

BBA Business Essentials Junior Seminar Class Schedule – Spring 2023

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.

Locate Companies that Sponsor H1B Visas

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

**MAR
16**

Identify Companies for Your Internship Search

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

**MAR
20**

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
22**

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.

**MAR
28**

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
30**

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.

**APR
4**

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.

**APR
6**

Learn from the Experts at Pitchbook:

Target Firms by Industry and Financing History

APR 11 – Part 1: BEGINNER
APR 13 – Part 2: ADVANCED

**APR
11**
BEGINNER

**APR
13**
ADVANCED