

Certificate in Advanced Professionalism

Certificate Requirements:

- **Complete 12 credit hours (Choose from the courses listed below)**
 - o *9 hours of approved advanced communication coursework*
 - o *3 hours of approved internship coursework*
- **Earn 250 professionalism development points through Career Readiness activities**
- **Enroll in BA495 final semester to confirm all requirements have been met**

	Advanced Communication	Hours	Semester Earned
9 hours from any of the following courses. NOTE: Maximum 6 hours for any prefix.			
BDAN 310	Business Data Analytics	3	
COMM 330	Leadership Communication	3	
COMM 345	Advanced Public Speaking	3	
COMM365	Intercultural Communication	3	
COMM 463	Advanced Intercultural Communication	3	
ENG 306	Business Writing	3	
ENG 307	Technical Writing	3	
MGT 305	Critical Thinking in Management	3	
MKT 325	Personal Selling	3	
	Applied Career Experiences		
3 hours from one of the following courses ***			
ACCT 390	Internship in Accounting	3	
BDAN 490	Practicum in AIS	3	
ECON 490	Practicum in Economics	3	
FIN 440	Internship in Finance	3	
MGT 490	Practicum in Management	3	
MKT 490	Practicum in Marketing	3	
BA 490	College of Business Internship	3	
	Career & Professional Development Activities	0	
Students must pass this 0 credit course prior to graduation			
BA 495	Career Development Attendance (final semester)		
Total Hours		12	

Make an appointment with your academic advisor to find out more about the Certificate in Advanced Professionalism and to discuss how this program will complement your Gordon Ford College of Business degree.

BA 495 REQUIREMENTS

		Points	Points Earned
Category I (Required)		70 points required	
LinkedIn - Up to date and recruiter		10	
Career Portfolio		50	
Confirm Enrollment in BA495		10	
Category II	Developmental Workshops	Minimum of 20pts	
<i>Workshops in this category strengthen professional and workplace skills. Most workshops are worth 10 points each. The below topics are examples of workshop topics.</i>			
Networking & Professionalism			
Personal Branding			
Social Media & Professional Image			
Professional Communication			
Practical Financial Matters			
Category III	Job Search	Minimum of 30pts	
<i>Build the skills needed to successfully obtain internships and full-time employment.</i>			
LinkedIn Workshop		10	
Handshake Resume Upload		10	
Career Fair Preparation Workshop		10	
Interviewing Skills Workshop		10	
Mock Interviewing Session (outside of 399 course)		20	
WKU/GFCB Career Fair Attendance		20	
Meet the Firms (Accounting)		20	
Category IV	Exploration and Networking Events	Minimum of 40pts	
<i>Expand your professional network while exploring industries, career, leadership, and networking opportunities.</i>			
Professional Networking Event		20	
Business Etiquette Dinner		20	
Speed Networking		20	
Significant Job Shadowing or Career Mentoring		20	
Practical Work Experience (May not double count internship credit)		20	
Active role in an external Professional Organization		20	
Significant Leadership Role in a Student Organization		20	
Attendance at a Leadership Conference		20	
Career Hike		30	
Professional Conference Attendance		50	
Career Trek		75	
Category V	Personal Financial Success	Minimum of 40pts	
Completion of a Personal Financial Success modules Senior Year		20/each module	
Total Points		250	