

BUSINESS ADMINISTRATION

*WHAT CAN I DO WITH MY MAJOR IN BUSINESS ADMINISTRATION?

*WHAT CAN I DO TO MAKE MYSELF MORE MARKETABLE?

*WHERE CAN I FIND CAREER INFORMATION?

• CAREER PLANNING • SUNYPOTSDAM • 106 SISSON
HOMEPAGE: www.potsdam.edu/career TEL: 315-267-2344

WHAT CAN I DO WITH A MAJOR IN BUSINESS ADMINISTRATION?

1. Plan, organize, direct, control, and coordinate the operations of an organization and its major departments.
2. Assign responsibility, coordinate efforts, and establish workflow in order to run a successful business.
3. Evaluate the profitability of a product or service and make changes accordingly.
4. Function effectively in the international business environment, being sensitive to differences (cultural, economic, and political) and adopting appropriate policies and strategies for interactions.

EXAMPLES OF FIELDS OF EMPLOYMENT FOR BUSINESS ADMINISTRATION MAJORS:

1. Government Agencies
2. Large Firms and Corporations
3. Financial Institutions
4. Multi-national Companies
5. Commercial Firms
6. Small Businesses
7. Manufacturing

SAMPLE JOB TITLES OF BUSINESS ADMINISTRATION MAJORS:

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|----------------------------|---------------------------|
| * Account Executive | * Financial Analyst |
| * Administrative Assistant | * Foreign-Exchange Trader |
| * Bank Manager | * Director of Bursar |
| * Broker | * Insurance Underwriter |
| * Buyer | * Loan Officer |
| * Credit Analyst | * Market Research Analyst |
| * Credit Manager | * Media Planner |
| * Employment Counselor | * Mortgage Loan Officer |
| * Payroll Clerk | * Personnel Assistant |
| * Sales Manager | * Personal Recruiter |



SAMPLE JOB DESCRIPTIONS:

1. Business Credit/Loan Specialist: specializes in extending short-term commercial credit to business clients of a company or bank. Sometimes makes loans to business clients for longer periods.
2. Public Administrator/Manager: manages day-to-day operations of government and public service agencies, analyze effectiveness of current policies and assist with planning future operations.
3. Retail Store Manager: in charge of entire operation of store. May range in size from small, local independent shop or grocery store to large department store or supermarket.
4. Fund-raiser: plans and manages fund-raising program for a non-profit organization or cause.

ENHANCING EMPLOYABILITY:

1. Get involved in the career development process early, freshman year.
2. Select minors/elective courses that will demonstrate interest/applicability to your career objective.
3. Get career-related experience: internships, summer and/or part-time employment, volunteer, or join a career related association or organization.
4. Develop the following job search and self-marketing skills: resume and cover letter writing, portfolio development, researching employers, interviewing, networking, and employment searching.
5. Skills to develop: problem solving, teamwork, goal-setting, interpreting and analyzing data, oral/written communications, planning, organizing, policy making and implementation, leadership, decision making, negotiating, supervising, and attention to detail.

SAMPLE INTERNSHIP EXPERIENCES:

- * Abraham & Straus/Jordan Marsh (ASJM)
 - Manage the purchase order, advertising, and price exchange process.
 - Assist the buyer in the execution of store merchandising through model store participation and store visits.
- * Macy's West
 - Gain exposure to merchandise marketing, sales management, and customer service.
 - Observe management and participate in classroom activities.

STRATEGIES FOR CONTACTING EMPLOYERS:

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| * write an employer targeted resume and cover letter | * prepare for the interview |
| * learn job search strategies | * design a portfolio |
| * networking | * develop networking cards |
| * use SUNY College at Potsdam's Career Planning Internet Homepage | * use SUNY College at Potsdam's Career Planning reference books |

WHERE TO GET INFORMATION AND ASSISTANCE:

1. ECONOMICS DEPT., SUNY College at Potsdam, Dunn Hall 219

- * talk with faculty

2. CAREER PLANNING CENTER, SUNY College at Potsdam, 106 Sisson Hall

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|------------------------------------|-------------------------------------|
| * individual career assistance | * job vacancies |
| * workshops/seminars | * summer jobs |
| * employer literature | * reference file |
| * computerized assessment programs | * Career Planning Internet Homepage |
| * career testing | * free handouts available |
| * career library | * alumni contacts |
| * networking assistance | * Employment Connections (Job Fair) |

WHAT IF I WANT TO GO TO GRADUATE SCHOOL?

RESOURCES AVAILABLE AT THE CAREER PLANNING CENTER:

- *graduate school handout
- *GRE, GMAT, MCAT, LSAT and MAT forms and bulletins
(GRE computerized tests and graduate study books)
- *graduate books - listings of schools and programs
- *financial aid information about graduate school
- *Peterson's Graduate Programs (G7F,G,H,I,J,K)

RESOURCES FOR FINDING EMPLOYERS:

RESOURCES AVAILABLE AT THE CAREER PLANNING CENTER:

- * Dun's Career Guide Employment Opportunities Directory (R8GG)
- * Job Hunter's Sourcebook (R26D)
- * Careers in Business (C8A)
- * Business and Management Jobs (R8A)
- * Dun's Regional Business Directory (R8I, R8J, R8K)
- * Hoover's Handbook of American Business (R8L)
- * The Directory of Business Information Resources (R8F)
- * Hoover's MasterList of Major U.S. Companies (R8E)
- * Job Choices in Business (R26B)
- * Summer Jobs for Students (S2A)
- * Career Planning Internet Homepage
- * Additional material found by using Career Planning Library Bibliography

OTHER SOURCES OF INFORMATION:

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| <ul style="list-style-type: none">* American Management
135 West 50th Street
New York, NY 10020
(212) 586-8100 | <ul style="list-style-type: none">* National Association of Industrial
Association Management
Stearn Building, Suite 324
293 Bridge Street
Springfield, MA 01103
(413) 737-8766 |
| <ul style="list-style-type: none">* American Business Associates (ABA)
292 Madison Ave., 4th Fl.
New York, NY 10017
(212) 949-2168 | <ul style="list-style-type: none">* Center for Entrepreneurial Management
180 Varick St., Penthouse Ste.
New York, NY 10014
(212) 633-0060 or (212) 633-0061 |

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