

Business Careers

What can I do? Where can I go?

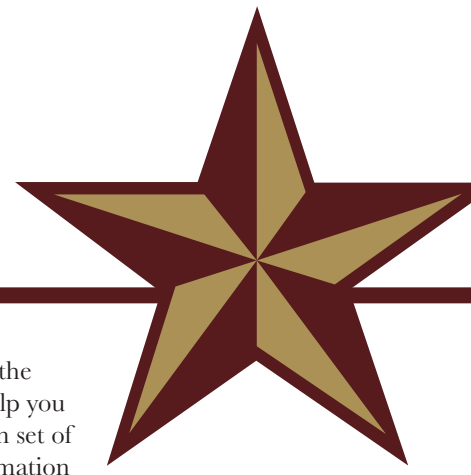
Regardless of the individual business major you choose, majoring in any one of the business disciplines means that you will graduate with knowledge and skills to help you be successful in a variety of business settings. All business majors take a common set of business core courses that concentrate on communication, analytical skills, information technology, teamwork, ethics, and diversity.

Skills

- Time Management
- Critical Thinking
- Research
- Oral and Written Communication
- Analytical
- Interpersonal
- Creativity
- Project Management
- Decision-Making
- Team-Work
- Statistics
- Delegation
- Negotiation
- Planning Technique

Degrees & Certifications at Texas State University

- Bachelor of Business Administration (BBA) in Accounting
- Bachelor of Business Administration (BBA) in Computer Information Systems and Quantitative Methods
- Bachelor of Business Administration (BBA) in Economics
- Bachelor of Business Administration (BBA) in Finance
- Bachelor of Business Administration (BBA) in Management
- Bachelor of Business Administration (BBA) in Management with a Teacher Certification
- Bachelor of Business Administration (BBA) in Human Resource Management
- Bachelor of Business Administration (BBA) in Marketing
- Bachelor of Business Administration (BBA) in Marketing- Sales Concentration
- Bachelor of Business Administration (BBA) in Marketing-Services Marketing Concentration
- Master of Business Administration (MBA)
- Master of Accountancy (MAcy)
- Master of Science in Accounting
- Master of Science in Information Technology (MSAIT)



Finance

A degree in finance is designed to develop analytical skills in the planning, management and control of financial resources to achieve the financial goals of the organization. Specializations include banking, corporate finance, public finance, securities, personal financial planning, and insurance.

Sample Job Titles

- Accounting Analyst
- Bank Examiner
- Bank Teller
- Bank Trust Officer
- Budget Consultant
- Commercial Lender
- Credit Analyst
- Credit Manager
- Estimator
- Financial Analyst
- Financial Consultant
- Financial Manager
- Financial Planner
- Financial Technician
- Investment Analyst
- Loan Officer
- Operations Manager
- Purchasing Agent
- Risk Management and Insurance
- Treasurer

Possible Work Setting

- Financial Institutions
- Consulting Firms
- Securities Institutions
- Personal Financial Planning
- Government Agencies
- Insurance Companies
- Investment Firms
- Private Practice
- Real Estate Agencies

Finance Skills

- Computer Literate
- Competitive
- Flexible and Adaptable
- Attention to Detail
- Critical Thinking

Professional Organizations

- The Actuarial Foundation www.actuarialfoundation.org
- American Academy of Actuaries www.actuary.org
- American Bankers Association www.aba.com
- American Institute for Chartered Property and Casualty Underwriters/Insurance of America www.aicpcu.org
- Association for Computing Machinery www.acm.org
- Association for Information Systems www.aisnet.org
- Bank Administration Institute www.bai.org
- Consumers Bankers Association www.cbnet.org
- Federal Deposit Insurance Corporation www.fdic.gov

Management

A business management program provides the knowledge and tools to launch new business ideas and succeed in management positions. Management is the organizational process that includes strategic planning, setting objectives, managing resources, and deploying the human and financial assets needed to achieve objectives and measure results. Specializations include international business, human resources, retail and sales, and real estate.

