

MORAVIAN COLLEGE

COURSE: MGMT 253: Human Resource Management
TIME/DAY: T/R 10:20-11:30AM (A) & 1:10-2:20PM (B)
LOCATION: Comenius Hall, 201

INSTRUCTOR: Katie P. Desiderio, MBA, Ph.D.
E-MAIL: kdesiderio@moravian.edu
OFFICE: Comenius Hall 202 ~ come visit me!
HOURS: MON & WED 1-3PM & BY APPOINTMENT
PHONE: 610.861.1376

REQUIRED TEXT: DeNisi, A.S. & Griffin, R.W. (2014). *HR*. Mason, OH: South-Western Cengage Learning. ISBN- 9781133604518

COURSE DESCRIPTION: This course was designed to analyze human resource decisions regarding employee motivation, recruitment and selection, performance evaluation, training and development, compensation and benefit plans, and intraorganizational communication. Special emphasis is placed on hands-on learning opportunities to develop problem-solving and decision-making abilities; operational practices; relevant behavioral-science theories; and effective use of human resources. *Prerequisite: Management 223*

STUDENT LEARNING OBJECTIVES:

LIBERAL ARTS:

1. To appreciate how a liberal arts education, at Moravian College, can enhance your life and prepare you for your future.
2. To collaborate with community partner(s) to fully engage in an experiential learning endeavor
3. To develop a sense of appreciation and wonder for the impact you will have on our community partner as well as the impact this experience will have on you
4. To live and work with personal and academic integrity

HUMAN RESOURCE MANAGEMENT:

1. Describe the basic concepts of HR and the challenges faced by today's HR Managers
2. Identify how global socio-economic and technological forces are changing HR
3. Analyze the role of HR and the operational and strategic management process
4. Identify and critically assess the managerial perspectives and skills necessary in addressing HR situations and/or opportunities
5. Job Analysis – write a job description, develop and evaluate a resume and cover letter
6. Recall the main features of employment discrimination laws
7. Identify the difference and significance between training and development
8. Describe the MBTI framework and list the strengths and weaknesses of your type

HUMAN RESOURCE DEVELOPMENT:

1. Integrate technology, media and interpersonal competencies to effectively communicate to the class and professionals
2. To learn about the self while strengthening personal skills in working collaboratively with others
3. Improve written expression and communication through the use of formal and informal writing as tools for learning
4. Identify, define and apply the correct HRM models, concepts, and processes to “real world” buzz



COURSE PROCEDURES: Learning is most effective when students are *actively* involved and responsible for the experience. The major approach to gaining mastery in HRM will be individual study, reflection, and teamwork combined with blackboard discussions and sharing of ideas, exercises, and reports. This is your class - your learning experience. Make the most of it by:

1. Reading all assignments *prior* to class CHOOSING YOUR ATTITUDE!
2. Coming to class prepared with the required text – BE THERE & PLAY!
3. Utilizing the online tools available to you
4. Being alert to current HRM news (buzz)
5. Attending & participating in our class discussions - BE THERE, PLAY, MAKE THEIR DAY, & CHOOSE YOUR ATTITUDE!
6. Completing the exercises which involve opinion generation, analysis, observation, and research
7. Fully participating in the experiential-learning endeavor BE THERE, PLAY, MAKE THEIR DAY, & CHOOSE YOUR ATTITUDE
8. Completing the two examinations
9. Maintaining & sharing your *HRM Buzz with Dr. D.* each week - BE THERE, PLAY!
10. Participating fully in the cooperative learning adventure

MISSION RELEVANCE: The course will help students to understand and apply human resource management as a business practitioner. Examples of current HRM issues will be reviewed as a basis for learning how companies may employ the strategies taught. Examining the social, ethical, and economic aspects of HR will help the student to integrate an ethical perspective to HRM. An awareness of the dynamic environment of the global economy will better prepare the student for a successful career in business.

COURSE ACTIVITIES TO MEET OBJECTIVES: Students will read the text and understand the material presented by using resources, exams, exercises, asking questions, and fully participating in this learning endeavor. In order to fully meet the course objectives, you must BE THERE!

ATTENDANCE: Students demonstrate their responsibility in the regularity and punctuality of their attendance. Please plan to arrive on time and remain the entire class period. Leaving class early will constitute an absence. As part of this policy, 3 days tardy constitutes 1 absence. Absences due to illness or other reasonable causes may entitle the student to make up missed work if communicated to course facilitator. Absences beyond 3 *for exceptional reasons* may be excused only upon presentation of a letter from a physician or other acceptable documentation. If the number of absences exceeds 3, the student's grade will be lowered by one letter. If the absences exceed 6 in a semester, the student will be issued an "F" for the course. YOU are responsible for all information, assignments, revisions, announcements, and etcetera. Arrange for a few peers that you can rely on to assist you in the case of your absence.

I WANT TO ENGAGE WITH YOU -- ATTENDANCE IS MANDATORY ☺

GRADING: You will have the opportunity to demonstrate your learning through scheduled examinations, active participation, exercises, and projects. Students will be assessed both qualitatively and quantitatively in this class. **Excessive absences will lower your final grade evaluation.** In addition, expect a penalty of one half-letter grade per day for late assignments.

| | |
|--|------------|
| Exam 1 | 25% |
| Exam 2 | 25% |
| Experiential-Learning Venture | 25% |
| Energy, Ideas, Exercises & Involvement | <u>25%</u> |
| | 100 |



GRADING SCHEDULE

Grades will be determined as follows:

| | | | |
|----------------------|-----------|--------------|---|
| Superior Achievement | A (4.0) | 93-100 | Attention Students! * You are responsible for your grades and are encouraged to question every aspect of your grade and/or performance throughout the course of the semester. |
| Great Performance | A- (3.67) | 90-92.9 | |
| Very Good Work | B+ (3.33) | 86-89.9 | |
| Good Work | B (3.0) | 80-85.9 | |
| Above Average | C+ (2.33) | 76-79.9 | |
| Average Performance | C (2.0) | 70-75.9 | |
| Below Average | D (1.0) | 60-69.9 | |
| Failure | F (0.0) | 59.9 & below | |

