



Business Professional Development Program

Modules 1 & 2

Fall 2016-Spring 2017

Program Overview

The Business Professional Development (BPD) program was designed to give the College of Business Administration students an edge in the hiring market. With a focus on soft skill development, students are guided through the academic year by an Executive in Residence who has expertise and know-how in the business world. Students will participate in a variety of activities that will enhance their ability to market themselves professionally as well as apply appropriate business behavior and practices in formal professional situations.

By the end of the program, each student will have an Individual Development Plan (IDP) that he/she can use to plan post-graduate outcomes. The IDP is fluid and students can choose to change their goals at any time. In addition, students will also have completed an online portfolio to enhance their marketability to employers if they choose to use it.

This program is a pre-requisite to both the BUS 495 Senior Experience and GBM 495 Global Management Experience courses. In order to register for either one of these courses, you must complete all of the BPD requirements.

Student Learning Outcomes

- Evaluate self (e.g., interests, personality, passions, skills) and occupational knowledge to generate appropriate corresponding career paths in the form of an individual development plan.
- Write professionally pertaining to job searching (i.e., resume, cover letter) and tailor documents to the specific audiences.
- Apply appropriate business behavior and practices in formal professional situations.

Activity Details

All activities and assignment details are listed in Cougar Community <http://community.csusm.edu> under the **2016-2017 Business Professional Development** container.

Assignment Deadlines

Cougar Community has detailed instructions for each assignment. In addition, refer to your Executive In Residence's syllabus for assignment deadlines.

Program Requirements & Grading

Students must complete all of the required assignments and activities in order to receive 5% credit towards their Senior Experience or Global Management Experience courses. The assignments are graded as pass/fail.

Self-Submission Activities (pass/fail based on student submissions)

- Surveys
- Workshops
- Assessments
- Occupational Research
- Mock Interview
- Networking Event

- Business Etiquette Dinner
- CoBA Student Organization Meeting
- Senior Experience Presentation Critiques

Executive in Residence Activities (graded/reviewed by EIR for pass/fail)

- Draft Resume & Final Resume
- Draft Cover Letter & Final Cover Letter
- Draft Individual Development Plan & Final Individual Development Plan
- ePortfolio Assignments

Professors of the Senior Experience and Global Management Experience courses will be notified by Jill Laing, Director of Student Success, about all students who complete their requirements in order to receive the 5% credit. Failure to complete the requirements will block your registration for these final capstone courses.

Required Attendance

- BPD Program Kickoff
- Introductory Cohort Meeting
- Spring Check-In Meeting
- Workshops
- 1:1 Meetings with EIR (determined by EIR & students)

NOTE: Special Topics Cohort Meetings-Attend based on your availability.

Special topics will be addressed at cohort meetings. This is an amazing way to get more 1:1 time with your EIR & fellow cohort. Attendance is highly encouraged, and remember to honor your confirmation to attend.

Professional Development Workshops

We have repeat presentations to accommodate all 300 students in BPD. Attend only 1 of the similar workshops (e.g., go to Cultural Competencies on 9/15 or 10/6, not both).

Location: Mark 125, 11:50-12:50

Fall

Date	Workshop
9/15/16	Cultural Competencies
10/6/16	Cultural Competencies
10/20/16	Effective Communication
11/3/16	Effective Communication
11/17/16	Networking
12/1/16	Networking

Spring

Date	Workshop
2/2/17	Professional Branding
2/16/17	Professional Branding
3/2/17	Effective Presentations
3/16/17	Effective Presentations
4/6/17	Business Ethics
4/20/17	Business Ethics
5/4/17	TBD

Career Center Events

*Optional events to help you further your career. *These can substitute for some BPD activities.*

10/11/16	Etiquette Dinner*	6-8:30pm	Twin Oaks Golf Course
10/20/16	Job & Internship Fair	11-2pm	USU Ballroom
10/27/16	Graduate & Professional Fair	11-2pm	USU Ballroom
11/3/16	Major & Minor Fair	11:30-1:30pm	USU Ballroom
2/23/17	Etiquette Dinner*	TBD	Twin Oaks Golf Course
4/6/17	Job & Internship Fair	11-2pm	USU Ballroom

ADA Statement

Students with disabilities who require reasonable accommodations must be approved for services by providing appropriate and recent documentation to the [Office of Disabled Student Services](#) (DSS). This office is located in Craven Hall 5205, and can be contacted by phone at (760) 750-4905, TTY (760) 750-4909, or via email at dss@csusm.edu. Students authorized by DSS to receive reasonable accommodations should request a meeting with the instructor outside of class to ensure confidentiality.

NOTE: It is strongly recommended that if you are in need of – or are using – DSS, that you should notify your Advising Professor.

Program Contact Information

Jill Laing, Director of Student Success

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