

East Carolina University®  
Tomorrow starts here.®

# Leadership Professional Development PROGRAM

The East Carolina University College of Business was founded in 1936. It has been continuously accredited by the AACSB since 1967, a notable achievement. It serves thousands of students pursuing 30 degree options, majors and minors.

The Leadership and Professional Development Program at East Carolina University's College of Business is groundbreaking. We subscribe to a belief that is based on critical thinking skills, a strong sense of values, and the ability to communicate. This is the basis for the ECU COB mantra! Think, Value, Communicate, Lead. In addition to teaching the "nuts and bolts" of business, we help students become true business professionals and leaders. The Leadership and Professional Development Program is the first of its kind and is meant to prepare students for the realities of their future in the business world.

ECU  
COB®

# The Leadership Difference at ECU COB

## LEADERSHIP COURSES

### *Strategy First*

BUSI 1200: Strategy First, the freshman course, is an exciting class based on current business news that touches on all areas of business by using BusinessWeek Magazine as the course text.

### *Professional Development & Ethical Leadership*

BUSI 3200: Professional Development and Ethical Leadership focuses on the values and behaviors of successful business professionals. The course includes practice interviews with real business professionals and an etiquette dinner. Students also create an ePortfolio—an online professional profile directed toward future employers.

### *Experiential Leadership: Teams in Action*

BUSI 2200: In the sophomore course, Experiential Leadership: Teams in Action, teams of students are guided through the stages of team development, providing students with tools, tips, and the skills needed to work effectively in a team and achieve a successful outcome.

### *Leadership Capstone*

BUSI 4200: Effective leaders learn from their own history and the experiences of others. This course is designed to encourage students to understand, identify and apply leadership qualities and traits desirable in organizations. Emphasis is placed upon the communication of concepts in order to demonstrate knowledge of applied leadership qualities and build leadership capacity within the student.

## LEADERSHIP PORTFOLIO

Active reinforcement and self-reflection are essential components of learning. During their time in the College of Business, students create an ePortfolio that showcases their personal leadership development and their achievements. The ePortfolio helps reinforce valuable lessons and projects students' career-readiness to potential employers. By the time they graduate, students have tangible evidence of their accomplishments in a professional, multi-dimensional online format that provides crucial information to potential employers.

*"The Leadership and Professional Development Program in the College of Business has done a tremendous job of preparing students for the business world. The activities/components provided in the curriculum...all combine to create a real-life environment that will help the students thrive in any business profession they choose in the future."*

– Kay S. Jones  
BB&T Executive (retired)

*"Caterpillar is very pleased with the students' readiness to transition into the corporate environment. They handle themselves very professionally and are a pleasure to work with. The skills that the Leadership Program gives to these young professionals is an invaluable piece of education that is often overlooked at other universities."*

– Kathy Tolson  
Workforce Development Manager  
Caterpillar Logistics Inc.

## FOCUSED ON STUDENT SUCCESS

In the College of Business, each student benefits from a personalized support team that is ready to help, including an academic advisor, career advisor, and communication advisor. Students may also identify faculty mentors in their intended disciplines. These faculty members play an active role in encouraging, validating, and monitoring the students' progress.

*"Being a part of this program for a few years I've seen the benefit and the transformation of the College of Business Students. Great job ECU College of Business, I wish I had this training when I went to school. "*

– Frank P. Salvato  
HR Generalist  
City of Greenville