



STUDENT ENGAGEMENT AND ACTIVE LEARNING LAB

CAREER READINESS

| Graduating career ready

Career readiness is a key part of business education. Employers expect new team members to be ready to perform immediately, and our graduates want to excel early in their new roles. The Mike Ilitch School of Business will take a two-part approach to skill development through certifications and career exploration supports.

Certifications demonstrate to employers that students have up-to-date skills and show a personal commitment to growth. However, they are often out of reach for our students due to their extra costs and licensing issues. The SEAL Lab will offer certifications for free or at a discounted rate along with guidance from a full-time staff member.

Career exploration and planning are important to ensuring our students are on the correct path for their talents and skills. Through workshops, career-guidance software, aptitude testing, testing review software licenses (e.g., CFP and CPA) and more, we will prepare students for the career that's right for them.

Goals

The SEAL Lab will offer students a variety of career preparation opportunities and certifications that span the Ilitch School to make them competitive in the job market. A list of possible certifications follows:

- **Google**
(Digital Marketing, Ads, Cloud, Data Analytics)
- **Microsoft** *(Azure Developer, Excel)*
- **AWS** *(Certified Cloud, Security, Solutions Architect)*
- **Tableau**
- **Project Management Professional**
- **CompTIA A+**
- **Network Security+**
- **Bloomberg**
- **Review and testing preparation for the CPA, CFA, CFP and CFE**
- **Aptitude testing**

In the first three years of the program, we will weave these resources into our business education curriculum. We want to help students explore and prepare for jobs, and secure certifications while ensuring they are relevant to their personal goals and the goals of our comprehensive business programs. We will regularly review the types of certificates and services we offer to adapt to demand and industry and technology trends.

The Ilitch School plans to open the lab and certifications program to the community as it develops and proves successful. We also will seek to secure corporate sponsorships for many of the certifications and programs so we can offer them for free or at a deeply discounted price.



Estimated budget

The estimated annual expenses for the career readiness pillar of the SEAL Lab total \$148,000. This covers the cost for a dedicated staff member to provide assistance and guidance, as well as fees for certifications and career-planning software. As previously noted, we anticipate the annual expenses for this piece to drop significantly as we demonstrate success and secure corporate support.

You can help shape the future of business in Detroit by supporting the SEAL Lab.

For more information about the Mike Ilitch School of Business, our programs and the impact your investment can make, please contact your philanthropy officer.



WAYNE STATE UNIVERSITY
MIKE ILITCH
SCHOOL OF BUSINESS