DEFINITION OF ASSIGNMENTS: Your work is a reflection of your commitment to this learning adventure and you are all capable of great things! Take pride in your work, but most of all take the time to have fun and enjoy the ride. All exercises must be typed, proofread, and delivered on or before the due date. Delivery may be in hard copy or via e-mail attachment as a Word document depending on the assignment from your instructor. Please use a left justified header with your name, exercise name, course #, and date unless otherwise specified. *Please save all documents using your first initial, your last name, and the name of the assignment unless otherwise specified (i.e.: KpDesiderioResume2013.doc).*

- ◆ **ENERGY, IDEAS & ENGAGEMENT:** All students will be assessed in this area based on personal activity as well as engagement with discussions in class. I encourage you to take pride in your performance and BE THERE!
- ◆ **EXERCISES:** In an effort to enhance your understanding of the components included in HRM, be prepared to use writing to explore your reactions to both contemplated and learned materials. You will be reacting to scenarios, discussion questions, case studies, as well as to peer-work. You will use writing to explore your thinking, feeling, and learning. These informal exercises will also serve as formative assessments (identifying the areas that you and I can take action on to improve both instruction and learning) for our class. A case study and discussion questions will be due for each corresponding chapter; please note that **you will need access** to the Online CourseMate for quizzes!
 - **HRM BUZZ WITH DR. D.:** As a value-add to build on our class discussions, you will contribute to our learning environment by sharing interesting, effective, ineffective, and stimulating “buzz” pertaining to HRM. **Each week**, you will share personal and professional reactions to your findings as well as those discussed in class. Your goal is to watch the news, listen to the radio, read relevant journals and/or magazines, and surf the web for the latest and greatest HRM buzz – using progressive critical examination as your learning increases. *Hint: set a Google alert for HR buzzwords!* **Please share buzz pertaining to one chapter (of your choice) that we are covering each week for discussion** (i.e.: week 1 – you may bring buzz on Ch 1 or 2...).
- ◆ **INTERVIEW AN HRM PROFESSIONAL!** Each student team will be assigned a chapter whereby you will interview an HRM professional asking questions related to the selected chapter. Students will conduct the interview (should last about 20 minutes) either via phone or in-person (preferred method). After the interview, each student team will prepare a 15-slide PowerPoint/Prezi presentation including the following:



1. COVER SLIDE - your name, the class & chapter you have selected, the date, the professor's name.
2. WHO ARE YOU? – each presenter should gain credibility with the audience; introduce yourself and tell us something exciting about you. *Note: Practice your 30-sec. pitch!*
3. WHO ARE YOU? - each presenter should gain credibility with the audience; introduce yourself and tell us something exciting about you. *Note: Practice your 30-sec. pitch!*
4. INTRODUCTION SLIDE – a brief orientation to the chapter you have explored through your selected, real-life, applied professional interview; what are the specific concepts of the chapter you will cover (4 concepts minimum)?
5. ORIENTATION SLIDE – the name of the person you interviewed; his/her company and title; how long he/she has been with the company; why he/she chose a career in HRM.
6. CONCEPT #1 SLIDE – what question(s) did you use to connect this concept with the HRM professional's work; how does this relate?
7. CONCEPT #2 SLIDE – what question(s) did you use to connect this concept with the HRM professional's work; how does this relate?
8. CONCEPT #3 SLIDE - what question(s) did you use to connect this concept with the HRM professional's work; how does this relate?
9. CONCEPT #4 SLIDE - what question(s) did you use to connect this concept with the HRM professional's work; how does this relate?
10. SO WHAT? SLIDE – why did you choose this person to interview; how has he/she aided your learning; demonstrate the purpose/quality of your interview.
11. SO WHAT? SLIDE - why should the audience retain the information shared – why is this important?
12. AHA! MOMENTS SLIDE – what did you learn and discover; what are your curiosities after the interview?
13. WILD CARD SLIDE – surprise us with what you will include in this slide, which does not have to be the “10th” slide; you may place this slide anywhere in the deck and include whatever information you see fit!
14. RELEVANT BUZZ – share current buzz you found as it relates to this interview and the topics discussed
15. ENGAGE THE AUDIENCE – create an engaging activity for your classmates and get us involved in your presentation (games, teamwork, brain teasers, ...the sky is the limit!)

✓ PLEASE POST YOUR PPT DECK OR PREZI LINK TO BLACKBOARD!

❖ **EXPERIENTIAL-LEARNING VENTURE:** Congratulations! You have been hired by Moravian College to contribute to the mission of the College.

○ **PLEASE REFER TO THE APPENDICES FOR PROJECT DETAILS!**

The experiential-learning venture is the culmination of your learning, thinking, problem solving, and executions. The experience ***should be*** exciting, frustrating, fun, difficult, and an excellent learning adventure. *Be certain to reference specific learnings from class, concepts discussed, and material covered in class in your work. It will be fascinating to reflect back on what you have learned!!*

→ THE EXPERIENTIAL-LEARNING VENTURE IS A PERFECT CANDIDATE FOR INCLUSION IN YOUR LEARNING PORTFOLIO.



- **EXAMS:** The non-cumulative, session-long, electronic examinations are a combination of multiple-choice (specific terminology recognition, knowledge, and application) and essay (application, analysis, and synthesis). Test questions will be derived from the text, in-class discussions, guest speakers, exercises, and experiential learning. Tests are intended to ensure that students have grasped the fundamentals of HRM and are ready to build on that knowledge. Thus, *you need to be actively engaged in this class* to benefit from the knowledge shared both from assignments and from your peers! Some of the richest discussions will be those shared among classmates; your discussions to the class as a whole are encouraged.

