

Teaching and Learning Online Promoting Student Engagement

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▶ Abstract

This course is required in the business administration curriculum. Its intent is to ensure that students who major in business administration are prepared for career readiness. Guest speakers share practical work situations and give students opportunities to ask questions about day-to-day operations and needed skills and job competencies. The course is taught on-ground and online. The course content is designed so that students can engage in and out of the class session. During each class session, students must assess their current knowledge of the topic from the lecture. They have pre-class reading, in class (called weekly chat), and homework assignments

Course Information: Professional Presentation

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Professional Presentation – Course Description – This course is designed to help reinforce skills in surfacing, organizing, and assessing information that will be useful in job hunting efforts, as well as coaching in resume writing, interviewing skills, image building, and action planning. The course focuses on (8) eight central themes.

• Personal Branding	Time Management
• Goal-Setting	Resume Interview
• LinkedIn	Presentation Skills
• Career Research	ePortfolio

Narrative

Using the different technical features learned in the High-Impact Online Teaching and Learning Practices (HIOTLP) course has helped me to engage my students. Flipgrid is new for this course. I introduced Flipgrid, which gives students an opportunity to virtually discuss a topic as it relates to the lecture(s). I first showed and explained (2) YouTube videos entitled, Students: Getting Started with Flipgrid. (2021, September 17) and What is Flipgrid? How do I use it with my students? (2020, March 23). With the Week #5 Assignment, students were able to use this computer/tablet/mobile device to create a video to respond to the statements. Each student created a Flipgrid video (5 points).

They were asked to create this Flipgrid Video by responding to the following questions:

- Have you patronized Starbucks and how do you rate its service? **(1 point)**.
- Do you know of other stores that need diversity and inclusion training? If so, justify your response. If not, why is diversity and inclusion training important? **(2 points)**.
- Respond to a classmate's comment that was posted in Week #2 Discussion. State the classmate's name, and indicate why you agree or respectively disagree with his/her comment(s) **(2 points)**.

Using Flipgrid will give students an opportunity to virtually discuss a topic as it relates to the lecture(s). It also gives me, as the professor, an opportunity to join in the discussion to encourage and administer verbal and written communication. The Starbucks articles/YouTube can be found on the Starbucks' website under *Careers – Inclusion, Diversity, & Equity* (2024). I have enclosed the course schedule which includes utilization of some of the resources from the High Impact Teaching and Learning Practices Course. Additionally, the learning outcomes for the updated course are also included.

Week	Topics/Activities	Assignments
Week #1	Introduction to BUS 410: What is Career Readiness and Success 1. Have you declared your major? 2. Are you currently taking major-related courses? 3. Have you discussed an internship with your academic advisor or the Career Services Office?	Poll Everywhere to enhance student class engagement. For students to participate, they must pay attention to the lecture to answer the questions or respond to the statements. Recorded Lecture
Week #2	Goal Setting: Goal Setting Worksheet SMART Goals: 1. Academic Goal 2. Extra-Curricular Goal 3. Career Goal	Upload S.M.A.R.T. Goals Worksheet in Canvas Discussion Post: What are you doing to reach your academic and career goals to enhance inclusion, diversity, and equity? Recorded Lecture

Week	Topics/Activities	Assignments
Week #3	www.coursea.org Career Planning: A Pathway to Employment	Upload the course certificate
Week #4	Cover Letter and Resume Writing; Formatting *** Week of - Mid-Term Exam ***	Create a resume; Apply for an intern/job in Handshake
Week #5	<p>Starbucks article about Social Justice; guest speaker from Starbucks</p> <p>Discussion: www.coursea.org Career Success Project -</p> <ol style="list-style-type: none"> 1. Apply the methods, techniques and skills you have learned throughout the Specialization to add value, every day, to your organization by effectively gathering, synthesizing, analyzing and presenting information 2. Develop and hone your critical thinking skills as you evaluate ideas, concepts, approaches and assumptions to arrive at a practical, yet innovative, solution to an organizational problem 3. Learn to skillfully use a powerful strategic planning tool 4. Effectively communicate information, ideas, problems and solutions to senior-level decision makers 	Reflection Paper to upload in Canvas; Upload the course certificate
Week #6	Elevator Speech discussion and development	Presentation, Tips, etc.; Upload in Canvas Elevator Speech YouTube Recorded Lecture
Week #7	Who Am I? Professional Branding; Mock Interviewing	Branding Worksheet to upload in Canvas Recorded Lecture

