

BILD 83 Business Communications in the Biological Sciences Winter 2021 Syllabus

Instructor of record: Steve Briggs, sbriggs@ucsd.edu

Course facilitator: Melissa Hoon, mhoon@ucsd.edu

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. Topics that will be covered include networking basics, building and maintaining a professional network, soft skills, how to succeed in an internship, gaining a competitive edge in life sciences, and exploring life science careers. Students will develop key skills to thrive in and maximize their internship or job experience through learning from guest speakers who are life sciences professionals; simulating workplace scenarios and receiving feedback from life sciences professionals; and participating in soft skills and self-awareness activities.

Key Resources (# 1-3 are optional)

1. *Crucial Conversations: Tools for Talking When Stakes are High* by Al Switzler, Joseph Grenny, and Ron McMillan (second edition, 2012); available on Amazon.
2. *Emotional Intelligence* by Travis Bradberry and Jean Greaves (2009); available on Amazon.
3. StrengthsFinder assessment (optional); gallup.com; use ucsd.edu email address for discount (total cost ~\$11).
4. Handshake for job and internship postings, and professional development events and programs; ucsd.joinhandshake.com.
5. LinkedIn for job and internship postings, networking, and professional development events.

Student Learning Outcomes

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

1. Reflect on their commitment to a career in life sciences and how they will develop their competitive edge through networking, journaling, and other self-awareness activities.
2. Understand what it takes to be a competitive candidate in their chosen field for an internship or job, including skills in leadership, collaboration, vulnerability, seeking help, self-awareness, written and verbal communication, giving and receiving feedback, and more.
3. Develop and maintain professional relationships and find mentors, including industry professionals and UC San Diego alumni, to provide guidance on their professional endeavors, or serve as references on job applications or as connections to learn about job and internship opportunities.
4. Understand what is needed to develop a competitive resume and cover letter, and consistently add to a resume to evolve their competitiveness as their experience evolves.
5. Develop a career and professional development plan and timeline that includes how and when to apply to internships and jobs, who and when to reach out to for help, and how and when to develop a competitive edge (e.g., UC San Diego Extension certificate).

6. Know their top five soft skills (and StrengthsFinder strengths, if they elect to take the assessment) and how they can best apply them in an internship or job.
7. Understand the difference between life science fields and professional areas, such as biotech (general), pharmaceuticals, R&D and medical devices, and professional areas, including product management, project management, technical/scientific writing, data science, bioinformatics, and regulatory affairs.

Assignments and Grading

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

Assignment	Details	Points	Due
Week 1: <ul style="list-style-type: none"> ● Resume (first draft) ● LinkedIn Account (and add connections) ● 10-minute Zoom meeting with Melissa ● Canvas/LinkedIn photo 	<ul style="list-style-type: none"> ● Draft your resume according to the instructions covered in class ● Create a LinkedIn account and fill in sections according to instructions covered in class; send a minimum of 10 connection requests ● Send Melissa a message on Canvas with five times you're available and have a Zoom meeting with her to go over your skills and experiences for your resume ● Take a professional photo wearing business professional attire with a blank or non-distracting background and use this for your LinkedIn and Canvas photo 	30	1/10/21
Week 2: <ul style="list-style-type: none"> ● Resume (second draft) ● Cover letter (first draft) ● LinkedIn account (revisions; and add connections) ● One-on-one Zoom meeting with Melissa 	<ul style="list-style-type: none"> ● Revise your resume according to the editing suggestions Melissa made on your first draft ● Write a cover letter according to the instructions given in class ● Revise your LinkedIn account according to the editing suggestions Melissa made; send a minimum of 10 connections requests to people who you know, including Melissa (it is important that you send a request to her because you will need to access her contacts for an assignment later) ● Have a Zoom meeting with Melissa to go over your resume and LinkedIn 	40	1/17/21
Week 3: <ul style="list-style-type: none"> ● Cover letter (second draft) ● Informational Interview Outreach ● Thank you message to guest speaker (extra credit) 	<ul style="list-style-type: none"> ● Revise your cover letter according to the comments you received on your first draft grade ● Send a minimum of 10 Informational Interview Outreach messages on LinkedIn ● Send the class guest speaker a thank you message (extra credit) 	15	1/24/21
Week 4: <ul style="list-style-type: none"> ● Cold Email ● Informational Interview Outreach/ Confirmation 	<ul style="list-style-type: none"> ● Write a cold email according to the guidelines given in class ● Submit either your confirmed Informational Interview time or 10 additional Informational Interview outreach messages 	30	1/31/21

