

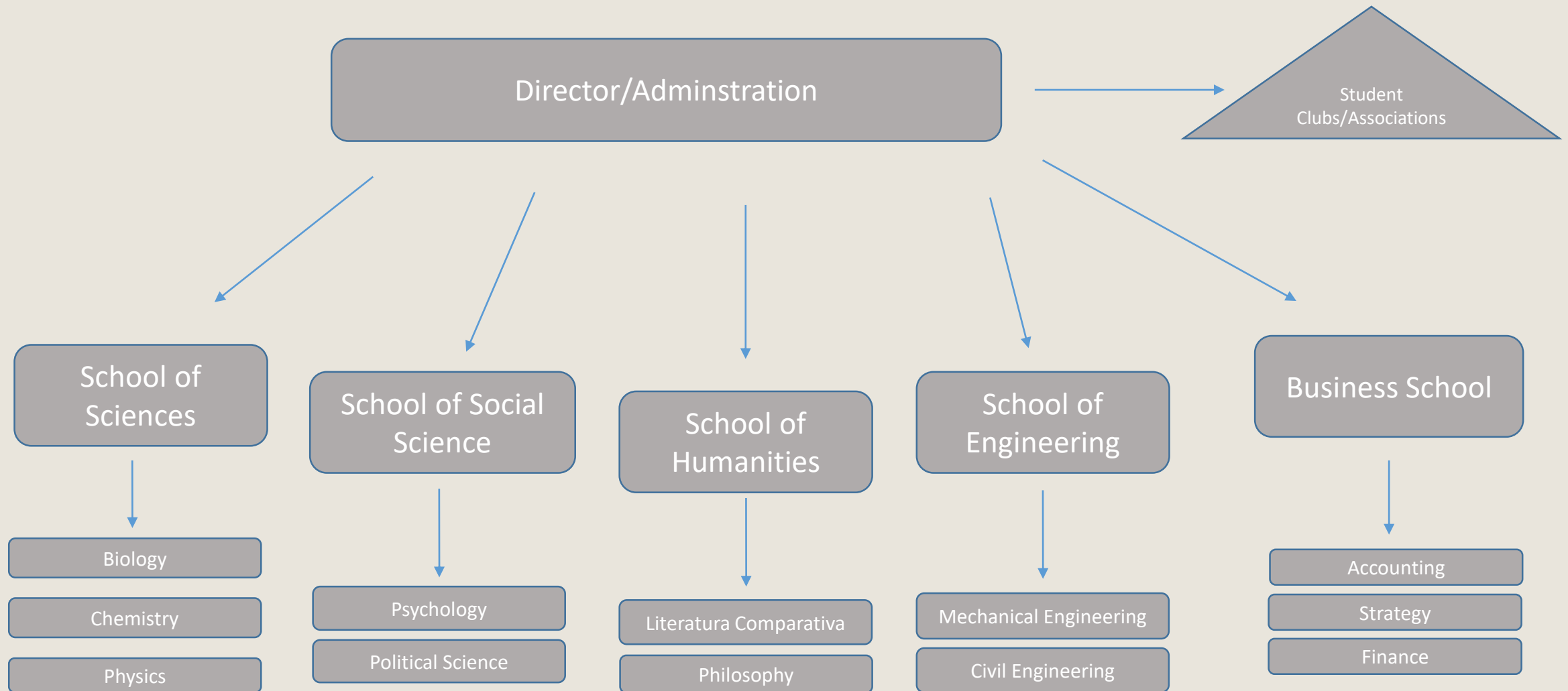
CONEXIONES

Foundation Courses

MODULE 2 – THE EDUCATION EXPERIENCE

Example University Structure

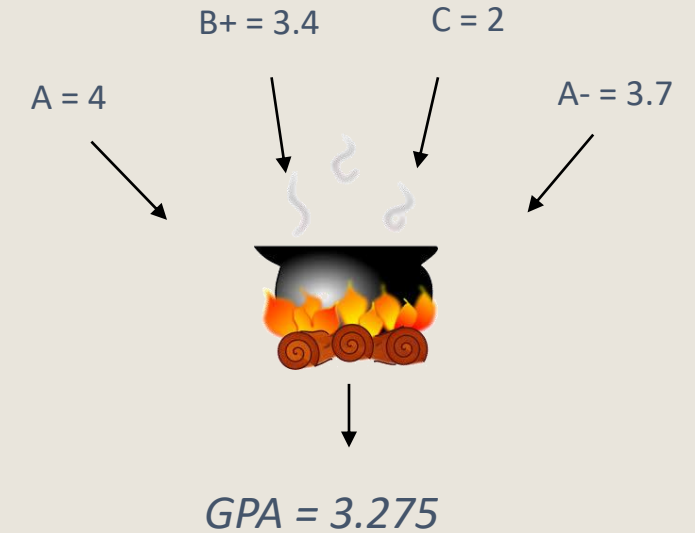
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Grade Point Average (GPA)

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Final Grade	Grade Value	Final Grade	Grade Value
A	4	C+	2.4
A-	3.7	C	2
B+	3.4	C-	1.7
B	3	D+	1.4
B-	2.7	D, D-, F	1 ; (.7) ; 0



- Your GPA is considered when you apply for:
 - Academic programs (both undergraduate and postgraduate)
 - Internships
 - Leadership positions in clubs/other university organizations
 - Jobs
- What is considered a good GPA?
 - Excellent: 3.8 - 4.0
 - Good: 3.6 - 3.7
 - Average: 3.3 - 3.5

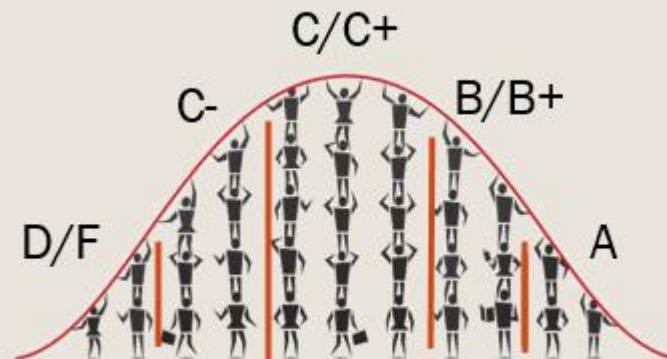
Final Grades



It is important to know how your grades are determined. You don't want any unpleasant surprises!

100-93% A	82-80% B-	67-69% D+
90-92% A-	79-77% C+	66-63% D
87-89% B+	76-73% C	62-60% D-
86-83% B	70-72% C-	59-0% F

- The scale above is common, but some professors make adjustments
- Some classes grade according to a “curve” as represented below





Cumulative = Includes material from prior exams

The Structure of a Typical Course

- 30 Students
- 3-4 Months (Varies based on the program)
- 3 Exams (70% of the final grade)
 - Exam 1: No notes, no books. First 1/3 of material
 - Exam 2: No notes, no books. It could be “2/3” or cumulative
