

University of Waterloo
Global Business and Digital Arts
GBDA 212 – Portfolio & Professional Communication
Winter 2022- REVISED

INSTRUCTOR & T.A. INFORMATION

Instructor: Victoria Turner Shoemaker Email: vshoemak@uwaterloo.ca Office Hours: By Appointment
Teaching Assistant: Mehida Ahmed Email: mehida.ahmed@uwaterloo.ca Office Hours: By Appointment

CLASS INFORMATION

SECTION GBDA.212.001 Tuesdays & Thursdays 9:00 am - 10:30 am
SECTION GBDA.212.002 Tuesdays & Thursdays 2:00 pm - 3:30 pm

*As of January 5, 2022, classes will be delivered remotely via Zoom. Zoom When classes resume in-person, class location(s) will be provided at least 1 week in advance.

The course has been designed to be delivered either in-person or remotely.

COURSE DESCRIPTION

This course is designed to provide students with a chance to develop and improve their portfolio and communication abilities to best prepare for future educational and/or professional opportunities. For students who already have an existing portfolio, you will have the space to update and perfect it, and for students who do not, you will have the chance to create and workshop it. The nature of this course involves individual approaches to learning, as each student has a unique background, set of skills, and future path. The goal with this course is to tailor the experience for each student's greatest benefit. Core competencies in professional communication will be targeted so that second year Global Business and Digital Arts (GBDA) students enrolled will complete this course with a strong understanding of how best to represent themselves 'on paper' and 'in person,' using key tools in their professional arsenal.

COURSE OBJECTIVES & LEARNING OUTCOMES

Upon completion of the course, a successful student will be able to:

- Produce effective, and position-specific cover letters and resumes to establish a clear professional identity.
- Design and develop professional assets, like a portfolio of previous work, to demonstrate acquired skills and to reflect past experiences.
- Effectively engage in various types of formal speaking and interactions like presentations and interviews.
- Navigate online environments and resources to locate, retrieve, and produce relevant content.
- Apply strong oral and written communication skills to various independent and collaborative work goals.
- Engage in self-directed learning strategies to hone individual academic/professional strengths and weaknesses.

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CLASS STRUCTURE

Classes are delivered ‘live’ which means that you are expected to attend class when scheduled, whether delivered in person or remotely. Zoom based classes will be posted shortly after the end of the class. To help you stay organized throughout the term, Weekly Course Content will be posted in the LEARN Content section at the start of each new week. These will include:

1. The week’s ‘Course Topic’ and lecture notes
2. Information on readings and other content for you to explore and make use of to complete course work
3. Assignment details
4. A list of deliverables due that week, with information on task descriptions and other related material
5. Zoom links when required

Accommodations will be made for students not able to attend in-person classes due to self-isolation.

RECOMMENDED READINGS

All readings and additional content will be posted on LEARN for your access. Guidance and instructions on how best to navigate the materials will be provided in the weekly course announcements.

COURSE ASSIGNMENTS

ASSIGNMENT	DUE DATE	WEIGHT
LinkedIn & Search	Wednesday, January 12, 2022	2.5%
Self-Assessment & Reflection	Wednesday, January 19, 2022 Monday, January 24, 2022	10%
Career Plan & Reflection 1	Friday, January 21, 2022 Monday, January 24, 2022	7.5%
Resume Types & Reflection	Wednesday, January 26, 2022 Friday, January 28, 2022	10%
Interview Preparation	Wednesday, February 2, 2022	2.5%
Guest Speaker 1 Assignment	Friday, February 11, 2022	5%
Guest Speaker 2 Assignment	Friday, February 18, 2022	5%
Portfolio 1	Thursday, March 10, 2022	15%
Guest Speaker 3 Assignment	Monday, March 21, 2022	5%
Group Project	Wednesday, March 23, 2022	25%
Career Plan & Reflection 2	Tuesday, April 5, 2022	12.5%

***PLEASE NOTE: Assessments due by 11:59 pm Eastern Time on due date**

LINKEDIN PROFILE & ON-LINE SEARCH

Employers frequently research potential candidates through social media and other on-line resources. This assignment requires that you create an online LinkedIn profile and conduct an evaluation of your on-line ‘personality’. Is this person someone they would want to represent their organization and/or trust with their reputation/clients/assets?

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Assignment details will be provided January 6

Due: January 12

COURSE ASSIGNMENTS con't

SELF-ASSESSMENT & REFLECTION

Where are your greatest strengths? Do you know how to leverage them which ensuring they don't tip over into weaknesses? CliftonStrengths™ (formerly Strength Finder™) self-assessment tool is used by millions of individuals and organizations to help identify your unique strengths and how to best utilize them.