<p>Week 5:</p> <ul style="list-style-type: none"> ● Soft Skills reflection and scenario project with partner ● Informational Interview ● Thank you message to guest speaker (extra credit) 	<ul style="list-style-type: none"> ● Follow instructions on Canvas to conduct the Soft Skills Scenario project with your partner and submit the write-up ● Complete your Informational Interview by Feb. 5 and submit your write-up on Canvas by Feb. 7 ● Send the class guest speaker a thank you message (extra credit) 	30	2/7/21
<p>Week 6:</p> <ul style="list-style-type: none"> ● Informational Interview #2 (extra credit) ● Thank you message to guest speaker (extra credit) 	<ul style="list-style-type: none"> ● Conduct a second informational interview if you'd like and submit the write-up for extra credit ● Send the class guest speaker a thank you message (extra credit) 		2/14/21
<p>Week 7:</p> <ul style="list-style-type: none"> ● Practice Mock Interview (with partner) ● Thank you message to guest speaker (extra credit) ● Week 7 Discussion 	<ul style="list-style-type: none"> ● Follow instructions on Canvas to practice your Practice Mock Interview with your partner and submit the write-up; send Melissa five windows of time on Canvas that you're available to have a 15-minute Practice Mock Interview with her ● Send the class guest speaker a thank you message (extra credit) ● Participate in Week 7 Discussion on Canvas 	15	2/21/21
<p>Week 8:</p> <ul style="list-style-type: none"> ● Practice Mock Interview with Melissa ● Confirm time with the industry hiring manager to conduct your Final Mock Interview ● Thank you message to guest speaker (extra credit) 	<ul style="list-style-type: none"> ● Have your Practice Mock Interview with Melissa and submit the write-up ● Melissa will send an email introduction between you and the industry hiring manager you'll be matched with to conduct your Final Mock Interview; respond to the hiring manager within 24 hours of Melissa's email with five windows of time you're available; confirm the time with Melissa and she will send you and the hiring manager a Zoom link ● Send the class guest speaker a thank you message (extra credit) 	20	2/28/21
<p>Week 9:</p> <ul style="list-style-type: none"> ● Mock Interview ● Thank you message to guest speaker (extra credit) ● Week 9 Discussion 	<ul style="list-style-type: none"> ● Conduct Final Mock Interview with industry hiring manager ● Send the class guest speaker a thank you message (extra credit) ● Participate in Week 9 Discussion on Canvas 	60	3/18/21
<p>Week 10:</p> <ul style="list-style-type: none"> ● Mock Interview ● Career reflection/course overview reflection ● Thank you message to guest speaker (extra credit) 	<ul style="list-style-type: none"> ● Conduct Final Mock Interview with industry hiring manager if you haven't already ● Submit Career Reflection/Course Overview Reflection ● Send the class guest speaker a thank you message (extra credit) ● Participate in Week 10 Discussion on Canvas 		

● Week 10 Discussion			
Finals Week: ● Mock Interview	● Conduct Final Mock Interview with industry hiring manager if you haven't already		
Class Participation and Discussion	Participate in Discussions on Canvas for 10 points per discussion	60	
Extra Credit	2 points for each thank you message to guest speakers (18 points), 2 points for Cold Email (Week 2), 5 points for Informational Interview #2 and write-up	25	
TOTAL		300	

Final grades will be determined using the scale below.

You must attend class to pass this course.

>210 points = Passing (P) Grade

<210 points = No Pass (NP) Grade

Late Assignments

If you turn in an assignment late, you will automatically receive half the points at minimum. If you must turn in an assignment late for any reason, it is your responsibility to contact Melissa Hoon, the facilitator of this course, who will consider whether or not she will give you the option to make up your missing points by adding a component to the original assignment.

