

BUSINESS ECONOMICS

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

*WHAT CAN I DO TO MAKE MYSELF MORE MARKETABLE?

*WHERE CAN I FIND CAREER INFORMATION?

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

WHAT CAN I DO WITH A MAJOR IN BUSINESS ECONOMICS?

1. Research consumer demand for a product, and plan sales and promotion of the product.
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. Provide an environment in which workers can effectively produce.
5. Plan and implement changes in personnel and/or operations.

EXAMPLES OF FIELDS OF EMPLOYMENT FOR BUSINESS ECONOMICS MAJORS:

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

SAMPLE JOB TITLES OF SUNY POTSDAM BUSINESS ECONOMICS ALUMNI:

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|------------------------------------|-----------------------------------|
| * Supervisor | * Systems Analyst/Programmer |
| * Financial Software Analyst | * Account Executive |
| * Company President | * Financial Analyst |
| * Merchandise Manager | * Sales Representative |
| * Human Resources Manager | * Account Manager |
| * Director of Business Development | * Customer Support Representative |

SAMPLE JOB DESCRIPTIONS:

1. Retail Buyer: selects and buys the best available merchandise or commodities at lowest possible price. Keeps informed about market trends, works with suppliers, follows up orders, and monitors the sale of merchandise.
2. Hotel/Resort Manager: directs all operations of a hotel, motel or resort. Responsible for efficiency, profitability of establishment, and guest satisfaction. Ensures staffing and productivity.
3. Entrepreneur: finances, organizes, manages, and assumes risks of a business. Hires and manages employees, markets the product or service, and works with consultants.
4. International Trade Specialist: plans, implements and promotes the exporting/importing of goods or services to/from foreign markets. Arranges trade deals between sellers and buyers and purchases goods from foreign manufacturers.

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. 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:

- * General Foods USA
 - The company is a major producer and distributor of food products.
 - Interns pursue assignments and special projects in various divisions of headquarters.
 - The intern will attend regular seminars with corporate executives.
- * American Management Association (AMA)
 - AMA is a non-profit organization that provides services and training in business and management.
 - Intern opportunities are available in human resources, marketing, finance, meeting operation, and others.

STRATEGIES FOR CONTACTING EMPLOYERS:

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

SOME EMPLOYERS OF SUNY COLLEGE AT POTSDAM BUSINESS ECONOMICS ALUMNI:

- * Miami University
- * Eastman Kodak Co.
- * Mobius Group Inc.
- * Wachovia Bank
- * Capstone Electronics Corporation
- * The New York Times
- * Tesa Tuck, Inc.
- * Chatfield Dean and Company
- * Comsec Security and Fire Systems
- * J.C. Penney Co.
- * Service Master
- * IBM

WHERE TO GET INFORMATION AND ASSISTANCE:

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

*talk with faculty

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

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

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 Master List 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 Association
135 West 50th Street
New York, NY
(212) 586- 8100
* American Society for Public
Administration
1120 G. Street NW, Suite 700
Washington D.C. 20005
(202) 393- 7878 | <ul style="list-style-type: none">* Association for Business Comm.
100 English Building
608 S. Wright St.
University of Illinois
Urbana, IL 61801
(217) 333- 1007
* National Association of Industrial
Management
293 Bridge St.
Springfeild, MA 01103
(413) 737- 8766 |
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