

# Major Possibilities: Business



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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 12 upper-level course requirements for the major. Aside from these courses, students must also take two Mathematics courses, Introduction to Statistics and Calculus I. The capstone course is Strategic Management and involves case studies and the operation of computer simulated businesses that demonstrates the dynamic nature of strategic management.

## 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 and 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, as they are frequently used in doing work. 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, for example starting as salespersons. 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 wholesale and retail buyers and purchasing agents 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 reduce costs and increase sales. 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

### Industry and Commerce

Bank Manager

Benefits Manager

Consumer Loan Officer

Credit Analyst

Collections

Hotel Manager

Human Resources

Industrial/Labor Relations

Investment Banker/Trader

Mortgage Officer

Personnel Manager

Portfolio Manager

Promotions Management

Real Estate Loan Officer

Restaurant/Food Services

## Sample job titles, continued

### Government, Service & Educ.

Bank Examiner  
Budget Officer  
Commercial Banking  
Credit Analyst  
Government Services

Health Services  
Investment Banking  
Purchasing Agencies  
Reporting Analyst  
Researcher  
Travel Agencies

### Arts, Media, and Entertainment

Account Executive  
Account Manager  
Art Director  
Copywriter  
Market Information Specialist

Market Researcher  
Media Buyer  
Media Planner  
Media Representative  
Talent Administrator

## Sample internship employers of SU students

ABC 13 – Houston, TX  
Apogee Telecom – Austin, TX  
Big Brothers Big Sisters – Georgetown, TX  
Ciao! Talent Agency – Georgetown, TX  
Clear Channel Radio – Houston, TX  
Creativworks Ad Agency – St. Louis, MO  
Endeavor Real Estate Group – Austin, TX  
The Exploration Company – San Antonio, TX  
Golden Distribution – Plano, TX  
GX Creative – Georgetown, TX  
IKEA – Round Rock, TX  
Insurance Alliance – Houston, TX  
J. David Financial Group – Friendswood, TX  
National Instruments – Austin, TX

The Office of the Attorney General – Austin, TX  
Remax – Woodlands, TX  
Senator Kay Bailey Hutchison – Washington, DC  
Small Business & Industry Liaison – Patuxent River, MD  
Southwest Securities – Austin, TX  
State Farm Insurance – Austin, TX  
Thompson Agency – San Antonio, TX  
Texas Capital Building – Austin, TX  
Texas Monthly – Austin, TX  
Twin Lab – Houston, TX  
Walgreen's – Cedar Park, TX  
Walt Disney World – Orlando, FL  
Washington Semester – Washington, DC  
Wolfe Engineering, Inc. – Austin, TX

## Sample full-time employers of SU grads

Associate (Employee Benefit Solutions)  
Account Manager (First Magnum Financial)  
Account Executive (Sunset Direct)  
Billing Manager (Denson Home Health)  
Broker (Clark Wilson)  
Commercial RE Analyst (Bank of America)  
Construction Superintendent (DRHorton)  
Consultant (Navigant Consulting)  
Contract Specialist (Navair)  
Corporate Sales (Beasley Tire)  
Corporate Trainer (Chilli's)  
District Manager (Automatic Data Processing)  
Escrow Assistant (Hexter-Fair Title Company)  
Financial Aide (American Express)  
Gate Program Hunter (Wyndham Jade)  
Jurisdiction Administrator (Southwest Financial Services)

Loan Officer (CTX Mortgage)  
Manager (General Nutrition Center)  
Manager (Walgreen's)  
Management Trainee (Hertz, Rent-a-Car)  
NTR Account Executive (Clear Channel Radio Houston)  
Personal Banker (Bank of America)  
Pitcher (Evansville Otters)  
President (Huskie Homes)  
Pricing Analyst (Continental Airlines)  
Project Assistant (Fulbright and Jaworski)  
Research Trainer (Duncan Commercial LLC)  
Researcher (UT Bureau of Economics and Geology)  
Salesman (A New View)  
Teacher Assistant (Sam Houston State University)  
Technical Representative (National Instruments)  
Tenant Representative Associate (Oxford Commercial)

## Professional associations

Academy of International Business: [www.aib.msu.edu](http://www.aib.msu.edu)  
Alpha Kappa Psi – The Professional Business Fraternity: [www.akpsi.org](http://www.akpsi.org)  
American Marketing Association: [www.marketingpower.com](http://www.marketingpower.com)  
American Business Women's Association: [www.abwa.org](http://www.abwa.org)  
Association for Business Communication:  
[www.businesscommunication.org](http://www.businesscommunication.org)

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

## Additional Web resources

INROADS for Minority Students: [www.inroads.org](http://www.inroads.org)  
MBA Programs.org: [www.mbaprograms.org](http://www.mbaprograms.org)  
Business Journals: [www.amcity.com](http://www.amcity.com)  
Fortune 500 Companies and Breaking Business News:  
<http://money.cnn.com/magazines/fortune/fortune500/index.html>

Harvard Business Review: <http://hbr.harvardbusiness.org>  
Management, Business, and Financial Operations Occupations:  
<http://www.bls.gov/oco/oco1001.htm>  
Wall Street Journal Career & Job News: [www.careerjournal.com](http://www.careerjournal.com)

## Career Services' print resources

Career Opportunities in Banking, Finance, and Insurance  
Careers for Fundraising  
Great Jobs for Business Majors  
Opportunities in Financial Careers  
Opportunities in Fund Raising Careers  
Opportunities in Hospital Administration Careers  
Opportunities in Human Resource Management  
Opportunities in Purchasing Careers  
Opportunities in Restaurant Careers  
Opportunities in Retailing Careers  
Opportunities in Training and Development Careers  
Opportunities in Travel Careers

The Harvard Business School Guide to Careers in Mgmt. Consulting  
Vault Business School Buzz Book  
Vault Guide to Conquering Corporate America for Women & Minorities  
Vault Guide to Consulting  
Vault Guide to Investment Banking  
Vault Guide to Marketing & Brand Management  
Vault Guide to Sales & Trading  
Vault Guide to the Top Finance Firms  
Vault Guide to Top 50 Management & Brand Management  
The Vault MBA Career Bible  
Wall Street Journal Guide to the Top Business Schools