

# Imparting the Skills Students Need to Succeed

## THE FOUR Cs

COMMUNICATION + CREATIVITY + CRITICAL THINKING + EMOTIONAL CONTROL = SELF-CONFIDENCE

The Fogelman College is launching a program to prepare students for success in the business world by providing them with unique opportunities to acquire and master the skills they need to perform at a high level.

The Four Cs Initiative will be integrated into the entire undergraduate experience at the College. The Initiative will develop the **Self-Confidence** students need to become successful business leaders by allowing them to master four critical functions that are central to career success: **Communication, Creativity, Critical Thinking** and **Emotional Control**.

### Coaching by Business Professionals

- Business professionals share personal experiences that relate to effective communication, creativity, emotional control, critical thinking and self-confidence.
- The business professionals team with faculty to develop a program of engagement that includes in-class presentations, interactions with students, review of student presentations and other activities.
- Internet tools such as chat rooms, tweeting and blogging may be used for additional interactions with students.

### An Experience beyond a Single Class

- Instead of just reading about and discussing the concepts, the Four Cs Initiative becomes a part of the overall experience at the Fogelman College.
- Core knowledge is imparted in detail in specific courses, and other elements are chosen for emphasis across many courses.
- Students develop the critical thinking skills they need for ethical decision making in the business world.
- The Four Cs Initiative allows students to put critical business skills into practice, while tapping into the combined knowledge of world-class faculty and successful business people.

The Fogelman College of Business & Economics is equipping students with the skills and confidence they need to excel in their business careers.

For more information – or to participate in the Initiative – contact John Amis [johnamis@memphis.edu](mailto:johnamis@memphis.edu) or Shawn Jones [srjones8@memphis.edu](mailto:srjones8@memphis.edu).

THE UNIVERSITY OF  
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