

## PEAK Program

Preparing students for entry into the professional business environment is an important focus area for the Gordon Ford College of Business. PEAK was formed as a comprehensive resource that will complement content knowledge that students learn and practice each day in the classroom.

Professional success doesn't begin when a student wears the cap and gown and receives a diploma. Preparing for professional success is a process that begins the moment a student walks into Grise Hall for the first time. That's where PEAK steps in, giving students a multitude of information, assistance, and advice in these and more areas:

- Career awareness and exploration opportunities
- Personal improvement workshops and seminars
- Real-world experiences through mentoring and internships
- Continued professional development and networking for/with alumni

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How will you ascend to your personal and professional PEAK?

- Pick and choose the events and activities that you feel will help you most in your journey toward professional success.
- Commit to making your professional preparedness a priority.
- Enroll in the Certificate in Advanced Professionalism and complete a comprehensive professional preparedness program with recognition on your official WKU transcript.



**Professional Education and Knowledge**  
Gordon Ford College of Business

<http://www.wku.edu/cap/>  
<http://www.wku.edu/business/peak>

## PEAK Passport

The PEAK Passport is completed by earning a minimum of 160 points for participating in professional preparedness activities that span each of the categories described below. Of those points, 60 are required in Category 1, 30 points are required in Category 2 & 3, and a minimum of 20 points must be earned in each Categories 4 & 5.

### **Category 1 (Required)**

LinkedIn Profile with connections and groups (10 points)  
Career Portfolio (50 points)

### **Category 2 (Developmental Workshops)**

Developmental Workshops are worth 10 points each. Workshops in this category should relate to areas of professional and personal development. Examples:

- Social Media and Professional Image
- Practical Financial Matters
- Creating a Career Plan/Resume Workshop
- Job Survival Skills
- Personal Branding
- Internship Forum
- Communication
- Networking

### **Category 3 (Job Search)**

Activities in the Job Search Category are awarded either 10 or 20 points. Events, workshops, and activities in this category should relate to the job search process. Examples:

- Interviewing Skills Workshop
- Mock Interview Session
- Applying for Jobs Seminar
- LinkedIn Workshop
- Attendance at WKU &/or GFCB Career Fairs
- Pathway U Assessment
- Handshake Resume Upload
- PEAK Clothes Closet Attendance
- Job Fair Preparation Workshop

### **Category 4 (Exploration and Networking Events)**

Activities in the Exploration and Networking Events Category are awarded 10 - 75 points. Events, workshops, and activities in this category should relate to career exploration and professional networking. Examples:

- Career Trek (multi-day career exploration field trip)
- Career Hike (1-day career exploration field trip)
- Attendance at a Leadership Conference
- Active Role in a Professional Organization
- Business Etiquette Dinner
- Dinnerview
- Professional Networking Events

### **Category 5 (Personal Financial Success)**

Points values in the Personal Financial Success Category vary, and a student must earn at least 20 points in this category. Events, workshops, and activities in this category should relate to the skills needed to ensure personal financial success. Examples include: FIN 161 with a grade of B or higher, 50 points. FIN 161 with a grade of C, 40 points. FIN 161 with a grade of D, 10 points, Completion of a Personal Financial Success modules (10 points each), Workshops hosted by Center for Financial Success (points vary). If modules are pursued, the Spending Plan module must be the first completed.

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## Certificate in Advanced Professionalism

The Certificate in Advanced Professionalism is earned by completing the requirements for the PEAK Passport along with 12 hours of academic credit in the following areas:

### **Advanced Communication Courses**

(Choose 3 courses, max of 6 hours from any prefix)

COMM240 Critical Listening  
COMM260 Fundamentals of Communication & Culture  
COMM330 Leadership Communication  
COMM345 Advanced Public Speaking  
COMM365 Intercultural Communication  
COMM374 Organizational Communication  
COMM463 Advanced Intercultural Communication  
ENG306 Business Writing  
ENG307 Technical Writing  
MGT305 Critical Thinking in Management  
MGT361 Business Communication Fundamentals  
MKT325 Personal Selling

### **Applied Career Experiences**

(Choose 1 course.)

ACCT390 Internship in Accounting  
CIS369 Cooperative Education in Information Systems  
ECON490 Practicum in Economics  
FIN440 Internship in Finance  
MGT490 Practicum in Management  
MKT490 Practicum in Marketing  
BA490 College of Business Internship

### **Career Development (required course)**

BA495 Career Development Attendance

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For more information about any of the PEAK Program options or activities, contact:

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