

BUSINESS STUDIES

What can I do with this major?

AREAS

EMPLOYERS

STRATEGIES

MANAGEMENT

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 offers management positions:

Financial institutions
Retail stores
Restaurants
Hotels
Service providers
Healthcare organizations
Manufacturers
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 summer jobs, internships, and part-time jobs.
Work at a retail store or restaurant, and advance into a team lead or assistant manager position.
Get involved in student organizations and pursue 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 in 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
Technology companies

Obtain experience through summer jobs, internships, and part-time jobs.
Seek leadership positions in campus organizations.
Work on campus in a sales position, such as selling advertisements for campus newspaper, directory, or radio station.
Learn organizational skills, how to work well under pressure, and how to work 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 and learn to effectively communicate with a wide range of people through courses like interpersonal communication and public speaking.

AREAS

EMPLOYERS

STRATEGIES

SALES (CONTINUED)

Develop a strong knowledge base of the product or service you will be/are selling.
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 or technical, require at least one to two years of a proven record in outside sales or specialized training. Be prepared to start in a different industry before getting into these areas.

INSURANCE

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.

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
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 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
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 criteria 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:
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 in employment law.

AREAS

EMPLOYERS

STRATEGIES

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.
- 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.