

Date Adopted: _____

Date Reviewed: Aug 2015

Date Revised: Aug 2015

BUS 188 – Personal Development

I. BUS 188 – Personal Development– 2 Semester Hours

II. Course Description

This course provides strategies for personal and professional development. Topics include business etiquette, personal appearance, interviewing techniques, and development of self-concept necessary for business success.

III. Prerequisite

None

IV. Textbook

Required:

Textbook: Professionalism – Skills for Workplace Success, 3rd Edition

Publisher: Pearson/Prentice Hall

Authors: Anderson & Bolt

V. Course Objectives

1. The student will be knowledgeable of specific principles and techniques used in resolving conflicts or handling problems that arise in the workplace.
2. The student will be aware of techniques for stress management.
3. The student will learn how to project an image of a competent, assertive, professional employee.
4. The student will be skilled at setting goals and priorities for efficient and effective time and/or project management.
5. The student will know principles and techniques that enhance the communication process.

VI. Course Outline of Topics

1. The student will be knowledgeable of specific principles and techniques used in resolving conflicts or handling problems that arise in the workplace.
The student will:
 - a) differentiate between “acting” and “reacting” to situations and identify positive and negative factors associated with each.
 - b) discuss techniques for handling “office politics.”
 - c) define the concept of sexual harassment and delineate proper procedures for reporting incidents.
 - d) compare and contrast characteristics associated with assertive vs. aggressive behavior.
 - e) demonstrate and/or explain appropriate behavior and responses for resolving given “problem” situations.
 - f) define and analyze simulated problem situations and develop and evaluate alternate solutions to problems.
 - g) differentiate between problem-solving and decision-making.
 - h) discuss methods for building and maintaining productive relationships with colleagues.
2. The student will be aware of techniques for stress management.
The student will:

- a) define the term “stress” and differentiate between “good” stress and “bad” stress.
 - b) discuss common sources of stress within the work environment and identify strategies for preventing and minimizing stressful situations.
 - c) discuss factors outside the work environment that impact one’s effectiveness and efficiency on the job and identify strategies for preventing and minimizing the adverse effects of the stress factors.
3. The student will learn how to project an image of a competent, assertive, professional employee. The student will identify skills, attitudes, habits, and traits associated with a professional image.
- The student will:
- a) discuss the concept of motivation as it relates to the projection of a professional image and differentiate between internal and external motivation.
 - b) delineate the hierarchical personnel structure of businesses and organizations and the perceived status and tasks generally associated with specific job classifications.
 - c) discuss the appropriateness of using business supplies and equipment for personal use.
 - d) enumerate the possible consequences for unprofessional or illegal behavior within a business or organization.
 - e) explain the concept of mobility and identify factors that influence one’s prospects for mobility within an organization.
 - f) discuss the importance of various factors, e.g., temperament, dress, behavior, hygiene, etc., that contribute to the creation of a professional image.
 - g) define the term “mentor” and discuss the advantages and disadvantages of developing mentor relationships within the business environment.
4. The student will be knowledgeable of techniques for effective and efficient time and/or project management.
- The student will:
- a) differentiate among goals, priorities, and activities.
 - b) formulate goals that enhance personal achievement.
 - c) delineate steps/tasks associated with a work project and develop a time plan for the most efficient management of the project.
5. The student will differentiate between problem-solving and decision-making and explain the role of each in time/project management.
- The student will:
- a) know principles and techniques that enhance the communication process.
 - b) identify forms of written correspondence in the business world.
 - c) differentiate between formal and informal correspondence and discuss the appropriateness of each for given situation.
 - d) demonstrate appropriate telephone techniques for a given situation.
 - e) produce an accurate and effective resume.
 - f) write an effective application/cover letter.
 - g) identify factors that one should consider in preparing for a job interview.
 - h) exhibit appropriate behavior and respond effectively to interview questions and situations.
 - i) discuss the components of nonverbal communication and the role of nonverbal messages in the communication process.
 - j) explain the process of “active” listening and its importance to the communication process.

VII. Evaluation and Assessment

Evaluation and assessment will be determined by the instructor and specified on the instructor's class syllabus. Grades will be based upon following scale: A = 90 – 100%, B = 80 – 89%, C = 70 – 79%, D = 60 – 69%, and F = below 60%.

VIII. Attendance

Students are expected to attend all classes for which they are registered. Students who are unable to attend class regularly, regardless of the reason or circumstance, should withdraw from that class before poor attendance interferes with the student's ability to achieve the objectives required in the course. Withdrawal from class can affect eligibility for federal financial aid.

IX. Statement on Discrimination/Harassment

The College and the Alabama State Board of Education are committed to providing both employment and educational environments free of harassment or discrimination related to an individual's race, color, gender, religion, national origin, age, or disability. Such harassment is a violation of State Board of Education policy. Any practice or behavior that constitutes harassment or discrimination will not be tolerated.

X. Americans with Disabilities

The Rehabilitation Act of 1973 (Section 504) and the Americans with Disabilities Act of 1990 state that qualified students with disabilities who meet the essential functions and academic requirements are entitled to reasonable accommodations. It is the student's responsibility to provide appropriate disability documentation to the College. The ADA Accommodations Office is in FSC 305 (205-856-7731).