Introduction

With a business economics degree you can pursue many different aspects of the business world. If you like numbers and analyzing situations you might consider going into careers in finance or economics. If you like interacting with people and being creative you might consider management, marketing or advertising. With a business economics degree you will have the capabilities to assume positions of leadership and responsibility. With this degree you could find yourself working in positions in private businesses, media, government, and nonprofit organizations.

Functional Skill Set for Business Economics Major

In order to succeed in the major you will need to develop many basic skills. Skills such as critical thinking, organization and communication skills will be essential for all positions in this career path. Being a team player and having computer skills will also be very important in your success in business economics.
Skills and Strategies:

Leadership
Problem Solving
Sound decision-making
Organizing activities
Planning activities
Team player
Directing activities and staff
Interpersonal skills
Critical thinking
Numerical computation
Oral & written communication
Computer literacy
Flexibility
Coordinating activities
Cross-cultural skills
Analyze and interpret data

Start a Strategic Plan:

Acquire good computer and statistical skills.
Obtain sales experience.
Take additional courses in accounting, marketing, economics, and finance.
Develop excellent communication skills and high energy level.
Gain experience through co-op program or internship.
Gain leadership experience in an extracurricular activity.
Get hands-on experience through jobs or internships.
Must develop career direction and convey area of interest to employers.
Need to clearly define career direction.
Develop competency in statistics and computer systems.
Consider concentration in statistics and operations/data processing.
Obtain MBA for most brand management, consulting and research opportunities.
Related Career Titles for Business Economics Majors

- Account Executive
- Assistant Manager
- Bank Manager
- Benefits Manager
- Branch Manager- Any Industry
- Budget Officer
- Business Administrator
- Business Owner
- Buyer
- City Administrator
- Commercial Loan Officer
- Commodity-Industry Analyst
- Communications Officer
- Compensation Manager
- Computer Operations Supervisor
- Construction Supervisor
- Consultant
- County Administrator
- Credit Analyst
- Credit and Collections Manager
- District Manager
- Employment Counselor
- Financial Analyst
- Foreign-Exchange Trader
- Government Services Administrator
- Health Services/Hospital Administrator
- Hotel Manager
- Human Resource Manager
- Industrial Relations Director
- Information Systems Manager
- Insurance Agent
- International Business Manager
- Investment Banker
- Job Analyst
- Labor Relations Manager
- Loan Officer
- Lobbyist
- Management Analyst
- Management Consultant to Government
- Management Trainee
- Manufacturing Supervisor
- Market Information Specialist
- Market Research Analyst
- Media Planner
- Mortgage Loan Officer
- Occupational Analyst
- Operations Manager
- Outside Property Agent
- Payroll Officer
- Personnel Manager
- Personnel Recruiter
- Planning Analyst
- Production Manager
- Provisioning Manager
- Public Relations Representative
- Public Utilities Manager
- Purchasing Agent
- Purser
- Quality Control Auditor
- Real Estate Agent Broker
- Recreation Manager
- Reports Analyst
- Restaurant/Food Service Manager
- Retail Sales Manager
- Sales Manager
- Securities Trader
- Service Organization Manager
- Small-Business Owner
- Stock Broker
- Supervisor
- Telecommunication Marketer
- Telecommunications System Coordinator
- Traffic Manager
- Training Manager
- Transportation Director
- Travel Agent
- Trust Administrator
- Underwriter
- Voice/Data Service Operations Manager
- Wholesale Sales Representative

**Related Career Titles for Marketing Majors:**

- Account Executive
- Adjuster/Appraiser
- Advertising Manager
- Apartment Resident Manager
- Appraiser
- Arbitrator
- Area Manager
- Art Director
- Bank Officer
- Brand Manager
- Buyer
- Circulation Manager
- Claims Adjuster/Examiner
- Claims Rep/Insurance Agent
- Commercial Artist
- Comparison Shopper
- Conference Planner
- Consultant
- Consumer Affairs Specialist
- Consumer Credit /Loan Officer
- Coordinator
- Copywriter
- Credit/Loan Administrator
- Credit Manager
- Customer Service Manager
- Development Officer
- Developer
- Direct Mall Specialist
- Director of Human Resources
- Educational Consultant
- Employee Benefits Manager
- Employment Agency Counselor
- Employment Interviewer
- Feasibility Analyst
- Field Representative
- Financial Planner
- Food and Beverage Controller
- Food and Beverage Director
- Food Broker
- Food Service Manager
- Franchise Specialist
- Fund-Raiser
- Government Administrator
- Grant Writer
- Property Manager
- Hotel/Motel Manager
- HR Generalist/Specialist
- Human Resource/Personnel
- Import/Export Manager
- Industrial Relations Director
- Insurance Adjuster
- Insurance Agent
- Insurance Analyst
- Inventory Control Manager
- Job Analyst
- Labor Relations Manager
- Loss Prevention Engineer
- Manager
- Market Research Analyst
- Marketing Director
- Marketing Research Director
- Merchandise Manager
- Mortgage Officer
- Pharmaceutical Dealer
- Portfolio Manager
- Product Manager
- Promotions Director
- Property Manager
- Public Relations Specialist
- Purchasing Agent
- Purchasing Manager
- Rate Analyst
- Real Estate: Agent/Broker
- Recreation Facility Manager
- Research Analyst
- Resort Manager
- Retail Manager
- Risk Mgmt/Insurance Manager
- Sales Engineer
- Sales Representative
- Sales Rep, Food Products
- Title Examiner
- Telecommunications Director
- Television Shopping Channel
- Title Examiner
- Traffic Coordinator
- Trainer
- Underwriter
- Underwriter Analyst
- Urban/Regional Planner
- Vice President of Administration
- Wage & Salary Analyst
- Wholesaler
- Wholesale Salesperson

Related Career Titles for Finance Majors:

- Bank Manager
- Bank Representative
- Bookkeeper
- Branch Manager
- Budget Analyst
- Chief Executive Officer
- Chief Financial Officer
- Claim Adjuster/Examiner
- Commodities Trader
- Consumer Credit/Loan Officer
- Controller
- Cost Manger
- Credit Analyst
- Credit Counselor
- Credit Manager
- Economist
- Estimator
- External Auditor
- Finance Writer
- Financial Analyst
- Financial Consultant
- Financial Economist
- Financial Planner
- Foreign Exchange Trader
- Government Official
- Industrial/Institutional Buyer
- Insurance Agent/Broker
- International Trade Specialist
- Investment Banker
- Investment Researcher
- Investor Relations
- Loan Administrator
- Loan Officer
- Loan Processor
Management Accountant  
Market Research Analyst  
Mergers/Acquisitions Manager  
Mutual Fund Manager  
Mutual Fund Trader  
Payroll Administrator  
Personal Financial Advisor  
Portfolio Analyst  
Property Manager  
Rate Analyst  
Real Estate Developer  
Sales Analyst  
Securities Analyst  
Securities Broker  
Stockbroker  
Systems Analyst  
Treasury Management Specialist  
Trust Analyst

Some Organizations that Typically Employ Business Economics Majors:

- Business & Industry  
- Communications  
- Computer Technology Management  
- Construction  
- E-Commerce  
- Educational Institutions  
- Entertainment & Recreation  
- Federal/State Government  
- Insurance Agencies  
- Nonprofit Organizations  
- Publishing  
- Real Estate Agencies  
- Retail Stores  
- School/Universities  
- Stock Brokerage Firms  
- Transportation & Public Utilities

Revised 12-1-10
# BUSINESS STUDIES/GENERAL BUSINESS

## What can I do with this major?

<table>
<thead>
<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MANAGEMENT</strong>&lt;br&gt;Areas and job titles will vary by industry.</td>
<td>Business and industry including:&lt;br&gt;- Banks and financial institutions&lt;br&gt;- Retail stores&lt;br&gt;- Restaurants&lt;br&gt;- Hotels&lt;br&gt;- Service providers&lt;br&gt;- Healthcare organizations&lt;br&gt;- Manufacturers&lt;br&gt;- Industrial organizations&lt;br&gt;- Local, state, and federal government&lt;br&gt;- Nonprofit organizations&lt;br&gt;- Self-employed</td>
<td>Prepare to start in entry-level management trainee positions. Demonstrate initiative and leadership to get promoted.&lt;br&gt;Gain experience through internships or summer and part-time jobs.&lt;br&gt;Work at a retail store or restaurant; advance into an assistant manager position.&lt;br&gt;Get involved in student organizations and assume leadership roles.&lt;br&gt;Demonstrate an entrepreneurial spirit, a strong work ethic, integrity, and a sense of independence.&lt;br&gt;Take courses in a secondary specialty such as marketing or information systems to increase job opportunities.&lt;br&gt;Learn to work well on a team and develop strong communication skills.</td>
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<tr>
<td><strong>SALES</strong>&lt;br&gt;Industry Sales&lt;br&gt;Consumer Product Sales&lt;br&gt;Financial Services Sales&lt;br&gt;Services Sales&lt;br&gt;Advertising Sales&lt;br&gt;E-commerce&lt;br&gt;Customer Service&lt;br&gt;Sales Management: District, Regional, and Higher</td>
<td>For-profit and nonprofit organizations&lt;br&gt;- Product and service organizations&lt;br&gt;- Manufacturers&lt;br&gt;- Financial companies&lt;br&gt;- Insurance companies&lt;br&gt;- Print and electronic media outlets&lt;br&gt;- Software and technology companies&lt;br&gt;- Internet companies</td>
<td>Obtain experience through internships or summer and part-time jobs.&lt;br&gt;Seek leadership positions in campus organizations.&lt;br&gt;Work for the campus newspaper, directory, or radio station selling advertisements.&lt;br&gt;Become highly motivated and well-organized.&lt;br&gt;Develop a strong commitment to customer satisfaction.&lt;br&gt;To deliver effective customer service, develop problem solving skills, self-confidence, assertiveness, and empathy.&lt;br&gt;Learn to work well under pressure and to be comfortable in a competitive environment.&lt;br&gt;Prepare to work independently and to be self-motivated. Plan to work irregular and/or long hours.&lt;br&gt;Learn to communicate effectively with a wide range of people. Take additional courses in interpersonal communication and public speaking.</td>
</tr>
</tbody>
</table>
### STRATEGIES EMPLOYERS AREAS

**SALES CONTINUED**

- Develop strong persuasion skills and learn how to build relationships.
- Some positions in sales, such as pharmaceuticals, require at least one to two years of a proven record in outside sales. Be prepared to start in a different industry before getting a job in pharmaceuticals.

<table>
<thead>
<tr>
<th>INSURANCE</th>
<th>EMPLOYERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Claims</td>
<td>Insurance firms</td>
</tr>
<tr>
<td>Underwriting</td>
<td>Banks</td>
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<tr>
<td>Risk Management</td>
<td></td>
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<tr>
<td>Sales</td>
<td></td>
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<tr>
<td>Loss Control</td>
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</tbody>
</table>

- Complete an internship with an insurance agency.
- Talk to professionals in the industry to learn more about claims, underwriting, and risk management.
- Many entry-level positions exist in these areas.
- Initiative and sales ability are necessary to be a successful agent or broker.
- Develop strong communication skills as many positions require interaction with others and the ability to explain information clearly and concisely.

<table>
<thead>
<tr>
<th>BANKING</th>
<th>EMPLOYERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Banking</td>
<td>Banks</td>
</tr>
<tr>
<td>Retail/Consumer Banking</td>
<td>Credit unions</td>
</tr>
<tr>
<td>Credit Analysis</td>
<td>Savings and loan associations</td>
</tr>
<tr>
<td>Lending</td>
<td>Financial services institutions</td>
</tr>
<tr>
<td>Trust Services</td>
<td>Federal Reserve banks</td>
</tr>
<tr>
<td>Mortgage Loans</td>
<td></td>
</tr>
<tr>
<td>Branch Management</td>
<td></td>
</tr>
<tr>
<td>Operations</td>
<td></td>
</tr>
</tbody>
</table>

- 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.
### REAL ESTATE
- Residential Brokerage
- Commercial Sales
- Appraisals
- Property Management

**Areas**: Real estate brokers, Banks, Appraisal firms, Apartment and condominium complexes, Developers, Large corporations: real estate departments

**Employers**: Real estate brokers, Banks, Appraisal firms, Apartment and condominium complexes, Developers, Large corporations: real estate departments

**Strategies**
- 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.
- Develop an entrepreneurial spirit.
- Investigate apprenticeships in appraisal.

### HUMAN RESOURCE MANAGEMENT
- Recruiting/Staffing
- Compensation
- Benefits
- Training
- Safety
- Employee Relations
- Industrial Relations
- Organizational Development
- Equal Employment Opportunity
- Employment Law
- Consulting

**Areas**: Large corporate entities, Service industry, Hospitals and healthcare organizations, Universities, Temporary or staffing agencies, Executive search firms, Local, state, and federal government, Labor unions

**Employers**: Large corporate entities, Service industry, Hospitals and healthcare organizations, Universities, Temporary or staffing agencies, Executive search firms, Local, state, and federal government, Labor unions

**Strategies**
- Take courses in the social sciences such as psychology and sociology.
- Gain relevant experience through internships.
- Develop strong verbal and written communication skills.
- Learn to solve problems creatively, and gain experience with conflict resolution.
- Build a solid background in technology because many human resource systems are automated.
- Join the Society of Human Resource Management and other related professional associations.
- Be prepared for continuous learning once in the profession.
- Seek endorsements such as the Professional Human Resource Certification (PHR).
- Earn a master’s degree for career advancement or a law degree for employment law.
GENERAL INFORMATION

• General business is a broad area that can lead to many career opportunities. Students should clearly define their goals and seek experiences and skills necessary to reach those goals.
• Gaining relevant experience through part-time and summer jobs or internships is critical.
• Learn about various fields of business through research on internet sites and books, informational interviews of professionals, and exposure to work environments through shadowing, volunteering, or interning.
• Develop interpersonal and organizational skills through participation in and leadership of student organizations. Strong communication skills, including public speaking, are also important to achieving success in this field.
• Learn to work effectively with a wide variety of people and to work well in a team environment.
• Get involved in student professional associations in field of interest.
• Develop and utilize a personal network of contacts. Once in a position, find an experienced mentor.
• Consider earning an MBA or other related graduate degree after gaining work experience to reach the highest levels of business management.
• See also “What Can I Do With This Major?” for Management, Marketing, Finance, Human Resources, Logistics, and Accounting for additional information.