GEB1000 Business Career Strategies

Course Description: 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. (3 hr. lecture)

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<thead>
<tr>
<th>Course Competency</th>
<th>Learning Outcomes</th>
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| Competency 1: The student will demonstrate an understanding of basic business etiquette in a professional and diverse business setting by: | 5. Cultural / Global Perspective  
7. Ethical Issues |
| 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: | 4. Information Literacy |
| 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. Creating effective resumes and cover letters 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: | 8. Computer / Technology Usage |
| 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 effective communication skills in a diverse business setting by: | 1. Communication  
3. Critical thinking |
| 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. Describing and analyzing 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 effective oral communication skills. | |
| Competency 5: The student will demonstrate knowledge of effective interviewing skills by: | |
| 1. Identifying and describing the difference 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.  

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