



## **Course Title:** From Classroom to Boardroom: Mastering Professionalism in Europe

**Program and Date:** England and Ireland, May 27 – June 12, 2025

**Academic Department:** Business Administration

**Instructor Name:** Olena Pilyayeva and Jenny Gardner

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### **Get to Know Your Professor**

#### **Olena Pilyayeva:**

I am a lifelong learner and storyteller with a deep passion for inspiring others through education and personal connections.

Currently, I serve as the Director of Recruitment and Retention at the Center for Student Excellence in the Haile College of Business. Since joining NKU in 2003 and transitioning to the College of Business in 2007, I've had the privilege of supporting students in discovering and confidently pursuing their career paths—something I find incredibly rewarding. I also have a vast teaching experience with various BUS classes and more recently, BUS 301 (Haile Professionals) class, where I guide students in building essential professional skills.

Originally from Ukraine, I hold a Bachelor of Science in Management and Economics and a Master's in Accounting. I am also an NKU alum, having earned my Master of Business Administration (I simply can't get enough of NKU!). In Ukraine, I worked in various roles, including Office Manager, Accountant, and Interpreter, and I speak three languages. My commitment to learning is unwavering, and I firmly believe that education transforms lives and opens up extraordinary opportunities.

In my free time, I enjoy taking care of my chickens, crocheting, cooking, baking, and spending time with family and friends. My family and I have a passion for travel, exploring new places, and meeting people from diverse backgrounds. I've had the opportunity to experience the beauty of USA, Italy, England, Russia, Ukraine, and Canada—each destination deepening my appreciation for different cultures and perspectives.

#### **Jenny Gardner:**

With a dynamic background as a Sports Director and a solid track record in higher education, I bring a unique blend of industry experience and a genuine passion for mentoring students. My career journey has been shaped by diverse roles, from working with the Cincinnati Reds to managing impactful programs at the University of Cincinnati. In 2023, I took on the role of Director at the Center for Student Excellence at NKU, driven by my commitment to helping students find their professional footing and pursue paths that inspire them. I also have a vast teaching experience with various Sports Business classes and more recently, BUS 301 (Haile Professionals) class, where I guide students in building essential professional skills.



My expertise spans Sales, Event Management, Media Relations, Sponsorship, and Fundraising, honed over years of hands-on experience and a dedication to fostering meaningful connections. Whether coordinating large-scale events, managing strategic partnerships, or guiding students, I strive to make a positive, lasting impact.

Outside of work, I cherish time spent with my family, including my two college-aged daughters, and our two dogs, who bring boundless joy to our lives. Travel is a constant source of inspiration for me—I've explored the United States from coast to coast and ventured to places like England, Scotland, Germany, and many more. Discovering new cultures and experiences fuels my passion for life, reminding me of the richness and diversity that exists beyond familiar horizons.

This journey continues to shape who I am, and I'm grateful to have found a role that allows me to pass on that spirit of exploration and ambition to the students I serve.

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### **Course Description**

If you want to hone your professional business skills, add an international experience to your resume, and deepen your understanding of how cultural and historical traditions influence economic behavior and policies, then this is the class for you! Students will work collectively on a client-based project with a company in London ("Europe Snacks") and explore how resume-building and interview techniques can best be oriented towards professional goals. On field trips to museums and historic sites in both London and Dublin, you will delve into English and Irish culture, and planned interactions with lecturers and college students will provide class participants with an opportunity to compare and contrast American business culture and practices with those of England and Ireland. This class will consist of 6-weeks of online synchronous learning including a 14-day experiential learning abroad (London/Dublin - May 27-June 12).

### **Course Level**

Undergraduate Upper Division

### **Prerequisite(s)**

Must be at least 18 years old and have earned at least 30 college credit hours

### **Student Learning Outcomes**

Upon completion of all coursework with a passing grade and full participation in course activities, students shall be able to:



**PART 1: INTERNATIONAL CONTEXT**

1. Compare and contrast similar industries in different continents across businesses (management, sports business and event management, marketing, finance, accounting, many others). Note: not all industries are covered in a particular semester.
2. Understand business operations and comparison to US based companies.
3. For the client-based project, analyze and research the company in question (client) and find out main solutions to the problem presented by the client (company).
  - a. Investigate the economy of the client’s home country, conduct SWOT, and benchmark 5 other companies domestic or international to help conclude the best solution for the client.
  - b. Present findings to the client and learn from their feedback.
  - c. Produce a process that solved a problem for an organization/client by applying your skillset and collaborating with others skillset.
    - i. Apply your skillset to leverage those of others to produce meaningful outcomes for the client.
4. Develop cultural and global awareness by travelling in a multi-national setting as well as partnering with European students engaged in Business research and analytics.
5. Organize a plan to gain the right experiences to be prepared to achieve career goals.

