



VIRTUAL EXECUTIVE ASSISTANT

PROFESSOR

Terri holds a Master's in Technology, Innovation & Education from Harvard Graduate School of Education. She has been a school educator, senior education specialist learning coach, and corporate and on-camera trainer. Terri is a trained actress, improviser, voice artist and salsa dancer. Conveying emotion and connecting with an audience is both her specialty and a passion.

CONTACT INFORMATION

E-mail: tsingleton@lakewood.edu

ONLINE SUPPORT (IT) AND MOODLE NAVIGATION:

All members of the Lakewood College community who use the school's computing, information or communication resources must act responsibly. Support is accessible by calling 1-800-517-0857 option 2 or by emailing info@lakewood.edu

BOOKS AND RESOURCES

"How to Become a Successful Virtual Assistant: Learn the Business Side & Ditch the 9 to 5" - Melissa Smith

EVALUATION METHOD

Graded work will receive a numeric score reflecting the quality of performance.

Course Requirement Summary

- Assignments - 280 Points
- Forums – 160 Points
- Capstone Project - 50 Points

GRADING SCALE

Graded work will receive a numeric score reflecting the quality of performance as given above in evaluation methods.

Your overall course grade will be determined according to the following scale:

- A = (90% -100%)
- B = (80% - 89%)
- C = (70% - 79%)
- D = (60% - 69%)
- F < (Below 60%)

ACADEMIC INTEGRITY/ PLAGIARISM:

Cheating (dishonestly taking the knowledge of another person whether on a test or an assignment and presenting it as your work) and plagiarism (to take and pass off as one's own the ideas or writing of another) are a serious issue. While it is legitimate to talk to others about your assignments and incorporate suggestions, do not let others "write" your assignments in the name of peer review or "borrow" sections or whole assignments written by others. We do get ideas from life experiences and what we read but be careful that you interpret these ideas and make them your own.

I am aware that many types of assignments are available on the internet and will check these sources when there is legitimate suspicion.

Penalty is a zero on the assignment. In cases where there is a major or continuous breach of trust, further discipline, such as an "F" in the course, may be necessary.

The major consequence of any form of cheating is damage to your character and the result of trust and respect.

DISABILITY ACCOMMODATIONS

Students who have a disability and wish to request an academic accommodation should contact Jim Gepperth, the Disabilities Services Coordinator and Academic Dean. The student can request an accommodation at any time although it is encouraged to do so early in the enrollment process. The student should complete an accommodation request form which begins a conversation between the school and the student regarding the nature of their disability and an accommodation that would help the student succeed in their program. The school may request documentation regarding the disability to address the accommodation request effectively. The school will communicate to the student the type of accommodation arranged. This process typically follows a team approach, bringing together persons from the academic department (including the instructor) and personnel from other departments as necessary. Additional information on disability accommodations may be found in the Lakewood University Catalog.

Disability Services Email: disabilityservices@lakewood.edu

SUPPLEMENTAL TEXTS

You can use the following resources to assist you with proper source citation.

American Psychological Association Style Guide- https://www.mylakewoodu.com/pluginfile.php/118179/mod_resource/content/1/APA%20Style%20Guide%207th%20edition.pdf

The Purdue OWL website is also a helpful resource for students. Here is a link to the OWL website: https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html

LIBRARY

Mary O'Dell is the Librarian on staff at Lakewood University

She is available by appointment. You can make an appointment with her by emailing her at modell@lakewood.edu or call at 1-800-517-0857 X 730

You may also schedule a meeting at this link: <https://my.setmore.com/calendar#monthly/r3a761583354923270/01032020>

She can assist you with navigating LIRN, research, citations etc.

SUPPORT

Each student at Lakewood University is assigned a Success Coach. Your Success Coach exists to assist you with academic and supportive services as you navigate your program. They will reach out to you, often, to check-in. Please use the resources they offer.

Student Services is available to assist with technical questions regarding Lakewood University and all services available to you.

1-800-517-0857 option 2
info@lakewood.edu
studentservices@lakewood.edu

CAREER SERVICES

Students are offered Career Services at any point as they journey their academics at Lakewood University.

1-800-517-0857 option 2
careerservices@lakewood.edu

DESCRIPTION

The Virtual Executive Assistant program aims to prepare students to start a business, obtain work, and build a career as a virtual assistant by providing them with a strong background in business and web writing, communication, presentation, branding, independent contractor management and marketing skills.

Program Objectives

1. Recognize available opportunities for virtual assistant work in a variety of career and skill areas.
2. Outline the methods of effective interpersonal and written communication.
3. Communicate with correct use of the English language.
4. Create simple graphics.
5. Demonstrate proficiency with a variety of computer and web-based business applications.
6. Interpret data using computational and analytical skills.
7. Describe the culture, standards, practices, and needs of the business sector.
8. Identify methods of individual and business marketing using the web and traditional means.
9. Discuss the elements, variables, and life cycle of a contract and the roles and responsibilities of the signatories.
10. Develop effective strategies for building and managing a successful freelance career as a virtual assistant.
11. Describe how to use online and traditional job search tools and resources to locate and secure work.
12. Develop a marketing plan.

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