

BUSINESS STUDIES/GENERAL BUSINESS

What can I do with this major?

AREAS

EMPLOYERS

STRATEGIES

MANAGEMENT

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.

SALES

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

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SALES CONTINUED

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.

INSURANCE

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.

BANKING

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.

AREAS

EMPLOYERS

STRATEGIES

REAL ESTATE

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.

HUMAN RESOURCE MANAGEMENT

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.