Course Description and Rationale:
Students in ITR 300 will identify personal strengths, interests, skills, and values as it relates to their development of their personal brand and professionalism. As a result of this class, students will develop a high sense of self-awareness and produce the following: professional introduction pitch, personal mission statement, networking action plan, resume, cover letter, LinkedIn profile, and internship/job search strategies. (Seminar/Online). This course is open to all majors and students who are undeclared. First-year students will need a permission number, email me to receive one.

Prerequisites:
You will need access to a computer with speakers or headphones and a reliable internet connection. If you have any technical problems please contact the Helpdesk (http://web.uri.edu/cma/help-desk-hours). This class does not require any high-level programming or software knowledge. A basic familiarity with Web 2.0 tools (blog, social networks, wiki’s) will be extremely helpful.

Class Days/Time:
This course is an asynchronous course, meaning that there are no set meeting times for us to meet collectively as a class. Instead, you will process through a total of 5 Units, with each Unit consisting of 3 business days. Below is a visual representation of how each Unit in this course functions.

Unit 1: Day 1:
- Lesson plan opens up at 12:01am.
- Process Through Lesson Plan Content → Complete Assignments Due by end of day 11:59pm
- Schedule one-on-one session with instructor Brandon for Day 3 of this Unit via Starfish.

Unit 1: Day 2:
- Lesson plan opens up at 12:01am.
- Process Through Content → Complete Assignments Due by end of day 11:59pm
- Respond and post your discussion post in the Discussion Tab.

Unit 1: Day 3:
- Respond to 4 Peers in Discussion Post
- Participate in one-on-one coaching session
- Catch Up/Complete Unit 1 Content

(All Units in this course follow the same schedule with a few exceptions that are noted in a few Units.)

Please note: Since we only have 14 business days together, you will need to log into this class each business day between 1/4-1/22 to read through lesson plan content and complete assignments/discussions. You will need to set aside about 1-3 hours each day to successfully complete the work associated with this class. Additionally, each lesson plan builds upon the previous one so it is imperative to stay on track with course work.
Course Credit and Expectations: Students will earn 3-credits for completing course requirements as outlined on this syllabus. The reading and writing assignments will represent time-wise what would normally be expected of a student in regular classroom setting. If at any point in time you feel that you are struggling with the course please reach out to so we can discuss and so that I can assist you.

Contacting Your Instructor: Stay connected with your instructor in multiple ways, such as: phone, email, and Brightspace. Email is best way to contact me (Brandon_sousa@uri.edu). I will respond to all email within 24-48 hours (business days Monday-Friday). Please be sure to follow appropriate professional communication guidelines:
- Include a subject that relates to the email topic, and includes “ITR 300” in the subject line
- Avoid including “URGENT” unless it is a true emergency
- Include a professional salutation, such as “Dear,” “Hello,” or “Hi”
- Keep the message brief, concise, and to the point
- Avoid one word or one-line responses
- Use a professional closing, such as “Sincerely,” “Best Regards,” “Best,” “Thanks,” etc.
- PROOFREAD for spelling, grammar and punctuation errors
- Check that any necessary attachments are included

Course Objectives & Career Competencies
- Develop self-awareness through completion of a variety of assessments revolved around personality type, character strengths, values, skills, interests, and preferences (Career Management, Written Communication)
- Identify personal strengths, limitations, interests, and professional values as they relate to career exploration and decision making and justify action plans (Career Management, Written Communication)
- Development of a professional toolbox which includes a resume, cover letter, LinkedIn account, and networking action plan (Career Management, Written Communication)
- Integrate terms generated through self-assessment into professional documents such as resume, cover letter, and for networking purposes all for the development of one’s personal and professional brand (Career Management, Written Communication)
- Acquired knowledge and skills for introducing oneself professionally in the form of a pitch and in written form through a personal mission statement. (Written Communication, Oral Communication)
- Expand one’s professional network through use of LinkedIn and development of a networking action plan. (Career Management, Digital Technology, Written Communication)
- Recognize and utilize reflection to analyze and challenge one’s own understanding of self. (Written Communication)
- Engage in discussion and feedback with classmates to further understanding of self and communication skills. (Written Communication, Global/Intercultural Fluency).
- Explore occupational trends and potential career niches related to personality type, values, strengths, and skills. (Digital Technology, Career Management)
- Established effective social media presence and professional network via LinkedIn. (Digital Technology, Written Communication)
- Development of a comprehensive action plan to move forward with networking for future opportunities. (Career Management, Written Communication)

