BADM-1050: PROFESSIONAL SUCCESS STRATEGIES

Cuyahoga Community College

Viewing: BADM-1050 : Professional Success Strategies

Board of Trustees:

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Academic Term:

Fall 2023

Subject Code

BADM - Business Administration

Course Number:

1050

Title:

Professional Success Strategies

Catalog Description:

Apply knowledge of the corporate environment, diversity, ethics, teamwork and professionalism to manage interpersonal challenges and maximize relationships. Facilitate a meeting, set goals, use a time management system and effective verbal and written communications.

Credit Hour(s):

3

Lecture Hour(s):

3

Requisites

Prerequisite and Corequisite

None.

Outcomes

Course Outcome(s):

Facilitate a meeting, use effective verbal and written communications and develop appropriate workplace protocol being mindful of office politics.

Essential Learning Outcome Mapping:

Oral Communication: Demonstrate effective verbal and nonverbal communication for an intended audience that is clear, organized, and delivered effectively following the standard conventions of that language.
Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Objective(s):

a. Identify the transactional styles of yourself and others to determine appropriate communication strategies within a team environment.
b. Apply appropriate written and oral communication techniques to various business scenarios.
c. Deliver effective business presentations for a variety of purposes.
d. Demonstrate effective negotiation strategies, (oral and written) to address communication challenges.
e. Create and launch a comprehensive LinkedIn profile.
f. Prepare a personal evaluation notebook discussing your character, attitudes, ethics, motivation and commitment.
g. Prepare and critique a full meeting agenda.
h. Prepare a professional portfolio and mission statement.

Course Outcome(s):

Apply knowledge of the corporate environment, diversity, emotional intelligence, ethics, teamwork and professionalism to manage interpersonal challenges and maximize relationships.

Essential Learning Outcome Mapping:

Cultural Sensitivity: Demonstrate sensitivity to the beliefs, views, values, and practices of cultures within and beyond the United States.

Objective(s):

a. Explain the impact of diversity in the workplace and how to manage working with a diverse population.
b. Demonstrate appropriate etiquette during business social events locally and globally.
c. Discuss positive business ethics in the working environment.
d. Explain how to maximize relationships with superiors, subordinates and peers in diverse settings.
e. Demonstrate how to work effectively in a diverse team environment and exhibit professional and effective work habits.
f. Work effectively in a team environment in direct and indirect leadership modes, as well as a contributing team member.

Course Outcome(s):

Apply critical thinking strategies in the workplace, school setting and in personal engagements. Establish priorities, to consistently meet deadlines and deliver results. Identify potential barriers to problem solving and develop strategies for resolution.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

a. Use a time management system (e.g., Personal Planner, Steven Covey, Google calendar, Outlook calendar) to establish goals and plan strategies for implementation.
b. Identify time wasters and develop strategies to avoid procrastination and establish priorities.
c. Utilize technology to improve proficiency in task completion and priorities.
d. Develop strategies to determine tasks and deliverables to be delegated.
e. Demonstrate an understanding of emotional triggers and limitation of self and others in the professional workplace through analysis of behaviors in case study assignments and personal reflection essays.
f. Utilize information from personality profile results (e.g., Carl Jung Typology, Myers-Briggs) to identify problem solving strategies and approaches and apply what you have learned to a professional scenario outlining how these strategies were used to help resolve an issue, problem or change your thought process.
g. Develop a Career SWOT analysis document to identify skill gaps for a chosen career and document strategies for improvement.
h. Research professional membership organizations via the library, professional membership portals or other virtual sources and prepare a written summary of pros and cons of membership as well as outline the benefits of membership as a student.

Course Outcome(s):

Utilize research strategies to understand the importance of financial literacy and its impact on the management of your monetary resources over time. Identify professional opportunities utilizing databases and library resources. Learn about diversity in the workplace, its risks, and influence on decision-making and policy through library resources and case analysis.

Essential Learning Outcome Mapping:

Information Literacy: Acquire, evaluate, and use information from credible sources in order to meet information needs for a specific research purpose.

