



## CENTER FOR CAREER & PROFESSIONAL DEVELOPMENT

# Major Possibilities: Business

### Quick Facts

- A major in business can be great preparation for a variety of fields. Internships help shape and target professional identities, develop 21<sup>st</sup> century career-readiness skills, and make meaning of the academic experience.
- 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 Internship Employers of SU Students

ABC 13 - Houston, TX	Houston Texans - Houston, TX
Allstate Insurance Agency - Georgetown, TX	IKEA - Round Rock, TX
Ameriprise Financial - Austin, TX	Independent Petroleum Association of America - Washington DC
Austin Film Festival - Austin, TX	Insurance Alliance - Houston, TX
AXA Advisors - Austin, TX	Kennedy Creative - Austin, TX
Bazaarvoice - Austin, TX	LiveSTRONG Foundation - Austin, TX
Brandcave - Georgetown, TX	Main Street Program - Georgetown, TX
City of Georgetown Human Resource - Georgetown, TX	MGM Studios - Los Angeles, CA
Clear Channel Radio - Houston, TX	National Instruments - Austin, TX
C3 Presents - Austin, TX	The Office of the Attorney General - Austin, TX
Endeavor Real Estate Group - Austin, TX	Round Rock Express - Round Rock, TX
ESPN Radio - Houston, TX	Southwest Securities - Austin, TX
Enterprise Rent-A-Car - Lake Charles, LA	Sprinklr - Austin, TX
Extraco Banks - Georgetown, TX	State Farm Insurance - Austin, TX
Fashion X - Austin, TX	Tableau Software - Austin, TX
First Texas Bank - Georgetown, TX	<i>Texas Monthly</i> - Austin, TX
Fleishman Hillard - Houston, TX	Triple 8 Management - Austin, TX
Forbes - London, England	United Way of Williamson County - Round Rock, TX
Fountain Forward - Houston, TX	Walt Disney World - Orlando, FL
Georgetown Chamber of Commerce - Georgetown, TX	Whole Foods Corporate - Austin, TX
Golden Distribution - Plano, TX	Zenoss - Austin, TX

## Sample Full-Time Employers of SU Grads

Account Manager (First Magnum Financial)	Inside Account Executive (SHI)
Account Representative (IRS)	Jurisdiction Administrator (Southwest Financial Services)
Associate (Employee Benefit Solutions)	Land Manager (XTO Energy Inc.)
Associate Director of Supply Chain Management (Hyliion)	Loan Officer (CTX Mortgage)
Broker (Clark Wilson)	Management Development Program (Geico)
Business Advisory Associate (Grant Thornton)	Marketing Analytics & Research Analyst (Costco)
Business Development Manager (Paladin)	Marketing Coordinator (Bypass Lane)
Commercial RE Analyst (Bank of America)	NTR Account Executive (Clear Channel Radio Houston)
Consultant (Navigant Consulting)	Personal Banker (Bank of America, Frost Bank)
District Manager (Automatic Data Processing)	Pricing Analyst (Continental Airlines)
Energy Risk Analyst (Enterprise Products Partners, LP)	Real Estate Agent (Keller Williams Realty)
Escrow Assistant (Hexter-Fair Title Company)	Recruiter (Gematto)
Financial Analyst (HCC Insurance Holdings Inc.)	Sales Development Rep (Yodel, Inc.)
Financial Advisor (AXA Advisors)	Sales Support Senior Analyst (Dell, Inc.)
Financial Services Associate (Charles Schwab Corp.)	Stock Broker (Charles Schwab Corp.)
Health and Welfare Associate (Employee Benefit Solutions)	Underwriter Trainee (Zurich International)

## **Professional Associations**

Academy of International Business

Alpha Kappa Psi - The Professional Business Fraternity

American Marketing Association

American Business Women's Association

Association for Business Communication

Financial Management Association International

Financial Women's Association

National Business Association

Security Traders Association

US Small Business Administration

Texas Association of Business Brokers