

BUSINESS STUDIES/GENERAL BUSINESS

What can I do with this major?

AREAS	EMPLOYERS	STRATEGIES
<u>MANAGEMENT</u> Areas and job titles will vary by industry.	Business and industry including: Banks and financial institutions Retail stores Restaurants Hotels Service providers Healthcare organizations Manufacturers Industrial organizations Local, state, and federal government Nonprofit organizations Self-employed	Prepare to start in entry-level management trainee positions. Demonstrate initiative and leadership to get promoted. Gain experience through internships or summer and part-time jobs. Work at a retail store or restaurant; advance into an assistant manager position. Get involved in student organizations and assume leadership roles. Demonstrate an entrepreneurial spirit, a strong work ethic, integrity, and a sense of independence. Take courses in a secondary specialty such as marketing or information systems to increase job opportunities. Learn to work well on a team and develop strong communication skills.
<u>SALES</u> Industrial Sales Consumer Product Sales Financial Services Sales Services Sales Advertising Sales E-commerce Customer Service Sales Management: District, Regional, and Higher	For-profit and nonprofit organizations Product and service organizations Manufacturers Financial companies Insurance companies Print and electronic media outlets Software and technology companies Internet companies	Obtain experience through internships or summer and part-time jobs. Seek leadership positions in campus organizations. Work for the campus newspaper, directory, or radio station selling advertisements. Become highly motivated and well-organized. Develop a strong commitment to customer satisfaction. To deliver effective customer service, develop problem solving skills, self-confidence, assertiveness, and empathy. Learn to work well under pressure and to be comfortable in a competitive environment. Prepare to work independently and to be self-motivated. Plan to work irregular and/or long hours. Learn to communicate effectively with a wide range of people. Take additional courses in interpersonal communication and public speaking.

AREAS	EMPLOYERS	STRATEGIES
<u>SALES CONTINUED</u>		Develop strong persuasion skills and learn how to build relationships. Some positions in sales, such as pharmaceuticals, require at least one to two years of a proven record in outside sales. Be prepared to start in a different industry before getting a job in pharmaceuticals.
<u>INSURANCE</u> Claims Underwriting Risk Management Sales Loss Control	Insurance firms Banks	Complete an internship with an insurance agency. Talk to professionals in the industry to learn more about claims, underwriting, and risk management. Many entry-level positions exist in these areas. Initiative and sales ability are necessary to be a successful agent or broker. Develop strong communication skills as many positions require interaction with others and the ability to explain information clearly and concisely.
<u>BANKING</u> Commercial Banking Retail/Consumer Banking Credit Analysis Lending Trust Services Mortgage Loans Branch Management Operations	Banks Credit unions Savings and loan associations Financial services institutions Federal Reserve banks	Develop a solid background in business including marketing and accounting. Get experience through part-time, summer, or internship positions in a bank. Develop strong interpersonal and communication skills in order to work well with a diverse clientele.

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<u>REAL ESTATE</u> Residential Brokerage Commercial Sales Appraisals Property Management	Real estate brokers Banks Appraisal firms Apartment and condominium complexes Developers Large corporations: real estate departments	Obtain sales experience through part-time, summer, or internship positions. Research the process of becoming a real estate broker through the National Association of Realtors. Develop an entrepreneurial spirit. Investigate apprenticeships in appraisal.
<u>HUMAN RESOURCE MANAGEMENT</u> Recruiting/Staffing Compensation Benefits Training Safety Employee Relations Industrial Relations Organizational Development Equal Employment Opportunity Employment Law Consulting	Large corporate entities Service industry Hospitals and healthcare organizations Universities Temporary or staffing agencies Executive search firms Local, state, and federal government Labor unions	Take courses in the social sciences such as psychology and sociology. Gain relevant experience through internships. Develop strong verbal and written communication skills. Learn to solve problems creatively, and gain experience with conflict resolution. Build a solid background in technology because many human resource systems are automated. Join the Society of Human Resource Management and other related professional associations. Be prepared for continuous learning once in the profession. Seek endorsements such as the Professional Human Resource Certification (PHR). Earn a master's degree for career advancement or a law degree for employment law.

GENERAL INFORMATION

- General business is a broad area that can lead to many career opportunities. Students should clearly define their goals and seek experiences and skills necessary to reach those goals.
- Gaining relevant experience through part-time and summer jobs or internships is critical.
- Learn about various fields of business through research on internet sites and books, informational interviews of professionals, and exposure to work environments through shadowing, volunteering, or interning.
- Develop interpersonal and organizational skills through participation in and leadership of student organizations. Strong communication skills, including public speaking, are also important to achieving success in this field.
- Learn to work effectively with a wide variety of people and to work well in a team environment.
- Get involved in student professional associations in field of interest.
- Develop and utilize a personal network of contacts. Once in a position, find an experienced mentor.
- Consider earning an MBA or other related graduate degree after gaining work experience to reach the highest levels of business management.
- See also *"What Can I Do With This Major?"* for Management, Marketing, Finance, Human Resources, Logistics, and Accounting for additional information.