

**BUAD 515: BUSINESS SKILLS DEVELOPMENT
FALL 2014 SESSION ONE (Aug. 21-Oct. 8)****FACULTY:****Course Director:**

Angel Norman, MBA

SMC 605

865-974-1725

anorman@utk.edu**Instructors:*****Communication and Leadership:***Angel Norman (anorman@utk.edu)Lisa Murray (lmurray6@utk.edu)Linda Walsh (lblake@utk.edu)***Career Development:***Molly Kinard (molly@utk.edu)***Information Technology Skills:***Angel Norman (anorman@utk.edu)**MEETING TIMES:**

T/TH 9:40-10:55, Room 401

T/TH 11:10-12:25, Room 402

COURSE MATERIALS:

- *Communicating for Managerial Effectiveness: Problems, Strategies, Solutions*; Clampitt; Sage, 5th edition (select chapters)
- *Credibility: How Leaders Gain It and Lose It, Why People Demand It*; Kouzes & Posner; Jossey-Bass; 2nd edition (select chapters)
- *The Ten Principles of Good Business Writing* from the Harvard Management Communication Letter; C0009F-PDF-ENG (copy available as part of Summer writing assignment; UT MBA Student manual pg. 35)
- *Succeeding in Business with Microsoft Excel 2013: A Problem Solving Approach*; Gross, Akaiwa, & Nordquist; Cengage, 1st edition (select readings and problems)
- Microsoft Office Excel 2013 installed (and operational) on your laptop. Macintosh users should be running the Windows version of Microsoft Office Excel.

COURSE DESCRIPTION, GOALS, AND OBJECTIVES:

The Business Skills Development course is taught during each of the first three sessions of the MBA first year core curriculum. This course is designed to augment other MBA courses by providing all MBA students with the opportunity to develop and grow technical and professional skills as well as overall ability to perform and lead in their desired careers. While the course is divided into four key areas – communication, leadership, career development, and IT– all areas work together to build your capacity as a leader and your ability to contribute in the workplace. If there is a skill or area that you

believe would benefit the class and that is not included in this curriculum, please see Angel Norman to suggest the addition.

The ***Communication and Leadership*** component of this class is designed to ensure that you develop, and are able to demonstrate, graduate-level proficiency in written and oral communication skills and leadership skills. The MBA program expects this of each graduate as effective communication skills are vital in every facet of business. The program aims to foster excellence in 1) interpersonal interaction, 2) personal presentation skills (including speaking and writing), 3) team leadership, group communication, and team process skills, and 4) organizational leadership and communication skills.

The ***Career Development*** component of this class is designed to provide you with the tools, resources and opportunities to assist in your career progression and enhance your full-time job and internship search. This seminar is also designed to ensure that the UT MBA Program is well represented by our students to our employers.

The ***Information Technology*** component of this class is designed to introduce concepts in Microsoft Excel that will prepare you for the Desktop Modeling course in the spring session and other courses taught throughout the MBA program. You will gain experience in modeling business problems and analyzing business data. The ultimate goal is to prepare you for internships and future positions in the corporate world.

METHOD OF INSTRUCTION:

This course is taught using a combination of lecturer, in-class discussions and exercises, individual and team assignments, help sessions, workshops, and in-class student presentations. You will be expected to combine the use of lecturers, readings, cases, and other materials as directed by the instructor to synthesize and apply the material.

To develop your leadership skills, you will complete some work in small groups. You will experience the benefits and frustrations of working with and depending on others to accomplish tasks. Leadership involves getting work done with and through others. In this course, you will practice and be evaluated on your success working with others.

GRADING SCALE:

Course grades will be based on the MBA grading scale:

Numerical Grade	Letter Grade
≥ 89.5	A
86.5 - 89.49	B+
79.5 - 86.49	B
76.5 - 79.49	C+
70 - 76.49	C
<70	D or F as needed A grade below 70 indicates that the course cannot be used to satisfy degree requirements

According to UT Graduate School policy, a grade of “D” or “F” represents unsatisfactory academic performance and a course with this grade cannot be counted toward degree requirements. Since UT Graduate School policy does not allow a graduate student to repeat a course to raise the grade, a grade of “D” or “F” in a required course will result in dismissal from the MBA program.

