

PROFESSIONAL SKILLS BUSINESS STUDENTS MUST MASTER

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Exhibit an Attitude of Self-Confidence

Demonstrate strong self-awareness and self-respect
Understand the essential value of daily mental refreshment

Exhibit a Professional Appearance and Memorable First Impression

Dress appropriately for the occasion
Demonstrate punctuality, confident carriage, posture, pace, and gestures
Demonstrate warm greeting, professional handshake, and courteousness
Exhibit proper business etiquette

Exhibit Professional Verbal and Non-Verbal Interpersonal Communication Skills

Demonstrate ability to build rapport easily with new acquaintances
Exhibit sincere interest and curiosity in the other person
Demonstrate empathetic, active listening

Exhibit Professional Writing and Social Media Skills

Show mastery of correct business writing
Show mastery of email etiquette
Create a professional LinkedIn profile
Establish a professional social-media presence

Exhibit Professional Presentation Skills

Master ability to present individually or in a team to groups of all sizes
Demonstrate memorable interviewing skills

Exhibit Career Placement Skills

Research an industry, company, positions, and individuals
Practice interview skills, including video interviews
Hone networking skills
Create essential tools: cover letter/e-mail, resume, LinkedIn profile
Articulate an impactful, structured personal value proposition to answer the question, "Tell me a little bit about yourself."
Articulate differentiators and basic business core competencies that make you important to interviewers
Carefully build your personal brand
Maintain focus on filling the prospective employer's needs
Handle objections and behavioral questions during job interview
Negotiate salary and terms (includes being able to create an accurate personal budget)
Follow up promptly with thank-you notes
Evaluate competing job offers