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To: Dr. Mary Jo Goedeke and Dr. Fang Lin  
Undergraduate Curricula Management and Assurance of Learning Committee

From: Mr. David Hogard, Director of Academic Advising & Career Readiness  
Kelce Undergraduate School of Business

Re: Business Professionalism/Common Curriculum Request

Date: September 23, 2021

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Per the request of the Undergraduate Curricula Management and AOL committee, I met with the other Business Professionalism faculty members to discuss our curriculum as it specifically relates to content regarding oral presentation skills of our students. As the committee is aware, some deficiencies in student performance (eye contact, posture, and visual presentations) were identified during the Fall 2020 semester. It was also noted that these deficiencies were identified during a semester where more focus was on video presentations due to the covid pandemic.

After meeting with the other Business Professionalism faculty members, we've identified some items we plan to implement (some have been implemented since Fall 2021) in our Business Professionalism courses to help address this issue.

- **Big Interview.** All Business Professionalism sections require students to conduct a mock interview using "Big Interview". Big Interview is a software program hosted by the Career Services Office that allows students the opportunity to conduct online interview practice. Students are graded based on their overall communication skills as well as items such as eye contact and professional appearance.
- **Group Presentations.** All Business Professionalism sections require a group presentation and each student is graded using a presentation rubric.
- **All Business Professionalism courses cover a variety of communication topics and two of the three sections are now using a common curriculum which specifically includes modules covering topics such as Public Speaking; Developing & Delivering Business Presentations, and Communicating through Technology.**

Overall, we feel that incorporating and emphasizing many of these common issues within our Business Professionalism courses should improve some of the deficiencies noted in the Fall 2020 assessment.

If you have any additional questions or concerns, please let me know.