 - Final Exam: Often worth more points. It could be “3/3” or cumulative
- Homework (20-25% of the final grade)
 - Homework in the USA is not option, even if you are intelligent
 - Homework has a significant impact on your final grade
 - Necessary to practice concepts found in exams
- Participation (5-10% of the final grade)
 - Contribute with the discussion in class
 - Contribute to group projects – your peers will evaluate you

What is a Syllabus?

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Most questions students have can be answered
in the **syllabus**

- A “Course Map”
 - Describes how the course will be graded (how many points go to each category)
 - Professor and Assistant (TA) contact information
 - Rules for meeting with the professor
 - General description of homework and projects
 - Important dates
 - Required materials
 - Other rules and information (attendance policy, cell phone use, computer use, late work policy, etc.)

Syllabus - Example

Business Management 241

Winter Semester 2013

- ▲ Section 1: 151 TNRB on M W at 11:00-12:15,
Section 2: 140 JSB on M W at 2:00-3:15,
Section 4: 140 JSB on M W at 3:30-4:45

Professor Michael J. Swenson: Michael Swenson, Ford Professor of Marketing

624 TNRB: 624 [TNRB](#)

MW 9:00-10:00 am: M W 9:00-10:00 am

801-422-2799: 823-422-2799

ms@byu.edu: ms@byu.edu

Description

Welcome to Marketing Management!

