

# BBA Business Essentials Junior Seminar Class Schedule – Spring 2022

Sharpen skills for critical thinking. Take 3 classes to earn a Business Research Certificate.



EMORY  
GOIZUETA  
BUSINESS  
SCHOOL

Goizueta  
Business  
Library

**Register through the BBA Portal**

## Asynchronous Workshops via Canvas

Total coursework can be completed within 1.5-2 hours per class. Registrants will be added to each Canvas course on a rolling basis starting March 15.

**Mar 15 to Apr 15**

### Become a Factiva Rock Star

Search news articles about companies, industries, and markets for interview preparation and class projects.

### Become a Business Source Complete Rock Star

Explore Business Source Complete to find business, industry, and scholarly articles for class projects and interview prep.

### Discover Tools for Your Career Search

Learn strategies that prepare you for the job search, including tips and resources for interview prep and networking.

### Transform into an Advanced Google Expert

Navigate Google to efficiently locate credible data and analysis for class projects and internship/job interview prep.

## Synchronous Workshops via Zoom

All Zoom classes will be taught from 5:30pm-7:00pm. Register by midnight the day before the class to join.

### Part 1 - BEGINNER | Learn from the Experts at SimplyAnalytics:

#### Discover the Power of Data & Visualization

Explore the building blocks of SimplyAnalytics in this hands-on session.

**MAR  
16**

### Careers in Consulting:

#### Case Interview Resources and Company Research Tips

Locate case prep interview guides and learn research strategies for exploring your target firms and industry trends.

**MAR  
21**

### Investigate the Market for Your Business Startup

Discover resources to test the viability of your idea and scope out the industry, competition, and potential customers.

**MAR  
22**

### Part 2 - ADVANCED | Learn from the Experts at SimplyAnalytics:

#### Explore Advanced Data & Visualization Techniques

Learn advanced skills for navigating SimplyAnalytics in this hands-on session.

**MAR  
24**

### Learn from the Experts at Pitchbook:

#### Target Firms by Industry and Financing History

In this hands-on session, learn how to research startups, VC and PE-backed companies, as well as mature private and public firms.

**APR  
5**

### Learn from the Experts at Mintel:

#### Real-World Marketing Client Case Study

Learn how to navigate Mintel effectively and practice your skills with a real-world client case.

**APR  
6**

### Identify Companies for Your Internship Search

Develop a target company list based on geography, industry, function, qualitative factors, and more.

**APR  
11**

### Locate Companies that Sponsor H1B Visas

Search for companies that have sponsored H1Bs in the past to develop your target company list.

**APR  
13**