

Eastern Michigan University College of Business introduces Professional Development Digital Badge to bridge career readiness gap

YPSILANTI — Eastern Michigan University's College of Business recently announced the launch of its Professional Development Digital Badge, a new initiative designed to equip students with the essential professional skills required for career success. This innovative program addresses a critical gap identified in the National Association of Colleges and Employers 2023 survey, which found that only 50% of employers consider college graduates proficient in professionalism.

"The Professional Development Badge empowers our students to bridge the gap between academic knowledge and workplace expectations," said Alankrita Pandey, professor of Management and director of the Master of Science in Human Resource Management and Organizational Development China program at EMU. "This program is an investment in their futures, equipping them with the skills and confidence to thrive in a competitive job market."

The Professional Development Badge offers EMU College of Business students a unique opportunity to gain a competitive edge in the job market. While an EMU degree provides the technical expertise needed for the workplace, this badge enhances career readiness by helping students effectively demonstrate their competencies to potential employers. The digital badge can also be shared on LinkedIn.

The EMU College of Business Professional Development Digital Badge consists of four self-paced modules delivered through LinkedIn Learning:

- **Presenting You:** Students can create a standout resume, craft a compelling cover letter, and master their elevator pitch.
- **Professional Networking:** This module will teach students how to build meaningful connections and professional relationships that align with their career goals.
- **Business Etiquette:** Participants will learn to interact effectively with diverse, global audiences while perfecting negotiation skills.
- **Professional Integrity:** Students will learn emotional intelligence, ethics, and self-awareness to navigate complex workplace dynamics.

Students can complete the badge in approximately 15 hours, earning LBC4 credit. To encourage participation, the first 100 business students to sign up will receive the badge for free, with a nominal fee of \$20 for all others. In the winter semester, students who complete the badge will be celebrated.

Students interested in earning the badge are encouraged to visit the [webpage](#) to learn more.

About Eastern Michigan University

Founded in 1849, EMU is the second oldest public university in Michigan. It currently serves nearly 13,000 students pursuing undergraduate, graduate, specialist, doctoral and certificate degrees in the arts, sciences, and professions. In all, more than 300 majors, minors and concentrations are delivered through the University's Colleges of Arts and Sciences; Business; Education; Engineering and Technology; Health and Human Services; and its graduate school. National publications regularly recognize EMU for its excellence, diversity, and commitment to applied education. Visit the University's [rankings](#) and [points of pride](#) websites to learn more. For more information about Eastern Michigan University, visit the [University's website](#). To stay up to date on University news, activities and announcements, visit [EMU Today](#).