

BILD 83 Business Communications in the Biological Sciences Winter 2022 Syllabus

Course facilitator: Melissa Hoon, mhoon@ucsd.edu; **Grading system:** P/NP or letter grade message on Canvas instead of email
Instructor of record: Dr. Steve Briggs
Class time: Tuesdays 10-10:50 a.m.

Course units: 1 unit
Office hours: By appointment
Modality: Synchronous/remote

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. Speak at least once in each class, as participation is a major part of your grade.
2. Look up guest speakers on LinkedIn and do an online search of their companies prior to the class they are speaking in. Ask each guest speaker at least one question out loud, not via chat.
3. Wear [business professional attire](#) during your in-class speech, and informational and mock interviews.
4. Use a UC San Diego virtual background (download one [here](#)) or have a clean, organized, non-distracting real background for your in-class speech, and informational and mock interviews (it is recommended you do this in each class as well, since there will be many industry guest speakers throughout the quarter and this is a way you can make a great first impression).

Recommendations

1. Have your camera on during class to engage with students, guest speakers and the instructor. This is another way to make a strong first impression with industry guest speakers.
2. Wear [business professional attire](#) during class to “dress for success” to make a strong and positive first impression with guest speakers.
3. Write each guest speaker a thank you note via LinkedIn or email (you’ll receive extra credit).

Course Outline and Assignments

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

All classes are synchronous with **required attendance**, with the exception of pre-recorded asynchronous classes on 1/4/22, 2/8/22 and 2/22/22.

Class	Discussion Topic	Assignment	Points	Due
Week 1 1/4/22 (pre-recorded asynchronous)	Career Center resources	Schedule a career coaching appointment with a career coach at the Career Center and submit a screenshot that confirms your appointment; you must complete your appointment by 2/11/22	25	1/9/22
		Watch Zoom recording of Career Center resources (with guest speaker Mike Zucker, a career coach at the Career Center) and submit a reflection about what you learned about the Career Center and how you plan to utilize its resources (video will be posted to Canvas on 1/7/22), and write about what you would like to gain from this course		
		Extra credit: Thank you email to Mike Zucker	+5	1/9/22
Week 2 1/11/22 (synchronous)	Email etiquette with guest speaker Quynh Nguyen '17 and cold email	Cold email	10	1/16/22
		Week 2 quiz	10	1/16/22
		Thank you note to guest speaker Quynh Nguyen '17	+5	1/16/22
		Attend at least one career fair and submit a write-up on your experience	+20	2/6/22
Week 3 1/18/22 (synchronous)	How to develop and apply soft skills in the workplace	Written answer on how you would resolve soft skills scenarios	25	1/30/22
Week 4 1/25/22	Resume, cover letter, LinkedIn	No assignment		

(synchronous)				
Week 5 2/1/22 (synchronous)	How to build your professional brand with Lawrence Biagtan from Triton LinkedIn	Midterm: Written reflection on soft skills and personal branding	35	2/13/22
Week 6 2/8/22 (pre-recorded asynchronous)	How to give an elevator pitch	Practice elevator pitch	25	2/28/22
Week 7 2/15/22 (synchronous)	How to give and receive effective feedback, and developing confidence to speak up in meetings and share your ideas with guest speaker Kevin Lowitz , Thermo Fisher	Week 7 Reflection Extra credit: Thank you message to guest speaker Kevin Lowitz	25 +5	2/27/22 2/21/22
Week 8 2/22/22 (synchronous)	The art of presentations with Dr. Nisha Cavanaugh , Sanford Burnham Prebys Medical Discovery Institute	Week 8 Reflection Submit questions to ask Week 9's guest speaker	10 10	2/27/22 2/23/22
Week 9 3/1/22 (synchronous)	What leadership skills are and how to develop them with Danielle Nadeau , Bristol Myers Squibb	Week 9 Reflection	25	3/6/22
Week 10 3/8/22 (synchronous)	1-minute in-class elevator pitch and career presentation	Final: In-class elevator pitch and career presentation (3/8/22) and course survey (3/13/22)	100	3/13/22
FINALS WEEK	No class.			
ATTENDANCE & PARTICIPATION	Attend each class, engage in class discussions, and ask guest speakers thoughtful questions		100	
EXTRA CREDIT	Write thank you messages via LinkedIn or email to guest speakers (5 points per message/guest speaker). Attend at least one Winter 2022 career fair and submit a write-up on your experience (20 points; due 2/6/22).			
TOTAL			400	

Grading

<u>Item</u>	<u>Total Points</u>	<u>Percentage of Course Grade</u>
Assignments and quizzes	200	50%
Participation and attendance	100	25%
Final	100	25%

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%

>210 points = Passing (P) Grade
<210 points = No Pass (NP) Grade

Late Assignments

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

Attendance

Class is synchronous and attendance is mandatory and is 25% of your grade. If you miss class without an approved reason by the course facilitator, you will lose attendance and participation points for that class. If you know you will miss class, contact the course facilitator prior to class with your reason for missing class. If your reason is approved, you will not lose attendance or participation points, and will likely be given an assignment to make up for attendance and participation points for the class you missed.

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](#).