

The Dedman College **EDGE** + General Business Skills

A solid liberal arts degree plus some business skills increase your employee value and boost your earning potential

What Do Employers Want?

Strengths of a sound liberal arts education

Competency in critical thinking, written and oral communication, research, interpersonal effectiveness, and ability to work in diverse teams and lead others effectively.

Technological skills

Adding technical skills to your liberal arts major can open up more job opportunities - more quickly and at a higher salary! Employers value general business skills. Employees with these skills help support companies' administration and operations.



Where Can I Acquire General Business Skills?

Formal or informal coursework, internships, extracurricular activities or on-campus employment.

Key skills

Accounting, Analytical skills, Budgeting, Business analysis, Business development, Business process, Contract management, Enterprise resource, Planning software, Presentation skills.

Sample Occupations

Skills are complementary for these positions:

Account executive, market research analyst, account executive, web developer, marketing specialist

Skills are core for these positions:

Business/management analyst, supply chain/logistic analyst

SMU courses that offer skills

Credit-bearing courses

- AMAE 3301 Introduction to Arts Management
- AMAE 3305 Arts Budgeting and Financial Management
- AMAE 3322 Marketing the Arts
- AMAE 3387 Attracting Capital: Donors, Investors, and Public Funds
- ECO 1311 Microeconomics
- ECO 1312 Macroeconomics
- ENGL 2102 Spreadsheet Literacy: Excel for Students in the Humanities and Social Sciences
- ENGL 2302 Business Writing
- MATH 1303 Precalculus for Business
- MATH 1309 Calculus for Business
- PHIL 1317 Business Ethics
- PSYC 3301 Research Methods
- STAT 2331 Introduction to Statistical Methods

Course Resources

- Project Management Certificate (SMU CAPE)
- Financial Planning Certificate (SMU CAPE)
- Personal Finance (SMU CAPE)
- Business Communications SMU CAPE)
- Excel: Basics (SMU A-LEC)
- Microsoft Office (SMU A-LEC)
- Adobe Spark (SMU A-LEC)
- LinkedIn Learning Courses (SMU OIT)

The Dedman College **EDGE** + Computer Programming

A solid liberal arts degree plus some computer programming skills increase your employee value and boost your earning potential

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Where Can I Acquire Computer Programming Skills?

Formal or informal coursework, internships, extracurricular activities or on-campus employment.

Key skills

Analytical Skills, Knowledge of one or more major programming languages, Database management software, Problem solving, Quality assurance and control, Website Design

Sample Occupations

Skills are complementary for these positions:

Network/systems support specialist, web designer

Skills are core for these positions:

Computer programmer, web developer

SMU courses that offer skills

Credit-bearing courses

- ASIM 1310 Creative Coding I
- CSE 1340 Introduction to Computing Concepts
- CSE 1341 Principles of Computer Science

Course Resources

- User Experience Design Certificate (SMU CAPE)
- Coding Boot Camp (SMU CAPE)
- Data Science Boot Camp (SMU CAPE)
- Fintech Boot Camp (SMU CAPE)
- Excel: Basics (SMU A-LEC)
- Microsoft Office (SMU A-LEC)
- Adobe Spark (SMU A-LEC)
- LinkedIn Learning Courses (SMU OIT)

The Dedman College **EDGE** + Data Analysis and Management

A solid liberal arts degree plus some data analysis and management skills increase your employee value and boost your earning potential

What Do Employers Want?

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Where Can I Acquire Data Analysis and Management Skills?

Formal or informal coursework, internships, extracurricular activities or on-campus employment.

