



SCPD Business Excellence Certificate Program

Updated: Spring 2009

Table of Contents

I.	SCPD Overview.....	2
II.	Business Excellence Certificate Program (BEC) Overview.....	5
III.	Requirements and Policies.....	6
IV.	Workshops and Experiential Learning.....	9
V.	Self-Assessment Test.....	12
VI.	Portfolio.....	13
	A. Resume	
	B. Cover Letter	
	C. Letters of Recommendation (2)	
	D. BEC Career Profile	
VII.	Contact Information.....	17
VIII.	Supplemental Forms and Resources.....	18



SCPD Business Excellence Certificate Program

Updated: Spring 2009

I. Student Center for Professional Development Overview

History

The Student Center for Professional Development (SCPD) was originally established 20 years ago as the Minority Business Program. The name then changed to the Mentoring Business Program (MBP) reflecting an expanded charter, which facilitates the academic and professional success of all students within the college. Just this year, MBP was renamed as SCPD to provide resources and programs that develop leadership skills, career planning, academic success and civic engagement to our students. We connect SCPD students to other students, to the campus, to the community and to the corporate world. Through the mentoring relationships, we hope to develop a meaningful and a learning experience for both mentee and mentor.

SCPD Mission

The Student Center for Professional Development focuses on developing programs and opportunities for CSULB undergraduate business students to enhance their academic and professional development. By creating a supportive learning environment, the program encourages student involvement, skill development, leadership, and facilitates a process to assist students with a successful transition into college and their prospective careers.

SCPD Goals

1. To provide opportunities which allow students to enhance their professional development skills
2. To create a supportive environment that encourages student involvement and leadership
3. To stimulate students' interest in various business fields
4. To build a community where students feel a sense of belonging
5. To enhance students' overall development as a contributing member to the university, community, and society as a whole
6. To empower disadvantaged students from the Los Angeles-Long Beach-Orange County region to improve the quality of life within their families and their local communities



SCPD Business Excellence Certificate Program

Updated: Spring 2009

Program Overview

Emerging Leaders Program

The Emerging Leaders Program is a year-long mentoring program for new CSULB pre-business freshmen and transfer students. The program aims to create a sense of community, develop skills and connect new students to campus resources through activities including a 3 day-2 night retreat, social events and professional development workshops.

Community Scholars Program

In the Community Scholars Program, CSULB business students help motivate and guide a group of Jordan High School sophomore students to succeed in high school and pursue college. The CSULB Community Scholar mentors use their respective experiences and reflection to promote academic success, effective time management, campus involvement, and goal setting.

Additionally, the Community Scholar mentors bring Jordan High School students to CSULB to highlight the different component of college life.

Community College Mentoring Program

In the Community College Mentoring Program (CCMP), CSULB business students help motivate and guide a group of first year Cerritos College students to succeed at the community college and to transfer into a four-year university. The CSULB Community College mentors provide information and develop skills that enable community college students to succeed. The CSULB mentors lead seminars and information sessions that focus on self-exploration, campus resources, college application and college life.

Business Excellence Certificate Program

The Business Excellence Certificate (BEC) Program is a curriculum-based undergraduate professional development certificate program. The program aims to increase professional competencies and personal effectiveness of CBA students. The BEC curriculum focuses on



SCPD Business Excellence Certificate Program

Updated: Spring 2009

academic/career exploration, business foundations, internships/mentoring opportunities, community/global awareness and self-assessment. Lastly, all participants develop a professional portfolio.

City Leadership Program

The City Leadership Program is a curriculum-based program that highlights and explores the economic, political, community, and governmental resources and organizations within the City of Long Beach. Once a month, leaders in various city agencies meet with participants for seminars and discussions. The program is designed to provide CSULB students an opportunity to understand the city's successes, challenges, structure and history. The program is a collaborative endeavor of city government agencies and bureaus including the Port of Long Beach and the City of Long Beach Mayor's Office.

Corporate Mentoring Program

The Corporate Mentoring Program is a year-long mentoring program that pairs junior and senior business students with corporate professionals. The mentoring relationship provides support and coaching that focus on personal and professional development. Corporate mentors help inspire and guide mentees as they plan their careers, understand the corporate expectations, learn how to manage effectively, lead with vision and develop their professional skills. SCPD Corporate Mentors include professionals from The Boeing Company, UPS, Denso, Target, and Lexus.

Scholarships

The Student Center for Professional Development grants scholarships through merit and contribution to SCPD programs. More information on scholarship eligibility, deadlines, application timelines, and forms can be found on our website at

<http://www.csulb.edu/colleges/cba/mbp>.



SCPD Business Excellence Certificate Program

Updated: Spring 2009

II. Business Excellence Certificate Program (BEC) Overview

Purpose:

The Business Excellence Certificate (BEC) Program is a curriculum-based undergraduate professional development certificate program that develops and improves the core skills of CSULB business students to be successful business and community leaders. The program aims to increase professional competencies and personal effectiveness. The BEC curriculum involves academic/career exploration, business foundations, internships/mentoring opportunities, community/global awareness, self-assessment, experiential learning and a portfolio.

