

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 POTSDAM • 206 SISSON HALL

Web Site: www.potsdam.edu/offices/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 (Federal, State, Local)
2. Insurance
3. Finance
4. International Business
5. Marketing
6. Self-Employed
7. Manufacturing

SAMPLE JOB TITLES OF SUNY POTSDAM BUSINESS ECONOMICS ALUMNI:

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|----------------------------------|----------------------------|
| * Supervisor | * Budget Examiner |
| * Administrative Analyst | * Account Executive |
| * Claims Representative | * Financial Analyst |
| * Merchandise Manager | * Sales Representative |
| * Payroll/Benefits Administrator | * Bookkeeper |
| * Business Development Analyst | * Customer Service Analyst |

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, 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:

- * 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.

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

SOME EMPLOYERS OF SUNY POTSDAM BUSINESS ECONOMICS ALUMNI:

- * Time Warner Cable
- * Orange Rockland/Con Edison
- * Citi Smith Barney
- * The Sutherland Global Services, Inc.
- * M&T Bank
- * BJ Wholesale Club
- * NYS Division of Budget
- * US Postal Services
- * Capitol Analysts
- * Social Security Administration
- * Conboy, McKay, Bachman & Kendall
- * Adirondack Trust Company

WHERE TO GET INFORMATION AND ASSISTANCE:

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

- * 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 & CAREER INFORMATION:
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)
- * St. Lawrence County Chamber of Commerce Members Directory (R844)
- * New York Membership Directory (R80)
- * Schenectady County Chamber of Commerce (R8AA)
- * Syracuse Chamber of Commerce (R8B)
- * World Wide Chamber of Commerce Directory (R8M)
- * The Golden Apple Guide Westchester Guide (R8NN)
- * ECS Position Description Manual (C8B)
- * Hoover's Guide to the Top New York Companies (R8H)
- * St. Lawrence County Chamber of Commerce Members Directory (R844)
- * New York Membership Directory (R8W)
- * Schenectady County Chamber of Commerce Directory (R8AA)
- * Syracuse Chamber of Commerce Directory (R8B)
- * Worldwide Chamber of Commerce Directory (R8M)
- * Albany-Colonie Regional Chamber of Commerce Directory (R8N)
- * The Golden Apple Guide (Westchester County) (R8NN)
- * Career Planning Job Search Internet Links: www.potsdam.edu/offices/career/jobsearch/index.cfm
- * Additional material found by using Career Planning Library Bibliography

OTHER SOURCES OF INFORMATION:

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|---|--|
| * American Management Association
135 West 50 th Street
New York, NY
(212) 586- 8100
www.amanet.org | * Association for Business Comm.
100 English Building
608 S. Wright St.
University of Illinois
Urbana, IL 61801
(217) 333- 1007
www.businesscommunication.org |
| * American Society for Public
Administration
1301 Pennsylvania Ave NW Suite 840
Washington D.C. 20004
(202) 393- 7878
www.aspanet.org | * National Association of Industrial
Management
293 Bridge St.
Springfield, MA 01103
(413) 737- 8766 |