ASSESSMENTS: In addition to summative assessment tools, (exams, exercises, which include blackboard assignments, and completed projects) we also will be engaging in formative assessment techniques (identifying the areas that you and I can take action on to improve both instruction and learning). **Together**, you and I will share responsibility for creating and maintaining a supportive, exciting learning environment in our classroom!

The discussions, exercises, and assignments are opportunities for you to enhance your conceptual and practical skills. They are also opportunities to develop and enhance your written and oral communication skills. You will participate in peer-reviewed workshops to evaluate and revise assignments and develop strategy.

- ❖ Please use a word processor program for all assignments and keep your personal copy on file. All members of this class should have a personal copy of all individual and team-based assignments for their portfolio.

RESOURCES:

1. Library Materials include (but are not limited to):

| | |
|---|---|
| <i>Harvard Management Update</i> | <i>Journal of Human Resources</i> |
| <i>Journal of managerial issues</i> | <i>Journal of ethics</i> |
| <i>Journal of Behavioral Studies in Business</i> | <i>Wall Street Journal</i> |
| <i>Journal of behavioral and applied management</i> | <i>New York Times</i> |
| <i>Journal of business and management</i> | <i>Journal of business ethics</i> |
| <i>Journal of gender, race and justice</i> | <i>Journal of compensation and benefits</i> |
| <i>Journal of business and psychology</i> | <i>Journal of conflict resolution</i> |
| <i>Journal of Business Issues</i> | <i>Journal of business systems, governance and ethics</i> |

- Most of the listed journals are not available in hard copy in the Reeves Library but are available on-line or through inter-library loan. The Reeves Library Web site can be accessed at <http://home.moravian.edu/public/reeves/>. EbscoHost and Lexis-Nexis are excellent resources and bibliographic instruction is available upon request.
2. **WEB Materials:** Resources are included in each chapter of your textbook as well as additional resources, such as crossword puzzles and a glossary of terms, on the text web site. The URL for our text is: www.4ltrpress.cengage.com (Hint: bookmark address)
 3. The MORAVIAN COLLEGE WRITING CENTER is an excellent resource. The Writing Center is located on the 2nd floor of Zinzendorf and the phone number is 610.861.1592. Become a regular visitor to the writing center, as it is a great tool readily available to you!



4. The MORAVIAN OFFICE OF LEARNING SERVICES is another great resource available to ALL students; the center exists so that any student (not just those who are struggling) can work with a learning support professional in order to improve his/her academic performance. A series of support workshops that focus on many academic skills and strategies useful for students at any stage in their academic career are offered. This office also supports students who wish to request accommodations in this class for a documented disability.
 - ❖ Students who wish to request accommodations in this class for a disability should contact Elaine Mara, assistant director of learning services for academic and disability support at 1307 Main Street, or by calling 610-861-1510. Accommodations cannot be provided until authorization is received from the Academic Support Center.
5. The MORAVIAN CAREER CENTER is a fabulous resource to you, as a student of Moravian College. Please take the opportunity to visit the Career Center in their *new location in the HUB* or on the web at: <http://home.moravian.edu/public/career/>.
6. *I am one of your resources* so please contact me at any time to arrange a personal or telephone conference. *Please contact me to discuss questions, opportunities and kudos!* ☺

DISABILITY STATEMENT: Moravian College encourages persons with disabilities to participate in its courses, programs, and activities. If you anticipate needing any type of accommodation or have questions about the physical access provided, please contact the course instructor.

MIDDLE STATES ASSOCIATION OF COLLEGES AND SECONDARY SCHOOLS ACCREDITATION: The Middle States Commission on Higher Education accredits Moravian College based on an evaluation of the school as a whole rather than on just one program; this designation acknowledges our commitment to educational excellence.

STATEMENT ON ACADEMIC INTEGRITY: Moravian College exists to educate our students. Since Moravian is a community whose purpose is the pursuit of knowledge and holistic development, the entire campus is committed to the principles of academic integrity and honesty.

In our class, academic integrity is the responsibility of everyone – students and teacher. We are responsible for honest effort in the pursuit of knowledge. In taking this class you are responsible for your involvement in class, being alert to HRM buzz, completing all assignments to the best of your ability, contributing to a nurturing learning environment both in and out of class, and researching and studying with the spirit of discovery and competence building. I am your resource person in this endeavor and I am always willing to work with you.

CLASSROOM ETHICS: We are all expected to respect the learning environment of others; supportive, constructive comments are encouraged and humor is welcome. Harassment, cheating¹, plagiarism², and other similar behaviors will not be tolerated. Anyone who engages in such behavior may be removed from the class and earn a grade of 0 for the course.

¹ In this class, cheating is defined as intentionally using or attempting to use the words, ideas, or answers of another student or using unauthorized materials in any academic exercise. Please protect your work from unauthorized use.

² In this class, plagiarism is using the words or ideas of another without clearly acknowledging the source of that information. To avoid plagiarism, you must give credit or give a citation whenever you use another person's idea, opinion, or theory or use facts, statistics, graphs, drawings, and/or quotations.





HUMAN RESOURCE MANAGEMENT (HRM) CLASS SCHEDULE

(Note: subject to change)