Key skills

Business process, Data analysis, Data management, Database management software, Problem solving, Quality assurance and control, SAS, SAQ

Sample Occupations

Skills are complementary for these positions:

Business/management analyst, researcher/research associate

Skills are core for these positions:

Financial analyst, market research analyst

SMU courses that offer skills

Credit-bearing courses

- AMAE 3305 Arts Budgeting and Financial Management
- EMIS 1360 Introduction to Management Science
- ENGL 2102 Spreadsheet Literacy: Excel for Students in the Humanities and Social Sciences
- HIST 1325 Doing Digital History
- PSYC 3301 Research Methods
- STAT 2331 Introduction to Statistical Methods

Course Resources

- Advanced Excel for Data Analytics (SMU CAPE)
- Google Analytics (SMU CAPE)
- Software Project Management Simulation (SMU CAPE)
- Excel: Basics (SMU A-LEC)
- Microsoft Office (SMU A-LEC)
- Adobe Spark (SMU A-LEC)
- LinkedIn Learning Courses (SMU OIT)

The Dedman College **EDGE** + Graphic Design Skills

A solid liberal arts degree plus some graphic design skills increase your employee value and boost your earning potential

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Where Can I Acquire Graphic Design Skills?

Formal or informal coursework, internships, extracurricular activities or on-campus employment.

Key skills

Adobe Creative Suite, Creativity, Editing Extensible Markup Language (XML), JAVA, JavaScript, Query, Marketing, Social Media, Web Site Design and Development

Sample Occupations

Skills are complementary for these positions:

Marketing specialist, webmaster/administrator

Skills are core for these positions:

Graphic designer, web designer, multimedia designer

SMU courses that offer skills

Credit-bearing courses

- ADV 1360 Creative Production
- ASIM 1300 Introduction to Digital Hybrid Media

Course Resources

- Graphic Design Certificate (SMU CAPE)
 - Adobe Acrobat
 - Adobe Illustrator
 - Adobe InDesign
- Print Graphics with Photoshop
- Excel: Basics (SMU A-LEC)
- Microsoft Office (SMU A-LEC)
- Adobe Spark (SMU A-LEC)
- LinkedIn Learning Courses (SMU OIT)

The Dedman College **EDGE** + IT Networking and Support Skills

A solid liberal arts degree plus some IT networking and support skills increase your employee value and boost your earning potential

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Technological skills

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Where Can I Acquire IT Networking and Support Skills?

Formal or informal coursework, internships, extracurricular activities or on-campus employment.

Key skills

Adobe Creative Suite, Creativity, Editing Extensible Markup Language (XML), JAVA, JavaScript, Query,, Marketing, Social Media, Web Site Design and Development

Sample Occupations

Skills are complementary for these positions:

Business/management analyst, researcher/research associate

Skills are core for these positions:

Financial analyst, market research analyst

SMU courses that offer skills

Credit-bearing courses

- ASIM 1310 Creative Coding I
- CSE 1340 Introduction to Computing Concepts
- CSE 1341 Principles of Computer Science

Course Resources

- Advanced Excel for Data Analytics (SMU CAPE)
- Google Analytics (SMU CAPE)
- Software Project Management Simulation (SMU CAPE)
- Excel: Basics (SMU A-LEC)
- Microsoft Office (SMU A-LEC)
- Adobe Spark (SMU A-LEC)
- LinkedIn Learning Courses (SMU OIT)

The Dedman College **EDGE** + Marketing Skills

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Where Can I Acquire Marketing Skills?

Formal or informal coursework, internships, extracurricular activities or on-campus employment.

Key skills

Business development, Competitive analysis, Creating marketing materials, Creativity, Editing, Market research, Market strategy/planning, Product development and marketing, Social media

Sample Occupations

Skills are complementary for these positions:

Graphic designer, communications coordinator

Skills are core for these positions:

Marketing specialist, market research analyst, advertising sales representative

SMU courses that offer skills

Credit-bearing courses

- ADV 1300 Survey of Advertising
- AMAE 3301 Introduction to Arts Management
- AMAE 3322 Marketing the Arts
- AMAE 3387 Attracting Capital: Donors, Investors, and Public Funds
- APSM 2310 Contemporary Issues in Sports Management
- ENGL 2102 Spreadsheet Literacy: Excel for Students in the Humanities and Social Sciences
- FILM 1301 Art of Film and Media
- JOUR 2103 Writing and Editing Tutorial and Laboratory
- JOUR 2302 Ethics of Convergent Media
- PHIL 1317 Business Ethics
- PSYC 3301 Research Methods
- STAT 2331 Introduction to Statistical Methods
- THEA 2311 The Art of Acting