GRADE APPEALS/CHANGES:

If you believe an error has been made in grading or recording an assignment or exam, you must submit to us a written request explaining the grading error made, within one week of the date that the assignment or exam score was made available.

STUDENT CONDUCT CODE:

All students are expected to abide by the Student Conduct Code and Academic Integrity Guidelines available at Hilltopics (http://dos.utk.edu/files/hilltopics_07-08.pdf) and in the MBA Handbook.

This course involves several instructors and various (team and individual) assignments. You are responsible for understanding each instructor’s expectations for giving or receiving assistance for academic work. Please feel free to contact the instructor making the assignment if you have any questions or concerns about their expectations. If at any time you are in doubt about the appropriateness of an activity, discuss it with your instructor before you proceed. Similarly, if you have done something that you later think might be questionable, you are encouraged to talk to your instructor about it.

ACCOMMODATIONS FOR DISABILITIES:

Any student who feels he or she may need an accommodation based on the impact of a documented disability should contact instructors privately to discuss specific needs. You may also contact the Office of Disability Services at 865-974-6087 in Hoskins Library to coordinate reasonable accommodations for students with documented disabilities: <http://ods.utk.edu/>.

IMPORTANT NOTE REGARDING COURSE CHANGES:

Occasionally, there is a need to make changes to grading procedures, class schedule, content, and/or assignments. For example, the schedule may be altered to accommodate a guest speaker or to adjust to any changes deemed necessary by the instructor. Assignments may be added, changed, or dropped and grading weights will be appropriately adjusted. If it is necessary to do so, we will strive to achieve fairness when making such adjustments. Please check your e-mail and Blackboard announcements frequently for notification of adjustments.

FALL SESSION ONE CLASS OUTLINE

	CLASS DATE	MODULE	INSTRUCTOR	TOPIC	DELIVERABLE
1	8/21	COMM	All Murray	Introduction to Business Skills/ Plagiarism	
2	8/26	CAREER	Kinard	Teams/Career Leader	Career Leader Assessment
3	8/28	CAREER	Kinard	Self-Branding	Marketing Plan
4	9/2	CAREER	Kinard	Industry & Functional Research	30-Second Pitch
5	9/4	CAREER	Kinard	Interviewing	Peer Mock Interview
6	9/8 (Mon)	CAREER	D. Asher	Career Management (1-4 PM)	Participation
	9/9	LEAD	Norman	Leadership (<i>Credibility</i> by Kouzes & Posner)	Class Participation & Feedback: Peer Evaluation
7	9/11	COMM	E&Y	Business Writing	Writing Assignment
8	9/16	CAREER	Kinard	Mock Job Fair/Job Fair Prep	Job Fair Attendance
9	9/18	COMM/ LEAD/ CAREER	Norman/Murray/ Kinard	Communication Challenges: Communication Technology (email)	Participation
10	9/23	COMM/ LEAD/ CAREER	Norman/Murray/ Kinard	Communication Challenges: Communication Technology (social media)	Participation
11	9/25	LEAD	D. Braquet	Safe Zone Training (Diversity)	Executive Email
12	9/30	COMM/ LEAD	Murray	Inter-Cultural Awareness and Cultural Conflict (MLS student panel)	Participation
13	10/2	LEAD/ COMM	Norman/ Walsh	Corporate Social Responsibility/ Executive Summary	CC1
14	10/7			CASE COMP PREP	
15	10/8			CASE COMPETITION ONE (REFER TO CC1 SCHEDULE)	PRESENTATIONS

ASSIGNMENT & EVALUATIONS:

Final Course average will be determined based on the following content area weighting*:

Case Competition (CC1)	20%
Career (CAREER)	30%
Communications and Leadership (COMM/LEAD)	20%
Information Technology (IT)	10%
Participation	20%

*Weights are approximate and may be adjusted if changes to the schedule or assignments are necessary.