** NOTE: *HRM Buzz with Dr D* is to be shared in class to correspond with chapter discussions **

| MEETINGS | TOPIC | READINGS & ASSIGNMENTS |
|-----------------------|--|--|
| AUGUST 27 | INTRODUCTIONS! | Visit blackboard Chapter 1 |
| 29 | The Nature of Human Resource Management | Chapter 1 * Bring DQs & Case |
| SEPTEMBER 3 | The Legal Environment | Chapter 2 * Bring DQs & Case |
| 5 | The Global Environment | Chapter 3* Bring DQs & Case |
| 10 | The Competitive Environment | Chapter 4* Bring DQs & Case |
| 12 | FALL CONVOCATION IN FOCUS THEME: HEALTH CARE MANDATORY ATTENDANCE! | Keynote Speaker: Paul Root Wolpe, Ph.D. 10AM * Johnston Hall http://home.moravian.edu/public/infocus/NEW/health/schedule.html |
| 17 | Recruitment & Selection | Chapter 7 * Bring DQs & Case <i>Special Guest Speaker! Amy Saul, Associate Dean & Director of Career Development</i> |
| 19 | Information for Making Human Resource Decisions | Chapter 5* Bring DQs & Case |
| 24 | Human Resource Decision Making in Organizations | Chapter 6* Bring DQs & Case |
| 26 |  | Wrap Up & Review <i>Study! Study! Study!</i> And have some fun too... |
| OCTOBER 1 | EXAM #1 | Chapters 1-7  |
| 3 | Managing a New & Diverse Workforce | Chapter 8* Bring DQs & Case |
| 8 | Compensation & Benefits Resume Peer Review 30-second intro | Chapter 9 * Bring DQs & Case Workshop: HRM in action |
| 10 | FALL RECESS  | NO CLASS ;-(Try to have fun without us! |
| 15 | Performance Appraisal & Career Management Managing & Enhancing Performance | Chapter 10 * Bring DQs & Case Chapter 14* Bring DQs & Case |



| | | |
|-----------------------------|--|---|
| 17 | Can you follow directions? Who Moved My Cheese Malcolm Gladwell: Spaghetti Sauce | HRM Workshop Profile on Career Hound Resumes Due |
| 22 | Performance Appraisal & Career Management | <i>Special Guest Speaker! Detective/Sergeant David Bartera, City of Bethlehem</i> |
| 24 | Compensation & Benefits | <i>Special Guest Speaker! Jon Conrad, Chief Human Resource Officer, Moravian College</i> |
| 29 | Managing Labor Relations | Chapter 11* Bring DQs & Case |
| 31 | Safety, Health, Well-Being, & Security | Chapter 12* Bring DQs & Case |
| NOVEMBER 5 | Motivation at Work ☺ | Chapter 13* Bring DQs & Case |
| 7 | Review and Updates | <i>Study! Study! Study! And have some fun too...</i>  |
| 12 | Exam #2 | Chapters 8-14  |
| 14 | PRESENTATIONS! | FINAL PROJECTS DUE – CANNOT WAIT! |
| 19 | PRESENTATIONS! | FINAL PROJECTS DUE – CANNOT WAIT! |
| 21 | PRESENTATIONS! | FINAL PROJECTS DUE – CANNOT WAIT! |
| Week of 25 th | HAPPY Thanksgiving | NO CLASS ;-(-- enjoy quality time with the people who make you smile! |
| DECEMBER 3 | PRESENTATIONS! | FINAL PROJECTS DUE – CANNOT WAIT! |
| 5 | Wrap Up! | THANK YOU FOR BEING PRESENT! |
| 9-13 | FINAL EXAMS | |

* * Please note that the contents of this syllabus are subject to change ☺
Ushindi Kujiamini Timu Oyee” * Faith within Yourself Completes the Victory



APPENDICES

Appendix A: MGMT 253A PROJECT DETAIL

- ❖ **EXPERIENTIAL-LEARNING VENTURE:** Congratulations! You have been hired by Moravian College to contribute to the mission of the College:
 - *Moravian College is a residential, liberal arts college that draws on the Moravian traditions of community, engagement in the world, and balance among body, mind, and spirit in the life of the individual. The College seeks to develop in students of all backgrounds the capacity to learn, reflect, reason, communicate, and act with integrity as individuals and in association with others. This education prepares men and women for advanced study and continuous learning, individual achievement, and leadership and service for the common good.*

Included in this are the 4 essential functions of management (Planning, Organizing, Leading, and Controlling). This year, student leaders have partnered with Dean Loyd to explore ways to both embrace our traditions while concurrently implementing student-focused events and YOU will be a behind-the-scenes contributor of making this a lasting success! Wait, there is more. This is an exhilarating year to be a HOUND and we are presented the opportunity to embrace our ability to leave our mark at Moravian College. Are you excited yet?

In an effort to holistically develop your skills, as a student learner and aspiring professional, it is imperative that your experiences extend beyond the classroom. Our class will fully engage in this partnership with Moravian student-leaders where your observations, research, and connections will inform your direction. Don't take this College for granted -- start learning more about how you can impact the lives of current and future students by understanding and appreciating what it means to be a Hound: <http://www.moravian.edu/default.aspx?pageid=11>.

- **TASK.** The experiential-learning venture involves having students enrolled in this class partner with student-leader, Fernando Cifuentes, and Dean Loyd from August through December 2013 in partial fulfillment of this course. Each student is responsible for fully engaging in this partnership. In an effort to fully enhance your experience, we will meet our community partners regularly. Please note that you will be working on this hands-on learning experience for the entire semester.
- **ROLE AND AUDIENCE.** Based on our learnings in class, students will be asked to EXPLORE HRM CONCEPTS IN ACTION in this real world applied learning experience. The learning venture will be an environment that enhances your knowledge while developing critical thinking skills that will drive the creation of a comprehensive, management-focused end of semester presentation of your proposal to Dean Loyd and student-leaders. What a great opportunity for you!

$$❖ \text{ Performance} = \sum (\text{Motivation} * \text{Ability} * \text{Environment})$$

- **WEEKLY COMMUNICATION(S).** Each team-member is responsible for contributing to the weekly, out-of-class, meetings with your assigned teams. You will explore themes, alternative approaches, and new perspectives to make this the very best event possible! Be prepared to work with community members, to communicate with key stakeholders (Alumni House, Athletics, Students...), to evaluate, give and receive peer and instructor



feedback and, of course, to discuss learnings prior to an end of semester proposal. In fact, our goal is to create an independent, peer-supported learning environment for sharing struggles and insights, heights and depths, and learning through our mutual adventure. Please be prepared to formally present your progress over the course of the semester.

