

Course Description**GEB1000 | Business Career Strategies | 3.00 credits**

This course is designed to enable students to thrive in a competitive business environment. Students will learn business etiquette, alternative career pathways, personal financial management, and budgets. Additionally, students will learn interviewing, networking, and career development skills.

Course Competencies:

Competency 1: The student will demonstrate an understanding of fundamental business etiquette in a professional and diverse business setting by:

1. Defining business etiquette and explaining how it has evolved
2. Describing, comparing, and contrasting business etiquette protocols in different cultural settings
3. Explaining how business etiquette contributes to success in a multicultural business world
4. Explaining the difference in dress protocol within diverse business settings

Competency 2: The student will demonstrate an understanding of the mechanics of finding a job by:

1. Identifying major industries and career clusters for potential job opportunities
2. Evaluating alternative career pathways and the skills needed to compete in each setting
3. Identifying tools and methods for applying for a job
4. Create effective resumes and cover letters that are aligned with multiple job descriptions
5. Describing the link between volunteering and employability
6. Discussing employer expectations and ways to increase on-the-job success
7. Developing strategies for negotiating salary offers and handling rejection

Competency 3: The student will demonstrate an understanding of the fundamentals of networking by:

1. Describing the benefits of networking to professional development
2. Creating a professional profile using online networking tools
3. Establishing a network with local executives and entrepreneurs

Competency 4: The student will demonstrate practical communication skills in a diverse business setting by:

1. Identifying and interpreting verbal and non-verbal cues
2. Identifying and assessing communication strengths and weaknesses
3. Recognizing the value of developing soft skills
4. Analyzing and describe business communication trends and global issues
5. Creating and presenting an effective elevator pitch
6. Applying the fundamentals of business writing
7. Creating an electronic business presentation utilizing practical oral communication skills

Competency 5: The student will demonstrate knowledge of practical interviewing skills by:

1. Identifying and describing the differences in various types of interviewing scenarios
2. Identifying proper dress attire for an interview
3. Evaluating and assessing “mock” job interviews

Competency 6: The student will demonstrate an understanding of personal financial management by:

1. Applying basic knowledge of budgeting and investing
2. Explaining the impact of credit scores on career success
3. Developing good personal financial habits and personal budgeting skills.

Competency 7: The student will apply their comprehension of self-marketing skills by:

1. Developing a professional brand and image for career success
2. Navigating the global employment marketplace
3. Exploring professional development opportunities

4. Creating and setting professional goals and objectives
5. Developing a short-term Self Marketing Plan

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Use quantitative analytical skills to evaluate and process numerical data
- Solve problems using critical and creative thinking and scientific reasoning