Assignment details will be provided January 18 ~~13~~

Due: January 24 ~~19~~

CAREER PLAN REFLECTION 1

The Career Plan Reflection assignment will provide you with a chance to consider how you see your career trajectory evolving over the next few years. Content includes a current cover letter, resume and other 'get to know you' information.

Assignment details will be provided January 18 ~~11~~

Due: January 24 ~~21~~

RESUME TYPES & REFLECTION

Most people are familiar with the Chronological Resume, but there are other formats that may better represent you and your skills. This exercise will use the insights gained through previous assignments to update and modify your resume while considering the pros and cons of the various types.

Assignment details will be provided January 20

Due: January 28 ~~26~~

INTERVIEW PREPARATION

Your resume worked and you are scheduled for an interview. Behavioral interview questions can either allow you to shine, or trip you up. The STAR interview method of preparing will enable you to answer these questions confidently and concisely.

Assignment details will be provided January 25

Due: February 2

GUEST SPEAKER #1 ASSIGNMENT

Guest Speaker #1 owns a Digital Agency in Calgary, AB. This assignment will have a 1-day turnaround after the discussion and will have a participation component.

Assignment details will be provided February 10

Due: February 11

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GUEST SPEAKER #2 ASSIGNMENT

Guest Speaker #2 is a Business Development Consultant who specializes in in small business development. Finding clients is similar to finding employment. Knowing how to find, assess and manage clients is critical to business success.

Assignment details will be provided February 15

Due: February 19

COURSE ASSIGNMENTS con't

PORTFOLIO (OR EQUIVALENT ASSETS) 1

Everyone has unique skills, experiences, and goals. This Portfolio assignment will enable you to put those elements on display in a way that best aligns with your own, individual professional identity. This may include UX/UI design work products, writing samples or other unique content. There is lots of flexibility with how this assignment can be completed, so aim to think 'outside the box' by creating a portfolio that will hopefully be useful to you long after this course is over

Assignment details will be provided January 27

Due: March 10

GUEST SPEAKER #3 ASSIGNMENT

Guest Speaker #3 has worked in a variety of industries and sectors at all levels including CEO. Networking and professional relationship management has driven his career to his current dream job as a Senior Development Officer for an international development organization. This assignment gives you the experience in developing your own series of 'Elevator Pitches' to leverage future networking opportunities.

Assignment details will be provided March 17

Due: March 21

GROUP PROJECT

This project brings together all elements of the course. You will be placed in groups of 4 or 5 and each member will 'experience' the job application/client pitch process from the perspective of the Applicant/Interviewee, Employer/Interviewer and Observer. Deliverables will include video and written components.

Assignment details will be provided by February 10

Due: March 23

CAREER PLAN AND REFLECTION 2

This assignment is not intended to generate 'new work' but rather an opportunity to use feedback and other learnings to update materials produced throughout the term. Deliverables include your most current Portfolio, Resume, Cover Letter, Career Plan and a brief reflection on the course learnings.

Assignment details will be provided by March 29

Due: April 5

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MISSED/LATE WORK

No accommodations will be made for students who miss/are late to complete course work, without providing the institutionally required documentation in accordance with UW guidelines. Students who miss more than one evaluation may face re-weighting of their course components, at the instructor’s discretion, as well as a notification to the Associate Dean’s office, whether documentation is provided or not. A general late policy will apply to course work, at 10% per day, at the discretion of the instructor.

TERRITORIAL ACKNOWLEDGEMENT

We acknowledge that we are living and working on the traditional territory of the Attawandaron (also known as Neutral), Anishinaabe and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, the land promised to the Six Nations that includes ten kilometres on each side of the Grand River.

We acknowledge that the Stratford School is on the traditional territory of the Anishinaabe, Haudenosaunee, and Ojibway/Chippewa peoples. This territory is covered by the Upper Canada Treaties. Our actions toward reconciliation take place through our research, teaching, learning, and community events, with guidance from the University’s Indigenous Relations office.

STATEMENTS AND LINKS TO BE INCLUDED ON ALL COURSE OUTLINES:

Academic integrity: In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect and responsibility. [Check [the Office of Academic Integrity](#) for more information.]

Grievance: A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read [Policy 70, Student Petitions and Grievances, Section 4](#). When in doubt, please be certain to contact the department’s administrative assistant who will provide further assistance.

Discipline: A student is expected to know what constitutes academic integrity to avoid committing an academic offence, and to take responsibility for his/her actions. [Check [the Office of Academic Integrity](#) for more information.] A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about “rules” for group work/collaboration should seek guidance from the course instructor, academic advisor, or the undergraduate associate dean. For information on categories of offences and types of penalties, students should refer to [Policy 71, Student Discipline](#). For typical penalties, check [Guidelines for the Assessment of Penalties](#).