Peter Drucker claimed that "any business enterprise has only two basic functions: marketing and innovation. All else is detail." Robert Lewis Stevenson observed, "We all live by selling something." Jack Welch, former CEO of General Electric proclaimed, "Marketing isn't somebody's responsibility; marketing is everybody's responsibility."

Learning Outcomes

- Using marketing tools to create value for customers
Understand the fundamental components and tools of marketing and how each relates to creating

Grading Scale

A	94-100	B-	80-82	D+	67-69
A-	90-93	C+	77-79	D	63-66
B+	88-89	C	73-76	D-	60-62
B	83-87	C-	70-72	E	59 and lower

Assignments	Percent
Test 1	20
Test 2	25
Final	30
Assignment 1	5
Assignment 2	5
Assignment 3	5
Assignment 4	5
iClicker Participation	5
Total Percent	100

Reading Requirements

88

U.S. History: Preparing for the Advanced Placement Exam

Other historians have been more impressed with the differences between the American experience and the revolutions in Europe. They argue that the French and Russian revolutionaries reacted to conditions of feudalism and aristocratic privilege that did not exist in the American colonies. In their view, Americans did not revolt against outmoded institutions but, in their quest for independence, merely carried to maturity a liberal, democratic movement that had been gaining force for years.

In comparing the three revolutions, a few historians have concentrated on the actions of revolutionary mobs, such as the American Sons of Liberty. Again there are two divergent interpretations: (1) the mobs in all three countries engaged in the same radical activities, and (2) the American mobs had a much easier time of it than the French and Russian mobs, who encountered ruthless repression by military authorities.

Another interpretation of the American Revolution likens it to the colonial rebellions that erupted in Africa and Asia after World War II. According to this view, the colonial experience in America caused a gradual movement away from Britain that culminated in demands for independence. Other studies of the military aspects of the Revolution have pointed out similarities between American guerrilla forces in the 1770s and the guerrilla bands that fought in such countries as Cuba in the 1950s and Vietnam in the 1960s. Recall that the British controlled the cities while the American revolutionaries controlled the countryside—a pattern that in the 20th century was often repeated in revolutionary struggles throughout the world. Typically, as in the case of the American Revolution, insurgent forces were weak in the cities, but strong in the surrounding territory.

By going beyond the American Revolution, to view it relative to other revolutions, we gain valuable insights that enable us to understand it better.

- University readings are more difficult than English learning textbooks
- You may have to read books that are more than 100 years old (Philosophy, Political Documents, etc.)
- If your current Spanish books were translated into English, could you understand them?



Often, assignments are mandatory

Assignments

- Why should I complete assignments?
 1. Assignments are often mandatory (they can be worth up to 50% of your final grade)
 - Look at the syllabus for specific policies regarding assignments
 2. Assignments prepare you for exams
- Example Assignments:
 - Essays
 - Short answer questions
 - Group Projects
 - Presentations

Assignments (cont.)

- Frequency

Varies based on area of study, class, and professor

- Small projects – must be completed before class (appx. 2 per week)
 - More common in Math and Science
- Large projects/essays – Monthly
 - More common in English and History

- Responsibility

- It is YOUR responsibility to know when you must turn in assignments
- In the syllabus and course calendar you can find information about assignments
- Professors DO NOT have to remind students about assignments
- Professors rarely accept late work

Exams



The syllabus contains specific information on exams

Study Guides only contain some information about an exam

- Importance
 - May contribute up to 100% of your final grade
 - Example: Exam 1 = 25%, Exam 2 = 25%, Exam 3 = 50%
- Frequency/Duration
 - Find exam dates in the syllabus
 - Normally require 1.5 – 3 hours
- Study Guide
 - Sometimes the professor prepares a document called a **Study Guide**
 - **Study Guides** contain a list of topics that may be covered on the exam
 - **CAREFUL!** Study Guides don't always have ALL topics covered on the exam. Clarify this with your professor
- Preparation: 3-5 Hours
 - Complete Readings and Assignments
 - Always attend class. Take detailed notes
 - Carefully review the study guide
 - Carefully review notes
- Responsibility
 - YOU have the responsibility to know exam dates
 - If you miss an exam, you could receive a 0%
 - If you miss an exam, your professor DOES NOT have to offer it again

What Are Clubs and Academic Associations?

