Department:

Business

Course Description:

This course provides an introduction to the concepts of professional activities and behavior in business. The course will focus on attitude, work ethic, leadership, and communication.

Course Competencies:

Upon completion of the course, the student should be able to:

1. Describe appropriate business attire
2. Describe and demonstrate restaurant etiquette.
3. Create an organized and efficient itinerary.
4. Research and manage travel arrangements.
5. Create an attractive professional résumé.
6. Write an effective, clear cover letter.
7. Develop and produce a PowerPoint presentation.

Course Content:

A. Professional Dress
   1. Company policies
   2. Casual business attire
   3. Body art and piercings
   4. Planning and buying a professional wardrobe
   5. Clothing maintenance
   6. Hair, makeup, hygiene

B. Restaurant Etiquette
   1. Ordering
   2. Table settings
   3. Conversation
   4. Tipping

C. Business Travel
   1. Creating itineraries
   2. Understanding travel schedules
   3. Hotel reservations
   4. Luggage requirements
   5. Travel agents

D. Getting a Job
   1. Résumés
   2. Cover letters
   3. Application forms
4. Reference letters
5. Online applications

E. Business Presentations
   1. Research
   2. Citing sources
   3. PowerPoint skills
   4. Presentation skills
   5. Handouts

Learning Assessments:

Course competencies will be assessed by use of a portfolio of completed assignments and business documents.

Instructional Materials:

Microsoft Office Suite, guest speakers, video materials, other resources determined by the instructor

Guidelines for Requesting Accommodations Based on Documented Disability or Medical Condition

It is the intention of Highland Community College to work toward full compliance with the Americans with Disabilities Act, to make instructional programs accessible to all people, and to provide reasonable accommodations according to the law.

Students should understand that it is their responsibility to self-identify their need(s) for accommodation and that they must provide current, comprehensive diagnosis of a specific disability or medical condition from a qualified professional in order to receive services. Documentation must include specific recommendations for accommodation(s). Documentation should be provided in a timely manner prior to or early in the semester so that the requested accommodation can be considered and, if warranted, arranged.

In order to begin the process all students must complete the “Disabilities Self-Identification Form” at this link: https://highlandcc.edu/pages/disability-services.

This form can also be accessed at the Highland Community College homepage under Students Services/Student Resources/Disability Service or by contacting the Disabilities Coordinator.