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)
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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)
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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)

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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)

Skills are complementary for these positions:
Business/management analyst, researcher/research associate

Skills are core for these positions:
Financial analyst, market research analyst

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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)
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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)
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Where Can I Acquire Sales Skills?

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

Key skills

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)
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

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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)

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.

<table>
<thead>
<tr>
<th>Coursework</th>
<th>Experiential/Social</th>
<th>Workplace, Internship, etc.</th>
<th>Other (e.g., study abroad)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical Thinking</td>
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<tr>
<td>Written and Oral Communication</td>
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<tr>
<td>Interpersonal, Teamwork, &amp; Leadership</td>
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<td>Research</td>
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<tr>
<td>Social Media Skills</td>
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