

Major Possibilities: Business



Career Services

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Summary

- A major in business can be great preparation for a variety of fields, so it's important to do internships while you're an undergrad to help you determine which career path you want to follow after graduating.
- Only 10-15% of business majors go on to receive their MBA immediately after earning the bachelor's degree.
- Business majors develop critical thinking and analytic skills that they can apply to real scenarios outside of the classroom.

Business major synopsis

The Business major at Southwestern requires students to take fundamental courses in Accounting and Economics along with courses from the Business department. Students may choose from Accounting, Business, or Economics courses to satisfy the additional upper-level course requirements for the major. Aside from these courses, students must also take Introduction to Statistics. The capstone course involves consultation projects, case studies and/or the operation of computer simulated businesses that integrate and apply core concepts from multiple business disciplines, incorporate the societal context of business and consider a business issue from systemic perspectives. Students are strongly encouraged to participate in an academic internship through the department.

Sample occupational areas

Finance

Financial analysts provide analysis and guidance to businesses and individuals in making investment decisions. They assess the economic performance of companies and industries for firms and institutions with money to invest. Also called securities analysts or investment analysts, they work for investment banks, insurance companies, mutual and pension funds, securities firms, the business media, and other businesses, helping them make investment decisions or recommendations. Financial analysts read company financial statements and analyze commodity prices, sales, costs, expenses, and tax rates in order to determine a company's value and to project its future earnings. Strong math, analytical, and problem-solving skills are essential qualifications for financial analysts. They should also be very comfortable with computers. A bachelor's or graduate degree is required for financial analysts.

Human Resources

Human resources, training, and labor relations managers and specialists provide a connection between top management and employees to perform administrative functions of an organization, such as handling employee benefits questions or recruiting, interviewing, and hiring new staff in accordance with policies established by top management. Increasingly, they also consult with top executives regarding strategic planning. They have moved from behind-the-scenes staff work to leading the company in suggesting and changing policies. Dealing with people is an important part of the job. Specialty areas include employment and placement; compensation and benefits; training and development; employee assistance and labor relations. Specific experience in HR, a master's degree in HR and specific HR certifications through professional organizations are helpful credentials.

Management

Management includes responsibility for a broad range of duties, including those described in the other sections here. Good management of people and operations contributes to the efficiency and effectiveness of an organization. Typically individuals must work their way into management roles from other roles in an organization. Leadership skills gained through student organizations are very helpful for aspiring managers. Some large retailers offer comprehensive management training programs for current students as internships or for recent graduates with bachelor's degrees.

Marketing

Marketing managers develop a firm's marketing strategy in detail. They estimate the demand for products and services offered by the firm and its competitors. In addition, they identify potential markets—for example, business firms, wholesalers, retailers, government, or the general public. Marketing managers develop pricing strategy to help firms maximize profits and market share while ensuring that the firm's customers are satisfied. In collaboration with sales, product development, and other managers, they monitor trends that indicate the need for new products and services, and they oversee product development. Marketing managers work with advertising and promotion managers to promote the firm's products and services and to attract potential users.

Sales

Consumers spend millions of dollars every day on merchandise and often rely on a store's sales force for help. Sales representatives are an important part of manufacturers' and wholesalers' success. Regardless of the type of product they sell, sales representatives' primary duties are to make buyers interested in their merchandise and to address any of their clients' questions and concerns. Sales representatives demonstrate their products and explain how using those products can benefit buyers. Employers look for people who enjoy working with others and who have tact, patience, an interest in sales work, a neat appearance, and the ability to communicate clearly. Earnings of sales representatives are relatively high and usually are based on a combination of salary and commission.

Sample job titles

Accountant	Commercial Banker	Insurance Agent	Purchasing Agent
Account Executive	Consultant	Investment Banker	Real Estate Agent
Account Manager	Contract Administrator	Labor Relations Specialist	Researcher
Analyst	Copywriter	Land Manager	Restaurant/Food Services
Appraiser	Economist	Loan Officer	Sales Representative
Art Director	Event Coordinator	Market Information Specialist	Talent Administrator
Bank Manager	Financial Advisor	Marketing Executive	Teacher
Benefits Manager	Government Services	Media Representative	Tenant Representative
Broker	Health Services	Mortgage Officer	Travel Agent
Budget Officer	Hotel Manager	Portfolio Manager	Underwriter
Collections	Human Resources Specialist	Project Manager	Website Coordinator

Sample internship employers of SU students

ABC 13 – Houston, TX
Apogee Telecom – Austin, TX
Austin Film Festival – Austin, TX
AXA Advisors – Austin, TX
Big Brothers Big Sisters – Georgetown, TX
Ciao! Talent Agency – Georgetown, TX
Clear Channel Radio – Houston, TX
Creativworks Ad Agency – St. Louis, MO
Desigval – Barcelona, Spain
Ecstatic Cuisine – Austin, TX
Endeavor Real Estate Group – Austin, TX
ESPN Radio – Houston, TX
The Exploration Company – San Antonio, TX
Georgetown Chamber of Commerce – Georgetown, TX
Golden Distribution – Plano, TX
Gomez Law Firm – Houston, TX
GX Creative – Georgetown, TX
IKEA – Round Rock, TX
Insurance Alliance – Houston, TX