Objective(s):

a. Conduct career research utilizing databases (e.g. Ohio.gov, Bureau of Labor statistics, library – Vocational and Career Collection, professional association's portals) and other resources. Prepare a narrative on your findings and outline training, skills required, certification or other important information to inform your career choice.
b. Research assigned financial management websites/resources and prepare a monthly budget and weekly spending tracking system.
c. Prepare a research paper on the importance of financial accountability and your financial philosophy.
d. Research articles in the library on workplace diversity and prepare an annotated bibliography.

Course Outcome(s):
Effectively utilize social media to communicate skills to potential employers and develop professional networks.

Essential Learning Outcome Mapping:
Oral Communication: Demonstrate effective verbal and nonverbal communication for an intended audience that is clear, organized, and delivered effectively following the standard conventions of that language.
Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Objective(s):
a. Create and launch a comprehensive LinkedIn profile.
b. Demonstrate familiarity with online recruiting sites such as Monster.com.
c. Use Twitter, Instagram, Facebook and other social networking sites to create and expand a network of professional contacts.

Methods of Evaluation:
a. Observation of students' interactions in group problem solving exercises, leadership development activities and business social events.
b. Role playing exercises related to active listening, conflict resolution, meeting facilitation, business introductions, business presentations and business etiquette.
c. Written assignments
d. Critique Assignments
e. Discussion: Forums (online); in class (Face to Face/Blended)
f. Case studies dealing with cross-style communication between various personality quadrants, application of leadership styles in various management scenarios, crisis communication and resolution techniques.
g. Portfolio development and presentation
h. Written examinations and quizzes

Course Content Outline:
a. **Concepts/Theories**
    i. Time management and strategies
    ii. Business and social etiquette (professional setting)
    iii. Workplace diversity
    iv. Voicemail etiquette
    v. E-mail etiquette
    vi. Manage appropriate introductory protocol including introductions, handshakes and business card exchanges (networking events)
    vii. Emotional Intelligence
    viii. Office politics – organizational culture
    ix. Navigating in a team environment
    x. Social media protocol
    xi. Business ethics
b. **Soft Skills**
    i. Active listening
    ii. Interpersonal communication
    iii. Oral and written communication
    iv. Problem identification and resolution
    v. Crisis communication
    vi. Critical thinking
c. **Transferable Skills**
    i. Leadership styles and modes
    ii. Time management
    iii. Research
    iv. Communication (oral and written)
    v. Conflict resolution techniques
    vi. Critical thinking
    vii. Problem identification

Resources

Arthur, Chandra D. (2017) *Professional Success Strategies*, McGraw Hill Create.

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Myka Meier. (2020) *Business Etiquette Made Easy: The Essential Guide to Professional Success*, New York: Skyhorse Publishing.

Alexandra Levit. (2019) *They Don't Teach Corporate in College*, Newburyport: Career Press.

Suzanne De Janasz, Karen Dowd, Beth Schneider. (2019) *Interpersonal Skills in Organizations*, New York: McGraw Hill.

Resources Other

Craemer, M. (n.d.). *Emotional intelligence is vital to workplace success.* Retrieved from https://www.washington.edu/admin/hr/pod/leaders/orgdev/alliance/articles/EQ_Craemer.pdf

Deleon, M. (2015, May 8). *The importance of emotional intelligence at work.* Retrieved from http://www.entrepreneur.com/article/245755

Grant, A. (2014, January 2). The dark side of emotional intelligence. *The Atlantic*. Retrieved from http://www.theatlantic.com/health/archive/2014/01/the-dark-side-of-emotional-intelligence/282720/

Llopis, G. (2012, September 24). *5 ways to lead with emotional intelligence—and boost productivity*. Retrieved from http://www.forbes.com/sites/glennllopis/2012/09/24/5-ways-to-lead-with-emotional-intelligence-and-boost-productivity/

http://tri-c.myplan.com/

https://www.mindtools.com/

https://www.ted.com/talks

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