- **EXPECTATIONS ABOUT THE PROCESS.** Did you know that **learning is a process**? “If the process is sound, the product will take care of itself” (W. Zinsser).
 - ◆ **MGMT 253 A** will be responsible for working in partnership with Student Leaders on two very important projects. We will have two distinct committees to support each including the *Senior Week* committee and the *Traditions* committee.
- 1. The *Senior Week Committee* will be working on creating an event that will be included in the senior week activities beginning Spring, 2014. As many of you know, incoming freshmen traditionally walk the Moravian Mile at the beginning of their journey as a Hound. With your help, the Senior class of 2014 will start a new tradition walking the Moravian Mile in reverse ending in the football stadium where a senior celebration (that you plan) will take place. This committee is tasked with proposing the details of this event in terms of planning, organizing, leading and controlling this new (and exciting) aspect of Senior Week traditions. Each team will have duties that, together, will result in a final proposal outlining the logistics, promotional efforts to get students involved, local vendors willing to engage in the celebration in the stadium, and finally involving/engaging the key stakeholders in the Moravian community to make this event as meaningful as it should be.

Senior Week Committee will consist of:

- **LOGISTICS & PROMOTIONAL TEAM (4-5 STUDENTS)**
 - **VENDORS & KEY STAKEHOLDERS TEAM (4-5 STUDENTS)**
 - **PROJECT MANAGEMENT TEAM (4-5 STUDENTS)**—each project manager will oversee a team to ensure all efforts align with intended direction and outcome(s) of assignment while concurrently working together to ensure overall team synergy. Please ensure goals are legal, safe, and SMART (specific, measurable, attainable, realistic, and timely). Please work with campus safety to ensure your direction and final proposal is sound. You will also encourage PLAY! as this is going to be nothing short of fun learning. ☺
- 2. The *Traditions Committee* will be working on creating an event, which will kick off in the Spring 2014 semester that draws on Moravian Traditions. It is your job to research what has been done in the history of the College to celebrate who we are and why we are such an amazing community. With that, your aims are to embrace the notion of engaging and energizing the Moravian community with this proposed event. Each team will be required to conduct interviews, focus groups, and, of course, to review historical data (e.g., old yearbooks, magazines, and newspapers...). This committee is tasked with proposing the details of this event in terms of planning, organizing, leading and controlling this new (and exciting) aspect of embracing Moravian College traditions. Each team will have duties that, together, will result in a final proposal outlining the logistics, promotional efforts to get students involved,



and finally involving/engaging the key stakeholders in the Moravian community to make this event as meaningful as it should be.

- ◆ *Traditions* Committee will consist of:
 - **ALUMNI & STUDENT TEAM (4-5 STUDENTS)** PLEASE INCLUDE A DIVERSE SAMPLE OF ALUMNI AND STUDENTS IN YOUR RESEARCH.
 - **FACULTY & STAFF TEAM (4-5 STUDENTS)** PLEASE INCLUDE COMENIUS CENTER FACULTY, FULL-TIME FACULTY, ADJUNCT FACULTY, ATHLETICS, PRESIDENT'S STAFF, COMMUNICATIONS... IN YOUR RESEARCH.
 - **PROJECT MANAGEMENT TEAM – (4-5 STUDENTS)** Each project manager will oversee a team to ensure all efforts align with intended direction and outcome(s) of assignment while concurrently working together to ensure overall team synergy. Please ensure goals are legal, safe, and SMART (specific, measurable, attainable, realistic, and timely). Please work with campus safety to ensure your direction and final proposal is sound. You will also encourage PLAY! as this is going to be nothing short of fun learning. ☺

The final presentation will be a proposal that communicates your exploration of this experience **using a human resource management lens**. Using resources such as the required text, class discussions, and articles shared by peers, observations, and interviews, this project is to be professionally developed and delivered.

- **CRITERIA FOR EVALUATION.** The final product will be graded holistically with a single letter grade, as per the grading schedule listed in this syllabus. An 'A' final project meets all the criteria for this assignment. **Student(s) will show an understanding of the key concepts learned in this class by synthesizing what has been learned in class with the experiential-learning venture.** The final presentation will be organized, well written, fully developed and will be free of ambiguity, grammatical and mechanical errors. This will be a professional communication to the class of your semester long experience.
 - ❖ Representatives from the College, including student leaders and Dean Loyd will be invited to attend; professional delivery and attire are required! All components of the project will be submitted to the professor on or before the designated due date.

The experiential-learning venture is the culmination of your learning, thinking, problem solving, and executions. The experience ***should be*** exciting, frustrating, fun, difficult, and an excellent learning adventure. *Be certain to reference specific learnings from class, concepts discussed, and material covered in class in your work. It will be fascinating to reflect back on what you have learned!!*



Appendix B: MGMT 253B PROJECT DETAIL

- ❖ **EXPERIENTIAL-LEARNING VENTURE:** Congratulations! You have been hired by Moravian College to contribute to the mission of the College:
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Included in this are the 4 essential functions of management (Planning, Organizing, Leading, and Controlling). This year, our class has partnered with the Center for Intercultural Advancement and Inclusion and YOU will be a behind-the-scenes contributor of making the Center a lasting success! Wait, there is more. This is an exhilarating year to be a HOUND and we are presented the opportunity to embrace our ability to leave our mark at Moravian College. Are you excited yet?

In an effort to holistically develop your skills, as a student learner and aspiring professional, it is imperative that your experiences extend beyond the classroom. Our class will fully engage in this partnership with Christopher Hunt, Associate Dean of Students and Director of Intercultural Advancement and Inclusion. Our focus will be solely on the Moravian Center for Intercultural Advancement and Inclusion where your observations, research, and connections will inform your direction. Don't take this College for granted -- start learning more about how you can impact the lives of current and future students by understanding and appreciating what it means to be a Hound: <http://www.moravian.edu/default.aspx?pageid=11>.