Sample full-time employers of SU grads

Associate (Employee Benefit Solutions)
Account Manager (First Magnum Financial)
Account Manager (Preferred Association Management Company)
Account Representative (IRS)
Booking Agent/Band Member (The Frontier Brothers)
Broker (Clark Wilson)
Business Advisory Associate (Grant Thornton)
Business Development Director (San Antonio Bike Share)
Business Development Manager (Paladin)
Commercial RE Analyst (Bank of America)
Construction Superintendent (DHR Horton)
Consultant (Navigant Consulting)
Contract Specialist (Navair)
District Manager (Automatic Data Processing)
Energy Risk Analyst (Enterprise Products Partners, LP)
Escrow Assistant (Hexter-Fair Title Company)
Financial Aide (American Express)
Financial Analyst (HCC Insurance Holdings Inc.)
Financial Advisor (AXA Advisors)
Health and Welfare Associate (Employee Benefit Solutions)
HSE Assistant (Key Energy)
Inside Account Executive (SHI)
Inside Sales Representative (Sherwin-Williams)

Professional associations

Academy of International Business: www.aib.msu.edu
Alpha Kappa Psi – The Professional Business Fraternity: www.akpsi.org
American Marketing Association: www.ama.org
American Business Women's Association: www.abwa.org
Association for Business Communication:
www.businesscommunication.org

Additional Web resources

INROADS for Minority Students: www.inroads.org
Business Journals: <http://www.bizjournals.com/>
Fortune 500 Companies and Breaking Business News:
<http://fortune.com/>
MBA Programs.org: www.mbaprograms.org

Career Services' print resources

100 Careers in the Music Business
Business of Sports Agents
Career Opportunities in Banking, Finance, and Insurance
Career Opportunities in the Retail and Wholesale Industry
Careers in Asset Management and Retail Brokerage
Careers in Insurance and Risk Management
Careers in Supply Chain Management
Getting Started in Consulting
Great Jobs for Accounting Majors
Great Jobs for Business Majors

J. David Financial Group – Friendswood, TX
Killeen Rebels Baseball – Salado, TX
MGM Studios – Los Angeles, CA
National Instruments – Austin, TX
The Office of the Attorney General – Austin, TX
Port Authority of Houston – Houston, TX
Remax – The Woodlands, TX
Sam Houston Race Park – Houston, TX
San Diego Property Management – San Diego, CA
Senator Kay Bailey Hutchison – Washington, DC
Small Business & Industry Liaison – Patuxent River, MD
Southwest Securities – Austin, TX
State Farm Insurance – Austin, TX
Susan G Komen Foundation – Dallas, TX
Texas Monthly – Austin, TX
Twin Lab – Houston, TX
Walt Disney World – Orlando, FL
Williamson Museum – Georgetown, TX
Wolfe Engineering, Inc. – Austin, TX

Jurisdiction Administrator (Southwest Financial Services)
Land Manager (XTO Energy Inc.)
Loan Officer (CTX Mortgage)
Management Development Program (Geico)
Manager (General Nutrition Center)
Marketing Analytics & Research Analyst (Costco)
Marketing Coordinator (Bypass Lane)
NTR Account Executive (Clear Channel Radio Houston)
Personal Banker (Bank of America, Frost Bank)
President (Huskie Homes)
Pricing Analyst (Continental Airlines)
Real Estate Agent (Brashear Properties)
Real Estate Agent (Keller Williams Realty)
Recruiter (Gemalto)
Researcher (UT Bureau of Economics and Geology)
Sales and Marketing Coordinator (Studios 121)
Sales Development Rep (Yodel, Inc.)
Sales Support Senior Analyst (Dell, Inc.)
Stock Broker (Charles Schwab Corp.)
Technical Representative (National Instruments)
Tenant Representative Associate (Oxford Commercial)
Underwriter (Dallas National Insurance)
Underwriter Trainee (Zurich International)

Financial Managers Association: www.fma.org
Financial Women's Association: www.fwa.org
National Business Association: www.nationalbusiness.org
Security Traders Association: www.securitytraders.org
Small Business Administration: www.sba.gov
Texas Association of Business Brokers: www.tabb.org

Business and Financial Operations Occupations:
www.bls.gov/ooh/business-and-financial/home.htm
Management Occupations:
www.bls.gov/ooh/management/home.htm
Wall Street Journal Career & Job News: www.careerjournal.com

Opportunities in Financial Careers
Start Your Own Business
Startup Owner's Manual
Vault Guide to Consulting
Vault Guide to Investment Banking
Vault Guide to Marketing & Brand Management
Vault Guide to Sales & Trading
Vault MBA Career Bible
WeFoot Guide to Careers in Human Resources