

BILD 83 Business Communications in the Biological Sciences Spring 2021 Syllabus

Course facilitator: Melissa Hoon, mhoon@ucsd.edu

Instructor of record: James Nieh

Class time: Tuesdays 10-10:50 a.m.

Format: 100% remote/asynchronous

Grading system: P/NP

Course units: 1 unit

Office hours: By appointment

Course Description

This course is designed for undergraduate students in the Division of Biological Sciences who are pursuing a career in the life sciences industry, including pre-med/pre-health students. Topics that will be covered include developing a resume, cover letter and LinkedIn account; how to communicate effectively in industry and healthcare settings; and how to apply speech and interview techniques to interview successfully. Students will develop key skills to thrive in and maximize their internship or job experience through learning from guest speakers who are professionals in the life sciences or communications fields.

Optional Key Resources

1. StrengthsFinder assessment at gallup.com: Use your ucsd.edu email address for discount (total cost ~\$11)
2. Handshake (ucsd.joinhandshake.com) for job and internship postings, and professional development events and programs.
3. LinkedIn for job and internship postings, networking, and professional development events.

Requirements

1. Mute yourself when you are not speaking, unless asked to unmute for fluid discussion.
2. When you speak in class, start by introducing yourself: "Hi, my name is Melissa Hoon. I am a first-year biology major."
3. Participation is a major part of your grade. Please speak/contribute at least once each class. Always ask the guest speaker at least one question.

Recommendations

1. Turn camera on during class to engage with the instructor and other students.
2. Wear business professional attire during class.

Student Learning Outcomes

On completion of this course, students should be able to:

1. Develop confidence in their communications skills in an industry setting.
2. Create an effective resume, cover letter and LinkedIn account, as well as other documents including a cold email and letter of recommendation request, to support them in their job search.
3. Broaden their professional network, including by communicating with industry professionals who are guest speakers and mock interviewers in class.

- Understand key components needed to have a successful job or internship interview.

Assignments and Grading

Assignments are due at 11:59 p.m. PST on the due date, unless noted otherwise.

Assignment	Details	Points	Due
Week 1, 3/30/21: 1. Resume (first draft) 2. Cover letter (first draft) 3. LinkedIn (first draft) 4. LinkedIn photo 5. Schedule 1:1 with instructor	1. Follow guidelines presented in class to draft resume. 2. Follow guidelines presented in class to draft cover letter. 3. Follow guidelines presented in class to set up your LinkedIn account. 4. Follow guidelines presented in class to take and post a photo for your LinkedIn account. 5. Message Melissa on Canvas by 4/2/21 to schedule a 1:1 Zoom. Appointment must take place by 4/9/21.	50	4/18/21
Week 2, 4/6/21: 1. Cold email	1. Follow guidelines presented in class to draft a cold email.	50	5/2//21
Week 3, 4/13/21: No assignment.	N/A	N/A	N/A
Week 4, 4/20/21: 1. Resume (second draft) 2. Cover letter (second draft) 3. LinkedIn (second draft)	1. Apply instructor's notes from your first draft grade to write your second draft resume. 2. Apply instructor's notes from your first draft grade to write your second draft cover letter. 3. Apply instructor's notes from your first draft grade to edit your second draft LinkedIn account.	50	5/9//21
Week 5, 4/27/21: No assignment.	N/A	N/A	N/A
Week 6, 5/4/21: No assignment.	N/A	N/A	N/A
Week 7, 5/11/21: Practice mock interview.	Use the discussion board to find a partner for this assignment. Follow instructions on Canvas to conduct your mock interview with your partner.	75	5/23/21
Week 8, 5/18/21: No assignment.	N/A	N/A	N/A
Week 9, 5/25/21: Mock interview.	You'll receive an email from the instructor matching you with a mock interviewer. Respond within 24 hours to the mock interviewer and copy the instructor with five windows of time you're available for the interview. Once you and the interviewer decide on a time to conduct the interview, confirm that time with the instructor. The instructor will send a Zoom link to you and the	100	6/6/21

	interviewer. Follow guidelines in class to prepare for the interview.		
Week 10, 6/1/21: No assignment.	N/A	N/A	N/A
Finals Week: Final speech.	Follow instructions on Canvas to prepare for and conduct your final speech.	150	
Class Participation and Discussion	5 class discussions, 5 points each.	25	6/6/21
Extra Credit	5 points for a thank you note per guest speaker.	TBD	6/6/21
TOTAL		500	

Final grades will be determined using the scale below. You can select whether you'd like a letter grade or P/NP via Webreg.

A = 93-100%
A- = 90-93%
B+ = 87-90%
B = 83-87%
B- = 80-83%
C+ = 77-80%
C = 73-77%
C- = 70-73%
D+ = 67-70%
D = 63-67%
D- = 60-63%
F = <60%

>350 points = Passing (P) Grade
<350 points = No Pass (NP) Grade

Late Assignments

If you know you must submit an assignment late, contact the instructor with your reason and the instructor will determine if you are eligible to submit the assignment late and receive up to full credit. Otherwise, all late assignments automatically receive a maximum of half credit.

Accommodations for Students with Disabilities

If you have a documented disability and anticipate needing accommodations in this course, please make arrangements to meet with the course facilitator as soon as possible. Please request that the Office for Students with Disabilities (OSD) send you an Authorization for Accommodation (AFA) letter verifying your disability. You will receive the appropriate accommodations from the day that you provide the course facilitator with the AFA letter. Course accommodations cannot be applied retroactively (e.g., after an examination).

Academic Integrity

All work submitted in this course must be your own and produced exclusively for this course. It is your responsibility to know what constitutes academic misconduct at UC San Diego. UC San Diego's definition of academic misconduct can be found at

<http://academicintegrity.ucsd.edu/excel-integrity/define-cheating/index.html>. The official university policy on the Integrity of Scholarship can be found at <http://academicintegrity.ucsd.edu/process/policy.html>.

Course Outline Summary

Date	Class Topics	Assignment
Week 1 4/30/21	Syllabus overview, resume, cover letter, LinkedIn	First draft of resume, cover letter, LinkedIn. LinkedIn photo. Schedule 1:1 with instructor.
Week 2 4/6/21	How to write a cold email.	Cold email.
Week 3 4/13/21	Developing and maintaining professional relationships, and informational interviews including what questions to ask.	No assignment.
Week 4 4/20/21	Public speaking techniques for an actor's perspective. Guest speaker: UC San Diego Professor Ursula Meyer	No assignment.
Week 5 4/27/21	Speech and debate techniques. Guest speaker: UC San Diego Professor Robert Campbell	Second draft of resume, cover letter, LinkedIn. LinkedIn photo. Schedule 1:1 with instructor.
Week 6 5/4/21	In-class debates	No assignment.
Week 7 5/11/21	Behavioral interview questions	Practice mock interview.
Week 8 5/18/21	Interview tips and techniques	No assignment.
Week 9 5/25/21	No class.	Mock interview.
Week 10 6/1/21	Final speech prep.	No assignment.
FINALS WEEK	No class.	Final speech.