

GENB 3302 “Connecting Bauer to Business”

This course is *unique* to the Bauer College of Business in that it was developed entirely based on the feedback and input of employers who wanted to better prepare our students to be competitive in the job market.

Course Goals

The course is designed to help students answer these three key questions:

- ✓ How do I fit into the world of business?
- ✓ Where do I want to go with my career?
- ✓ How do I achieve my professional goals??

Course Content

The course is a “hybrid” with a required lab. Students attend one classroom lecture each week and have one online or other out-of-class learning activity each week as well as one lab each week. A few of the classroom lecture topics include:

- Self Assessment and Career Decision Making
- Resume Writing
- Behavioral Interviewing
- Effective Networking
- Group Dynamics and Presentation Skills
- Resources at Bauer for Academic and Career Success

The labs bring in more than 50 guest speakers from various business fields to discuss career paths in their fields and industries.

As a hybrid course, there are also extensive activities online to allow for meaningful learning with flexible scheduling. These include, but are not limited to:

- Ethics Videogame: This is a videogame we designed and had built to teach students the challenges of ethical decision-making.
- InterviewStream with Peer Review: Every student does a web-based mock interview and then their assigned groups give peer review feedback based on the lessons taught in class.
- Team Projects: Students sign up for six-week team research and presentation projects. Students can select from case competitions, many with cash prizes, or real projects with corporations or non-profits. These teams sign up to do a research project based on the goals outlined by the various corporate sponsors, and they present their findings to the corporate sponsors at the end of the project. These projects are a great way to gain experiences to use in interviews and internships.

Student Outcomes (Based on 551 student responses in Spring 2012)

- 86% said the class helped them improve their resume
- 92% felt more informed about career options available
- 75% said the course helped them to decide on a major