

BUSINESS STUDIES/GENERAL BUSINESS

What can I do with this major?

AREAS

EMPLOYERS

STRATEGIES

MANAGEMENT

Types of Management Include:
Entry-Level/Management-Trainee
Supervision of Employees and Operations
Project Management
Team Management
Information Management
Operations Management
Middle Management
Top Management

Nearly every type of organization across industries offer management positions including:
Banks and financial institutions
Retail stores
Restaurants
Hotels and other facilities
Service providers
Healthcare organizations
Manufacturers
Software and technology companies
Educational institutions
Local, state, and federal government
Nonprofit organizations
Self-employed

Be prepared to start in entry-level management trainee positions or corporate rotational training programs.
Gain related 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 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 communicate effectively with a wide variety of people and to work well on a team.
Develop strong problem solving skills.

SALES

Industrial Sales
Consumer Product Sales
Financial Services Sales
Services Sales
Advertising Sales
Corporate Sales
Manufacturer Representation
Direct Consumer 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. Learn to work well under pressure and to be comfortable in a competitive environment.
Be prepared to work independently and to be self-motivated. Plan to work irregular and long hours.
Cultivate strong persuasion skills. Learn how to communicate effectively with a wide range of people and build relationships. Take courses in interpersonal communication and public speaking.
Develop a strong knowledge base of the product or service you are selling.

AREAS

EMPLOYERS

STRATEGIES

SALES CONTINUED

To deliver effective customer service, develop problem solving skills, self-confidence, assertiveness, and empathy. Become committed to customer satisfaction.

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.

INSURANCE

Sales
Claims
Underwriting
Risk Management
Asset Management
Loss Control
Customer Service

Insurance firms
Insurance brokers

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.

There are many certifications in the insurance industry. Research those relevant to your area.

BANKING

Commercial Banking
Retail/Consumer Banking
Credit Analysis
Lending
Trust Services
Mortgage Services
Branch Management
Operations

Banks
Credit unions
Savings and loan associations
Financial services institutions
Wholesale lenders
Housing lenders
Federal Reserve banks

Build a solid background in business including marketing and accounting.
Seek 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.

AREAS

EMPLOYERS

STRATEGIES

REAL ESTATE

Brokerage/Sales:

Residential

Commercial

Office and Industrial

Farm and Land

Property Management

Appraising

Land Development

Real estate brokers and firms

Banks

Appraisal firms

Apartment and condominium complexes

Leasing offices

Developers

Large corporations: real estate departments

Research the process of becoming a real estate broker through the National Association of Realtors. Every state requires a combination of real estate courses, passing an exam, and other criterion to gain a license.

Obtain sales experience through part-time, summer, or internship positions.

Develop an entrepreneurial spirit as nearly 60% of brokers and agents are self-employed.

Be willing to work evenings and weekends to accommodate clients' schedules.

Investigate apprenticeships in appraisal if that is an area of interest.

HUMAN RESOURCE MANAGEMENT

Recruiting/Staffing

Compensation

Benefits

Training

Safety

Employee Relations

Industrial Relations

Organizational Development

Equal Employment Opportunity

Employment Law

Consulting

Large organizations in a variety of industries including:

Banks and financial institutions

Retail stores

Restaurants

Hotels and other facilities

Service providers

Healthcare organizations

Manufacturers

Software and technology companies

Educational institutions

Temporary or staffing agencies

Executive search firms

Local, state, and federal government

Labor unions

Major nonprofit organizations

Take courses in the social sciences such as psychology and sociology.

Gain relevant experience through internships.

Hone your verbal and written communication skills.

Learn to solve problems creatively, and build strong conflict resolution skills.

Develop good computer skills 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, and seek endorsements such as the Professional Human Resource Certification or Certified Employee Benefits Specialist.

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, 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.
- Build 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, Supply Chain, and Accounting for additional information.