**PART 2: JOB SEARCH, RESUME, INTERVIEW**

1. Understand the importance of gaining relevant work experience through completion of the client-based project in the international setting.
2. Demonstrate effective interviewing techniques for professional interviews.
3. Apply skills to conduct an effective job search and landing a role.
4. Define your skillsets and strengths and how it relates to your career and team.
  - a. Understand the process of identifying your skills/strengths.

**Required Readings and Materials**

- Online research about industry, company, competition, and AI tools
- Have an established current resume
- All other materials will be provided in class

**Assignments and Grades**

| ASSIGNMENTS                      | POINTS |  |
|----------------------------------|--------|--|
| Attendance/Participation         | 100    |  |
| Post Orientation – pre-trip Quiz | 50     |  |
| Resume Rough Draft               | 50     |  |
| Resume Final Draft               | 100    |  |
| Cover Letter + 3 job postings    | 50     |  |
| LinkedIn Assignment              | 50     |  |
| Enneagram Assessment             | 50     |  |
| Mock Interview                   | 100    |  |



|                                |             |  |
|--------------------------------|-------------|--|
| Client Based Project (3 parts) | 250         |  |
| Personal Brand Pyramid         | 50          |  |
| Journal # 1 - London           | 75          |  |
| Journal # 2 - Dublin           | 75          |  |
| Final Post-Trip Presentation   | 100         |  |
| <b>TOTAL:</b>                  | <b>1100</b> |  |

### Grading Scale

The following scale will be used to compute your grade.

| GRADING SCALE: |           |  |
|----------------|-----------|--|
| A              | 93-100%   |  |
| A-             | 90-92.99% |  |
| B+             | 87-89.99% |  |
| B              | 83-86.99% |  |
| B-             | 80-82.99% |  |
| C+             | 77-79.99% |  |
| C              | 73-76.99% |  |
| C-             | 70-72.99% |  |
| D+             | 65-69.99% |  |
| D              | 60-64.99% |  |
| F              | 59.99-0%  |  |

### Onsite Learning Experiences and Activities

Onsite learning experiences in this class will likely include the following site visits. This is a tentative list which will be replaced with a detailed daily itinerary of class meetings and field trips prior to the departure date.

| Day                        | Date      | DOW | Time      | Activity  |
|----------------------------|-----------|-----|-----------|---|
| Day 0<br>DEPARTURE FROM US | 5/27/2025 | TUE |           |   |
| Day 0<br>ARRIVAL TO UK     | 5/28/2025 | WED | Evening   | Orientation and Tour of the Financial District & The Bank of England Museum |
| Day 1                      | 5/29/2025 | THU | Morning   | The Tower of London & Thames River Walk                                     |
|                            |           |     | Afternoon | Visit to PwC™'s London Office   |
| Day 2                      | 5/30/2025 | FRI | Morning   | Europe Snacks Final Presentations   |
|                            |           |     | Afternoon | Europe Snacks Facility Tour   |
| Day 3                      | 5/31/2025 | SAT | Morning   | Europe Snacks Q&A   |
|                            |           |     | Afternoon | FREE AFTERNOON  |



