University of Rhode Island – College of Business Administration
BUS 492 J-Term 2021 SYLLABUS: See Schedule Below for Days/Times/Locations

The Art of Networking and Building Relationships

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Course Description and Rationale:
Students in BUS 492 will identify skills and strategies effectively network to build relationships and develop contacts in your career. This includes researching companies, setting up social media and developing skills for virtual events.

Prerequisites: Sophomore class standing. For BUS students.

Course Credit and Expectations:
Students will earn 3 credits for completing course requirements as outlined on this syllabus. Since this is an intensive 2 weeks, 3 credit course, several reading and writing assignments will be required outside of our virtual professional society visits.

Course Materials and Resources:
- **Text**: Reading and resources provided via Brightspace.
- **Brightspace**: [https://web.uri.edu/brightspace/](https://web.uri.edu/brightspace/) *(If you have difficulty with login please contact the URI Help Desk and 874-HELP)*
  - How to Wow: Proven Strategies for Selling Your Brilliant self in Any Situations by Frances Cole Jones (excerpts will be provided)
  - Various Forbes Articles

Intensive Course Class Days/Time, Attendance, Participation & Protocol:
Every day is different. Please see attached calendar in order to plan accordingly. This class requires you to stay on top of your workload. Each new assignment builds upon the previous one in order to be most effective in your career development. Work will be required both in and out of class. The complete course schedule with detailed assignment due dates is below.

Course Objectives:

Professional Development:
- The class will help you identify the most important people in your network and prioritize who is most critical to your success.
- We will discuss which networking events are a valuable use of your time and how to make the best use of your time at an event.
- We will host an event at the close of the class. Each student will invite 1 contact. We will discuss how to set up the event to be the most effective for developing relationships and networking.
- The class will teach you how to start conversations that build real connections by using social media to network authentically.
- All the components together will be put into a plan you can use to become a better networker.
• Student will also engage in and be informed by multiple perspectives while collaborating with employers from a variety of industries and peers in different majors to network and create and build a corporate relationships.
• Create a functional resume and personal marketing brand on LinkedIn.

Topics include:
• Prioritizing contacts
• Building meaningful connections
• Managing your time
• Hosting networking events
• Networking on social media

Business Communication:
• Conduct peer resume and LinkedIn review by providing and listening to comprehensive feedback.
• Participate in professional networking opportunities and communicate effectively with employers and organizations.
• Create an elevator pitch and have discussion topics for a variety of audiences.
• Understand the value of researching your audience prior to presenting. Adapt the message to the industry research overview according to audience members. Manage time and organize strategies to be most effective at events.
• Demonstrate the skill of actively listening to employers and peers regarding feedback on presentation and adapt presentation based on critique.

Assignments and Grading Policy:

• **Attendance and Participation (30%)**: In this intensive learning environment, “attendance” is mandatory each and every day, for the entire time. You attendance will be measured by your ACTIVE ENGAGEMENT (preparation) during the event as well as your CONTRIBUTIONS (discussion). The importance of attendance and participation cannot be overstated.

• **Speed Networking Practice (10%)** Designated small groups (3 students) will have opportunity to present 2-3 times for 5 minutes each with a mentor at speed networking night. In order to effectively present you must know your audience. Instructor and employer feedback will be offered at the conclusion of each presentation. At the end of each event we will gather to debrief on what each group learned and how we can share with others.

• **Organization research & Reflection Assignments (25%)**: Submitted assignments include two components per event (1) In order to prepare yourself for the networking events you will conduct company, organization, and professional societies research. This will also include preparing an elevator pitch and talking points. In our first class we will learn the tools to use when gathering pertinent information and the type of information you want to know and (1) reflection on daily experiences (what did you learn from yourself and your interactions, what did you get from the speaker(s), what was the thing you learned. To earn full credit for each assignment, you are expected to provide one research paper and one reflection per event.