Course Resources

- Search Engine Optimization and Marketing Strategies (SMU CAPE)
- Digital Branding and Engagement (SMU CAPE)
- Digital Marketing Strategy and Management (SMU CAPE)
- Digital Marketing Analytics (SMU CAPE)
- Excel: Basics (SMU A-LEC)
- Microsoft Office (SMU A-LEC)
- Adobe Spark (SMU A-LEC)
- LinkedIn Learning Courses (SMU OIT)

The Dedman College **EDGE** + Sales Skills

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Where Can I Acquire Sales Skills?

Formal or informal coursework, internships, extracurricular activities or on-campus employment.

Key skills

Business Development, Business Planning, Customer Service, Merchandising, Presentation Skills, Customer Relationship Management, Sales, Management, Scheduling, Time Management

Sample Occupations

Skills are complementary for these positions:

Store Manager

Skills are core for these positions:

Sales representative, account manager/representative, real estate agent/broker

SMU courses that offer skills

Credit-bearing courses

- ADV 1300 Survey of Advertising
- AMAE 3322 Marketing the Arts
- AMAE 3387 Attracting Capital: Donors, Investors, and Public Funds
- JOUR 2103 Writing and Editing Tutorial and Laboratory
- JOUR 2302 Ethics of Convergent Media
- PHIL 1317 Business Ethics
- STAT 2331 Introduction to Statistical Methods
- THEA 2311 The Art of Acting
- PSYC 1300 Introduction to Psychology

Course Resources

- Personal Branding (SMU CAPE)
- Effective Public Speaking (SMU CAPE)
- Excel: Basics (SMU A-LEC)
- Microsoft Office (SMU A-LEC)
- Adobe Spark (SMU A-LEC)
- LinkedIn Learning Courses (SMU OIT)

The Dedman College **EDGE** + Social Media Skills

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Where Can I Acquire Social Media Skills?

Formal or informal coursework, internships, extracurricular activities or on-campus employment.

Key skills

Adobe Photoshop, Business, Development, Newsletters, Sales, Social Media/Social Networking, Content Management, Creativity, Market Strategy, Marketing Writing (e.g., Blogging, Journalism, or Editing)

Sample Occupations

Skills are complementary for these positions: Editor, journalist/reporter, producer, writer, community manager, copywriter, communications coordinator, recruiter, marketing coordinator/assistant, sales representative, account executive, web developer, marketing specialist

Skills are core for these positions:

Social media strategist/specialist, search engine optimization specialist

SMU courses that offer skills

Credit-bearing courses

- ADV 1300 Survey of Advertising
- FILM 1301 Art of Film and Media
- JOUR 2103 Writing and Editing Tutorial and Laboratory
- JOUR 2302 Ethics of Convergent Media SOCI 1300 Introduction to Sociology

Course Resources

- Best Practices in Social Media and Digital Communication (SMU CAPE)
- Digital Engagement and Advanced Social Media Management (SMU CAPE)
- Excel: Basics (SMU A-LEC)
- Microsoft Office (SMU A-LEC)
- Adobe Spark (SMU A-LEC)
- LinkedIn Learning Courses (SMU OIT)

THE DEDMAN COLLEGE EDGE

Career Readiness Tracker

Keep track of your career-relevant experiences here.

This will help make it simple to build a compelling resume and help you to talk knowledgeably with employers about the value you bring to their workplace. Make a record below of the courses from your major, the University Curriculum, electives outside your major, and from an internship or other experiences that help you gain skills in the domains that employers value: critical thinking; written and oral communication, interpersonal relationships, teamwork, and leadership; and research. And record your Dedman Edge knowledge and skills, as well.

Coursework	Experiential/Social	Workplace, Internship, etc.	Other (e.g., study abroad
Critical Thinking			
Written and Oral Communication			
Interpersonal, Teamwork, & Leadership			
Research			
Social Media Skills			

