

# Goizueta Business Library

## BBA Business Essentials Junior Seminar Class Schedule – Spring 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>FactSet for Ibanking: Finance Majors (1 credit)</i>	Thur. Jan. 25, 2018	5:30-7:00	Woodruff Lib 312	Susan Klopper	18
<i>Marketing: How to Narrow Your Target Market (1 credit)</i>	Tues. Feb. 6, 2018	5:30-7:00	Woodruff Lib 312	Ann Cullen	25
<i>Advanced Google (1 credit)</i>	Wed. Feb. 7, 2018	5:30-7:00	Woodruff Lib 312	Susan Klopper	25
<i>SimplyAnalytics: Use Data to Drive Business Decisions (1 credit)</i>	Tues. Feb. 13, 2018	5:30-7:00	Woodruff Lib 312	Saira Raza	18
<i>Identify Companies who Sponsor H1B Visas (1 credit)</i>	Thur. Feb. 15, 2018	5:30-7:00	Woodruff Lib 312	Malisa Anderson	25
<i>Marketing: Consumer Behavior Research (1 credit)</i>	Mon. Feb. 19, 2018	5:30-7:00	Woodruff Lib 314	Ann Cullen	25
<i>Researching Global Markets (1 credit)</i>	Tues. Mar. 20, 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. Mar. 21 - Wed. Apr. 4, 2018	2 weeks online	Online in Canvas	Saira Raza	65
<i>Researching Career Path Options (1 credit)</i>	Thur. Mar. 22, 2018	5:30-7:00	Woodruff Lib 312	Malisa Anderson	25
<i>Marketing: How to Narrow Your Target Market (1 credit)</i>	Tues. Mar. 27, 2018	5:30-7:00	Woodruff Lib 312	Ann Cullen	25
<i>Research the Market for Your Business Startup (1 credit)</i>	Wed. Mar. 28, 2018	5:30-7:00	Woodruff Lib 312	Saira Raza	25
<i>Identify Companies for Your Internship Search (1 credit)</i>	Mon. Apr. 2, 2018	5:30-7:00	Woodruff Lib 312	Malisa Anderson	25
<i>Careers in Consulting: Case Interviews (1 credit)</i>	Mon. Apr. 9, 2018	5:30-7:00	Woodruff Lib 314	Malisa Anderson	25
<i>Advanced Google (1 credit)</i>	Tues. Apr. 10, 2018	5:30-7:00	Woodruff Lib 312	Susan Klopper	25
<i>Become a Factiva Rock Star (Online in Canvas, 1 credit)</i>	Tues. Apr. 10 - Tues. Apr. 24, 2018	2 weeks online	Online in Canvas	Saira Raza	65
<i>SimplyAnalytics: Use Data to Drive Business Decisions (1 credit)</i>	Tues. Apr. 17, 2018	5:30-7:00	Woodruff Lib 312	Saira Raza	18
<i>Digital Market Trends (1 credit)</i>	Mon. Apr. 23, 2018	5:30-7:00	Woodruff Lib 312	Susan Klopper	25

**FactSet for Ibanking: Finance Majors.** (1/25) Hands-on session conducted by FactSet trainer. Learn key functionality of this investment analytics platform; Bloomberg competitor.

**Marketing: How to Narrow Your Target Market.** (2/6 & 3/27) Learn how companies approach research to define their target markets to succeed in the competitive marketplace.

**Advanced Google.** (2/7 & 4/10) Become a power Google searcher, separate credible evidence from bad information, quickly find market reports, use images to find data sources, and more.

**SimplyAnalytics: Use Data to Drive Business Decisions.** (2/13 & 4/17) Learn to create tables and maps using psychographic segments and demographic data; target the right market for your business idea.

**Identifying Companies who Sponsor H1B Visas.** (2/15) Efficiently search for companies who have sponsored H1B visas in the past, and other ways to effectively target firms.

**Marketing: Consumer Behavior Research.** (2/19) Learn how to gather information to get a deeper understanding of consumers. In today's dynamic and fluid environment, a useful skill to have!

**Researching Global Markets.** (3/20) Learn sources for country data, competitive and doing business rankings; industry market share, trends and outlook, and more.

**Become a Business Source Complete Rock Star.** (Online in Canvas 3/21-4/4) Learn to use Business Source Complete to search business, trade, and scholarly articles for class projects and interview prep.

**Research Career Path Options.** (3/22) Interested in finance careers or green initiatives? From accounting to consulting, real estate to sports management, review databases for your internship search.

**Research the Market for Your Business Startup.** (3/28) 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.** (4/2) Leave class with a customized target list of companies based on your geography and industry preferences.

**Careers in Consulting: Case Interview Resources and Company Research Tips.** (4/9) Resources for case interview prep, identifying firms and researching your industry.

**Become a Factiva Rock Star.** (Online in Canvas 4/10-4/24) Learn to search news articles about companies, industries, and markets to gather information for interview preparation and for class projects.

**Digital Market Trends.** (4/23) Explore sources to understand digital market trends and growth, technology innovation and disrupters, consumer digital preferences, and more.