|  |           |     |           |   |
|--|-----------|-----|-----------|---|
|  |           |     | Morning   | Workshop at Imperial College London Enterprise Lab  |
| Day 4                                  | 6/1/2025  | SUN | Afternoon | Professionalism & Business Etiquette Workshop at the British Library Business & IP Centre |
| Day 5                                  | 6/2/2025  | MON | Morning   | Tour of Westminster Abbey & Parliament Square   |
|  |           |     | Afternoon | FREE AFTERNOON  |
| Day 6                                  | 6/3/2025  | TUE | Morning   | Visit to the British Museum   |
|  |           |     | Afternoon | Workshop at London Business School (LBS)  |
| Day 7                                  | 6/4/2025  | WED | Morning   |   |
|  |           |     | Afternoon |   |
| Day 8<br>DEPARTUR<br>E FROM UK         |           |     | Morning   | Work on Resume and Interview on the bus   |
| Day 8<br>ARRIVAL TO<br>IRELAND         |           |     | Afternoon | Work on Resume and Interview on the bus   |
| Day 8                                  | 6/5/2025  | THU | Evening   | Orientation and final prep for tomorrow networking session                                |
|  | 6/6/2025  |     | Morning   | Networking Event with NKU Alumni in Dublin - Interview                                    |
| Day 9                                  | 6/6/2025  | FRI | Afternoon | Networking Event with NKU Alumni in Dublin - Resume                                       |
|  | 6/7/2025  |     | Morning   | Networking Event - Dublin Chamber   |
| Day 10                                 | 6/7/2025  | SAT | Afternoon | Company Visit: Abbott Ireland   |
|  | 6/8/2025  |     | FREE DAY  |   |
| Day 11                                 | 6/8/2025  | SUN | FREE DAY  |   |
|  | 6/9/2025  |     | Morning   | Workshop at Griffith College Professional Academy   |
| Day 12                                 | 6/9/2025  | MON | Afternoon | Visit to TU Dublin and Cultural Activity  |
|  | 6/10/2025 |     | Morning   | Enterprise Ireland Seminar; Guided Tour of Dublin's Tech Hub                              |
| Day 13                                 | 6/10/2025 | TUE | Afternoon | Workshop at Trinity College Dublin  |
|  | 6/11/2025 |     | Morning   | IACT Annual Corporate Treasury Management Conference                                      |
| Day 14                                 | 6/11/2025 | WED | Afternoon | Visit to UCD Professional Academy; EPIC The Irish Emigration Museum                       |
| Day 0<br>DEPARTUR<br>E FROM<br>IRELAND | 6/12/2025 |     | Morning   |   |
| Day 0<br>ARRIVAL TO<br>US              | 6/12/2025 | THU | Afternoon |   |



## Attendance Policy

Attendance is mandatory at all scheduled activities and class meetings as well as field trip excursions. This includes any virtual meetings before and after the onsite experience. Repeated absences, including for ill health, will require documentation to be excused.

Active participation is highly valued in experiential learning and it is required for this course. This includes not just attending class but also having a positive involvement in all activities (for example, contributing to discussions intelligently, asking relevant questions during company visits, and responding creatively to field trip experiences).

## Academic Integrity Policy

### STUDENT RIGHTS AND RESPONSIBILITIES

The maintenance of academic standards and integrity includes the obligation not to cheat or plagiarize. A student who uses a dishonest or deceitful means to obtain a grade is guilty of cheating; a student who submits another's work as one's own without attribution is guilty of plagiarism. Identical work will earn a grade of zero.

Students are fully responsible for learning the course content and material disseminated in the class. Absences do not release you from this responsibility. Also, the Instructor will complete all the grading, quizzes, exams, papers and projects. Assessment and assignment of final grades are also the responsibility of the instructor. AI is allowed and encouraged for use by students as an additional resource in this course – as long as all works are cited.

## Physical Expectations

Program requires walking 3-5 miles per day on uneven pavement in all kinds of weather and long periods of standing. Students must be able to carry their own bags/belongings.

## Disability Accommodation

CCSA is committed to providing access to education abroad to the extent possible in a study abroad setting. The earlier CCSA and the faculty know the needs, the more likely we can accommodate them. At a minimum, students seeking accommodations are to contact both the CCSA office and the faculty one month in advance of the program's beginning. Students seeking such accommodation must provide CCSA with a copy of the letter on file with their own Office of Disability Services outlining what services they receive on their home campus.

## Title IX Policy

Sexual misconduct (including sexual harassment, sexual assault, and any nonconsensual behavior of a sexual nature) and sexual discrimination violate CCSA policies. Students experiencing such behavior may obtain support from the Onsite Program Director or the CCSA Executive Director. To report sexual misconduct or sex discrimination, contact either of these two officers. Disclosure to faculty instructors or CCSA officers of sexual misconduct, domestic violence, dating violence, or sex discrimination occurring on the program or involving a visitor, student or employee is not confidential under Title IX. Faculty and other CCSA employees are required to forward such reports, including names and circumstances, to the CCSA Executive Director.



## **Statement about Final Syllabus**

Please note that all CCSA syllabi are subject to change, but every effort will be made to ensure participants receive notice of such changes in a timely manner.