- **TASK.** The experiential-learning venture involves having students enrolled in this class partner with the Center for Intercultural Advancement and Inclusion from August through December 2013 in partial fulfillment of this course. Each student is responsible for fully engaging in this partnership. In an effort to fully enhance your experience, we will meet our community partner regularly. Please note that you will be working on this hands-on learning experience for the entire semester.
- **ROLE AND AUDIENCE.** Based on our learnings in class, students will be asked to EXPLORE HRM CONCEPTS IN ACTION in this real world applied learning experience. The learning venture will be an environment that enhances your knowledge while developing critical thinking skills that will drive the creation of a comprehensive, management-focused end of semester presentation of your proposal to Dean Hunt and his team. What a great opportunity for you!

$$❖ \text{ Performance} = \sum (\text{Motivation} * \text{Ability} * \text{Environment})$$

- **WEEKLY COMMUNICATION(S).** Each team-member is responsible for contributing to the weekly, out-of-class, meetings with your assigned teams. You will explore themes, alternative approaches, and new perspectives to make this the very best partnership possible! Be prepared to work with community members, to communicate with key



stakeholders, to evaluate, give and receive peer and instructor feedback and, of course, to discuss learnings prior to an end of semester proposal. In fact, our goal is to create an independent, peer-supported learning environment for sharing struggles and insights, heights and depths, and learning through our mutual adventure. Please be prepared to formally present your progress over the course of the semester.

- **EXPECTATIONS ABOUT THE PROCESS.** Did you know that **learning is a process**? “If the process is sound, the product will take care of itself” (W. Zinsser).
- ◆ **MGMT 253 B** will be responsible for working in partnership with Dean Hunt on two very important projects. We will have two distinct committees to support each including the *Intercultural Marketing* committee and the *Intercultural Internship* committee.

1. The *Intercultural Marketing Committee* will be working on creating a marketing campaign for the Center for Intercultural Advancement and Inclusion. The campaign will outline:
 - How should we market what the Center can offer to the student body?
 - How should we introduce the Center to segments of the student body that typically would not consider that there are programs from which they could benefit?

This committee is tasked with proposing a marketing campaign that will engage the Moravian community and draw on resources to make the Center as successful as possible. Each team will have duties that, together, will result in a final marketing campaign outlining the details for involving/engaging the key stakeholders in the Moravian community to make the Center as meaningful as it should be.

Note: All teams on this committee will need to reference the list of educational initiatives and faculty partnerships included on the last page of Appendix B!

Intercultural Marketing Committee will consist of:

- **STUDENT BODY TEAM (3-4 STUDENTS)**
- **FACULTY & STAFF TEAM (3-4 STUDENTS)**
- **PROMOTIONS TEAM (3-4 STUDENTS)**
- **PROJECT MANAGEMENT (PM) TEAM (3 STUDENTS)**—each project manager will oversee a team to ensure all efforts align with intended direction and outcome(s) of assignment while concurrently working together to ensure overall team synergy. PM’s will be responsible for assigning work and contributing to final marketing campaign. Please ensure goals are legal, safe, and SMART (specific, measurable, attainable, realistic, and timely). Please work with Dean Hunt to ensure your direction and final marketing proposal is sound. You will also encourage PLAY! as this is going to be nothing short of fun learning. 😊



2. The *Intercultural Internship Committee* will be working on creating an internship program for the Center, which will kick off in the Spring 2014 semester. It is your job to do your research and your aims are to embrace the notion of engaging and energizing the Moravian community with this proposed internship.
 - *What are examples of internship opportunities that students have been interested in pursuing in previous semesters?*
 - *What would the internship experience need to include in order for the Center to attract interest?*
 - *What are other liberal arts colleges offering?*
 - *Should the internship just be for credit or should it offer a stipend (contingent upon funding available)?*

Each team will be required to conduct interviews, focus groups, and, of course, to review other internships offered on campus. This committee is tasked with proposing the details of the internship in terms of 1. creating a job description, 2. outlining marketing efforts to attract applicants, and 3. working with the Career Center on the parameters of inclusion on CareerHound. Each team will have duties that, together, will result in a final proposal outlining the internship details, promotional efforts to get students involved, and finally involving/engaging the key stakeholders in the Moravian community to make this event as meaningful as it should be.

- *Current Internship Description:* Students who demonstrate an awareness and interest in diversity, inclusion, and social justice should consider applying for the Intercultural Advancement Internship. To be eligible for an internship, a student must have junior or senior standing with a cumulative QPA of at least 2.70 according to the Moravian College Course Catalog. In some cases, there may be prerequisites for a particular internship.
- ◆ *Intercultural Internship Committee will consist of:*
 - **RESEARCH TEAM (5-6 STUDENTS)**
 - **PROMOTIONS & PARTNERSHIP TEAM (5-6 STUDENTS)**
 - **PROJECT MANAGEMENT TEAM – (2-3 STUDENTS)** each project manager will oversee a team to ensure all efforts align with intended direction and outcome(s) of assignment while concurrently working together to ensure overall team synergy. PM's will be responsible for assigning work and contributing to final internship proposal. Please ensure goals are legal, safe, and SMART (specific, measurable, attainable, realistic, and timely). Please work with Dean Hunt to ensure your direction and final proposal is sound. You will also encourage PLAY! as this is going to be nothing short of fun learning. ☺

The final presentation will be a proposal that communicates your exploration of this experience **using a human resource management lens**. Using resources such as the required text, class discussions, and articles shared by peers, observations, and interviews, this project is to be professionally developed and delivered.



- **CRITERIA FOR EVALUATION.** The final product will be graded holistically with a single letter grade, as per the grading schedule listed in this syllabus. An 'A' final project meets all the criteria for this assignment. **Student(s) will show an understanding of the key concepts learned in this class by synthesizing what has been learned in class with the service-learning venture.** The final presentation will be organized, well written, fully developed and will be free of ambiguity, grammatical and mechanical errors. This will be a professional communication to the class of your semester long experience.
 - ❖ Representatives from the College, including Dean Hunt and his team, will be invited to attend; professional delivery and attire are required! All components of the project will be submitted to the professor on or before the designated due date.

