

Course Number and Title: BUS 275 – Portfolio and Professionalism

Campus Location:

Georgetown, Dover, Wilmington

Effective Date:

2021-51

Prerequisite:

(ACC 112, MGT 212, MKT 212) or (ACC 101, OAT 152, OAT 258)

Co-Requisites:

None

Course Credits and Hours:

3.00 credits

3.00 lecture hours/week

0.00 lab hours/week

Course Description:

This course prepares students with the workplace skills necessary for professional job placement. Emphasis is given to self-assessment techniques, career planning tools, and professional workplace behavior. The student constructs a professional portfolio that includes work samples and a job search package. Students complete a comprehensive business analysis of an approved organization and apply principles and theories from previous coursework in the study.

Required Text(s):

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:

None

Schedule Type:

Classroom Course

Video Conferencing

Web Conferencing

Hybrid Course

Online Course

Disclaimer:

None

Core Course Performance Objectives (CCPOs):

1. Evaluate the impact that setting professional goals and objectives has on a life plan. (CCC 2; PGC ACT 5, PGC GBT 1, PGC MAN 1, PGC MKT 1)
2. Create a targeted résumé and cover letter to present to potential employers. (CCC 1; PGC ACT 5, PGC GBT 1; PGC MAN 1, PGC MKT 1)
3. Demonstrate professional interviewing and job search techniques and behaviors. (CCC 1; PGC ACT 5, PGC GBT 1, PGC MAN 1, PGC MKT 1)
4. Use a self-discovery process that will culminate in the creation of a job search portfolio. (CCC 5; PGC ACT 5, PGC GBT 1, PGC MAN 1, PGC MKT 1)
5. Identify the significance of money management and budgeting as it relates to the creation of a personal budget. (CCC 2, 5; PGC ACT 5, PGC GBT 1, PGC MAN 1, PGC MKT 1)
6. Examine a business firm. (CCC 1, 2, 4, 5, 6; PGC ACT 1, 2, 3, 4, 5, 6; PGC GBT 1, 2, 3, 4, 5, 6; PGC MAN 1, 2, 3, 4, 5; PGC MKT 1, 2, 3, 4, 5, 6, 7; PGC OAT 1, 2, 3, 4)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):

Upon completion of this course, the student will:

1. Evaluate the impact that setting professional goals and objectives have on a life plan.
 1. Identify personal traits and values.
 2. Describe the importance of goal setting and setting realistic goals.
 3. Create short and long-term goals and prioritize them.
2. Create a targeted résumé and cover letter to present to potential employers.
 1. Identify the steps for building a professional résumé.
 2. Evaluate appropriate career objectives.
 3. Determine the best type of résumé to highlight education, skills, and experience.
 4. Write a professional cover letter.
3. Demonstrate professional interviewing and job search techniques and behaviors.
 1. Use professional strategies during interviews.
 2. Develop and promote a personal statement to sell skills, and relate them to a potential position.
 3. Explain major areas of employee rights in hiring situations.
 4. Discuss how to professionally conduct salary negotiations.
4. Use a self-discovery process that will culminate in the creation of a job search portfolio.
 1. Use a self-reflection process to identify possible careers/positions.
 2. Create a job search portfolio to include a network list, personal business cards, résumé, cover letter, reference list, letters of recommendation, awards, honors, work samples, and performance appraisals from previous jobs.
5. Identify the significance of money management and budgeting as it relates to the creation of a personal budget.
 1. Describe the importance of personal financial management.
 2. Develop a personal budget.
 3. Recognize money wasters.
 4. Explain the relationship between budgeting and the attainment of personal goals.
6. Examine a business firm.
 1. Evaluate a firm's mission and goals in relation to its corporate strategies.
 2. Develop an analysis of the core competencies of a firm.
 3. Prepare a marketing analysis for a firm.
 4. Examine the financial health of a firm.
 5. Formulate an implementation strategy for one or more identified areas of improvement for a firm.

Evaluation Criteria/Policies:

The grade will be determined using the Delaware Tech grading system:

90	-	100	=	A
80	-	89	=	B
70	-	79	=	C
0	-	69	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Final Course Grade:

Calculated using the following weighted average

Evaluation Measure	Percentage of final grade
Summative Assessments:	
Business Analysis (20%)	65%
Mock Interview (15%)	
Portfolio (20%)	
Personal Budgeting Exercise (5%)	
Peregrine Academic Services exam (5%)	35%
Formative Assessments (Activities/Discussion Boards/Quizzes, etc.)	
TOTAL	100%

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):
Accounting (ACC)

1. Prepare and analyze financial statements in accordance with Generally Accepted Accounting Principles.
2. Analyze data to process information for decision-making under a product and job costing system.
3. Utilize the theory of Generally Accepted Auditing Standards.
4. Apply tax laws to the preparation of tax returns and to tax plans.
5. Integrate professional, ethical, and legal standards into business practice.
6. Employ the various theories of management and marketing in a business.

General Business (GBT)

1. Integrate professional, ethical and legal standards into business practice.
2. Employ the various theories of management and marketing in a business.
3. Apply the principles of human resource management to organizations.
4. Evaluate the actions taken to acquire and retain customers.
5. Measure and track financial performance of an organization.
6. Analyze and apply the strategic management process to organizations.

Management (MAN)

1. Integrate professional, ethical and legal standards into business practice.
2. Employ the various theories of management and marketing in a business.
3. Utilize management functions, roles, and interpersonal skills to lead/manage first-level employees regardless of organizational size.
4. Apply the principles of human resource management to organizations.
5. Analyze and apply the strategic management process to organizations.

Marketing (MKT)

1. Integrate professional, ethical and legal standards into business practice.
2. Employ the various theories of management and marketing in a business.
3. Develop integrated sales presentations.
4. Utilize graphic design elements to develop professional hard-copy and electronic marketing/advertising materials.
5. Apply e-Marketing techniques to create a competitive presence.
6. Analyze the marketing strategic planning process of an organization.
7. Evaluate the actions taken to acquire and retain customers.

Disabilities Support Statement:

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.