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

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.

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.

Oct 15 to Nov 15

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.

Locate Companies that Sponsor H1B Visas
Search for companies that have sponsored H1Bs in the past to develop your target company list.

Oct 24

OCT 27

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.

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 1

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.

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 8

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