

# BUSINESS STUDIES/GENERAL BUSINESS

## 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 offer 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 on a team.  
Develop strong problem-solving skills.

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#### **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 organization 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.  
Develop a strong knowledge base of the product or service you will be/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 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**

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 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 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.

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### **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:  
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

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.