

Goizueta Business Library

BBA Business Essentials Junior Seminar Class Schedule – Fall 2017

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>	Thur. Sept. 7 (<i>Register 8/31-9/7</i>)	5:30-7:00	Woodruff Lib 312	Malisa Anderson	25
<i>Advanced Google (1 credit)</i>	Mon. Sept. 18 (<i>Register 9/11-9/18</i>)	5:30-7:00	Woodruff Lib 314	Susan Klopper	25
<i>FactSet for Ibanking: Finance Majors (1 credit)</i>	Tues. Sept. 19 (<i>Register 8/28-9/7</i>)	5:30-7:00	Woodruff Lib 312	Susan Klopper	18
<i>Become a Business Source Complete Rock Star (1 credit)</i>	Wed. Sept. 20-Oct. 4 (<i>Register 9/13-9/19</i>)	2 weeks online	Online in Canvas	Saira Raza	65
<i>Research the Market for Your Business Startup (1 credit)</i>	Wed. Sept. 27 (<i>Register 9/20-9/27</i>)	5:30-7:00	Woodruff Lib 312	Saira Raza	25
<i>Identify Companies for Your Internship Search (1 credit)</i>	Thur. Sept. 28 (<i>Register 9/21-9/28</i>)	5:30-7:00	Woodruff Lib 312	Malisa Anderson	25
<i>Marketing: How to Narrow Your Target Market (1 credit)</i>	Mon. Oct. 2 (<i>Register 9/25-10/2</i>)	5:30-7:00	Woodruff Lib 312	Ann Cullen	25
<i>Digital Market Trends (1 credit)</i>	Thur. Oct. 12 (<i>Register 10/5-10/12</i>)	5:30-7:00	Woodruff Lib 312	Susan Klopper	25
<i>SimplyAnalytics: Use Data to Drive Business Decisions (1 credit)</i>	Tues. Oct. 17 (<i>Register 10/10-10/17</i>)	5:30-7:00	Woodruff Lib 312	Saira Raza	18
<i>Marketing: Consumer Behavior Research (1 credit)</i>	Tues. Oct. 24 (<i>Register 10/17-10/24</i>)	5:30-7:00	Woodruff Lib 312	Ann Cullen	25
<i>Identify Companies who Sponsor H1B Visas (1 credit)</i>	Wed. Oct. 25 (<i>Register 10/18-10/25</i>)	5:30-7:00	Woodruff Lib 312	Malisa Anderson	25
<i>Become a Factiva Rock Star (1 credit)</i>	Wed. Nov. 1-Nov. 15 (<i>Register 10/25-10/31</i>)	2 weeks online	Online in Canvas	Saira Raza	65
<i>Identify Companies for Your Internship Search (1 credit)</i>	Thur. Nov. 2 (<i>Register 10/19-11/2</i>)	5:30-7:00	Woodruff Lib 312	Malisa Anderson	25
<i>Marketing: How to Narrow Your Target Market (1 credit)</i>	Tues. Nov. 7 (<i>Register 10/31-11/7</i>)	5:30-7:00	Woodruff Lib 312	Ann Cullen	25
<i>Researching Global Markets (1 credit)</i>	Thur. Nov. 16 (<i>Register 11/9-11/16</i>)	5:30-7:00	Woodruff Lib 312	Susan Klopper	25

Careers in Consulting: Case Interview Resources and Company Research Tips. (9/7) Resources for case interview prep, identifying firms and researching your industry.

Advanced Google. (9/18) Become a power Google searcher, separate credible evidence from bad information, quickly find market reports, use images to find data sources, and more.

FactSet for Ibanking: Finance Majors. (9/19) Hands-on session conducted by FactSet trainer. Learn key functionality of this investment analytics platform; Bloomberg competitor.

Become a Business Source Complete Rock Star. (Online 9/20-10/4) Learn to use Business Source Complete to search business, trade, and scholarly articles for your class projects and interview prep.

Research the Market for Your Business Startup. (9/27) Learn resources and strategies to test the viability of your business idea and scope out the industry, competition, and potential customers.

Identifying Companies for Your Internship Search. (9/28 & 11/2) Leave class with a customized target list of companies based on your geography and industry preferences.

Marketing: How to Narrow Your Target Market. (10/2 & 11/7) Learn how companies approach research to define their target markets to success in the competitive marketplace.

Digital Market Trends. (10/12) Explore sources to understand digital market trends and growth, technology innovation and disrupters, consumer digital preferences, and more.

SimplyAnalytics: Use Data to Drive Business Decisions. (10/17) Learn to create tables and maps using psychographic segments and demographic data – target the right market for your business idea.

Marketing: Consumer Behavior Research. (10/24) Learn how to gather information to get a deeper understanding of consumers. In today's dynamic and fluid environment, a useful to have!

Identifying Companies who Sponsor H1B Visas. (10/25) Efficiently search for companies who have sponsored H1B visas in the past, and other ways to effectively target firms.

Become a Factiva Rock Star. (Online 11/1-11/15) Learn to search news articles about companies, industries, and markets to gather information for interview preparation and for class projects.

Researching Global Markets. (11/16) Learn sources for country data, competitive and doing business rankings; industry market share, trends and outlook, and more.

