

November 2008

Dear JMU Parent(s):

I am pleased to recommend the 2009 Life Skills: Real Skills for Real Life seminar series offered by the College of Business and the Virginia Society of CPAs, beginning January 2009. First offered in 1999, the response for the series continues to be overwhelmingly positive and is our most popular non-credit offering.

The College of Business is also offering a new modern etiquette seminar series, Outclass the Competition, beginning March 2009. Each session in both of these series provides students with the opportunity to learn a wealth of valuable information that they can use in the rest of their lives.

This brochure provides detailed information about the seminars. We have recruited outstanding presenters to lead these sessions. These individuals are accomplished business professionals who present current, relevant information within their areas of expertise. Both series are open to all academic majors with no prerequisite courses.

I strongly urge you to enroll your daughter or son in both the Life Skills and Outclass the Competition series. Use the registration form or our toll-free telephone number to register. If you have questions, please contact the College of Business at 800.568.8318 or 540.568.3250.

Sincerely,

Robert D. Reid
Dean, College of Business

Life Skills

Real Skills for Real Life

Students develop skills essential to everyday life, but not usually part of a formal education, in this seven-week course.

Personal Banking

Focus on the types of demand accounts (checking, savings, CDs) to open, issues to consider when borrowing, responsible use of credit cards, identity theft, and sources of funds.

Legal Matters

Address consumer law, contracts, family law, litigation and lawsuits, and when and how to use a legal professional.

Insurance Issues & Options

Examine the sources of insurance and the numerous forms available: renter's, homeowner's, automobile, life, umbrella, accident, legal claim, and workman's compensation.

Financial Markets

Understand the technical terms and market indicators, (stocks, bonds, money markets, mutual funds), methods of access, and sources of information.

Financial Planning

Allocate earnings between savings and investments, prepare for retirement, and employ professionals.

Career/Life Planning

Explore the many facets of job seeking, including interviewing tips and techniques, and a success/high ceiling job search.

Job Search Fundamentals and the Law

Learn about employment applications, résumé and cover letter preparation, as well as laws and regulations encountered in a job search.

Etiquette

Outclass the Competition

A formal dinner where students can practice proper dining and self-presentation skills. Dinner includes a reception line, a toast, and a speaker.

The need for business etiquette training is evident as workplace incivility is on the rise.

Success following graduation requires a combination of technical and polished personal and professional skills. This program is designed to develop life skills that will help students become role models and establish and reinforce a higher code of conduct.

Public views are distorted by seeing the world through the lens of "Pop Culture"

Students engage in self-assessment activities and receive training on topics ranging from simple introductions, to public speaking, and matters of International environment that encourages and stimulates participation in events and mass media behavior by identifying potential social challenges and developing effective civil solutions.

A wide range of solutions exist to better ensure one's success globally

A number of social faux pas, an equal number of informative and civil solutions exist. This program explores out-of-the-box, real-world situations to encourage a broader concept of business etiquette and its necessity in the local community, region, and global marketplace.

The course goal is to provide students with the confidence to achieve their highest level of performance socially, professionally within the business arena.