Week	Topics/Activities	Assignments
Week #8	Who Am I Online? 1. Facebook 2. LinkedIn 3. Instagram 4. Twitter	Develop a presence online and review samples
Week # 9	Who Do I Want to Become? I Do I Fit In?	Reflection Paper to upload in Canvas
Week #10	Key Career Influences: Online Activity; Career Research	Chat in class; Upload in Canvas; Zoom, Microsoft Teams, etc.
Week #11	ePortfolio 1. Personal Branding Statement 2. Resume 3. Sample Assignment relating to Job Interest 4. SWOT Analysis 5. Academic and Career Goal Pathway	Upload in Canvas
Week #12	Vision Boards: A Roadmap to Your Goals –What’s Next? 1. Practice Presentations 2. Personal Outcomes	Upload in Canvas

Rubric – POINTS = 20

Students will be graded on the **first (3)** questions from the assignment. They will be graded on grammar, spelling, punctuation, and sentence logic.

	Poor (1 pts)	Fair (2pts)	Good (3pts)
Grammar, Sentence Structure	Poor more than 5 grammatical errors.	Fair 3-5 grammatical errors.	Good 2 or 1 grammatical errors.
Use of Punctuation	Poor more than 5 errors. Limited punctuation marks attempted.	Fair 3-5 errors. Use of at least 3 different punctuation marks when needed.	Good 2 or 1 error. Has used a range of punctuation marks such as periods, commas, question marks, exclamation marks, colons, etc., when needed.
Sentence Logic	Poor Poor fluency and logic. Hard to understand.	Fair Has a few errors which cause confusion in the sentence structure.	Good Easy to understand. Writing flows and keeps reader engaged.
Creative Idea	Poor Narrative follows a basic story structure.	Fair Narrative is somewhat creative, but improvements could be made to keep reader engaged and interested.	Good Narrative is highly creative and original.
Spelling, Word Use	Poor 2 or more spelling errors. Has used a limited vocabulary.	Fair 1 spelling error. Has attempted a variety of words.	Good No spelling errors. Has used a wide vocabulary throughout.

	Poor (1 pts)	Fair (2pts)	Good (3pts)
Evidence of Editing	Poor Has not edited any part of the Narrative.	Fair Has edited some parts of the writing but has missed some obvious errors.	Good Writing is edited and ready to submit.
	Poor 0 pt	Fair 1 pt	Good 2 pts
Use of Grammarly, JCSU Writing Studio, Smarthinking , etc.	Poor No evidence of writing assistance.	Fair Sought assistance but did not have a chance to review for clarity.	High evidence of assistance. Made revisions.

Source: Revised from iRubric

Student Learning Outcomes

After successful completion of this course, the student should have the ability:

- To practice presentation skills in classes by preparing for career readiness.
- To discuss some of the high-impact events and changes that have made innovative management so critical to the success of organizations today and into the future.
- To make the business case for incorporating ethical values in the organization and looks at the role that managers play in creating an ethical organization.
- To use strategy maps for overall planning and goal-setting.
- To explore the basics of good communication, including the importance of listening, asking questions, and speaking with candor.
- To demonstrate understanding of the concept of “organizational justice” and be able to verbalize.



References

Flip. (2021, September 17). Students: Getting Started with Flipgrid. [Video]. YouTube. <https://www.youtube.com/watch?v=kR1FxlMNPSS>

Starbucks (2024) *Inclusion and Diversity*. <https://stories.starbucks.com/stories/inclusion-diversity>.

Worsham, T. (2020, March 23). What is Flipgrid? How do I use it with my students? [Video]. YouTube. <https://www.youtube.com/watch?v=n5s3URLpDWM>