Course Policy on Absences and Missed Assignments

If you absolutely cannot be in class when scheduled, it is your responsibility to contact the instructor at least one week prior to the scheduled class with valid documentation for missing the class. It will then be determined by the instructor if a make-up assignment will be permitted. The instructor will determine what the assignment will be. If you miss a scheduled class due to a university-scheduled event, you must provide documentation from a university faculty or staff member (e.g., written documentation on university letterhead signed by the faculty/staff member) one week prior to the class. Failure to provide documentation prior to the class will result in a zero. If you miss a scheduled class due to a personal event, valid documentation must be provided (e.g., written documentation from a doctor/parent, jury duty summon) one week prior to class. If a class is missed for any other reason, it is your responsibility to contact the instructor within 24 hours of the missed class or a grade of zero will be given for the class and assignment missed.

Expectations and Class Rules

- Timely attendance to all classes
- Respectful attitude towards peers, guest speakers and instructors
- Complete all assignments on time
- Honest use of sources and citation of sources, including citation of notes from classmates and Internet searches

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 instructor 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 instructor 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. The use of sources (ideas, quotations, paraphrases) must be properly acknowledged and documented. If in doubt, you are encouraged to review guidelines for the proper use of sources, as well as UC San Diego’s policy on plagiarism and other forms of academic misconduct. 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 at <http://academicintegrity.ucsd.edu/excel-integrity/define-cheating/index.html> and the official university policy on the Integrity of Scholarship can be found at <http://academicintegrity.ucsd.edu/process/policy.html>. If you suspect another student of academic misconduct, you are strongly encouraged to report it.

Turnitin.com software may be used in this course to detect plagiarism. Students agree that by taking this course that all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the terms of use agreement posted on the Turnitin.com site. Your papers will be submitted in such a way that no identifying information about you is included. You may request that your papers not be submitted to Turnitin.com. However, if you make this request you will be required to provide documentation to substantiate that the papers are your original work and do not include plagiarized material.

Course Outline Summary

Date	Class Topics	Assignment
Week 1	Syllabus overview, career and professional development resources, recruitment calendar and applying to jobs and internships, how to write a competitive resume and create an effective LinkedIn account	Resume (first draft), LinkedIn account, 10-minute Zoom meeting with Melissa, Canvas/LinkedIn photo, career reflection
Week 2	How to write an effective cover letter, professional email/cold email/LinkedIn outreach, and thank you message (Guest speaker)	Resume (second draft), LinkedIn account (revisions), LinkedIn outreach, thank you message, cold email (extra credit), thank you message to guest speaker (extra credit)
Week 3	How to initiate and maintain professional relationships, and conduct an informational interview (Guest speaker)	LinkedIn outreach, thank you message to guest speaker (extra credit)
	Virtual Communication Guidelines in a	Informational interview and write-up,

Week 4	Professional Setting and Active Listening (Guest speaker)	thank you message to guest speaker (extra credit)
Week 5	Soft Skills (Guest speaker)	Soft Skills reflection and partner project, thank you message to guest speaker (extra credit)
Week 6	In-Person Communication Guidelines (Guest speaker)	Informational Interview #2 (extra credit), thank you message to guest speaker (extra credit)
Week 7	Interview skills and Practice Mock Interview overview (Guest speaker)	Practice Mock Interview (with partner), thank you message to guest speaker (extra credit)
Week 8	Communicating Science: The ability to break down complex ideas in simple ways (Guest speaker)	Practice Mock Interview (with partner), thank you message to guest speaker (extra credit)
Week 9	How to Be a Leader In a Professional Setting and Communicating Ideas (Guest speaker)	Mock Interview, thank you message to guest speaker (extra credit)
Week 10	The Power of Introspection In the Workplace (Guest speaker)	Mock Interview, career reflection/course overview reflection, thank you message to guest speaker (extra credit)
FINALS WEEK	No class.	Mock Interview