

BILD 83 Business Communications (Soft Skills) in Biological Sciences
Spring 2023 Syllabus

Staff facilitator: Melissa Hoon, mhoon@ucsd.edu

Instructor of record: Dr. Joe Pogliano

Contact method: Canvas message, not email

Class time: Tuesdays 9:00-9:50 a.m. PDT

Location: Horizon Room, Career Center

Modality / Units: In person / 1

Attendance: Required

Grade options: Letter grade, P/NP or S/U

Office hours: Tuesdays 7:30-9:00 a.m. in Horizon Room or Zoom by appointment

Course Description

This course is designed for undergraduate students who are pursuing a career in the life sciences, medicine or healthcare industries, and are seeking to strengthen their written, verbal, and non-verbal professional communications skills. Topics that will be covered include how to deliver an effective elevator pitch, write professional communications, build professional relationships and request letters of recommendation, and public speaking skills. Students will develop key skills to communicate effectively in the workplace and build a professional network, as well as create a resume, cover letter and LinkedIn.

Key Resources

1. [UC San Diego Career Center](#) for professional development events and programs, and career coaching (schedule an appointment through Handshake).
2. You can choose to take the StrengthsFinder assessment at [Gallup.com](https://www.gallup.com) (optional). Use your ucsd.edu email address for a discount (total cost is approximately \$11).
3. [Handshake](#) for job and internship postings, and professional development events and programs.
4. [LinkedIn](#) for job and internship postings, networking, and professional development events.
5. [UC San Diego virtual background](#) to use for remote class, academic and professional Zoom meetings, and general remote professional occasions.

Requirements

1. Attendance is required and is 40% of your grade.
2. In the case of a Zoom class or meeting, your camera must be on.
3. Speak out loud in class to engage with classmates, guest speakers and the staff facilitator. Participation is required.
4. Look up guest speakers on LinkedIn before class and come prepared with questions to ask.
5. Keep your cell phone put away during class. If taken out, you will lose all attendance points for that class.

Recommendations

1. Wear [business professional or business casual attire](#) to class.
2. Write guest speakers a thank you note on LinkedIn or via email.

Course Outline and Assignments

All assignments are **due at 11:59 p.m. the first Sunday** after they are assigned unless otherwise noted.

Class	Discussion Topic	Assignment	Points	Due
Week 1 4/4/23	Syllabus review and how to give an elevator pitch	Written elevator pitch Extra credit: Register for BUMMP Annual Student Symposium (event date: April 14) Extra credit: Register for Virtual Career Fair (event date: April 13)	20	4/9/23
Week 2 4/11/23	Elevator pitch presentations (students with last names starting A through G)	In class elevator pitch presentations Extra credit: Attend BUMMP Annual Student Symposium and submit reflection Extra credit: Attend Virtual Career Fair and submit reflection	20 +10 +10	4/11/23
Week 3 4/18/23	Elevator pitch presentations (students with last names starting H through Z) Networking skills and active listening with guest speaker Seiko Asai	Attend a networking event and submit reflection Extra credit: First draft resume	20 +5	4/23/23
Week 4 4/25/23	Soft skills scenarios	Soft skills scenarios with class partner Extra credit: Second draft resume	20 +5	4/30/23
Week 5 5/2/23	Soft skills scenarios discussion and leadership skills with Danielle Nadeau, Justin Dade, Alexa Murray and Eddie Laguna	Leadership reflection Extra credit: Informational interview and reflection Extra credit: Second draft resume	20 +5	5/7/23
Week 6 5/9/23	Teamwork with guest speakers TBD	In-class problem-solving scenario	20	5/9/23

		Extra credit: First draft cover letter		
Week 7 5/16/23	Problem-solving with guest speakers TBD	Cold email Extra credit: Second draft cover letter	20	5/21/23
Week 8 5/23/23	Career Center and Health Beat (pre-med/pre-health) resources overview with guest speakers Ron Reyes and Mike Zucker	In-class leadership assignment Extra credit: First draft LinkedIn	20	5/28/23
Week 9 5/30/23	Understanding what motivates you and why this is essential for personal fulfillment and for accomplishing career meaningfulness or how you define success with guest speaker Blake Mobley	Introspection reflection Extra credit: Second draft LinkedIn	20	6/4/23
Week 10 6/6/23	Communication with guest speakers TBD	Final: Soft skills partner assignment	100	6/11/23
FINALS WEEK	No class.			
ATTENDANCE & PARTICIPATION	Attend each class, engage in class discussions, and ask guest speakers thoughtful questions		200	
EXTRA CREDIT	5 points per thank you note for guest speakers, 10 points per reflection for BUMMP Annual Student Symposium and Virtual Spring Career Fair, 5 points per career development assignments like resume and cover letter			
TOTAL			500	

Grading

<u>Item</u>	<u>Total Points</u>	<u>Percentage of Course Grade</u>
Assignments	200	40%
Participation and attendance	200	40%
Final	100	20%

Final grades will be determined using the scale below. You can select 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

Participation and Attendance

In person attendance and participation is required for every class. If you absolutely cannot attend class, you can make up attendance and participation points through extra credit assignments. Do not make a habit of not attending class, thinking you can save your grade through extra credit assignments. While extra credit assignments can help you if a rare circumstance prevents you from attending class, keep in mind that many classes have in-class assignments that you will only be able to make up with extra credit points. Therefore, you need to use your extra credit opportunities wisely. This class is not recorded; if you are absent, there is no opportunity to view a recording of the class.

Late and Missed Assignments

Late assignments, no matter how late, can receive no more than half credit. If you are absent for an in-class assignment, you can make it up through extra credit assignments, or if given the opportunity, you can receive up to half credit for completing the assignment in class the following week.

