

# Goizueta Business Library

## BBA Business Essentials Junior Seminar Class Schedule – Fall 2018

Sharpen skills for critical thinking. 4 credits earn a Business Research Certificate.

Class Title/Number of Credits	Date of Class	Class Time	Location	Faculty	Spaces
<i>Careers in Consulting: Case Interviews (1 credit)</i>	Wed. Sept. 5, 2018	5:30-7:00	Woodruff Lib 314	Malisa Anderson	25
<i>FactSet for Ibanking: Finance Majors (1 credit)</i>	Thur. Sept. 20, 2018	5:30-7:00	Woodruff Lib 312	Susan Klopper	18
<i>Identify Companies for Your Job Search (1 credit)</i>	Mon. Sept. 24, 2018	2:30-4:00	Woodruff Lib 314	Malisa Anderson	25
<i>Careers in Consulting: Case Interviews (1 credit)</i>	Mon. Sept. 24, 2018	5:30-7:00	Woodruff Lib 314	Malisa Anderson	25
<i>Advanced Google (1 credit)</i>	Tues. Oct. 2, 2018	5:30-7:00	Woodruff Lib 312	Susan Klopper	25
<i>Become a Business Source Complete Rock Star (Online in Canvas, 1 credit)</i>	Wed. Oct. 3, 2018 - Wed. Oct. 17, 2018	2 weeks online	Canvas	Saira Raza	65
<i>Marketing: Consumer Behavior Research (1 credit)</i>	Wed. Oct. 10, 2018	5:30-7:00	Woodruff Lib 312	Nora Wood	25
<i>Digital Market Trends (1 credit)</i>	Wed. Oct. 17, 2018	5:30-7:00	Woodruff Lib 312	Susan Klopper	25
<i>Research the Market for Your Business Startup (1 credit)</i>	Tues. Oct. 23, 2018	5:30-7:00	Woodruff Lib 312	Saira Raza	25
<i>Identify Companies who Sponsor H1B Visas (1 credit)</i>	Mon. Oct. 29, 2018	5:30-7:00	GBS 500	Malisa Anderson	25
<i>Map Your Major to Your Future (Online in Canvas, 1 credit)</i>	Tues. Oct. 30, 2018 - Tues. Nov. 13, 2018	2 weeks online	Canvas	Nora Wood	65
<i>SimplyAnalytics: Use Data to Drive Business Decisions (1 credit)</i>	Tues. Nov. 6, 2018	5:30-7:00	Woodruff Lib 312	Saira Raza	18
<i>Marketing: How to Narrow Your Target Market (1 credit)</i>	Wed. Nov. 7, 2018	5:30-7:00	Woodruff Lib 312	Susan Klopper	25
<i>Researching Global Markets (1 credit)</i>	Mon. Nov. 12, 2018	5:30-7:00	Woodruff Lib 312	Susan Klopper	25
<i>Become a Factiva Rock Star (Online in Canvas, 1 credit)</i>	Wed. Nov. 14, 2018 - Wed. Nov. 28, 2018	2 weeks online	Canvas	Saira Raza	65

**Careers in Consulting: Case Interview Resources and Company Research Tips.** (9/5 & 9/24) Resources for case interview prep, identifying firms and researching your industry.

**FactSet for Ibanking: Finance Majors.** (9/20) Hands-on session conducted by FactSet trainer. Learn key functionality of this investment analytics platform; Bloomberg competitor.

**Identifying Companies for Your Job Search.** (9/24) Leave class with a customized target list of companies based on your geography and industry preferences.

**Advanced Google.** (10/2) Become a power Google searcher, separate credible evidence from bad information, quickly find market reports, use images to find data sources, and more.

**Become a Business Source Complete Rock Star.** (Online 10/3-10/17) Learn to use Business Source Complete to search business, trade, and scholarly articles for your class projects and interview prep.

**Marketing: Consumer Behavior Research.** (10/10) Learn how to gather information to get a deeper understanding of consumers. In today's dynamic and fluid environment, a useful to have!

**Digital Market Trends.** (10/17) Explore sources to understand digital market trends and growth, technology innovation and disrupters, consumer digital preferences, and more.

**Research the Market for Your Business Startup.** (10/23) Learn resources and strategies to test the viability of your business idea and scope out the industry, competition, and potential customers.

**Identifying Companies who Sponsor H1B Visas.** (10/29) Efficiently search for companies who have sponsored H1B visas in the past, and other ways to effectively target firms.

**Map Your Major to Your Future.** (Online 10/30-11/13) Learn strategies for preparing yourself to enter the workforce while you are still in school.

**SimplyAnalytics: Use Data to Drive Business Decisions.** (11/6) Learn to create tables and maps using psychographic segments and demographic data – target the right market for your business idea.

**Marketing: How to Narrow Your Target Market.** (11/7) Learn how companies approach research to define their target markets to success in the competitive marketplace.

**Researching Global Markets.** (11/12) Learn about sources of country, rankings such as doing business and corruption, global industry market share, trends and outlooks, and more.

**Become a Factiva Rock Star.** (Online 11/14-11/28) Learn to search news articles about companies, industries, and markets to gather information for interview preparation and for class projects.