

Business 1000-60: 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 asynchronous for online Business majors. There are no required in-person sessions. 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 1000-60 is a P/NC (Pass/Not Complete) course. Students must complete ALL assignments (12 total points) 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.

Assignments (12 points: each weekly lesson a point)

Week 01: Kickoff

Week 02: LinkedIn -The Professional's Social Media

Week 03: Problem Solving

Week 04: Ethics

Week 05: Gallop Strengths Assessment

Week 06: Networking

Week 07: Professional Email and Voice Mail

Week 08: Mastering Self Motivation

Week 09: Career Readiness

Week 10: Intro to AI

Week 11: Difficult Conversations

Week 12: Professionalism Status Check

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