

# MANAGEMENT

What can I do with this major?

## AREAS

## EMPLOYERS

## STRATEGIES

### MANAGEMENT

Areas and job titles will vary by industry.

Business and industry including:  
Banks and financial institutions  
Retail stores  
Restaurants  
Hotels  
Service providers  
Healthcare organizations  
Local, state, and federal government  
Nonprofit organizations  
Self-employed

Be prepared to start in entry-level management trainee positions. Demonstrate initiative and leadership to get promoted.  
Gain experience through internships or summer and part-time jobs.  
Work at a retail store or restaurant; advance into an assistant manager position.  
Get involved in student organizations and assume leadership roles.  
Demonstrate an entrepreneurial spirit, a strong work ethic, integrity, and a sense of independence.  
Take courses in a secondary specialty such as marketing or information systems to increase job opportunities.  
Learn to work well on a team and develop strong communication skills.

### HUMAN RESOURCE MANAGEMENT

Recruiting/Staffing  
Compensation  
Benefits  
Training  
Safety  
Employee Relations  
Industrial Relations  
Organizational Development  
Equal Employment Opportunity  
Employment Law  
Consulting

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

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.

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### OPERATIONS MANAGEMENT

Operations Research Analysis:

- Business strategy
- Facilities layout
- Inventory control
- Personnel scheduling

Production Management:

- Line supervision
- Manufacturing management
- Production planning
- Quality assurance

Materials Management:

- Purchasing/buying
- Traffic management
- Inventory management

Manufacturers  
Industrial organizations  
Service organizations

Develop strong analytical skills and a logical approach to problem solving.  
Take additional courses in statistics and computer systems. This is a more technical side of business.  
Develop skills in budgeting and cost management.  
Take additional accounting and finance courses.  
Learn to manage multiple situations and problems.  
Be able to communicate effectively with different types of people in various functional areas.  
Earn an MBA to reach the highest levels of operations management.

### SALES

Industrial Sales  
Consumer Product Sales  
Financial Services Sales  
Services Sales  
Advertising Sales  
E-commerce  
Customer Service  
Sales Management:  
District, Regional, and Higher

For-profit and nonprofit organizations  
Product and service organizations  
Manufacturers  
Financial companies  
Insurance companies  
Print and electronic media outlets  
Software and technology companies  
Internet companies

Obtain experience through internships or summer and part-time jobs.  
Seek leadership positions in campus organizations.  
Work for the campus newspaper, directory, or radio station selling advertisements.  
Become highly motivated and well-organized.  
Develop a strong commitment to customer satisfaction.  
To deliver effective customer service, develop problem solving skills, self-confidence, assertiveness, and empathy.  
Learn to work well under pressure and to be comfortable in a competitive environment.  
Be prepared to work independently and to be self-motivated. Plan to work irregular and/or long hours.  
Learn to communicate effectively with a wide range of people. Take additional courses in interpersonal communication and public speaking.  
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.

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### INSURANCE

Claims  
Underwriting  
Risk Management  
Sales  
Loss Control

Insurance firms  
Banks

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.

### REAL ESTATE

Residential Brokerage  
Commercial Sales  
Appraisals  
Property Management

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

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.  
Research apprenticeships in appraisal.

### BANKING

Commercial Banking  
Retail/Consumer Banking  
Credit Analysis  
Lending  
Trust Services  
Mortgage Loans  
Branch Management  
Operations

Banks  
Credit unions  
Savings and loan associations  
Financial services institutions  
Federal Reserve banks

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.

**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.