Sample Job Titles

- Budget Officer
- Business Manager
- Executive Director
- Department Manager
- Operations Manager
- Retail Manager
- Planning Analyst
- Portfolio Manager
- Property Manager
- Supervisor
- Executive Officer
- Sales Manager
- Private Sector Consultant

Possible Work Setting

- Consulting Firm
- Financial Services Industry
- Human Resources Dept.
- Private/ Government
- Sports Industry
- Service Industries

Management Skills

- Brainstorming Ability
- Persuasion Skills
- Teamwork
- Creative problem-solving
- Leadership Ability

Professional Organizations

- American Management Association www.amanet.org
- American Society for Public Administration www.aspanet.org
- National Management Association www.nmal.org
- Association for Women in Management www.womens.org
- Institute for Operations Research and Management Services www.informs.org



Accounting

Accountants ensure any business entity of accurate, up-to-date record keeping of financial transactions and procedure reporting of business practices. Some of the specializations include public, corporate, auditing, forensic, tax, cost and budgets, internal, and government accounting.

Sample Job Titles

- Auditor
- Bank Examiner
- Bank Officer
- Certified Public Accountant
- Compliance Investigator
- Corporate Bookkeeper
- Credit Analyst
- Credit Counselor
- Cost Accountant
- Internal Auditor
- Private Accountant
- Revenue Agent
- Salary Wage Administrator
- Systems Analyst
- Tax Accountant
- Treasurer
- Public Accountant
- Bursar
- Divisional Controller
- Assistant Controller
- Director of Budgeting
- Certified Fraud Examiner

Possible Work Setting

- Government Agencies
- Accounting Firms
- Consulting Firms
- Colleges
- Financial Service Companies
- Banks
- Non-Profit Organizations
- Health care Industry
- Investment Firms
- Private Practice

Accounting Skills

- Objectivity
- Logical Problem Solving
- Ability to Analyze
- Decision Making
- Legal Knowledge

Professional Organizations

- American Accounting Association www.aahq.org
- American Institute of Certified Public Accountants www.aicpa.org
- American Society of Women Accountants www.aswa.org
- American Woman's Society of Certified Public Accountants www.awscpa.org
- Association of Government Accountants www.agacgfm.org
- American Bankers Association www.aba.com

Marketing

The main purpose of marketing is to educate consumers about products and services. Marketing professionals are interested in the buying behavior of consumers and organizations, and its relationship to the selling process. Marketing professionals are involved in areas such as research, public relations, international marketing, sales, logistics, and advertising.

Sample Job Titles

- Advertising Manager
- Buyer
- Field Representative
- Brand Manager
- Marketing Director
- Merchandise Manager
- Pharmaceutical Dealer
- Purchasing Agent
- Retail Manager
- Sales Engineer
- VP of Marketing
- Marketing Researcher
- Promotion Manager
- Project Director
- National Sales Manager
- Sales Proposal Coordinator

Possible Work Setting

- Advertising Agencies
- All Service Industries
- Consumer Product Companies
- Consulting Firms
- International Firms
- Entertainment Industry
- Government Agencies
- Hospitals

Marketing Skills

- Creative Thinking
- Multitasking
- Persuasive
- Deductive Reasoning
- Adaptability
- Oral Comprehension

Professional Organizations

- American Marketing Association www.marketingpower.com
- Mobile Marketing Association www.mmaglobal.com
- Search Marketing Association www.sma-uk.org
- Marketing Research Association www.mra-net.org
- Advertising Club of New York www.theadvertisingclub.org
- Advertising Council www.adcouncil.org
- Advertising Research Foundation www.arf.org
- American Advertising Federation www.aaf.org
- Association of International Product Marketing and Management www.aipmm.com
- International Marketing Institute www.smei.org
- Women in Direct Marketing International www.wdmi.org
- Promotion Marketing Association of America www.pmalink.org

Computer Information Systems

Computer and information systems managers play a vital role in the implementation of technology within their organizations and the technological direction of their organization. They analyze the computer and information needs of their organizations from an operational and strategic perspective and determine immediate and long-range personnel and equipment requirements. Computer information systems majors can specialize in areas such as programming, e-Commerce, database design, and software engineering.

Sample Job Titles

- Applications Development Manager
- CIO: Chief Information Officer
- Computer Programmer
- Computer Scientist
- Database Engineer
- Senior Systems Analyst
- Data Processing Manager
- Information Control Analyst
- Web Developer
- Systems Architect
- Network Administrator
- Operations Researcher
- Systems Supervisor
- Information Center Analyst

Possible Work Setting

- Communication Companies
- Computer and Hardware Companies
- Financial Institutions
- Government Agencies
- Software Companies
- Insurance Companies
- Media Companies
- Public Relations Companies
- Security Companies
- Transportation Companies

Computer Information Systems Skills

- Systems Development
- Technical Writing
- Strategic Planning
- Database Management
- Computer Programming
- Knowledge of Computer Programming language
- Advanced Systems Development

Professional Organizations

- Association for Computing Machinery www.acm.org
- Computer and Communications Industry Association www.cciainet.org
- Computer World www.computerworld.com
- Information Technology Association of America www.ita.org
- Virtual Institute of Information www.vii.org
- Software and Information Industry Association www.sii.net

Economics

Economics is the study of the way society allocates and uses resources to make goods and services that are needed. Economics is a social science that dives into many theories that finance, management, and marketing departments use when they are facing problems that occur in society. Economists take an intricate look into the buying habits of firms and individuals.

