# BUSINESS STUDIES/GENERAL BUSINESS

## What can I do with this major?

<table>
<thead>
<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
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<tbody>
<tr>
<td><strong>MANAGEMENT</strong>  &lt;br&gt;Areas and job titles will vary by industry.</td>
<td>Business and industry including: &lt;br&gt;Banks and financial institutions &lt;br&gt;Retail stores &lt;br&gt;Restaurants &lt;br&gt;Hotels &lt;br&gt;Service providers &lt;br&gt;Healthcare organizations &lt;br&gt;Manufacturers &lt;br&gt;Industrial organizations &lt;br&gt;Local, state, and federal government &lt;br&gt;Nonprofit organizations &lt;br&gt;Self-employed</td>
<td>Prepare to start in entry-level management trainee positions. Demonstrate initiative and leadership to get promoted. &lt;br&gt;Gain experience through internships or summer and part-time jobs. &lt;br&gt;Work at a retail store or restaurant; advance into an assistant manager position. &lt;br&gt;Get involved in student organizations and assume leadership roles. &lt;br&gt;Demonstrate an entrepreneurial spirit, a strong work ethic, integrity, and a sense of independence. &lt;br&gt;Take courses in a secondary specialty such as marketing or information systems to increase job opportunities. &lt;br&gt;Learn to work well on a team and develop strong communication skills.</td>
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<td><strong>SALES</strong>  &lt;br&gt;Industrial Sales  &lt;br&gt;Consumer Product Sales  &lt;br&gt;Financial Services Sales  &lt;br&gt;Services Sales  &lt;br&gt;Advertising Sales  &lt;br&gt;E-commerce  &lt;br&gt;Customer Service  &lt;br&gt;Sales Management: District, Regional, and Higher</td>
<td>For-profit and nonprofit organizations &lt;br&gt;Product and service organizations &lt;br&gt;Manufacturers &lt;br&gt;Financial companies &lt;br&gt;Insurance companies &lt;br&gt;Print and electronic media outlets &lt;br&gt;Software and technology companies &lt;br&gt;Internet companies</td>
<td>Obtain experience through internships or summer and part-time jobs. &lt;br&gt;Seek leadership positions in campus organizations. &lt;br&gt;Work for the campus newspaper, directory, or radio station selling advertisements. &lt;br&gt;Become highly motivated and well-organized. &lt;br&gt;Develop a strong commitment to customer satisfaction. &lt;br&gt;To deliver effective customer service, develop problem solving skills, self-confidence, assertiveness, and empathy. &lt;br&gt;Learn to work well under pressure and to be comfortable in a competitive environment. &lt;br&gt;Prepare to work independently and to be self-motivated. Plan to work irregular and/or long hours. &lt;br&gt;Learn to communicate effectively with a wide range of people. Take additional courses in interpersonal communication and public speaking.</td>
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<td><strong>SALES CONTINUED</strong></td>
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<td>DEVELOP STRONG PERSUASION SKILLS AND LEARN HOW TO BUILD RELATIONSHIPS.</td>
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<td>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.</td>
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<td><strong>INSURANCE</strong></td>
<td></td>
<td>DEVELOP STRONG COMMUNICATION SKILLS AS MANY POSITIONS REQUIRE INTERACTION WITH OTHERS AND THE ABILITY TO EXPLAIN INFORMATION CLEARLY AND CONCISELY.</td>
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<td>INSURANCE Firms</td>
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<td>Claims</td>
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<td>Underwriting</td>
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<td>Risk Management</td>
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<td>Sales</td>
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<td>Loss Control</td>
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<td>COMPLETE AN INTERNSHIP WITH AN INSURANCE AGENCY.</td>
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<td>TALK TO PROFESSIONALS IN THE INDUSTRY TO LEARN MORE ABOUT CLAIMS, UNDERWRITING, AND RISK MANAGEMENT.</td>
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<td>MANy ENTRY-LEVEL POSITIONS EXIST IN THESE AREAS.</td>
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<td>INITIATIVE AND SALES ABILITY ARE NECESSARY TO BE A SUCCESSFUL AGENT OR BROKER.</td>
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<td><strong>BANKING</strong></td>
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<td>DEVELOP A SOLID BACKGROUND IN BUSINESS INCLUDING MARKETING AND ACCOUNTING.</td>
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<td>BANKING RETAIL/CONSUMER</td>
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<td>BANKING CREDIT ANALYSIS</td>
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<td>LENDING</td>
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<td>MORTGAGE LOANS</td>
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<td>FINANCIAL SERVICES INSTITUTIONS</td>
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<td>FEDERAL RESERVE BANKS</td>
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<td>DEVELOP STRONG INTERPERSONAL AND COMMUNICATION SKILLS IN ORDER TO WORK WELL WITH A DIVERSE CLIENTELE.</td>
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### AREAS

**REAL ESTATE**
- Residential Brokerage
- Commercial Sales
- Appraisals
- Property Management

**HUMAN RESOURCE MANAGEMENT**
- Recruiting/Staffing
- Compensation
- Benefits
- Training
- Safety
- Employee Relations Industrial Relations Organizational Development
- Equal Employment Opportunity
- Employment Law
- Consulting

### EMPLOYERS

**REAL ESTATE**
- Real estate brokers
- Banks
- Appraisal firms
- Apartment and condominium complexes
- Developers
- Large corporations: real estate departments

**HUMAN RESOURCE MANAGEMENT**
- Large corporate entities
- Service industry
- Hospitals and healthcare organizations
- Universities
- Temporary or staffing agencies
- Executive search firms
- Local, state, and federal government
- Labor unions

### STRATEGIES

**REAL ESTATE**
- 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.

**HUMAN RESOURCE MANAGEMENT**
- 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.
PROFESSIONAL ASSOCIATIONS

- American Institute of Certified Public Accountants
- National Association for Business Economics
- American Marketing Association
- Society for Human Resource Management
- American Society of Transportation & Logistics
- Council of Supply Chain Management Professionals
- Association for Financial Professionals
- National Association of Professional Insurance Agents
- National Association of Realtors
- American Association for Advertising Agencies
- Manufacturers’ Agents National Association

OCCUPATIONAL OUTLOOK INFORMATION

- Accountants and Auditors
- Economists
- Market and Survey Researchers
- Human Resources, Training and Labor Relations Manager, and Specialists
- Purchasing Managers, Buyers, and Purchasing Agents
- Securities, Commodities, and Financial Service Sales Agents
- Financial Managers
- Loan Officers
- Insurance Sales Agents
- Real Estate Brokers and Sales Agents
- Advertising, Marketing, and Promotions Manager
- Sales Engineers
- Sales Representatives, Wholesale Representatives, and Manufacturing

**MISCELLANEOUS CAREER INFORMATION**

- Business Jobs in the Federal Government
- Business and Finance Career Resources
- Information for Accounting, Finance, and H.R. Students from SmartPros
- Small Business Association: Small Business Planner
- Entrepreneur.Com
- Careers in Supply Chain Management
- Logistics Online

**JOB POSTINGS**

* = Recommended Sites