Accommodations for Students with Disabilities

If you have a documented disability and anticipate needing accommodations in this course, make arrangements to meet with the course facilitator as soon as possible. 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 [here](#). The official university policy on the Integrity of Scholarship can be found [here](#).

Formatting Assignments

All written assignments must be submitted as a PDF written in Microsoft Word or Google Docs, double-spaced in Times New Roman 12 point font. Include in the top left corner your name, course title (BILD 83), staff facilitator's name (Melissa Hoon), and the submission date (example: April 9, 2023). Below your name, course number, facilitator's name and date, center-align the name of the assignment. Below the name of the assignment, begin the text for your assignment, left-aligned and indented at the start of each paragraph).

Example:

Jane Doe

BILD 83

Melissa Hoon

April 9, 2023

Career Fair Reflection

Begin Career Fair Reflection (this is still an example of how to format written

assignments; remember that all written assignments must be formatted this way)...

Assignment Instructions

Week 1

Written Elevator Pitch, 20 points, due 4/9/23

[Click here to review the elevator pitch slides](#) that outline instructions on how to write your elevator pitch. Follow those instructions to write your elevator pitch. Submit your elevator pitch as a PDF. You will present your elevator pitch one-on-one to classmates and individually as a presentation during class Week 2 and Week 3. The question/call-to-action at the end of your elevator pitch will be hypothetical since you are presenting it to class (usually you'll give your elevator pitch as the start of a conversation, so the person you pose the question to will have the opportunity to answer), and you can pretend it's for your classmates or for a recruiter.

Extra Credit: Register for BUMMP Annual Student Symposium and Virtual Spring Career Fair, due 4/9/23

Submit screen shots of your registration confirmation for one or both of the events below. You will receive extra credit after you attend these events and submit a reflection about how these events went and what you learned at them. These reflections are due April 11. You can choose to go to one, both or neither of these events.

UC San Diego Virtual Career Fairs (event date: 4/13/23): [Register here](#)
BUMMP Annual Student Symposium (event date: 4/14/23): [Register here](#)

Week 2

In-class elevator pitch presentation, 20 points, due 4/11/23 (last names beginning with A-G) and 4/18/23 (last names beginning with H-Z)

Give your elevator pitch according to the guidelines on the elevator pitch slides. You will be graded on the content of your elevator pitch as well as your communication skills. There is nothing to submit for this assignment.

You must be present in class during Week 2 and Week 3 to get points for this assignment. Approximately half of class will present Week 2 and half will present Week 3. If you are absent during Week 2, you will only have the chance to get up to half credit when you present during Week 3.

Extra Credit: BUMMP Annual Student Symposium attendance and reflection (event date: 4/14/23), 10 points, due 4/16/23

Attend BUMMP Annual Student Symposium on April 14 and submit a written reflection answering the following questions:

1. What portion of the event did you attend?
2. Which student presentations did you attend?
3. Did you meet with any companies at the opportunity fair portion of the event?
4. What did you learn at the event?
5. Do you plan to apply to any jobs, internships or Co-Op positions? Which ones?
6. Overall, what did you think of the event? Was it helpful? What did you gain?

Extra Credit: Virtual Spring Career Fair attendance and reflection (event date: 4/13/23), 10 points, due 4/16/23

Attend the Virtual Spring Career Fair on April 13 and meet with at least one company of your choice.

Submit a written reflection answering the following questions:

1. What companies did you meet with?
2. What questions did you ask?
3. What did you learn?
4. Do you plan to apply to any jobs and internships you learned about?
5. Overall, what did you think of the career fair? Was it helpful? What did you gain? What did you like and what would you like to see change, if anything?

Week 3

Attend a networking event and submit reflection, 20 points, due 4/23/23

1. Attend a networking event* where you have the opportunity to apply your elevator pitch, communication skills we've gone over in class, and what you learned from guest speaker Seiko Asai's talk (during Week 3's class).
 - *A networking event can include a student org meeting, Career Center event, an event hosted by a company, or pretty much any event on campus. With the exception of a party with friends or family, just about any event where you are meeting new people and have the opportunity to practice a version of your elevator pitch and communication skills we've gone over in this class will count for an event for this assignment.
2. Submit a written reflection after you've attended this event by answering the following questions:
 - What event did you attend? Name of event and organization/company it's affiliated with
 - Date and time of event
 - Photo of you at the event (this photo will not be shared or used for any purposes outside of you submitting it for your grade)
 - About how many people attended the event?
 - Summarize the event and its purpose, and what you thought of the event
 - Why did you choose this event to go to?
 - What were your main takeaways/what did you learn at the event?
 - Did you say a version of your elevator pitch at the event? To whom? How did it go/how was your elevator pitch received? Did the conversation flow naturally?
 - What communication skills did you practice at the event? Did these skills help you at the event? If so, how?
 - What did you apply at the event that you learned from Seiko Asai's talk? How did this go?
 - Did you learn anything about yourself at the event? What would you do the same or differently if you attended a similar event in the future?

Extra Credit: Thank you note to Seiko Asai, 5 points, due 4/23/23

Send Seiko Asai a thank you note on LinkedIn or to her email at seiko.asai@elembio.com. Submit a screen shot of your thank you note.

1. Go to her LinkedIn page: <https://www.linkedin.com/in/seiko-asai>
2. Click "Connect"
3. Click "Add Note" and include your thank you message in the note. Be sure to include that you're a student in BILD 81 and cite one thing you learned from her in your thank you note.
4. Send the connection request
5. To receive points for this assignment, submit a screenshot of your thank you note to her
 - To do this, go to My Network > Manage (you must approve or ignore pending invitations/connection requests in order to see "Manage") > Sent (in "Sent" you will see the connection requests you've sent along with notes you've sent to your potential connections - this is where you'll find your note to the guest speaker)