

Business 1000: Introductory Seminar for Business Professionals

Course Description

0 hrs. Required for new business majors, an introduction to the Wilson College of Business curriculum, learning resources, and academic expectations; exploration and identification of career goals; introduction to the professional expectations of the corporate world. Pass/no credit only.

Course Learning Objectives

1. Identify resources, expectations, and opportunities available within the Wilson College of Business to support academic and professional success.
2. Explore personal strengths, interests, and career goals to begin developing a foundation for professional growth.
3. Recognize the importance of professionalism, communication, ethics, and workplace behaviors in a business environment.
4. Develop awareness of professional skills and strategies related to networking, problem-solving, self-motivation, and career readiness.
5. Utilize professional tools and resources, including LinkedIn, LinkedIn Learning, and career development resources, to support ongoing professional preparation.
6. Recognize the role of emerging technologies, including artificial intelligence, in the modern business environment.

Course Overview

This course is for Business majors. All instructions are posted in Blackboard (Bb). Your submission will ONLY be accepted through Blackboard. Paper or emailed submissions will not be accepted. It is your responsibility, as a business professional in training, to follow-up and ensure that your submissions are completed and recorded in your Bb gradebook. Submissions will be assessed for completeness within 10 business days.

Grading: Business 1000 is a P/NC (Pass/Not Complete) course. Students must complete ALL assignments to earn a P. A grade of NC (not complete) indicates you have not successfully completed this course and will need to repeat the course if you plan to graduate with a degree from the Wilson College of Business.

Sessions (13 points: each weekly Session a point)

Week 01: Course Kickoff

- Introduction to the Wilson College of Business and Professional Readiness Program
- Understanding course expectations and available resources

Week 02: Student Org Fair

- Students must attend the student org fair and participate in networking activities with the different College of Business Student Orgs.

Week 03: Labor Day

- No Session. No point may be earned this week.

Week 04: Difficult Conversations

- Learn strategies for navigating challenging conversations with professionalism, confidence, and respect in academic and workplace settings.

Week 05: Ethics

- Explore the importance of ethical decision-making and integrity while examining how personal and professional values influence workplace behavior.

Week 06: Intro to AI

- Gain an understanding of artificial intelligence, its impact on today's workforce, and responsible ways to use AI as a professional tool.

Week 07: Professional Dress

- Learn how professional appearance contributes to first impressions and explore appropriate attire for a variety of workplace settings

Week 08: Leading with Values

- Discover how leading with your personal values builds trust, strengthens relationships, and promotes ethical leadership.

Week 09: Problem Solving

- Develop critical thinking and problem-solving skills to effectively analyze challenges and identify practical solutions in the workplace.

Week 10: Communicating in person

- Strengthen face-to-face communication skills through active listening, verbal communication, and professional interpersonal interactions.

Week 11: Virtual Communication

- Learn best practices for communicating professionally in virtual environments, including video meetings, email, and online collaboration.

Week 12: Personal Branding

- Explore how to build and communicate a personal brand that highlights your strengths, values, and professional goals.

Week 13: Intro to Strengths

- Discover your CliftonStrengths and learn how understanding your natural talents can help you succeed academically, professionally, and personally.

Week 14: Thanksgiving

- No workshop. No point may be earned this week.

Week 15: Adversity Quotient

- Learn how resilience, perseverance, and adaptability can help you overcome challenges and thrive in both your personal and professional life.

Required Textbooks, Readings, Materials

No Textbook is required. Students will utilize Blackboard, LinkedIn, LinkedIn Learning, Gallup Strengths Assessment and other instructor-provided resources.

Assessments

- Gallup CliftonStrengths Assessment and Reflection
- LinkedIn Learning quizzes
- Career Readiness Self Assessment
- Professionalism Status Check
- Weekly module completion activities and submissions

Students must successfully complete all required assignments to earn a Pass (P). Students who do not complete course requirements will receive a No Credit (NC) and will need to repeat the course to fulfill the Professional Readiness Program requirement.