# BUSINESS STUDIES/GENERAL BUSINESS

## What can I do with this major?

<table>
<thead>
<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
</tr>
</thead>
</table>
| **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**  
Areas and job titles will vary by industry. | 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 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. |
### 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.

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### Insurance

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<tr>
<th>Areas</th>
<th>Employers</th>
<th>Strategies</th>
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</thead>
<tbody>
<tr>
<td>Claims</td>
<td>Insurance firms</td>
<td>Complete an internship with an insurance agency.</td>
</tr>
<tr>
<td>Underwriting</td>
<td>Banks</td>
<td>Talk to professionals in the industry to learn more about claims, underwriting, and risk management. Many entry-level positions exist in these areas.</td>
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<tr>
<td>Risk Management</td>
<td></td>
<td>Initiative and sales ability are necessary to be a successful agent or broker.</td>
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<tr>
<td>Sales</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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<tr>
<td>Loss Control</td>
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### Banking

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<tr>
<th>Areas</th>
<th>Employers</th>
<th>Strategies</th>
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</thead>
<tbody>
<tr>
<td>Commercial Banking</td>
<td>Banks</td>
<td>Develop a solid background in business including marketing and accounting.</td>
</tr>
<tr>
<td>Retail/Consumer Banking</td>
<td>Credit unions</td>
<td>Get experience through part-time, summer, or internship positions in a bank.</td>
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<tr>
<td>Credit Analysis</td>
<td>Savings and loan associations</td>
<td></td>
</tr>
<tr>
<td>Lending</td>
<td>Financial services institutions</td>
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<tr>
<td>Trust Services</td>
<td>Federal Reserve banks</td>
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<tr>
<td>Mortgage Loans</td>
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<tr>
<td>Branch Management</td>
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<tr>
<td>Operations</td>
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### REAL ESTATE
- Residential Brokerage
- Commercial Sales
- Appraisals
- Property Management

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

**Strategies**
- 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

**Areas Employers**
- 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**
- 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.