Curriculum:

The BEC program offers various workshops from diverse topics. The curriculum offers 6 categories and several integrated learning activities that address career exploration, skill development and knowledge acquisition. (For a specific list of our curriculums, please refer to the following section.) In addition, students must take the Self-Assessment Test and complete a portfolio to fulfill the requirements

III. Requirements and Policies

In order to remain in “Good Standing”, students must adhere to the following policies:

Attendance:

Students must give 48 hours notice if they need to cancel a scheduled workshop appointment. Not doing so will result in a one semester suspension from the program. Also, students must attend a *minimum* of two workshops per semester.

Time Completion:

Students must complete the BEC program in 4 regular semesters (inclusive of the starting semester). Also, students must return *Substitution Request forms* to the SCPD office within 2 weeks after the event. Lastly, students must maintain a 2.0 G.P.A.



SCPD Business Excellence Certificate Program

Updated: Spring 2009

1. Categories A-F

From these 6 categories (A-F), students are to complete **7 workshops** and **two integrated learning activities**. Students are given the option to choose their desired workshop of interest from each category but they must choose a minimum of 1 workshop from each category and 2 workshops from category D. Furthermore, incoming students must register for BEC Orientation in Category their first semester with the program.

Category:

A. BEC Orientation	(Must attend 1 st semester)
B. Education/Career Exploration	(1 wksp required)
C. Career Preparation	(1 wksp required)
D. Business Foundation	(2 wksp required)
E. Internships/Mentoring Exploration	(1 wksp required)
F. Global and Community Awareness	(1 wksp required)

Total: 7 workshops required

*Workshop Substitution:

If you wish to substitute the workshops with an equivalent seminar, meeting or event, please fill out the **Substitution Request Form** and provide a signature of the program coordinator/event planner on the form. Upon completion, please turn it into our office located in CBA126 within 2 weeks after the event. If you have any addition questions, please contact the SCPD office.

**For detailed information on workshop choices, refer to Appendix.*



SCPD Business Excellence Certificate Program

Updated: Spring 2009

2. Self-Assessment Test:

You are required to take one of the four tests that will give you a better understanding of your traits, personality and potential occupations that suit your style. All of the Self-Assessment Tests can be taken at the Career Development Center, located in Room 250, Brotman Hall:

- Myer-Briggs Inventory Test
- Strong Interest Inventory Test
- Eureka
- Choices Explorer/Planner

3. BEC Portfolio:

At the end of the program, you are required to turn in a portfolio that serves to enhance your understandings of your career path. The Portfolio entails:

- Resume
- Cover Letter
- 2 Letters of Recommendation (1 academic and 1 career based preferred)
- BEC Career Profile

**For more information on the BEC portfolio, refer to page Appendix.*



SCPD Business Excellence Certificate Program

Updated: Spring 2009

Category D Business Foundations (2 workshops)

This category focuses on skill development and knowledge acquisition of business expectations and organizational culture. The following are examples of workshops in this category.

1. Managing ADHD & Learning Disabilities in the Workplace
2. Negotiating Your Salary
3. Dress for Success
4. Etiquette Success
5. Managing Physical Disabilities at Work

Category E Internships/Mentoring Exploration (1 workshop)

This category focuses on exploring internship and mentoring opportunities available to CBA students. The BEC program highly encourages students to participate in an internship and/or a mentoring program in their respective college careers. The following are examples of workshops in this category.

1. The value of a Mentor
2. Internships in Finance, Sales & Marketing
3. Internships for Students with Disabilities
4. Entertainment Internships
5. Earn and Learn: Get Paid Summer Internships
6. Federal Workforce Interviews for Students with Disabilities

Category F Global and Community Awareness (1 workshop/activity)

This category focuses on social, political, and economic awareness in the community and around the world. The following are examples of workshops and activities that fulfill this category.

1. CBA 495: Two week international program (Vietnam, China, Germany and France/Spain)
2. Go Global: Overseas Internship
3. A World of Experience: Former Intern Panel
4. IBA Speaker Presentation



SCPD Business Excellence Certificate Program

Updated: Spring 2009

EXPERIENTIAL LEARNING (3 components)

1 Integrated Learning Component (2 Events)

The following activities are examples of the type of events that will count towards the completion of this requirement.

- Business Site Visit (This would also fulfill the Category D Requirement)
- Informational Interview with a person in the field of interest
- Conference of a Business Entity or Organization
- ABSOC, and/or CSULB Job Fair
- SCPD event
- Networking Event sponsored by a professional association
- Business Internship

2 Self-Assessment Component (1 required)

- Myers-Briggs
- Strong Inventory
- Learning Styles Inventory
- Eureka
- Choices Explorer/Planner

3 Portfolio Component (A complete portfolio includes ALL of the following)

- Resume
- Cover letter
- 2 letters of recommendation (1 academic and 1 career based preferably)
- BEC Career Profile



SCPD Business Excellence Certificate Program

Updated: Spring 2009

V. Self-Assessment Tests:

What are your test choices?

