

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 • SUNY POTSDAM • 206 SISSON

Web Site: www.potsdam.edu/offices/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. Manufacturing
7. Marketing & Public Relations
8. Non-Profit Organizations
9. Media
10. Small Businesses

SAMPLE JOB TITLES OF BUSINESS ADMINISTRATION MAJORS:

- * Account Executive
- * Administrative Assistant
- * Bank Manager
- * Broker
- * Buyer
- * Credit Analyst
- * Credit Manager
- * Employment Counselor
- * Payroll Clerk
- * Sales Manager
- * Financial Analyst
- * Foreign-Exchange Trader
- * Director of Bursar
- * Insurance Underwriter
- * Loan Officer
- * Market Research Analyst
- * Media Planner
- * Mortgage Loan Officer
- * Personnel Assistant
- * 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, analyzes effectiveness of current policies and assists 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. Fundraiser: plans and manages a 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, create a portfolio and self-marketing brochure, 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:

- * Hershey Park Summer Internship
 - Get experience with voice/network data technology
 - Get experience with client technologies and marketing applications
- * Career Planning, SUNY Potsdam, Public Relations Intern
 - Gain experience promoting services, communicating with students, faculty and employers
 - Plan events
 - Write newsletters, articles, etc.

PREPARING FOR THE JOB SEARCH MARKET

- * Write an employer targeted resume and cover letter
- * Learn job search strategies
- * Borrow resources from the SUNY Potsdam's Career Planning Library
- * Develop networking cards
- * Network w/employers at Career/Job Fairs
- * Prepare for an interview
- * Design a portfolio and self-marketing brochure
- * Visit SUNY Potsdam's Career Planning Web Site at: www.potsdam.edu/offices/career
- * Seek advice from faculty

WHERE TO GET INFORMATION AND ASSISTANCE:

1. BUSINESS ADMINISTRATION DEPT., SUNY Potsdam, Dunn Hall 100

- * Talk with Faculty
- * Talk with Students
- * Talk with Alumni

2. CAREER PLANNING OFFICE, SUNY Potsdam, 206 Sisson Hall

- * Individual Career Assistance
- * Workshops/Seminars
- * Employer Literature
- * Career Assessment Programs
- * Career and Job Fairs
- * Networking Assistance
- * Alumni Mentor
- * Job Vacancies
- * Summer Jobs
- * Reference file
- * Career Planning Web Site
- * Career Library
- * A Major Affair
- * Free Handouts Available

WHAT IF I WANT TO GO TO GRADUATE SCHOOL?

RESOURCES AVAILABLE AT THE CAREER PLANNING OFFICE:

- * On-Campus Graduate School Fair
- * 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)
- * Web Site: www.potsdam.edu/offices/career/graduate

RESOURCES FOR FINDING EMPLOYERS:

RESOURCES AVAILABLE AT THE CAREER PLANNING OFFICE (call #'s):

- * 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 Worldwide (S2A)
- * Dun's Employment Opportunities Career Guide Directory (R8GG)
- * Hoover's Guide to the Top New York Companies (R8H)
- * New York Manufacturing Directory (R8FF)
- * Career Planning Job Search Internet Links: www.potsdam.edu/offices/jobsearch/index.cfm
- * 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 10019
(212) 586-8100
www.amet.org* Business Marketing Association
1833 Centre Point Circle, Suite 123
Naperville, IL 60563
(605) 544-5054
www.marketing.org | <ul style="list-style-type: none">* American Business Associates (ABA)
350 Fairway Drive, Suite 200
Deerfield Beach, FL 33441
(800) 221-2168
www.aba-assn.com* American Business Women's Assoc.
9100 Ward Parkway
P. O Box 8728
Kansas City, MO 64114-0728
(800) 228-0007
www.aabwa.org |
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