Key vocabulary:
- **Content** – articles, videos, resources, and presentations that introduce you to some of the essential concepts related to self-awareness and professional development.
- **Assignments** – materials that you create and submit via the Assignments tab on Brightspace (e.g., resume, cover letter)
- **Discussion Posts** – Well written and complete answers to discussion questions and prompts. 1-3 sentence responses will not be accepted. Depth of thought, reflection, and connection of concepts is required.
- **Peer Feedback Posts** – opportunities to give and receive constructive feedback from fellow classmates. You are required to make one original post to the Discussion Forums and respond to two peers each week (view course agenda to learn about details).
Course Materials and Resources:
All required reading, viewing and learning assessments are provided for you free of additional charge within the class on Sakai and through university resources.

Assignments and Grading Policy:

<table>
<thead>
<tr>
<th>Assignment Name</th>
<th>Point Value (Total = 100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TypeFocus Worksheet</td>
<td>5 points</td>
</tr>
<tr>
<td>Developing Your Why Packet</td>
<td>5 points</td>
</tr>
<tr>
<td>Personal Mission Statement Packet</td>
<td>5 points</td>
</tr>
<tr>
<td>Ikigai &amp; Career Exploration Packet</td>
<td>5 points</td>
</tr>
<tr>
<td>Connecting Character to Career Packet</td>
<td>5 points</td>
</tr>
<tr>
<td>Networking Action Plan</td>
<td>5 points</td>
</tr>
<tr>
<td>LinkedIn Profile</td>
<td>5 points</td>
</tr>
<tr>
<td>LinkedIn Connection Requests</td>
<td>5 points</td>
</tr>
<tr>
<td>Resume</td>
<td>5 points</td>
</tr>
<tr>
<td>Cover Letter</td>
<td>5 points</td>
</tr>
<tr>
<td>Discussion Post &amp; Peer Responses</td>
<td>14 total points = (2pts per original post + 0.25pt per peer response(4)) X 4 + 2pt Unit 5 Reflection</td>
</tr>
<tr>
<td>One-on-One Coaching Sessions</td>
<td>16 points (4pts per coaching session) X 4</td>
</tr>
<tr>
<td>Final Reflection/Action Plan Assignment</td>
<td>20 points</td>
</tr>
</tbody>
</table>

Final Grades:
A 93-100  A- 90-92  B+ 87-89  B 83-86  B- 80-82  C+ 77-79
C 73-76  C- 70-72  D+ 67-69  D 60-66  F <60

Deadlines: This course is a 14 business day course and therefore deadlines are to be adhered to as much as possible due to the fact that time is severely limited. Please contact me before the due dates of assignments if you are having difficulties so that we can discuss how you can best be successful in this class.

URI Policies/Resources:
ACCOMMODATIONS AND SERVICES: Any student with a documented disability is encouraged to contact their professor early in the semester to work out reasonable accommodations to support your success in your courses. Students should also contact Disability Services for Students, Office of Student Life, 330 Memorial Union, 401-874-2098. The Learning Online website offers information on registering: http://web.uri.edu/learningonline/disability-accommodations/

CLASS ATTENDANCE: Please review the “Class Day/Time” and “Course Credit and Expectations” sections. In the event of an emergency that prevents you from attending/logging in and contributing to class please contact me.

ASSIGNMENTS: All assignments are expected to be completed, on-time and typed. This is a 2-week class where every single assignment builds onto the next so all assignments are required for success in this class.

