

**BUAD 516: BUSINESS SKILLS DEVELOPMENT
FALL 2014 SESSION ONE (Oct 9-Dec 2)****FACULTY:****Course Director:**

Angel Norman, MBA

SMC 638

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 8:10 – 9:25, Room 402

COURSE MATERIALS:

- *Communicating for Managerial Effectiveness: Problems, Strategies, Solutions*; Clampitt; Sage, 5th 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 an addition.

The ***Communication and Leadership*** component of this class is designed to ensure that you develop, and can 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 are 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 is not 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 TWO CLASS OUTLINE

	CLASS DATE	MODULE	INSTRUCTOR	TOPIC
1	10/9	LEAD	Morefield/ Kinard	New Teams/Team Building
2	10/14	IT	Norman	Excel: Case One
3	10/16			FALL BREAK
4	10/21	IT	Norman	Excel: Case One
5	10/23	LEAD	A. Snyder	Leadership
6	10/28	IT	Norman	Excel Case One
	10/30	CAREER	Kinard	LinkedIn
7	11/4	CAREER	Kinard	2 nd Year Internship Panel
8	11/6	IT	Norman	Excel: Case Two
9	11/11	IT	Norman	Excel: Case Two
10	11/13	CAREER	Kinard	Case Based Interviews
11	11/18	CAREER	Kinard	Spring Recruiting
12	11/20	IT	Norman	Excel: Case Three
13	11/25	IT	Norman	Excel: Case Three
14	12/2			CASE COMP PREP DAY
15	12/3 (Wed)	COMM	CROSSMARK	CASE COMPETITION TWO (REFER TO CC2 SCHEDULE) <i>Session II Course Material</i>

ASSIGNMENT & EVALUATIONS:

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

Case Competition (CC2)	25%
Career (CAREER)	15%
Communications and Leadership (COMM/LEAD)	15%
Information Technology (IT)	30%
Participation	10%
Symposium	5%

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

Assignment	Module	Tentative Due Date
Executive Summary CC1	COMM	Monday, October 20
Excel Analysis Case 1	IT	Tuesday, November 4
Cover Letter	CAREER	Tuesday, November 4
Excel Statistical Analysis Case 2	IT	Tuesday, November 18
Career Portfolio	CAREER	Tuesday, November 18
Excel Model Case 3	IT	Tuesday, December 2
Symposium	Symposium	Wednesday, November 12
Case Competition Two	CC2	Wednesday, December 3
Mid-Term Peer Evaluation	Participation	Friday, November 7
Peer Evaluations	Participation	Thursday, December 4

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

SYMPOSIUM

This year's Sixth Annual MBA Symposium speaker is Fred Smith, the CEO of FedEx. His focus will be the future of the economy. Details about the event will be announced and posted to Blackboard. The Symposium is Wednesday, November 12, 2014.

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
Tuesday, October 21	Aaron Snyder, former AMEX VP, now private consultant hired by Blackhawk Network for a project with IntelliSpend
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

Warren Neel Corporate Governance Center (Neel CGC) Speaker Series

The *Neel Corporate Governance Center* focuses on the areas of corporate governance with strong implications for public policy. Such areas include board structure—including key board committees, such as audit; compensation policy; and institutional shareholder activism.

To earn participation credit for NeelCGC 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 speaker session attended
- A summary of key learnings or insights

Date	Speaker	Title	Organization
October 10	Troy Paredes	Policy Advisor	PwC (Former SEC Commissioner)
October 24	Bob Moritz	Chairman and Senior Partner	PwC

All sessions are in HBB 402 from 12:30 – 2:00

RSVP Required: Please send RSVP email to Sarah Guthrie (sguthri3@utk.edu)