The service-learning venture is the culmination of your learning, thinking, problem solving, and executions. The experience *should be* exciting, frustrating, fun, difficult, and an excellent learning adventure. *Be certain to reference specific learnings from class, concepts discussed, and material covered in class in your work. It will be fascinating to reflect back on what you have learned!!*

Appendix B Supplemental Materials:

*** INTERCULTURAL MARKETING COMMITTEE RESOURCES ***

❖ EDUCATIONAL INITIATIVES & FACULTY PARTNERSHIPS

(Note: all initiatives and partnerships listed below are a work in progress and subject to change.)

Cultural Competency Workshop In an interconnected global society, Moravian College students should attain cultural awareness, skills, and knowledge, all of which are components of cultural competency. The Cultural Competency Workshop is designed to prepare students for leadership in a pluralistic learning environment.

Safe Zone Workshop What does it mean to be a safe zone ally? This workshop is designed to educate individuals about sexual orientation and issues that impact the LGBTQ Community. The workshop will provide individuals with tools to be an effective ally as well as create a visible network of Allies to provide support to the LGBTQ community at Moravian.

Diversity Education Ambassadors (DEA) The Diversity Education Ambassadors (DEA) is a peer-to-peer education group who facilitate dialog about diversity, inclusion, or social justice programs. Students who participate will receive guidance and training in developing education and awareness programs.

Student Opportunities for Academic Research (SOAR) program

The Center sponsors (co-sponsors??) a SOAR Scholar each summer to conduct research in collaboration with a faculty mentor in a project related to diversity, inclusion and/or social justice. To this end, the program provides stipends, travel allowances, and research expenses to support students and their faculty mentors as they engage in scholarly or creative work. Since its inception in 1998, the SOAR program has supported projects with student and faculty participation across every academic discipline at the college.

❖ STUDENT SUPPORT AND DEVELOPMENT PROGRAMS

Academic Support Networking



The Center for Intercultural Advancement and Inclusion partners with the Academic Support Center, Academic Affairs, faculty members, and a range of other campus offices to assist students in their pursuit of academic achievement. The Center can customize a plan for any student who seeks to be a successful student. [Request an initial meeting to discuss your needs with the Center for Intercultural Advancement and Inclusion \(hyperlink\)](#)

Individual Mentoring Dedicated and compassionate members of the College faculty and staff enjoy developing meaningful and ongoing mentoring relationships with students who are in need of guidance through their college journey at Moravian. Request a confidential meeting with the [Center for Intercultural Advancement and Inclusion \(hyperlink\)](#)

International Student Host Program

A collaborative program with the International Studies office, the International Student Host Program...

Local Community Networking

Capitalizing on the diversity within the local community, the Center for Intercultural Advancement and Inclusion partners with a range of offices to build networks between our students and the Greater Lehigh Valley in the areas of:

- Career planning and internships
- Service opportunities
- Religious life and local churches
- Fine and performing art
- Cultural experiences

[Request an initial meeting to discuss your needs with the Center for Intercultural Advancement and Inclusion \(hyperlink\)](#)

Leadership Development Visiting Series

The Center for Intercultural Advancement and Inclusion regularly explores opportunities to create impactful leadership development opportunities for our students. The Leadership Development Visiting Series seeks to connect our students, particularly those from historically underrepresented backgrounds, to influential leaders in business, education, and government by visiting them at their workplace. The 2013-2014 series includes:

- **October 17th:** *Javier Cevallos, Ph.D., President of Kutztown University*
- **November 2nd:** *Reed Raymond '82, United States Federal Reserve Bank in Philadelphia, Moravian College Board of Trustees*
- **April 10th:** *Gene Kelly, Associate Dean of Intercultural Development at Lafayette College in Easton, PA*

Intercultural Advancement Intern

Students who demonstrate an awareness and interest in diversity, inclusion, and social justice should consider applying for the Intercultural Advancement Internship. To be eligible for an internship, a student must have junior or senior standing with a cumulative QPA of at least 2.70 according to the Moravian College Course Catalog. In some cases, there may be prerequisites for a particular internship.

❖ CAMPUS COMMUNITY INITIATIVES

Bias Response and Intervention Task Force



Moravian College is a welcoming community that embraces and values the diversity of all members of the campus community. We acknowledge the uniqueness of all individuals, and we seek to cultivate an environment that respects, affirms, and defends the dignity of each member of the community. Acts of intimidation on the basis of race, religion, ethnicity, nationality, gender, sexual orientation, gender identity or disability will not be tolerated on our campus and will be confronted by members of the college community. The Bias Response and Intervention Task Force is a team of faculty, staff, and students who are responsible for coordinating efforts in response to acts of intimidation at Moravian College. The Task Force includes:

- Chris Hunt, *Associate Dean of Students/Director of Intercultural Advancement and Inclusion*
- Sridevi Rao, *Assistant Director Intercultural Advancement and Student Programs*
- Kim Sherr, *Associate Director of Project Management and Plant Operations*
- George Boksan, *Director of Campus Safety and Chief of Police*
- Carol Traupman-Carr, *Dean of Curriculum and Academic Programs*
- Liz Yates, *Assistant Dean for Residence Life, Greek Life, and First-Year Programs*
- Michael Wilson, *Director of Public Relations*
- Angie Colon, *Director of Enrollment Services, Moravian Theological Seminary*
- Justin Charles '14
- Vinny Reed '14
- Phoebe Stone '14

Cultural Awareness Celebrations and Observances

While we strive to embed cultural awareness and the impact of historic figures and events in our everyday lives, Moravian College also celebrates and observes the following:

- National Coming-Out Week (October 6-12, 2013)
- Latino(a) Heritage Month (September 15 to October 15)
- Dr. Martin Luther King, Jr. Day (January 19, 2014)
- Black Heritage Month (February 2014)
- Women's Heritage Month (March 2014)

Committee for Diversity and Inclusion

Comprised of faculty, staff, and students, the Advisory Committee for Diversity and Inclusion is charged with reviewing and analyzing programs, policies, and practices that impact the College's commitment to diversity and inclusion. Each division head within the institution is responsible for nominating representatives to the President who would serve on the Committee for a two-year term. The United Student Government is responsible for appointing students to serve on the Committee.