ACADEMIC DISHONESTY: All submitted work must be your own. If you consult other sources (class readings, articles or books from the library, articles available through internet databases, or websites) these MUST be properly documented, or you will be charged with plagiarism and will receive a 0 for the paper. In some cases, this may result in a failure of the course as well. In addition, the charge of academic dishonesty will go on your record in the Office of Student Life. If you have any doubt about what constitutes plagiarism, visit the following website: http://gervaseprograms.georgetown.edu/hc/plagiarism.html, the URI Student Handbook, and UNIVERSITY MANUAL sections on Plagiarism and Cheating at http://www.uri.edu/facsen/8.20-8.27.html - cheating.

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 where you will find people and resources to help.

HOLIDAYS: It is the policy of the University of Rhode Island to accord students, on an individual basis, the opportunity to observe their traditional religious holidays. Students desiring to observe a holiday of special importance must provide written notification to each instructor.
Overview of Course Schedule and Assignment Deadlines:

*Specific due dates are all located within each “To Do List” for each Unit/Day. Essentially, every business day that the class is held there are “To Do List” items that need to be completed by the end of that day (with the exception of a few dates). This is meant to “chunk out” the course to keep you on track.

<table>
<thead>
<tr>
<th>Unit # &amp; Dates</th>
<th>Objectives</th>
<th>To Do List Items (Assign., Discuss., etc.)</th>
</tr>
</thead>
</table>
| **Unit 1: Self-Awareness & Personal Branding** (1/4-1/6) | • Introductions  
• Learn of Course Format  
• Understanding of Top 5 Character Strengths  
• Understanding of TypeFocus personality type | • Unit 1 Discussion Post  
• TypeFocus Worksheet  
• Sign-up for one-on-one coaching session  
• Knowledge of Simon Sinek Start With Why Golden Circle  
• Understanding of Personal Mission Statement components |
| **Unit 2: Career Exploration and Connecting Personal Brand to Career** (1/7-1/11) | • Develop knowledge of Ikigai framework  
• Utilization of career exploration websites to research careers  
• Utilization of career exploration websites to research careers  
• Connect career research to personality, values, strengths, interests, and other aspects of self | • Ikigai & Career Exploration Packet  
• Unit 2 Discussion Post  
• Sign-up for one-on-one coaching session  
• Connecting Character to Career Packet  
• Respond to Peers (Discussion)  
• Attend Coaching Session #1 |
| **Unit 3: Developing Your Professional Networking & Online Presence** (1/12-1/14) | • Learn how to develop a professional introduction pitch  
• Acquire knowledge of networking style and apply it to a Networking Action Plan  
• Learn of the purpose and value of having a LinkedIn profile  
• Develop LinkedIn profile that adheres to standards of professionalism  
• Assess strategies that adhere to personal brand for networking on LinkedIn | • Networking Action Plan  
• Sign-up for one-on-one coaching session  
• Unit 3 Discussion Post  
• LinkedIn Profile  
• LinkedIn Connection Requests  
• Attend Coaching Session #3  
• Respond to Peers (Discussion) |
| **Unit 4: Developing Your Professional Toolbox** (1/15-1/20) | • Create your own unique resume based on professional guidelines  
• Assess resume according to Resume Module and Resume Rubric standards  
• Infuse personal brand into resume | • Resume  
• Sign-up for one-on-one coaching session  
• Unit 4 Discussion Post |
| **Unit 5: Reflecting on Your Learning & Developing a “Next Steps” Action Plan (1/21-1/22)** | **•** Understand the importance of and key elements of a cover letter  
**•** Create cover letter in reference to professional guidelines and an internship/job opportunity  
**•** Infuse personal brand into cover letter | **•** Cover Letter and related job description  
**•** Attend Coaching Session #4  
**•** Respond to Peers (Discussion) |
|---|---|
| **•** Compile together all prior learning from class and prior assignment material into Final Reflection Assignment  
**•** Reflection on main areas of learning from class | **•** Start on Final Reflection Assignment |
| **•** Discuss next steps for moving forward career wise and professionally  
**•** Provide feedback to course | **•** Submit Final Reflection Assignment  
**•** Complete Course Feedback Form |