• **Final Presentation and LinkedIn Profile (20%)**: On the last day of the class you will individually present for 10 minutes on (1) a professional group you find will be most effective for developing your career growth. (2) the final plans for preparation for the final networking event planned by
The new connections you made and how you plan to build on the relationship and foster it (4) a completed LinkedIn account including connections to the professionals, the class, and the groups that were visited.

- **Resume (15%)**: An important outcome of this course is to create a polished and functional resume, with an understanding of the role resumes and other professional documents play in the job/internship search process. You will submit 2 versions of your resume. Each version should show improvement and incorporate received employer, peer, and instructor feedback.

**Final Grades**:

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<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
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<tbody>
<tr>
<td>A</td>
<td>94-100</td>
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<tr>
<td>A-</td>
<td>90-93</td>
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<tr>
<td>B+</td>
<td>87-89</td>
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<tr>
<td>B</td>
<td>83-86</td>
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<tr>
<td>B-</td>
<td>80-82</td>
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<tr>
<td>C+</td>
<td>77-79</td>
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<td>C</td>
<td>73-76</td>
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<td>C-</td>
<td>70-72</td>
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<td>D+</td>
<td>67-69</td>
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<tr>
<td>D</td>
<td>60-66</td>
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<td>&lt;60</td>
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**Additional Course Policies**:

- **SYLLABUS CHANGES**: BUS 492 is a dynamic and discussion topics might change based on current local and national events. As such, this syllabus and/or assignments might be adjusted to reflect the needs and interests of the instructor and class.

- **ACADEMIC HONESTY (student Handbook, Chapter 1, Section 4)**: Students are expected to be honest in all academic work. A student’s name on any written work including assignments, lab reports, internship reports, papers, or examinations, shall be regarded as assurance that the work is the result of the student’s own thought and study. Work should be stated in the student’s own works and produced without assistance or properly attributed to its source. When students are authorized to work jointly, group effort must be indicated on the work submitted.

Most academic work builds on the contributions of others. Students have an obligation to know how to quote, paraphrase, summarize, or reference the work of others with integrity. A source need not be given for common knowledge within a discipline. Students should seek guidance form instructors about the preferred citation style for each course. It is the student’s responsibility to become familiar with the style and utilize it in their work for that course. In addition, utilizing campus academic resources including the Academic Enhancement Center and the Writing Center are encouraged and not a violation of this policy.

- **CLASS ATTENDANCE**: Please review the “Class Day/Time, Attendance, Participation, and Classroom Protocol” section found on pages 2-3. If an **emergency** prevents you from logging in and contributing to class please contact me via email ASAP.

- **ASSIGNMENTS**: All assignments are expected to completed, on-time and typed. All assignments will be submitted via Brightspace. Penalties will be assessed on post-deadline submissions. Since each assignment scaffolds the next.

- **ANTI-BIAS**: Each member of the University community has the responsibility to foster an environment of acceptance, mutual respect and understanding. If you are a target or a witness of a bias incident, you are encouraged to contact the URI Bias Response Team [www.uri.edu/student_life/brt](http://www.uri.edu/student_life/brt) where you will find people and resources to help.
**ABSENCE:** As mentioned above, your attendance in class is critical. However, absences due to illness, health condition, religious observance, family emergency, or university-sanctioned event shall be excused in accordance with the University policy. HOWEVER, notice must be given prior to class. Since this is an intensive course, any attendance issues must be discussed ASAP.

**URI LIBRARIES – REFERNCE & RESEARCH HELP:** URI reference librarians are available to assist library users in finding an evaluating information – web.uri.edu/library/reference-research-help.

**Course Schedule and Deadlines:** ALL SITES AND DATES MAY NEED TO BE ADJUSTED.
Each of the events listed below will happen between the time frame listed. Times of events will be approximately 1.5 hours within the time frame listed because they are virtual.