Sample Job Titles

- Agricultural Researcher
- Economist
- Consumer Affairs/Services
- Employment Forecaster
- Financial Economist
- Financial Planner
- Investment Analyst
- Lawyer
- Price Economist
- Statistician
- Systems Analyst
- Tax Economist

Possible Work Setting

- Brokerage Houses
- Consulting Firms
- Market Research Firms
- Research & Development

Economic Skills

- Analytical
- Number Sense
- Patterns and Predictions
- Planning and Budgeting
- Operations and Scheduling

Professional Organizations

- Market Research and Intelligence Association (MRIA) www.mria-arim.ca
- Interactive Marketing Research Organization (iMRO) www.imro.org
- Marketing Research Association (MRA) www.mra-net.org
- Financial Management Organization (FMA) www.fma.org/assoc.htm
- Association for Banking and Finance www.istfin.eco.unisi.ch/association.htm
- International Banking, Economics, and Finance Association www.ibefa.org
- International Association for Islamic Economics www.iaie.net



Resources

Texas State University-Student Organizations

- Accounting Club www.business.txstate.edu/acctclub
- Alpha Kappa Psi (AKP) www.txstateakpsi.com
- Alpha Mu Alpha
www.marketing.mccoy.txstate.edu/students/honorary.html
- American Marketing Association (AMA)
www.business.txstate.edu/ama
- Association of Information Technology Professionals (AITP)
www.txstateaitp.org
- Beta Alpha Psi www.business.txstate.edu/bap
- Beta Gamma Sigma (Business Honor Society)
www.business.txstate.edu/bgs
- Collegiate Entrepreneurs' Organization (CEO)
www.txstateceo.net
- Epsilon Nu Tau www.txstate-ent.org
- Financial Management Association (FMA)
www.business.txstate.edu/fma
- Hispanic Business Student Association (HBSA)
www.business.txstate.edu/hbsa
- MBA Student Association
www.studentorgs.txstate.edu/mbasa/Home.html
- National Association of Black Accountants (NABA)
www.business.txstate.edu/naba
- Society for Human Resource Management (SHRM)
www.studentorgs.txstate.edu/shrmtxstate
- Student Economics Association www.business.txstate.edu/sea
- Students In Free Enterprise (SIFE)
www.business.txstate.edu/SIFE

Career Library Resources

- “Careers in Accounting”: Gloria Gaylord and Glenda Reid
- “Careers in Marketing”: Lila Stair and Leslie Stair
- “Careers in Focus- Business Managers”: Ferguson
- “Careers in Business”: Lila Stair and Leslie Stair
- “Industries & Careers for MBAs”: WetFeet Insider Guide
- “Careers in Finance”: Trudy Ring
- “International Business”: Edward J. Halloran

Job Search

- Financial Job Bank www.financialjobbank.com/jobsearch
- SEMPO www.sempo.org/?page=jobs
- Human Resources www.humanresourcesjobs.com/jobsearch
- Indeed www.indeed.com/q-Property-Manager-jobs.html
- American Economic Association www.aeaweb.org/joe
- Search Engine Journal www.jobs.searchenginejournal.com
- eFinancial Careers www.efinancialcareers.com
- Work Tree www.worktree.com
- Job Search Site www.accountingjobs.jobsearchsite.com
- The Search Agency www.thesearchagency.com
- Search Engine Watch www.jobs.searchenginewatch.com

Information for this handout compiled from:

What is Business Website www.wharton.upenn.edu/what_is_business/index.html • Professional Associations website: www.faculty.philau.edu/russowl/associat.html
McCoy College of Business Administration: Texas State University • Careers in Accounting: Gloria Gaylord and Glenda Ried • Careers in International Business: Edward Halloran • 12 Business Skills you need to Master: Terry Hill • Careers in Marketing: Lila Stair and Leslie Stair • Careers in Business: Lila Stair and Leslie Stair
Industries and Careers for MBAs • Careers in Finance: Trudy Ring • Careers in Focus: Ferguson