

Business

What can I do with this major?

| OCCUPATIONS | EMPLOYERS | SKILLS TO DEVELOP |
|--|--|---|
| <u>GENERAL BUSINESS</u> | | |
| Management Sales Marketing Insurance: Sales, Claims, and Underwriting Banking Human Resources | Retail stores Hotels and restaurants Banks and other financial institutions Insurance companies Government agencies Nonprofit organizations Self-employment | <ul style="list-style-type: none"> • Obtain experience through internships or sales jobs. • Gain leadership experience through participation in student organizations. • Get hands-on experience in area of interest through part-time and summer jobs or internships. • Develop a career direction and convey area of interest to employers. |
| <u>MANAGEMENT</u> | | |
| General Management Human Resources Office Systems Operations Production Management Quality Control | Retail and other service industries Manufacturing firms Government agencies Nonprofit organizations Banks and other financial institutions Hotels and restaurants Health care industry | <ul style="list-style-type: none"> • Develop strong interpersonal and communication skills. • Obtain leadership roles in student organizations. • Get related experience in area of interest through internships or part-time and summer jobs. • Build competency in statistics and computer systems for operations management. |
| <u>ACCOUNTING</u> | | |
| Tax Planning and Compliance Auditing Information Systems Management Advising Services General Accounting Cost Accounting Public Accounting Corporate Accounting | Public accounting firms Government agencies Banks and other financial institutions Nonprofit organizations Health care industry Service and manufacturing companies Consulting practices Private practice | <ul style="list-style-type: none"> • In order to take the Certified Public Accountant (CPA) exam you must complete 150 hours of education including 24 hours of accounting. A typical accounting major graduates with 124 hours. • The Accountancy Board of Ohio governs the practice of accountancy and specify the requirements to be eligible to sit for the CPA exam. Check out their web site www.acc.ohio.gov. • Participate in the accounting internship program during your senior year. The internship interviews are in the junior year but the actual experience is in January and February of your senior year. • Become familiar with specialized certification programs. • For more detail see "What can I do with a major in Accounting?" |

OCCUPATIONS**EMPLOYERS****SKILLS TO DEVELOP****MARKETING**

Sales
 Customer Relations
 Purchasing/Procurement
 Retail
 Banking
 Market Research
 Brand/Product Management

Profit and nonprofit organizations
 Product and service organizations
 Manufacturers
 Financial companies
 Insurance companies
 Print and electronic media
 Retail industry
 Consulting firms

- Obtain sales experience through jobs and internships.
- Develop excellent communication and interpersonal skills.
- Demonstrate a high energy level.
- Get leadership experience.
- Obtain an MBA for most brand management, consulting, and research opportunities.
- For more detail see "What can I do with a major in Marketing?"

ECONOMICS

Research and Forecasting
 Economic Advising
 Teaching

Financial institutions
 Trade and labor organizations
 Government agencies
 Insurance companies
 Educational institutions

- Earn a graduate degree for advanced positions.
- Develop a strong background in math and statistics.
- Learn to think in theoretical terms and apply knowledge to practical situations.
- Gain experience through an internship.
- For more detail see "What can I do with a major in Economics?"

FINANCE

Corporate Financial Management
 Banking
 Personal Financial Planning
 Real Estate
 Insurance
 Money Management
 Investment Banking

Banks and other financial institutions
 Financial planning agencies
 Insurance companies
 Real estate brokers or agencies
 Government agencies
 Corporations
 Private practice

- Take additional courses in math, finance and accounting to develop strong quantitative skills.
- Develop strong interpersonal and communication skills.
- Cultivate an eye for detail.
- Gain experience through internships or summer and part-time positions.
- Join student professional associations in the field of finance.
- For more detail see "What can I do with a major in Finance?"

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.

| OCCUPATIONS | EMPLOYERS | SKILLS TO DEVELOP |
|---|--|--|
| <u>SALES</u> | | |
| Industrial Sales Consumer Product Sales Financial Services Sales Services Sales Advertising Sales | Profit and nonprofit organizations Product and service organizations Manufacturers Financial companies Insurance companies Print and electronic media | <ul style="list-style-type: none"> • Take additional classes in psychology and communications • Obtain experience through internships or sales jobs. • Must be highly motivated and well organized. • Proven leadership abilities are desirable. • Develop a strong commitment to customer satisfaction. |
| <u>INSURANCE</u> | | |
| Claims Underwriting Risk Management Sales Loss Control | Insurance firms Banks | <ul style="list-style-type: none"> • Complete an internship with an insurance agency. • Talk to professionals in the industry to learn more about claims, underwriting, and risk management. • Many good, entry-level positions exist in these areas. • Initiative and sales ability are necessary to be a successful agent or broker. |
| <u>STATISTICS</u> | | |
| Analysis/Research Quality Assurance Actuarial Science | Government agencies Banks and other financial institutions Health care industry Manufacturers Nonprofit organizations Insurance companies | <ul style="list-style-type: none"> • Acquire advanced knowledge of computers. • Take additional courses in accounting, marketing, economics, and finance. • Complete a internship. |
| <u>REAL ESTATE</u> | | |
| Residential Brokerage Commercial Sales Appraisals Property Management | Real estate brokers Banks Appraisal firms Apartment and condominium complexes Developers | <ul style="list-style-type: none"> • 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. • Research apprenticeships in appraisal. |

Strategies For Placement In Business

- General business is a broad area that leads to many opportunities.
- Students should clearly define their goals and seek related experiences to reach those goals.
- Gaining relevant experience through part-time and summer jobs or internships is critical.
- Many desirable skills can be developed through participation in and leadership of student organizations.
- Get involved in professional associations in field of interest.
- Develop and utilize a personal network of contacts. Once in a position, find a mentor.
- Consider earning an MBA after gaining work experience to reach the highest levels of business management.
- Learn to work well in a team and effectively with a wide variety of people.
- Strong communication skills, including public speaking, are important to achieving success in this field.

Internet Resources:

Vault: more information on the every day life in the business world. This site is accessible through the Career Services Website: www.capital.edu/careers

Industry Profile - Business: www.wetfeet.com/asp/careerlist.asp

WetFeet.com guide to business covers Industry Trends & Overview, "Love-Hate" (pros and cons of this field), Major Players and Job Descriptions & Tips.

Careers-in-Business.com: Information on key careers in business such as investment banking, consulting and marketing. www.careers-in-business.com/