BBA Business Essentials
Junior Seminar Class Schedule – Spring 2022
Sharpen skills for critical thinking. Take 3 classes to earn a Business Research Certificate.

Register through the BBA Portal

<table>
<thead>
<tr>
<th>Asynchronous Workshops via Canvas</th>
<th>Mar 15 to Apr 15</th>
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<tbody>
<tr>
<td><strong>Become a Factiva Rock Star</strong></td>
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<tr>
<td>Search news articles about companies, industries, and markets for interview preparation and class projects.</td>
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<tr>
<td><strong>Become a Business Source Complete Rock Star</strong></td>
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<tr>
<td>Explore Business Source Complete to find business, industry, and scholarly articles for class projects and interview prep.</td>
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<tr>
<td><strong>Discover Tools for Your Career Search</strong></td>
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<tr>
<td>Learn strategies that prepare you for the job search, including tips and resources for interview prep and networking.</td>
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<tr>
<td><strong>Transform into an Advanced Google Expert</strong></td>
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<tr>
<td>Navigate Google to efficiently locate credible data and analysis for class projects and internship/job interview prep.</td>
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<tr>
<th>Synchronous Workshops via Zoom</th>
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<tbody>
<tr>
<td>**Part 1 - BEGINNER</td>
<td>Learn from the Experts at SimplyAnalytics:**</td>
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<tr>
<td>Discover the Power of Data &amp; Visualization</td>
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<tr>
<td>Explore the building blocks of SimplyAnalytics in this hands-on session.</td>
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<tr>
<td><strong>Investigate the Market for Your Business Startup</strong></td>
<td>Mar 16</td>
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<tr>
<td>Discover resources to test the viability of your idea and scope out the industry, competition, and potential customers.</td>
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<tr>
<td><strong>Learn from the Experts at Pitchbook:</strong></td>
<td>Mar 16</td>
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<tr>
<td>Target Firms by Industry and Financing History</td>
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<tr>
<td>In this hands-on session, learn how to research startups, VC and PE-backed companies, as well as mature private and public firms.</td>
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<tr>
<td><strong>Identify Companies for Your Internship Search</strong></td>
<td>Mar 16</td>
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<tr>
<td>Develop a target company list based on geography, industry, function, qualitative factors, and more.</td>
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<tr>
<td><strong>Careers in Consulting:</strong></td>
<td>Mar 16</td>
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<tr>
<td>Case Interview Resources and Company Research Tips</td>
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<tr>
<td>Locate case prep interview guides and learn research strategies for exploring your target firms and industry trends.</td>
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<tr>
<td>**Part 2 - ADVANCED</td>
<td>Learn from the Experts at SimplyAnalytics:**</td>
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<tr>
<td>Explore Advanced Data &amp; Visualization Techniques</td>
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<tr>
<td>Learn advanced skills for navigating SimplyAnalytics in this hands-on session.</td>
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<tr>
<td><strong>Learn from the Experts at Mintel:</strong></td>
<td>Mar 24</td>
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<tr>
<td>Real-World Marketing Client Case Study</td>
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<tr>
<td>Learn how to navigate Mintel effectively and practice your skills with a real-world client case.</td>
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<tr>
<td><strong>Locate Companies that Sponsor H1B Visas</strong></td>
<td>Mar 24</td>
</tr>
<tr>
<td>Search for companies that have sponsored H1Bs in the past to develop your target company list.</td>
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MAR 22
Part 1 - BEGINNER | Learn from the Experts at SimplyAnalytics: Investigate the Market for Your Business Startup
Discover the Power of Data & Visualization
Explore the building blocks of SimplyAnalytics in this hands-on session.

MAR 22
Investigate the Market for Your Business Startup
Discover resources to test the viability of your idea and scope out the industry, competition, and potential customers.

MAR 30
Learn from the Experts at Pitchbook: Identify Companies for Your Internship Search
Target Firms by Industry and Financing History
In this hands-on session, learn how to research startups, VC and PE-backed companies, as well as mature private and public firms.

APR 11
Identify Companies for Your Internship Search
Develop a target company list based on geography, industry, function, qualitative factors, and more.

APR 11
Careers in Consulting: Identify Companies for Your Internship Search
Case Interview Resources and Company Research Tips
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MAR 24
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MAR 24
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