### 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>
<tbody>
<tr>
<td>MANAGEMENT</td>
<td>Nearly every type of organization across industries offer management positions:</td>
<td>Be prepared to start in entry-level management trainee positions or corporate rotational training programs.</td>
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<tr>
<td></td>
<td>Financial institutions</td>
<td>Gain related experience through summer jobs, internships, and part-time jobs.</td>
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<tr>
<td></td>
<td>Retail stores</td>
<td>Work at a retail store or restaurant, and advance into a team lead or assistant manager position.</td>
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<td></td>
<td>Restaurants</td>
<td>Get involved in student organizations and pursue leadership roles.</td>
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<td></td>
<td>Hotels</td>
<td>Demonstrate a strong work ethic, integrity, and a sense of independence.</td>
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<td></td>
<td>Service providers</td>
<td>Take courses in a secondary specialty such as marketing or information systems to increase job opportunities.</td>
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<td></td>
<td>Healthcare organizations</td>
<td>Learn to communicate effectively with a wide variety of people and to work well on a team.</td>
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<tr>
<td></td>
<td>Manufacturers</td>
<td>Develop strong problem-solving skills.</td>
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<td>Technology companies</td>
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<td>Educational institutions</td>
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<td></td>
<td>Local, state, and federal government</td>
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<td></td>
<td>Nonprofit organizations</td>
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<td></td>
<td>Self-employed</td>
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<tr>
<td>SALES</td>
<td>For-profit and nonprofit organizations</td>
<td>Obtain experience through summer jobs, internships, and part-time jobs.</td>
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<td>Product and service organizations</td>
<td>Seek leadership positions in campus organizations.</td>
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<td></td>
<td>Manufacturers</td>
<td>Work on campus in a sales position, such as selling advertisements for campus newspaper, directory, or radio station.</td>
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<td>Financial companies</td>
<td>Learn organization skills, how to work well under pressure, and how to work in a competitive environment.</td>
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<td>Insurance companies</td>
<td>Be prepared to work independently and to be self-motivated. Plan to work irregular and long hours.</td>
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<td>Print and electronic media outlets</td>
<td>Cultivate strong persuasion skills and learn to effectively communicate with a wide range of people through courses like interpersonal communication and public speaking.</td>
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<td></td>
<td>Technology companies</td>
<td>Develop a strong knowledge base of the product or service you will be selling.</td>
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**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

**SALES**
- For-profit and nonprofit organizations
- Product and service organizations
- Manufacturers
- Financial companies
- Insurance companies
- Print and electronic media outlets
- Technology companies
### AREAS

**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 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.

<table>
<thead>
<tr>
<th>INSURANCE</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
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<tbody>
<tr>
<td>Sales</td>
<td>Insurance firms</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. 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.</td>
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<tr>
<td>Claims</td>
<td>Insurance brokers</td>
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<td>Underwriting</td>
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<td>Risk management</td>
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<td>Asset management</td>
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<td>Loss control</td>
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<td>Customer service</td>
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<tr>
<th>BANKING</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
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<tbody>
<tr>
<td>Commercial banking</td>
<td>Banks</td>
<td>Build a solid background in marketing and accounting.</td>
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<tr>
<td>Retail/Consumer banking</td>
<td>Credit unions</td>
<td>Seek experience through part-time, summer, or internship positions in a bank.</td>
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<td>Credit analysis</td>
<td>Savings and loan associations</td>
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<tr>
<td>Lending</td>
<td>Financial services institutions</td>
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<td>Trust services</td>
<td>Wholesale lenders</td>
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<td>Mortgage services</td>
<td>Housing lenders</td>
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<td>Branch management</td>
<td>Federal Reserve Banks</td>
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<td>Operations</td>
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</tbody>
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## AREAS

### REAL ESTATE
- Brokerage/Sales:
  - Residential
  - Commercial
  - Office and industrial
  - Farm and land
- Property management
- Appraising
- Land development

### 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 and firms
- Banks
- Appraisal firms
- Apartment and condominium complexes
- Leasing offices
- Developers
- Large corporations: real estate departments

### HUMAN RESOURCE MANAGEMENT
- Large organizations in a variety of industries:
  - Financial institutions
  - Retail stores
  - Restaurants
  - Hotels
  - Service providers
  - Healthcare organizations
  - Manufacturers
  - Technology companies
  - Educational institutions
  - Temporary or staffing agencies
  - Executive search firms
  - Local, state, and federal government
  - Labor unions
  - Major nonprofit organizations

## STRATEGIES

### REAL ESTATE
- 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 summer jobs, internships, and part-time jobs.
- Take entrepreneurial classes 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
- 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. However, because of its broadness students should clearly define their goals and seek experiences and skills to differentiate themselves and enter into their chosen specialty.
- Gaining relevant experience through summer jobs, internships, and part-time jobs 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, such as 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 about specialty areas.