

University of Waterloo
Global Business and Digital Arts
GBDA 212 – Portfolio & Professional Communication
Winter 2022 - Remote Asynchronous Online Delivery

INSTRUCTOR & T.A. INFORMATION

Instructor: Dr. Noorin Manji Email: n2manji@uwaterloo.ca Office Hours: By Appointment
T.A.1: Alejandra Gonzalez Chacon Email: aigonzalezchacon@uwaterloo.ca Office Hours: By Appointment
T.A.2: Chatumini Kodikara Email: chatumini.kodikara@uwaterloo.ca Office Hours: By Appointment

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, here, you will have the space to update and perfect it, and for students who do not, here, 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 particular 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 (or equivalent asset), 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.

COURSE REQUIREMENTS AND ASSESSMENTS

Assessment	Due By/Breakdown	Weighting
Term Tasks	4 X 2.5% each	10%
Career Plan Reflection	Monday, January 24, 2022	10%
Updated Résumé	Monday, January 31, 2022	10%
Portfolio (or equivalent assets)	Monday, February 28, 2022	20%
Professional Identity Interview	Week 8 or 9 +	10%
Job Application Project	Monday, March 14, 2022	20%
Elevator Pitch	Monday, March 21, 2022	10%
Elevator Pitch Peer Commentaries	Weeks 11 & 12	10%
TOTAL		100%

***PLEASE NOTE: Assessments due by 11:59 pm Eastern Time on due date (see schedule for details)**

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 SCHEDULE

Week #	Date	Course Content
1	Wednesday, January 5 th – Monday, January 10 th	Course Introduction
2	Tuesday, January 11 th – Friday, January 14 th	Community Building & Networking
	Monday, January 17 th	Deliverable: Term Task 1 [2.5%]
3	Tuesday, January 18 th – Friday, January 21 st	Career Planning
	Monday, January 24 th	Deliverable: Career Plan Reflection [10%]
4	Tuesday, January 25 th – Friday, January 28 th	Understanding and Navigating Résumés & CVs
	Monday, January 31 st	Deliverable: Updated Résumé [10%]
5	Tuesday, February 1 st – Friday, February 4 th	Portfolio Building I
	Monday, February 7 th	Deliverable: Term Task 2 [2.5%]
6	Tuesday, February 8 th – Friday, February 11 th	Portfolio Building II
	Monday, February 14 th	Deliverable: Term Task 3 & 4 [2 X 2.5 = 5%]
7	Tuesday, February 15 th – Friday, February 18 th	“Catchup Week” → No New Content
	Saturday, February 19 th – Sunday, February 27 th	READING WEEK [NO CONTENT]
(7)	Monday, February 28 th	Deliverable: Portfolio (or equivalent assets) [20%]
8	Tuesday, March 1 st – Friday, March 4 th	Producing Position-Specific Job Applications
	Monday, March 7 th	Deliverable: Professional Identity Interview (booking instructions to be provided) [10%]
9	Tuesday, March 8 th – Friday, March 11 th	
	Monday, March 14 th	Deliverable: Job Application Project [20%]
10	Tuesday, March 15 th – Friday, March 18 th	Preparing for the Unexpected: Creating & Seizing Professional Opportunities
	Monday, March 21 st	Deliverable: Elevator Pitch [10%]
11	Tuesday, March 22 nd – Monday, March 28 th	Deliverable: Elevator Pitch Peer Viewings + Commentaries [10%]
12	Tuesday, March 29 th – Tuesday, April 5 th	

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

CLASS STRUCTURE

Classes are being delivered remotely and asynchronously. This means that there is **no** formal meeting time at which you have to ‘attend class.’ To help you stay organized throughout the term, a weekly announcement will be posted on your course’s LEARN homepage at the start of each new week. The announcements will contain:

1. The week’s ‘Course Topic’
2. Information on recorded content to help guide you through course material
3. Information on readings and other content for you to explore and make use of to complete course work
4. A list of deliverables due that week, with information on task descriptions and other related material

TERM TASKS

There will be 4 Term Tasks in this course, each worth 2.5%, for a total of 10% of your course grade. Term Tasks may cover a wide range of simple activities including, but not limited to, discussion board posts, informal video assignments, mini peer projects, and others. More particular instructions/guidance will be provided on the weeks that the Term Tasks are due:

- Term Task 1 → DUE BY: 11:59 pm (Eastern Time) on **Monday, January 17th**
- Term Task 2 → DUE BY: 11:59 pm (Eastern Time) on **Monday, February 7th**
- Term Task 3 & 4 → DUE BY: 11:59 pm (Eastern Time) on **Monday, February 14th**

CAREER PLAN REFLECTION

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, with special attention devoted to considering different milestones in your professional timeline. This assignment will account for 10% of your overall course grade, and it is due by end of day on Monday, January 24th. More instructions will be provided in the first few weeks of the course.

UPDATED RESUME

In all likelihood, you already have some version of a resume on file. This assignment is your opportunity to update that resume, with specific consideration of the qualifications you will have upon completing your GBDA degree in a few years. This assignment will also account for 10% of your final course grade, and it should be submitted no later than end of day on Monday, January 31st. More detailed instructions will be provided well before the due date.

PORTFOLIO (OR EQUIVALENT ASSETS)

Each and every single student in this course 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. For some of you, this may include your UX/UI design work products, for others of you, this may include 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! This assignment will account for 20% of your total course grade, and it is due no later than end of day on Monday, February 28th. More detailed guidance will be provided leading up to the due date.

PROFESSIONAL IDENTITY INTERVIEW

A major emphasis in this course is on developing your communication abilities, especially in professional settings. The Professional Identity Interview will be a brief, but important opportunity for you to practice your formal communication skills, while drawing on some of your other course work products to reflect who are as a professional. The interview will account for 10% of your overall course grade, and it will be scheduled during week 8 or 9+ of the course. More instructions will be provided on how best to prepare for and schedule this interview in the first few weeks of the term.

JOB APPLICATION PROJECT

To bring your professional development in this course ‘full circle,’ the Job Application Project will be your chance to assemble and submit your evolving career materials (e.g. resume, portfolio, cover letter etc.) with a specific position in mind. The feedback you get on this assignment will be invaluable to you as you progress through your career in the coming years, so be sure to make the most of the opportunity. This project will account for 20% of your course grade, and is due by end of day on Monday, March 14th. More thorough instructions will be provided well before the deadline for this assignment.

ELEVATOR PITCH

Towards the end of the course, you will have the chance to develop an ‘Elevator Pitch,’ which is commonly known as a very short (usually 30-60 seconds) method of connecting with someone who could potentially have very positive impacts on your career trajectory. This is your chance to consider and convey who you are, what you do, and how you hope to progress your career path – as clearly and concisely as you possibly can! This assignment will account for 10% of your total course grade, and it is due by end of day on Monday, March 21st. More detailed instructions will be provided in the weeks leading up to the due date.

ELEVATOR PITCH PEER COMMENTARIES

You will also have the opportunity to view and comment on the elevator pitches of your peers in the course. With this task, your goal is to be supportive in recognizing the ways your peers have succeeded in ‘pitching’ themselves, while also being somewhat critical in providing feedback for ways your peers could improve their pitch. This task will account for 10% of your overall course grade, and you will be given ample time to view and comment on your peers’ Elevator Pitches. More instructions will be provided to facilitate your completion of this task.

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 5% per day, at the discretion of the instructor.

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](#).

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: