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 21st century career-readiness skills, and make meaning of the academic experience.
- MBA programs typically require at least two years of full-time work experience prior to application.
- Business majors develop critical thinking and analytical 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 degree is required for financial analysts, and a graduate degree is often required for advanced positions.

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
Allstate Insurance Agency – Georgetown, TX
Ameriprise Financial – Austin, TX
Austin Film Festival – Austin, TX
AXA Advisors – Austin, TX
Bazaarvoice – Austin, TX
Brandcave – Georgetown, TX
City of Georgetown Human Resource – Georgetown, TX
Clear Channel Radio – Houston, TX
C3 Presents – Austin, TX
Endeavor Real Estate Group – Austin, TX
ESPN Radio – Houston, TX
Enterprise Rent-A-Car – Lake Charles, LA
Extraco Banks – Georgetown, TX
Fashion X – Austin, TX
First Texas Bank – Georgetown, TX
Fleishman Hillard – Houston, TX
Forbes – London, England
Georgetown Chamber of Commerce – Georgetown, TX

Sample Full-Time Employers of SU Grads

Account Representative (IRS)
Associate Director of Supply Chain Management (Hyliion)
Broker (Clark Wilson)
Business Advisory Associate (Grant Thornton)
Business Development Manager (Paladin)
Commercial RE Analyst (Bank of America)
Consultant (Navigant Consulting)
District Manager (Automatic Data Processing)
Energy Risk Analyst (Enterprise Products Partners, LP)
Escrow Assistant (Hexter-Fair Title Company)
Financial Analyst (HCC Insurance Holdings Inc.)
Financial Advisor (AXA Advisors)
Financial Services Associate (Charles Schwab Corp.)
Health and Welfare Associate (Employee Benefit Solutions)
Inside Account Executive (SHI)

Houston Texans – Houston, TX
IKEA – Round Rock, TX
Independent Petroleum Association of America – Washington DC
Kennedy Creative – Austin, TX
LiveSTRONG Foundation – Austin, TX
Main Street Program – Georgetown, TX
MGM Studios – Los Angeles, CA
National Instruments – Austin, TX
The Office of the Attorney General – Austin, TX
Round Rock Express – Round Rock, TX
Southwest Securities – Austin, TX
Sprinklr – Austin, TX
State Farm Insurance – Austin, TX
Tableau Software – Austin, TX
Texas Monthly – Austin, TX
United Way of Williamson County – Round Rock, TX
Walt Disney World – Orlando, FL
Whole Foods Corporate – Austin, TX
Zenoss – Austin, TX

Jurisdiction Administrator (Southwest Financial Services)
Land Manager (XTO Energy Inc.)
Loan Officer (CTX Mortgage)
Management Development Program (Geico)
Marketing Analytics & Research Analyst (Costco)
Marketing Coordinator (Bypass Lane)
NTR Account Executive (Clear Channel Radio Houston)
Personal Banker (Bank of America, Frost Bank)
Pricing Analyst (Continental Airlines)
Real Estate Agent (Keller Williams Realty)
Recruiter (Gemalto)
Sales Development Rep (Yodel, Inc.)
Sales Support Senior Analyst (Dell, Inc.)
Stock Broker (Charles Schwab Corp.)
Underwriter Trainee (Zurich International)
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