Assignment	Module	Tentative Due Date
Writing Assessment	COMM	Tuesday, August 12, 2014
Rangely Lakes Model	IT	Wednesday, August 20, 2014
Career Leader	CAREER	Tuesday, August 26, 2014
Marketing Plan	CAREER	Tuesday, September 2, 2014
30-Second Pitch	CAREER	Thursday, September 4, 2014
Don Asher Attendance	CAREER	Monday, September 8, 2014
Mid-Term Peer Evaluation	Participation	Friday, September 12, 2014
MBA Mock Job Fair	CAREER	Friday, September 12, 2014
E & Y Writing Assignment	COMM	Friday, September 19, 2014
MBA Job Fair Attendance	CAREER	Friday, September 19, 2014
Peer Mock Interview	CAREER	Scheduled (9/24-9/26, 9/29, or 9/30)
Executive Email (Corporate Diversity Policy)	COMM	Thursday, October 2, 2014
Case Competition: One	CC1	Wednesday, October 8, 2014
Peer and Session Evaluations	Participation	Friday, October 10, 2014
Participation		
Executive Summary (CC1 Case)	COMM	[Due in Second Session]

Important: A zero (non-completion) of any single assignment, results in a zero for that entire content area.

PEER EVALUATIONS AND PARTICIPATION:

As the Business Skills Course is based heavily on teamwork and presentations, you will be required to fill out one mid-term peer evaluation and one final peer evaluation per session. These evaluations will assess each of your teammates' participation, contributions, etc. and will be shared with all MBA faculty teaching in that session to use as they assign their final class grades.

The **participation** portion of the Business Skills Course is based on your involvement with in-class and outside-class activities. These activities include (but are not limited to):

- Classroom discussions and in-class activities
- Attendance at Executive in Residence presentations (see EIR Documentation on page 6 of this syllabus)

- Participation in Excel Masters, Speech Masters, and/or Writing Masters
- Team participation (based on peer evaluations)
- Case Competition (engagement, competitive spirit)
- Completion of Mid- and End- of Term Peer and Program Evaluations

BUSINESS SKILLS EXTRA SESSIONS:

Throughout both sessions, there will be a few extra review sessions (some required and some optional). There will also be an opportunity to participate in one or more of the below small groups to build and further develop key business skills. Please review the MBA Course Calendar and Bb Announcements for dates and locations of these extra sessions and small group workshops.

Business Skill	Description
Speech Masters	Practice individual speaking and presentation skills
Writing Masters	Develop and enhance business writing skills
Excel Masters	Improve analytical thinking and analysis skills using Excel
Executive in Residence	Luncheon presentations given by corporate and industry executives on a variety of topics and issues

EXECUTIVE IN RESIDENCE (EIR) DOCUMENTATION

UT is fortunate to have an opportunity for MBA students to interact with corporate executives from a wide spectrum of business disciplines, such as Finance, Human Resources, IT, Logistics, Marketing, Operations and Supply Chain. The focus of executive presentations and small group discussion includes many interrelated issues from customer value, management, supply chain, strategic planning, and corporate culture.

To earn participation credit for EIR attendance, you must send an email to Angel Norman (anorman@utk.edu). The email must be professionally addressed and written, and include the following:

- The EIR session attended
- A summary of key learnings or insights
- The question(s) you asked the guest executive and a summary of their response

Tentative EIR Schedule (First and Second Session Dates)

Date	Executive in Residence
Thursday, September 18	Sharon Edwards, CFO, Willis
Tuesday, September 23	Amy Miles, CEO, Regal Entertainment Group
Tuesday, October 21	Aaron Snyder, former AMEX VP, now private consultant hired by Blackhawk Network for a project with InteliSpend
Thursday, October 23	Burt Chandler, SVP, Iberia Bank
Thursday, October 30	Alan Wilson, CEO, McCormick
Tuesday, November 4	Greg Smith, SVP Global Operations, Goodyear Tire & Rubber