

BUS119 : Project and Portfolio I: Personal Branding

The Project and Portfolio I: Personal Branding course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will explore, build, and assess their professional brand identity, points of differentiation, and areas of expertise to highlight online. Students will create a digital portfolio website to serve as the foundation for all portfolio pieces throughout the program. By the end of the course, students will have a digital platform to showcase their future work and continually enhance their appeal to future employers and industry professionals.

Credits 3