I. Catalog Description and Credit Hours of Course:

Analysis of business etiquette, dress, and common procedures designed to facilitate smooth transition into the business world. (3)

II. Prerequisite(s):

None

III. Purposes or Objectives of the Course:

A. Appreciate the importance of etiquette and dress in the business world.
B. Acquire and practice the basic skills of good business etiquette.
C. Acquire and practice basic skills of business conversation and writing.
D. Develop an understanding of appropriate business dress in various arenas.

IV. Student Learning Outcomes

A. Design a fashion industry resume and cover letter.
B. Compile a resource list of potential employers in fashion merchandising.
C. Construct a career map for the fashion industry.

V. Expectations of Students:

A. Actively participate in class discussions and role playing.
B. Complete daily assignments.
C. Attain a satisfactory level of achievement on examinations.

VI. Course Content or Outline:

A. Self-Management
   1. Goal setting and life management
   2. Personal Finance Management
   3. Time and Stress Management
   4. Etiquette/Dress
   
B. Corporate Culture
   1. Ethics and Diversity
   2. Accountability in the Workplace
3. Quality in the Organization
   a. Chain of command
   b. Leadership styles
   c. Advancement


C. Communication
   1. Communication within a corporate culture
      a. Traditional
      b. Electronic
      c. Social media
      d. Video/teleconferencing
      e. Telecommunication
      f. Mobile

   2. Professionalism
      a. Career goals
      b. Networking
      c. Time management
      d. Business ethics

   3. Motivation and Leadership
      a. Group dynamics
      b. Dealing with conflict
      c. Evaluation

D. Career Planning Tools
   1. Job Search Skills
   2. Resume Package
      a. Cover letter
      b. Resume
      c. References
   3. Interview Techniques
      a. Appearance and bearing
      b. Nonverbal communication
   4. Career Advancement
      a. Continual learning
      b. Voluntary/involuntary termination
      c. Entrepreneurship

Total hours 45

VII. Textbook(s) and/or Other Required Materials or Equipment:

VIII. Basis for Student Evaluation:

A. Class participation 10%
B. Interview/dress presentation 25%
C. Satisfactory completion of daily assignments 25%
D. Mid-term examination 20%
D. Final examination 20%

Grading Scale
100-90% A
89-80% B
79-70% C
69-60% D
59-0% F

IX. Academic Policy Statement
Students will be expected to abide by the University Policy for Academic Honesty regarding plagiarism and academic honesty. Refer to http://www6.semo.edu/judaffairs/code.html

X. Student with Disabilities Statement
If a student has a special need addressed by the Americans with Disabilities Act (ADA) and requires materials in an alternative format, please notify the instructor at the beginning of the course. Reasonable efforts will be made to accommodate special needs. Refer to http://www.semo.edu/ds

XI. Academic Integrity Statement
Questions, comments or requests regarding this course or program should be taken to the instructor. Unanswered questions or unresolved issues involving this class may be taken to Chairperson, Department of Human Environmental Studies.