

Leadership and Professional Development Program

College of Business • East Carolina University

Effective Fall 2009, all incoming business students participate in the Leadership and Professional Development Program. The program, novel in its inclusiveness and impressive in its scope, ensures that leadership development is a focus of the core program of study. The Program consists of the following four courses and the Leadership and Professional Development Portfolio:

BUSI 1200 – Strategy First

This course is designed to create enthusiasm for the study of business and instill a vision of a unified and integrated business structure. Throughout the course, students will investigate the factors that contribute to a firm's ability to survive long-term in a competitive environment. The course will be cross-disciplinary and will use Business Week magazine as the primary text (which is provided at no-cost to students).

BUSI 2200 – Leadership I: Interpersonal and Teamwork Skills

Effective leaders have strong interpersonal and teamwork skills. Great leaders have a high level of self awareness and manage their time well. At the completion of this course, students will demonstrate their self awareness and interpersonal skills by being able to define and communicate a goal, organize and motivate a team, and lead a team to successful achievement of the goal.

BUSI 3200 – Leadership II: Professional Development Skills

Effective leaders conduct themselves in a professional manner, continuously upgrading their skills so that they can adapt to ever changing environments. At completion of this course students will demonstrate their ability to advance their careers by conducting themselves appropriately in business settings.

BUSI 4200 – Leadership III: Leadership Capstone

Effective leaders learn from their own history and the experience of others. This course is designed to encourage students to reflect upon their own leadership experiences, as well as those from various organizations, in order to demonstrate their knowledge of applied leadership.

Leadership and Professional Development Portfolio

All learning requires reinforcement to be retained and applied. Four courses over four years provide leadership opportunities beyond what any one semester leadership course could provide.

Leadership experience in other settings is critical. This applied reinforcement is accomplished with the Leadership and Professional Development Portfolio, which is required of all business graduates. The elements in the portfolio complement the content of the leadership courses and encourage students to stretch their own personal leadership development.

The portfolio evidences the many activities and accomplishments directly related to leadership training students experience during their college career. A significant benefit of the portfolio is that it provides students an advantage in a competitive job market by allowing them to display their best work for prospective employers.