

Certificate in Advanced Professionalism

	Advanced Communication	Hours	Hours Earned
9 hours from any of the following courses. NOTE: Maximum 6 hours for any prefix.		9	
COMM 240	Critical Listening		
COMM 260	Fundamentals of Communication and Culture		
COMM 330	Leadership Communication		
COMM 345*	Advanced Public Speaking		
COMM365*	Intercultural Communication		
COMM 374	Gender Communication		
COMM 463**	Advanced Intercultural Communication		
ENG 306	Business Writing		
ENG 307	Technical Writing		
MGT 305*	Critical Thinking in Management		
MGT 361	Business Communication Fundamentals		
MKT 325	Personal Selling		
	Applied Career Experiences	3	
3 hours from one of the following courses ***			
ACCT 390*	Internship in Accounting		
CIS 369*	Cooperative Education in Information Systems		
ECON 490*	Practicum in Economics		
FIN 440*	Internship in Finance		
MGT 490*	Practicum in Management		
MKT 490*	Practicum in Marketing		
BA 490*	College of Business Internship		
	Career & Professional Development Activities	0	
Students must pass this 0 credit course prior to graduation			
BA 495	Career Development Attendance		
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.



The CAP-Approved symbol will help you identify activities and events that allow you to earn points toward the completion of the Certificate in Advanced Professionalism. Look for it on announcements, flyers, social media, and other forms of communication.

BA 495 REQUIREMENTS

		Points	Points Earned
Category I (Required)		70	
LinkedIn - Students will be required to create a profile, make connections, and join or create groups.		10	
Career Portfolio		50	
Confirm Enrollment in BA495		10	
Category II Developmental Workshops		Minimum of 20	
Social Media and Professional Image		10	
Practical Financial Matters		10	
Creating a Career Plan/Resume Workshop		10	
Job Survival Skills		10	
Personal Branding		10	
Communication		10	
Internship Forum		10	
Networking/Professionalism		10	
Pathway U Seminar		10	
Category III Job Search		Minimum of 30	
Handshake Resume Upload		10	
Job Fair Preparation		10	
Clothes Closet Attendance		10	
Interviewing Skills Workshop		20	
Mock Interviewing Session		20	
WKU/GFCB Career Fair Attendance		20	
Pathway U Assessment Completion		20	
Applying for Jobs Online Seminar		20	
LinkedIn Workshop		20	
Category IV Exploration and Networking Events		Minimum of 20	
Attendance at CAP-Approved Guest Speaker Events		10	
Professional Networking Event		10	
Meet the Firms		10	
Business Etiquette Dinner		10	
Dinnerview		10	
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		20	
Professional Conference Attendance		50	
Career Trek		75	
Category IV Personal Financial Success		Minimum of 4	
FIN 161 (grade of B or higher)		50	
FIN 161 (grade of C)		40	
FIN 161 (grade of D)		10	
Completion of a Personal Financial Success modules		20/each module	
Total Points		250	