<table>
<thead>
<tr>
<th>DAY 1- MONDAY January 4</th>
<th>Assignments Due</th>
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<tbody>
<tr>
<td><strong>Topics:</strong></td>
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<tr>
<td>- Introductions and Elevator pitches</td>
<td>- Review Brightspace design and resources</td>
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<tr>
<td>- Course Overview &amp; Syllabus Review</td>
<td>- Review Syllabus and ask any questions/concerns</td>
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<td>- Effective Resume Development: essentials and guidelines. Who is the reader? What are the standards?</td>
<td>- Bring draft resume</td>
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<td>- Networking: Principles, Introduction Statements; Contact Worksheet, Keeping Your Network Alive, Business Cards, Select organizations to meet with for final event</td>
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**DAY 2- TUESDAY January 5**

**Virtual Visit: Venture Café**
10am-12:00pm

**Topics:**
- Informational Interviews: Benefits; what is it, how to conduct an informational interview & follow-up afterwards, recognizing transferable skills in relation to the career
- Explore and learn about RI’s resources for entrepreneurship and innovation. Explain the state’s Innovation Strategy 1.0 and 2.0 and the role our org plays within it.
- Connecting to and facilitating meetings with ecosystem partners, such as SBDC, 10KSB, RI Hub, CIC, DESIGN x RI, Tech Collective and many more to learn more about the different organizations missions and purposes and how they all fit into the innovation ecosystem in RI.
- A tour of RI Hub/CIC and how the operate.

**DAYS 3 WEDNESDAY January 6**

**Event: Network with RI SHRM professionals**
3:00pm-5:00pm

**Topics**
- Research speakers and organizations we will be meeting
- See who your connection are and why they are important
- Discuss how to build our network through internship, job searching and branding yourself: LinkedIn, Facebook, Handshake, etc;

**Assignments Due:**
- Research and post on all remaining companies listed in the daily travel to sections – post to Brightspace
- Complete other Brightspace discussion prompts as posted
- Update & post resume
- Discover local networking and professional societies you would be interested in learning about and joining.

### DAY 4 – Thursday January 7

**Event:** Speed Networking Practice with Corporate Mentors  
**3:00pm-5:00pm**

**Topics:**
- What jobs are you interested in? Who would be important for you to meet or talk with in your field?
- Work with 3 mentors to receive feedback on your networking skills.
- Share feedback and improve your craft as you work with mentors.

**Assignments Due:**
- Resume due
- Elevator pitch ready

### DAY 5 - Friday January 8

**Topics:**
- Elevator pitches-what you learned from speed networking
- Research for next weeks events. Effective communication-interpersonal and written correspondence etiquette: Thank You Notes, Follow-up emails, Phone Calls, Linked-in request
- Branding yourself: online self, next steps, connecting with alumni, linked-in, and other resources
- Preparing for Networking Event

**Assignments Due:**
- Complete Brightspace Discussion #3

### DAY 6 Monday January 11

**Topics:**
- Knowing yourself and others.
- Your brand assignment
- How strategies work within an organization how you are always using your brand to be effective in your job.

**Assignments Due:**
- Post final resume to Brightspace
- Professional brand in LinkedIn, join professional networks

### DAY 6 Tuesday January 12

**Guest Speakers: (TBD)**  
**11:00am-12:00pm**

**Topics:**
- How to brand yourself
- How to sell yourself effectively
- Working with a mentor or contact to develop new contacts
- Keeping the relationships

**Assignments Due:**
- List of contacts you have now developed.
- Reflection

### DAY 8 – WEDNESDAY January 13

**Eastern Chamber Young Professional Networking Night**  
**Virtual Event**  
**3:00-5:00pm**

**Assignments Due:**
- Complete Brightspace Discussion #5

### DAY 9 – THURSDAY January 14

**Class Networking Event**  
**3:00pm-5:00pm**

**Topics:**
- Final Reflection

**Assignments Due:**
- Course Evaluation in Brightspace