- A club is a student organization that connects students with similar interests and passions
 - They can be academic or simply recreational in nature
 - Examples: Latin Dance, Business, Ping Pong, Neuroscience
- How do clubs work?
 - Generally clubs meet each week
 - Activities are based on the interests of the group
 - You can join a club by registering online, registering at a booth, or attending a group meeting
- Discover clubs – attend school-sponsored club fairs!



Clubs and Academic Associations (Cont.)

- Why Participate?
 - Clubs are fun!
 - Clubs provide **professional networks** and opportunities to find internships
 - Postgraduate schools want to see participation in extracurricular activities
 - Clubs provide students with leadership opportunities
 - Clubs improve your talents and abilities in your area of study
 - Clubs help you develop a sense of belonging



Internships: Preparing For Your Career

How do I obtain a job without experience?

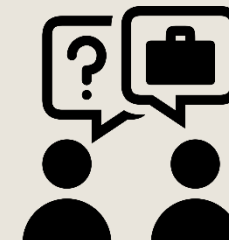
How do I obtain experience without a job?

- What is an internship
 - Opportunities for students to learn about their profession by completing “real world” work
 - Example: A finance student works for a bank during the summer
- What are the benefits?
 - You build a strong resume
 - You discover if that profession is right for you
 - Employers like to hire people who interned for them



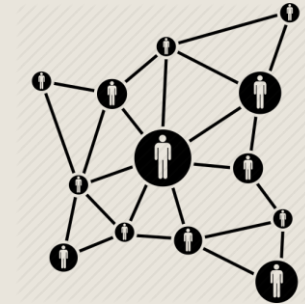
Internships – What You Need to Know

- Details
 - Usually occur during the summer, when students aren't in classes
 - Usually require a full-time commitment; they may require a transfer
 - Compensation depends on the company and the type of internship you choose
 - Internships with the best companies are very competitive. They require previous internship
 - Prepare for numerous interviews with employers before receiving an internship offer
- Where to find internships
 - University career websites
 - Clubs and Academic Associations
 - University career advisement centers
 - Your personal networks



Networks – Building Relationships

- What is a network?
 - A network is a set of relationships
 - For you, it's about getting out and talking with people
 - Networks can help you learn new information
- It's easy – speak with people that work in your desired profession
- Forming relationships is just as important as earning high grades in class
- If you want to be hired, you need to form a network
 - 65-70% of USA job offers happen through networks
 - Only 1% of online applications are successful



Building a Network

1. Determine Your Purpose

- What do you want to learn?
 - General professional advice?
 - Information about a specific company?
 - Information about internships?

2. Identify who can help you best

- Do they work in your desired company/profession?
- Do they make internship decisions?

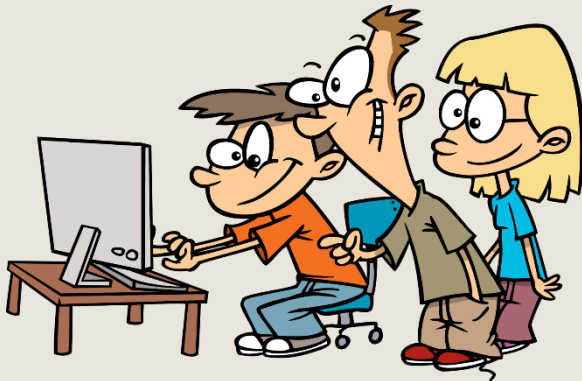
3. Present yourself

- Career Fairs
- Casual Interactions
- LinkedIn
- Email



US vs. Latin America: Key Cultural Differences

- Time is limited – deadlines and schedules are very important
- Americans need more than an arm's length of personal space
- To do well in classes, you can't just memorize – you must understand and apply new concepts
- Look Americans in the eye – it shows respect
- The USA emphasizes independence and individualism – work ethic is important
- Americans believe that individuals have control and change is good
- Academic rules are very strict



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CONEXIONES

Foundation Courses

- *Module 2 – The Education Experience*