Appeals: A decision made or penalty imposed under [Policy 70, Student Petitions and Grievances](#) (other than a petition) or [Policy 71, Student Discipline](#) may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to [Policy 72, Student Appeals](#).

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Note for students with disabilities: [AccessAbility Services](#), located in Needles Hall, Room 1401, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with AccessAbility Services at the beginning of each academic term.

Turnitin.com: Text matching software (Turnitin®) may be used to screen assignments in this course. Turnitin® is used to verify that all materials and sources in assignments are documented. Students' submissions are stored on a U.S. server, therefore students must be given an alternative (e.g., scaffolded assignment or annotated bibliography), if they are concerned about their privacy and/or security. Students will be given due notice, in the first week of the term and/or at the time assignment details are provided, about arrangements and alternatives for the use of Turnitin in this course.

Intellectual Property: Students should be aware that this course contains the intellectual property of their instructor, TA, and/or the University of Waterloo. Intellectual property includes items such as: Lecture content, spoken and written (and any audio/video recording thereof); Lecture handouts, presentations, and other materials prepared for the course (e.g., PowerPoint slides); Questions or solution sets from various types of assessments (e.g., assignments, quizzes, tests, final exams); and Work protected by copyright (e.g., any work authored by the instructor or TA or used by the instructor or TA with permission of the copyright owner). Course materials and the intellectual property contained therein, are used to enhance a student's educational experience. However, sharing this intellectual property without the intellectual property owner's permission is a violation of intellectual property rights. For this reason, it is necessary to ask the instructor, TA and/or the University of Waterloo for permission before uploading and sharing the intellectual property of others online (e.g., to an online repository). Permission from an instructor, TA or the University is also necessary before sharing the intellectual property of others from completed courses with students taking the same/similar courses in subsequent terms/years. In many cases, instructors might be happy to allow distribution of certain materials. However, doing so without expressed permission is considered a violation of intellectual property rights. Please alert the instructor if you become aware of intellectual property belonging to others (past or present) circulating, either through the student body or online. The intellectual property rights owner deserves to know (and may have already given their consent). It is the responsibility of the student to notify the instructor if they, in the first week of term or at the time assignment details are provided, wish to submit alternate assignment.

Notes:

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Week	Date	Course Content
1	Thursday, January 6 th ZOOM	Course Introduction Assignment: LinkedIn & Search Due: Wed, Jan 12
2	Tuesday, January 11 th ZOOM	CLASS CANCELLED
	Thursday, January 13 th ZOOM	CLASS CANCELLED
3	Tuesday, January 18 th	Resume & Cover Letter Basics Assignment: Career Plan & Reflection 1 Due: Fri, Jan 28 Assignment: Self-Assessment & Reflection Due: Fri, Jan 28
	Thursday, January 20 th ZOOM	Resume Types Assignment- Resume Types & Reflections Due: Mon, Jan 31
4	Tuesday, January 25 th ZOOM	Interviews, Branding Yourself Assignment: Interview Preparation Due: Wed, Feb 2
	Thursday, January 27 th ZOOM	No Class Assignment Time
5	Tuesday, February 1 st ZOOM	Job Application Process Portfolio Building 1 Assignment- Portfolio 1 Due: Thur, Mar 10
	Thursday, February 3 rd ZOOM	Portfolio Building 2
6	Tuesday, February 8 th	Group Project Launch Assignment: Group Project Due: Wed, March 23
	Thursday, February 10 th ZOOM	Guest Speaker #1 (ZOOM) Assignment: Guest Speaker 1 Assignment Due: Fri, Feb 11
7	Tuesday, February 15 th	Guest Speaker 2 Assignment: Guest Speaker 2 Assignment Due: Fri, Feb 18
	Thursday, February 17 th	Group Meeting Time during Class Portfolio Discussions
READING WEEK		
8	Tuesday, March 1 st	No Class

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		Group Meetings with Instructor- by Appointment
	Thursday, March 3 rd	No Class Group Meetings with Instructor- by Appointment
Week	Date	Course Content
9	Tuesday, March 8 th	Dealing with the Unexpected and Red Flags
	Thursday, March 10 th	No Class- Assignment Time Instructor Available PORTFOLIO 1 DUE
10	Tuesday, March 15 th	Creating & Seizing Professional Opportunities
	Thursday, March 17 th	Guest Speaker 3 Assignment- Guest Speaker 3 Assignment Due: Monday, Mar 21
11	Tuesday, March 22 nd	No Class: Assignment Time GROUP PROJECT DUE: MARCH 23
	Thursday, March 24 th	Group Projects Discussion
12	Tuesday, March 29 th	Career Planning Discussion Assignment: Career Plan Reflections 2 Due: Monday, April 4
	Thursday, March 31 st	No Class-Assignment Time
13	Tuesday, April 5	LAST CLASS Project Discussions, Networking

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