy No. 1.9.)

EXCUSED ABSENCES FOR UNIVERSITY EXTRACURRICULAR ACTIVITIES:
Students participating in an officially sanctioned, scheduled University extracurricular activity should be given the opportunity to make up class assignments or other graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work. (University Undergraduate Catalogue)

OVERALL GRADE SCALE:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>93 to 100</td>
<td>A</td>
</tr>
<tr>
<td>90 to 92</td>
<td>A-</td>
</tr>
<tr>
<td>87 to 89</td>
<td>B+</td>
</tr>
<tr>
<td>83 to 86</td>
<td>B</td>
</tr>
<tr>
<td>80 to 82</td>
<td>B-</td>
</tr>
<tr>
<td>77 to 79</td>
<td>C+</td>
</tr>
<tr>
<td>73 to 76</td>
<td>C</td>
</tr>
<tr>
<td>70 to 72</td>
<td>C-</td>
</tr>
<tr>
<td>67 to 69</td>
<td>D+</td>
</tr>
<tr>
<td>63 to 66</td>
<td>D</td>
</tr>
<tr>
<td>60 to 62</td>
<td>D-</td>
</tr>
<tr>
<td>below 60</td>
<td>F</td>
</tr>
</tbody>
</table>
BLI 3302 Syllabus

TAOS—MAY, 2018

GRADING:
Grades will be determined by the following:

- **Papers** 20%
- **Quizzes** 10%
- **Business Presentation Skills** 20%
- **Career Management** 15%
- **Capstone Project** 20%
  - Individual Grade 10%
  - Team Grade 10%
- **Class/Field Trip Participation** 15%

Late assignments will receive a 20 point deduction each day until submitted.

Extra Credit Options:
1. Read Mr. Schmooze and write one page paper on personal leader learning outcomes with practical applications.
2. Attend Paul Singh’s, entrepreneur and investor, presentation, Aug 9, 6:30 pm, Taos campus student center.

NOTE:
The deadline for Canvas grade disputes and/or questions is **Friday, August 18, 2016 at 5:00 PM**.

ASSIGNMENT SUBMISSION:
Assignments are to be submitted as noted on the syllabus. All other emails with questions or concerns should be sent to the Teaching Assistant Christian Sommers, csommers@smu.edu, or Professor Strasser, pstrasser@smu.edu.

WRITING GUIDELINES FOR ALL ASSIGNMENTS (INCLUDING BPS & CAREER MANAGEMENT):
- Name and date in top right corner
- Title centered, bold
- Times New Roman, 12 point font
- 1” top/bottom and left/right margins
- 1.5” spacing
- Align text left, indent for new paragraph
- Save and submit in Microsoft Word (must be typed – NO HANDWRITTEN WORK ACCEPTED)

Papers will be evaluated on content, structure formatting, grammar, spelling, and punctuation.

COX HONOR CODE:
Below are examples of definitions of some but not all Honor Code violations. Any violation of the Honor Code may result in failure of the course. (Please refer to the Cox School Honor Code for a complete listing of violations).

1. Cheating encompasses, but is not limited to, the following:
   a. Aiding or receiving unauthorized assistance of any kind on exams, homework or projects, including the use of unauthorized aids, copying from another student’s work, soliciting and/or receiving unauthorized aid either orally or in writing, giving unauthorized aid to another student, or similar actions contrary to the principles of academic honesty.
   b. Unauthorized use of texts or papers prepared by commercial or noncommercial agents and submitted by a student as his/her own.
   c. Unauthorized submission of work prepared for another course.
   d. Unauthorized discussion of any part of an examination with another student who will later be taking that examination, or with anyone else when such discussion is likely to endanger the security of the examination questions.
   e. Unauthorized use of previous examinations, homework or projects.
2. Plagiarism encompasses, but is not limited to, the following:
a. Incorporating into one’s own work the work of another without properly indicating that source.
b. Using patterns of thought, arrangement of material, or sequencing of ideas from another without properly
   indicting that source.
c. Paraphrasing, changing wording, or a phrase from another person’s work without indicating the root
   source.
3. Lying encompasses, but is not limited to:
   a. Willful and knowing telling of a material untruth, and any form of material deceit or fraud in an oral or
      written statement, relating to academic work.
Dress for Success: Women and Men

What do you wear to a career fair?
To a job interview?
To your first day on the job?

Look professional—first impressions count. HERE’S WHAT TO WEAR:

**What to Wear: Women**

- **Suit**: Wear a conservative suit or conservative dress in black, navy, or dark gray. Skirt length should fall just at or barely above the knee. Pants should be hemmed to skim the top of your shoes.

- **Shirt**: Pair your suit with a white or light colored blouse, a nice sweater, or a shell.

- **Hosiery and Shoes**: Hosiery should be plain or neutral. Shoes should be a closed-toe pump or low-heeled shoe that matches your suit.

- **Accessories**: Wear a minimum amount of jewelry: small earrings, a watch, a ring.

- **Grooming**: Have a well-groomed hairstyle and wear minimal and natural-looking makeup. Your fingernails should be clean. Wear a light polish or no polish.

- **What Not to Wear**: Short skirts, shorts, see-through or low-cut shirts, sandals, clanking or large jewelry

**What to Wear: Men**

- **Suit**: A conservative, two-piece suit in black, navy, or dark gray is appropriate. Khakis, if business casual is called for.

- **Shirt**: Pair it with a long-sleeved white or light blue tailored shirt.

- **Tie**: Choose a conservative tie. Look for something with stripes or a small pattern.

- **Shoes**: Wear polished dress shoes, dark socks, and a belt to match your shoes.

- **Accessories**: Wear a minimum amount of jewelry: a watch, a ring.

- **Grooming**: Have a well-groomed hairstyle and clean fingernails.

- **What Not to Wear**: Shorts, jeans, t-shirt, wild tie

Image courtesy of The National Association of Colleges and Employers (NACE), 2014