Poster Description

Abstract:
This portion of my poster contains a brief description of what motivated and inspired me to make this proposal. Basically, I would see people struggle to find a job during their senior years and accept positions that were lower than what they should have accepted because of pressure. I want to turn this around to give students a better position to start their professional careers.

Course Overview:
To gain a full understanding of the course overview, please refer to the syllabus provided in the full-length report.

Course Objectives:
The Senior Business Seminar is designed to be student-centric. The list of bullets describes main points that should continually be used to support students during their progression through the course. Each point also gives students the opportunity to partake in self-exploration, redefine their personal goals, and know themselves on a deeper level.

Objectives:
This piece of the poster supports the need for the Senior Business Seminar. The pie chart includes data from the graduating class of the CBA in 2015. The majority of students find employment, but others take part-time positions and internships. One of the objectives of this course is to help those students who are seeking full-time employment to achieve this goal, rather than assuming less appealing positions, such as internships. Likewise, I want the number of unemployed students to decrease. My goal is to have these 2 factors raise the number of those employed full-time to about 80-85% from its current number of 69%

The next set of graphs depicts the average starting salary for URI CBA graduates vs. the national average. In some disciplines such as supply chain, we are above the average, but other majors fall below the line. The Senior Business Seminar aims to increase the quality and quantity of jobs, which will position the business program as more competitive and prestigious on a national and international level, thus increasing the ability of graduates to land more competitive jobs.

Finally, the last set of graphs shows how the seminar can cater to the needs and desires of the students. According to the information provided in the report, more graduates leave the borders of Rhode Island than those who stay after finding employment. This simply means that we have to be able to support students regardless of where they want to go after completing their degree.
Target Segment of the SBS:

My sponsor and I determined that high performing students will be able to complete the employment process by themselves and low performing students would deteriorate the effectiveness of the seminar. Therefore, we will attempt to attract the average performing students who may have the willingness and slight understanding of the processes involved in finding a job, but need a little help to complete each step. Over the course of several semesters, the CBA may see a positive shift in the student body as a result of long-term awareness and preparation.

Determination of the SBS’s Success:

Success of the Senior Business Seminar needs to be determined after a series of semesters have been instructed. Compiled data over several years will show the effects that the course has.