

**Central Michigan University**  
College of Business Administration  
Department of Business Information Systems

**Master Course Syllabus**

<u>BUS 109</u> Desig. & #	<u>Collegiate Success for Business Students</u> Full Title of Course	<u>1 ( 1-1 )</u> Credits (Mode)
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**I. Bulletin Description:**

Fundamentals of collegiate success strategies for business students. A first year course in academic resources and career development.

**II. Prerequisites, Pre/Co-requisites, Co-requisites, Recommended:**

Only open to students in the Business Residential College.

**III. Rationale for Course Level:**

This course is designed for college freshmen.

**IV. Suggested Textbooks:**

Option 1: Course pack of assigned readings

or

Option 2: Gardner, J.N. & Barefoot, B.O., Step by Step to College and Career Success, 6th Edition, Boston: Bedford/St. Martin's, 2014 or latest edition.

**V. Other Requirements and/or Materials for the Course:**

Students will be required to attend events on campus and participate in experiential learning activities.

**VI. Student Learning Course Objectives:**

After successful completion of this course, the student will be able to:

1. exhibit effective time management skills, study skills, goal-setting skills, and ethical decision-making strategies.
2. explain the career development planning process and CMU career resources for business students as well as expectations for professionalism, resume writing and professional dress.
3. describe the value of collegiate experiences such as leadership development, campus involvement, multicultural education, community service, and professional business opportunities provided by College of Business Administration (CBA) Registered Student Organizations.
4. articulate the value of mission and vision statements in organizations and provide examples of personal mission and vision statements for college students.
5. explain CMU and CBA academic requirements including general education, admission

and degree requirements on the Bachelor of Science in Business Administration Degree, internship requirements, business major and minor requirements, as well as professional certification options in the CBA.

6. perform a basic personal SWOT Analysis and develop an action plan based on findings.
7. demonstrate satisfactory writing skills, oral presentation skills, teamwork skills in groups and effective communication skills with recruiters.

## VII. Suggested Course Outline:

Wk	Lecture	Lab
1	College of Business Administration (CBA) resources for success; advising and coaching; campus resources for success; library experience, writing center and math center	Introduction to professional development and career development opportunities at CMU and in the CBA; resume expectations
2	Mission statements and visions statements in business; personal mission and vision statements to guide effective goal setting and time management strategies as preparation for the professional world of work	Company research and career day preparation; one on one resume development with coordinator of professional development
3	Academic requirements, admission and degree requirements, CMU general education requirements, university policies and major/minor options in the CBA	Professional dress workshop; importance of first impressions; expectations for success in the CBA
4	Advising Process; preparation for one on one advising with business advisor; development of individualized comprehensive academic plan; faculty advising at CBA Major/Minor event	Communication skills and roleplays; elevator pitches; communication with business executives and recruiters
5	Community service opportunities with campus and community organizations; alternative breaks; corporate examples of employee engagement in community service	Mini-career fair participation and feedback
6	Intrinsic vs. extrinsic motivation that drives student engagement and employee engagement	Career fair participation and reflection
7	Professional Certification boot camps, workshops and pathways in the CBA	Career Services overview: document critiques, mock interviews
8	Leadership development and leadership styles; organizational success	Member responsibilities and opportunities in CBA Registered Student Organizations (RSOs); networking with RSO executive board members
9	Business faculty-led and semester-long study abroad opportunities in business	Introduction to group work skills; effective management of roles and responsibilities of group members

10	Ethical decision making; character; healthy behaviors	Internship planning and preparation; Capital City Internship Program; internships for academic credit in the CBA, leveraging internship experience
11	Diversity education, diversity in the professional world	Teambuilding; verbal and nonverbal communication exercises in groups
12	Introduction to personal finance and money management; debt and loans; scholarship and endowment options in the CBA	New Venture Competition (NVC) and NVC Workshop opportunities in the CBA; national and international competitions for business students
13	SWOT Analysis examples in business; personal SWOT Analysis	Career Services overview: Handshake site for campus interviewing schedule and career events
14	Group Presentations of campus and college resources	Linked-In and professional networking; managing social media accounts with professionalism
15	Group Presentations of campus and college opportunities	Participation in a Registered Student Organization professional development opportunity in the CBA
16	Final Exam; reflection on student development	Reflection on professional development

### VIII. Suggested Course Evaluation:

Participation	20%
Group presentation on opportunity for success	15%
Experiential Learning Assignments ( <i>Campus and college events and experiences</i> )	25%
Writing Assignments	30%
Final Exam	10%
	100% total

### Syllabus Prepared By:

Karen M. Arthur, M.A.

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### Typed Name of Faculty, Credentials

Dr. Karl Smart, Ph. D.

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### Typed Name of Faculty, Credentials

(4/4/16)

**Date**