- The Myer-Briggs Test is a personality test that assesses and identifies significant personality preferences.
- The Strong Interest Inventory Test is used for assessing careers and gives you the list of occupation that best suits your characteristics.
- Eureka and the Choices Explorer/Planner also list the occupations that compliment your interests.

Where to take the test:

Career Development Center (CDC)
Brotman Hall, Room 250
(562)-985-4151

- All tests are computerized and should not take more than one hour
- You must make an appointment prior taking the Myer-Briggs or the Strong Inventory Test
- Eureka and Choice Explorer can be taken anytime at the CDC

VI. Portfolio:

At the end of your last semester, you will complete a portfolio that will include the following:

- Resume
- Cover Letter
- Recommendations (2)
- BEC Career Profile



SCPD Business Excellence Certificate Program

Updated: Spring 2009

Resume

What: It is said that employers are able to assess and judge a resume in less than 30 seconds! A resume is your INITIAL impression. Therefore, if it is written correctly and well, it will accurately represent your capabilities and help you reach your job of interest.

How: Imagine that you are applying to an organization. The HR department will go through hundreds of resumes a day and the last thing you want is for the company to disregard your resume without consideration. You have to make sure your resume is:

- Reader Friendly
- Well Organized and Professional
- Error Free
- Concise

In addition, do not forget to include your contact information and thorough descriptions of your skills, knowledge and experience.

Cover Letter

What: A cover letter is similar to a business letter and it is presented with a resume. It allows you to...

- **H**ighlight and introduce your capabilities to the job position.
- **P**ersonalize your resume by explaining the type of job or position you are looking for and how you are qualified for it.
- **E**xplain previous employment situations that a resume cannot and how those experiences prepare you for the position.
- **S**hare your interest for the position.



SCPD Business Excellence Certificate Program

Updated: Spring 2009

How: Here are some tips on writing a good cover letter:

- Individualize every cover letter for the every organization and job you are applying for
- Highlight your skills, ability and knowledge
- Keep it clear and concise.

**For sample resumes and cover letter visit:*

http://www.careers.csulb.edu/students/jobs/job_search_tips/resume_techniques.html

2 Letters of Recommendation (1 academic and 1 career based preferably)

What: The letter of recommendation represents your characteristics from another person's perspective. Therefore, it is crucial that you ask someone that knows you very well with regards to your: skills, performance, accomplishments and even your personality.

When: When asking for a letter, the biggest mistakes many students make is asking at the last minute. It is important that you notify the person **2-4 weeks** prior to the due date.

What to Include: When you hand your recommendation request form to your recommender you want to provide some of the following materials that will allow the person to have a better understanding of you:

- An extra envelope with a return address and postage
- A copy of your resume
- Awards/scholarship information
- Information regarding your past presentations/projects
- Major and GPA
- Type of job/internship or program you are applying for



SCPD Business Excellence Certificate Program

Updated: Spring 2009



After you receive the recommendation letter, make sure you send a thank you card.

Who: Here are some people you can ask:

- Professor
- Supervisor
- Current/Previous Employer
- Staff/Faculty
- A person that knows you in a professional capacity

**See the resource section for the Recommendation Request form*

BEC Career Profile

What: The BEC Career Profile serves to better your knowledge in the industry you are interested in. The object of this profile is for you to have:

- A better understanding of the career you want to pursue
- Be prepared for the skills, knowledge and ability needed for the job position
- Allow you to broaden your perspective in the potential area of job interest
- Knowing what it takes to get the position of your interest

How: You are required to turn in the *career profile form as well as the career profile. You may also refer to the profile sample for further assistance located in “Supplemental Forms and Resources.”

**The career profile form and directions on the career profile can be found in the supplemental form and resource section of this package as well.*



SCPD Business Excellence Certificate Program

Updated: Spring 2009

VII. Contact Information

Student Center for Professional Development

California State University, Long Beach
Student Center for Professional Development, CBA-126
College of Business Administration
1250 Bellflower Boulevard
Long Beach, California 90840-8501

Business Email: scpd@csulb.edu
Business Phone: (562) 985-2265
Business Fax: (562) 985-4840
Website: <http://www.csulb.edu/colleges/cba/scpd/>



SCPD Business Excellence Certificate Program

Updated: Spring 2009

VIII. Supplemental Forms and Resources:

- 1) Program Scheduling Form
- 2) Substitution Request Form
- 3) Recommendation Request Form (2)
- 4) Career Profile Form
- 5) Career Profile Sample
- 6) Other Resources
- 7) Evaluation