

BBA Business Essentials Junior Seminar Class Schedule – Fall 2022

Sharpen skills for critical thinking. Take 3 classes to earn a Business Research Certificate.



EMORY
GOIZUETA
BUSINESS
SCHOOL

Goizueta
Business
Library

Register through the BBA Portal

Asynchronous Workshops via Canvas

Total coursework can be completed within 1.5-2 hours per class. Registrants will be added to each Canvas course on a rolling basis starting March 15.

Oct 15 to Nov 15

Become a Factiva Rock Star

Search news articles about companies, industries, and markets for interview preparation and class projects.

Become a Business Source Complete Rock Star

Explore Business Source Complete to find business, industry, and scholarly articles for class projects and interview prep.

Discover Tools for Your Career Search

Learn strategies that prepare you for the job search, including tips and resources for interview prep and networking.

Transform into an Advanced Google Expert

Navigate Google to efficiently locate credible data and analysis for class projects and internship/job interview prep.

Synchronous Workshops via Zoom

All Zoom classes will be taught from 5:30pm-7:00pm. Register by midnight the day before the class to join.

Identify Companies for Your Internship Search

Develop a target company list based on geography, industry, function, qualitative factors, and more.

OCT
24

Locate Companies that Sponsor H1B Visas

Search for companies that have sponsored H1Bs in the past to develop your target company list.

OCT
27

Part 1 - BEGINNER | Learn from the Experts at SimplyAnalytics:

Discover the Power of Data & Visualization

Explore the building blocks of SimplyAnalytics in this hands-on session.

NOV
2

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.

NOV
8

Learn from the Experts at Pitchbook:

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.

NOV
9

Part 2 - ADVANCED | Learn from the Experts at SimplyAnalytics:

Explore Advanced Data & Visualization Techniques

Learn advanced skills for navigating SimplyAnalytics in this hands-on session.

NOV
14

Learn from the Experts at Mintel:

Real-World Marketing Client Case Study

Learn how to navigate Mintel effectively and practice your skills with a real-world client case.

TBD