Proposal Date: January 4, 2017

**Gordon Ford College of Business**

**Department of Finance**

**Proposal to Create a New Course**

**(Action Item)**

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**1.** **Identification of proposed course:**

* 1. Course prefix (subject area) and number: FIN 300
  2. Course title: Career Readiness in Finance
  3. Abbreviated course title: Career Readiness  
     (maximum of 30 characters or spaces)
  4. Credit hours: 1 Variable credit no
  5. Grade type: Standard letter grade
  6. Corequisite /Prequisite: None
  7. Course description: Introduction to preparation for a career in Finance including exposure to careers in finance; certifications in the profession; development of professional writing skills, professional resumés and cover letters; oral communications; interviewing skills; goal setting; ethical standards; and professional networking. This course is limited to juniors and seniors in the Finance program. Assignments may include travel.

**2. Rationale:**

* 1. Reason for developing the proposed course: The department currently requires all graduating seniors to take FIN 499: Senior Assessment. FIN 499 includes coverage of topics in career development and readiness. The department believes emphasis on career development should more appropriately be required earlier in the program so that students have a longer period of time for personal skill development and to gain knowledge and foresight for securing jobs and internships. Career readiness skills would be introduced in this junior level course and reinforced throughout the remainder of a student’s time in the program. Waiting until the last semester of study (FIN 499 must be taken in a student’s final semester) to provide career readiness skills does not best serve student needs. Overall, making students better prepared and more aware earlier in their program should produce more productive, engaged members of the global society. Emphasizing interpersonal skills will result in a basis of understanding for lifelong learning and personal development. Understanding the impact and importance of classroom preparedness should foster academic excellence.
  2. Projected enrollment in the proposed course: 35 to 40 students per semester. Nonmajors are not expected to enroll in this course. CFP© Financial Planning certificate students will be encouraged to take this course.
  3. Relationship of the proposed course to courses now offered by the department: Career readiness topics and activities are currently part of the curriculum in FIN 499, Senior Assessment. The primary focus of the Senior Assessment course, however, is to assess discipline knowledge prior to graduation. The proposed course is expected to be taken at the beginning of a student’s junior year although students may fulfill the requirement at any time before graduation. Taking this course during the junior year allows reinforcement of readiness in subsequent classes.
  4. Relationship of the proposed course to courses offered in other departments:

The Gordon Ford College of Business offers an interdisciplinary Certificate in Advanced Professionalism which focuses on competencies needed for career readiness and professional development for transitioning to the business field, including assessment, exploration and experiential components. The certificate is not required by any majors. It is possible that this proposed course would make students aware of the certificate and feed students into pursuing the certificate.

* 1. Relationship of the proposed course to courses offered in other institutions:

A search of Benchmark institutions reveals no similar courses being offered. Career readiness services are provided through institutional Career Services departments, but student participation is elective. There do not appear to be any discipline-specific course offerings of this kind. No Kentucky universities offer a similar course. The University of Louisville requires all business majors complete a one-hour course, BA 201 Career Development. The course description follows: Prerequisite: Admission to College of Business, Sophomore Standing or permission of instructor. To introduce business students to career development, including the importance of career planning. Eastern Kentucky University requires students to complete a one-day zero credit Professional Skills seminar before graduation. The seminar is a pre-requisite for a 400 level zero credit course required for graduation.

**3. Discussion of proposed course:**

* 1. Schedule type: Lecture (L)
  2. Learning Outcomes:

By the end of this course, Finance students should be able to

* Identify viable careers in the field and know the skills necessary for that field
* Identify the benefits of certifications in the field and the ethical standards of the certifying body
* Apply advanced Excel skills
* Produce a professional cover letter and resume
* Apply best practices in job interviews
* Identify the need for and be able to execute good networking skills
* Set short- and long-term SMART goals
* Deliver a professional presentation
* Be able to meet and communicate with Finance professionals
  1. Content outline:

Module 1 - Foundations

* What employers look for in new hires
* Excel in the work place
* Personal development and growth in the field
* Setting SMART goals
  + At WKU
  + For life

Module 2 – Job Search

* The why and how of finding an internship
* Job search techniques and sites
* Network
* Professional associations
* Career development resources
* Using social media
* Career skills
* Job shadowing/Mentors

Module 3 – Written Business Communication

* Business reports
* Cover letters
* Professional resume
* Email etiquette
* Thank you notes

Module 4 – Oral Business Communication

* Interviewing for the job
* How to network
* Developing contacts
* The art of small talk
* How to make an effective presentation
  1. Student expectations and requirements: This is an experiential course where students will be assessed by demonstrating effective application of professional requirements identified throughout the course. Applications include but are not limited to: executing a realistic analysis using Excel, the development of professional documents, executing a professional interview, developing appropriate SMART goals, taking part in job shadowing and reporting on the experience, completing personal comfort zone exercises, executing networking skills, and making a professional presentation.
  2. Tentative texts and course materials: There is no required text for this course. Materials will be drawn from current professional finance publications and internet resources.

**4. Resources:**

* 1. Library resources: No additional library resources are required.
  2. Computer resources: No additional resources are required.

**5. Budget implications:**

* 1. Proposed method of staffing: Current staffing is sufficient.
  2. Special equipment needed: Not needed.
  3. Expendable materials needed: Not needed.
  4. Laboratory materials needed: Not needed.

**6. Proposed term for implementation:** Fall 2017

**7. Dates of prior committee approvals:**

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| Department/ Unit Finance | January 9, 2017 |
| Gordon Ford College of Business Undergraduate Curriculum Committee |  |
| Undergraduate Curriculum Committee |  |
| University Senate |  |