

### BUAD 302T Course Schedule (subject to change)

Date	Class Topic/ Activities	Readings (All readings due prior to class)	Assignments	Course Learning Objectives
Week 1				
August 21	Course Introduction and Syllabus Review; Individual Introductions; Basics of Communication Strategy - Why It Matters to You! <b>Assign: Journal Semester Goals and Interview Questions</b>	CT: Chap 1 (all)	<b>Journal 1 - Goal Setting Action Plan – due by class on August 28</b>	1,5
August 23	Employment Communication; Developing Winning Resumes; <b>Assign: Career Package (LSOA Resume, Cover Letter, LinkedIn)</b>	CT: Chap 9 (pp256-273) CT: Chap 8 (pp214-225)		1,2,3,5
Week 2				
August 28	Employment Communication – Developing your Professional Presence: Cover Letters and Personal Branding: LinkedIn		Interview Questions	
August 30	<b>Career Center Presentation</b> <b>Assign: Journal Career Center</b>	CT: Chap 9 (pp274-297)	<b>Journal 2 – Career Center – due by class on Sept 6</b>	1,2,3,4
Week 3				
September 4	Labor Day No School			1,3,4
September 6	Roundtable review of resumes and cover letters		Bring HARD draft Resume/ Cover Letter and job posting	
September 7	<b>Resumes due for FALL RESUME BOOK by 11:59pm</b>			
Week 4				
September 11	Preparation for Mock Interviews: Role playing interview round robin. <b>Assign: Mock Interview Teams</b>		<b>Due:</b> Career Package in hard copy (Resume, Cover Letter, Job Posting, LinkedIn)	1,2,3, 4
September 13	<b>ELC: Mock Interviews (required)</b> <b>Assign: Journal Mock Interviews</b>		<b>Journal 3 – Mock Interviews – due by class on Sept 20</b>	
Week 5				
September 18	Elevator Pitches; Preparing for Meet the Firms <b>Assign: Presentation #1 “Hire Me”</b>			1,4,5
September 19	<b><u>Meet the Firms, California Science Center 6pm</u></b>			
September 20	Verbal and Nonverbal Skills; Debrief Meet the Firms; Impromptus – Table Talks #1;	CT: Chap 3 (all) Take Social Styles assessment on BB		1,2,3,4
Week 6				
September 25	Accountants as Communicators/ Memo Writing; Table Talks continued <b>Assign: Memo – Persuasive Memo</b>	CT: Ch 11 and Memo Reading.		2,3,5
September 27	<b>ELC: Presentation #1 “Hire Me”</b>			
Week 7				
October 2	Emotional Intelligence; <b>Assign: Presentation #2 – Midnight Journal Entry Quiz #1</b>	EQ articles and Assessment on BB	<b>Due:</b> Presentation #1 Self-assessment	2,3,5
October 4	<b>ELC: Positive Communication Exercise</b>			2,3

Date	Class Topic/ Activities	Readings (All readings due prior to class)	Assignments	Course Learning Objectives
Week 8				
October 9	Impromptu Table Talks - #2 Based on ACCT 371 assignment)			1,2,3,4
<b>October 11</b>	<b>ELC EXERCISE: Presentation #2 – Midnight Journal Entry</b>			
Week 9				
October 16	Case Studies and Communication Impromptus – Table Talks #2	CT: Chap. 10 & Appendix: Analyzing a Case Study CT: Chap 2 (review)	<b>Due:</b> Presentation 2 Self-assessment Persuasive Memo into Turnitin.com by 11:59pm	1,2,3,4,5
October 18	Working with Others – Structures needed for team success, how to write an agenda and minutes. <b>Assign: Class Teams for Executive Summary and Final Project</b>	CT: Chap. 4 (all)		1,2,3,4
Week 10				
October 23	Working with Others cont.; Culture in the Workplace in class exercise	CT: Chap. 6 (all)		
October 25	Table Talks #3			1, 2
Week 11				
October 30	Executive Summaries Time to work in teams <b>Assign: Executive Summary</b>	CT: pp. 379-381	<b>Due:</b> Presentation #2 Self-assessment	1,2,3,4
<b>November 1</b>	<b>ELC: Video Conference Exercise</b>			3,5
Week 12				
November 6	Creating Visuals/ Presenting in teams; Review of Executive Summaries	CT: Ch. 7 (pp. 169-195)	<b>Due:</b> Draft Executive Summaries	1,2,3,4
November 8	In-class Team Presentation: Executive Summary <b>Assign: Final Presentation and Team Bios</b>		<b>Due:</b> Executive Summaries and slides in hard copy	1,2,3,4
Week 13				
November 13	Impromptus – Table Talks #3 <b>Quiz 2:</b> In-class you will need a laptop or tablet; Prep for HiFli			3,5
<b>November 15</b>	<b>ELC EXERCISE: HiFli</b>		<b>Journal 4 - HiFli – due by class on Nov 20</b>	1,2,3,4
<b>November 17</b>	<b>Friday: Team Meetings with TAs</b>			
Week 14				
November 20	Impromptus – Table Talks #4 <b>Sign-up for Team Consultations with Professor</b>		<b>Journal 5 – your choice due by class on Nov 27</b>	1,2,5
November 22	<b>Thanksgiving Recess</b>			
Week 15				
November 27	<b>Final Presentations Team Consultation with Professor</b>		<b>Due:</b> One hard copy of Visuals with Team Bios	
November 29	<b>Final Presentations Team Consultation with Professor</b>		<b>Due:</b> One hard copy of Visuals with Team Bios	
<b>December 1 (Friday)</b>	<b>Final Presentations to Professionals</b> <b>Assign: Final Semester Self-reflection and Team Evaluation</b>		<b>Final packet due at presentation time</b>	
Week 16				
December 4	Professor In-office hours			
<b>December 8</b>	<b>In-class Final – 2pm</b>			1,2,3,4