G.I.V.E. Opportunities Initiative

The G.I.V.E. (Grants for Intercultural Values and Enlightenment) Opportunities Initiative at Moravian strives to build firm relationships among students and student organizations where the advancement of diversity, inclusion, and social justice is an intended outcome of a given program. The G.I.V.E. Advisory Board is comprised solely of students who are committed to nurturing a learning environment that is inclusive and representative of our diverse communities. Seed-funding grants for up to \$250 are available through the G.I.V.E. Opportunities Initiative for collaborative student programs that endeavor to promote a diverse and inclusive campus community. Prior to submitting your grant request, [schedule a meeting to discuss your upcoming program \(hyperlink\)](#)



APPENDIX C: THE CAREER CENTER: CALENDAR OF EVENTS 2013-2014

**** FALL 2013 EVENTS ****

New York City Student/Alumni Networking Reception

September 19 * Depart campus at 2:00pm; 6-8pm * The Union League Club, New York City
Back by popular demand! Connect with alumni in the NYC area. Students are encouraged to attend if they are interested in living/working/interning in NYC or the surrounding areas. Advanced registration and prep session attendance is **REQUIRED**. Space is limited. Note-bus departs campus at approximately 2:00pm due to employer site visits taking place before the event. Watch your Moravian College email for more information.

Teach For America Lunch & Learn

September 24 * 11:45-12:45 * Moravian College

A representative from Teach for America will be on campus to introduce the Teach for America program. All students looking to learn more about Teach for America and their opportunities are encouraged to attend!

Philadelphia Student/Alumni Networking Reception

October 22 * Depart campus at 4:00pm; 6-8pm * Urban Outfitters, Philadelphia, PA
Back by popular demand! Connect with alumni at one of the coolest locations in Philly- the Urban Outfitters World Headquarters at the Philadelphia Naval Yard. Talk with alumni about your aspirations and seek advice-they are there to meet you! Advanced registration and prep session attendance is **REQUIRED**. Space is limited. Watch your Moravian College email for more information. Note-bus will depart campus at approximately 4:00pm.

Career Connections Externship Program Information Session

October 24 * 11:30 am * Career Center

Learn all about the value of completing a job shadow program with esteemed Moravian College alumni and community partners. There will be over 50 job shadow opportunities to choose from. The experiences take place over winter break. Every student is welcome to learn about the program!

Advocate & Educate-Careers for the Common Good

November 12 * 6:00pm-8:00pm * DeSales University

Want to help others as a career? Not sure how? Come to this event to learn about all the different opportunities that exist in civic engagement as a career path. **FREE** transportation provided with advanced registration.

Coffee & Connections Student/Alumni Networking Reception

November 13 * 6:00pm-8:00pm * HUB Pavilion

Mingle with alumni right here on campus in various occupations that want to help you as you plan a career path. Lots of great food and conversation will be had. Business dress is required.

Major League Baseball Lunch & Learn

November 19 * 11:45-12:30 * Moravian College

Interested in learning more about working in the sports industry? Even if you just want to learn more about working in business for a multi-national organization-this event is for you! You'll



learn about the do's and don'ts of the world of sports and business from John Quinones, '92, Vice President of Recruitment at Major League Baseball. Enlightening and engaging-this is a session you won't want to miss! Watch your email for details!

**** SPRING 2014 EVENTS ****

Backpack to Briefcase Career Prep Program

January 10-11, 2014

Moravian College

A 2-day professional development seminar for juniors & seniors! Event includes mock interviews with industry professionals, resume reviews, etiquette dinner and lots of great sessions about what it's like in the real world on topics like financial management, networking, social media, on the job info about benefits and MUCH MORE.

Pre-registration is required and space is limited!

Lehigh Valley Collegiate Career Expo

February 26

12:00-4:00 * Holiday Inn Fogelsville

Bring your newly updated resume and your professional, can-do attitude and join over 100 employers at the annual LVCCE. If you're searching for an internship or a professional position, this is the right place for you. There will be something for every major on campus, so mark your calendar and make plans to attend! Visit www.lvcce.org for a list of organizations attending, directions and other helpful hints. FREE TRANSPORTATION is provided by the Career Center. Contact the Career Center for more information.

Career & Internship Fair

March 20

12:00pm-3:00pm * Johnston Hall

Employers will be on campus to meet with students about jobs and internships. Every major and year of study is encouraged to attend; there will be opportunities for everyone! Different organizations are represented at this event and the LVCCE career fair so students should attend both! Professional dress and polished resumes are required. No advanced registration necessary.

Education Opportunities Day

April 1

9:30am – 3:00pm * HUB

This event is for seniors and juniors in the Education Certification Program and is designed to give students information on the interviewing and job search process. The day also includes a job fair for seniors that will allow students to talk with over a dozen local school districts.

Washington, D.C. Student/Alumni Networking Reception

Spring Semester TBA

Depart campus TBA * Washington, D.C.

There are so many career and internship opportunities in D.C. both on and off Capitol Hill. Join us as we travel to visit with alumni in industries including politics, government, lobbying, art, music, education, civic engagement, and much more. Connections are critical to your success in this area and Moravian alumni are here to help! Advanced registration and prep session attendance is REQUIRED. Space is limited. Note-bus will depart campus at approximately 4:00pm

More events added weekly! Visit www.moravian.edu/career for an up-to-date list of upcoming events! Call us 610-861-1509 or email us thecareercenter@moravian.edu today.